



CITY OF GLENDALE, CALIFORNIA

REPORT TO THE:

Joint City Council X Housing Authority Successor Agency Oversight Board

January 30, 2018

AGENDA ITEM

Report: Public Art Master Plan Executive Summary

- 1) Motion to note and file and provide feedback regarding the Executive Summary outlining the current status of the Public Art Master Plan.

COUNCIL ACTION

Public Hearing Ordinance Consent Calendar Action Item X Report Only
Approved for Jan - 30, 2018 calendar

ADMINISTRATIVE ACTION

Submitted by: Cynthia Cleary, Director, Library, Arts & Culture

Signature Cynthia Cleary

Prepared by: Chuck Wike, Community Relations Manager

Signature Chuck Wike

Approved by: Yasmin K. Beers, Interim City Manager

Signature Yasmin K. Beers

Reviewed by: Michael J. Garcia, City Attorney

Signature Michael J. Garcia

Philip Lanzafame, Director of Community Development

Signature Philip Lanzafame

Robert Elliot, Director of Finance

Signature Robert Elliot

Handwritten initials

RECOMMENDATION

Staff respectfully recommends that the City Council adopt a motion to note and file and provide feedback regarding the Executive Summary outlining the current status of the Public Art Master Plan (PAMP). The PAMP is intended to provide expert counsel on the most impactful, fiscally responsible, effective, and sustainable ways for public art to enhance the City of Glendale.

BACKGROUND/ANALYSIS

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). The PAMP is intended to provide expert counsel on the most impactful, fiscally responsible, effective, and sustainable ways for public art to enhance the City of Glendale through the deployment of the Urban Art Fund.

On February 9, 2016, the Arts & Culture Commission issued a Request for Proposal to complete the city-wide plan. After a thorough vetting process, the Arts & Culture Commission recommended CARS/ Barbara Goldstein & Associates (CARS/Goldstein) to the City Council with a budget of \$125,000. The City Council moved to approve the selection and budget on December 6, 2016. Funding for the Work Plan is supported by the Urban Art Fund.

The Urban Art Fund, now totaling almost \$7 million, reflects the developer assessments for public art that have been in place since 2010. Developers are given the option to install art on-site, or to make an in-lieu payment to the Urban Art Fund:

- On-site art equals 2 percent (2%) of the project value, or
- In-lieu payment to the Urban Art Fund equals 1 percent (1%) of the project value.

CARS/Goldstein reviewed existing artworks, documents, legislation and City guidelines, in order to evaluate their strength relative to best practices. Additionally, CARS/Goldstein engaged in an extensive outreach process to shape the PAMP, meeting with City policymakers, department heads, former and current staff affiliated with arts organizations, focus groups and the general public. Highlights of the outreach efforts include:

- An inaugural engagement exercise at the Glendale/Atwater CicLAvia.
- An advisory committee of community leaders.
- Tours of existing and potential public art locations.
- Creation of the myglendalepublicart.org website.
- Launch of a social media campaign.
- Glendale Utility bill inserts and flyers distributed to Glendale Unified School District students.
- A GTV6 *On The Move* segment highlighting an interview with Barbara Goldstein.

Next steps:

- January 30, 6:00 p.m., Downtown Central Library Director's Conference Room -- Advisory Committee meeting presenting the Executive Summary
- February 1, 7:00 p.m., Downtown Central Library Auditorium -- Public meeting presenting the Executive Summary
- February 15, 2:00 p.m., City Council Chambers -- Arts & Culture Commission Regular Meeting, presenting the draft PAMP based on Council and public feedback

- March 15, 2:00 p.m., City Council Chambers -- Arts & Culture Commission Regular Meeting, discussion of final PAMP draft in preparation for presentation to City Council
- April 2018 – Commission-recommended PAMP to City Council (tentative)

The Executive Summary outlining the current status of the Public Art Master Plan (EXHIBIT 2) and prepared by consultant Barbara Goldstein, outlines a vision for the arts in Glendale and proposes a multi-year strategy for the use of the Urban Art Fund. It establishes a series of actions that will advance the ongoing viability of arts and culture in Glendale by commissioning artists and artworks, funding public programs; providing technical support to artists, arts organizations and property developers; and supporting arts venues and marketing efforts. The report includes program recommendations, policy recommendations, administrative recommendations, and an implementation plan.

FISCAL IMPACT

There is no fiscal impact associated with this Motion.

