

# Memorandum

**TO:** ARTS COMMISSION

**FROM:** Paul Krutko

**SUBJECT:** SEE BELOW

**DATE:** March 8, 2007

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**Council District: 3**

**SUBJECT: ROOSEVELT COMMUNITY CENTER PUBLIC ART PROJECT DESIGN  
DEVELOPMENT PROPOSAL BY EDWARD "SCAPE" MARTINEZ**

## **RECOMMENDATION**

Recommend that the City Manager negotiate and execute a fabrication agreement with Edward "Scape" Martinez for a public artwork for the Roosevelt Community Center in an amount not to exceed \$63,400. (Council District:3 )

## **BACKGROUND**

In accordance with the *Master Plan for Public Art 2000-2005*, adopted by City Council on February 20, 2001, the Public Art Program strives to develop artworks that enhance the City and make it a lively, attractive place to live, work, and visit. One area of particular study during the planning process was artworks associated with capital improvement projects for parks and community center facilities.

The City of San José is building or upgrading many municipal facilities, including community centers. A 2% public art budget has been established as part of the project budget process.

A total budget of \$382,562 for public art was originally identified as part of the capital project at Roosevelt Community Center. The original budget distribution was \$57,384 for administration; \$57,000 for design, and \$268,178 for fabrication and installation. There were to be at least two distinct artwork commissions: \$250,000 for the design, fabrication and installation of an environmental artwork, and \$64,750 has been identified for design, fabrication and installation of an "urban artwork," using elements of popular culture that appeal to teens and young adults. The revised budget is \$466,562, which includes \$85,000 from the Environmental Services Department for the environmental artwork and an increased scope of work for the urban artwork. The revised budget distribution is: \$57,412 for administration; \$56,750 for design, and \$353,400 for fabrication and installation. The revised budget for the urban artwork is \$11,750 for design and \$63,400 for fabrication and installation.

In June 2005 the Arts Commission approved a selection panel's recommendation of a pool of pre-qualified artists for the bond-funded facilities, from which artists would be selected as new

projects developed. This pre-qualified pool of artists is consistently updated as artists are depleted from the pool by being chosen for a project or expiring after a period of three years.

On June 16, 2005, a group composed of community members from the Roosevelt Teen Center met to review artists' materials from the pre-approved pool with the purpose of selecting an urban artist to develop a design for the Roosevelt Community Center art project. The community voted to recommend Edward "Scape" Martinez to develop a design for public art at the center. The Arts Commission approved the design contract on July 13, 2005 in the amount of \$9,750. This contract was increased at the May 10, 2006 Arts Commission meeting to include design of an additional artwork element.

### **ANALYSIS**

Following meetings with the community and design team, the artist is proposing two artworks. The first one is a mural to be located upstairs connecting the computer room, game room and teen lounge. Joining the inside and outside of the building, the mural will integrate the white of the exterior wall into the interior wall through color and form inspired by organic forms and Polynesian tattoos. The second mural, proposed for the main lobby, is rendered digitally and relates the theme of the environmental artwork proposed for the lobby.

In addition to the original murals, the artist has developed a proposal for a sculpture for the community center art room. The proposed artwork will be a form made up of four various sized rings, a shape derived from the local street culture. The material will include chrome and custom filigree painting from a local car shop.

At its February, 20, 2007 meeting, the Public Art Committee reviewed and approved the design development proposals for murals and the additional sculpture.

### **PUBLIC OUTREACH**

The following community meetings were held in facilitating the design development of this project:

<u>Date</u>	<u>Location</u>	<u>Purpose</u>
2/27/05	Roosevelt Community Center	Project Orientation
3/16/05	Roosevelt Community Center	Visioning
5/5/05	Roosevelt Community Center	Community Review and Update. Artist Selection Meeting – Urban
6/16/05	Roosevelt Community Center	Artist Artist Selection Meeting –
6/23/05	Roosevelt Community Center	Environmental Artist

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6/28/05	Health Building	PAC Meeting – Artist Selection Review
7/13/05	City Hall	Arts Commission – Artist Selection & Design Agreement Approval
7/25/05	Roosevelt Community Center	Meet the Artist meeting
9/8/05	Roosevelt Community Center	Meet the Artist Meeting
10/11/05	Roosevelt Community Center	Community Concept Review PAC Concept and Schematic Review
10/21/05	City Hall	Community Design Development Review
3/8/06	Roosevelt Community Center	PAC Design Development Review
3/18/06	City Hall	PAC Budget Increase Review
4/18/06	City Hall	Arts Commission Budget Increase
5/10/06	City Hall	

**BUDGET REFERENCE**

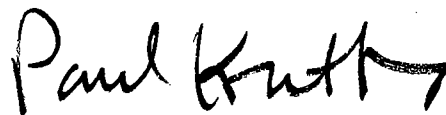
Fund #	Appn #	Appn Name	RC #	Total Appn	Amt. For Contract	2005-2006 Adopted Budget Page	Last Budget Action
471	6883	Public Art Park & Recreation Bond Projects	139873	\$3,346,000*	\$63,400	Appendix A, Page 14	06-07 App. Ord., Sec. 31.01
				<b>TOTAL:</b>	<b>\$63,400</b>		

\* Of the total Parks and Community Centers Capital Facilities Program Public Art budget, \$382,562 has been allocated to Public Art at the Roosevelt Community Center.

**CEQA**

File #: PP03-397

Determination: Mitigated Negative Declaration



PAUL KRUTKO  
Chief Development Officer, City Manager's Office