



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: City-Wide Public Art Landmarks: Glenoaks Blvd. Median Public Art Piece

1. Motion authorizing the City Manager, or a designee, to enter into an Agreement for Commission of Artwork— subject to approval by the City Attorney— with Forma Studio, in an amount not to exceed \$100,000 dispersed from the Urban Art Fund, to design, engineer, fabricate, deliver, and supervise the City's installation of a public art piece entitled, "Hahamongna," for the Glenoaks Blvd. Ground level Sculpture Public Art Piece.

COUNCIL ACTION

Item Type: Action Item

Approved for September 27, 2022 **calendar**

EXECUTIVE SUMMARY

On April 7, 2022, during the Special Meeting of the Arts and Culture Commission, Staff presented five proposals for Glenoaks Blvd. Median *Ground level Sculpture Public Art Piece* to be located on the Glenoaks Blvd. median between Brand Blvd. and Central Ave. The Arts and Culture Commission approved a Motion to recommend Forma Studio for the artwork entitled, "Hahamongna" for this opportunity.

Staff is now presenting to the Council for consideration a recommended piece of artwork for the Glenoaks Blvd. Median *Ground level Sculpture Public Art Piece*.

COUNCIL PRIORITIES

Arts and Culture:

The proposed Glenoaks Blvd. Median *Ground level Sculpture Public Art Piece* will advance the City's mission of making Glendale an arts and culture destination, in addition to providing arts and cultural experiences celebrating the community's diverse cultures, values and heritage.

Economic Vibrancy:

The proposed public art piece will encourage tourism in Glendale which potentially can increase visitation and patronage for nearby restaurants and businesses.

RECOMMENDATION

Adopt the Motion authorizing the City Manager, or a designee, to enter into an Agreement for Commission of Artwork with Forma Studio for the proposal entitled “Hahamongna,” as recommended by the Arts and Culture Commission, to design engineer, fabricate, deliver, and supervise the City’s installation of a public art piece for the Glenoaks Blvd. Median *Ground level Sculpture Public Art Piece*, in an amount not to exceed \$100,000 dispersed from the Urban Art Fund.

BACKGROUND

On October 20, 2020, the Council approved a Motion, upon the Arts and Culture Commission’s recommendation, authorizing the Interim City Manager to enter into and execute a Professional Services Agreement with LeBasse Projects (LBP Consulting, LLC), in an amount not to exceed \$300,000 dispersed throughout three fiscal years (FY 20/2021, FY 2021/22 and FY 2022/23), from the Urban Art Fund, for professional public art procurement and management services for the commission of up to ten long-term to permanent pieces of artwork in all parts of Glendale where public space may be available and/or feasible.

In February 2021, LeBasse Projects began working with Staff to develop a project plan for establishing recommendations for proposed public art locations throughout the City.

On May 20, 2021, LeBasse Projects presented their proposed strategic plan to the Arts and Culture Commission, and recommended locations for public art within the City. During this meeting, the Commission chose 6 locations for an initial City-Wide Public Art Request for Qualifications (RFQ) process:

1. Artsakh Ave. Gateway Public Art Piece
2. Artsakh Ave. Overhead Public Art Piece
3. Artsakh Ave. Ground-level Sculpture
4. Central Park Ground-level Sculpture
5. Glenoaks Blvd. / Brand Blvd. Median Sculpture
6. Verdugo Park Ground/Building Mural

On August 16, 2021, LeBasse Projects released a City-Wide Public Art Landmarks RFQ via the online application collection website, Submittable. The RFQ’s set out the following three criteria for evaluating and scoring of Artists:

- (1) Artistic Qualifications (strong artistic ability and experience);
- (2) Public Engagement / Community Outreach (connectivity to the community in their work); and

- (3) Cultural Equity (“Cultural and racial equity will be highly considered throughout the selection process. Cultural equity will be viewed through the lens of artist demographics as well through the perspectives showcased and represented through the artwork and experiences of the Artist or Artist Team.”).

LeBasse Projects also reached out to several local and international artists regarding this opportunity. The RFQ closed on October 8, 2021, and Staff received 256 applications for consideration.

On September 16, 2021, the Arts and Culture Commission appointed Chairperson Sue Bell Yank to represent the Commission on an Artist Review and Selection Committee to review applications for the City-Wide Public Art Landmarks RFQ.

