



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission

HEARING DATE: OCTOBER 11, 2012

Date: October 04, 2012
Project Address: **474 NATOMA STREET**
Zoning/Ht.-Blk.: C-3-S/120-F
Block/Lot: 3725/101
Project Sponsor: Smitha Seshadri
BRIDGE Housing Corporation
345 Spear Street, Seventh Floor
San Francisco, CA 94105
Staff Contact: Elizabeth Watty – (415) 558-6620
Elizabeth.Watty@sfgov.org
Recommendation: **Informational Only**

1650 Mission St.
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San Francisco,
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BACKGROUND

On November 13, 2008, the Planning Commission approved a Conditional Use Authorization to allow construction of a 100% affordable, 55-unit residential project at 474 Natoma Street – which is a through lot to Minna Street – between 6th and Mary Streets in the South-of-Market neighborhood. The Commission also adopted on November 13, 2008, a Determination of Compliance for two 309 exceptions. On December 16, 2008, the Zoning Administrator granted variances for dwelling-unit exposure and usable open space standards of the Planning Code relating to this project.

In 2010, the project was revised to increase the number of affordable dwelling units from 55 to 60 units. As a result of this increase in unit count, a modification to the previously approved exposure variance was required. On March 8, 2011, the Zoning Administrator granted a modification to the approved exposure variance (Case No. 2010.1067V).

The Project required a public art component valued at an amount equal to one percent of the hard construction costs for the Project, pursuant to Planning Code Section 149. In lieu of installing and maintaining works of art, the Project Sponsor is permitted to contribute a sum of money at least equivalent to the cost of the artwork to finance, in whole or in part, rehabilitation or restoration of the exterior of a publicly-owned building. The Project Sponsor has commissioned an artist to provide on-site public art to satisfy this requirement.

CURRENT PROPOSAL

The artist selected for the public art installation at 474 Natoma Street is Catherine Wagner. As discussed in her biography (attached), Ms. Wagner – a San Francisco resident – is an internationally-acclaimed artist who was named as one of Time Magazine's Fine Arts Innovators of the Year in 2001. Her work can be found in numerous museums and galleries, including the Museum of Modern Art, the Whitney Museum of American Art, the Metropolitan Museum of Art, the LA County Museum of Art, the San Francisco

Museum of Modern Art, the Museum of Fine Arts in Houston, the Museum of Folkswang in Germany, the Victoria and Albert Museum in London, Gallery Luisotti in Santa Monica, and the Stephen Wirtz Gallery in San Francisco. Ms. Wagner has also created large-scale site-specific public art pieces for the City and County of San Francisco, UCSF Medical School, the Millennium Partners, and the City of Los Angeles.

As it relates to this project, Ms. Wagner has selected the exterior of the elevator tower that faces Natoma Street as the location for her art. The elevator tower is eight stories tall and is visible from various vantage points along Natoma Street.

Ms. Wagner will present her vision for the public art installation to the Planning Commission on October 11, 2012.

REQUIRED COMMISSION ACTION

The final art concept and location are required to be submitted for review by the Planning Director in consultation with the Planning Commission. Staff is seeking comments from the Planning Commission as to the concept and location of the proposed public art installation at 474 Natoma Street; the Department supports the concept and location of the public art as proposed.

RECOMMENDATION: Informational Only
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Attachments:

