



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission

HEARING DATE: JULY 9, 2015

Case Nos.: **2006.1524EBXV; 2013.0276BX**
Project Address: **350 MISSION STREET**
Zoning: C-3-O(SD) (Downtown Office Special Development)
Transit Center C-3-O (SD) Commercial Special Use District
700-S-2 Height and Bulk District
Block/Lot: 3710/017
Project Sponsor: KR 350 Mission, LLC
c/o Daniel Frattin of Reuben, Junius & Rose LLP
One Bush Street, Suite 600
San Francisco, CA 94104
Staff Contact: Kevin Guy – (415) 558-6163
Kevin.Guy@sfgov.org
Recommendation: **None – Informational Item Only**

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BACKGROUND

On February 10, 2011, the Planning Commission approved a Downtown Project Authorization and Requests for Exceptions pursuant to Planning Code Section ("Section") 309 (Motion No. 18268), and an allocation of office space pursuant to Sections 320 through 325 (Annual Office Development Limitation Program, Motion No. 18267), in connection with a proposal to demolish an existing four-story building containing office and retail uses and construct a 24-story, 350-foot tall building containing approximately 340,000 gross square feet of office space, approximately 1,000 square feet of retail space, approximately 23,500 square feet of subterranean parking area, and approximately 12,700 square feet of publicly-accessible interior open space. At the same hearing, the Zoning Administrator indicated an intent to grant a requested Variance from Section 155(s)(5)(A) to allow a garage entry width measuring approximately 33 feet, where the Planning Code limits the maximum permitted width of a shared parking and loading garage opening to 27 feet. On April 14, 2011, the Zoning Administrator issued a Variance Decision Letter formally granting the requested Variance (collectively, Case No. 2006.1524EBKXV).

On August 15, 2013, the Planning Commission approved an amendment to the initial approvals to add up to six additional floors of office space, resulting in a building of up to 30 stories, at a roof height of up to approximately 424 feet, with a mechanical parapet height of up to approximately 455 feet, containing up to 420,000 square feet of office uses, 5,400 square feet of retail space, and 23,500 square feet of subterranean parking area. The Project is currently under construction and is nearing completion.

Pursuant to Planning Code Section 429, the Project requires a public art component valued at an amount equal to one percent of the hard construction costs for the Project as determined by the Director of the Department of Building Inspection.

PUBLIC ART PROPOSAL

The Project Sponsor has submitted a public art proposal for the site by artist Refik Anadol. The piece is a large “media wall” mounted within the lobby of the building (which also serves, in-part, as the publicly-accessible open space for the project). The lobby is situated within an expansive, gracious volume at the ground floor, with a ceiling height of approximately 50 feet. Therefore, the art would be readily visible from the Mission Street sidewalk outside of the building. The brightness of the display will be adjustable to respond to light conditions at different times of day, and the display would be turned off between midnight and 6:00am to avoid nuisance lighting that could affect residents of the Millennium project across Mission Street to the south.

The media wall will be programmed with a variety of video compositions, thematically grouped under three subjects: “Architectural Algorithms”, the “San Francisco Pedestrian”, and “Atmospheric Data Clouds”. The media is capable of incorporating and visually-reinterpreting outside, real-time data into these compositions, such as motion capture of sidewalk activity or current atmospheric conditions. These compositions would rotate, with varying looping order and timing to create a dynamic and ever-changing artwork. Because the media wall is programmable, there could be future opportunities to collaborate with local artists and schools in the future to produce new artworks and curate displays.

REQUIRED COMMISSION ACTION

This item is being presented by the project sponsor for informational purposes only. No formal action by the Planning Commission is required.

RECOMMENDATION:	None – Informational Item Only
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Attachments:

