COUNCIL AGENDA: 10.28.08
ITEM: 6.2

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: Paul Krutko

SUBJECT: SEE BELOW

DATE: October 6, 2008

Approved

Date 10/8/08

Council District: Citywide

SUBJECT: ADOPTION OF A RESOLUTION TO ENTER INTO AN AGREEMENT WITH CHRISTIAN MOELLER FOR THE FABRICATION AND INSTALLATION OF A PUBLIC ART PROJECT FOR THE NORMAN Y. MINETA SAN JOSE INTERNATIONAL AIRPORT RENTAL CAR GARAGE

RECOMMENDATION

Adoption of a resolution authorizing the City Manager to negotiate and execute an agreement with Christian Moeller, to fabricate and install an artwork on the east façade of the Airport Consolidated Rental Car Garage at the Norman Y. Mineta San José International Airport in an amount not to exceed $1,153,200.

OUTCOME

Approval of a fabrication and installation agreement with Christian Moeller for the Norman Y. Mineta San José International Airport will enable the artist to produce and install the pixilated artwork on the east façade of the Airport Consolidated Rental Car Garage.

BACKGROUND

The *Norman Y. Mineta International 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.

Responding to the Airport's Terminal Area Improvement Plan (T.A.I.P.) that calls for development of a garage to consolidate rental car facilities, the 2006-2007 Airport Public Art Work Plan (approved by the Arts Commission on December 13, 2006) recognized the potential to create an iconic façade for this facility. The scale of the garage is such that to commission a highly visible exterior artwork with maximum impact would be challenging; however, because of the prominent location, a public art component is a priority. To capitalize on the opportunity, a $100,000 design fee was identified from the Public Art Program budget to fund an artistic collaboration with the project architects to enhance the façade of the facility. The team was tasked to work within the project budget for the building façade. On February 20, 2007, following interviews by a professional selection panel, the Public Art Committee, acting for the Arts Commission, approved artist Christian Moeller for this commission.

Since 2007, artist Christian Moeller has worked collaboratively with the base project design builder, Fentress/Bradburn and Hensel Phelps, to design the façade of the garage. The results of the collaboration call for the façade to be constructed from an economical architectural metal mesh fabric as the base material. The east façade employs two layers of galvanized metal fabric acting as a canvas for a "bit-map graphic" image that is composed of permanently affixed white plastic pixels.

The Arts Commission, through its Public Art Committee, is responsible for the review and approval of the design of San Jose's public artworks. On September 16, 2008 the Public Art Committee reviewed and approved the artist's design development proposal and recommended that the City enter into a fabrication and installation agreement with Christian Moeller for the artwork.

ANALYSIS

Christian Moeller's concept for the image on the rental car garage was inspired by ideas from a community stakeholder meeting held on February 26, 2008. His design approach consists of a high resolution bit-map graphic image depicting human hands, waving in the sky with gestures commonly understood as "welcome" or "farewell," or as "hello" or "good bye." The art work will be approximately 62' in height with a length of between 1000' to 1240'. The final image will be developed from a photograph of approximately 25 San Jose residents, of different ages and backgrounds, reaching for the sky. The final photographic image will be digitally converted and manually enhanced to the final "bitmap format." Pixels are made of injection-molded polystyrene with modifiers for enhanced ultraviolet and environmental stability.

An open casting call will invite people from San Jose to participate voluntarily as photo models for the project.

EVALUATION AND FOLLOW-UP

This project will increase the number of artworks in the City's public art collection. The Airport's Consolidated Rental Car Garage is an integral part of the Airport's infrastructure and, as such, will be maintained through its normal Maintenance and Operations budget.

PUBLIC OUTREACH/INTEREST

X **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)**

This action meets Criterion 1. The Office of Cultural Affairs (OCA) has included extensive public outreach as a key component throughout the development of the Airport Public Art Program. Public meetings, including community meetings and all meetings of the Airport Public Art Oversight Committee, Public Art Committee, Airport Commission and Arts Commission, were posted on the City's website, included in OCA's Public Art e-newsletter, and notices were mailed directly to a broad group of stakeholders. The design process associated with the pixilated image was initiated by a community meeting held on February 26, 2008, with stakeholders from the aviation community as well as representatives from San Jose arts, culture, and business.

This item will also be posted on the City of San Jose website for the October 28, 2008, City Council Agenda.

COORDINATION

This contract has been with the Airport Department, the City Manager's Budget Office, and City Attorney.

FISCAL/POLICY ALIGNMENT

The San Jose Municipal Code requires that capital projects at the Airport be consistent with the adopted Airport Master Plan. As pubic art is a component of the Rental Car Garage project expressly identified in the Master Plan as "Project T-14", the proposed agreement is consistent with the Airport Master Plan pursuant to Municipal Code Section 25.04.210(B)(2).

The Airport Public Art Program aligns with the following strategic initiatives in San Jose's Economic Development Strategy:

- Build a world-class airport facility and air services;
- Communicate a compelling, consistent community identity for San Jose;
- Engage private sector leadership for San Jose's economic strategy.

COST SUMMARY/IMPLICATIONS

1. COST OF PROJECT

Artwork Design	$ 100,000
Artwork Construction for this project (see cost breakdown below)	$ 1,037,880
Contingency	$ 115,320
Total Public Art Project Costs	$ 1,253,200
Prior Year Expenditures	$ 100,000
REMAINING PROJECT COSTS	**$ 1,153,200**

2. COST ELEMENTS OF CONSTRUCTION CONTRACT

Imaging	$120,000
Programming	$ 60,000
Materials	$260,000
Fabrication	$134,000
Shipping	$ 16,000
Installation	$368,000
Construction Management/overhead	$ 79,880
Contingency	$115,320
TOTAL CONSTRUCTION CONTRACT	**$1,153,200**

3. SOURCE OF FUNDING:

Fund 526 – Airport Revenue Bond Improvement Fund

BUDGET REFERENCE

The table below identifies the fund and appropriations that fund the contract referenced as part of this memo.

Fund #	Appn #	Appn Name	RC #	Total Appn	Amt. For Contract	2008- 2009 Adopted Budget Page	Last Budget Action
Remaining Project Costs					$1,153,200		
Current Funding Available							
526	4164	Consolidated Rental Car Facility	N/A	$40,460,000	$1,153,200	V-986	6/24/2008
Total Funding for Remaining Project				**$40,460,000**	**$1,153,200**		

CEQA

Resolutions No. 67380 and 71451, PP 08-226

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