

PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: APRIL 6, 2023

TO: ARTS AND CULTURE COMMISSION

FROM: JENNIFER PAIGE, AICP, DIRECTOR OF PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

SUBJECT: REVIEW & APPROVAL OF ROTATING PUBLIC ART PROGRAM: SERIES IV PUBLIC ARTWORKS

RECOMMENDATION:

Staff recommends that the Arts & Culture Commission:

1. Approve the Selection Panel's recommendations for the Rotating Public Art Program: Series IV loaned artwork; and
2. Approve the Selection Panel's recommendations for commissioned artworks with the following conditions:
 - a) Final Art Plans shall comply with the goals, objectives and eligible criteria outlined in the City's Capital Public Art Guidelines;
 - b) Artworks shall meet Department of Transportation, Public Works and Building requirements;
 - c) The Arts and Culture Commission shall conduct a Final Art Plan review that will contain a detailed public art budget, final art plan narrative with the selected artist's fully developed concept, and visual materials with dimensions; and
 - d) Staff shall conduct a final site inspection after project installation for review and approval.

EXECUTIVE SUMMARY:

Launched in 2011, the Rotating Public Art Program focuses on community engagement, aims to provide opportunities to experience public art that enlivens the urban landscape, and to produce a dynamic visual experience for residents and visitors. The Program creates more venues for public art throughout the City, increases exposure and opportunities for artists new to public art, educates the public by stimulating discussion, and provides a cultural draw for tourists. The Program places both existing loaned works as well as new commissioned works on public view in neighborhoods representing all City Council Districts with the intention to replace the artworks every few years. A unique element of the Rotating Program engages Neighborhood Art Associates in the artwork selection process. In this way, the Rotating Program asks the public to be directly involved in the development of a city-wide temporary public art collection.

The Rotating Public Art Program is intended to complement the permanency of both the Private Development and Capital Public Art Programs by placing artworks throughout the City that activate unusual locations, transforming small, often unnoticed areas in the city into exciting and stimulating destinations for visitors and residents. Artwork sites are highly visible to visitors, pedestrians and vehicular traffic and include traffic triangles, medians, street corners, and unique public spaces. By presenting original artworks for a relatively short time at established locations, the program encourages residents and visitors to circulate throughout the City and experience the entirety of each exhibition.

After successfully installing a total of twenty-six artworks during Phases I, II and III, the Program recently completed the selection process for its fourth iteration. The Selection Panel recommends eight new artworks for installation—six existing artworks for loan and the development of two new site-responsive artworks.

BACKGROUND:

The impetus for the Rotating Public Art Program arose from an earlier directive included in the Cultural Nexus, the City's Cultural Master Plan. Policy 9, "Create a new vision for public art in Pasadena," recommends an increased presence and awareness of public art throughout Pasadena.

The Rotating Public Art Program was developed in alignment with the Public Art Master Plan Recommendations #1, 2, 4, 8 and 9 that were concurrently created. These recommendations highlight the importance of siting public art in all of Pasadena's neighborhoods to: reinforce the diverse characteristics of place, acknowledge public art as a vehicle for urban beautification efforts citywide, employ public art in the activation of a more walkable city, strengthen cultural vitality in areas with abundant pedestrian and vehicular traffic, and expand opportunities for access to and engagement with Pasadena's Public Art Program. All Rotating Public Art Exhibition Program sites have been approved by City Council and vetted through the Departments of Public Works and Transportation, and are accessible to pedestrians and visible to vehicular traffic.

Created within the City's CIP Public Art Program, the Rotating Program also produced a new model for community engagement by utilizing Neighborhood Arts Advocates, alongside a public art professional, in the art selection process. The process employs a new model for community engagement that redefines "stakeholders" beyond the district level by including an expanded

number of community representatives from every City Council district who select art for their own neighborhoods.

The Concept for the Rotating Public Art Program was developed by Cultural Affairs staff and approved by the Arts and Culture Commission on January 13, 2010. Subsequently, the program was approved by City Council on July 19, 2010.