In January 2022, the Committee met to review applications and discussed recommendations for finalists to submit design concept proposals for Glenoaks Blvd. Median Ground level Public Art Piece.

In February 2022, LeBasse Projects proceeded to work with 5 artists/artist teams to submit design concept proposals for the aforementioned opportunities.

On April 7, 2022, during the Special Meeting of the Arts and Culture Commission, Staff presented five proposals for the Glenoaks Blvd. Median *Ground level Sculpture Public Art Piece* to be located on the Glenoaks Blvd. Median between Brand Blvd. and Central Ave. The Arts and Culture Commission approved a Motion to recommend Forma Studio for the artwork entitled, “Hahamongna” for this opportunity.

In its proposal, Forma Studio states that “Hahamongna” refers to the Tongva language (First Nations People who settled in Glendale) translation for “fruitful valley.” In 1884, residents of a valley in Southern California gathered to form a town and chose the name “Glendale.” This name is an anglicized version of the Gaelic “*Gleann Dail*,” which translates to “fertile valley.” This coincidence speaks to the character and identity of the city and how, even across centuries, it has always been associated with this idea of a fertile ground bound by the impressive backdrop of the Verdugo Mountains. While Glendale’s land use has drastically changed from its initial agrarian roots, it still remains a fertile valley, and one that now fosters innovation and cultural exchange. Consequently, the character of Glendale is very much tied to the Verdugo Mountains and this geographic context makes it a special place apt for growth in the broader sense of the word. For this reason the proposed artwork, “Hahamongna,” pays homage to the Verdugo Mountains and is inspired by their natural beauty to create a remarkable marker for the City of Glendale.

ANALYSIS

Below are design concept renderings for “Hahamongna” by Forma Studio which include placement of the sculpture on the Glenoaks Blvd. Median between Brand Blvd. and Central Ave. If the Council approves “Hahamongna” by Forma Studio, Library, Arts &

Culture Staff will meet with Community Services & Parks and Public Works Staff, to discuss the location and maintenance of this proposed public art piece in addition to the possibility of re-locating trees currently located in the median.

In researching public art for traffic medians, Staff reviewed the City of West Hollywood's Art on the Outside program which installs rotating artwork in traffic medians and parks throughout the City. The selected artworks are on display for 6 months to 3 years, and have aligned with the City's goals for public beautification and traffic safety.

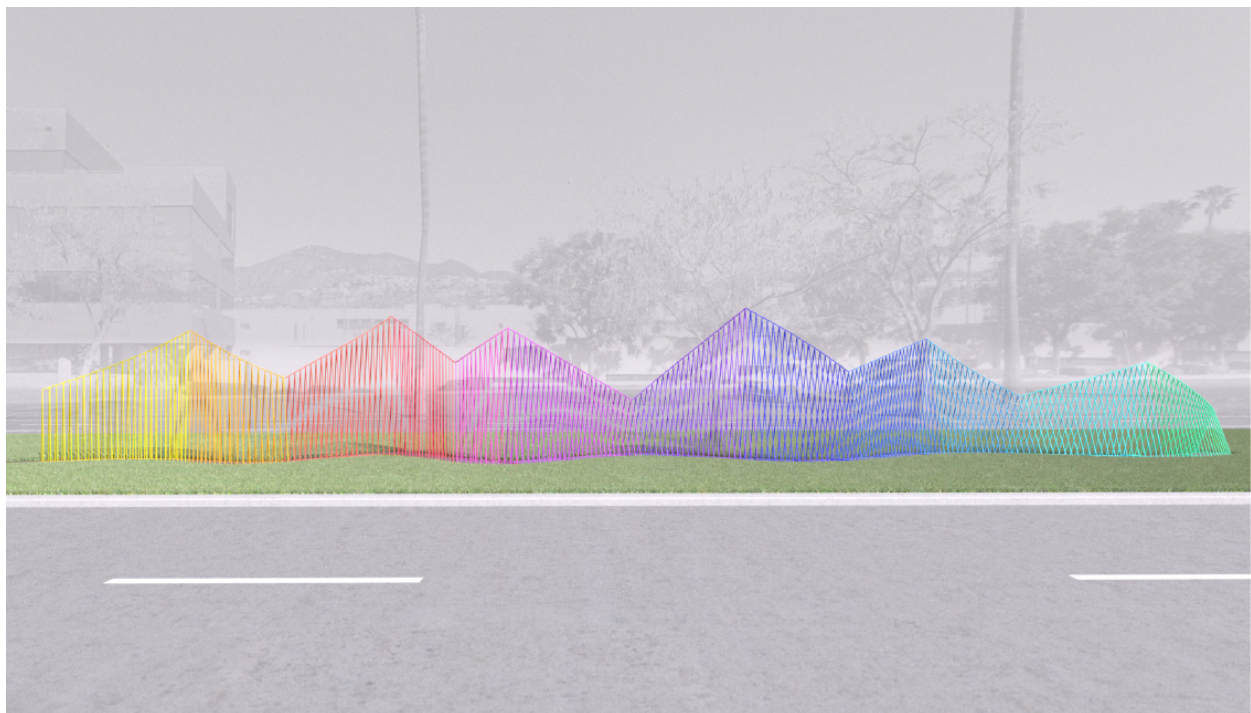
"Hahamongna" by Forma Studio – Design Concept Renderings





