

City of Glendale

Urban Art Program Plan

Prepared by Community Arts Resources (CARS) and Barbara Goldstein & Associates

As of May 21, 2018



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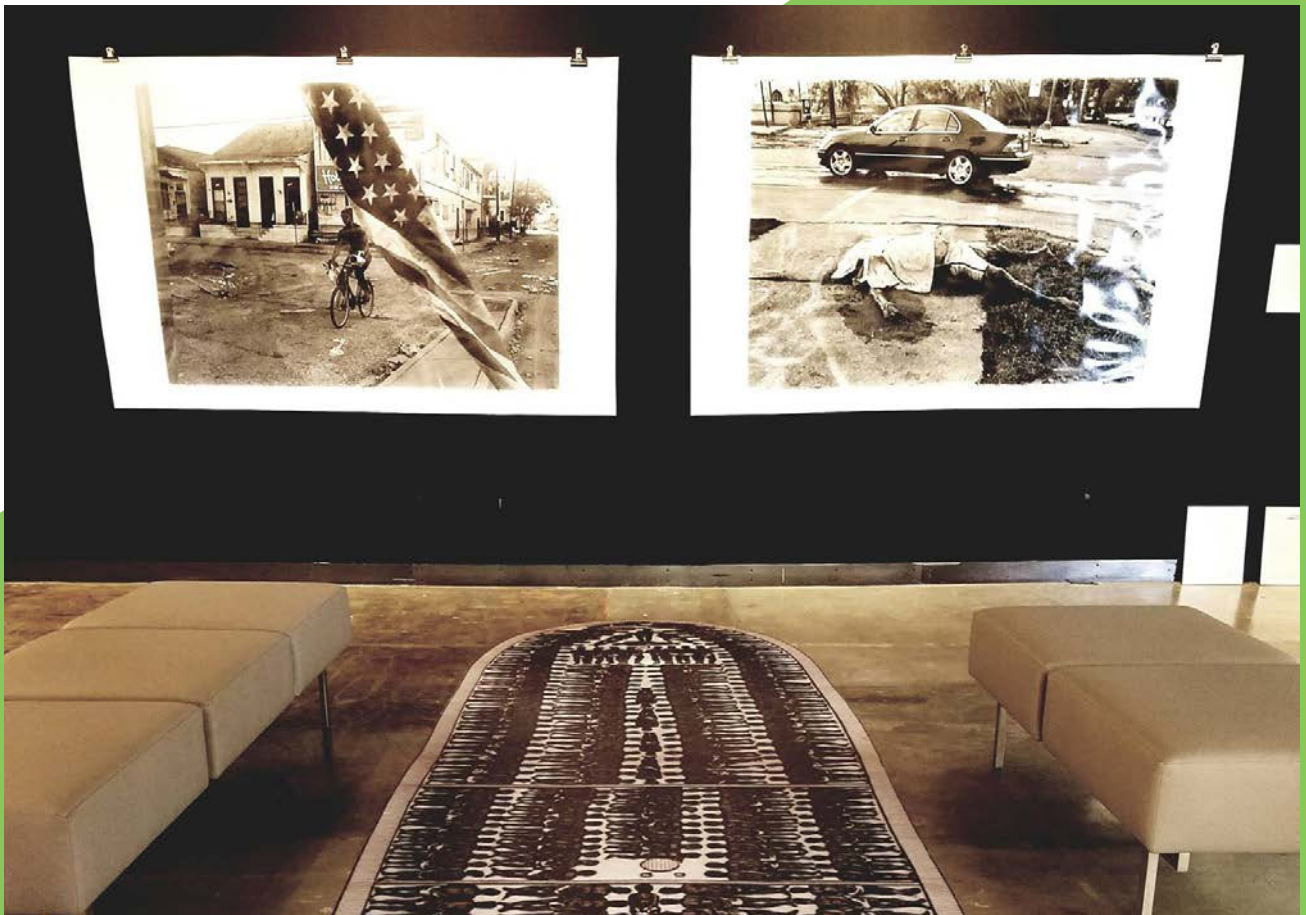
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Chapter 1: Executive Summary



"Wake" Exhibit at ReflectSpace at the Downtown Central Library.



1.1 Overview of Public Art in Glendale

The City of Glendale is an ideal place to enjoy arts and culture. Blessed with a beautiful natural setting, a significant trove of historic buildings and resources, a culturally diverse population, a healthy business environment and growing technology sector, Glendale provides fertile ground for engaging in the arts. The official City vision describes the City as “safe, prosperous and rich in cultural offerings.” Today, through Urban Art Program funding, Glendale can expand opportunities for people to actively experience and participate in the arts.

The City of Glendale has been building the Urban Art Fund since the Downtown Specific Plan was adopted in 2006 and expanded to citywide in 2010. Municipal Code Section 30.37 describes the purpose of the fund as “urban art helps to improve the environment, image, and character of a city. The urban art program establishes the requirements and procedures for providing public art in conjunction with new developments.” Recent projects that chose to integrate public art into their developments include Hyatt Place and Legacy Towers. The Fund currently standing at more than \$6.8 million (as of April 2018) is intended to support programs and projects that can enrich Glendale’s cultural life. This Urban Art Program Plan establishes a series of actions that will advance the ongoing vitality of arts and culture in Glendale by commissioning artists and artworks in public places, funding publicly accessible arts programming, providing technical support to artists, arts organizations and property developers, and supporting arts venues and marketing.



iWitness 1915 temporary installation at Downtown Central Park in Glendale by Ara Oshagan, Levon Parian and Vahagn Thomasian, 2017.