350 Mission Street – Public Art Program



ART PROGRAM PRESENTATION | 350 MISSION STREET

K I L R O Y

• REFIK ANADOL STUDIO

SOM

May 19, 2015

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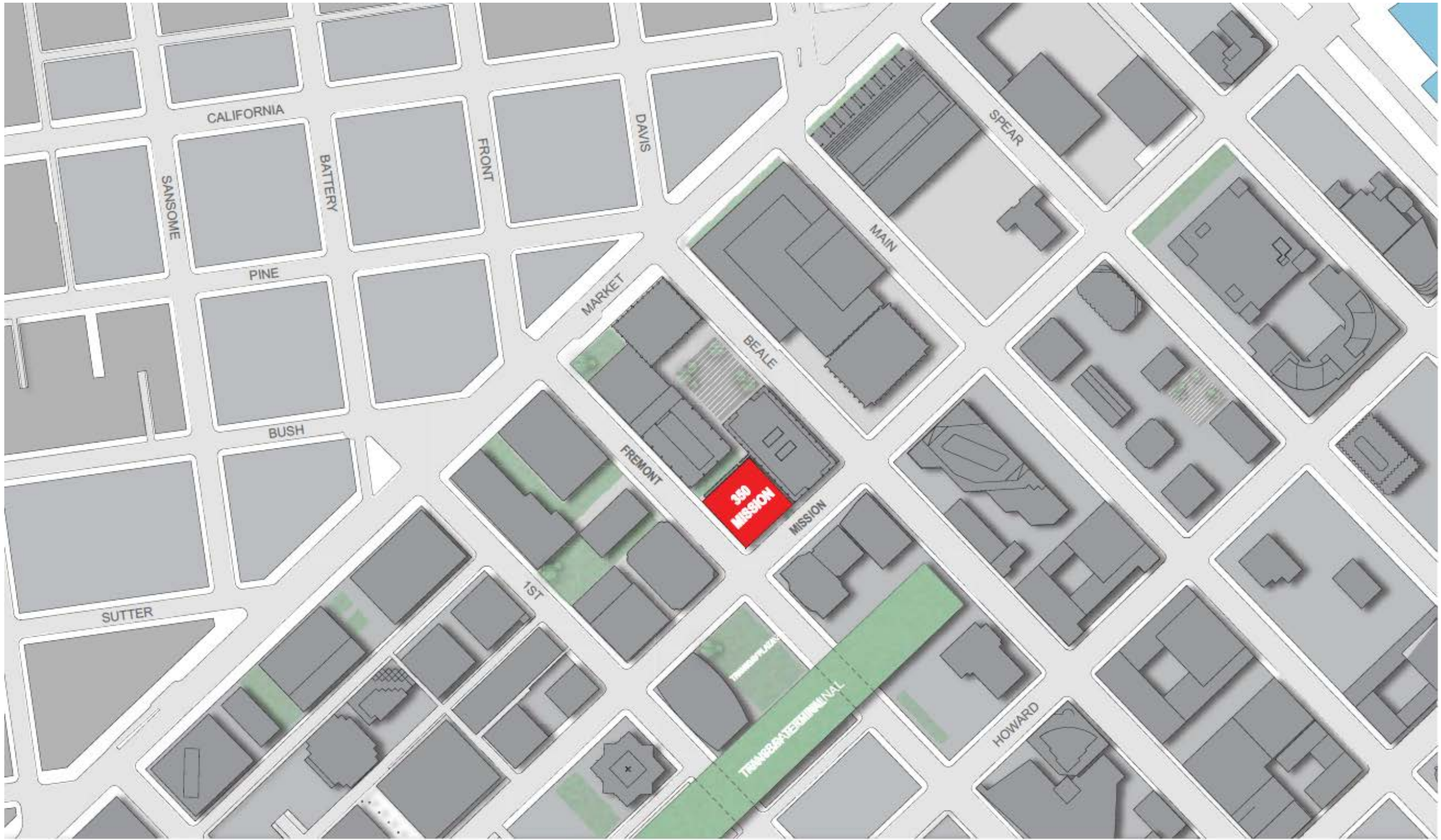
ABOUT 350 MISSION STREET

350 Mission Street is a sleek 30-story office tower located near the heart of the Transit Center District. Located directly adjacent to the planned Transbay Tower and Terminal, San Francisco's 21st-Century urban gate-way, the tower's design is focused on the creation of an urban living room - a memorable street level space highly engaged with the City's urban realm. Currently under construction at the northeast corner of Mission and Fremont Streets, the building has been pre-leased by salesforce.com to expand its downtown campus and bring hundreds of new jobs to the District in keeping with the goals of the Transit Center District Plan.

