



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Jim McBride

**SUBJECT:** SEE BELOW

**DATE:** March 3, 2004

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Approved

Date

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**COUNCIL DISTRICT:** City-Wide

**SUBJECT: AGREEMENT BETWEEN CITY OF SAN JOSE AND GLORIA BORNSTEIN TO FABRICATE AND INSTALL A PUBLIC ARTWORK AT EMMA PRUSCH PARK**

## **RECOMMENDATION**

Adoption of a resolution authorizing the City Manager to negotiate and execute an agreement with Gloria Bornstein to fabricate and install a public artwork at Emma Prusch Park, for an amount not to exceed \$86,160.

## **BACKGROUND**

With the passage of Bond Measures O and P in November 2000, the City of San José is undertaking reconstruction, replacement or expansion of branch libraries, and renovation and/or replacement of nearly 100 City parks and recreation facilities. Each Bond Measure project with a budget over \$500,000 generated 2% for public art. The projects are scheduled to be complete in 2010.

As part of the Bond Measure, Emma Prusch Park, located at Story and King Roads, will have its master plan implemented. As part of the *Workplan for Public Art for Measure O & P Bond Projects*, adopted by City Council on June 18, 2002, a \$123,086 budget for public art has been identified as part of the Prusch Park improvements (\$18,463 for administration; \$18,463 for design; and \$86,160 for fabrication and installation).

On January 28, 2003, a community-based panel recommended that Gloria Bornstein be commissioned to develop a design proposal for the park. At its March 12, 2003 meeting, the Arts Commission approved the artist selection recommendation.

**ANALYSIS**

Working with the community, Parks staff and the design team, the artist developed a design for a four-sided metal barn, without skin, derived from regional barn forms. The peaks of the structure and the railings will have insets in a filigree pattern representing orchards, bringing both a symbolic and visual enhancement to the Park. As a roofed structure of considerable size (18 feet high, 24 feet square), this artwork is also designed to be a functional enhancement to the Park, envisioned as a unique setting for special gatherings.

At its January 14, 2004 meeting, the Arts Commission reviewed the artist's proposal and recommended that the City negotiate an agreement to fabricate and install the artwork.

**PUBLIC OUTREACH**

Community participation in this project was sought through six meetings convened in the neighborhood (Prusch Park and the National Hispanic University), attended by community members and stakeholders including residents, master gardeners, foundation members, and neighborhood associations. A public art task force comprised of community members and stakeholders was developed to represent community during the artist selection and design development phases of the project. The task force will continue to participate through the remaining steps of this project.

In addition to the neighborhood meetings, six publicly noticed meetings were convened (four Public Art Committee and two Arts Commission), at which the artist selection, design concept and the final design proposal were reviewed and discussed.

**COORDINATION**

This item has been coordinated with the City Attorney's Office, the Department of Parks, Recreation and Neighborhood Services, the Department of Public Works and the Budget Office.

**BUDGET REFERENCE**

Fund #	Appn #	Appn Name	RC #	Total Appn	Amt. For Contract	2003-2004 Adopted Budget Page	Last Budget Action
471	6883	Public Art Park and Recreation Bond Projects	471-67-121500-4052	\$3,121,000	\$86,160	Page 744	10/14/03, Ord. No. 26997

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**Subject: Agreement with Gloria Bornstein for an Artwork at Emma Prusch Park**

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**CEQA**

CEQA: Exempt, PP04-01-007.

JIM McBRIDE

Acting Director, Conventions, Arts and Entertainment