1.2 Mission & Vision Statement

As community stewards of the arts, Glendale's Arts and Culture Commission is responsible for advising City Council on the use of the Urban Art Fund and recommending how the City should invest in the arts. In March 2017, Glendale's Arts and Culture Commission hired Community Arts Resources and Barbara Goldstein & Associates (Team) to create a Public Art Master Plan (now called Urban Art Program Plan) that would outline a vision for the arts in Glendale and propose a multi-year strategy for the use of the Urban Art Fund. The Team engaged in an extensive outreach process to shape the plan, listening to City policymakers, Department heads, current and past Arts and Culture Commissioners, former and current City staff, focus groups and the public at large. More than 1,400 people attended meetings, posted comments or engaged meaningfully in this process. The Team also reviewed existing artworks and documents, legislation and guidelines and evaluated their strengths relative to best practices.

The following vision, mission and recommendations for the Urban Art Program emerged from this research and community engagement:

1.2.1 VISION STATEMENT

The City of Glendale aspires to be an arts destination in the Los Angeles region, reflecting its unique cultural composition, its history, and the influence of technology on its public spaces.

1.2.2 MISSION STATEMENT

Glendale's Urban Art Program seeks to promote a diverse and stimulating cultural environment to enrich the quality of life for residents and visitors. The Program encourages the creative interaction of artists, developers, designers, city officials, business people and community members during the design of development projects, in order to promote public art that is meaningful to the site and to the community.

1.3 Summary of Recommendations

1.3.1 PROGRAM RECOMMENDATIONS

- 1.3.1.1 Enliven neighborhoods, downtown and small business districts with visual arts and cultural offerings.
- 1.3.1.2 Integrate art in all new projects the City builds including parks, streets and civic structures.
- 1.3.1.3 Employ temporary art and arts programming throughout Glendale neighborhoods and downtown to test new ideas and activate public spaces.
- 1.3.1.4 Incentivize developers to include art as a feature in new projects of all kinds.
- 1.3.1.5 Monitor the care and condition of art on public property created through the Urban Art Program or City funds.
- 1.3.1.6 Use the Urban Art Fund to support Glendale’s arts and cultural infrastructure.

1.3.2 POLICY RECOMMENDATIONS

- 1.3.2.1 Adopt the Urban Art Program Plan to reflect the City’s vision as a safe and prosperous community, rich in cultural offerings.
- 1.3.2.2 Expand the strong arts culture in Glendale by supporting local artists and promoting high quality publicly-accessible arts and cultural activities.

1.3.3 ADMINISTRATIVE RECOMMENDATIONS

- 1.3.3.1 Strengthen the Arts and Culture Commission’s relationship with City Council as stewards of Glendale’s arts and cultural life.
- 1.3.3.2 Create a Cultural Affairs Division of Library, Arts & Culture Department and begin by hiring a Senior Level Urban Art Program Supervisor.

1.3 Summary of Recommendations (cont.)

1.3.4 PRIORITY PROJECTS

This plan contains recommendations for Short Term, Mid Term and Long Term projects in Chapter 5.

Appendix A: Implementation Grid outlines recommended projects, their cost, timing, and partnership opportunities. The Implementation Grid offers a menu of options for the Arts and Culture Commission to consider as they develop a Work Plan.



Julia Heglund of Glendale works on her "Skywatchers" artwork on a utility box in 2017. Photo by Los Angeles Times.

Chapter 2: Introduction



Workshop participant poses with a “¿Soy Arte Público?” / “Am I Public Art?” campaign sign.



2.1 Goals

In June 2017, the Team began working with Glendale’s Library, Arts & Culture Department and Arts and Culture Commission to develop a Public Art Master Plan (renamed Urban Art Program Plan) that would recommend how the City should invest the Urban Art Fund. The Plan focuses on expanding publicly-accessible visual art and arts programming in Glendale. It recommends how the Urban Art Program Plan should evolve over the next five to ten years, describing how to enhance Glendale with visual art, arts activities and expanded cultural facilities. **The Urban Art Fund, created in 2006, has accumulated more than \$6.8 million and provides a tremendous opportunity to raise the visibility and availability of the arts in Glendale.**

The specific goals for the Urban Art Program Plan include:

- Developing a coordinated approach to Glendale’s arts programs;
- Reviewing and creating policies and procedures;
- Mapping of existing public art; and
- Proposing locations for arts installations and programming.



Museum of Neon Art in Glendale. Photo by Atlas Obscura.

2.2 Arts & Culture in Glendale

Glendale has a wealth of assets that can be amplified through visual arts and cultural activities. The City, founded in 1906, evokes specific images for its residents and people who visit it. Situated in the shadow of the Verdugo Mountains, and with gracious hillside neighborhoods, Glendale is distinguished by the many examples of architecture that qualify or are registered at the local, state or national level, as well as its growing artist community, strong arts nonprofits, its lush landscape and the freeways that border it. While Glendale has an unfortunate and acknowledged history of racial discrimination, it has grown increasingly diverse since the 1970s, boasting a population that is 40% Armenian with significant Latino and Asian representation. Additionally, in 2017 the City Council passed a resolution against LGBT discrimination. The City's recognition of its diversity is reflected in its arts and cultural offerings, its political life, its neighborhoods and its many language-immersion programs. Glendale is also a regional shopping destination, with the Glendale Galleria, The Americana at Brand, the Brand Boulevard of Cars, and several big box stores throughout its downtown. Lastly, San Fernando Boulevard is a media-tech corridor for many film-related businesses including DreamWorks Animation and Walt Disney Studios. Glendale's Tech Strategy provides a road map for growing Glendale's technology-based business sector.