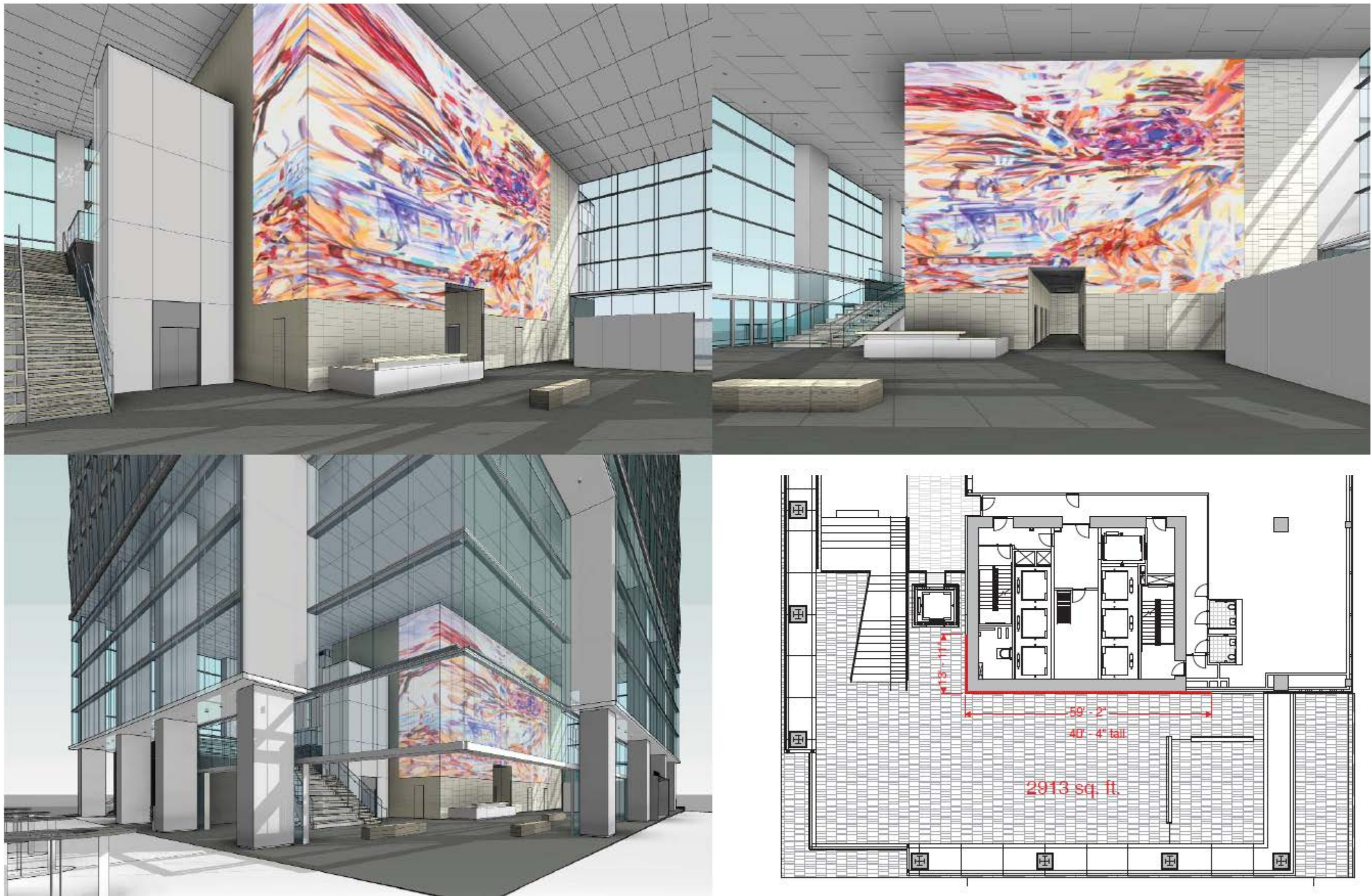
The project design exemplifies an overall architectural ethos - a "regenerative urban ecology" - in which the highest level of environmental, social, cultural and economic sustainability are applied to the making of architectural form. The urban living room at the ground floor is the most visible result as a socially vibrant space which blurs the boundaries between the public and private realms by opening to the street through the use of sliding glass panels. Beginning with the movement of people as theatrical spectacle, the urban living room is animated by a retail pavilion and generous amphitheater stair seating for a highly kinetic environment punctuated by a three-story digital canvas that wraps the lobby's core wall with animated graphics.

Seeking to be San Francisco's first new LEED® Platinum office tower, the building's design conserves natural resources through a variety of strategies such as recycled structural systems, re-use of harvested rainwater, destination-based elevating, high-efficiency glazing, and underfloor air distribution.

350 Mission Site Information



350 Mission Site Information



350 MISSION STREET
ART PROGRAM PRESENTATION

About Refik Anadol

Born in Istanbul, Anadol holds his MFA with honours from UCLA's Design Media Arts Department. He is an award winning media artist and researcher working around the world in the fields of live audio/visual performances and immersive architectural installations. In particular, his work explores the hybrid spaces of the digital and physical worlds, using art and technology in never-before-seen ways to create groundbreaking relationships between audience and environment.

His past and current site-specific audio/visual installations in the public space include works for:

Los Angeles Philharmonic at Walt Disney Concert Hall (USA), Hammer Museum of Art (USA), International Digital Arts Biennial Montreal (Canada), Arts Electronica Festival (Austria), l'Usine | Genève (Switzerland), Arc De Triomf (Spain), Zollverein | SANAA's School of Design Building (Germany), Santral Istanbul Contemporary Art Center (Turkey), Istanbul Design Biennial (Turkey), City of Sydney (Australia).

