



MEETING DATE: 06/21/16
ITEM NO: 18

COUNCIL AGENDA REPORT

DATE: JUNE 14, 2016

TO: MAYOR AND TOWN COUNCIL

FROM: LAUREL PREVETTI, TOWN MANAGER

SUBJECT: VETERANS MEMORIAL CONCEPTUAL DESIGNS
A. ACCEPT THE RECOMMENDATION FROM THE VETERANS MEMORIAL AND SUPPORT FOUNDATION OF LOS GATOS FOR THE SELECTION OF THE FLAME OF LIBERTY VETERANS MEMORIAL CONCEPT TO BE LOCATED AT THE LOS GATOS CIVIC CENTER; AND
B. PROVIDE DIRECTION REGARDING NEXT STEPS

RECOMMENDATION:

Receive the recommendation from the Veterans Memorial and Support Foundation of Los Gatos and implement the following:

1. Accept the recommendation from the Veterans Memorial and Support Foundation of Los Gatos for the selection of the Flame of Liberty Veterans Memorial concept to be located at the Los Gatos Civic Center; and
2. Provide direction regarding next steps.

BACKGROUND:

At its January 20, 2015 meeting, the Town Council agreed that a Veterans Memorial should be located at the Town's Civic Center and asked that the Veterans Memorial and Support Foundation of Los Gatos (VFLG) to move forward with developing conceptual design proposals for a Veterans Memorial that included a trellis with a focal point on the Civic Center plaza or a design proposal for the redwood grove that included statuary. These concepts should return to the Town Council for final selection.

The purpose of the Veterans Memorial as envisioned by the VFLG is to honor and recognize the courage, loyalty, dedication, commitment and sacrifice of those who have served to defend America's freedom and to offer a site of contemplation for reflection and remembrance. The VFLG is a nonprofit 501 (c)(3) foundation dedicated to honoring and supporting both U.S. military veterans, the men and women of the Army, Navy, Air Force, Marines, and Coast Guard, and their families.

PREPARED BY: CHRISTINA GILMORE
Assistant to the Town Manager

Reviewed by: _____Assistant Town Manager _____Town Attorney _____Finance

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BACKGROUND (cont'd):

Upon review of the Council direction, the VFLG chose the redwood grove located in the southwest corner of the Civic Center lawn fronting Main Street and immediately adjacent to Pageant Way, as the proposed location for a Veterans Memorial.

DISCUSSION:

Request for Proposals and Selection Process:

In accordance with the direction from the Town Council, the VFLG released a Request for Proposal (RFP) in October 2015 soliciting memorial design proposals from artists and/or architect design teams. Applications with design proposals were due in January 2016. Six proposals were received from artist/architect teams for the Veterans Memorial, and after a preliminary review of each proposal and interviews with each artist/architect team by the board of the VFLG and Town staff, four qualified proposals were selected to move forward in the design review process. Attachment 1 includes the RFP that outlines the Veterans Memorial design criteria, the proposed elements, and the timeline for the selection process.

Community Stakeholder Input

The VFLG held a community stakeholder meeting to review the four semi-final proposals for the Veterans Memorial on February 22, 2016. Stakeholder groups were invited to self-select a representative to participate in the meeting. Of the twelve stakeholder groups invited, eight representatives from the following community stakeholder groups were in attendance:

- Library Board
- Friends of the Library
- Parks Commission
- Youth Commission
- Arts and Culture Commission
- New Museum of Los Gatos
- Los Gatos Afternoon Rotary Club
- Los Gatos Morning Rotary
- Los Gatos Lions Club
- Los Gatos Music and Arts
- Kiwanis Club of Los Gatos
- Police Foundation

Four representatives from the VFLG presented each of the four semi-finalist proposals to the Stakeholder Committee. Staff from the Town Manager's Office facilitated the discussion, soliciting feedback on each of the proposals and asking each stakeholder to rank each proposal in order of preference from 1 to 4, with 1 being the highest proposal preference.

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DISCUSSION (cont'd):

Based on the comments and rankings of each of the four semi-finalist design proposals from the Stakeholder Committee and the VFLG, a recommendation was formulated to advance two conceptual design proposals, one from artist Lorenzo Ghiglieri, and the other from artist Frank Kocian Morris, to the Town Council for review and consideration. The Stakeholder Committee comments are included as Attachment 2.

Two Conceptual Designs

Artist Lorenzo Ghiglieri has proposed a bronze sculpture titled *The Brave Patriot*. The proposed memorial design depicts the bald eagle in flight carrying the American flag, with the eagle representing the free spirit, power, and grace exhibited by the great birds. The bronze eagle sculpture sits upon a pentagon concrete podium that stands in front of a wall composed of concrete and rustic steel. The statuary is proposed to be placed in a circular enclave that includes bronze reliefs and viewer seating. Attachment 3 includes an image for *The Brave Patriot* sculpture. To view the concept video for *The Brave Patriot* design, please visit <https://vimeo.com/163335287>.