Over the last decade, Downtown Glendale has been transforming with the creation of the Downtown Strategic Plan and the support of the former Redevelopment Agency and the Department of Community Development. Apartment buildings have joined the already bustling retail environment. The presence of more and more people living downtown, particularly Millennials, has led Glendale toward envisioning an "18-hour downtown." The City recognizes the need to provide more arts and cultural activities to encourage activity day and night.

The City of Glendale's position as an arts and cultural destination has been bolstered by Redevelopment Agency and City investments in cultural infrastructure including:

- The Alex Theatre
- Brand Library & Art Center
- The Japanese Tea House
- The Doctor's House
- Verdugo Adobe
- ReflectSpace exhibits in the Downtown Central Library
- Antaeus Theatre
- ACE 121 Gallery and artist live/work space
- Museum of Neon Art

In addition, there are numerous multi-cultural organizations and a sprinkling of art galleries located around the city. Outdoor performing arts events, including summer concerts in Verdugo Park and the summertime Plaza Series concerts at Brand Library, have become more popular every year. And, while Glendale's Redevelopment Agency no longer exists, it left an indelible legacy of arts infrastructure and urban design.

All these assets contribute to the City's cultural potential. Now is the time to look at Glendale's arts and cultural activities and find ways to support them, amplify them and make them more visible.



Alex Theatre in Glendale, CA.

2.3 History of Public Art in Glendale

Public art is generally considered to be any physical artwork that is installed in a public place. It can be a work of sculpture, or other art integrated into the design of a public building, space or utilitarian features such as benches, trash receptacles, water tanks and utility boxes. While Glendale has a public art requirement for private development, its definition in Municipal Code Chapter 30.37 is expansive, and contributions to the Urban Art Fund can be used to commission permanent and temporary art, performance, and improve cultural spaces.

Glendale has attempted to create a framework for supporting the arts over the last twenty years. Inspired by a 1996 symposium on the future of the arts in Glendale, a 1999 task force led by Councilman Sheldon Baker created a strategic plan for the arts that established seven key directions including arts identity/arts promotion, access, diversity, arts education, arts zoning, funding, and leadership/organizational structure. Following that plan, City Council initiated the Arts and Culture Commission. The Commission was housed in the Community Services & Parks Department and a supervisor was hired to facilitate the development of the strategic plan. Many public art pieces were developed in intersections, houses, the new Glendale Police Department headquarters, and in the Alex Theatre Rehabilitation. These artistic enhancements served as the catalyst of the Urban Art Fund. In 2010, the Arts and Culture Commission transitioned to the Library, Arts & Culture Department and a five-year cultural plan was created articulating a series of goals that built on the original strategic plan and included an expenditure plan for the Urban Art Fund. Since that time, approximately \$600,000 of the Urban Art Fund has been expended.

Funding for the arts in Glendale has historically come from a variety of sources in addition to the Urban Art Fund. The Library, Arts & Culture, Community Development, and Community Services & Parks Departments fund arts activities independently and in collaboration with the Arts and Culture Commission. Activities include lectures, concerts and exhibitions. The Economic Development Division, as the successor to the Redevelopment Agency, provides some operating support to Glendale Arts, whose mission includes managing the Alex Theatre and integrating “the arts into the identity, growth and economic vitality of the City of Glendale by presenting programming and creating partnerships that benefit youth, patrons, artists, organization and businesses throughout the community.”

The City has had arts staffing as early as 2000 and, since then, staff housed in different departments have been responsible for implementing arts initiatives in Glendale. Some of these individuals worked on developing guidelines for the Urban Art Program and advanced its implementation.

Initially the Community Services & Parks Department administered the Arts and Culture Commission. Eve Rappoport was hired as a supervisor and under her leadership General Fund-supported public art projects moved forward. Glendale installed a sculptural mobile designed by Vladimir Atanian and a quilt by Daniel Marlos at the Pacific Park Community

Center and commissioned several mosaic tile projects for Glendale parks. Rappoport also initiated an annual Open Studio Tour and worked with the Planning Division staff to create the public art element of the Downtown Specific Plan (DSP).

When Rappoport left the City, Ripsime Marashian assumed the position on a part-time basis. Marashian expanded the Open Studio Tour and developed the Diamond Awards recognizing outstanding achievement in the arts. In 2012, oversight of the Arts and Culture Commission transitioned to the Library, Arts & Culture Department and Annette Vartanian made a lateral transfer from Community Development where she had assisted in developing Urban Art Program guidelines. She was assigned to the Commission, with added responsibilities of marketing library events and as the manager of the Brand Library Art Galleries. In her capacity with the Commission Vartanian developed the 2013 Arts and Cultural Plan and managed several Urban Art Fund supported programs including the Beyond the Box Utility Box program; Glendale Area Loves Art: Art in Vacant Storefronts (GALA); You Are Here, a temporary public art program; and a performance series at Brand Library and Art Center. In the last several years Sharon Garrett, who also transitioned from Community Development, worked in coordination with the Commission to develop and implement a two-year work plan that expanded programming to include Art Happens Everywhere (AHA), the temporary art in unexpected places program and a performance series in the Downtown. Garrett also launched the creation of the Glendale Urban Art Program Plan.

The Arts and Culture Commissioners have acted as stewards of the Urban Art Program through many well-received and small-scale art initiatives. The Urban Art Program investments are impressive given the part-time staff support that is available.



Artwork from Erika Lizée & Michael Maas at 127 Maryland Avenue, as part of Glendale Area Loves Art: Art in Vacant Storefronts (GALA) in 2015.

