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Agenda Placement: 6K

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Martha Burdick for Robert Peterson - Director
Public Works
REPORT BY: Juan Arias, PRINCIPAL PUB WORKS ENGINEER , 259-8374
SUBJECT: City/County of Napa Fifth Street Parking Garage - Selection of Artist for Public Art on Main Elevation

RECOMMENDATION

Director of Public Works recommends sole source selection of Gordon Heuther to create the new City/County of Napa Fifth Street Parking Garage, Main Street Elevation, public art component.

EXECUTIVE SUMMARY

The City of Napa Redevelopment Agency has led and facilitated a Request for Qualifications (RFQ) process for the selection of an artist to create the new City/County of Napa Fifth Street Parking Garage Main Street Elevation public art component. Respondents have been interviewed and the Committee is recommending Gordon Heuther as the successful candidate.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	PARKING STRUCTURE Capital Improvement Program
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	Approval of the selection of the artist by the Board is necessary to move to the design concept development stage and eventually into production and installation of the art component.
Is the general fund affected?	Yes

Future fiscal impact:	No future fiscal impact anticipated other than minimal maintenance of the art component.
Consequences if not approved:	The process for the public art component on the Main Street elevation of the garage will not move forward.
Additional Information:	The project budget for the art component is \$25,000. \$15,000 is being included within the \$12.1 Million design build contract with West Bay Builders for the Fifth Street parking garage. \$10,000 is being contributed by the City of Napa Redevelopment Agency.

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

The County of Napa in partnership with the City of Napa's Redevelopment Agency and private development partners, has contracted with West Bay Builders (WBB) in the amount of \$12,100,000 to design and construct a 485 space, four level parking garage on the County's Superblock bounded by Fifth, Main, Coombs and Third streets. The project is under construction and is scheduled to be completed in the fall of 2008. In response to criteria in the garage request for proposals, WBB designated an area for public art on the east-facing, Main Street, facade of the building. In addition, WBB included a \$15,000 allowance for public art in their contract amount.

Fifth Street Parking Garage – Artist Request for Qualifications Process

The Redevelopment Agency agreed to facilitate the public art work for the garage. The first step was to commission and select an artist, something that hasn't been done for over 25 years. The Agency retained a public art advisor, Chandra Cerrito, and worked with Chandra and Michelle Williams at the Arts Council of Napa Valley to develop a Request for Qualifications (RFQ) and selection process. The RFQ was limited to Napa Valley artists who either reside or have their studio in Napa County.

The RFQ was issued August 31, 2007, and the Agency received 11 submittals from artists throughout Napa Valley. The Artist Selection Committee was comprised of the following: Hillary Gitelman, County Planning Director; Michelle Jones, parking garage architect with RIM Architects; Michelle Williams, Executive Director of Arts Council of Napa Valley; Dr. Alvin (Lee) Block, Art Commissioner; Jennifer La Liberte, Sr. Project Coordinator with the City Redevelopment Agency; and Chandra Cerrito as facilitator.

After reviewing the 11 submittals, the Committee selected four final candidates: William Callnan, Gordon Huether, Alan Shepp and Angela Tirrell. On November 14, the Committee further reviewed the submittals of these four candidates utilizing the following criteria to evaluate the artists and their presentations:

1. Ability to be forward thinking and produce an art work that sets a high standard for future public art commissions;
2. Background and experience producing public art and/or large-scale, outdoor installations, including experience working with media that are appropriate for this project;
3. Relevance of the presented examples to this particular project; and
4. Willingness to employ a collaborative approach as demonstrated through similar projects

The Committee deliberated at length because each of the candidates presented a high-caliber body of work, a unique vision for the garage art work, and exceptional talent. Through extensive discussions, the Committee reached consensus to recommend Gordon Huether as the successful candidate for the public art commission.

The next step will be for the artist to develop a minimum of two rough concepts for the garage art piece - Mr. Huether has indicated he would develop more than two. The Committee will meet with the artist to select a preferred concept and the Committee's recommendation will be brought to the Board of Supervisors for approval prior to the artist developing the final product. The finished work will be procured by the County through a Product Purchase Agreement per County Counsel's recommendation. West Bay Builders will install the art.

Staff will return to the Board with the concepts developed by the artist and with the Committee's recommended concept and staff will also be returning to the Board with a request for approval and authorization for the Chair to sign the Product Purchase Agreement.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Helene Franchi