



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Artsakh Ave. Gateway Public Art Piece - "Curtain" by Paul Cocksedge Studio

1. Rescind the May 10, 2022 Special City Council Meeting Motion authorizing the City Manager, or a designee, to enter into and execute an Agreement for Commission of Artwork with Paul Cocksedge Studio in the amount of \$550,000 dispersed from the Urban Art Fund, to design, fabricate, and install a public art piece entitled, "Curtain," for the Artsakh Ave. Gateway Public Art Piece.
2. Redistribute \$550,000 dispersed from the Urban Art Fund, to support the design, fabrication, and installation of public art pieces throughout the City.

COUNCIL ACTION

Item Type: Consent Calendar

Approved for August 15, 2023 **calendar**

EXECUTIVE SUMMARY

On November 1, 2022, during the Special City Council Meeting, Council directed Staff to delay a Motion to adopt plans and specification and advertise for the Artsakh Avenue Arts & Entertainment District Improvement Project. On June 13, 2023, during the Special City Council Meeting, Council approved a Motion to adopt plans and specifications and advertise for the Artsakh Avenue Arts & Entertainment District Improvement Project.

Due to the delay in the Artsakh Avenue Arts & Entertainment District Improvement Project, materials for artwork fabrication costs have increased therefore Staff is now recommending that City Council rescind the May 10, 2022 Special City Council Meeting Motion and re-distribute \$550,000 dispersed from the Urban Art Fund to support the design, fabrication and installation of public art pieces throughout the City.

COUNCIL PRIORITIES

Economic Vibrancy:

The proposed re-distribution of funds will increase public art opportunities throughout the City which will encourage tourism in Glendale and increase visitation and patronage for nearby restaurants and businesses.

RECOMMENDATION

That City Council rescind the May 10, 2022 Special City Council Meeting Motion and re-distribute \$550,000 dispersed from the Urban Art Fund to support the design, fabrication and installation of public art pieces throughout the City.

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 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.

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, 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. Staff received 256 applications by the deadline.

In November 2021, the Artist Review and Selection Committee met to review applications and discussed recommendations for finalists to submit design concept proposals for two opportunities: Artsakh Ave. Overhead Public Art Piece and Artsakh Ave. Gateway Public Art Piece. In December 2021, LeBasse Projects proceeded to work with eight artists/artist teams to submit design concept proposals for the aforementioned opportunity.

On January 28, 2022, the Arts and Culture Commission reviewed a total of eight design concept proposals and agreed on a First Recommendation, and an Alternate Recommendation for the two locations. On March 1, 2022, during the Special Meeting of the City Council, Staff presented two recommendations for art piece installations as part of the Downtown Arts and Entertainment District's revitalization project:

1. Artsakh Avenue – Overhead Public Art Piece (across from Home Goods in front of the Marketplace Parking Garage): Matthew Mazzotta Studio, for the artwork entitled, "Bountiful."
2. Artsakh Avenue – Gateway Public Art Piece (on the south corner of Artsakh

Avenue at Broadway): Paul Cocksedge Studio, for the artwork entitled, “Curtain.”

For the Overhead Public Art Piece, City Council approved the “Bountiful” Art Piece.

For the Gateway Public Art Piece, the Arts and Culture Commission had agreed on the “Curtain” as a First Recommendation to the Council, and Christian Moeller Studio’s “Clip” as an Alternate Recommendation. The City Council directed Staff to consult with Building and Safety regarding the “Curtain” art piece, to address concerns about pedestrian and weather-related safety issues. The Council also requested that Staff return to Council to present the other three finalists for the Gateway Public Art Piece.

Building and Safety staff reviewed the initial design proposal and felt that the proposed design was structurally feasible, and that the proposed artwork:

- Could withstand Glendale weather patterns (i.e., large gusts of wind);
- Would not cause any safety concerns for pedestrians; and
- Would not cause any visual concerns (since the artwork would be white powder coated, and any evening lighting would only be ambient soft light).

Building and Safety staff did state that the artwork would need to meet the following standards:

- The overall artwork and “ribbon” pieces would be required to meet the minimum and maximum height requirements (per the Glendale Fire Department and Public Works Department); and
- The artwork would need to meet all code requirements and inspections from various departments.

On May 10, 2022, during the Special City Council Meeting, Staff presented the aforementioned findings and also shared design renderings from the three finalists for the Gateway Public Art Piece. Council provided feedback on the finalists’ design renderings and approved a Motion authorizing the City Manager to execute an Agreement for Commission of Artwork with Paul Cocksedge Studio, in an amount not to exceed \$550,000 dispersed from the Urban Art Fund, to design, fabricate, and install a the “Curtain” for the Artsakh Ave. Gateway Public Art Piece.

ANALYSIS

On November 1, 2022, during the Special City Council Meeting, Council directed Staff to delay a Motion to adopt plans and specification and advertise bids for the Artsakh Avenue Arts & Entertainment District Improvement Project. On June 13, 2023, during the Special City Council Meeting, Council approved a Motion to adopt plans and specification and advertise bids for the Artsakh Avenue Arts & Entertainment District Improvement Project.

Due to the delay in the Artsakh Avenue Arts & Entertainment District Improvement Project, materials for artwork fabrication costs have increased therefore Staff is now recommending that City Council rescind the May 10, 2022 Special City Council Meeting Motion and re-distribute \$550,000, dispersed from the Urban Art Fund, to support the design, fabrication and installation of public art pieces throughout the City.

STAKEHOLDERS/OUTREACH

LeBasse Projects 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 Artsakh Ave. Gateway Public Art Piece was anticipated to cost \$550,000, which was approved as a part of the FY 2023-24 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
\$550,000	GL: 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.

CAMPAIGN DISCLOSURE

This item is exempt from campaign disclosure requirements.

ALTERNATIVES

Alternative 1: Adopt a Motion to 1) rescind the May 10, 2022 Special City Council Meeting Motion authorizing the City Manager to enter into and execute an Agreement for Commission of Artwork with Paul Cocksedge Studio to design, fabricate, and install a public art piece entitled, "Curtain," for the Artsakh Ave. Gateway Public Art Piece; and 2) redistribute \$550,000 dispersed from the Urban Art Fund, to support the design, fabrication, and installation of public art pieces throughout the City.

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 Arts & Culture Administrator

Approved by:

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

EXHIBITS/ATTACHMENTS

EXHIBIT A – SPCC_051022_MOTION - Artsakh Ave. Gateway Public Art Piece

EXHIBIT B – SPCC_051022_PROPOSAL – “Curtain” by Paul Cocksedge Studio