2.4 The Urban Art Fund

In 2006 the Downtown Specific Plan established a public art requirement for new developments. In 2010, Code Section 30.37 established the Urban Art Fund and Program. The Urban Art Program provides developers the option to install art on-site at 2% of the project value or make an in-lieu contribution of 1% of the project value. The purpose of the Program was to encourage private developers to commission on-site public art or contribute to the Urban Art Fund which would invest in arts activities that benefited the people of Glendale. The definition of “urban art” in this section of the code is broad, describing the purpose of the program “to improve the environment, image, and character of a city.” The Municipal Code was accompanied by the Urban Arts Guidelines that established some procedures for moving forward. Some areas of the guidelines were deliberately left vague. It defines an “Urban Art Plan” as how an art project will be implemented in private development. It refers to the Urban Art Program guidelines as the framework for on-site artwork and its review, placing approval of Urban Art Program Plans with the Design Review Board, following review and recommendation by the Arts and Culture Commission or any other body designated by the City Council.

Section 30.37 outlines the use of dollars that are deposited in the Urban Art Fund which is described as follows:

- *Design, acquisition, commission, installation, improvement, maintenance and insurance of artwork and Art Plan. Design Fees may include fees paid to an appropriate party for development of a design concept and the preparation of construction drawings, which are separate and apart from the cost of the fabrication and installation of an artwork;*
- *Sponsoring or supporting performing arts; and*
- *Acquisition and improvement of real property for the purpose of displaying artwork, or for the purpose of a cultural facility.*

The 2006 Downtown Specific Plan includes language describing public art as a community benefit and recommending “a program and funding mechanism to implement public artwork throughout the Downtown, including opportunities such as artist-designed utility infrastructure (manhole covers, electrical box covers, streetlight boxes, etc).” Despite the potential to develop on-site public art, most developers have opted to contribute to the Urban Art Fund. As a result, most new buildings in Glendale do not display the unique qualities that freestanding and decorative arts bring to new buildings and public spaces. Nor have developers included cultural facilities or space for performing arts in their buildings. This is a lost opportunity because most of Glendale’s development has taken place downtown.

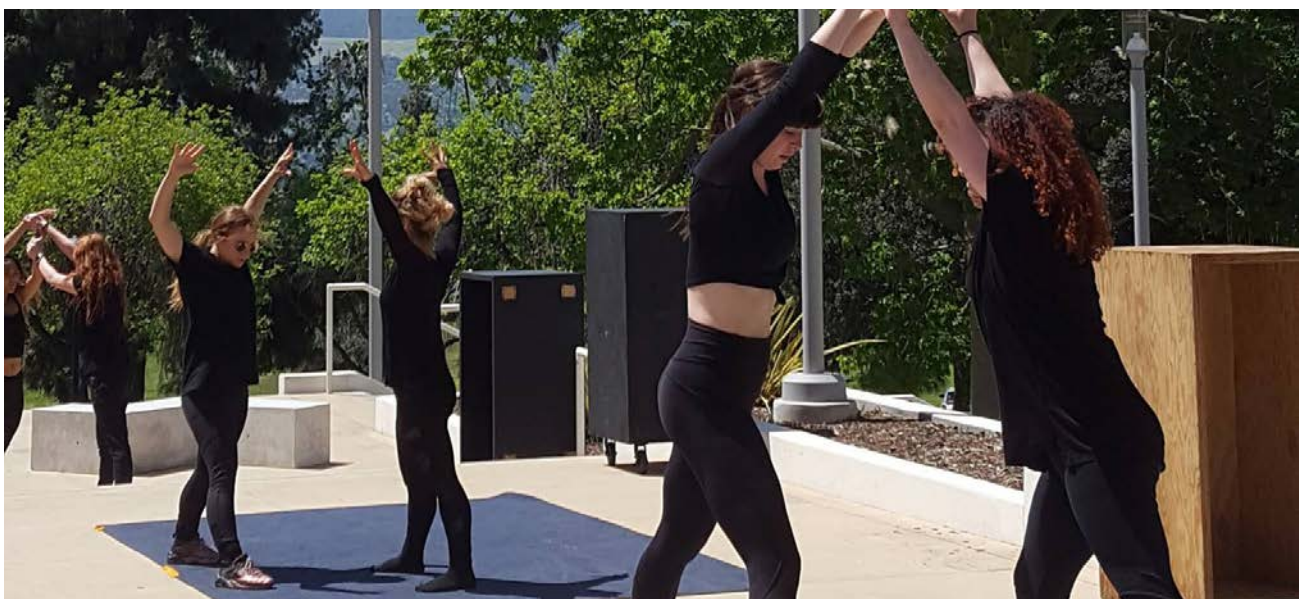


Adams Square Gas Station restored by Rios Clemente Hale, 2006

2.5 Current Uses of the Urban Art Fund

The following is a list of programs funded by the Urban Art Fund from 2013 - 2017:

- Adams Square Mini Park Gas Station
- AHA – Art Happens Anywhere
- Art In Vacant Storefronts
- Art in Public Spaces
- Beyond The Box Utility Box Murals
- Brand Library Plaza Series
- Diamond Awards (Annual recognition of those who have contributed substantially to the cultural life of Glendale)
- Glendale Cool Nights at the Maryland Paseo
- GO2016 Open Studio Tour
- Open Arts & Music Festival (September 2016)
- Public Art Master Plan
- 222 EAST (performing arts at the Downtown Central Library)



The Word on the Street, Scott Froschauer, 2017. (top)

MashUp Contemporary Dance Company rehearsal for the Brand Library Plaza Series, 2017. Photo by Brand Library & Art Center. (bottom)

Chapter 3: How the Plan was Created



"Make Art Public" - Glendale Urban Art Program Plan outreach sign.



