



PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: JANUARY 10, 2018

TO: ARTS AND CULTURE COMMISSION

FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS MANAGER
PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

SUBJECT: REVIEW & RECOMMEND TO CITY COUNCIL APPROVAL OF ARTIST ALICE
AYCOCK AND CONCEPT ART PLAN FOR THE GLENARM POWER PLANT
PUBLIC ART PROJECT FINALIST AWARD

RECOMMENDATION:

Staff recommends that the Arts & Culture Commission recommends the City Council:

1. Approve the Selection Panel's recommendation of artist Alice Aycock and the proposed public art concept for the artist finalist award for the Glenarm Power Plant Public Art Project with the following conditions:
 - a) That a Final Art Plan be developed for approval by the Commission in response to initial community engagement to include schematic and final design, working documents, oversight of fabrication and installation of the artwork and;
 - b) The Artist will participate in up to three public meetings, including at least one community meeting and will collaborate with City staff to ensure that the proposed artwork meets safety standards and can be easily maintained.
2. Find that the recommended artist complies with the goals, objectives and eligible criteria outlined in the project Request for Qualifications and Capital Public Art Program Guidelines, including:

- a) Currently works in the public realm, has demonstrated past experience and proven technical and aesthetic ability in similar media, scale and budget to successfully create artwork responsive to the site and community;
 - b) Creates work of the highest artistic merit, is sensitive to the City's cultural diversity and can contribute to the characteristics, aspirations and unique expressions of Pasadena's values;
 - c) Represents the inclusion of a broad range of works of art, reflective of the overall diversity of current works in the field of visual;
 - d) Has outlined a creative community engagement plan and;
 - e) Has the capacity to work collaboratively with the City of Pasadena and its stakeholders to successfully implement the proposed artwork
3. Find that the Artist Selection Process was completed according to the specifications in the Capital Improvement Program Public Art Guidelines.

BACKGROUND:

The Glenarm Power Plant Public Art Project was designated as a high priority Capital Public Art Program project in the Public Art Master Plan. The Power Plant's new GT-5 turbine generated \$423,686 in Capital Public Art funds, based on the Capital Public Art Guideline requirement that eligible projects provide one percent of construction cost for the Capital Public Art Fund. These monies were supplemented with \$445,249 amount of funds that had been allocated from a previous capital project at the Power Plant to form the total Glenarm Power Plant Public Art artwork project budget.

The Capital Public Art Program Guidelines outline the following artist selection process:

- A Stakeholder Group creates a Vision Statement for the project, which provides the framework for project development
- A Request for Qualifications is issued to seek qualified artists or artist/design teams to develop appropriate public art proposals
- A Selection Panel reviews respondents to the Request for Qualifications based on the published criteria and recommends to the Arts & Culture Commission project finalists
- Project finalists develop Conceptual Design proposals
- A Selection Panel reviews the Conceptual Design proposals and recommends a project Finalist to the Arts & Culture Commission,
- The Arts & Culture Commission considers the Selection Panel recommendation and makes a recommendation to City Council for a final project award to one artist or artist/design team.

Upon approval by City Council the selected artist will be contracted to develop a Final Art Plan to include further conceptual design, schematic and final design, working documents, oversight of fabrication and installation. The selected artist will be required to participate in up to three public meetings (including at least one community meeting), and to collaborate with City staff

from the Cultural Affairs Division and Departments of Water & Power, Public Works and Transportation to ensure that the proposed public artwork meets safety standards and can be easily maintained.

Project Budget

The project Request for Qualifications was issued with \$765,000 as the total project budget, to include \$20,000 (\$5,000 each) for up to four artist finalists to prepare conceptual design proposals for review. Subsequently a total of \$4,000 was allocated for travel for the three out of town finalists. As a result of the Panel Selection process, an additional \$5,000 was allocated to each of the two Semi-Finalists (\$10,000 total) for further refinement of their conceptual proposals before a finalist was selected.

Of the original project budget of \$765,000, a total of \$745,000 had been identified for the project construction and installation phase—to be awarded to the artist finalist upon City Council approval. Because this portion of the original project budget was to include, among other requirements, the further refinement of conceptual design, the final artist contract will be reduced by \$5,000 to reflect the previous payment made for conceptual refinement as a semi-finalist.

Therefore, the finalist artist contract award amount will be \$740,000, to include schematic and final design, working documents and oversight of fabrication and installation and a 10% contingency amount. The total project budget has been revised to \$774,000, a \$9,000 increase from the original amount.

