

FINDINGS OF CONSISTENCY

Prior to the approval of a Zoning Code Amendment, the following findings must be made:

1. *The proposed amendment is in conformance with the goals, policies and objectives of the General Plan, and other adopted goals and policies of the City.*

General Plan

The proposed amendment to the Zoning Code Section 17.40.100 (Zoning Code) is consistent with the following goals and policies of the General Plan:

- **Goal 9. – Public Art.** Pasadena’s public art is an integral part of the City, reinforcing its visual character, reflecting the strength of its cultural and educational institutions, responding to its urban design initiatives and promoting dialogue across ethnic and generational lines. Public art in Pasadena reinforces neighborhood character and contributes to a beautiful, sustainable and livable Pasadena.
- **Policy 9.1 – Art as Identity.** Use public art to reinforce Pasadena’s identity, blending culture, people, neighborhoods, and ideas to create a memorable urban landscape that respects the past and creates a legacy for the future.
- **Policy 9.2 – Urban Beatification.** Embrace public arts as a citywide urban beautification effort. Build a collection of art in public places. Facilitate public art and public art partnerships with City Departments, private developers, and arts and cultural organizations.
- **Policy 9.3 – Gateway Improvements.** Incorporate works of artists as components of public improvements at the City’s unique gateways.
- **Policy 9.4 – Arts Contributions to a More Walkable City.** Implement arts-designed crosswalks, murals, free-standing artworks, and environments in pedestrian-oriented retail and entertainment districts.
- **Policy 9.6 – Public Art in Private Development Program.** Refine the Public Art in Private Development Program to more actively contribute to Pasadena’s cultural identity and reinforce the City’s Urban Design principles.
- **Policy 9.7 – Support Cultural Activities.** Encourage individuals, organizations, educational institutions, and other entities to provide and support cultural activities, directly and cooperatively with the City, which are of interest and benefit to the public.
- **Policy 9.8 – Arts Resources.** Promote expanded access to all available arts resources.

Goal 9, Policy 9.1, Policy 9.2, Policy 9.3, and Policy 9.4 are all addressed through the Private Development Public Art Program. The Program is meant to promote new and original artwork and have that artwork be used to create identity and beautification in the City. The Zoning Code text amendment clarifies the application of the program and ensures that the previously established policy is enforced.

Enforcement of the program results in projects such as gateway improvements, collection of art in public places and a unique identity. Policy 9.6 and Policy 9.7 are greatly affected by the enforcement of the Private Development Public Art Program. Monies paid to the Cultural Trust Fund support cultural activities such as Art Night and actively contribute to Pasadena's cultural identity through the placement of on-site artwork. Policy 9.8 is consistent with the Zoning Code amendment in that this policy is furthered through enforcement of the Private Development Public Art Program. The goals and policies are directly affected by the success of the Private Development Public Art Program. The Program generates revenue and results in the placement of art in highly visible parts of the City. The text amendment allows for adequate enforcement and is therefore, not only consistent, but furthers the goals and policies of the General Plan.

In addition to Finding #1, an additional finding is required for any Zoning Code Amendment, as follows:

2. *The proposed amendment would not be detrimental to the public interest, health, safety, convenience, or general welfare of the City.*

The proposed amendment would clarify the Zoning Code text as it relates to implementing the Private Development Public Art Program. Clarification enables proper enforcement of the Private Development Public Art Program. The Program generates revenue to further cultural activities and increases the amount of artwork in the City which positively affects the general welfare of the City.