3.1 Summary of Outreach

In March 2017, the Arts and Culture Commission issued a Request for Proposals for a planning team to create a Public Art Master Plan. The Commission awarded a contract to Community Arts Resources (CARs) and Barbara Goldstein & Associates to create the plan. The Team's proposal included extensive public engagement that has used traditional and unique tools to engage community members in contributing their ideas to this plan. The outreach consisted of a series of strategies that included:

- Individual and team interviews with City Councilmembers, the Mayor, City Department leadership, business people, artists and arts representatives;
- Public meetings and advisory committee groups;
- Information distributed at events;
- Television and YouTube coverage;
- Signs in public places; and
- An interactive website that allowed individuals to map places where they wanted to see art, describe possible types of art, and enter comments.

From May 2017 through March of 2018, the multi-lingual "Make Art Public" campaign was transmitted in English, Armenian, Spanish and Korean, engaging thousands of community members across a variety of media platforms to join the conversation about how public art could be used to enhance their communities. The immersive and comprehensive outreach campaign included multiple levels of community engagement. Refer to Appendix B and C for complete details on outreach and meetings.

1,400

People engaged in conversation

1M+

People were reached through the campaign

Because Glendale is a multicultural city, the Team emphasized the importance of reaching the vast diversity found in Glendale's residents, visitors and workforce. Outreach was conducted across multiple platforms to reach the following populations:

- 37 distinct neighborhoods
- Armenian-, Spanish- and Korean-speaking populations
- Glendale Unified School District students and parents
- Glendale Community College students
- Arts-related organizations, artists, studios, venues, etc.
- Business associations and chambers of Commerce
- General residents
- Downtown Glendale visitors

3.2 *Make Art Public* Outreach Campaign

Community Arts Resources (CARs) created an immersive, representative graphic identity for the Glendale Public Art Master Plan Outreach Campaign, titled, “Make Art Public.” The development of the brand’s colors symbolizes an abstract representation of the city’s historic nickname– “The Jewel City.” Glendale sits at the entrance to the San Fernando Valley, where the mountains and sky meet and natural sunlight at dusk/dawn peaks through the mountain tops like a shining jewel. The blue, green and gold hues use elements of Glendale’s landscape as an artistic palette for the city, mountains and sky turning these elements representative of the city into simple, colorful and iconic forms.

The title of the campaign acts as a directive and call-to-action for participants to rethink art opportunities in the public realm. Much of Glendale’s public art has been financially tied to the development of new buildings in Glendale, majority concentrated in the Downtown area. As a result, much of the public art in the built environment is located on private land. While art can still be enjoyed regardless of location, the Glendale Urban Art Program Plan hopes to expand the possibilities and catalyze conversation about public art that is funded by Glendale’s Urban Art Fund to create engaging public spaces.



Make Art Public outreach campaign postcard.

3.3 Am I Public Art?

In addition to the bold title, a supporting brand was developed to catch the eye of passersby. Current public art assets in Glendale are mostly limited to the traditional forms. The “Am I Public Art?” supporting brand was strategically placed at storefronts, schools, libraries and other public locations as an advertisement for the Glendale Public Art Master Plan outreach campaign asking viewers to challenge their perceptions of what art is and can be.

The “Make Art Public” identity was used throughout our outreach efforts, creating a cohesive, multi-lingual brand that tied all printed and digital assets of the campaign together. All materials included Armenian translation, with most available in Spanish and Korean as well. The following is a summary of all of the “Make Art Public” campaign assets:

PRINT:

- 2 temporary vinyl banners installed on the Glendale Community College pedestrian bridge
- 52 temporary coroplast engagement signs installed throughout city
- 250 posters distributed to schools, businesses & libraries
- 1,000 stickers
- 2,500 buckslips distributed throughout city for 10/18/17 Public Meeting
- 5,000 general postcards distributed throughout city and at community events
- 82,000 utility bill inserts

DIGITAL:

- Myglendalepublicart.org website
- Social media posts
- City of Glendale website
- Email newsletters

Samples of printed collaterals and information on digital impressions and reach can be found In Appendix B.