The Flame of Liberty, designed by artist Frank Kocian Morris, is a sculpture of a ten foot tall Eternal Flame inspired by the flame of the Statute of Liberty (see Attachment 4). The flame sculpture is proposed to be made of a thin, steel wire frame, with sections within the frame filled with thick, transparent, champagne-colored, hand-poured antique glass evoking the style of a lighthouse lantern, or a stained-glass window, with an outer layer of tough, poly-carbonate clear plastic protecting the glass from damage. The interior of the flame sculpture is open, and nestled inside the flame is a second, smaller bronze sculpture of a "Soldier's Cross," a nationally recognized symbol in the form of a helmet resting on an inverted rifle, representing the service and ultimate sacrifice of America's Veterans. A serpentine wall would serve as the backdrop to the sculpture; with interior lighting in the flame casting a nighttime glow on the memorial structure (see Attachment 4 for the conceptual sculpture design and Attachment 5 for the conceptual site plan). To view the concept video for the *Flame of Liberty* design, please visit <https://vimeo.com/163904338>.

In each of the two memorial designs, the five branches of the United States military, and the Merchant Marines are proposed to be represented with either bronze insignias or bas reliefs that would adorn the either the Memorial walls or the base of the Memorial sculpture. In addition, the VFLG proposes to recognize on the Memorial walls Emergency Services First Responders personnel, who so often combine forces with the United States military in playing a pivotal role in homeland security.

Public Comment

The Veterans Foundation opened a public comment period to solicit community input on the two finalist designs for the Veterans Memorial project beginning April 20 through June 3, 2016. Interested members of the community were invited to review the designs on the Town of Los Gatos website located at <http://www.losgatosca.gov/VeteransMemorial> and complete a comment form with their

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DISCUSSION (cont'd):

comments on the two proposed designs. The Town received approximately 57 comments on the proposed finalist designs. Of the comments received, 32 were supportive of *The Flame of Liberty*, 15 were supportive of *The Brave Patriot*, and 10 did not prefer either of the two proposals. The comments received during this period are included in Attachments 8 and 9.

CONCLUSION:

The VFLG followed the direction of the Los Gatos Town Council to identify and recommend a Veterans Memorial design. The VFLG conducted a design selection process with a select group of contributing artists and/or architect teams who in turn developed proposals and renderings for Memorial design consideration. The VFLG is providing a recommendation for the selection of a final design concept that includes significant community outreach and input, and understands that the Town Council will have final selection and approval of a Veterans Memorial.

Staff recommends that the Town Council review and consider the Veterans Foundation and Support Foundation of Los Gatos recommendation for a final memorial design and discuss the following:

1. Does the Council agree with the recommendation of *The Flame of Liberty* as the final memorial design concept?
2. Does the Council want to propose modification and/or refinement to some of the materials and elements as proposed in the final Memorial design concept? If so, what specific refinements would the Council like to see (e.g., maximum height)?
3. What direction would the Council like to provide regarding placement of the Memorial, and the site design elements for the overall Memorial (e.g., walls, seating, landscaping, lighting, etc.)?
4. Would the Council like to review the modified artwork and site design at a future Council meeting, or would the Council prefer to identify an alternate process?

ALTERNATIVES:

Alternatively, the Council could choose the following:

- A. Direct the VFLG to proceed with the development and implementation of *The Brave Patriot* design.
- B. Not proceed with the selection of a conceptual Veterans Memorial design.
- C. Provide other direction.

NEXT STEPS:

Depending upon the Council's action and direction, Town staff will continue to work with the VFLG with the goal of installing a Veterans Memorial. If the Council wishes to review the revised artwork and site design, staff estimates that the item could return for Council consideration in early to mid-fall.

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NEXT STEPS (cont'd):

Staff also proposes, in partnership with the VFLG, to draft a proposed Agreement that outlines the roles and responsibilities of the VFLG and the Town for the raising of funds for the design, permits, construction, installation, and maintenance of the Veterans Memorial for Council review and consideration. If, at that time, the Council gives its final approval, then the VFLG would submit appropriate grading and building permits with the Town. Construction would occur after permit issuance with the Memorial's estimated completion in FY 2017-18.

COORDINATION:

This report was coordinated with the Town Manager's Office and the Town Attorney's Office.

FISCAL IMPACT:

There are no fiscal impacts associated with the recommended actions.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

Attachments:

1. Veterans Memorial Request for Proposal (RFP)
2. Summary of Stakeholder Committee Comments
3. Conceptual Sculpture Design for *The Brave Patriot*
4. Conceptual Sculpture Design for *The Flame of Liberty*
5. Conceptual Site Plan for *The Flame of Liberty*
6. Artist Statement for *The Flame of Liberty*
7. Frank Kocian Morris Resume and Biography
8. Survey results of the Veterans Memorial Public Comments
9. Veterans Memorial Public Comments