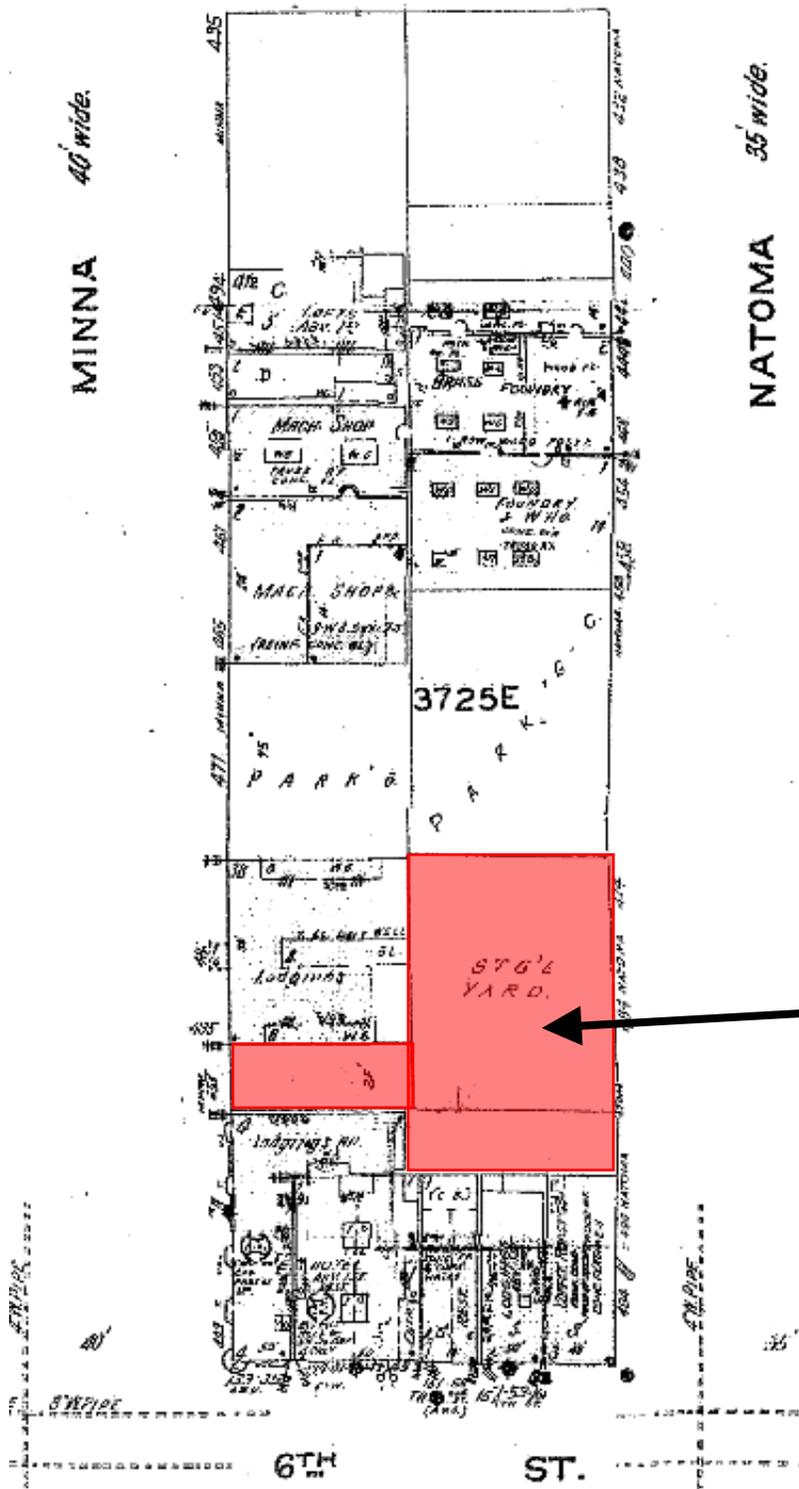
- Parcel Map
- Sanborn Map
- Zoning Map
- Public Art Description
- Public Art Graphics
- Artist Biography (Catherine Wagner)
- Samples of Artist's Work

