

## PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

### STAFF REPORT

**DATE:** JANUARY 10, 2018  
**TO:** ARTS & CULTURE COMMISSION  
**FROM:** ROCHELLE BRANCH, CULTURAL AFFAIRS MANAGER  
**SUBJECT:** PASADENA PUBLIC HEALTH DEPARTMENT PUBLIC ART UPDATE

---

#### **RECOMMENDATION:**

This report presented by Staff as information only.

#### **BACKGROUND:**

##### Capital Improvement Program (CIP) Public Art Program Project at 1845 N. Fair Oaks Avenue

In July 1996—in accordance with the Capital Improvement Program (CIP) Public Art Program Guidelines—City Council voted to approve the recommendation of the Pasadena Community Health Center Public Art Project Selection Panel. The artist Joe Sam was then commissioned to execute the design, fabrication and installation of several public artworks—three benches, seven banners and two pavement medallions—with each component celebrating the theme, “Health is Multicultural.” The completed artworks were installed in December 1997.

##### Updated Identity of the Health Department’s Headquarters

When the City of Pasadena opened the doors at 1845 N. Fair Oaks Avenue in 1997, the facility was named the “Pasadena Community Health Center” to reflect the co-location of the Public Health Department, a community health clinic, and other smaller health-related entities. Over the last 20 years, the Pasadena Community Health Center (PCHC) concept has resulted in reduced visibility and prominence of the Pasadena Public Health Department (PPHD) making it difficult for patrons and the community at large to identify the building as a City facility offering public services. The other major tenants at the facility—including CHAPCare, Wesley Community Health, and Quest Diagnostics—share the same concerns.

## *Banner Campaign*

In 2015, the Health Department contracted with Graphics Solutions to prepare wayfinding and facility identity signage for the interior and exterior of 1845 N. Fair Oaks. As part of the overall program, the Department identified the need to have a clearly identifiable street presence and requested the preparation of a design concept for a banner system that aligned with the overall wayfinding program. Along with several other design concepts, a banner design was prepared and completed by Graphic Solutions in August 2016. However, at that time there was no funding allocated to move forward with a design intent, so implementation was shelved.

In April 2017, the State of California Department of Public Health (CDPH) notified the Department that funding was available to promote public health. The Department submitted a proposal to advance the banner campaign and the project was awarded \$28K in restricted State funding. The grant funding required the project be completed by September 30, 2017, and provided strict guidance for reflecting State of California public health priorities including themes such as nutrition, physical activity, and maternal/child care. All images, wording, and language had to be approved by CDPH staff. The expedited timeline and approval process required PPHD staff to work quickly to avoid losing the funding opportunity. To celebrate the 125th Anniversary of the Pasadena Public Health Department, the intention is for this new signage program to successfully rebrand the facility as the home of the Pasadena Public Health Department.

In September 2017, after working with the State and Graphics Solutions to finalize the banner system design intent, the Public Health Director briefed the Cultural Affairs Division Manager about the project and, for the first time, became aware that the existing banners are a component of the site's Public Art Program project. That important detail impacted the further treatment and intentions for Joe Sam's banners.

### Impact on CIP Project

#### *Joe Sam's Banners Temporarily Removed and Safely Stored*

Though the banners reflect the former identity "PCHC," their celebration of community connections—simply conveying the positive shared messages of SMILE and LIFE—could be meaningful to integrate in an alternate setting. Although the banners are in need of cleaning, the plan is to identify an interior location at the Pasadena City Health Department to mount at least one of them, and to potentially find a community gymnasium and/or elementary school setting to mount the remainder. Repurposing the banners by mounting them in a resonant context is desirable, if possible, to extend the life of these works from the Public Art Collection. In the interim, the banners have been removed from the poles and are safely being stored. The artist has been notified that his banners have been temporarily removed and are currently in storage.

#### *Joe Sam's Benches and Pavement Medallions*

The three benches and two pavement medallions—also commissioned in 1996 and installed in 1997—that comprise Joe Sam's project "Health is Multicultural" remain in place at the Pasadena City Health Department headquarters. Funds will be requested in Fiscal Year 2019 for a conservation assessment and treatment of these artworks.

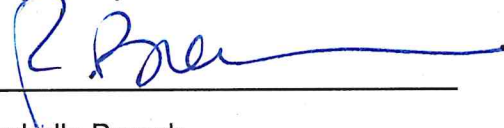
Possible Future Project Collaboration

During meetings to clarify the banner campaign and its impact on the CIP project, staff from Cultural Affairs and the Health Department discussed possible opportunities for a new collaboration. With the goal of creating a community engaged public artwork that advances the mission of one of the Health Department's programs, initial discussion has begun to develop a framework for a new project. Team members from the Health Department and the public art staff will work together as research continues to design a proposal. An appropriate budget request will be developed at that time.

**FISCAL IMPACT:**

There is no fiscal impact associated with this update; the new banners have been funded by the State and no additional actions creating expense have been confirmed.


Respectfully Submitted,



---

Rochelle Branch  
Cultural Affairs Manager  
Planning & Community  
Development Department

Prepared by:



---

Wendy Miller  
Public Art Coordinator