



A G E N D A
ARTS & CULTURE COMMISSION

COUNCIL CHAMBER, City Hall – 613 E. Broadway, 2nd Floor
Glendale, CA 91206

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Thursday, March 15, 2018 at 2:00pm

1. ROLL CALL

Report of Recorder Regarding Posting of Agenda

The Agenda for the March 15, 2018 meeting was posted on the bulletin board outside City Hall on March 9, 2018.

2. CONSENT ITEMS (INCLUDING MINUTES)

The following are routine and may be acted upon by one motion. Any member of the Commission or the audience requesting separate consideration may do so by making such request before motion is proposed.

A. Approval of Meeting Minutes from February 15, 2018, at 2:00 p.m.

3. INTRODUCTIONS & PRESENTATIONS

A. Library, Arts & Culture Events – Presented by Chuck Wike, Community Relations Manager

4. ORAL COMMUNICATIONS

Discussion is limited to items not on this agenda. Each speaker is allowed 5 minutes. Commission may question or respond to the speaker but there will be no debate or decision. The Commission may refer the matter to City staff for investigation and report.

5. BUSINESS AGENDA

A. Action Item(s)

1. Motion Recommending that the City Council Approve the Final Draft Public Art Master Plan CARS/Goldstein Report [and recommends the following modifications].

6. COMMISSION/STAFF COMMENTS

7. WRITTEN COMMUNICATIONS

8. ADJOURNMENT

The next regular meeting of the Arts and Culture Commission is April 19, 2018, at 2:00 p.m. in the City Council Chambers, 613 E. Broadway, 2nd Floor.



**CITY OF GLENDALE
ARTS & CULTURE COMMISSION
Minutes of Regular Meeting**

Thursday, February 15, 2018 at 2:00 p.m.

1. ROLL CALL

- The meeting was called to order on February 15, 2018 at 2:05 p.m.
- Present: Commissioners Der Hovanessian, Sherikain, Vice Chair Vidor, Chairperson Sahakian
- Absent: Commissioner Oshagan
- The Agenda for the February 15th Regular meeting was posted on the bulletin board outside City Hall on February 12th 2018.

2. CONSENT ITEMS (INCLUDING MINUTES)

A. Approval of Regular Meeting Minutes from January 18, 2018

Moved: Commissioner Der Hovanessian
Seconded: Commissioner Sherikian

A roll call was conducted and the Commissioners voted as follows:

Ayes: Commissioners Der Hovanessian, Sherikian, Vice Chair Vidor, Chairperson Sahakian
Noes: None
Absent: Commissioner Oshagan
Abstain: None

B. Approval of Special Meeting Minutes from February 1, 2018

Moved: Commissioner Sherikian
Seconded: Commissioner Vidor

A roll call was conducted and the Commissioners voted as follows:

Ayes: Commissioners Der Hovanessian, Sherikian, Vice Chair Vidor, Chairperson Sahakian
Noes: None
Absent: Commissioner Oshagan
Abstain: None

3. INTRODUCTIONS & PRESENTATIONS

- A. Library, Arts & Culture Events – Presented by Chuck Wike, Community Relations Manager
- Mr. Wike gave an overview of current and upcoming events at the libraries throughout the City of Glendale.

4. ORAL COMMUNICATIONS

Speaker(s):

1. None

5. BUSINESS AGENDA

A. Discussion Item(s)

1. Selection of Glendale Winner of Bob Hope Airport Tower Banner Competition

- Mr. Wike gave an overview of the banner student art contest; Mr. Wike stated this year's theme is "Take Off To A New Beginning", he also stated that there were 3 finalists consisting of Artwork A, B and C and that the 1st place winner will have their artwork displayed on a banner outside the facade of the airport; The Commission thanked the artists and Glendale Unified School District faculty.

Commissioners selected the following winners in this order:

- 1st Place : Artwork A
- 2nd Place : Artwork B
- 3rd Place : Artwork C

2. Public Art Master Plan CARS/Goldstein Report

- Mr. Wike gave a brief summary and update of the Public Art Master Plan report;
- Chairperson Sahakian opened the floor to a speaker before getting into comments by the Commission:

Speaker(s):

1. Nora Voskerchian, presented an idea about public temporary installations
- The Commission provided their comments and questions to staff; comments and questions will be relayed to Barbara Goldstein; Ms. Cleary gave the Commission a brief update on Barbara Goldstein's draft master plan status.

6. COMMISSION/STAFF COMMENTS

- Commissioner Sherikian asked the Commission, staff and community to take a moment of silence to honor the lives that were taken in Parkland, Florida
- Commissioner Der Hovanessian complimented the renovation and its aesthetics of the Glendale Library Arts & Culture building and thanked the City of Glendale and Glendale Central Library.
- Commissioner Vidor gave a shout out to the Diggs Real Estate Company in Montrose who hosted Dick Heimbold of Glendale Art Association's art exhibition and thanked them for using their business to have art exhibitions. She stated Brand library has been speaking informally with members of the Glendale Unified School District about hosting high school art exhibition at the Brand Library that was inspired by CSUN's high school invitational show; she also stated an ad hoc committee comprised of Brand Staff and Glendale Unified School District staff is in place to move the program forward, the show will be called "Young Artists Week" and would be a weeklong curated exhibition week of April 1st 2019 with a public reception; Commissioner Der Hovanessian thanked the Brand Library for its efforts.
- Chairperson Sahakian adjourned the meeting in memory of the lives lost in Parkland, Florida.

