

# San Francisco Planning Department

## 55 Laguna St In-Kind Agreement



SAN FRANCISCO  
**PLANNING DEPARTMENT**

Market & Octavia CAC

September 18, 2017

# 55 Laguna Street In-Kind Agreement



# 55 Laguna In-Kind Components

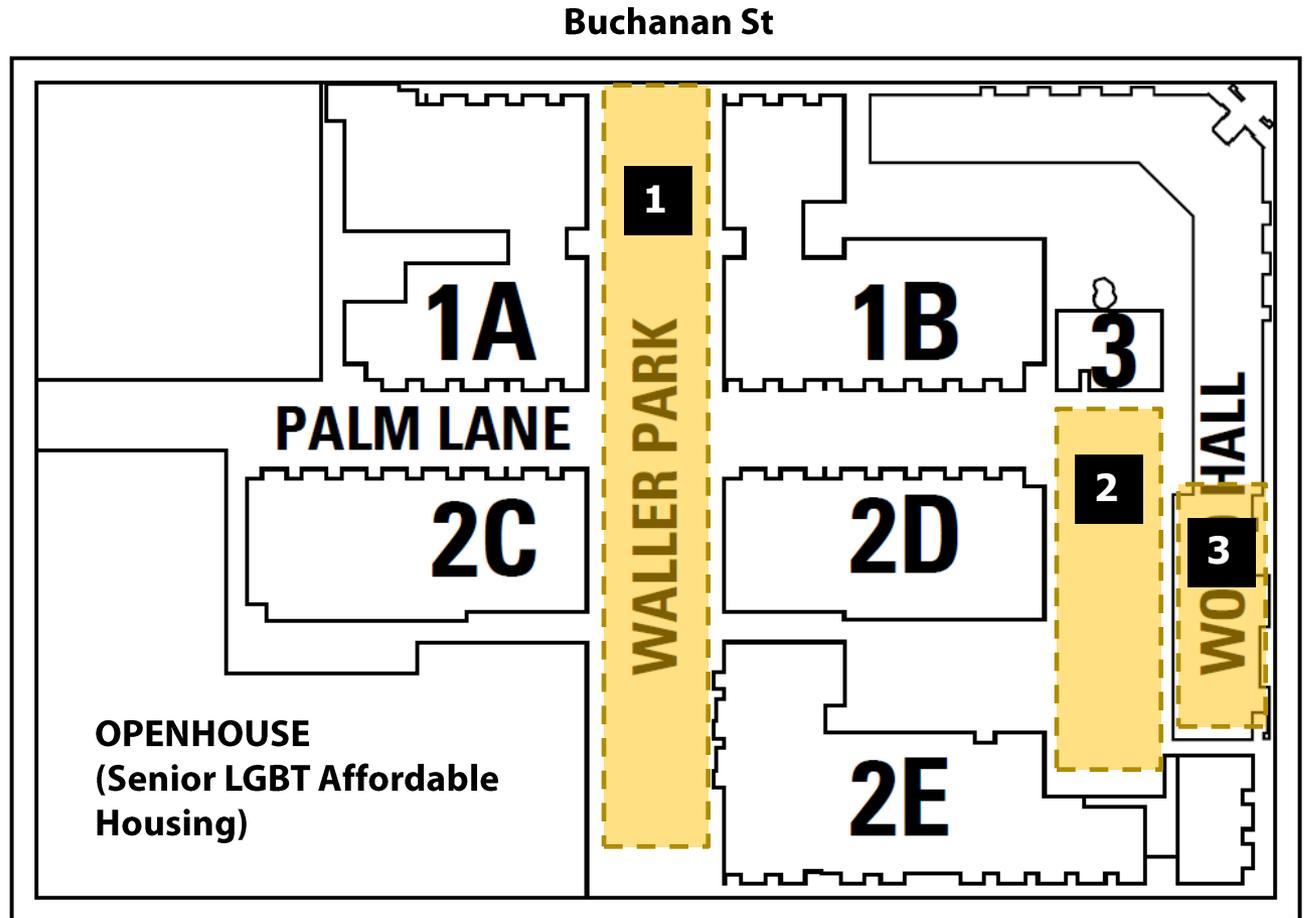
- Three public improvements
- Operations plan for each improvement:
  - *Programming & public accessibility*
  - *Standards of operation*
  - *Maintenance*
  - *Monitoring*



