



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Jerry Allen  
William F. Sherry, A.A.E.

**SUBJECT:** SEE BELOW

**DATE:** May 23, 2005

Approved

*Ray Winer*

Date

*6/2/05*

Council District: Citywide

**SUBJECT: AGREEMENT BETWEEN CITY OF SAN JOSE AND GORBET DESIGN, INC. TO DESIGN THE ARTS ACTIVATION PLAN AND INFRASTRUCTURE FOR THE NORMAN Y. MINETA SAN JOSE INTERNATIONAL AIRPORT NORTH CONCOURSE**

## RECOMMENDATION

Adopt a resolution authorizing the City Manager to negotiate and execute an agreement with Gorbet Design, Inc. in an amount not to exceed \$250,000, to identify sites and design the appropriate infrastructure to accommodate the Airport Public Art Program.

## BACKGROUND

In accordance with the *Master Plan for Public Art 2000-2005*, adopted by City Council on February 20, 2001, the Public Art Program strives to develop artworks that enhance the City and make it a lively, attractive place to live, work, and visit. One area of particular importance in the Master Plan process was the public art program associated with the Norman Y. Mineta San José International Airport.

The Airport Master Plan for Mineta San José International Airport, adopted by the City Council in June 1997, serves as a long term guide to Airport development and includes a program of specific facility improvements to adequately accommodate projected commercial aviation demand by the year 2010. Implementation of the Airport Master Plan was subsequently initiated and the Airport is currently focused on the design of the future Central Terminal and construction of its North Concourse component. In 2000, the Airport and the Office of Cultural Affairs (OCA) began a collaborative process to design a comprehensive public art program into the capital construction program at the Airport. A \$3.891 million budget, representing eligible funding under the 2% for public art ordinance, has been identified for the North Concourse as the first part of the Airport project.

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In 2000, the OCA initiated a multi-year planning effort involving professional master planning consultants, community members, and policy makers to craft a public art program that is unique to this region. The master planning process was informed by important guiding principles of the City of San José, including the *City of San José Economic Development Strategy*, the City's visions and goals for the Airport; and *The Master Plan for Public Art for the City of San José*. The planning process considered other Silicon Valley cultural initiatives and input received at community meetings, individual interviews and focus group meetings. The resulting Airport Public Art Master Plan, approved by City Council on November 17, 2004, creates a framework for a unified program of Art & Technology that will identify San José as a diverse global center for innovation and change. Using the tools and technologies developed in Silicon Valley, public art will provide a portal to the region, highlighting the histories and stories that are a foundation of San José's place in today's global economy.

In February and March 2005, the Arts Commission approved a recommendation of members for the Airport Art Program Oversight Committee (AAPOC), the body that provides technical and aesthetic review of artwork projects developed for the Airport. The AAPOC's tasks are 1) to develop and recommend an Annual Airport Public Art Work Plan, and 2) to provide professional evaluation of aesthetic and technical issues to the Arts Commission's Public Art Committee during design and development of Airport public art projects. In this first stage of implementation, the AAPOC also serves as the panel responsible for selection of the Arts Activation Team.

### ANALYSIS

The first phase of implementing the Airport Public Art Master Plan is selection of the Arts Activation Team. The Arts Activation Team is charged with the following tasks pursuant to the Airport's North Concourse and its environs: identify sites for the public art program in collaboration with the base project architects; design artwork platforms and infrastructure for permanent and dynamic artworks, including a permanent aviation-themed artwork; develop pilot art programming for the artwork platforms. While the Arts Activation Team will not develop permanent artworks, it will develop the flexible platforms, both technological and traditional, that may be sculptural themselves. The Arts Activation Team will also design pilot project demonstrating the artistic potential for these platforms.

On May 10, the Arts Commission approved the AAPOC's recommended four finalists for the Arts Activation Team and empowered its Public Art Committee to approve the final artist selection. Based on interviews of the four finalists on May 13, 2005, the AAPOC recommended Gorbet Design for the commission. Gorbet Design is a multi-disciplinary team that works at the leading edge of technology research, computer science, architecture, mechanical engineering, product design, and media arts and science.

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On May 24, 2005, the Public Art Committee approved the AAPOC recommendation and recommended that the City Council authorize the City Manager to negotiate and execute a design contract with Gorbet Design.

This contract is specific to the North Concourse and will not be affected by changes to the Central Terminal implementation strategy.

### **AIRPORT MASTER PLAN CONSISTENCY**

The San José Municipal Code requires that capital improvements at the Airport be consistent with the adopted Airport Master Plan. The proposed agreement with Gorbet Design for assistance on the Airport's North Concourse Public Arts Program is a related component of the Central Terminal project expressly identified in the Airport Master Plan as Project "T-5", and is therefore consistent with the Master Plan pursuant to Municipal Code Section 25.04.210(B)(2).

### **OUTCOME**

The Arts Activation Team will develop a framework to accommodate both permanently sited and changing artworks at the North Concourse of the Norman Y. Mineta San José International Airport. This framework will accommodate the development of artworks that enhance the visual experience of the Airport and enrich its role as the Gateway to Silicon Valley.

### **PUBLIC OUTREACH**

The Arts Activation Team opportunity was advertised through the San José Public Art and Airport websites; Rhizome.org; and Creative Time, a national public art commissioning organization. Information about the Request for Qualifications (RFQ) was also sent to the Arts Commission and Airport Commission and all prior Airport Public Art Steering Committee members. Additionally, staff sought nominations through other national art institutions, curators, and consultants. Electronic copies of the RFQ were transmitted to over 60 artists; 23 responsive applications were received.

In addition to artist outreach, eight publicly noticed meetings were convened (three Airport Art Program Oversight Committee meetings, two Public Art Committee meetings and one Arts Commission meeting) at which the artist selection process was reviewed and discussed.

### **COORDINATION**

This memo has been coordinated with the City Attorney and the City Manager's Budget Office.

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**COST IMPLICATIONS**

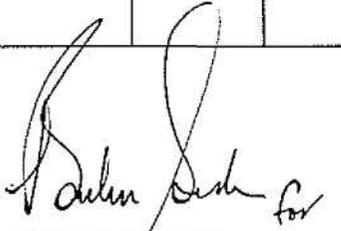
The design contract for the Arts Activation Team will be \$250,000, and represents the first major expenditure in the \$3,891,000 public art budget for the North Concourse.

**CEQA**

Not a Project

**BUDGET REFERENCE**

Fund #	Appn #	Appn Name	RC #	Total Appn	Amt. For Contract	2004-05 Adopted Budget Page	Last Budget Action
527	5927	Public Art	110483	\$697,000	\$250,000	V-93	10/12/04 Ord. No. 27267



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