Parcel Map



Sanborn Map*

MARY



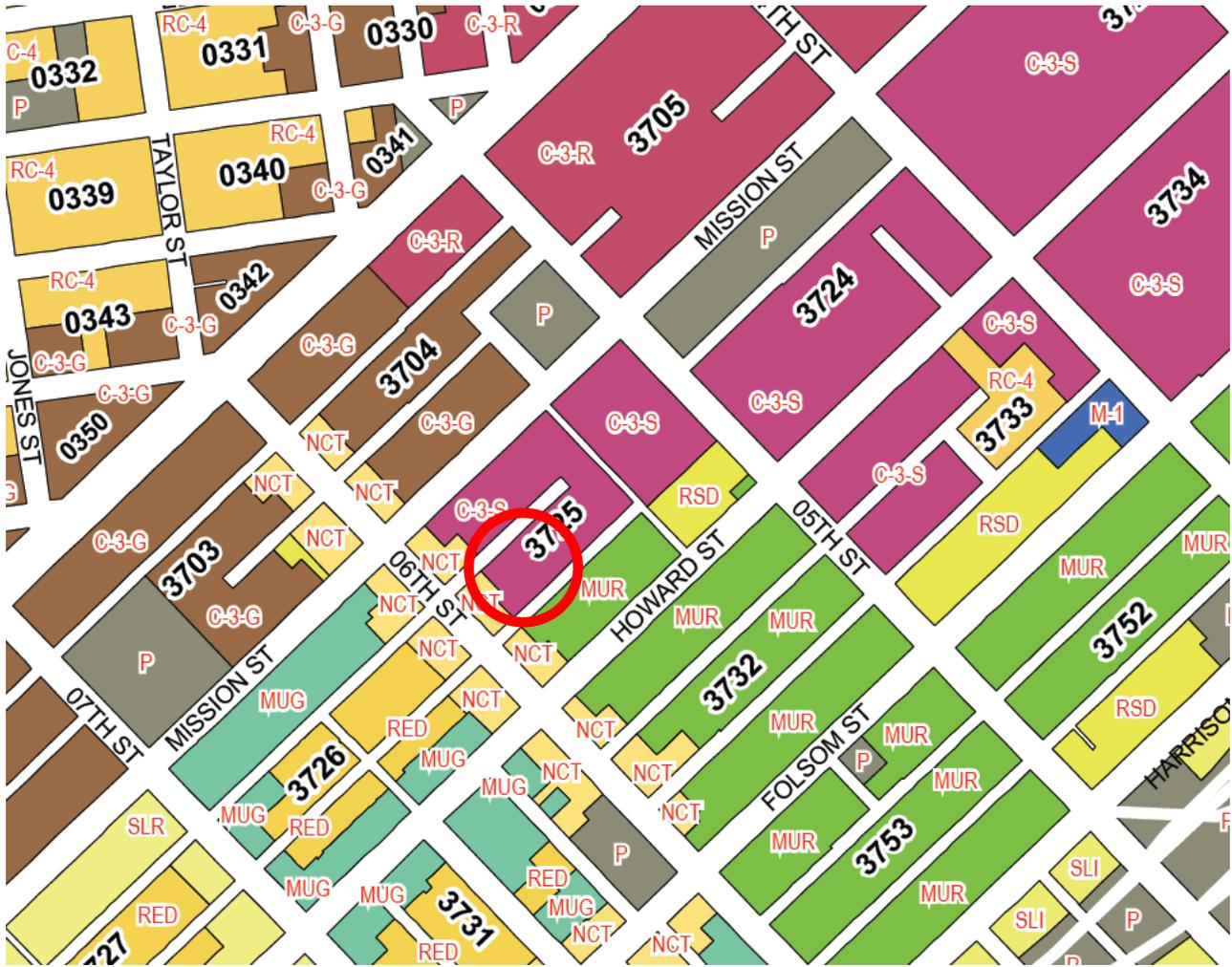
SUBJECT PROPERTY

*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Informational Presentation
Public Art Installation
474 Natoma Street

Zoning Map



Informational Presentation
Public Art Installation
474 Natoma Street

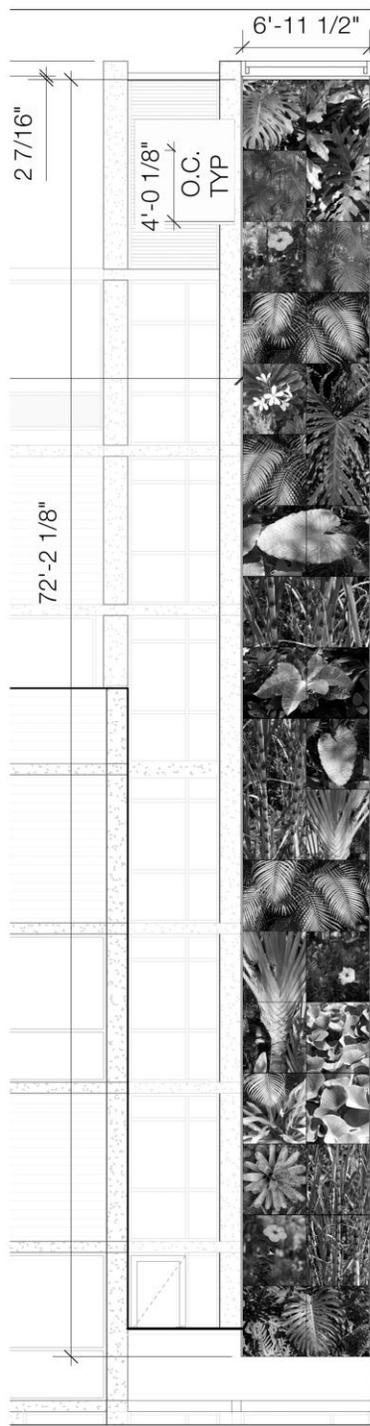
Global Garden (working title) by Catherine Wagner
474 Natoma Public Art Proposed Project Description

