



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Paul Krutko
Jennifer Maguire

SUBJECT: SEE BELOW

DATE: November 13, 2007

Approved

Date

11/14/07

COUNCIL DISTRICT: City-Wide

SUBJECT: APPROVAL OF AN AGREEMENT WITH FERNANDA D'AGOSTINO FOR THE FABRICATION AND INSTALLATION OF A PUBLIC ART PROJECT AT THE MAYFAIR COMMUNITY CENTER AND ADOPTION OF APPROPRIATION ORDINANCE AMENDMENTS IN THE SUBDIVISION PARK TRUST FUND FOR THE MAYFAIR COMMUNITY CENTER PUBLIC ART PROJECT

RECOMMENDATION

1. Approval of an agreement with Fernanda D'Agostino to fabricate and install artwork for the Mayfair Community Center in a total amount not to exceed \$195,400.
2. Adoption of the following Appropriation Ordinance amendments in the Subdivision Park Trust Fund (Fund 375):
 - a. Establish an appropriation to the Office of Economic Development in the amount of \$10,000 for the Mayfair Community Center Public Art;
 - b. Decrease the appropriation to the Office of Economic Development for the Plata Arroyo Skate Park Development Public Art project by \$8,000; and
 - c. Decrease the appropriation to the Office of Economic Development for the Children of the Rainbow Park Renovation Public Art project by \$2,000.

OUTCOME

Approval of the agreement with Fernanda D'Agostino for the Mayfair Community Center will allow the artist to complete and install artwork design that richly reflects the Mayfair neighborhood's community and cultural history, vibrancy and diversity and that was developed in collaboration with the architects and community members.

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BACKGROUND

The Safe Neighborhood Parks and Recreation Bond (Measure P) was approved by voters in November 2000 and provides \$228 million for improvements at 69 neighborhood parks and 9 community centers, 7 regional parks, 6 trails, Happy Hollow Park and Zoo, and two sports complexes. Following the public art guidelines in place in 2000-2001, 2% of the bond projects budgets were allocated for public art.

ANALYSIS

On February 16, 2006, a group composed of community members from the Mayfair Neighborhood Action Committee (NAC) met with Office of Cultural Affairs (OCA) staff to review artist materials from the pre-approved artist pool with the purpose of recommending an artist to develop a design for the Mayfair Community Center Public Art project. The community recommended Fernanda D'Agostino to develop a design for public art at the center. On March 8, 2006, the Arts Commission recommended that the City Manager negotiate a design contract with artist Fernanda D'Agostino in the amount of \$37,000. On May 15, 2007, the Public Art Committee, acting for the Arts Commission, approved the artist's design development proposal and recommended that the City Manager negotiate a fabrication and installation contract with D'Agostino.

The artist conducted research at History San José and worked with many community stakeholders to develop images and concepts for the artwork throughout her design process. She met with individual community members, with community gardeners, diverse cultural groups, with members of the Mayfair NAC, Mayfair Initiative and Mexican Heritage Corporation staff.

Project Description

The art concept contains images and aesthetic references to specific attributes of the Mayfair neighborhood's community, culture and history. The beauty of the community garden is the unifying motif through the various elements of the project. The artist uses this metaphor to symbolize and represent the strength of individuals coming together in community, both as activists and as keepers of rich cultural traditions. The public art includes three primary components:

Welcoming Glass Arch

A bower-like arch of glass windows in the entryway welcomes community center visitors with glowing silk-screened designs fused in the glass. Images that were developed from explorations of the garden will create a link to the surrounding landscape and to the efforts of the community to come together in solidarity to create beauty and strength. Community members will contribute text that can be incorporated into this window treatment.

Discovery Courtyard; Story Garden

The "three sisters" corn, beans, and squash have formed the foundation of Latin gardens since pre-Columbian times and are frequently seen in ancient stone sculptures from the region. These elements are also important in the cultures of other ethnic groups prevalent in the Mayfair

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neighborhood and, in fact, these vegetables are currently cultivated by farmers in the Mayfair Community Garden. Using actual images from the Mayfair Community Garden, three large stone sculptures, each depicting one of the "three sisters," will be carved in colorful stone and placed in the courtyard.

Garden of Life- A Jewel Box to Celebrate Community

The Garden of Life Installation consists of a variety of elements that make up the "Jewel Box" that will be the new reading room for the community. These elements are intended to weave together a wide range of subjects close to the heart of the community, from the traditions that give form and meaning to the major turning points in life, to the activism that is such a strong part of the neighborhood's history. Artwork inside this installation will be made from cast and silk-screened glass, laser cut metal, cast bronze and aluminum, mosaics and video. These elements will create thematic displays in shadow boxes and inside a glass-mosaic encrusted seating alcove. Community members will contribute text and images that can be incorporated into this project element.