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About Refik Anadol Studio

Refik Anadol Studio is a technology-driven creative design studio. We exist at the intersection of media architecture, motion graphics, experience design and responsive environments.

Internationally renowned, with the experience to tackle the challenges of working on the cutting edge, for projects across the full scope of the media landscape. We offer full-service research, engineering, production, promotion and documentation for all of our projects.

Web
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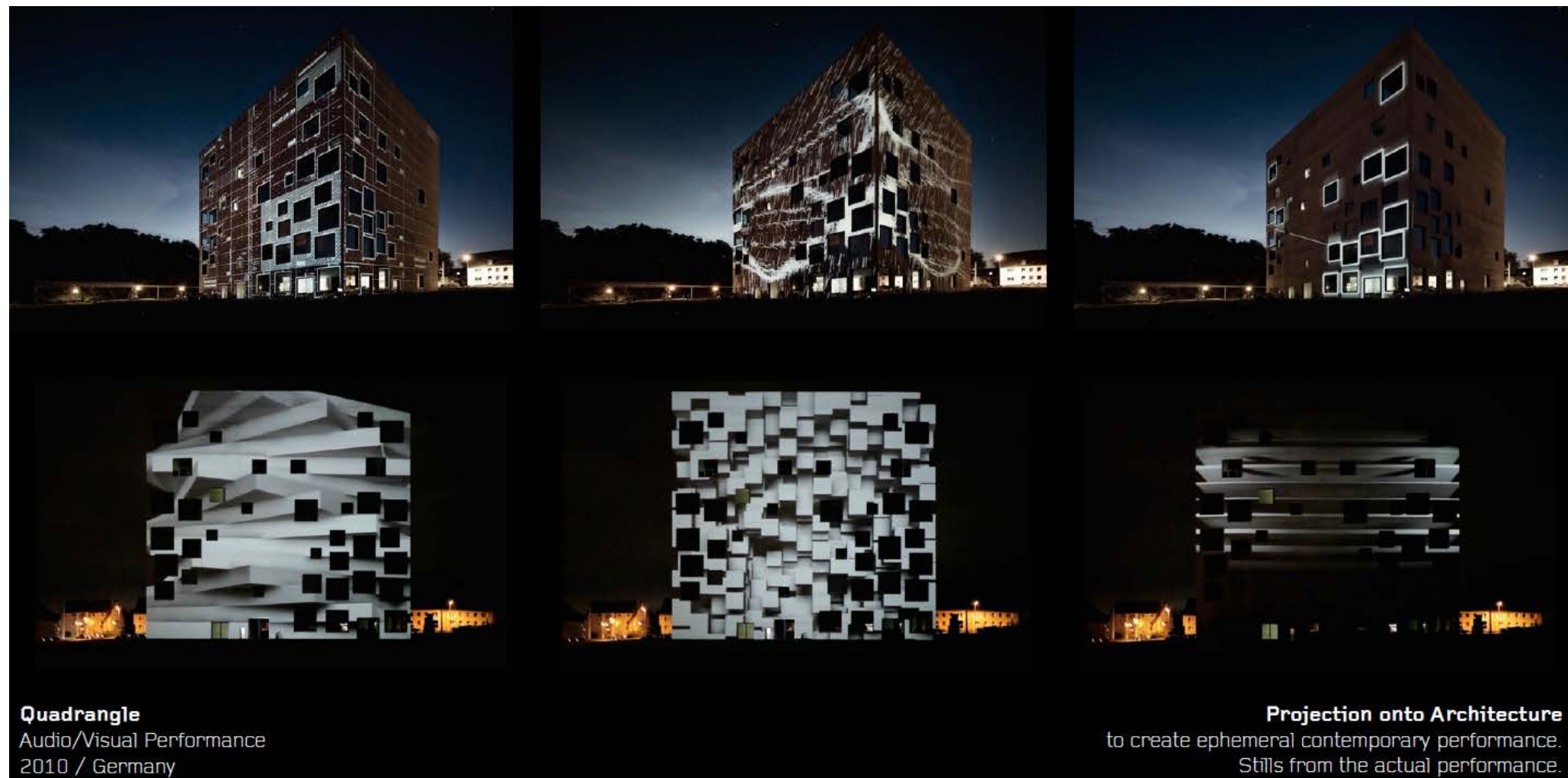
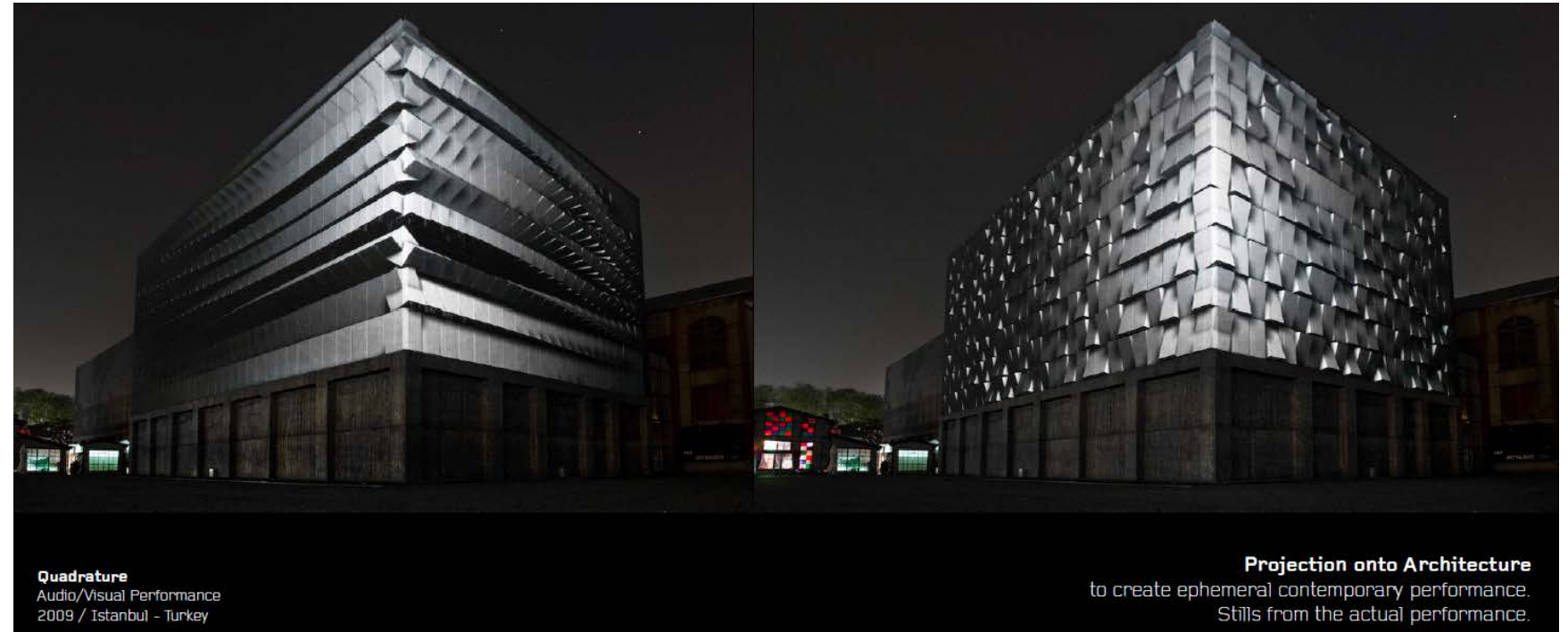
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PREVIOUS WORKS