On August 9, 2017, the Arts and Culture Commission approved the Panel recommendations for eight Phase III artworks, with five extant artworks installed in March and April 2018, and three new site-specific artworks installed in fall 2018. Though initially intended for deinstallation beginning in 2021, the Phase III contracts were amended by the City Attorney to extend the artists contracts into 2023, due to complications related to the Pandemic.

Building on the momentum of the previous exhibitions, Series IV will include the phased installation of eight public art projects: two commissioned and five loaned artworks located throughout Pasadena at established Rotating Program sites.

SERIES IV OUTREACH:

Request for Proposals

In November 2022, the City issued a Request for Proposals (RFP) for loans of existing sculptural works and site-responsive concepts from artists and artist teams based in California. A virtual Community Meeting and Artist Workshop was conducted on December 7, 2022 to review the Rotating Program goals, encourage applications, highlight specific locations for artwork, explain the Selection Panel review process, and answer questions. The RFP called for loaned artworks that are engaging, sufficiently durable for placement outdoors and that allow for attachment to a structural footing at the site. The RFP also explained that the City seeks to commission two new temporary artworks uniquely conceived as site-responsive projects. For these installations, selected artists participate in a two-step artwork development process that includes returning to the Arts & Culture Commission for review and approval of their Final Art Plans. All artworks are expected to be in place throughout a 36-month exhibition period.

Outreach

The RFP was widely distributed to inform the community about the Program and to solicit artist submissions. Outreach was conducted to reach the general public, local arts community, and neighborhood residents, as well as through partnerships to reach an expanded artist pool. Arts and Culture Commissioners provided additional outreach to their own networks. The RFP and community meeting flyer were noticed through numerous arts and community networks including:

- Cultural Affairs website and mailing list
- City Manager's Newsletter, City Commissions and District Representatives
- City of Pasadena social media channels
- Arts for LA, ArtDeadline, College Arts Associations, and Creative Capital
- City of Los Angeles, Los Angeles County Arts Commission, Metro Transit Authority, and Northwest Programs Office and Citywide mailing lists

- University Art Departments including Armory Center for the Arts, Pasadena City College, ArtCenter College of Design, Pasadena Society of Artists, Pasadena Art Alliance, UCLA Department of Art and CalArts mailing lists
- Americans for the Arts Public Art Network, Public Art Coalition of Southern California and California Arts Council
- General press release
- Public Art consultants (California)
- Curators (Independent and Institutional)

New for Series IV of the Program, all applications were administered through the Call For Entry (CaFE) digital platform. The CaFE platform was selected to expand the reach of the City's public art opportunities for practicing artists and to streamline the administration of application materials. Applicants were asked to submit up to eight images representing existing artwork, visual representations of artworks concepts, or examples of past completed work. Applicants were also asked submit artwork descriptions, an artist statement, and a professional resume.

By the submission deadline of January 15, 2023, the City received 91 artist and artist team submissions, composed of 37 in the loaned category, 38 in the commissioned category, and 16 that applied for both categories. Of the 91 submissions, 15 were from Pasadena residents.

ARTWORK SELECTION PROCESS:

A unique element of the Rotating Public Art Program is that the selection process utilizes Neighborhood Art Associates (two each) recommended by each Councilmember to represent their respective District. This component supports the Program's goals to engage members of the public who may not already be a part of the art community. The Series IV Panel also included an advisory public art professional and a representative from the Arts and Culture Commission to serve in a non-voting capacity. In total, 12 Neighborhood Representatives participated as voting members on the Panel. The Panel reviewed all completed applications for artistic quality, originality, impact, durability of materials and appropriateness of scale at the various sites. Applicants with registration as a Local Pasadena Business and/or Micro-Business received additional points.