For the new 474 Natoma Housing Development, I am proposing to work with the exterior of the elevator tower, spanning eight stories, creating an architectural frieze that references the notion of a home garden. In essence, a garden is a defined outdoor space with a range of uses and can serve myriad objectives, such as a demarcation of ownership, privacy, sacredness, and ornamentation. The garden also serves as a marker of domesticity, of metaphorically and physically planting one's roots. The garden is symbolic of refuge, growth, and in the case of a condominium building, community.

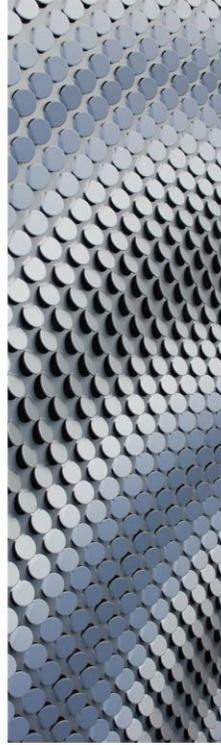
My piece brings together culturally specific plants from disparate climates and locations that reflect the eclectic South of Market area. Plant images that represent the Philippines, India, China, the Americas, Africa and South East Asia intermingle on the full height of the elevator tower. Some species represented are particular to a region while others span cultures and climates, such as ginger, cilantro, hydrangea, and morning glory vines. The composition of the image garden, with its assemblage of plants, will take on a beautiful patterning which can be seen at a distance while the individual components are visible up close. Many panels will concentrate on a singular leaf structure in order to reflect the dynamism of that species. Working with the elevator tower's verticality allows the gardens to be both immersive and cascade perceptually.

For this piece I propose to use a new and innovative low maintenance process of transferring images onto metal, called Ombræ. Using punched "pixels" that are angled and pointed to reflect a particular quality of light, the Ombræ System changes the topography of a surface in order to display a programmed image. Using my digital photographs of global plant imagery, the pixels, or "optical tiles" are formed out of an aluminum panel and attached with a simple substructure to the façade of the building. The appearance of the images shifts in relation to the light levels and the viewer's position, creating a visually dynamic surface. The overall effect of the piece oscillates between representation and abstraction.

The idea of the garden becomes an iconic identification for the building. It serves not just in adding beauty but also contributes to the sense of home. This virtual garden will represent both what has been brought from other places, as well as the mixing and exchange of cultures that characterizes the residents' and neighborhood's present life.



Example of Ombræe Panel



Example of Ombræe Panel



GLOBAL
GARDEN
474 NATOMA ST.
PUBLIC ART
CATHERINE WAGNER
ARTIST, COPYRIGHT 2012

NOTE: DRAWINGS FOR INFORMATION ON PUBLIC ART ELEMENTS ONLY. ALL BUILDING BASE DRAWINGS AND DETAILS BY SAIDA+SULLIVAN DESIGN PARTNERS

ART LIGHTING, ALIGN W/ TOP CONC. FIN

8" +/-
2 7/16"

4'-0 1/8"
O.C.
TYP

6'-11 1/2"

ART PANEL, TYP.