7. WRITTEN COMMUNICATIONS - None

8. ADJOURNMENT – 3:12 p.m.

The next regular meeting of the Arts and Culture Commission is March 15, 2018, at 2:00 p.m. in the City Council Chambers, 613 E. Broadway, 2nd Floor.



Interdepartmental Communication

To: Arts & Culture Commission
From: Cindy Cleary, Director of Library, Arts & Culture
By: Chuck Wike, Community Relations Manager, Library, Arts & Culture
Date: March 6, 2018
Subject: Discussion Item: Final Draft Public Art Master Plan CARS/Goldstein Report

Summary

In November of 2015, the City Council approved the 2015-2017 Work Plan of the Arts & Culture Commission and appropriated \$380,000 to accomplish activities detailed in the Work Plan, including the development of a Public Art Master Plan (PAMP). Community Arts Resources and Barbara Goldstein & Associates were hired to conduct an aggressive public outreach effort and develop a Plan based on the input received from a variety of stakeholders throughout the community.

At the December 21, 2017 Commission meeting Barbara Goldstein presented a draft PAMP. On January 30, 2018 an Executive Summary was presented at a special City Council meeting and on February 1, 2018 a Special Meeting of the Arts & Culture Commission was held at the Downtown Central Library to present the same Executive Summary to over 70 people in attendance. A final Advisory Team meeting was held on February 26, 2018. The final draft incorporates the feedback from all of these meetings.

Fiscal impact

There is no fiscal impact associated with this status update; however, the project summarized has a pre-allocated budget of \$125,000.

Exhibits

- A. Draft Glendale Urban Art Program Master Plan Revision, March 03, 2018

CHAPTER ONE EXECUTIVE SUMMARY

The City of Glendale is an ideal place for the enjoyment of arts and culture. Blessed with a beautiful natural setting, a significant trove of historic buildings and resources, a culturally diverse population, a healthy business environment and growing technology sector, the City is a fertile environment for engagement in the arts. The official City vision describes Glendale as “safe, prosperous and rich in cultural offerings” and, through its Urban Art Program funding, Glendale can support new opportunities for people to actively experience and participate in the arts.

Since 2010, the City of Glendale has been collecting dollars in the Urban Art Fund whose purpose is “to improve the environment, image, and character of a city.” The Fund has accumulated over \$6.8 million to support programs and projects that can underpin Glendale’s cultural life. This Urban Art Program Plan establishes a series of actions that will advance the ongoing viability of arts and culture in Glendale by commissioning artists and artworks, funding public arts programming, providing technical support to artists, arts organizations and property developers, and supporting arts venues and marketing.

As community stewards of the arts, Glendale’s Arts and Culture Commission advises City Council on the use of the Urban Art Fund and recommends how the City should invest in the arts. In March 2017, Glendale’s Arts and Culture Commission hired Community Arts Resources and Barbara Goldstein & Associates (Team) to create an Urban Art Program Master Plan that would outline a vision for the arts in Glendale and propose a multi-year strategy for the use of the Urban Art Fund. The Team engaged in an extensive outreach process to shape the plan, listening to City policymakers, Department heads, current and past Arts and Culture Commissioners, former and current arts staff, focus groups and the public at large. More than 1,400 people attended meetings, posted comments or engaged meaningfully in this process. The Team reviewed existing artworks and documents, legislation and guidelines, evaluating their strength relative to best practices.

The following mission, vision and recommendations for the Urban Art Program emerged from this research and community engagement.

Mission

Glendale’s Urban Art Program promotes public engagement in the arts by supporting a diverse and economically healthy arts and cultural sector and facilitating the integration of art citywide.

Vision Statement

Glendale’s Urban Art Program reflects the cultural diversity of its population, enhances the quality of its public places, and stimulates active participation in the arts.

PROGRAM RECOMMENDATIONS

1. **Enliven neighborhoods, downtown and small business districts with visual arts and cultural offerings.**
2. **Include art in all new projects the City builds including parks, streets and civic structures.**
3. **Employ temporary art and arts programming throughout Glendale neighborhoods and downtown to test new ideas and enliven public spaces.**
4. **Encourage developers to include art as a feature in new projects of all kinds.**
5. **Monitor the care and condition of public art on public property created through the Urban Art Program or City funds.**
6. **Use the Urban Art Fund to support Glendale's arts infrastructure.**

POLICY RECOMMENDATIONS

1. **Adopt the Urban Art Program Plan, which reflects the City's vision as a safe and prosperous community, rich in cultural offerings.**
2. **Support a strong arts culture in Glendale by supporting local artists and promoting high quality publicly-accessible arts and cultural activities.**

ADMINISTRATIVE RECOMMENDATIONS

1. **Strengthen the Arts and Culture Commission's relationship with City Council as champions of Glendale's arts and cultural life.**
2. **Create a Cultural Affairs Division of Library, Arts & Culture Department and begin by hiring a Senior Level Urban Art Program Supervisor.**

CHAPTER TWO

INTRODUCTION

In June 2017, Community Arts Resources and Barbara Goldstein began working with Glendale's Library, Arts & Culture Department and Arts and Culture Commission on developing a Public Art Master Plan to determine how the City should invest the Urban Art Fund. The Plan has transformed from a focus on public art to a focus on publicly-accessible art and arts programming. The Plan is intended to recommend how the Urban Art Program should evolve over the next five-to ten years, describing how to enhance Glendale with public art, arts activities and expanded cultural facilities. The Urban Art Fund, created in 2010, has accumulated almost \$7 million and it presents a tremendous opportunity to raise the visibility and availability of the arts in Glendale.

