

COUNCIL AGENDA: 11.16.04  
ITEM: 8.1 (c)

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Jerry Allen  
Ralph G. Tonseth

**SUBJECT:** SEE BELOW

**DATE:** October 27, 2004

Approved

Date

11/4/04

**COUNCIL DISTRICT:** City-Wide

**SUBJECT:** NORMAN Y. MINETA SAN JOSE INTERNATIONAL AIRPORT PUBLIC  
ART MASTER PLAN

## RECOMMENDATION

Approve the proposed *Norman Y. Mineta San José International Airport Public Art Master Plan*.

## BACKGROUND

The Office of Cultural Affairs (OCA) administers the City's Public Art Program. This program is funded through an ordinance that allows for 2% of municipal capital improvement project budgets to be set aside for public art.

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 OCA began a collaborative process to design a comprehensive public art program into the capital construction program at the Airport.

On January 4, 2000, in order to outline a strategy to successfully manage and implement the Public Art Program at the Airport, OCA issued a nationally circulated *Request for Proposals to Develop a Ten-Year Master Plan for Public Art for the San José International Airport* (RFP). As of the April 24, 2000 deadline, three (3) qualified teams submitted proposals to develop a Public Art Master Plan for the Airport. On May 15, 2000, a selection panel comprised of Steve McCray, Arts Commission; David Marshall, Airport Commission; Harriet Traurig, OCA, Public

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Art Program Director; Evelyn Doone, Airport, Development Associate Architect; and Mignon Gibson, OCA, Administrative Officer (for Jerry Allen, Deputy Director, OCA), interviewed the three teams and recommended The Rome Group. The panel evaluated each team's materials, presentations, and responses to questions. The panel recommended to the Arts Commission's Public Art Committee that the City contract with The Rome Group to develop a Public Art Master Plan for the Airport.

The Rome Group composed a team for this project which includes: Amy Rome and Claudia Daugherty, principals of The Rome Group, who have extensive experience with master planning, organizational development, and community-based planning; Gail Goldman, former Director of Public Art for the San Diego Commission for Arts and Culture, who has over 20 years' experience in public art programming and policy development; Jack Mackie, a Seattle-based public artist who is known for his public art and his design team work, especially in airport and transit-based projects, including the Tasman Light Rail Corridor project for the Santa Clara Valley Transportation Authority; and Mary Jane Jacob, a Chicago-based curator best known for her public art projects and temporary exhibitions.

On May 30, 2000, the Public Art Committee accepted the panel's recommendation. On June 14, 2000, the Arts Commission accepted the Public Art Committee's recommendation to contract with The Rome Group. On August 8, 2000, City Council adopted a resolution authorizing the City Manager to negotiate and execute an agreement with the Rome Group to develop a Public Art Master Plan for San José International Airport, in an amount not to exceed \$75,000.

## ANALYSIS

The proposed Public Art Master Plan for the Airport ("Master Plan") 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.

The Master Plan is the result of a four-year effort involving over 500 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.

A three-day master planning charrette, facilitated by the Rome Group, was held with the City's Airport architectural design team and six professional artists with a range of aesthetic styles and approaches, each familiar with San José from various perspectives. The purpose of the charrette was to formulate a coherent and innovative approach to the Airport Public Art Program reflective

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of the goals and values of the City. The recommendations from the charrette were presented to the community for feedback in a series of 18 meetings.

A 25-person Airport Public Art Steering Committee, which oversaw the drafting of the Master Plan and heard community comment, further informed the development of the Master Plan. The Steering Committee included representation from the Mayor's Office, City Council, Convention and Visitors Bureau, Office of Economic Development, San José Arts Commission, Airport Commission, San José State University, the local arts community, local business, and community representation from City Council Districts. The Steering Committee reviewed the overall goals and visions for the Airport Public Art Program, community outreach strategies and the planning charrette process, heard public testimony, and approved the direction of the Master Plan.