Site

The City's Power Plant is located on the parcel bounded by Glenarm Street to the north, the 110 freeway to the east, Fair Oaks Avenue to the west, and State Street to the south. The site includes the decommissioned portion of the Plant along a narrow portion of Broadway (known historically as the "Broadway" Power Plant) which is the easternmost section of the site facing the Arroyo Seco Parkway, and the active Glenarm Power Plant that is adjacent to Glenarm Street. For the purposes of this project, the term "Glenarm" has been commonly used.

The first generator was installed at the site in 1906; today, the Power Plant generates electricity for Pasadena's 143,000 residents as well as for the commercial sector. The 19-acre site produces electricity for Pasadena and includes several decommissioned structures, including cooling towers and turbines. The Power Plant is a dramatic series of industrial installations at the southern portion of the city. Considered a gateway to Pasadena, the Power Plant includes a steam plant, gas generating units and an historic art deco building with tile fountain.

The Plant is a visual landmark and a gateway for vehicular traffic both north/south along the 110 freeway and Fair Oaks Avenue, as well as east/west along Glenarm Street, which is a major east-west arterial. The site is bisected by Metro's Gold Line light rail. Blair High School lies to the east of the 110 freeway. The plant is located south of Art Center College of Design's south campus, which houses departments in fine art, illustration, graduate art media programs and shared exhibition spaces. Art Center is expanding its south campus to include new residence halls which will alter the Raymond Avenue corridor.

Stakeholder Group

The Capital Public Art Program Guidelines provide for the assembly of a group of project stakeholders to create a vision for the public art project. Typically, this group draws representatives from the business, resident/neighborhood association sectors of the district in which the public art project is to be located. However, because the Power Plant public artwork is intended as a gateway project, each Councilmember was asked to provide a representative for the Stakeholder Group. In addition, representatives from Art Center College and Blair High School were asked to serve based on the proximity of both institutions to the Power Plant site.

These representatives were invited to attend two meetings to review the physical and conceptual constraints of the project site, and to discuss and determine the most practical and important aspects that should be considered by artists/design teams for the development of a public art project. Two Arts & Culture Commissioners had been appointed by the Commission to oversee the project development. The Cultural Affairs Manager and the Public Art Master Plan consultant oversaw the discussion, which centered on the following project goals:

- Highly visible project that may relate to the mission and function of the Department of Water and Power
- Enhancement of the urban environment
- Potential for iconic gateway
- Consideration of proximity to Art Center's South Campus
- Vehicular experience
- Site security

Other Goals included alignment with the City's General Plan and recently updated Land Use and Mobility Elements:

- Pedestrian orientation and experiences
- Placemaking
- Mobility and connectivity to neighborhoods
- Expanded tourism
- Emphasis on Pasadena's vibrancy and attractiveness for residents and businesses

Elements identified as other important considerations included alignment with the City's Public Art Master Plan:

- Celebration of Pasadena's unique gateways to Downtown and neighborhoods by enhancing them with the work of artists
- The use of public art to reinforce Pasadena's identity, weaving together culture, people, neighborhoods and ideas to create a memorable urban landscape that respects the past and builds for the future
- The embrace of public art as a citywide urban beautification effort, using the access and strength of the City's Cultural Affairs Division to build its collection of art in public places, and to facilitate public art and public art partnerships with City Departments, private developers, and arts and cultural organizations.

Vision Statement

The objective for the public art project was articulated in the Vision Statement: “Public art at the Glenarm Power Plant is envisioned to be an iconic and innovative gateway for Pasadena. The project should be experiential, dynamic and inspiring, making a strong visual statement about the City’s role as a leader in art, science and technology. It will be seen day and night and may explore themes of energy, water and sustainability.”

Request for Qualifications (RFQ)

In accordance with the City’s CIP Public Art Program Guidelines, a two-step process was identified by the Cultural Affairs Manager to solicit and select an artist/design team for the project. A Request for Qualifications was developed to include guidance for applicants as to the articulated goals and constraints for consideration. The RFQ sought qualified U.S.-based artists and artist/design teams to design, fabricate, and install a permanent public art project using light, color, data and/or motion at the Glenarm Power Plant.

The RFQ was widely distributed and circulated by the Cultural Affairs Division through the City Manager’s Newsletter, email lists and cultural partners, as well as by the Public Art Master Plan consultant, the Public Art Network of Southern California, the Los Angeles County Arts Commission, and the City of Los Angeles Department of Cultural Affairs. Additional notices were distributed to the MTA and other local arts agencies. The RFQ was posed on the Cultural Affairs website, Planet Bids and on the online CallforEntry.Org (CaFE) website. A Community Meeting was held at Art Center’s South Campus on February 23, 2017 to review the RFQ. Answers to questions that had been posed via email by February 21, 2017 were posted on February 24, 2017 on Planet Bids, CaFE and the Cultural Affairs website.