ARCHITECTURE AS A CANVAS / LIGHT AS A MATERIAL



PREVIOUS WORKS

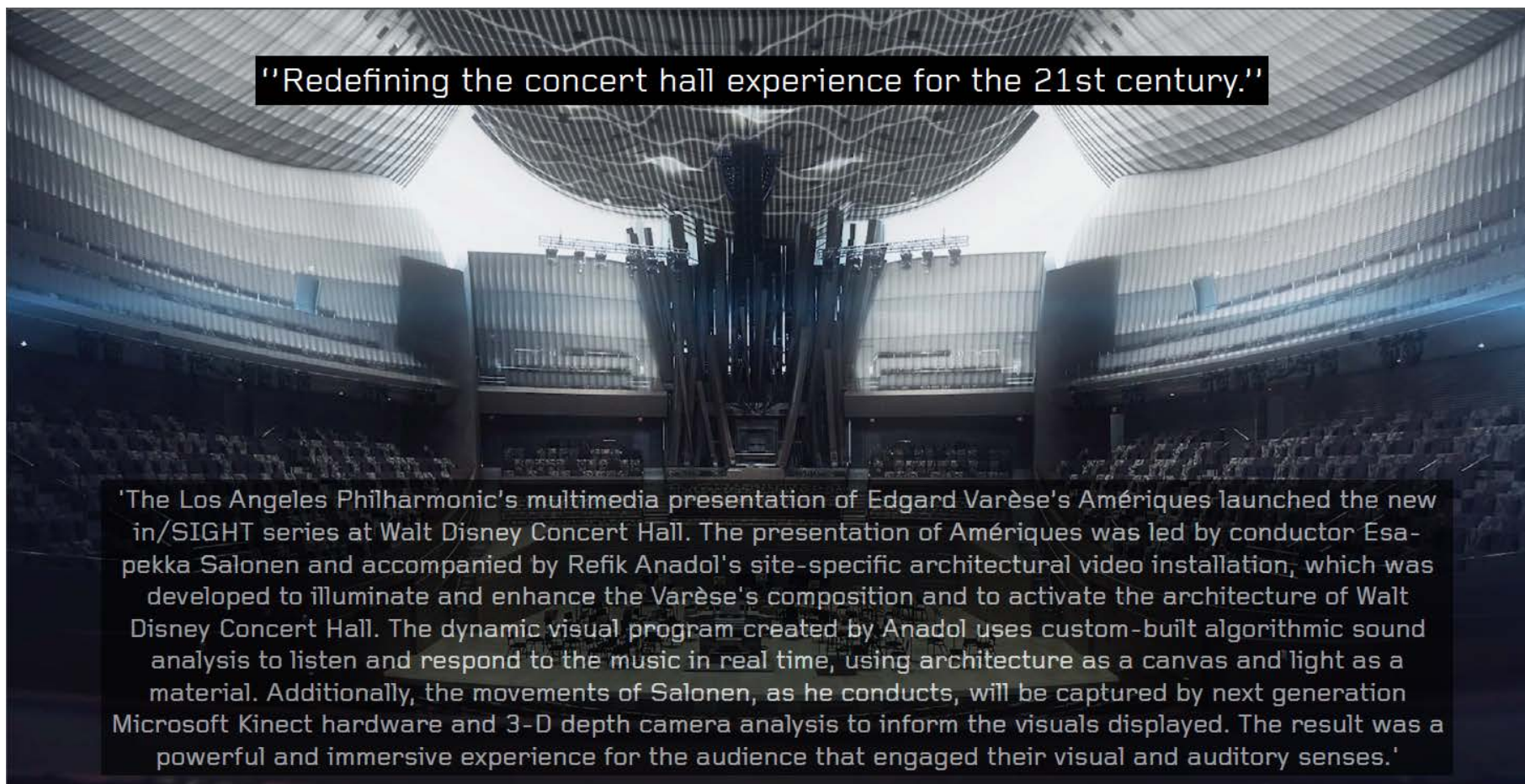
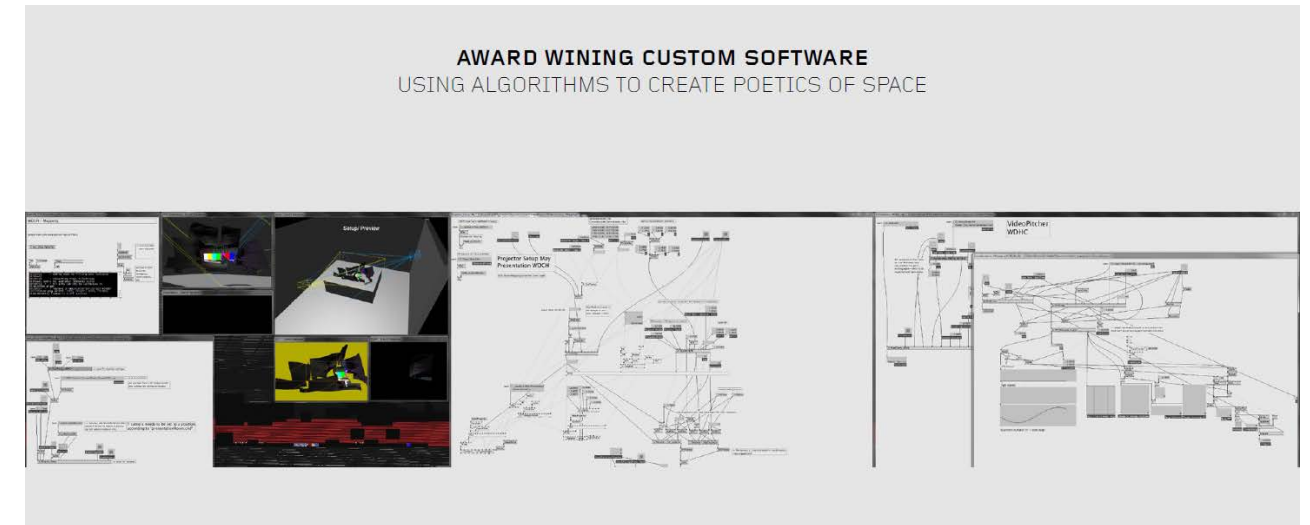
ARCHITECTURE AS A CANVAS / LIGHT AS A MATERIAL

Ethereal

Walt Disney Concert Hall + LA Philharmonic

Audio/Visual Performance

ETHEREAL is an audio/visual performance in collaboration with **Los Angeles Philharmonic** and Refik Anadol that explores new definitions of aesthetics and experience in media arts by applying computational algorithms in real-time data analysis of world music and architectural space.