The Steering Committee approved the Master Plan on August 23, 2004. On September 28, 2004, the Master Plan was reviewed and approved by the Public Art Committee. A presentation was given to the Airport Commission on October 4, 2004. The Airport Commission approved four resolutions (attached) recommending a 2-year revolving door policy for the Airport Art Program Oversight Committee, a commitment in the Master Plan document to commission an artwork with an aviation history theme, a commitment from the City that the Airport will maintain the artwork in good condition, and ongoing community outreach.

The Master Plan (attached) addresses the Airport Commission's recommendations in the following ways:

- **Revolving Door Policy:** The Master Plan includes a one-year revolving door policy for the Airport Art Program Oversight Committee, consistent with the City's Revolving Door Ordinance.
- **Artwork Themes:** The Master Plan is a conceptual document. It intentionally avoids mandating any specific content. A variety of themes that illustrate potential content are described in the Master Plan. The OCA, Arts Commission, and Airport are committed to including aviation stakeholder and user groups as part of the ongoing community outreach for content development.
- **Maintenance:** Per the Master Plan, Airport and OCA staff will work proactively to address artwork maintenance as a key aspect of artwork development. Additional costs for maintenance and operation will be part of ongoing Airport budgets in accordance with the Policy on Conservation and Maintenance section of the *Public Art Master Plan for the City of San José* adopted by City Council in 2001.
- **Community Involvement:** Citywide public outreach will continue to be an ongoing and essential part of the public art development process.

The San José Municipal Code requires that capital projects at the Airport be consistent with the adopted Airport Master Plan. As the proposed Public Art Master Plan is a supporting component of the Central Terminal development program, the plan is consistent with the Airport Master Plan pursuant to Municipal Code Section 25.04.210 (B)(2).

On October 13, 2004, the Arts Commission approved the Master Plan for recommendation to City Council.

### **PUBLIC OUTREACH**

The *Request for Proposals to Develop a Ten-Year Master Plan for Public Art for the San José International Airport* was issued nationally through direct mail to qualified consultant candidates. Additional outreach was transmitted to print media through regional and national press releases, and electronic outreach included posting on the City Internet sites and on arts management and airport planning sites on the World-Wide Web.

In 2000, during the first phase of community input, The Rome Group, in collaboration with the City's architects for the Airport Master Plan, conducted an initial community outreach effort to solicit perspectives, visions and opinions about the landscape, community, politics, economics, and other issues that define and shape the character of the region. One hundred individuals participated in this process through one-on-one interviews, focus group meetings, and/or public meetings. The result of this input is the foundation of the Master Plan.

The second phase of outreach in 2003/2004 involved presenting Master Plan recommendations to the community in a series of meetings held in each Council District and in the City of Santa Clara, as well as presentations to local artists, business travel professionals, and aviation interests. Additionally, the Airport Public Art Steering Committee, the Public Art Committee and the Arts Commission heard public testimony. Over four hundred community members participated in this phase of meetings and reinforced the direction of the planning efforts.

### **COORDINATION**

This item has been coordinated with the Airport Department, the City Attorney's Office, the Office of Economic Development, the Budget Office, and the Department of Planning, Building and Code Enforcement.

### **COST IMPLICATIONS**

It is estimated that \$10 million will be available for public art associated with the Airport expansion. The 2005-2009 Capital Improvement Program (CIP) includes funding of \$3.89 million for the first phase of the expansion, which includes the North Concourse. Of this amount, \$697,0000 is budgeted in 2004-2005, with the additional funding allocated in the out years of the CIP. Additional public art funding will be programmed as the scope, timing and funding for the remaining components of the Airport expansion are refined.

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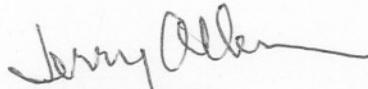
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**BUDGET REFERENCE**

Fund #	Appn #	Appn Name	RC #	Total Appn	Contract Amt	Adopted Budget Page	Last Budget Action
527	5927	Public Art	11048X	\$697,000		V-93	10/12/04 Ord. No. 27267

**CEQA**

Exempt, PP 04-274



JERRY ALLEN  
Deputy Director  
Office of Cultural Affairs

  
for RALPH G. TONSETH  
Director of Aviation  
Airport Department

Attachments