Selection Panel

Per the Capital Public Art Program Guidelines, a Selection Panel of local community members and stakeholders, arts professionals and City staff was assembled to review submittals in response to the Request for Qualifications.

The online CaFE website was utilized as the portal for applicant responses and facilitated the review and scoring by the Selection Panel of all 89 applications received by the March 6, 2017 deadline. A preliminary online review by the Selection Panel narrowed the list to 18 submissions which were reviewed at the Panel meeting on April 17. A careful review of submitted materials and a thoughtful discussion of the attributes of each—as articulated in their applications and related to the outlined goals for the project—produced a short list of four Artist/Team Project Finalists.

Evaluation Procedures and Criteria for Project Finalists

Per the Request for Qualifications, the selection of the Project Finalists by the Selection Panel was based on:

- Artistic achievement and quality of work as demonstrated in the artist resume, public recognition and images of previous projects (25%);
- Appropriateness of the artist/artist team’s skills to develop a Glenarm Power Plant public art project (25%);
- Artist/artist team approach to public engagement during project development (15%);
- Artist’s capacity to successfully conduct the project or provide the service promptly, or within the timeline specified, without delay or interference (according to the Standard

Terms and Conditions of the City's contract) and ability to perform the project within the established budget (25%).

The City's standard procurement procedures provide for an additional 5% each to be awarded to those applicants that meet the City's criteria for Local Pasadena Business and Small/Micro – Businesses (10%).

Artist/Team Finalists

The Selection Panel's review process culminated in the recommendation of the following four Artist Finalists:

- Alice Aycock
- Laura Haddad/Tom Drugan
- Ned Kahn
- Peter Tolkin/Yunhee Min

All four Artist/Team Finalists were notified that, upon approval by the Arts & Culture Commission, a \$5,000 contract would be awarded to each for the following scope of work:

- Attend a site visit and walk through with the Department of Water and Power staff for a better understanding of the site and opportunities for public art placement
- Attend an orientation with an expanded Stakeholder Group to include relevant City Department Staff
- Present their previous related public artworks at a public Community Meeting
- Develop a Conceptual Design Proposal
- Travel honorarium (as appropriate)

Pursuant to their contracts, the four Artist/Team Finalists participated in a site visit and walk through with the Power Production Superintendent and staff to discuss the parameters of the project and site logistics. They posed questions and were able inspect equipment to better understand Plant operations. They participated in an orientation meeting with project Stakeholder Group members to elicit further input from a community perspective regarding the site, adjacent neighborhoods, possible concerns and suggested resources.

A Community Meeting was held on the evening of June 6, 2017, at the Library's Wright Auditorium. Three of the four Finalist Artist/Teams presented their previous public artwork to the public. The fourth artist made her presentation remotely.

Conceptual Design Proposals

The Selection Panel convened on July 17, 2017 to review the Conceptual Design proposals to select a Final Project Artist/Team for recommendation to the Arts & Culture Commission for review and recommendation to the City Council for approval.

Evaluation Procedures and Criteria for Final Project Artist/Team

Per the project RFQ, the selection of the Final Project Artist/Team by the Selection Panel was based on:

- Quality of Design Proposal in response to site analysis and initial community engagement (25%);
- Proposed approach to collaboration with the City of Pasadena and its stakeholders (25%);

- Creativity of community engagement approach (15%);
- Artist/Team's approach to project implementation, materials and methods (25%).

The City's standard procurement procedures provide for an additional 5% each to be awarded to those applicants that meet the City's criteria for Local Pasadena Business and Small/Micro – Businesses (10%).

All four Finalists made presentations of their Conceptual Design proposals to the Selection Panel, of which two proposals were selected for further consideration. Both proposals, while completely different in material choices and form, explored the concept of energy transformation. Each had major strengths but also some potential weaknesses. Because the Panel was unable to make a unanimous decision at that time, they recommended that artist Alice Aycock and the team of Laura Haddad and Tom Drugan be commissioned to further refine their Conceptual Design proposals in order to address the Panel's questions and concerns. As a result of the Panel's recommendation, an additional \$10,000 was allocated for this final stage of the artist selection process.

On October 30, 2017, the final two Artists/Teams under consideration presented their revised Conceptual Design proposals to the reconvened Selection Panel. Based on the Panel scores of her proposal, Alice Aycock was selected as the recommended Final Project Artist for the Glenarm Power Plant Public Art Project.