TOTAL AREA OF ART PANELS, SHADED

EXT. FIN OF ELEVATOR SHAFT

NOTES:
- VERIFY DIMENSIONS AND DIMENSIONAL TOLERANCES IN FIELD

REVEAL 1 1/4"

1 1/4" REVEAL

72'-2 1/8"

BUILDING GUARDRAIL

1. SOUTH ELEVATION, PARTIAL

GLOBAL GARDEN
474 NATOMA ST.
PUBLIC ART

CATHERINE WAGNER
ARTIST, COPYRIGHT 2012

Artist:
CATHERINE WAGNER
310 Precita Avenue
San Francisco, CA 94110
catherinewagnerstudio@gmail.com
T: 415.826.9227

Architectural Consultant:
CHRISTOPHER FALLIERS
1544 Campus Drive
Berkeley, CA 94708
cf@uladesign.com
T: 415.203.9445

Drawing Key:

Date: 5.20.2012
Issue +/- Revisions:
DRAFT PRICING SET

Description:
SOUTH ELEVATION,
PARTIAL

Reference North:

Scale: 1/16" = 1'-0"

File Name: NAT_PA1_052012

PA1



GLOBAL
GARDEN
474 NATOMA ST.
PUBLIC ART

CATHERINE WAGNER
ARTIST, COPYRIGHT 2012

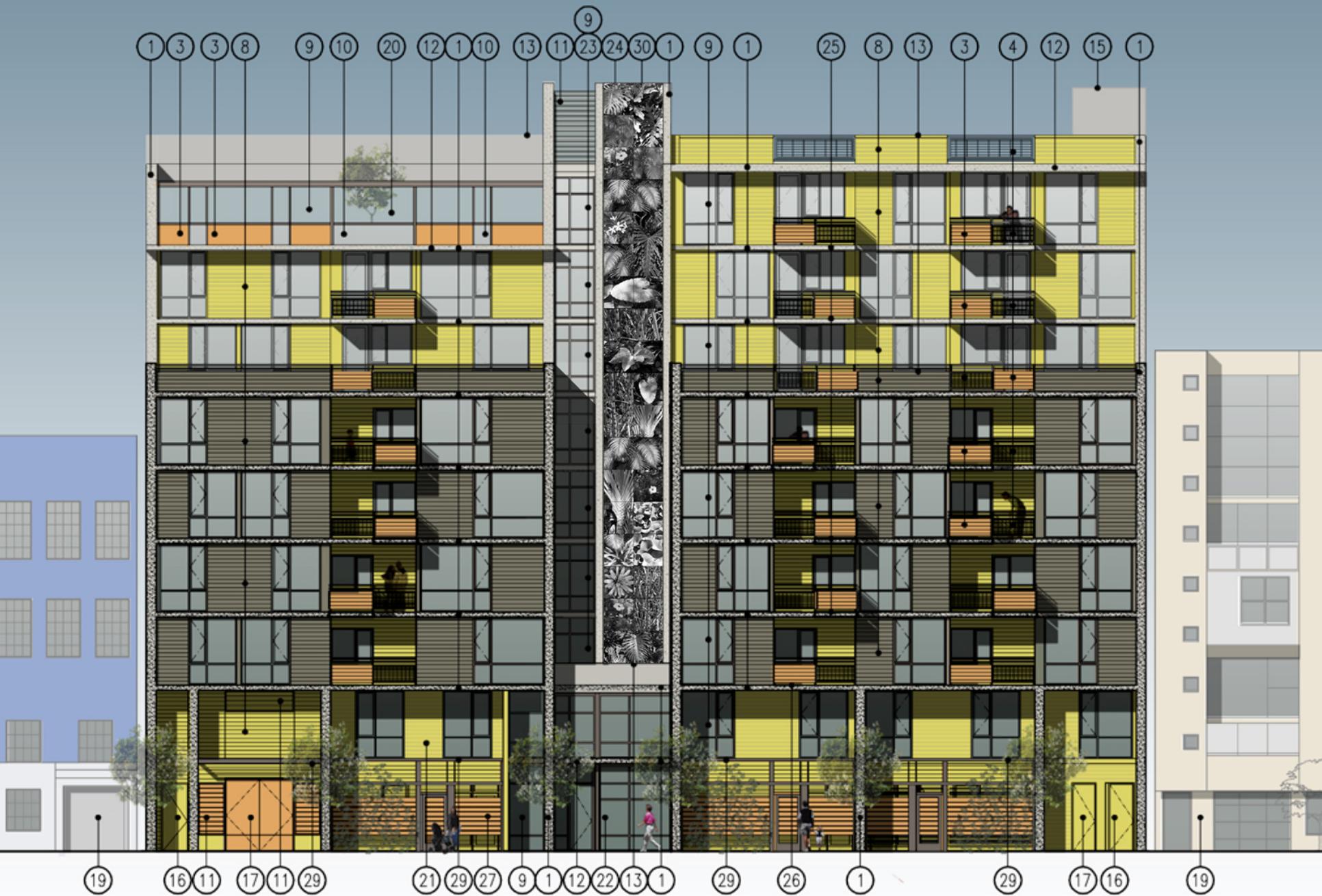


