



PASADENA PUBLIC ART MASTER PLAN **FACT SHEET**

Pasadena has long been recognized as one of California's most beautiful cities. Known for its architecture, history, educational institutions and ethnic diversity, Pasadena also enjoys cultural wealth that surpasses that of many larger cities. From its early picture-postcard image as an ideal winter resort, to its visionary Civic Center plan, and its maturity as the home of many arts organizations and institutions of higher education, Pasadena has demonstrated the value of integrating the arts in every aspect of city life.

How can public art contribute to this rich portrait? The answer is that it already does. Look around Pasadena and you can see that art is present throughout public spaces: from unique, landmark sculpture and sculpture gardens, to historic and contemporary architectural ornament, to short-lived spectacle and temporary visual art installations, Pasadena enjoys all of these amenities now.

What role can public art play as Pasadena grows into its 21st century identity and builds upon its heritage? What is on the horizon for Pasadena, and how can public art support that? The goal of this plan is to provide some direction to establish this new vision.

Background

Pasadena's Public Art Plan builds on the City's strong visual arts heritage, acknowledges the value of existing public art projects, and focuses on how artists can continue to enhance the public realm. The Plan incorporates the thoughts and suggestions of hundreds of citizens, acknowledges how the City of Pasadena operates, and grows from best practices in the public art field. The Plan is intended to provide broad goals and objectives with practical strategies for implementation; a unified vision that updates existing public art program guidelines; an outline for priority projects; and identification of revenue sources and other resources for realizing these goals.

Cultural Nexus, the City's Cultural Plan, established many of the principles that have guided the development of this plan, including Cultural Identity, Participation, Economic Growth and Dynamic Support. The Nexus framework included a variety of topics about arts and culture in Pasadena including public art, arts education, cultural equity and access, artist roles and resources, among others. Specifically, Cultural Nexus Policy #9 called for "a new vision for public art" which is the impetus for the development of the Public Art Master Plan. The following vision statement is based upon Pasadena's previous and current cultural planning efforts, its cultural and historical assets and the ideas gathered during research phase of the Public Art Master Plan.

Vision Statement

Pasadena's public art is an integral part of the city, reinforcing its visual character, reflecting the strength of its cultural and educational institutions, responding to its urban design initiatives and promoting dialogue across ethnic and generational lines. Public art reflects the direction of Pasadena's General Plan, reinforces its design and development principles, reinforces neighborhood character and contributes to a beautiful, sustainable and livable Pasadena.

Pasadena's Cultural Affairs Division and Arts and Culture Commission will use the Public Art Master Plan to guide and stimulate public art through their own efforts and by encouraging and facilitating partnerships with private developers, City Departments, arts organizations and cultural institutions.

Policy Recommendations

1. Use public art to reinforce Pasadena's identity, weaving together culture, people, neighborhoods and ideas to create a memorable urban landscape that respects the past and builds for the future.
2. Embrace public art as a citywide urban beautification effort, using the access and strength of the City's Cultural Affairs Division to build its collection of art in public places and to facilitate public art creation and partnerships with City Departments, private developers, arts and cultural organizations.
3. Celebrate Pasadena's unique gateways to Downtown and neighborhoods-- its freeway entrances, overpasses and off ramps -- by enhancing them with the work of artists.
4. Employ public art to promote a more walkable city.
5. Commission public art that reinforces parks and neighborhoods.
6. Create a Public Art Overlay Zone that integrates with the "Bennett Plan" for the Civic Center area, primarily along Holly Street and Garfield Avenue, and builds upon existing public art within that area.
7. Refine the Public Art in Private Development Program to more actively contribute to Pasadena's cultural and economic health.
8. Support ongoing temporary artwork installations and performance-based arts events in areas with strong pedestrian and vehicular traffic.
9. Expand the role of education in the Pasadena's public art program.
10. Capture more funding for public art commissions and maintenance.

Proposed Implementation Strategies

New strategies are needed to implement each of the policy recommendations. These include funding methods, procedures, roles and responsibilities:

- Designate the Cultural Affairs Division as the lead City agency for facilitating public art, working in partnership with other City departments, private developers and arts organizations to build a citywide public art collection.
- Revise the funding formulas for Public Art in Private Development and City Capital Improvement Program (CIP) public art.
- Clarify the role of Arts and Culture Commission as the stewards of the Public Art Master Plan.
- Build broad accessibility and education into every aspect of the public art program.