The specific goals for the Urban Art Program Master Plan include:

- Developing a coordinated approach to Glendale's arts programs;
- Reviewing and creating policies and procedures;
- Mapping of existing public art; and
- Proposing locations for arts installations and programming.

Glendale has a wealth of assets that can be amplified through visual arts and cultural activities. The City, founded in 1906, evokes specific images for its residents and people who visit it. Situated in the shadow of the Verdugo Mountains, and with gracious hillside neighborhoods, Glendale is distinguished by its historic architecture, its growing artist community, strong arts nonprofits, its lush landscape and the freeways that border it. While Glendale has an unfortunate and acknowledged history of racial discrimination, it has grown increasingly diverse since the 1970s, boasting a population that is 40% Armenian with significant Latino, Asian and LGBTQ representation. This diversity is reflected in its arts and cultural offerings, its political life, its neighborhoods, and its many language-immersion schools. Glendale is also a regional shopping destination, with the Glendale Galleria, Americana, the Brand Boulevard of Cars, and several big box stores throughout its downtown. Lastly, San Fernando Boulevard is a media-tech corridor including many film-related businesses, DreamWorks, and Disney Studios.

Over the last decade, Downtown Glendale has been transforming, with the creation of the Downtown Strategic Plan and the support of the former Redevelopment Agency and the Department of Community and Economic Development. Apartment buildings have joined the already bustling retail environment. The presence of more and more people living downtown, particularly Millennials, has led Glendale toward envisioning an "18-hour downtown." The City recognizes the need to provide more arts and cultural activities to encourage activity day and night.

Glendale's position as an arts and cultural destination has been bolstered by Redevelopment Agency and City investments in cultural infrastructure including:

- The Alex Theatre
- Brand Library and Art Center
- The Japanese Tea House
- The Doctor's House
- Verdugo Adobe
- ReflectSpace exhibits in the Downtown Central Library
- Antaeus Theatre

- ACE 121 Gallery and artist live/work space
- Museum of Neon Art.

In addition, there are numerous Armenian cultural organizations and a sprinkling of art galleries located around the city. Outdoor performing arts events, including summer concerts in Verdugo Park and the summertime Plaza Series concerts at Brand Library, have become more popular every year. And, while Glendale's Redevelopment Agency no longer exists, it left an indelible legacy of arts infrastructure and urban design.

All these assets contribute to the City's cultural potential. Now is the time to look at Glendale's arts and cultural activities and find ways to support them, amplify them and make them more public.

Public Art History

Public art is generally considered to be any physical artwork that is installed in a public place. It can be a work of sculpture, or art integrated into the design of a public building or space. While Glendale has a public art requirement for private development, its definition in Municipal Code Chapter 30.37 is expansive, and contributions to the Urban Art Fund can be used to commission permanent and temporary art, performance and cultural spaces.

Glendale has attempted to create a framework for supporting the arts over the last 20 years. Inspired by a 1996 symposium on the future of the arts in Glendale, a 1999 task force led by Councilman Sheldon Baker created a strategic plan for the arts that established seven key directions including arts identity/arts promotion, access, diversity, arts education, arts zoning, funding, and leadership/organizational structure. The Arts and Culture Commission was initiated with the support of City Council. The Commission was housed in the Community Services & Parks Department and a supervisor was hired to facilitate the development of the strategic plan. In 2010, the Arts and Culture Commission transitioned to the Library, Arts & Culture Department and a five-year cultural plan was created articulating a series of goals that built on the original strategic plan and included an expenditure plan for the Urban Art Fund. Since that time, approximately \$600,000 of the Urban Art Fund has been expended. The Fund has grown to almost \$6.8 million, and it is critically important that these funds be used strategically and used to leverage other investments in the arts.

The Urban Art Fund

In 2006 the Downtown Specific Plan established a public art requirement for new developments. In 2010, Code Section 30.37 establishing the Urban Art Fund and Program. The purpose of the Program was to encourage private developers, with a few notable exceptions, to commission on-site public art or contribute to the Urban Art Fund, which would invest in arts activities that benefited the people of Glendale. The definition of "urban art" in this section of the code is broad, describing the purpose of the program "to improve the environment, image, and character of a city". The Municipal Code was accompanied by the Urban Arts Guidelines that established some procedures for moving forward. Some areas of the guidelines were deliberately left vague. The guidelines define an "Urban Art Plan" as describing how an art project will be implemented in private development. It refers to the Urban Art Program guidelines as the framework for on-site artwork and its review, placing approval of Urban Art Plans with the Design Review Board, following review and recommendation by the Arts and Culture Commission or any other body designated by the City Council.