TITLE 474 NATOMA STREET PUBLIC ART
CATHERINE WAGNER, ARTIST, 2009

ELEVATION
NOT TO SCALE

BASE DRAWINGS BY:
LEDDY MAYTUM STACY ARCHITECTS, OCT 2008

A1.1
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474 NATOMA STREET PUBLIC ART
CATHERINE WAGNER, ARTIST, 2009

PERSPECTIVE

BASE DRAWINGS BY:
LEDDY MAYTUM STACY ARCHITECTS, OCT 2008

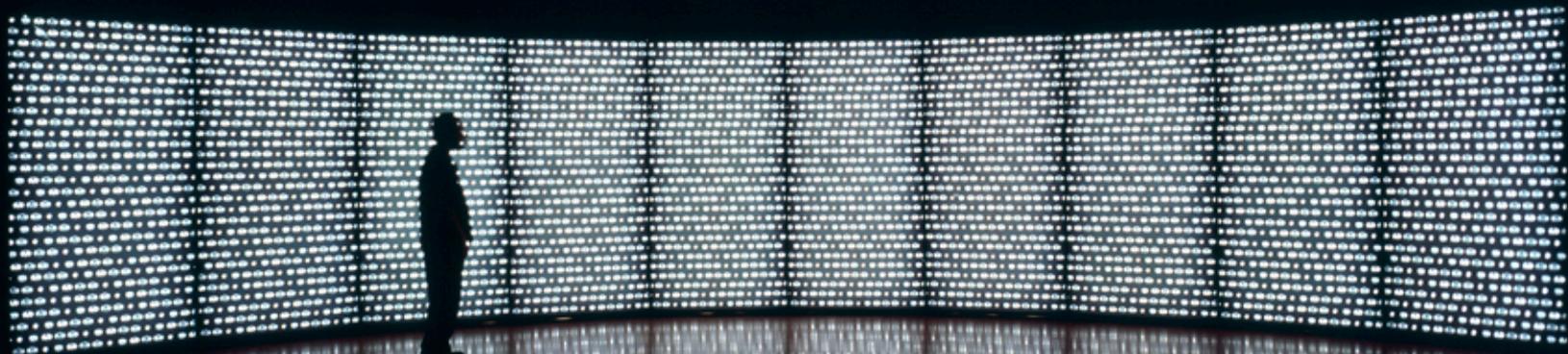
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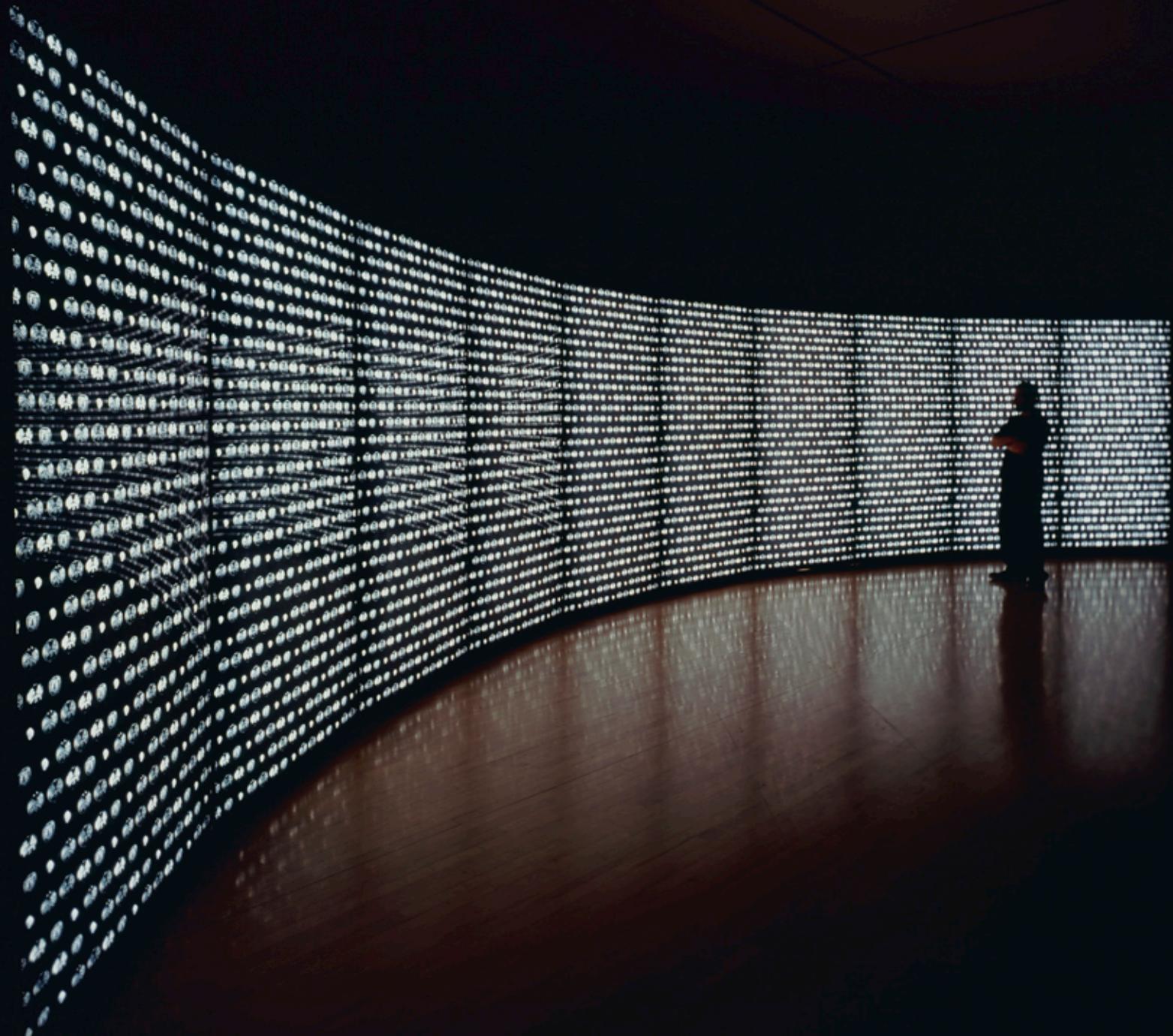
Catherine Wagner works with elements of contemporary society and transforms them into conceptual images that investigate culture. For over thirty years she has been a keen observer of the built environment, examining institutions of learning and knowledge, such as art museums and science labs, as well as the ways we construct our cultural identity.