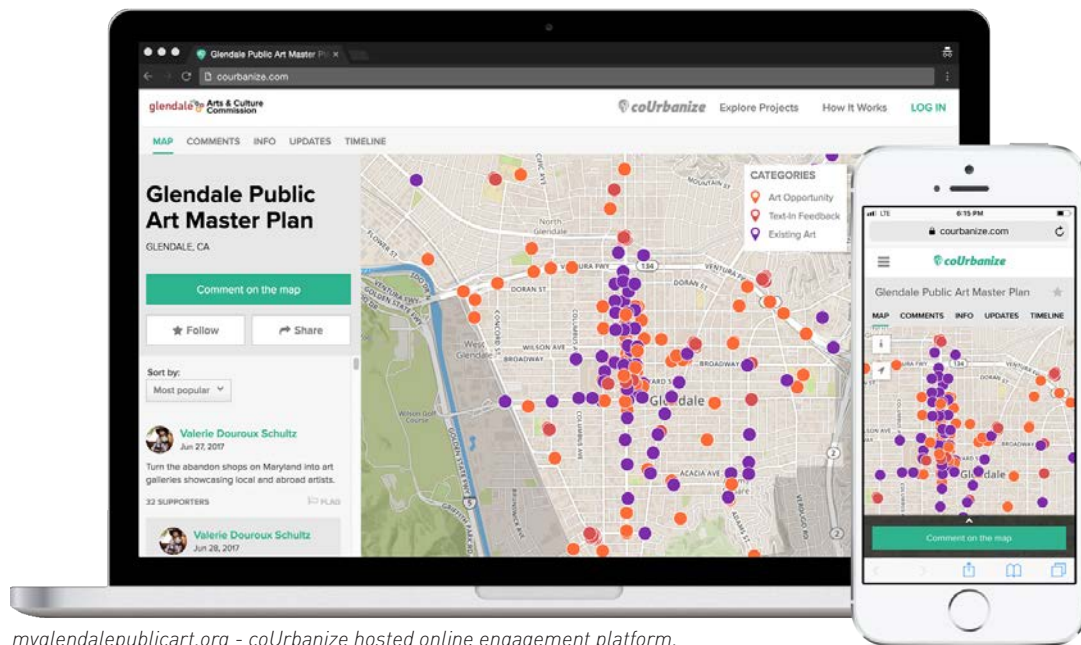
3.4 Outreach Results

The outreach campaign resulted in more than **1,400 significant interactions** with community members including in-person meetings and workshops, and website engagement. There were **more than one million unique impressions of the campaign** via television, social media, media, signage, handouts, automobile and pedestrian experience and mailings. Engaged individuals provided comments through surveys, questionnaires and workshops that invited the public to provide their ideas about public art locations and the types of art to consider in developing the Plan.

CARS hired subconsultant *coUrbanize*, an online community engagement platform, to create an interactive, map-based webpage that encouraged people to state their ideas and propose artwork locations in real time. The website, *myglendalepublicart.org*, became an integral component of the outreach campaign. Users were able to leave feedback, see what other community members were saying about public art, and stay updated on the progress of the Urban Art Program Plan. The planners reached an expanded population through the online platform, enabling them to efficiently educate the public and gather representative input through a scalable, controlled outreach that supplemented traditional meetings.

More details and images of the outreach campaign can be found in Appendix B.

These suggestions and ideas were analyzed by the consultant team to formulate Chapter 4: Findings and Emerging Themes and Chapter 5: Recommendations.



myglendalepublicart.org - coUrbanize hosted online engagement platform.

Chapter 4: Findings & Emerging Themes



Glendale Arts & Culture Commissioner, Ara Oshagan, leads a break-out session at the October 2017 community meeting.



4.1 ELEVEN OPPORTUNITIES:

In today's Glendale, there is general support for integrating arts activities and visual artworks into Glendale's neighborhoods and business centers. These activities can range from culinary and landscape design to fine art, design enhancements, new media arts, performance and spoken word. With the resurgence of the economy, now is a good time to begin these efforts. Outreach yielded the following findings and emerging themes:

- 1 Glendale's diverse population, technology sector and healthy business environment provide a strong basis to expand the presence of all types of arts and cultural activities.
- 2 Glendale has strong arts nonprofit boards and a robust community of artists and creative entrepreneurs.
- 3 Downtown is growing beyond the shopping district to the Arts & Entertainment District. Businesses are interested in partnering with the City to promote the arts and commission changing artworks.
- 4 New arts organizations and facilities are growing up in Glendale.
- 5 City Department Directors agree on the value of integrating art into new City facilities and support setting aside a percent for art on City capital improvement projects.
- 6 The City's proposal for Space 134, a bold plan to create a park to cover the 134 Freeway, can be Glendale's Central Park, an arts and culture showcase.
- 7 The planned Armenian American Museum, Central Park and the Downtown Central Library provide an opportunity to integrate permanent and changing public artworks and performances into public-facing spaces.
- 8 Potential locations for public art on City property and private development include:
 - The planned Armenian American Museum
 - The area around Glendale Community Center and the Civic Auditorium
 - The area near Disney and DreamWorks
 - The area along Central Avenue where there are of new transit-oriented apartment buildings
 - The Downtown Strategic Plan Area, The South Glendale and Montrose Plan Areas
- 9 Neighborhood-based public art and performances can be employed to promote cultural equity.
- 10 The Plaza Series, 222 East, Concerts in Verdugo Park, the Open Arts and Music Festival, Alex Theatre engagement in the outdoor courtyard and Central Park Paseo all provide free outdoor performing arts activities to the public.
- 11 Glendale's new, annual Tech Week is an opportunity to showcase temporary artwork using new technology tools.

4.2 SEVEN CHALLENGES:

While Glendale boasts established and future opportunities for the arts, there are also a number of challenges to consider when implementing a successful public art program:

- 1 There is no full-time staff member in the Planning Division within the Community Development Department or Library, Arts & Culture Department specifically dedicated to coordinating any on-site public art program for private developers or to steward the implementation of the Urban Art Program funding.
- 2 The relationships between City Council, the Arts & Culture Commission, and the Design Review Board need clarification.
- 3 There are no up-to-date records for physical artworks created because of the Urban Art Program whether by City Departments or private developers.
- 4 The condition of any public artwork amenities created through the Urban Art Program, whether on City or private property, needs to be more closely monitored.
- 5 The Urban Art Program Guidelines need to be more fully developed.
- 6 Despite the growing arts community in Glendale, there is no central place for people to learn about all the arts and cultural offerings.
- 7 More than one City Department supports arts activities and there is no central accounting of City arts funding and support.

4.3 Vision & Mission Statement

The following Vision and Mission statements are proposed for the Urban Art Fund:

4.3.1 VISION STATEMENT

The City of Glendale aspires to be an arts destination in the Los Angeles region, reflecting its unique cultural composition, its history, and the influence of technology on its public spaces.

