

Memorandum

TO: PUBLIC ART COMMITTEE

FROM: Michael Ogilvie

SUBJECT: SEE BELOW

DATE: September 4, 2018

Council District: 2

SUBJECT: Schematic and Design Development Proposal for Edenvale Library Mural by artist Samuel Rodriguez.

RECOMMENDATION

Review and take action to approve the design development proposal by artist Samuel Rodriguez for the Edenvale Library Mural Project.

DATE OF ARTIST SELECTION: June 6, 2018

BUDGET: \$25,000.

LOCATION: Edenvale Library along a portion of the wall facing west towards Monterey Road. Approximate size of the wall is 57' W x 18' H.

PROJECT DESCRIPTION

This project was initiated as a collaboration with the Library, Parks, Recreation and Neighborhood Services and the Office of Councilmember Jimenez to create a mural project as part of the Viva Calle event and beautify a wall on the Library that is subject to regular tagging. The project was approved as part of the 5-year CIP Plan in 2018 by the Arts Commission and City Council.

The Public Art Program released a Request For Qualifications (RFQ) in June of 2017 that closed on July 31, 2017. The RFQ was developed to create a pre-qualified mural artist roster and 126 artists submitted applications. The Artist Selection review panel for the pre-qualified mural artist roster met on September 20, 2017 and selected seventy-five (75) artists to be on the pre-qualified artist roster. All artists were either local or from the bay area. In conjunction with the Office of Councilmember Jimenez a neighborhood review panel was put together to select one (1) artist from this roster to be contracted to complete the mural project.

The neighborhood review panel met on June 6, 2018 to review muralists from the pre-qualified artist roster and unanimously selected artist Samuel Rodriguez to perform the work. Public Art staff has negotiated a contract and timeline with the artist. The artist presented his initial concept designs to the review panel on August 9, 2018 to much excitement and approval.

PUBLIC OUTREACH

An initial visioning meeting that engaged a wide cross section of community members as well as officials from the City of San José was held on July 11, 2018 at the Edenvale Library.

Building upon this meeting, Samuel developed a design proposal for the mural which was presented to the neighborhood review panel on August 9, 2018. The review panel provided feedback to the artist and the final design was executed and is to be presented to the Public Art Committee for approval on September 4, 2018.

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Key community engagement meetings, public meetings and public reports in conjunction with this project:

Date	What	Purpose	Location	Convener
June 2018	City Council	Project was approved as part of the 5-year CIP plan.	City Hall	City Council
9/20/2017	Artist Selection Panel	Met to select artists for pre-qualified mural roster.	City Hall	SJPA
6/6/2018	Neighborhood Artist Selection Panel	Met to select one artist from pre-qualified mural roster.	City Hall	SJPA
7/11/2018	Visioning Meeting	Introduced the artist to the neighborhood and gave residents a chance to provide artist with input and inspiration.	Edenvale Library	SJPA
8/7/2018	Public Art Committee	Received an update on artist selection.	City Hall	SJPA
8/9/2018	Neighborhood Artist Selection Panel	Presented the designs for mural and feedback was provided.	City Hall	SJPA
9/4/2018	Public Art Committee	To approve mural design for painting	City Hall	SJPA

/s/

MICHAEL OGILVIE,
Public Art Director

Attachment: Design Development diagram

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