



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: MICHAEL OGILVIE

SUBJECT: SEE BELOW

DATE: September 28, 2018

Council District: District 3

SUBJECT: Design Development Proposal for Artistic Enhancements for St. James Park landscape design by artist Mark Reigelman

RECOMMENDATION:

Review and take action on the Design Development Proposal for Artistic Enhancement by artist Mark Reigelman for aesthetic strategies contributing to the St. James Park landscape design by CMG Architects.

DATE OF ARTIST SELECTION: December 19, 2018

DATE OF CONCEPT APPROVAL: April 3, 2019

ARTWORK BUDGET: \$25,000.

LOCATION: St. James Park.

PROJECT DESCRIPTION:

For over a century St. James Park has served as a significant public landscape and urban refuge in the center of San José. Through San José's remarkable evolution from Spanish pueblo to seat of Silicon Valley, St. James Park has adapted to meet the changing needs and aspirations of San José's citizens. While St. James Park has proven to be an adaptive urban space throughout the city's successive historic eras, it has also encountered challenges that are inherent in a city experiencing rapid growth and transformation.

Planned changes in downtown land use, and demographic changes in the vicinity of the Park prompted an important design competition to re-envision the park as a safe, fun, and desired location that complements the local neighborhood as well as the broader San José community. In October 2016 the design competition finalists were showcased and in March 2017, CMG Landscape Architecture (CMG) was selected as the winning team to advance the design for St. James Park.

While initially there was no funding set aside for public art, because of the prominent location a public art component is a priority. To capitalize on the opportunity, a \$25,000 design budget was identified for artist design services to collaborate with the project's landscape architect, resulting in an artistic enhancement of the design working with the vocabulary and materials of the base project design. There is no budget set aside for a discrete public artwork as a result of the artist's participation.

On December 19, 2017, following interviews by a professional selection panel, artist Mark Reigelman was recommended for the commission. The Public Art Committee approved this recommendation on February 6, 2018.

Based on historical research, site analysis, conversations with community members, and two public meetings, the Conceptual Plan for Artistic Enhancement approved by the Public Art Committee, included the following strategies:

- **Bring St. James to the People | Remind Community About the Park:** Consider outreach and branding to let the community know significant improvements are being made to the park.
- **Bring People to St. James | Draw People to the Park:** Create large and dynamic experiences that will compel community to visit the park.
- **Keep people interested in St. James | Warm Experiences Within the Park:** Create intimate & integrated experiences that have the potential to surprise, delight, and engage people's imagination as they meander through the park while offering new experiences each time the park is visited.
- **St. James Park Connects | Link the City:** Consider how St. James Park connects to the rest of the city and design elements at entrance and exits of the Park, including wayfinding and signage, that links St. James to the city beyond.

After reviewing the artist's various concepts with community, and further budget evaluations with the base project team, the following two concepts are proposed for integration into the base project documents:

- **The Garden Fence:** A perimeter garden fence inspired by historic Victorian cast iron railings and intricate patterns of Victorian lace. Using digital technology, the lightness of the lace pattern can be modeled to recreate this unique fence with traditional casting methods.
- **Monument Walk Paving Pattern:** The history of St. James Park is diverse. While the monuments themselves offer a glimpse into the park's past, there is more to be said about these histories. A unique paving pattern can offer another layer of information. The artist proposes a menu of graphic symbols that represent specific histories related to the monuments. The symbols will be configured into an intricate pattern that will be etched into the concrete surface. Consistent with the artist's strategy to remind the community about the park, the symbols will be selected by community as part of a process.

The two strategies will be integrated into the base project construction documents by the landscape architects. Fabrication and installation will be facilitated as part of the base project.

PUBLIC OUTREACH

The Artist Selection Panel was a diverse group of stakeholders representing the local community, Friends of the Levitt Pavilion, local and regional artists and arts professionals as follows:

- Richard Deutsch Artist
- Dianna Pumpelly-Bates Artist and Community Stakeholder
- Rick Holden Friends of Levitt Pavilion, Chair and Community Stakeholder
- Trena Noval Artist
- Haley Waterson CMG Landscape Architecture, Project Manager

Also in attendance in an advisory role was Willett Moss, Partner at CMG Landscape Architecture.

Public Art Committee Liaison: Roma Dawson

Public meetings held in conjunction with this project:

Date	What	Purpose	Location	Convener
2/6/18	PAC Meeting	Update on artist selection	City Hall	SJPA
2/12/18	Community Meeting (afternoon)	Introduce the artist to community and gather input	City Hall	SJPA
2/12/18	Community Meeting (evening)	Introduce the artist to community and gather input	City Hall	SJPA
4/3/18	Community Meeting	Artist presentation soliciting feedback on proposed concepts.	City Hall	SJPA
4/3/18	PAC Meeting	Conceptual review	City Hall	SJPA
4/18/18	SPUR Meeting	Public presentation of base project and aesthetic enhancement concepts.	SPUR, San Jose Office	SPUR

/s/
MICHAEL OGILVIE
Public Art Director