Section 30.37 outlines the use of dollars that are deposited in the Urban Art Fund for which is described as follows:

- *Design, acquisition, commission, installation, improvement, maintenance and insurance of artwork and Art Plan. Design Fees may include fees paid to an appropriate party for development of a design concept and the preparation of construction drawings, which are separate and apart from the cost of the fabrication and installation of an artwork;*
- *Sponsoring or supporting performing arts; and*
- *Acquisition and improvement of real property for the displaying artwork, or for a cultural facility.*

Despite the potential to develop on-site public art, most developers have opted to contribute to the Urban Art Fund. As a result, most new buildings in Glendale do not display the unique qualities that freestanding and decorative arts bring to new buildings and public spaces. Nor have developers included cultural facilities or space for performing arts in their buildings. This is unfortunate because most of Glendale's development has taken place downtown and the Downtown Specific Plan includes language describing public art as a community benefit and recommending "a program and funding mechanism to implement public artwork throughout the Downtown, including opportunities such as artist-designed utility infrastructure (manhole covers, electrical box covers, streetlight boxes, etc)."

Since the Urban Art Fund was created in 2010, there have been changes in staffing of the Urban Art Program and which City department administers it. There have also been changes in the role and composition of the Arts and Culture Commission and arts staff. Furthermore, while the Urban Art Program Guidelines establish procedures for design and acquisition of art, for acquisition and improvement of real property for arts and cultural uses, the guidelines did not create specific criteria for sponsoring performing arts. This plan creates priorities for expenditures from the Urban Art Fund over the coming five to ten years.

CHAPTER THREE:

HOW THIS PLAN WAS CREATED

In March 2017, the Arts and Culture Commission issued a Request for Proposals to hire a consultant team to create Glendale's first Public Art Master Plan. The Commission awarded a contract to Community Arts Resources (CARs) and Barbara Goldstein & Associates to create the plan. The team's proposal included extensive public engagement that used traditional and unique tools to engage community members in contributing their ideas to the development of the Public Art Master Plan.

From May 2017 to February of 2018, the multi-lingual "Make Art Public" campaign was translated in English, Armenian, Spanish and Korean, engaging thousands of community members across a variety of media platforms to join the conversation about how public art could be used to enhance their communities. The immersive and comprehensive outreach campaign included multiple levels of community engagement, including:

- 1. High (meaningful engagement that results in insightful dialogue and a direct response)**
 - a. 267 registered accounts following campaign website (myglendalepublicart.org)
 - b. One-on-one interviews with 33 key individuals or small teams that consisted of City Councilmembers, the Mayor, City Department leadership, business people, artists and arts representatives
 - c. Four Advisory Committee Meetings on 08/15/17, 10/17/18, 01/31/17 and 02/26/18
 - d. Two public workshop meetings on 10/18/17 and 2/1/18
 - e. Two immersive pop-up public art stations at city special events (CicLAvia – Glendale Meets Atwater on 6/11/17 and Glendale Tech Week on 10/11/17)
 - f. One local artist focus group meeting (on 8/16/17)
- 2. Medium (representative provided information about the campaign)**
 - a. Team presented at 10 local events and other community meetings
 - b. Campaign information was also announced at all Library, Arts & Culture special events
- 3. Low (campaign collateral viewed without representative present)**
 - a. Live interview with Barbara Goldstein on Horizon Armenian TV (400,000 subscribers.)
 - b. Two articles in Glendale News-Press about the Glendale Public Art Master Plan (circulation 200,000.)
 - c. 82,000 utility bill inserts snail mailed to Glendale homes
 - d. 42,832 total ad views for 10/18/17 and 2/1/18 Facebook Event Pages
 - e. 10,000 10/18/17 public meeting flyers distributed to all GUSD students
 - f. 2,500 10/18/17 public meeting buckslips distributed at libraries, city offices, local organizations, and businesses
 - g. 700 YouTube views for GTV6 video interview with Barbara Goldstein
 - h. 250 campaign posters distributed to schools and businesses
 - i. 60 Glendale organizations including churches, nonprofits, arts & business coalitions were sent information
 - j. Two large vinyl banners installed on Glendale Community College bridge
 - k. City phone message included information about the Glendale Public Art Master Plan
 - l. GTV6 rotated an ad for the Glendale Public Art Master Plan

The outreach campaign resulted in about 1,400 significant interactions with community members through in-person meetings and workshops and website engagement, and over one million people saw or heard of the campaign via television, social media, media, signage, handouts and mailings mentioned above. Higher levels of engagement resulted in comments collected from surveys, questionnaires and workshops that asked the public to determine where they would like to see public art installed and what kind of public art to consider. The suggestions and ideas were collected and processed and analyzed by the consultant team to formulate Chapter 4: Findings and Emerging Themes and Chapter 5: Recommendations.

Myglendalepublicart.org

An integral component of the success of the campaign was the inclusion of subconsultant MIT-based start-up, CoUrbanize, an online community engagement platform that allowed the public to get involved through an interactive map. Users were able to leave feedback, see what other community members had to say about public art in Glendale and stay updated on the progress of the Public Art Master Plan. The online platform allowed for the project to reach a broader population, efficiently educate the public and gather representative input through a scalable, controlled outreach process, supplemental to the traditional approach of meetings listed in previous pages.