# Adaptive Reuse + New Construction



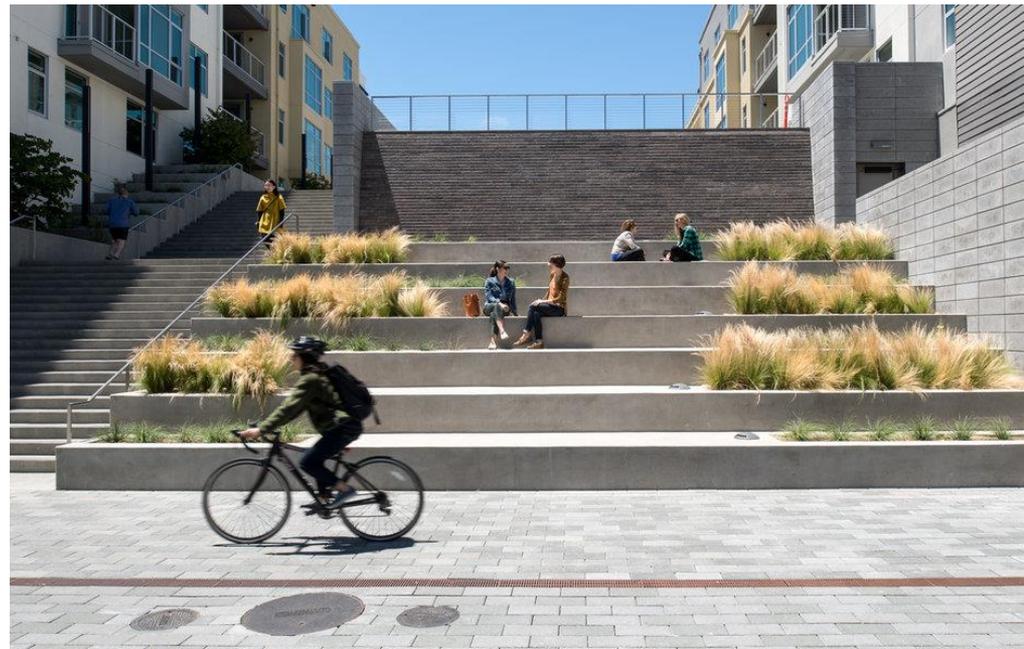
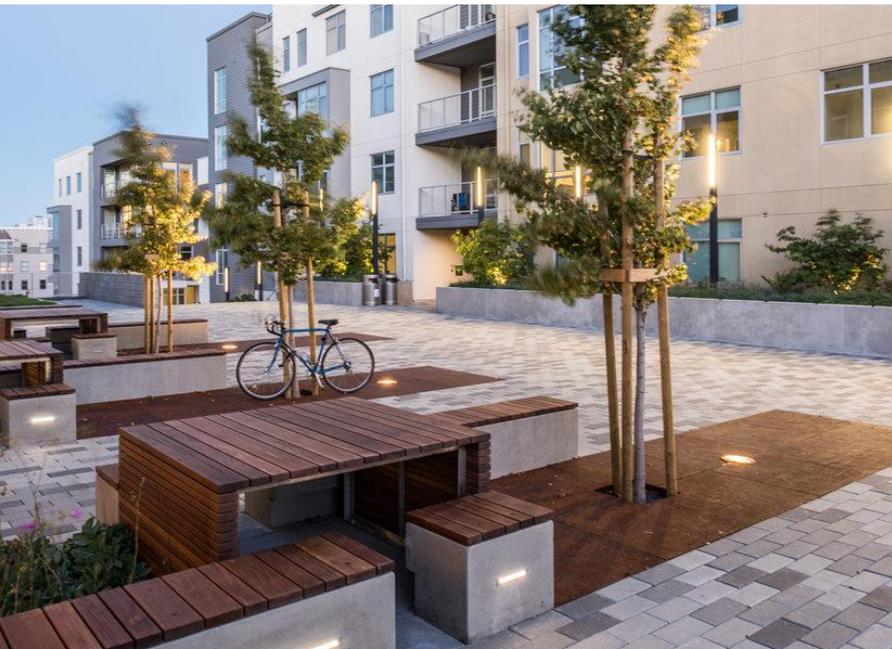
# In-Kind Agreement



- 1** **WALLER PARK:** ~28,000 sq ft terraced plaza
- 2** **COMMUNITY GARDEN:** ~10,600 sq ft garden with 56 raised beds and fruiting trees
- 3** **WOODS HALL ANNEX:** Seismic upgrade of an existing historic ~12,000 space for use as a community facility (provided rent-free to Haight Street Art Center).



