



SAN DIEGO COUNTY
REGIONAL AIRPORT AUTHORITY
STAFF REPORT

Item No.
7

Meeting Date: **November 1, 2012**

Subject:

Authorize Contracts with Recommended Artists to Design Integrated Artwork for the Rental Car Center

Recommendation:

The Art Advisory Committee recommends that the Board adopt Resolution No. 2012-0117, approving Christian Moeller and Amy Landesberg as artists to design integrated artwork for the Rental Car Center and authorizing the President/CEO to award related public art contracts in a total amount not to exceed \$1,300,000.

Background/Justification:

Authority Policy 8.50 provides that two percent of construction costs of eligible projects be allocated to public art. Eligible projects include terminals and landside projects. Individual public art opportunity budgets are established during the planning process of each eligible project.

An established process is followed for each public art opportunity under Authority Policy 8.50. Artist Selection Panels, established by the Airport Art Advisory Committee, review and recommend artists for each public art opportunity. Artist Selection Panel members may include Authority Board members, local and national artists, design professionals and representatives of the business community. Special attention is given to ensuring disciplinary, institutional and cultural diversity.

A new Rental Car Center ("RCC") is currently being designed for the north side of the San Diego International Airport ("SDIA"). The RCC will consolidate all rental car operations that serve SDIA. This new facility will occupy 17 acres and be comprised of a four-level structure that will stretch approximately 1,000 linear feet with 5,000 vehicle spaces and a Customer Service Building ("CSB"). The CSB will measure approximately 35,000 square feet. An airport shuttle will transport customers along a new on-airport roadway between the RCC and airport terminals. The RCC is currently in the conceptual design phase.

The construction of the RCC allows for one or more new public art opportunities. Authority Staff determined that the Authority should commission two artists/artist teams to work collaboratively with the RCC design team to identify and maximize opportunities for public art to be integrated into the design of the RCC. The amount allocated for contracts related to the RCC public art opportunities is \$1,300,000.

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Solicitation Process:

On August 20, 2012, the Authority issued a Request for Qualifications ("RFQ") for the RCC public art opportunity. A notice of the business opportunity was published in *The Daily Transcript*, and on the Authority's website. A public notice of the opportunity was sent to 700 potential respondents. A pre-submittal meeting was held on September 10, 2012, and attended by nine artists. A total of 16 responsive submissions were received on September 17, 2012.

The Artist Selection Panel ("Panel") consisted of six art and design professionals residing in the following geographic regions: San Diego, Philadelphia, the Bay Area, and Santa Monica. The Panel short-listed the five highest scoring respondent artists and invited them to interview on October 17, 2012. The respondents invited to interview were: the artist team of Jim Hirschfield and Sonya Ishii; Christopher Janney; Amy Landesberg; Christian Moeller; and, Barbara Neijna. During the interview, the respondents were each asked a specific list of questions by the Panel. The questions were aligned with the evaluation criteria listed in the RFQ and intended to provide additional information to help the Panel arrive at the most qualified respondents.

Final Rankings:

Artists	Panelist 1	Panelist 2	Panelist 3	Panelist 4	Panelist 5	Panelist 6	Total	Final Rank
Hirschfield, Jim	3	3	3	4	4	3	20	3
Janney, Christopher	4	5	5	5	5	4	28	5
Landesberg, Amy	2	2	2	1	2	1	10	2
Moeller, Christian	1	1	1	2	1	1	7	1
Neijna, Barbara	4	4	4	3	3	4	22	4

Final Combined Scoring:

Combined Scores	Creativity, Innovation, and Strength of Past Work	Ability to Communicate Effectively	Flexibility in Approach	Professional References	Total
Hirschfield, Jim	1800	1560	1020	600	4980
Janney, Christopher	1560	1500	820	600	4480
Landesberg, Amy	2120	1770	1160	600	5650
Moeller, Christian	2400	1710	1180	600	5890
Neijna, Barbara	1800	1470	840	600	4710

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After concluding its interviews, the Panel ranked Christian Moeller and Amy Landesberg as the top two respondents. The Panel therefore recommended Mr. Moeller and Ms. Landesberg ("Artists") as the two artists to collaborate with the RCC design team to create public art for the RCC.

Christian Moeller is a Los Angeles, California-based artist who works with contemporary media technologies. His approach is innovative, fresh and creative and is inspired by what can be revealed by the intersections of cinema, computation, music and physical space. The Panel found his work site-specific and engaging.

Amy Landesberg is a Decatur, Georgia-based artist and architect whose work overlaps the boundaries between intimately scaled works and architectural scaled installations. Landesberg is interested in the transformative effect of public art on civic spaces. The Panel appreciated the sincerity in her communication, her creative and flexible approach to problem solving and work and her ability to work within difficult project situations.