The interactive website included a project timeline, downloadable handouts pertaining to the development of the plan, a fast and easy two-way communication stream amongst users and the consultant team and general information about the campaign. Users were able to digitally map existing art locations and physical opportunities for art and respond to questions that allowed the consultant team to identify and prioritize recommendations included in this Plan.

Details of the outreach campaign and website findings can be found in attached Summary of Outreach Report.

CHAPTER FOUR: FINDINGS AND EMERGING THEMES

Glendale's Urban Art Program began as an element of the 2006 Downtown Strategic Plan and, in 2010, expanded to incorporate citywide projects. However, beginning in 2000, several staff people housed in different departments have been responsible for implementing public art in Glendale. Each of these staff people has worked on developing guidelines for the Urban Art Program and advanced its implementation.

Since 2000, staff housed in several departments has been responsible for implementing public art projects initiated by the Arts and Culture Commission. Each have worked on developing guidelines for the Urban Art Program and advanced its implementation. Initially the Community Services & Parks Department was responsible for administrative oversight of the Arts and Culture Commission. Eve Rappoport was hired as a supervisor and under her leadership General Fund supported public art projects moved forward. A sculptural mobile designed by Vladimir Atanian and a quilt by Daniel Marlos were installed at the Pacific Park Community Center and several mosaic tile projects were designed for Glendale parks. Rappoport also initiated an annual Open Studio Tour and worked with the Planning Division staff to create a public art element of the Downtown Specific Plan (DSP). The Urban Art Program was initiated in 2006 with the adoption of the DSP and in December of 2010 the City Council adopted an ordinance that expanded the program city-wide. The Urban Art Program provides developers the option to install art on-site at 2% of the project value or make an in-lieu contribution of 1% of the project value. In 2010, oversight of the Arts and Culture Commission transitioned to the Library, Arts & Culture Department and Annette Vartanian made a lateral transfer from Community Development where she had assisted in developing Urban Art Program guidelines. She was assigned on a part-time basis to the Commission, with added responsibilities of marketing library events and as the manager of the Brand Library Art Galleries. In her capacity with the Commission Vartanian developed the 2013 Arts and Cultural Plan and managed several Urban Art Fund supported programs including the Beyond the Box Utility Box program; Glendale Area Loves Art: Art in Vacant Storefronts (GALA); You Are Here, a temporary public art program; and a performance series at Brand Library and Art Center. In the last several years Sharon Garrett, who also transitioned from Community Development, worked in coordination with the Commission to develop and implement a two-year work plan that expanded programming to include Art Happens Everywhere (AHA), the temporary art in unexpected places program and a performance series in the Downtown. Garrett also launched the creation of this plan.

The Arts and Culture Commissioners have acted as stewards of the Urban Art Program through many well-received but small-scale art initiatives. These investments are impressive given the part-time staff support that is available. The Library, Arts & Culture, Community Development, and Community Services & Parks Departments also fund arts activities in collaboration with or independent from the Arts & Culture Commission. The Economic Development Division provides some operating support to Glendale Arts, whose mission includes managing the Alex Theatre and integrating "the arts into the identity, growth and economic vitality of the City of Glendale by presenting programming and creating partnerships that benefit youth, patrons, artists, organization and businesses throughout the community.

In today's Glendale, there is general support for integrating arts activities and visual artworks, from culinary and landscape design to fine art, design enhancements, new media arts, performance and spoken word, into Glendale's neighborhoods and business centers. With the resurgence of the economy, now is a good time to begin these efforts.

Opportunities:

- Glendale's diverse population, technology sector and healthy business environment provide a strong basis to expand the presence of all types of arts and cultural activities.
- Glendale has strong arts nonprofit boards and a robust community of artists and creative entrepreneurs.
- Downtown is growing beyond the shopping district into the Arts & Entertainment District and businesses are interested in partnering with the City to promote the arts and commission changing artworks.
- New arts organizations and facilities are growing up in Glendale.
- City Department Directors agree on the value of integrating art into new City facilities and support setting aside a percent for art on City capital improvement projects.
- The City's proposal for Space 134, a bold plan to create a park to cover the 134 Freeway, can be Glendale's Central Park, an arts and culture showcase.
- The Armenian American Museum, Central Park and the Downtown Central Library provide an opportunity to integrate permanent and changing public artworks and performances into public-facing spaces.
- Potential locations for public art on City property and private development include:
 - The Armenian American Museum
 - The area around Glendale Community College and the Civic Auditorium
 - The area near Disney and DreamWorks
 - The area along Central Avenue where there are new transit-oriented apartment buildings.
 - The Downtown Strategic Plan Area, The South Glendale and Montrose Plan Areas
- Neighborhood-based public art and performances can be employed to promote cultural equity.
- The Plaza Series, 222 East, Concerts in Verdugo Park, the Open Arts and Music Festival and Alex Theatre engagement in the outdoor courtyard and MONA Paseo all provide free outdoor performing arts activities to the public.
- Glendale's Tech Week is an opportunity to showcase temporary artwork created using new technology tools.

Challenges:

- There is no fulltime staff member in the Planning Department or Library, Arts & Culture Department specifically dedicated to coordinating any on-site public art program for private developers or to steward the implementation of the Urban Art Program funding.
- The relationships between City Council, the Arts and Culture Commission, and the Design Review Boards need clarification.