While Ms. Wagner lives and works in California, she has also been an active international artist, working on collaborations, site-specific installations, and lecturing extensively at museums and universities. She has received many major awards, including the inaugural Visual Arts Fellowship from the San Jose Museum of Art, a Guggenheim Fellowship, NEA Fellowships, an award from Artadia: The Fund for Art and Dialogue, and the Ferguson Award. Ms. Wagner was also named one of Time Magazine's Fine Arts Innovators of the Year for 2001.

In addition to her studio work, Ms. Wagner has also created large-scale site-specific public art pieces for the City of San Francisco, the UCSF Medical School, and most recently for the City of Los Angeles. She is currently working on other projects for the City of Santa Monica, the City of San Jose, Millennium Partners, and BRIDGE Housing. Her public artworks combine the theoretical rigor of her photographic works with an awareness of the specifics and history of each site.

Her work is represented in the collections of the Museum of Modern Art, the Whitney Museum of American Art, the Metropolitan Museum of Art, the Los Angeles County Museum of Art, the San Francisco Museum of Modern Art, Museum of Fine Arts, Houston, the Museum of Folkswang, Essen, Germany, and the Victoria and Albert Museum, London. Her monographs include *Cross Sections* (Twin Palms Press 2002), *Art & Science: Investigating Matter* (Washington University, 1996), *Home and Other Stories* (Los Angeles County Museum of Art, 1993), and *American Classroom* (Museum of Fine Arts, Houston, 1988). Ms. Wagner is represented by Gallery Luisotti in Santa Monica, California and the Stephen Wirtz Gallery in San Francisco.







EXIT

CHARLE SWAN POOL
POOL 236

CHARLE SWAN POOL
POOL 236
ROOM 330

911

POOL 236
ROOM 330

EXIT