# Waller Park



# Community Garden



# Haight Street Art Center

(Community Facility)



# Operations Plans Process

- Interagency Review:
  - Mayor's Office of Housing & Community Development
  - San Francisco Arts Commission
  - Public Works
  - Rec & Park
  - City Attorney



# Key discussion topics in Operations Plans

- Accessibility (hours of operation, “prohibited” activities, garden lottery process)
  - Waller Park hours: 7am-7pm (10/1-3/31); 7am-9pm (4/1-9/30)
  - Community garden: sunrise to sunset
  - HSAC: 5 days/week, 6 hours/day (plus workshops)
- Monitoring & enforcement
  - Wood Partners will report to M&O CAC at the end of 2017, 2019, 2021, and 5-year intervals thereafter to update the community and hear feedback.



# Key discussion topics in Operations Plans (cont.)

- Community facility operator & activities (Haight Street Art Center)
  - Initially, art studio was planned to be available to “qualified artists” only; eventually HSAC agreed to add public programs (see Exhibit 1 of Operations Plan)
  - Did not demonstrate sufficient public process



# HSAC Programming Plan

HAIGHT STREET ART CENTER PLAN	Description	Yrs 1-2	Yrs 3-4	Yrs 5+
<b>Facilities and Support to Artists</b>				
Provide state of the art traditional, digital printmaking equipment	Screen printing, etching, stone lithography, woodcut printing, and digital printing	Establish	Ongoing Operation	
Establish an Artist in Residence Program	Includes free use of facility and, in certain cases, a living stipend based upon the scale of program	Establish	Ongoing Operation	
Establish an Internship Program	Volunteer-based. Small stipend based on need. Collaborate on outreach with City.	Establish	Ongoing Operation	
Establish a Docent / Volunteer Program	Volunteer-based. For interested, non-artist adults and other interested members of public	Establish	Ongoing Operation	
Publish Online Digital Poster Archive (35,000 records)	Online access - on-site and web-based - to world's foremost digital poster archive	Establish	Ongoing Operation	
Make available HSAC's Museum Collection (mid-1950s to present)	Regulated on-site access to world class collection of original and printed poster art	Establish	Ongoing Operation	
Create Professional Gallery Space	Curate artist, themed and museum quality gallery shows each year	Establish	Ongoing Operation	
Create Organizational Website	Include info about HSAC, programming summaries, course catalogue and scheduling information, etc.	Establish	Ongoing Operation	
Art Center Galleries, Kadish Mural open to public - 30 hrs / wk	Corridor galleries, gift shop, digital and hard copy archives, Kadish mural and community space	Establish	Ongoing Operation	
Art Center Production Facility open to members - 30 hrs / wk	Production facilities on the second floor	Establish	Ongoing Operation	
<b>Community Sponsored Programs</b>				
Minimum Community Partner Activity Days Per Year	Partnerships with local schools, local/city non-profits - activities on/off campus	30	56	76
Minimum Public Served Per Year from Community Partner Activities	- to extend facility's reach and impact in the neighborhood and City.	360	620	820
<b>Community Art Classes</b>				
Minimum HSAC Member / Affiliated Artist Courses Per Year	Courses are multi-day and 1-2 day classes, workshops, demonstrations and lectures produced and presented by established, qualified artists. Free to ~\$300 per course. Classes are the number of days where programming will occur on or off site. Work with City to include offerings in Rec & Park Activity Guides and to establish registration and fee collection process. Artists will be compensated.	43	61	79
Minimum HSAC Member / Affiliated Artist Class Days Per Year		93	176	259
Minimum Public Served Per Year from HSAC Artists Courses		1,775	2,680	3,585

## Lessons Learned

- Seek other partners (City agencies, etc.) for advice on programming and operations
- Require a public RFP or City program to fill nonprofit spaces
- Understand that developer & City motivations around public access are misaligned
- Require status updates during implementation process
- Consider requiring 3<sup>rd</sup> party / CBO for outreach and programming
- Work to preserve community continuity for longer / complex projects