- There are no up-to-date records for physical artworks created because of the Urban Art Program whether by City Departments or private developers.
- The condition of any public artwork amenities created through the Urban Art Program, whether on City or private property, needs to be more closely monitored.
- The Urban Art Program Guidelines need to be more fully developed
- Despite the growing arts community in Glendale, there is no central place for people to learn about all the arts and cultural offerings.
- More than one City Department supports arts activities and there is no central accounting of City arts funding and support.

The following Mission and Vision statements are proposed for the Urban Art Fund

Mission

Glendale's Urban Art Program promotes public engagement in the arts by supporting a diverse and economically healthy arts and cultural sector and facilitating the integration of public art in the built environment.

Vision Statement

Glendale's Urban Art Program reflects the cultural diversity of its population, enhances the quality of its public places, and stimulates active participation in the arts.

The following recommendations provide an outline for where Glendale should invest in the arts over the next five years. Detailed recommendations, allocating \$5 million will be proposed for FY 19 -23 for review and recommendations by ACC and City Council are in Appendix xxx Implementation Grid

CHAPTER FIVE:

RECOMMENDATIONS**PROGRAM RECOMMENDATIONS**

Each of these program recommendations came about through research into planning documents, and conversations with policymakers, City Department heads, arts, business people, and public input through meetings, focus groups, and the CoUrbanize website. The Implementation Grid in the Appendices will indicate budgets and funding sources. In most cases, a partner or partners are listed to support the program either financially or with in-kind support. When Urban Art Funds are expended, the Library, Arts & Culture Department will usually be the lead partner.

Recommendation 1:**Enliven neighborhoods, downtown and small business districts with visual arts and cultural offerings.**

The Community Development Department and its Planning Division have established clear urban design goals that can help direct the use of Urban Art Funds. Specifically, the Downtown Strategic Plan/Maryland Paseo Arts and Entertainment District, South Glendale and the San Fernando Creative Corridor designate appropriate opportunities for site-specific public art. There are also 37 unique neighborhoods in Glendale and strong neighborhood councils. These councils also can help identify opportunities for equitable distribution of neighborhood-based arts funding.

City policymakers may need to designate additional funding sources for neighborhood-based arts activities that do not provide a direct benefit to Glendale's private development activities.

Short Term: One Year

1. Commission an artist/artist team to create an art plan for the Downtown Arts & Entertainment District, incorporating the Maryland Paseo, from the Museum of Neon Art on Brand, Ace 121 on Kenwood, Antaeus Theatre on Broadway, ReflectSpace in the Downtown Central Library, Roslin Gallery and Tufenkian Gallery on S. Louise.
 - o Commission artist-designed street furniture.
 - o Commission an artist-designed lightwork that simulates a water feature connecting the diving girl and faucet neon signs at MONA.
 - o Commission other artist-designed streetscape enhancements.

Partners: Community Development Department, Downtown Glendale Association, Glendale Arts, downtown arts organizations

2. Help attract unique-to-Glendale public performances, ethnic food businesses, galleries, popup shops and other creative businesses to fill empty downtown storefronts.

Partners: Community Development Department Economic Development Division, Downtown Glendale Association and Glendale Arts

3. Support local arts activities in neighborhood settings.

- Develop guidelines and parameters for a Neighborhood Arts Grant program to support temporary or permanent artworks in neighborhood settings;
- Work with neighborhood councils and other local organizations to support local visual and performing arts programs.

Partners: Community Services & Parks Department, Neighborhood Councils, Glendale Unified School District, local businesses

Mid Term: Three Years

1. Commission impactful artistic streetscape elements, temporary and permanent artworks at key entrances to Downtown Glendale.
 - North Brand Blvd: Avenue of Changing Lights: 2- Year Commission
 - ❖ Encourage collaboration between the Arts and Culture Commission, Downtown Glendale Association, and arts professionals to commission light/tech artists to create unique temporary streetscape artworks
 - South – Brand Boulevard of Cars
 - ❖ Consider repurposing SEELEY sign framework by adding light art
 - ❖ Commission car-themed artwork in median, and permanent artist-designed banners on light poles

Partners: Businesses, Community Development Department

Long Term Recommendations: Six to Ten Years

1. Leverage funds used for painting out graffiti to pair professional artists working with young people on murals projects on graffiti-prone walls
2. Incorporate artist- designed banners, bus shelter enhancements and other elements into Glendale Beeline.

Partner: Public Works Department

Recommendation Two:

Plan art in all new projects the City builds including parks, streets and civic structures.

While Glendale has an Urban Art Program that requires developers to commission on-site public art or deposit dollars into the Urban Art Fund, the City and other government entities are excluded from the public art requirement. This means that art is not automatically integrated into new civic infrastructure and, if it is, it is not planned as part of the project. There is general support among City Department Directors to include public art in City Capital Improvement Projects (CIP), and a funding requirement can

be added to Municipal Code Section 30.37. Artists also can be regularly included in the design of infrastructure improvements such as streetscapes, public utilities and building renovations.