If approved by the Board, the selected Artists will work with the RCC design team to establish the public art to be incorporated into the RCC. Before the end of 2012, the Artists will collaborate with the RCC design team in a charrette to determine the form and nature of the RCC artwork. Specific concept(s) will be presented by the Artists to Authority staff for approval. Staff will provide updates to the Board as the process moves forward.

Staff requests that the Board: (1) approve Christian Moeller and Amy Landesberg as artists to design and build artwork for the RCC; and, (2) authorize the President/CEO to take all actions necessary to enter into agreements with the Artists to enable them to design and install public art to be integrated into the RCC. The combined total compensation to Artists for public art for the RCC shall not exceed \$1,300,000.

Fiscal Impact:

Funding for the above-referenced public art opportunity was identified as part of the Capital Improvement Program and approved by the Board as part of overall CIP budget for FY 2012-2016.

Authority Strategies:

This item supports one or more of the Authority Strategies, as follows:

Community Strategy Customer Strategy Employee Strategy Financial Strategy Operations Strategy

Environmental Review:

- A. This Board action is not a project that would have a significant effect on the environment as defined by the California Environmental Quality Act (CEQA), as amended. 14 Cal. Code Regs. §15378. This Board action is not a "project" subject to CEQA, Pub. Res. Code §21065.
- B. California Coastal Act Review: This Board action is not a "development" as defined by the California Coastal Act. Cal. Pub. Res. Code §30106.

Equal Opportunity Program:

The Authority's small business program promotes the utilization of small, local, disadvantaged, and other business enterprises, on all contracts, to provide equal opportunity for qualified firms. By providing education programs, making resources available, and communicating through effective outreach, the Authority strives for diversity in all contracting opportunities.

The Authority has a Disadvantaged Business Enterprise ("DBE") Plan as required by the Department of Transportation, 49 CFR Part 26. The DBE Plan calls for the Authority to submit an annual overall goal for DBE participation on all federally funded projects.

This project does not utilize federal funds; therefore, it will not be applied toward the Authority's over-all DBE goal.

Prepared by:

CONSTANCE Y. WHITE
ART PROGRAM MANAGER

RESOLUTION NO. 2012-0117

A RESOLUTION OF THE BOARD OF THE SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY APPROVING CHRISTIAN MOELLER AND AMY LANDESBERG AS ARTISTS TO DESIGN INTEGRATED ARTWORK FOR THE RENTAL CAR CENTER AND AUTHORIZING THE PRESIDENT/CEO TO AWARD RELATED PUBLIC ART CONTRACTS IN AN AMOUNT NOT TO EXCEED \$1,300,000.

WHEREAS, the Airport Art Master Plan calls for artwork to be site-specific and integrated into the Airport; and

WHEREAS, Airport Authority Art Program Policy 8.50 provides that 2% of construction costs of eligible projects be allocated for public art, which includes terminals, landside and other specified construction; and

WHEREAS, on August 20, 2012, the Authority issued a Request for Qualifications for the Rental Car Center (RCC) public art opportunity and 16 responsive submissions were received that were narrowed to a short-list of five finalists who were interviewed by an Artist Selection Panel (Panel); and

WHEREAS, the Panel unanimously recommends that Christian Moeller and Amy Landesberg be approved as artists to identify integral collaborative opportunities, to work collaboratively with the RCC design team to design public art for the RCC, and to produce and install artwork at the RCC while maximizing the integration of public art and building design; and

WHEREAS, the Airport Art Advisory Committee voted in favor of forwarding the Panel's recommendation to the Board for approval;

NOW, THEREFORE, BE IT RESOLVED that the Board hereby approves Christian Moeller and Amy Landesberg as artists ("Artists") to design integrated art work for the RCC; and

BE IT FURTHER RESOLVED that the Board authorizes the President/CEO to take all actions necessary to enter into agreements with the Artists to enable them to design, fabricate and install public art to be incorporated into the RCC; and

BE IT FURTHER RESOLVED that the combined total compensation to Artists for public art for the RCC shall not exceed \$1,300,000; and

BE IT FURTHER RESOLVED that the Board FINDS this action is not a "project" as defined by the California Environmental Quality Act (CEQA), Cal. Pub. Res. Code 21065; nor is it a "development" as defined by the California Coastal Act, Cal. Pub. Res. Code 30106.

PASSED, ADOPTED AND APPROVED by the Board of the San Diego County Regional Airport Authority at a regular meeting this 1st day of November, 2012 by the following vote:

AYES: BOARD MEMBERS:

NOES: BOARD MEMBERS:

ABSENT: BOARD MEMBERS:

ATTEST:

TONY R. RUSSELL
DIRECTOR, CORPORATE SERVICES/
AUTHORITY CLERK

APPROVED AS TO FORM:

BRETON K. LOBNER
GENERAL COUNSEL