ABOUT THE ARTWORK

USING CONTEMPORARY ALGORITHMS TO CREATE POETICS OF SPACE

CONTEXT

Following the emergence of recent breakthroughs in computational techniques, the disciplines of **architecture** and **media arts** have become more closely connected than ever before. They have developed symbiotic philosophies, techniques, and inspirations. Having employed new information technologies, architecture is now free to explore alternate versions of reality. The logical characteristics of physical materials are no longer the only elements that constitute a building. Now a building is defined as synergetic networks of nodes in communication, carefully balanced in contrived patterns.

Media architecture whose surface, and hence character, changes continuously has the power to generate new relationships between users and their surroundings and to provoke interactive participation in a way never achievable before. The structure and the facade present new challenges and resulting opportunities for artists, architects and technical service engineers to work in collaboration, re-defining our most basic understanding and definition of the built environment.

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PROPOSAL

The art program proposed for the lobby of **350 Mission** strives to create a phantasmagorical place, forging new connections between two- and three-dimensional space, and between city, building, and inhabitant. The project intends to contribute a new chapter to the contemporary discourse on performing and visual arts by proposing a new hybrid of digital media and architecture.

The **proposed artwork** will tell the story of the space, its context, and its inhabitants through the visualization of the data that define them. It will use the technology and art of light, color, and graphic motion to create a dynamic experience that allows the physical space and the humans within it to interact in magical new ways.

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Program Structure

The program is divided into three main subjects. Each subject explores a different aspect of data and system analysis, from the physical context of the screen and architecture, to the interaction of the pedestrian human in the urban streetscape of San Francisco, to the real-time surrounding environmental conditions. Two of these subjects are pre-produced, using existing data information. The third is produced in real-time, in perpetuity, using an ever-changing data feed to produce dynamic visuals that are never the same twice.

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Program Structure

1 – Architectural Algorithms

This subject section is pre-rendered in a series of three-minute sculptural experiences or “chapters”. With as many as eight total chapters, the choreography of the running/looping order, timing, pairing of chapters, etc, will be finalised to suit the overall program pacing and thematic continuity. The running order and looping sequencing may be different at various times of day/week/year to create a changing experience.

All the chapters are designed and created by using the data of architecture: The media wall’s physical and technical characteristics, and the physical design and engineering of the surrounding space.

ABOUT THE ARTWORK

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Program Structure

2 - Data Anatomy : The San Francisco Pedestrian

This subject section will explore the role and experience of the pedestrian on the streets of San Francisco. We will collect the motions of the human body using contemporary dancers via motion capture and digital video technology, and transform those gestural movements into a series of digital sculptures. These images of human movement will be combined with cutting-edge DEM (Digital Elevation Modeling) of the actual streetscape of San Francisco, creating visual experiences that explore the interaction of the human pedestrian and the three-dimensional urban built environment. Up to 8 individual three-minute animations will be displayed in sequence, with grouping and looping order determined in final program development.