Short Term: One Year

1. Encourage the integration of art, architecture and open spaces.
 - Conduct a public symposium to inspire Commissioners and City staff to support inclusion of artists in the design of all City buildings, parks and other open spaces.
 - Identify upcoming CIP and infrastructure projects that will benefit from integration of art.
2. Revise Municipal Code Section 30.37 to designate a set-aside of two percent for art in all public construction projects;
 - Initiate an annual public art Capital Improvement Plan integrating art into City-funded construction projects;
3. Commission artworks for Fremont Park where podiums are already planned.
 - Work with the Community Services & Parks Department staff to review the design of bases created for art in Fremont Park;
 - Use Urban Art Fund support to commission permanent or changing artworks on the bases.

Partner: Community Services & Parks Department
4. Incorporate public and City Council participation in City projects
 - Invite City Council members to propose community representatives to artist selection panels and to observe artist panel process
 - Include discussion of art in all public meetings about new projects
 - Create opportunities for artists to meet with community members during project development

Mid-Term: Three to Five Years

1. Include artists in design of Glendale's streetscapes including the design of bike racks, crosswalks, benches, etc.
 - Commission an artist-in-residence for the Transportation Division of Public Works.
 - Develop artist projects that support the goals of Street-Smart Glendale to help calm traffic and make streets more attractive to pedestrians and cyclists.
 - ❖ As utility boxes become available, reconfigure the Beyond the Box program to engage local artists or artist team working in all media to create serial, neighborhood-specific utility box vinyl wraps in several neighborhoods each year.

Partner: Public Works Department, Glendale Water and Power

Recommendation Three:**Employ temporary art throughout Glendale neighborhoods and downtown to test new ideas and enliven public spaces.**

At present, the Urban Art Program supports a variety of different temporary art initiatives and including AHA! Art Happens Anywhere and the Adams Square Mini-Park Gas Station. These programs should be consolidated into a single grant program that includes neighborhood council engagement (where appropriate) matching funds/in-kind support, and coordination with other City Departments.

Short Term: one year

1. Develop application-based framework for temporary art to promote specific types of collaborations between visual and performing artists and community members to ensure that every neighborhood has an opportunity to participate in the arts. Encourage performances and visual art projects that reinforce neighborhood identity and pride. Consider locations including:

- Empty storefronts
- Historic structures
- Parks

Partners: Community Development Department, Community Services & Parks Department, neighborhood councils, local businesses, arts organizations

2. Support changing arts programming in public buildings including ReflectSpace and Brand Library Art Galleries.
 - Fully fund one exhibit per year that can be showcased in each gallery and concurrently displayed in an outdoor Downtown setting;

Partners: Community Development Department, Community Services & Parks Department, neighborhood councils, businesses,

Long Term: Six to Ten Years

1. Launch a biennial temporary sculpture display on Glenoaks Boulevard on the grassy median between Alameda and Pacific

Partners: Sister City supporters, local businesses

Recommendation Four:**Encourage developers to include art as a feature in new projects.**

Since the Urban Art Fund was created very few developers have commissioned or created on-site public art even though this would enhance their property. Including art in private development creates

memorable visual identity for building. Integrating art in private development creates pleasant places for people to meet, enhances the pedestrian experience and mitigates the impact of blank facades.

1. Provide developers with Urban Art Program ‘concierge’ support to encourage site-specific public art.

One reason developers haven’t fully embraced on-site public art can be attributed to inadequate staff support for an on-site program. Another reason is that including art on-site art requires a commitment of 2% of the building permit valuation, while the In-Lieu contribution to the Urban Art Fund is 1%.

1. Incentivize public art in private development by making the fee for onsite public art the same as the contribution to the Urban Art Fund.
2. Require developers to contribute 25% of their on-site contribution to the Urban Art Fund to ensure that the City can continue to provide public arts and cultural opportunities to enhance areas where development is taking place.
3. Engage Urban Art Program staff with developers to provide ‘concierge’ support for site-specific public art.
4. Create an easy-to-understand guidebook for developers explaining the process and the opportunities for including art in the design of building and publicly accessible open spaces.
Create a roster of public art consultants who can assist developers commission on-site public art

Recommendation Five:

Monitor the care and condition of public art on public property and private development.

Because of the lack of continuous art staffing in Glendale, there is no up-to-date record of artworks on City property or private development commissioned since 2010. The most recent city records are from 2005 and the information is incomplete. Although Community Arts Resources created a map of all known public art and individuals added other works on the CoUrbanize website, there is a need to create a comprehensive list of art in Glendale’s public spaces, whether City-owned or developed on private property as part of the Urban Art Program to ensure that artwork on public display is maintained in good condition and that there is information about the artwork/s on display.

1. Hire a conservator and art appraiser to inspect, document and conduct a condition assessment of all public art on City property and buildings.
2. Document and conduct a condition assessment of all public art in private development.
3. Use the Urban Art Fund to support the maintenance of existing art on public property.
 - o Insure that all new site-integrated public art and artworks commissioned with City Capital Improvement funds e Maintenance and Operations estimates in their budget and that their care is charged to General Fund.

Recommendation Six

Use the Urban Art Fund to support Glendale’s arts infrastructure including:

1. Expand the locations for the Plaza Series infrastructure:

- Explore opportunities to expand seating/seating location at Brand Park.
- Consider erecting lawn seating and a temporary bandstand in a new location in Brand Park and on the land at Central Park until the Armenian American Museum is built.

