

Agenda Report

July 19, 2010

TO: Honorable Mayor and City Council
FROM: Planning and Development
SUBJECT: APPROVAL OF ROTATING PUBLIC ART EXHIBITION PROGRAM

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the project is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15304 (Minor Alterations to Land);
2. Approve the creation of a Rotating Public Art Exhibition Program;

ARTS AND CULTURE COMMISSION RECOMMENDATION:

On January 13, 2010 the Arts and Culture Commission approved the Concept Plan for the Rotating Public Art Exhibition Program and approved the Final Art Plan on April 14, 2010.

LEGISLATIVE POLICY SUBCOMMITTEE RECOMMENDATION:

On March 17, 2010 the Legislative Policy Subcommittee of the City Council reviewed the program concept and recommended that it be sent to City Council for approval. Additionally, the Legislative Policy Committee requested that the Arts & Culture Commission provide community outreach to inform local residents and businesses adjacent to the proposed sculpture sites.

EXECUTIVE SUMMARY:

The proposed Rotating Public Art Exhibition Program will provide increased cultural experiences throughout the City, an opportunity for public art to reflect the cultural diversity of the community, will increase the visibility of artwork for the enjoyment of both

residents and visitors and enhance Pasadena's character as a premiere cultural destination.

The Rotating Public Art Exhibition program seeks 1) to place existing loaned sculptural works on public view for a limited time and 2) invites local artists to create works for specific sites within a pre-determined timeframe. The proposed program is based on successful models throughout the country and offers opportunities to discuss, examine and appreciate public art throughout the community without the commitment that permanent public artworks require.

BACKGROUND:

The Rotating Public Art Exhibition Program is intended to complement the permanency of the Private Development and Capital Improvement Public Art programs by placing artworks throughout the City for a limited time period. The program seeks to create an outdoor art gallery to enliven the urban landscape; create a dynamic visual experience for residents and visitors; create more venues for artwork in the City; increase exposure and opportunities for artists who live and work in Pasadena; educate the public about public art by stimulating discussion; provide a cultural draw for tourists; and provide entrée for artists new to public art.

Temporary artworks by their nature are not intended to remain in place on a permanent or even long-term basis. Changing exhibitions allow for community exposure, stimulate dialog and may even evoke strong responses but, because these works are placed in the public realm for a short time period, temporary public art does not require the long-term commitment of more costly permanent works. Temporary artwork, both commissioned and existing, offers additional benefits:

- Less costly than permanent works—temporary art permits greater creative experimentation;
- Allows for greater diversity of works which can engage a variety of sectors of the community;
- Enables both fresh and timely projects that can be socially engaging;
- Encourages artists who are new to public art—the modest honorariums provided for commissioned site-specific work can be considered an investment in the creative economy.

Similar temporary public art programs exist as an exciting part of civic art collections across the country. Successful models have been launched in New York, Chicago, Santa Monica, Palm Desert and West Hollywood. Dynamic temporary artworks can add an unexpected dimension to parts of the City that are unaffected by private development. These programs generate attention and notice from the public and press alike and the installations can become destinations on their own.

Program Components

The proposed Rotating Public Art Exhibition Program has two components 1) a rotating exhibition of loaned existing sculptural works and 2) changing exhibitions of public artwork commissioned for the site. Phase I of the program will install ten public art projects in locations throughout Pasadena in three stages. Proposed sites for Phase I are all City-owned property—except for a Caltrans median for which the City has a use agreement. Each stage will install three to four pieces—a combination of both existing sculpture and commissioned public artworks—over a period of 18 months (see draft timeline below). Phase II installations will be identified in the coming year.

The changing exhibition of existing sculpture will require the installation of cement pads or below-grade fixtures in most sites and solar lighting to secure and display the works. These exhibition sites will allow for the placement of public art throughout the City. Median islands or other City-owned property will constitute the siting for the majority of these artworks in order to assure high visibility unrelated to private development. Emphasis may be placed on sites in the northwest and east areas of Pasadena in response to the Nexus Cultural Plan document, which identifies these areas as a priority.

The second component of the program will offer temporary, “site-specific installation” opportunities for exhibition. Artists will create public artworks for a specific site during the span of the exhibition. Examples of site-specific commissioned works could include projects emphasizing “green” or sustainable/recycled materials. Park and library sites may be appropriate locations for these temporary site-specific artworks during Phase II of the program. These locations are inherently intimate and accessible to pedestrians and allow a different type of interaction with the works than more vehicular-oriented sites provide. Priority may be placed on artists who live or work in Pasadena.

