



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Grandview Library and Brand Library & Art Center Audio Visual Renovation Project

1. Resolution adopting Plans and Specifications for the Grandview Library and Brand Library & Art Center Audio Visual Renovation Project, Specification No. 3833, and directing the City Clerk to advertise for bids.

COUNCIL ACTION

Item Type: Consent Calendar

Approved for March 24, 2020 **calendar**

ADMINISTRATIVE ACTION

Submitted by:

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Prepared by:

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Reviewed by:

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Michael J. Garcia, City Attorney

Approved by:

Yasmin K. Beers, City Manager

RECOMMENDATION

Staff respectfully recommends that the City Council approve the Resolution adopting Plans and Specifications for the Grandview Library and Brand Library & Art Center Audio Visual Renovation Project, Specification No. 3833, and direct the City Clerk to advertise for bids.

BACKGROUND/ANALYSIS

In 2014, the City of Glendale celebrated the reopening of Brand Library & Art Center, following a two-year restoration of the landmark 1904 Brand Mansion. The City's investment in the renovation demonstrates a long term public commitment to arts and cultural activities. However, the 1969 Art Center addition, which includes Art Galleries and Recital Hall, was largely not part of the scope of the renovation project. Since the reopening, Brand Library & Art Center has implemented many innovative programs that expanded audiences and encouraged partnerships with other cultural institutions. During fiscal year 2018-19, Brand presented 100 arts and music programs and welcomed nearly 150,000 visitors to the library and galleries.

Highlights include:

- Dance Series is a free series of performances featuring dance companies from Southern California. The dances are site-specific and designed for non-traditional performance spaces to take advantage of the unique architecture and setting of Brand Library
- Music Series brings virtuoso classical musicians to Glendale for chamber music concerts. A few highlights of the 2019-19 series included the award-winning ACE Trio, violinist Marina Manukian with pianist Gayane Simonyan, and Eclipse Quartet performing new music by composers from Cambodia, Mexico, Finland and the United States.
- The Plaza Series has become a fixture of the summertime scene in Northwest Glendale, with 250 or more visitors coming every Friday night in June, July, and August to picnic in Brand Park and listen to an electric program of concerts featuring a wide range of musical styles. This year's performances included Grammy-winning Opium Moon, melding Eastern and Western influences. Other performances featured Latin jazz, klezmer, New Orleans jazz, vocal improvisation, country, and progressive rock.
- A new program called Art Night was launched to engage audiences with the gallery exhibitions in a setting that is both social and educational.
- Interactive family events include "Make It!" and "Music Animated", designed to introduce diverse styles of art and music to audiences of all ages.

Moreover, exceptional art exhibitions have drawn large crowds and increased the visibility of Brand Library Art Galleries in the Southern California visual arts scene. In recent years, Brand Library & Art Center presented a landmark exhibition in partnership with the Armenian American Museum and Cultural Center of California. The exhibition "Armenia: An Open Wound" travelled from the Museo Memoria y Tolerancia in Mexico City for its United States premier in Glendale, where thousands of visitors had the

opportunity to be enriched and educated. Exhibitions such as “Valley Girl Redefined” drew large audiences and garnered significant press coverage, including a review in The New Yorker and radio interviews on KPCC’s “The Frame” and “Take Two.” “This is Our Time” presented the inaugural Annual Brand Classroom Showcase of Glendale Unified School District (ABCS of GUSD), a partnership with GUSD high schools. Centered on the theme of “empowerment,” the exhibition featured artwork in a wide range of medium by students from the five public high schools in Glendale, giving students a public platform for their voice.

The enhanced programming, exhibitions and significant growth in attendance and recognition of Brand Library & Art Center presents an opportunity to further enhance its reputation as a destination for the arts in Southern California. In 2019, the Associates of Brand Library & Art Center, the non-profit group that sponsors much of the cultural programming at Brand, celebrated 50 years of supporting and promoting the arts in Glendale. Efforts are underway to increase fundraising activities, enhance community engagement and develop partnerships with arts and cultural organizations. This report is a request to implement improvements to the audio-visual system of the Brand Library & Art Center. In the Recital Hall, Galleries, and Atrium the proposed scope of work includes 7.1 surround sound system, live sound reinforcement (microphones, mixer, iPad control), video system upgrade with electric screen, ultra-short throw laser projector, and audio system with six zones for maximum flexibility in audio programming in these spaces. These improvements will expand the functionality of the Galleries and Recital Hall and facilitate partnerships with other arts organizations in the region to increase the visibility of the arts in Glendale.

Though Brand Library & Art Center is a cornerstone of the arts in our community, it is not the only Library, Arts & Culture location that champions the arts through free programs and rewarding activities for visitors of all ages. Grandview Library recently unveiled a new children’s technology-focused library, including a dedicated STEAM Space (Science, Technology, Engineering, Art, and Math) with technology-based activities, as well as expanded children’s collections featuring technology non-fiction books, international language materials, CDs, and DVDs. Enhanced library programming at Grandview will be possible with upgrades to the audio-visual system there. The proposed scope includes a new ceiling mounted projector, sound system and electronic screen.

Public Works staff will work with Library, Arts & Culture Department to plan, coordinate, and manage resources to ensure that the project is successful and achieves its target dates and goals.

PROJECT SCHEDULE

These improvements are tentatively scheduled to be in-service on or about September 2020.

ENVIRONMENTAL REVIEW

This project is Categorically Exempt under the provisions of the California

Environmental Quality Act (CEQA) as a Class 1 Exemption pursuant to the California Code of Regulations, Title 14, Section 15301.

FISCAL IMPACT

The Architect's estimate for the Grandview Library and Brand Library & Art Center Audio Visual Renovation Project is \$100,000. Funds are available in the fiscal year 2019-20 budget in the following accounts.

Department	Account Number	
Library, Arts & Culture	50094-BLDGS-0000 GL:51150-4010-LAC-0020-P0000-T0000-F0000-0000-0000-	\$38,797
Library, Arts & Culture	51725-BLDGS-0000 GL:51150-4010-LAC-0020-P0000-T0000-F0000-0000-0000-	\$61,203

ALTERNATIVES

Alternative 1: Approve the attached Resolution adopting Plans and Specifications for the Grandview Library and Brand Library & Art Center Audio Visual Renovation Project, Specification No. 3833, and direct the City Clerk to advertise for bids.

Alternative 2: Do not approve the attached Resolution. In this case, the Grandview Library and Brand Library & Art Center Audio Visual Renovation Project will not be feasible and the Library, Arts & Culture Department will notify the Associates of Brand Library & Art Center of the changes that will affect future programming of the space.

Alternative 3: The City Council may consider any other alternative not proposed by staff.

EXHIBITS

None.