Partner: Community Services & Parks Department, Downtown Glendale Association

- Encourage a partnership between the Armenian American Museum and Library Arts & Culture Department to produce outdoor performances.

Partner: Armenian American Museum

2. Include an artist on the design team for Space 134 to integrate art into the design of the space and develop platforms for changing art and performance.
 - Commission an artist to work with the planners/landscape designers to designate space for permanent, destination-quality artwork, performing arts spaces, places for the display of changing artworks.

Partner: Community Development Department

3. Include an artist on the design team for trolley plans.
 - Commission an artist to work with the system designers to designate where and how art can be integrated into the design of the trolleys and along their route.

Partner: Community Development Department, Public Works Department

POLICY RECOMMENDATIONS

Recommendation 1:

Adopt the Urban Art Program Plan, which reflects the City's vision as a safe and prosperous community, rich in cultural offerings.

1. Expand opportunities for Glendaleans to engage in the arts by supporting art activities that take place in free, publicly accessible settings.
2. Use Urban Art Fund to celebrate Glendale's diverse arts and cultural heritage through cultural exchange, outdoor festivals and events that bring people together.
3. Include public art policy in all urban design plans, infrastructure, and City programs ranging from Street Smart Glendale to the city's communications, parks and library programs.
4. Include short performances by local artists in all civic events.

Recommendation 2:**Support a strong arts culture in Glendale by supporting local artists and promoting high quality publicly-accessible arts and cultural activities**

1. Designate new funding sources for arts and cultural activities in Glendale so that the arts are part of the public and social environment of the city and can be distributed in areas where development is not taking place.
 - o Investigate funding mechanisms including admissions tax, General Fund, a portion of hotel/motel tax, etc.
2. Create programs that highlight the work of local artists and arts organizations.
 - o Develop strategies for including the work of local artists in City buildings and during City events.
3. Create a formal relationship between the Library, Arts & Culture Department, the Arts and Culture Commission and Glendale Arts to promote and market the arts.
4. Work in partnership with Glendale Arts to expand their web-based art and culture map to include walking tours, links to arts institutions and calendar.
 - o Create an annual contract between the City and Glendale Arts to broaden their marketing efforts to include a webpage with a comprehensive calendar of arts events in Glendale.
5. Expand and market programs that actively engage the public in arts activities including open studios, outdoor festivals, and monthly art walks.
6. Support and expand on Glendale's two City galleries.
7. Expand Glendale City TV CTV6's arts coverage

ADMINISTRATIVE RECOMMENDATIONSRecommendation One**Strengthen the Arts and Culture Commission's relationship with City Council as champions of Glendale's arts and cultural life.**

1. Engage City Council in discussions about the Urban Art Program as it is developed.
2. Formally designate the Arts and Culture Commission as stewards of the Urban Art Program to recommend programs and funding for City Council approval.
3. Create regular opportunities for the Arts and Culture Commission to report to City Councilmembers on the progress of the Urban Art Program.
4. Revise section 2.62.120 of Glendale's Municipal Code to designate the Commission as the official review body for public art in private development and on public property in consultation with the Design Review Board.
5. Reconfigure the Commission's committee structure to include two committees: Public Art Review, and Program Support. Public Art Review consists of insuring that the city department or private developer went through a legitimate process of including visual art, outdoor performance space or a cultural facility.

- Include ex-officio members on Commission committees to insure subject area expertise and representation by educators, youth, artists, and design professionals.
- 6. Adopt streamlined procedures for the review of art on public open space;
 - Adopt murals guidelines; and
 - Adopt policy for removal of art from the City's collection (deaccession).
- 7. Recruit ex-officio representatives of Glendale Unified School District, Design Review Board, and a Glendale Youth Alliance to serve on Arts and Culture Commission committees.
- 8. Assign an Arts and Culture Commission member to attend Design Review Board meetings when on-site public art is being discussed.
- 9. Assign an Arts and Culture Commissioner to regularly attend Glendale Arts board meetings and invite Glendale Arts to assign a board member to regularly attend Arts and Culture Commission meetings.

Recommendation Two

Create a Cultural Affairs Division of Library, Arts & Culture Department and begin by hiring a Senior Level Urban Art Program Manager.

At present, the arts and cultural activity are supported in various departments to various degrees. In the coming years, Glendale should create a Cultural Affairs Division to support, promote and advocate for publicly accessible visual and performing arts experiences throughout the city. The role of the Urban Art Program Manager will be to:

1. Lead the implementation of the Urban Art Program plan;
2. Coordinate with Community Development Department Planning Division staff on facilitating public art in private development;
3. Implement public art projects integrated into City buildings, infrastructure and public spaces; and
4. Facilitate the work of the Arts and Culture Commission.

Appendices

The plan submitted to City Council will include the following list of appendices. Appendices listed with an asterisk below require review by the City Attorney prior to consideration by City Council.

1. Implementation Grid
2. Detailed Urban Art Plan Outreach Description
3. List of Meetings
4. Acknowledgments
5. Revisions to Urban Art Program Guidelines*
6. Proposed Revisions to Municipal Code Chapter 20.62 (Arts and Culture Commission) *
7. Proposed Revisions to Municipal Code Chapter 30.37 (Urban Art Fund) *
8. Sample mural guidelines*
9. Sample deaccession guidelines*