



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: MICHAEL OGILVIE

SUBJECT: SEE BELOW

DATE: May 15, 2025

Council District: 3

SUBJECT: Modification to 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 recommended modifications to the 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

DATE CONCEPT, SCHEMATIC, DESIGN DEVELOPMENT PROPOSAL BY PAC: February 2, 2021

ARTWORK DESIGN BUDGET: \$1,800,000 (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

On January 12, 2018, the City of San José Public Art Program (SJPA), in partnership with the City Manager's Office of Economic Development and Cultural Affairs and the Department of Transportation's Parking and Downtown Operations Division, released a Request for Qualifications (RFQ). The RFQ sought an experienced artist or artist-led team to design an artwork for the exterior of the San Pedro parking garage. Following a comprehensive selection process, artist Brian Brush of Brush Design, LLC was selected to design, fabricate, and install an illuminated art façade.

During the early stages of design development, the project was placed on hold to allow the Department of Transportation to address emerging concerns related to the garage's existing façade panels. A year-long analysis determined that the building required minor structural,

architectural, plumbing, and electrical repairs to ensure long-term functionality. The study also identified safety issues with the existing glass fiber reinforced concrete panels, which serve as the garage’s primary aesthetic feature. Consultants recommended removing the panels, prompting the need for a new design approach to preserve the building’s visual integrity.

With additional funding available through a revised base project scope, the artist expanded the illuminated façade design to include the Market Street and St. John Street elevations, in addition to the original San Pedro Street focus.

Conceptually, the illuminated façade is inspired by the rich history, diverse communities, and unique landscape of San José. Visually, the design features an abstract composition of color and light interwoven with industrial materials, including aluminum, steel, and LED elements. The metal “stick” components will be finished in vibrant shades of violet, teal, and orange, creating a bold daytime presence. At night, low-voltage, indirect LED lighting will produce a subtle yet striking effect. The lighting is designed in accordance with dark sky principles—diffused to avoid roadway projection and minimize skyward glow—and will be both dimmable and programmable to create dynamic visual effects that reflect the evolving character of downtown San José.

Following approval by the San José Public Art Committee on February 2, 2021, the artist and his consultants collaborated with City staff to incorporate the artwork into the construction documents for the base project.

DESIGN MODIFICATIONS

In response to increased tariffs and rising costs for LED components, steel, and aluminum, the artist has undertaken value engineering to keep the project within budget. As a result, LED enhancements will now be limited to the San Pedro Street elevation.

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

Heather Hoshii City of San José DOT Division Manager, parking

Chad Leege Downtown Parking Board Vice Chair

The following table shows the public and community engagement meetings in conjunction with this Project.

<u>Date</u>	<u>What</u>	<u>Purpose</u>	<u>Location</u>	<u>Convener</u>
6/13/2017	City Council	Project was approved as part of the 5-year Capital Improvement Program workplan through the Parking program	City Hall	City Council
3/6/2018	Artist Selection Panel	Artist Selection online review	Online	San Jose Public Art
4/3/2018	Public Art Committee	Reviewed and Discussed project as part of 5-year Capital Improvement Program workplan	City Hall	San Jose Public Art
4/19/2018	Artist Selection Panel	Artist selection		San Jose Public Art
5/21/2018	Arts Commission	Project was recommended for approval to City Council as part of 5-year Capital Improvement Program workplan.	City Hall	City Manager's Office of Economic Development and Cultural Affairs

PUBLIC ART COMMITTEE

May 15, 2025

Subject: Design Modification for the San Pedro Market St Parking Garage Illuminated enhancement

Page 4

6/12/2018	City Council	Project was approved as part of the 5-year Capital Improvement Program workplan for Public Art.	City Hall	City Council
9/26/2018	Community Meeting	Visioning meeting with stakeholders/neighborhood residents	City Hall	San Jose Public Art
1/19/2021	Stakeholder Panel Meeting	Design presentation	City Hall	San Jose Public Art
2/2/2021	Public Art Committee Meeting	Design proposal, review/approval	City Hall	San Jose Public Art
6/15/2022	Downtown Parking Board	Facade artwork concept was shared as part of the 5-year Capital Improvement Program update	Online	Department of Transportation
4/4/2024	San Pedro Square Committee Meeting	Project presentation from City public art director and artist	12 N San Pedro Street	San Jose Downtown Association
4/9/2024	Moment Shops Meeting	Construction schedule discussion	Online	San Jose Downtown Association
5/28/2024	Moment Shops Meeting	Construction schedule discussion	Online	San Jose Downtown Association
6/25/2024	Moment Shops Meeting	Construction schedule discussion	Online	San Jose Downtown Association
4/22/2025	City Council	Artist Contract Approval	City Hall	City Council

/s/

MICHAEL OGILVIE
Public Art Director