



# Memorandum

**TO:** PUBLIC ART COMMITTEE  
**SUBJECT:** SEE BELOW

**FROM:** MICHAEL OGILVIE  
**DATE:** March 29, 2018

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**Council District:** City-wide

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

**RECOMMENDATION:**

Review and take action on the Conceptual 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

**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 proposes 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. This may include artistic billboards, graphic elements dispersed throughout city, grassroots engagement celebrating the park with a commemorative objects and/or postcards, and other tactics realized through a professional public relations campaign.
- **Bring People to St. James | Draw People to the Park:** Create large and dynamic experiences that will compel community to visit the park. This may include informing the articulation of landscaped areas, creating compelling environments for existing monuments, informing the social experience with creative seating and lighting elements.
- **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. This could include graphic paving and tiles, custom fencing, individual seating and small installations.
- **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.

## **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:

<u>Date</u>	<u>What</u>	<u>Purpose</u>	<u>Location</u>	<u>Convener</u>
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

An additional meeting is scheduled for April 3, 2018 in the afternoon to present concepts to community in advance of the Public Art Committee.



MICHAEL OGILVIE  
Public Art Director