ALTERNATIVES

Alternative 1: City Council may provide feedback and approve the Motion to note and file the Executive Summary outlining the current status of the Public Art Master Plan.

Alternative 2: City Council may not approve the Motion to note and file the Executive Summary outlining the current status of the Public Art Master Plan.

Alternative 3: The City Council may consider any other alternative not proposed by staff.

CAMPAIGN DISCLOSURE

N/A

EXHIBITS

Exhibit 1: Glendale Public Art Master Plan Outreach Summary (June 2017 – present)
Exhibit 2: Executive Summary of the Public Art Master Plan

MOTION

Moved by Council Member _____, seconded by Council Member _____, that the Council of the City of Glendale hereby adopts a motion to note and file the Executive Summary outlining the current status of the Public Art Master Plan, as recommended by City Staff.

Vote as Follows:

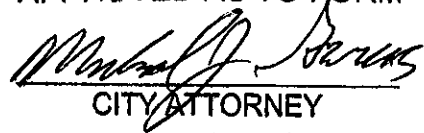
Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM


CITY ATTORNEY

DATE 1/25/18

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EXHIBIT 1 OUTREACH SUMMARY



GLENDALE PUBLIC ART MASTER PLAN

Outreach Campaign Updates

C A R S *As of January 2018*

The following is a list of completed public outreach efforts performed by CARS:

- 1 Artist Focus Group Meeting
- 2 vinyl banners installed on Glendale Community College bridge in English (southbound) and Armenian (northbound)
- 10 community events and organization meetings attended & distributed info
- 52 coroplast engagement signs installed throughout city (w/ Arm, Sp translations)
- 60 Glendale organizations, including churches, nonprofits, arts & business coalitions were sent info about campaign
- 100 responses from signs text messaged into website
- 100 people attended Oct 18th In-Person Public Workshop
- 100 public art surveys collected at special events
- 230 registered accounts on myglendalepublicart.org website
- 250 posters distributed to schools & businesses (w/ Arm, Sp, Kor translations)
- 513 comments left on myglendalepublicart.org website
- 700 YouTube views for GTV6 video interview with Barbara Goldstein, included in City's "On The Move" Oct 2017 highlights
- 2,500 Oct 18th Public Art Workshop buckslips distributed to libraries, City offices, local organizations, businesses (w/ Arm, Sp, Kor translations)
- 10,000 Oct 18th Public Art Workshop flyers distributed to all GUSD students (w/ Arm, Sp, Kor translations)
- 17,500 ad views of Oct 18th Facebook Event Page
- 82,000 utility bill inserts snail mailed (w/ Arm, Sp, Kor translations)
- 200,000 circulation of Glendale News-Press article launching campaign
- 400,000 homes broadcasted the live interview with Barbara Goldstein on Horizon Armenian TV

Future outreach efforts by CARS:

- **FINAL COMMUNITY PRESENTATION:**
Thursday, February 1st, 2018
6:00 - 8:00 PM
Glendale Adult Recreation Center
201 E Colorado St, 91205



EXECUTIVE SUMMARY as Prepared by Barbara Goldstein

Overview of Glendale and what makes it a great place to participate in the arts

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 provides 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 \$6.7 million to support programs and projects that can underpin Glendale’s cultural life. This Public Art Master 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 programs, 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 a Public Art 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, former and current arts staff, focus groups and the public at large. More than 1200 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 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.

PROGRAM RECOMMENDATIONS

1. **Enliven neighborhoods, downtown and small business districts with visual arts and cultural offerings.**
 - Support the City's vision of economic vibrancy by integrating artworks and arts activities into the Maryland Arts and Entertainment District;
 - Commission impactful murals and permanent artworks at key City entryways to Glendale and its neighborhoods, including overpasses and underpasses;
 - Support arts activities in neighborhood settings;
 - Encourage more use of color in architecture.

2. **Plan art in all new projects the City builds including parks, streets and civic structures.**
 - Create an ordinance designating a set-aside of one percent for art in all public construction projects;
 - Initiate an annual public art Capital Improvement Plan integrating art into City-funded construction projects;
 - Include artists in design of Glendale's streetscapes expanding from utility boxes to bike racks, crosswalks, benches, etc.
 - Include artists on the design teams for City buildings, parks and other open spaces.