4.3.2 MISSION STATEMENT

The Urban Art Program seeks to promote a diverse and stimulating cultural environment to enrich the quality of life for residents and visitors. The Program encourages the creative interaction of artists, developers, merchant organizations, designers, city officials, business people and community members during the design of development projects, in order to promote public art that is meaningful to the site and to the community.

Based on the opportunities and challenges mentioned in the previous pages, the following recommendations in the next chapter will provide an outline for where Glendale should invest in the arts over the next five years. Detailed recommendations with suggested allocations for FY 19–23 are found in Appendix A: Implementation Grid.

Chapter 5: Recommendations



Untitled, Rene Portocarrero, Havana Biennial 2015.



5.1 Program Recommendations

Each of these program recommendations is the result of research into planning documents, conversations with policymakers, City Department heads, arts, business people, and public input through meetings, focus groups, and the coUrbanize website. In most cases, a potential partner or partners are listed to support the program either financially or in-kind. Suggested partners were identified through the public outreach process and will undoubtedly be broadened as projects are considered by the Arts and Culture Commission. The Library Arts & Culture Departments will continue to administer the Urban Art Fund, managing the annual workplan approved by City Council.

The recommendations provide a proposed outline for Glendale's arts investments over the next ten years. Detailed recommendations with suggested allocations for FY 19 -23 are found in Appendix A: Implementation Grid.

The Community Development Department and its Planning Division have established clear urban design goals that also help direct the use of Urban Art Funds. Specifically, the Downtown Strategic Plan/Maryland Paseo Arts and Entertainment District, South Glendale and the San Fernando Creative Corridor designate appropriate opportunities for site-specific public art. There are also 37 unique neighborhoods in Glendale and strong neighborhood councils. These councils also can help identify opportunities for equitable distribution of neighborhood- based arts funding.

City policymakers may need to designate additional funding sources for neighborhood-based arts activities that do not provide a direct benefit to Glendale's private development activities.



Ethereal Bodies, Cliff Garten, Zuckerberg General Hospital and Trauma Center, San Francisco, 2015.

5.1.1 ENLIVEN NEIGHBORHOODS, DOWNTOWN AND SMALL BUSINESS DISTRICTS WITH VISUAL ARTS AND CULTURAL OFFERINGS.

Short Term: One Year

5.1.1.1 Commission an artist/artist team to create an art plan for the Downtown Arts & Entertainment District, incorporating the Maryland Paseo, from the Museum of Neon Art on Brand Boulevard, Ace 121 on Kenwood Street, Antaeus Theatre on East Broadway, ReflectSpace in the Downtown Central Library, Tufenkian Fine Arts on South Louise Street and the Roslin Gallery on East Broadway.

- Commission artist-designed streetscape enhancements including street-furniture, lighting, projections and other enhancements to blank walls.
- Commission an artist-designed lightwork that simulates a water feature connecting the diving girl and faucet neon signs at Museum of Neon Art.

Partners: Community Development Department, Downtown Glendale Association, Glendale Arts, Museum of Neon Art, other downtown arts organizations.

5.1.1.2 Help attract unique-to-Glendale public performances, ethnic food businesses, galleries, popup shops and other creative businesses to fill empty downtown storefronts.

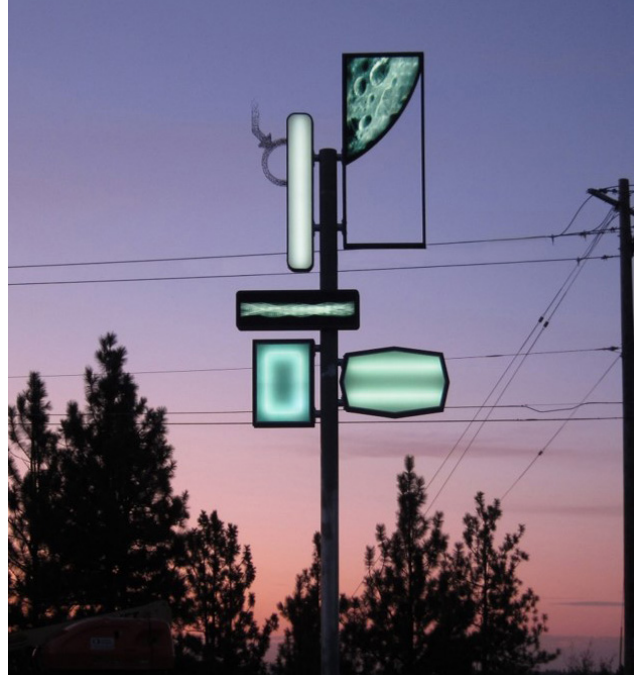
Partners: Community Development Department Economic Development Division, Downtown Glendale Association and Glendale Arts.

5.1.1.3 Support local arts activities in neighborhood settings.

- Develop guidelines and parameters for a Neighborhood Arts Grant program to support temporary or permanent artworks in neighborhood settings.
- Work with Neighborhood Councils and other local organizations to support local visual and performing arts programs.

Partners: Community Services & Parks Department, Neighborhood Councils, Glendale Unified School District, Glendale Community College, local businesses.

Public Art Inspiration From Other Cities



Artist-designed lamppost, Fort Worth. (top left)
Signpost, Lead Pencil Studios, Spokane, 2011. (top right)
Montreal streetscape decorations. (bottom)

Connecting Arts & Entertainment in Downtown Glendale



- 1 Alex Theatre
- 2 Laemmle Theater
- 3 ACE 121 Artists' Colony & Gallery
- 4 Arts & Entertainment District
- 5 Roslin Gallery
- 6 Antaeus Theatre
- 7 ReflectSpace @ Downtown Central Library
- 8 Museum of Neon Art
- 9 Tufenkian Fine Art Gallery

Mid Term: Three to Five Years

5.1.1.4 Commission impactful artistic streetscape elements, temporary and permanent artworks at key entrances to Downtown Glendale.

