



# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** January 20, 2021

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**Council District: 3**

**SUBJECT:** Concept, schematic and design development proposal by artist Brian Brush for an illuminated facade enhancement at the Market Street Parking Garage.

**RECOMMENDATION**

Review and take action on the recommendation to approve the concept, schematic and design development proposal by artist Brian Brush for an illuminated facade enhancement at the Market Street Parking Garage.

**DATE OF ARTIST SELECTION:** April 19, 2018

**DATE ARTIST SELECTION REVIEWED BY PAC:** June 5, 2018

**ARTWORK DESIGN BUDGET:** \$306,000 (Funding provided through Parking Façade Enhancement dollars)

**LOCATION:** The project site is at the San Pedro/Market Street Garage 45 N San Pedro St, San Jose, CA 95113 in San José, California.

**PROJECT DESCRIPTION**

The City of San José Public Art Program (SJPA) in conjunction with the City of San José Department of Transportation's (DOT) Parking and Downtown Operations Division are released a Request For Qualifications (RFQ) on January 12, 2018 for an experienced artist or artist-led team to develop an artwork that addresses the exterior façade of the Market/San Pedro Street Parking Garage in downtown San José. The garage is a prominent facility in San Jose's downtown core and adjacent to the vibrant San Pedro Square commercial district, a popular destination for dining, retail and other activities day and night. The goal is for an enhancement that has a visual presence 24 hours a day. The RFQ closed on February 20, 2018 and 94 applications were received.

In conjunction with the City of San José Department of Transportation's (DOT) Parking and Downtown Operations Division a neighborhood review panel was put together to select an artist to be contracted to fabricate and install the artwork. The review panel was comprised of six community members and included three (3) artists who live and work in downtown San José. The initial scoring by the review panel was done online. This scoring shortlisted the applicants to 14 artists to be reviewed.

The Artist Selection Panel met on April 19, 2018 at City Hall. The panel reviewed 14 artists from the shortlist and unanimously selected artist Brian Brush.

Brian Brush began his concept design development after a public ‘visioning’ meeting and a meeting with key stakeholders. During the process of development and a meeting with the Artist/DOT and other stakeholders at the site, it was noticed that visible cracking was starting to occur on the building’s Glass Fiber Reinforced Concrete (GFRC) panels which cover the façade of the parking building. This forced the illuminated enhancement project to be put on hold so DOT and Public Works could provide structural analysis data. After a year of analysis, it was determined that all GFRC panels needed to be removed for safety. This significantly scaled up the illuminated façade enhancement from one side of the building to the entire building. After restructuring Brian’s contract to be a design only contract, Brian set to work scaling his design for the entire façade.

### **PUBLIC OUTREACH**

The initial online review conducted by Artist Selection Panel happened before the March 6, 2018 meeting. The panelists that reviewed the applicants online were:

Rhonda Holberton	San José State University Digital Media Professor, Artist
Joe Horrigan	San Pedro Square Operations Manager
David Karol	Principle of Ridge Capital which owns Community Towers across from parking garage
Jason Su	Street Life Manager, San José Downtown Association
April Gee	Artist, Business Owner, City of San José Resident
Heather Hoshii	City of San José DOT Division Manager, parking
Chad Leege	Downtown Parking Board Vice Chair

The Artist Selection Panel that met on April 19, 2018 was a diverse group of stakeholders representative of the community and neighborhood, as follows:

Freddie Jackson	Artist, Downtown Business Owner
Rhonda Holberton	San José State University Digital Media Professor, Artist
Joe Horrigan	San Pedro Square Operations Manager
David Karol	Principle of Ridge Capital which owns Community Towers across from parking garage
Jason Su	Street Life Manager, San José Downtown Association
April Gee	Artist, Business Owner, City of San José Resident

PUBLIC ART COMMITTEE

January 20, 2021

Subject: Concept and Schematic Design approval for the San Pedro Market St Parking Garage Illuminated enhancement

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Heather Hoshii                      City of San José DOT Division Manager, parking

Chad Leege                              Downtown Parking Board Vice Chair

Public and community engagement meetings in conjunction with this project conducted thus far:

<b><u>Date</u></b>	<b><u>What</u></b>	<b><u>Purpose</u></b>	<b><u>Location</u></b>	<b><u>Convener</u></b>
6/13/2017	City Council	Project was approved as part of the 5-year CIP workplan through the Parking program	City Hall	City Council
3/6/2018	Artist Selection Panel	Artist Selection online review	Online	SJPA
4/3/2018	Public Art Committee	Reviewed and Discussed project as part of 5-year CIP workplan	City Hall	SJPA
4/19/2018	Artist Selection Panel	Artist selection	City Hall	SJPA
5/21/2018	Arts Commission	Project was recommended for approval to City Council as part of 5-year CIP workplan for public art.	City Hall	OCA
6/12/2018	City Council	Project was approved as part of the 5-year CIP workplan for Public Art.	City Hall	City Council
9/26/2018	Community Meeting	Visioning meeting with stakeholders/neighborhood residents	City Hall	SJPA
1/19/2021	Stakeholder Panel meeting	Concept and Design presentation	City Hall (Virtual)	SJPA
2/2/2021	PAC Meeting	Concept Design Proposal, review/approval	City Hall (Virtual)	SJPA

/s/

MICHAEL OGILVIE  
Public Art Director