2. **Employ temporary art throughout Glendale neighborhoods and downtown to test new ideas and enliven public spaces.**
 - Support arts programming in public buildings including ReflectSpace Gallery and Brand Gallery;
 - Redefine *Art Happens Anywhere* as *Art Happens Everywhere*, promoting collaborations between artists and community members to insure every neighborhood has an opportunity to participate in the arts. Encourage temporary artwork projects in locations including:
 - ❖ Empty storefronts
 - ❖ Historic structures
 - ❖ Abandoned infrastructure
 - ❖ Parks
 - Encourage an open-ended approach to temporary artworks and arts activities that activate neighborhoods, encouraging popup free public events of many kinds.
 - Launch a biennial temporary sculpture display on Glenoaks Boulevard on the grassy median between Alameda and Pacific.
Build a partnership between the Arts and Culture Commission, Downtown Glendale Association, Museum of Neon Art and other arts organizations to commission unique seasonal artwork displays.

3. **Encourage developers to include art as a feature in new projects of all kinds.**
 - Incentivize public art in private development by making the fee for onsite public art the same as the contribution to the Cultural Trust Fund;
 - Provide developers with staff support to encourage site-specific public art.

- 4. Monitor the care and condition of public art on public property and private development.**
 - Document and conduct a condition assessment of all public art on City property and buildings;
 - Document and conduct a condition assessment of all public art in private development;
 - Fund the maintenance of art on public property.

- 5. Use the Urban Art Fund to support Glendale's arts infrastructure including:**
 - Planning for expansion of the Brand Library's Plaza Series infrastructure;
 - Enhancing systems at the Alex Theatre;
 - Integrating art into the design of the Armenian Museum;
 - Planning for arts integration at Space 134.

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.**
 - Expand opportunities for Glendaleans to engage in the arts by supporting art activities that take place in free, publicly accessible settings;
 - Use Urban Art Fund to celebrate Glendale's diverse arts and cultural heritage through cultural exchange, festivals and events that bring people together;
 - Engage artists in helping to create urban design plans, infrastructure and City programs ranging from Street Smart Glendale to the design of street furniture.

- 2. Support a strong arts culture in Glendale by promoting high quality publicly-accessible arts and cultural activities.**
 - Designate new funding sources for arts and cultural activities in Glendale;
 - Create a formal relationship between the Library Arts and Culture Department and Glendale Arts to promote and market the arts;
 - Expand support for programs that actively engage the public in arts activities including open studios, festivals, and monthly art walks.

ADMINISTRATIVE RECOMMENDATIONS

- 1. Strengthen the Arts & Culture Commission's role as the City's steward of public art.**
 - Create regular opportunities for the Commission to report to City Councilmembers on the progress of the Urban Art Program;
 - 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;
 - Restructure the Commission's committee structure to reflect its roles in advocacy, public art review, and grant support;
 - Adopt procedures for the review and approval of art on public property, acceptance of gifts or art, and removal of art from the City's collection (deaccession).

2. **Create a Cultural Affairs Division of Library, Arts and Culture Department and begin by hiring a Senior Level Urban Art Program Manager to**
 - Lead the implementation of the Urban Art Program plan;
 - Coordinate with Planning Department staff on facilitating public art in Private Development;
 - Implement public art projects integrated into City buildings, infrastructure and public spaces; and
 - Facilitate the work of the Arts and Culture Commission.

IMPLEMENTATION PLAN

This following priority projects should be initiated by the City of Glendale's Arts and Culture Commission in the coming three years. *These initiatives are dependent upon the City supporting adequate staffing for the Urban Art Program.*

1. Commission an artist to participate on the Design Team for the Maryland Arts and Entertainment District to designate types and locations of artworks in the district.
 - a. Commission individual artist projects for the Arts and Entertainment District including murals, projection art, installations in empty storefronts, and street furniture.
2. Partner with Downtown Glendale Association, Museum of Neon Art and other arts organizations to commission original, artist-designed seasonal displays for downtown Glendale.
3. Commission murals and overpass art at entries to Glendale
4. Transform "Art Happens Anywhere" program to "Art Happens Everywhere" by identifying locations in Glendale neighborhoods where temporary art can be located.
5. Create a list of art consultants and developer's workbook to assist property developers in the commissioning of on-site public art.
6. Support programming at the Central Library's ReflectSpace and the Brand Library Gallery. Initiate a program of changing sculpture on the grassy Glenoaks Blvd media between Alameda and Pacific, starting with artworks from Glendale's sister cities.