ABOUT THE ARTWORK

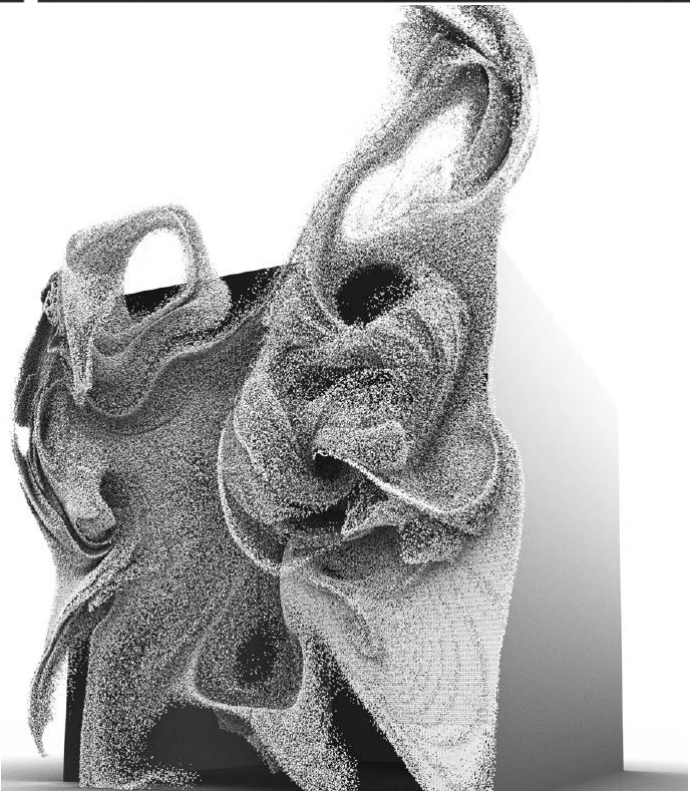
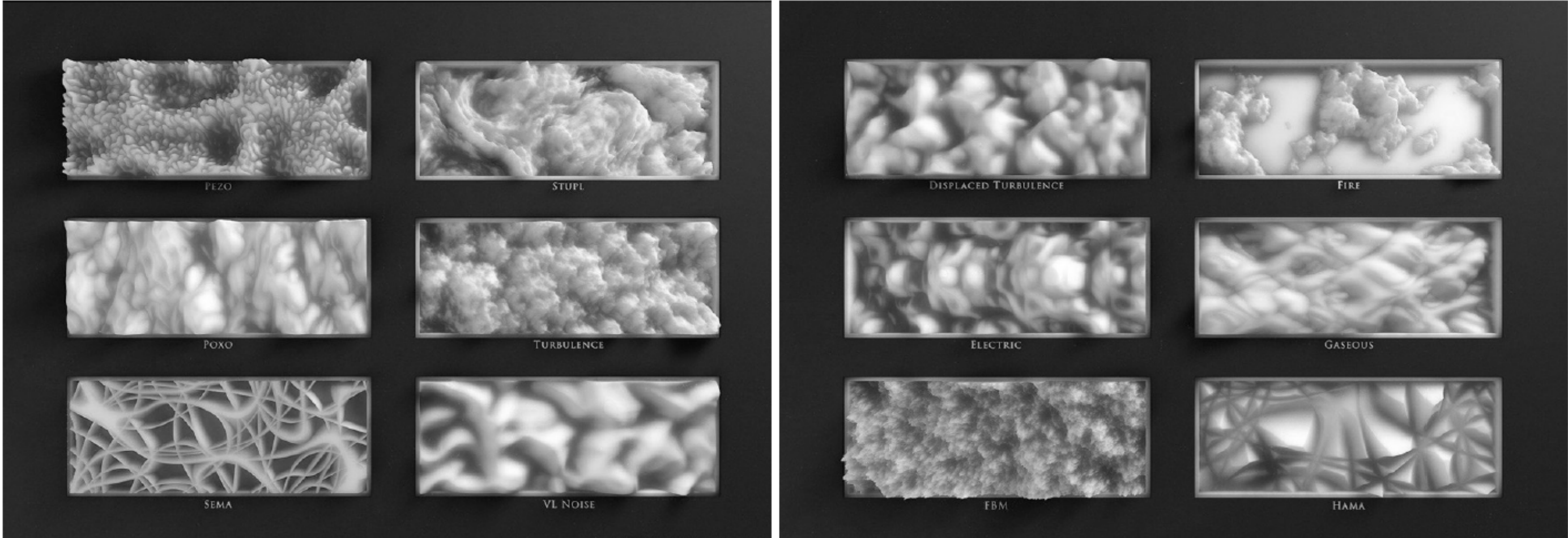
USING CONTEMPORARY ALGORITHMS TO CREATE POETICS OF SPACE

Program Structure

3- Real-Time Sculpture: Atmospheric Data Clouds

This dynamic subject section is created by interpreting real-time data feeds to create a visual experience that is constantly changing. The content will explore the real-time atmospheric conditions in and around San Francisco, focusing specifically on the interpretation and animation of the famous fog that is produced by the unique relationship between the sea, air, and land of the San Francisco Peninsula. Using real-time atmospheric data compiled and produced by the National Oceanographic and Atmospheric Institute (NOAA), the program will create an ever changing spectacle of point cloud light and color.

PRELIMINARY CONCEPTS
LIGHT AS A MATERIAL



UNIQUE AND SITE-SPECIFIC VISUAL LANGUAGE
CREATING VISUAL STORY BY USING MEDIA WALL DIMENSION

350 MISSION STREET
ART PROGRAM PRESENTATION

KILROY REALTY CORPORATION
SOM | REFIK ANADOL STUDIOS

PRELIMINARY CONCEPTS