Artwork Selection Process

Artwork for both components of the Rotating Public Art Exhibition Program will be solicited through a Request for Proposal process which will include the list of available sites, the schedule of installation and the honorarium structure. All submissions will be juried by an independent panel of art professionals and community stakeholders which will make recommendations to the Arts and Culture Commission for approval of all artwork. Modest honorariums will compensate artists or galleries for loan or creation of artwork. Proposed honorariums for commissioned works may be \$5,000 or less and are expected to be significantly less for loaned artworks.

Artwork will be exhibited for a temporary period of 12 to 18 months. Staff will request artists accept risk of damage to artwork. However, in some cases it may be necessary

to insure loaned artwork; in those cases the cost of supplemental insurance will be charged to the Rotating Public Art Exhibition Program.

Loans of artwork by individual artists or art galleries will be secured by agreement. If any of these works should be sold during the timeframe, the contract can stipulate that a replacement piece be provided for the remainder of the exhibition agreement. All loaned and commissioned artwork will return to the artist/gallery at the end of the exhibition unless otherwise stipulated. The project will be recognized by photo and written documentation, advertising, and publicity.

Community Outreach

Outreach to the general community and neighborhoods local to the proposed sites will include community meetings to explain the program to the public and inform constituents about opportunities for local artists and the panel approval process.

Proposed Sites

Many sites were reviewed and analyzed for consideration within the City. The assessment of sites was based on visibility (pedestrian and vehicular); available footprint for sculpture pad and solar lighting; geographic area of the City; and need for site alteration. All proposed City sites have been vetted through the Departments of Public Works and Transportation. A list of alternative sites has been developed as contingency for Phase I implementation and may be considered for Phase II in the future.

Phase I

City-owned property

- Washington and Glen median – Council District 1
- 1985 E. Walnut (the fork at Walnut and Foothill) – Council District 2
- 200 E. Washington (4,160 sq ft) – Council District 3
- Sunset Avenue & Mountain Street (NW corner) – Council District 3 (pending)
- Sierra Madre Blvd. median (E of Riviera or just E of New York) – Council District 4
- 103 N. Catalina (SW corner of Union and Catalina) – Council District 5
- 1199 Fair Oaks - Council District 6
- Bonnie Avenue Parkway setback – Council District 7
- Lake Avenue (South) @ Lakewood Place median - Council District 7

Caltrans Property

- Pasadena and St. John at Bellefontaine – Council District 6

Possible Alternative Sites

- Paseo Colorado (to be determined) - Council District 7

- Pasadena City College - Council District 7
- Villa Parke Community Center – Council District 5
- Allendale Branch Library – Council District 7
- Hastings Branch Library – Council District 4
- Lamanda Park Branch Library – Council District 7
- Fair Oaks and Hammond corner (Robinson Park) - Council District 3 **

** pending conditional approval from the Parks and Recreation Commission

Public Art Master Plan

A Public Art Master Plan is being developed to provide a comprehensive framework for public art in the City. The Public Art Master Plan is envisioned to act as an umbrella to all existing public art programs by encompassing public art ordinances and guidelines, outlining overall priorities for development and assigning proposed budgets and timelines for implementation.

While the development of a comprehensive Public Art Master Plan for the City is in process, it is anticipated that actual implementation will not be complete until the end of FY 2011. The Rotating Public Art Exhibition Program is intended to be incorporated into and become an integral component of the Public Art Master Plan.

COUNCIL POLICY CONSIDERATION:

This program furthers the Council strategic goal of supporting and promoting quality of life and the local economy. The program is also consistent with the City's Land Use Element of the General Plan, which states that Pasadena will be promoted as a cultural, scientific, corporate, entertainment and educational center for the region.

ENVIRONMENTAL ANALYSIS:

The project is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15304 (Minor Alterations to Land). Section 15304 allows for minor public or private alterations to the land, including temporary uses that have negligible or no permanent effects on the land. The proposed project is a Rotating Public Art Exhibition program that will allow the installation of artwork on a temporary basis (one year to 18 months).

FISCAL IMPACT:

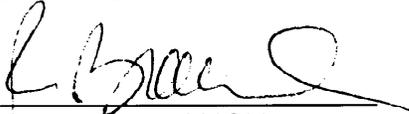
The proposed appropriation for the program is \$125,000 from the Capital Public Art Fund. Should Council approve the staff recommendation, this appropriation request will be included in the next budget clean-up report.

Respectfully submitted,



STEVE MERMELL
Assistant City Manager

Prepared by:



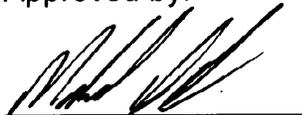
ROCHELLE BRANCH
Cultural Affairs Manager

Concurred by:



STEPHANIE DEWOLFE
Deputy Director
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Approved by:



MICHAEL J. BECK
City Manager