Panel scores were based on the evaluation criteria outlined in the RFP, including (1) Artwork demonstrates excellence in aesthetic quality, workmanship, innovation, creativity, and broadens the diversity of artworks exhibited in the City of Pasadena, 50%; (2) Applicant demonstrates experience in successfully completing artworks of similar scope, scale, budget, and complexity, or the ability to articulate how they would be able to bring the necessary artistic and technical skills to the project, 20%; (3) Artwork demonstrates feasibility in terms of durability, safety, maintenance, operation and appropriate use of scale, form, materials, and construction methods suitable for artwork on public display, 20%. Staff reviewed the Local Pasadena Business and Micro-Business categories.

The artwork selection process for Series IV included two phases of review:

Initial Review: On February 23, 2023, the Series IV Selection convened to review the specifics of the program and to begin the first phase of evaluation. Panel members conducted a preliminary review and provided scores for all 68 completed applications. This initial review

helped to identify the top 33 applicants which were then filtered through to the next phase of review.

Final Selection: On March 16, 2023, the Panel reconvened to review the highest scoring applications based on their initial evaluation. After a careful review of the applicants and a thoughtful discussion of the attributes of each proposed artwork, specific artworks/artists were negotiated as matches to the eight sites based on advocacy by the Neighborhood Arts Advocates from each site's District. Panelists selected a primary and alternate artwork for each artwork site.

Selection Panel Recommendations

The Panel recommended six existing artworks for loan and two artists to develop proposals for the site-specific locations—for a total of eight. The Panel is asked to select both a primary and alternate for each site. All selected primary artworks received the maximum score of 90%, to which the appropriate Micro-Business and/or Local Business percentage was added by staff. As with Phases I, II and III, the commissioned artwork proposals will be developed in conversation with City Staff and the Final Concepts will be presented to the Arts & Culture Commission for review and approval.

Details of the recommended existing artworks (loaned category) and artists (commissioned category) are as follows:

EXISTING, LOANED ARTWORKS

Site	Artist	Score
Council District 1: Washington/Glen	Damien Jones	90%
Council District 3: Sunset/Mountain	Hugo Heredia Barrera	90%
Council District 4: Sierra Madre/New York	Charles Sherman	90%
Council District 5: N. Lake (between Maple & Villa)	Dominic Panziera	90%
Council District 6: 300 E. Green St. Pasadena Convention Center (lobby)	Cynthia Minet	90%
Council District 7: S. Lake/Oakwood Place	Lisa Mann <small>*Pasadena Resident</small>	95%

COMMISSIONED, SITE-RESPONSIVE ARTWORKS

Site	Artist	Score
Council District 2: Foothill/1985 E Walnut	Kellan Shanahan	90%
Council District 7: Bonnie Ave. /Del Mar Blvd.	Emily Nicolosi	90%

ARTWORK LOCATIONS:

All existing Program sites have been vetted through the appropriate City Departments, are accessible to pedestrians and are visible to vehicular traffic. Artwork sites are distributed

throughout the City in each Council District and include traffic triangles, medians, street corners, and other unique neighborhood plots. Each artwork location (excluding one interior site) consists of an existing concrete pad with specifically designed attachment points. While the attachment points are standard across all artwork locations, the concrete pads vary in size and height, requiring appropriately sized artworks. Soon after installation, sites are equipped with durable metal identification plaques affixed to each pad.

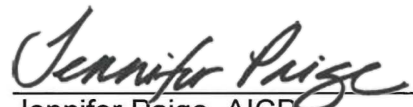
PROJECTED TIMELINE:

In March 2023, artists were notified of Panel recommendations. Upon approval of the Arts & Culture Commission's approval of the Panel recommendations, artwork Agreements will be completed. Phased artwork installation will begin in Spring 2023 for loaned artworks and Summer 2023 for commissioned artworks. After installation of all artworks is complete, a public dedication event will be held in recognition of Series IV of the Rotating Public Art Program.

FISCAL IMPACT:

The Rotating Public Art Exhibition Program Phase IV budget of \$150,000 was appropriated by City Council in Fiscal Year 2022-2023.

Respectfully Submitted:



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