Recommended Final Project Artist

Alice Aycock: A New York resident since 1969, Alice Aycock holds a B.A. from Douglass College and an M.A. from Hunter College. She has exhibited widely in major museums and galleries nationally as well as in Europe and Japan. Her artworks can be found in numerous collections, including the Museum of Modern Art, the Whitney Museum, the Brooklyn Museum and LACMA. She was awarded the International Association of Art Critics Award for her 2013 retrospective exhibition of drawings and small sculptures.

Aycock's public sculptures can be found in many major cities in the U.S. Her public commissions are large-scale, diverse and include works for municipal buildings, airports as well as for corporate clients. Many of these pieces exemplify her exploration of space, energy, industrialization and her interest in amusement park architecture; particularly the relationship among roller coasters, super-duper loopers and highway forms. A member of New York's National Academy, Aycock has taught at numerous colleges and universities, including Yale University, the School of Visual Arts in New York and the Maryland Institute College of Art in Baltimore.

Public Art Concept

Ms. Aycock's proposed public art concept centers on the forces of energy. Her conceptual proposal consists of a sculptural installation to be located on the front façade of the northernmost cooling tower (on the Broadway portion of the Power Plant), along the western edge of the 110 Freeway/Arroyo Seco Parkway. This is a part of the decommissioned area of the Power Plant site. The compositional structure of the installation is based in part on diagrammatic images of cloud chamber photographs of particle collisions as well as the wind/wave patterns in space. Although the impact of these phenomena can be seen on the physical landscape as a result of their motion, her sculpture provides a three-dimensional representation of these forces of nature that may not be physically visible otherwise.

While the proposal is not a literal narrative, it is intended to provide a series of linked events suggestive of Aerodynamic “dance” movements within space. It contains shapes and forms that refer to turbines (wind energy), and galactic elements. Three structures of aluminum silver “ribbons” swirl around themselves like whirly-gigs to suggest turbine forms unravelling in space. Torqued screens of aluminum mesh attach to aluminum pipes containing fiber optics. Curved lines of LED lighting are interspersed throughout the suspended artwork. This assemblage of forms combines the disciplines of art and science—a combination of thought and ideas that is particularly relevant to the City of Pasadena which is home to Caltech, Art Center College of Design and the nearby Jet Propulsion Laboratory.

The artwork site is adjacent to Art Center’s south campus, which contains the former wind tunnel that was adapted to a new use as a Gallery in 2004. That original wind tunnel complex was built by Caltech after World War II, when the science of jet propulsion was an important factor to Pasadena’s growth. The laboratory was operated by Caltech and co-owned by all four of Southern California’s aeronautic giants and was a site where small planes could be tested and researched. Air was driven around a rectangular loop by electronic motor fans.

Appropriately aligned with its context, Aycock’s sculpture is designed to integrate ideas of energy, motion, space and technology on a large scale. The overall dimensions of the sculpture are approximately 44’ high x 76’ wide; appendages add an additional 20 feet to the height. The materials will consist of powder coated aluminum, structural steel, aluminum tube forms, metal mesh with fiber optics and flexible LED light tubing on an aluminum pipe armature. With a daytime and nighttime presence, the sculpture is intended to garner attention without posing a traffic risk. The sculpture will be visible for vehicular traffic, both north and south bound on Arroyo Parkway, as well as for pedestrians along Glenarm Street and Arroyo Parkway. Visibility will also extend, in part, to nearby Blair High School.

Approval Process, Implementation and Timeline

Per the Capital Public Art Program Guidelines, the Arts & Culture Commission’s role is to determine if the process for the artist selection was properly implemented. The Arts & Culture Commission will ratify and confirm the Panel’s recommendation by taking a formal vote. Based on the City’s procurement procedures, the Arts Commission’s recommendation will be forwarded to the City Council in the form of an Agenda Report for review and approval.

With City Council approval, artist Alice Aycock will be contracted to develop final designs, schematics, working drawings and will oversee the fabrication and installation of the artwork. She will work with all relevant City staff to ensure that the project meets safety standards and will provide a maintenance plan that recognizes a minimum life-span for the project with reasonable costs for maintenance.

Per the Request for Qualifications and the Capital Public Art Program Guidelines, Ms. Aycock’s Final Design will be presented to the Arts Commission for approval and the artist will be required to present the final proposed project to the public in a community meeting to further engage the community and to elicit feedback.

FISCAL IMPACT:

The total \$868,935 allocation for the Glenarm Power Plant Public Art project will be appropriated to the Capital Public Art Fund (310-21002-98119 and 98197).

Respectfully Submitted,



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Planning & Community Development
Department