



## CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

### AGENDA ITEM

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Report: City-Wide Public Art Landmarks: Verdugo Park Mural Ground level 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 Erin Miller Wray, in an amount not to exceed \$50,000 dispersed from the Urban Art Fund, to design, fabricate, and install a public art piece entitled, “Verdugo Park Mural,” for the Verdugo Park Mural Ground level Public Art Piece.

### COUNCIL ACTION

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**Item Type:** Action Item

**Approved for** September 27, 2022 **calendar**

### EXECUTIVE SUMMARY

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On June 30, 2022, during the Special Meeting of the Arts and Culture Commission, Staff presented four proposals for the Verdugo Park Mural *Ground level Public Art Piece* to be located at Verdugo Park on the South Facility (Staff/Restroom) Building directly next to the skate park. The Arts and Culture Commission approved a Motion to recommend Erin Miller Wray for the artwork entitled, “Verdugo Park Mural” for this opportunity.

Staff is now presenting to the Council for consideration a recommended piece of artwork for the Verdugo Park Mural *Ground level Public Art Piece*.

### COUNCIL PRIORITIES

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#### **Arts and Culture:**

The proposed Verdugo Park Mural *Ground level 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**

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Adopt the Motion authorizing the City Manager, or a designee, to enter into an Agreement for Commission of Artwork with Erin Miller Wray for the proposal entitled “Verdugo Park Mural,” as recommended by the Arts and Culture Commission, to design, fabricate, and install a public art piece for the Verdugo Park Mural *Ground level Public Art Piece*, in an amount not to exceed \$50,000 dispersed from the Urban Art Fund.

## **BACKGROUND**

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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 April 2022, LeBasse Projects proceeded to work with 4 artists/artist teams to submit design concept proposals for the aforementioned opportunities.

On June 30, 2022, during the Special Meeting of the Arts and Culture Commission, Staff presented four proposals for the Verdugo Park Mural *Ground level Public Art Piece* to be located in Verdugo Park on the South Facility (Staff/Restroom) Building directly next to the skate park. The Arts and Culture Commission approved a Motion to recommend Erin Miller Wray for the artwork entitled, “Verdugo Park Mural” for this opportunity.

As a Glendale resident, Erin Miller Wray draws inspiration from the City of Glendale as a multicultural city that thrives through its celebration of diversity, culture and creativity. In an exploration of color and scale, Ms. Wray intends to create an experiential piece that turns the South Facility Building into a vibrant sculpture in the outdoor park setting. With paint covering the building from top to bottom, the structure now exists as a fully immersive piece of art challenging how we look at painted designs and murals. Ms. Wray’s hope is that the Verdugo Park Mural surprises people with a bold, punch of color that serves as a pillar for community and engagement, drawing people in and evoking a sense of exciting playfulness with its vibrancy and size.

On August 15, 2022, during the Regular Meeting of the Community Services and Parks Commission, Staff presented the design concept proposal recommendations for the Verdugo Park Mural Ground level Public Art Piece, and the Community Services and Parks Commission received, noted and filed the Staff Report. The Community Services and Parks Commission agreed with the Arts and Culture Commission’s First Recommendation of “Verdugo Park Mural” by Erin Miller Wray as the finalist for this opportunity.

## ANALYSIS

Below are design concept renderings for “Verdugo Park Mural” which include view points of the rendering from the North Wall, West Wall and South Wall perspectives:

### “Verdugo Park Mural” by Erin Miller Wray – Design Concept Renderings



North Wall Perspective



West Wall Perspective





South Wall Perspective

Below, for the City Council's consideration, is the Alternate Recommendation for the Verdugo Park Mural *Ground level Public Art Piece* opportunity which the Arts and Culture Commission evaluated:

"You Belong" by Ndubisi Okoye (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](http://www.glendaleartsandculture.org)), shared via social media, and sent to the Arts and Culture Commission's e-newsletter list.

## **FISCAL IMPACT**

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The Verdugo Park Mural *Ground level Public Art Piece* will cost \$50,000, 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:

<b>Existing Appropriation</b>		
<b>Amount</b>	<b>Account String</b>	<b>Funding Source</b>
<b>\$50,000</b>	<b>43110-2100-LAC-0010-P4148</b>	<b>Urban Art Fund</b>

## **ENVIRONMENTAL REVIEW (CEQA/NEPA)**

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Under California Code of Regulations, Title 14, Section 15301, the proposed mural on the South Facility Building in Verdugo Park is categorically exempt from California Environmental Quality Act (CEQA) review as a Class 1 Existing Facilities project (Minor Alternations 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. Placing the proposed mural on the South Facility (Staff/Restroom) Building would not involve anything other than minor alterations to the existing public structure on existing public property.

## **CAMPAIGN DISCLOSURE**

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This item is exempt from campaign disclosure requirements.

## **ALTERNATIVES**

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- 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 Erin Miller Wray, in an amount not to exceed \$50,000 dispersed from the Urban Art Fund, to design, fabricate, and install a public art piece entitled, “Verdugo Park Mural,” for the Verdugo Park Mural Ground level 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**

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### **Prepared by:**

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

### **Approved by:**

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

## **EXHIBITS/ATTACHMENTS**

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EXHIBIT A – City-Wide Public Art Landmarks RFQ

EXHIBIT B – “Verdugo Park Mural” Design Concept Proposal by Erin Miller Wray

EXHIBIT C – Arts and Culture Commission Motion for Verdugo Park Mural Ground level  
Mural Public Art Piece (6.30.22)

EXHIBIT D – Community Services & Parks Commission Motion for Verdugo Park Mural  
Ground level Mural Public Art Piece (8.15.22)