The Mayfair Community Center Public Art project totals \$273,400. This funding will be used for the fabrication and installation of art work (\$41,000 administration; \$37,000 design, and \$195,400 fabrication & installation). This project is funded by the Parks and Recreation Bond Projects Fund (\$199,400; \$189,000 from the 2% allocation of the Mayfair Community Center project, and \$10,400 from the 2% allocation of various Council District 5 neighborhood parks projects), the Services for Redevelopment Capital Projects Fund (\$64,000), and the Subdivision Park Trust Fund (\$10,000).

Included in this memorandum is a request to create an appropriation in the amount of \$10,000 for the project from the Subdivision Park Trust Fund, which will be achieved by reducing the Plata Arroyo Skate Park Development Public Art project (\$8,000) and the Children of the Rainbow Park Renovation Public Art project (\$2,000).

EVALUATION AND FOLLOW-UP

This project will increase the number of artworks in the City's collection. The condition of the artwork will be monitored through OCA's annual collection evaluation process; and any required maintenance funding will be evaluated during the 2008-2009 operating budget process. In the semi-annual Public Art Program Report, the City Council will be advised when the artwork is completed and installed in the Mayfair Community Center.

POLICY ALTERNATIVES

Not applicable.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

While this action does not meet any of the above Criteria, this memorandum will be posted on the City's website for the December 4, 2007 City Council agenda.

Public outreach for this project was extensive. In coordination with the Mayfair NAC, community members directly participated in the selection of this artist for the project and in several public meetings provided direct input to the artist. In order to reach community members who would not typically participate in community meetings, the artist and Public Art staff, working through community organizations such as the Mayfair Initiative, the Mayfair NAC, the Mexican Heritage Corporation, Mayfair Community Gardens, and the Mayfair Community Center, reached out to a wide range of community stakeholders for their input and participation. In addition, on October 10, OCA and Council District 5 sponsored a facilitated community workshop to reach consensus about the formal elements of the project; and invite community members to contribute text and images at a future workshop.

All project design review has been conducted at publicly-noticed meetings open to the general public.

COORDINATION

This item has been coordinated with the Department of Parks, Recreation and Neighborhood Services, the Department of Public Works, the Council District 5 Office and the City Attorney's Office.

FISCAL/POLICY ALIGNMENT

This project is consistent with the Economic Development Strategy Initiative to position Downtown as a unique creative and cultural center of Silicon Valley, and to communicate a compelling consistent identify for San José.

COST SUMMARY/IMPLICATIONS

1. COST OF PROJECT

Project Delivery/Administration Costs	\$41,000
Artwork Construction the Contract (See Cost Breakdown Below)	195,400
Artwork Design	<u>37,000</u>
Total Public Art Project Costs	\$273,400
 Estimated Prior Year Expenditures (2005-2006 through 2006-2007)	 59,306
REMAINING PROJECT COSTS	\$214,094

2. COST ELEMENTS OF CONSTRUCTION CONTRACT

Materials	\$153,400
Labor	20,000
Storage and Shipping	7,000
Construction Management	<u>15,000</u>
TOTAL CONSTRUCTION CONTRACT	\$195,400

3. SOURCE OF FUNDING:

471—Parks and Recreation Bond Projects Fund
 450 – Services for Redevelopment Capital
 Projects Fund
 375 – Subdivision Park Trust Fund

4. FISCAL IMPACT: Annual maintenance of the artwork is estimated at \$1,000. This additional cost will be evaluated during the 2008-2009 Operating Budget Process

BUDGET REFERENCE

The table below identifies the fund and appropriations proposed to fund the contract recommended as part of this memo and remaining project costs, including project delivery, construction, and contingency costs.

Fund No.	Appn No.	Appropriation Name	RC #	Total Appn	Amt. For Contract	2007-2008 Adopted Budget Page	Last Budget Action (Date; Ord. No.)
Remaining Project Costs				\$214,094			
Current Funding Available							
471	6883	Public Art – Parks and Recreation Bond Projects	141560 141563	\$140,094*	\$121,400	Page V - 813	10/17/07; Ord. No. 27888
450	5293	Mayfair Community Center		\$64,000**	\$64,000	Page V - 417	9/11/07; Ord. No. 28115

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Additional Funding Recommended							
375	TBD	Mayfair Community Center Public Art		\$10,000***	\$10,000		
Total Project Funding				\$214,094	\$195,400		

* The Public Art – Parks and Recreation Bond Projects appropriation totals \$2,393,000, however, only \$140,094 has been allocated for the Mayfair Community Center Public Art.

** The Mayfair Community Center appropriation totals \$2,374,627, however only \$64,000 has been allocated for the Mayfair Community Center Public Art.

*** Included in this memorandum is a request to redistribute \$8,000 from the Plata Arroyo Skate Park Development Public Art project and \$2,000 from the Children of the Rainbow Park Renovation Public Art project to ensure adequate funding for the Mayfair Community Center Public Art project.

CEQA

Exempt, File No. PP05-184.



PAUL KRUTKO
Chief Development Officer



JENNIFER MAGUIRE
Acting Budget Director

For questions please contact Barbara Goldstein, Public Art Director, 408.277.5144 ext 27