Below, for the City Council’s consideration, is the finalist for the Glenoaks Median *Ground level Public Art Piece* opportunity which the Arts and Culture Commission evaluated:

“Vista” by Hou de Sousa (Alternate Recommendation by the Arts and Culture Commission)



STAKEHOLDERS/OUTREACH

LeBasse Projects, the City’s Public Art Consultant, reached out to several artists/artist teams within their networks for these opportunities. Staff also administered direct strategic outreach to artists/artist teams for these opportunities. The RFQ also was posted on the Arts and Culture Commission’s website (www.glendaleartsandculture.org), shared via social media, and sent to the Arts and Culture Commission’s e-newsletter list.

FISCAL IMPACT

The Glenoaks Blvd. Median *Ground level Sculpture* will cost \$100,000, which was approved as a part of the FY 2022-2023 budget. No new appropriation is being requested at this time. The City Council approved funding is outlined below:

Existing Appropriation		
Amount	Account String	Funding Source
\$100,000	43110-2100-LAC-0010-P4148	Urban Art Fund

ENVIRONMENTAL REVIEW (CEQA/NEPA)

Under California Code of Regulations, Title 14, Section 15301, the proposed monuments on Artsakh Avenue are categorically exempt from California Environmental Quality Act (CEQA) review as a Class 1 Existing Facilities project (Minor Alterations to Structures or Facilities) that consists of the operation or minor alteration of existing public structures, facilities, or topographical features, involving negligible or no expansion of existing or former use. Installing the monuments would not involve anything other than minor alterations to existing landscapes or hardscaped areas on existing public property.

In addition, Under California Code of Regulations, Title 14, Section 15304, the proposed monuments are categorically exempt from California Environmental Quality Act (CEQA) review as a Class 4 Existing Facilities project (Minor Alterations to Land) that entails minor public or private alterations in the condition of land, water, and/or vegetation which do not involve the removal of healthy, mature, or scenic trees. Installing the monuments would not involve the removal of any trees, and would not involve anything other than minor alterations to existing landscapes or hardscaped areas on existing public property.

CAMPAIGN DISCLOSURE

This item is exempt from campaign disclosure requirements.

ALTERNATIVES

Alternative 1: The City Council may adopt a Motion authorizing the City Manager, or a designee, to enter into an Agreement for Commission of Artwork— subject to approval by the City Attorney— with Forma Studio, in an amount not to exceed \$100,000 dispersed from the Urban Art Fund, to design, engineer, fabricate, deliver, and supervise the City’s installation of a public art piece entitled, “Hahamongna,” for the Glenoaks Blvd. Median Ground level Sculpture Public Art Piece.

Alternative 2: The City Council may decline to adopt the Motion.

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

ADMINISTRATIVE ACTION

Prepared by:

Jennifer Fukutomi-Jones, Principal Library, Arts & Culture Administrator

Approved by:

Roubik R. Golanian, P.E., City Manager

EXHIBITS/ATTACHMENTS

EXHIBIT A – City-Wide Public Art Landmarks RFQ

EXHIBIT B – “Hahamongna” Design Concept Proposal by Forma Studio

EXHIBIT C – Arts and Culture Commission Motion for Glenoaks Blvd. Median Ground level Sculpture Public Art Piece (4.7.22)