- North Brand Boulevard – Avenue of Changing Lights: 2- Year Commission
 - Encourage collaboration between the Arts & Culture Commission, Downtown Glendale Association, and arts professionals to commission light/technology artists to create unique temporary streetscape artworks.

Partners: Glendale Arts, businesses and tech companies.

- South Brand Boulevard – Brand Boulevard of Cars
 - Consider repurposing SEELEY sign framework by adding light art.
 - Commission car-themed artwork in median, and permanent artist-designed banners on light poles.

Partners: Businesses & Community Development Department.

Long Term: Six to Ten Years

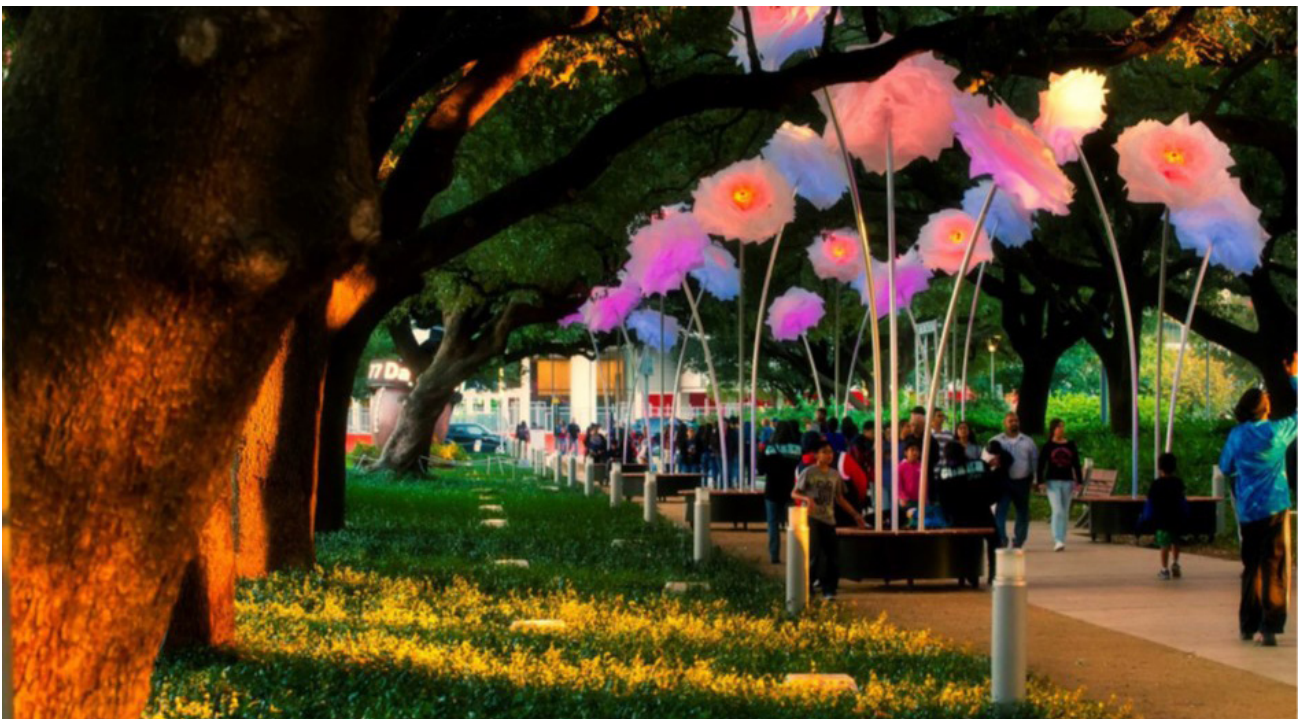
5.1.1.5 Leverage funds used for painting out graffiti to pair professional artists working with young people on mural projects on graffiti-prone walls

Partners: Community Development Department, Public Works Department..

5.1.1.6 Incorporate artist- designed banners, bus shelter enhancements and other elements into Glendale Beeline.

Partner: Public Works Department.

Opportunities on Brand Boulevard & Inspiration



*Public art opportunities along Brand Boulevard – medians and light poles.(top)
Enchanted Promenade, Francois Foullhe and TILT, Houston, 2016. (bottom)*

5.1.2 INTEGRATE ART IN ALL NEW PROJECTS THE CITY BUILDS INCLUDING PARKS, STREETS AND CIVIC STRUCTURES.

While Glendale has an Urban Art Program that requires developers to commission on-site public art or deposit dollars into the Urban Art Fund, the City and other government entities are excluded from the public art requirement. This means that art is not automatically integrated into new civic infrastructure and, if it is, it is not planned as part of the project. There is general support among City Department Directors to include public art in City Capital Improvement Projects (CIP). A funding requirement can be added to Municipal Code Section 30.37. Artists also can be regularly included in the design of infrastructure improvements such as streetscapes, public utilities and building renovations.

Short Term: One Year

5.1.2.1 Revise Municipal Code Section 30.37 to designate a set-aside of two percent for art in all public construction projects.

- Initiate an annual public art Capital Improvement Plan integrating art into City-funded construction projects.

5.1.2.2 Commission artworks for Fremont Park where podiums are already planned.

- Work with the Community Services & Parks Department staff to review the design of bases created for art in Fremont Park.
- Use Urban Art Fund support to commission permanent or changing artworks on the bases.

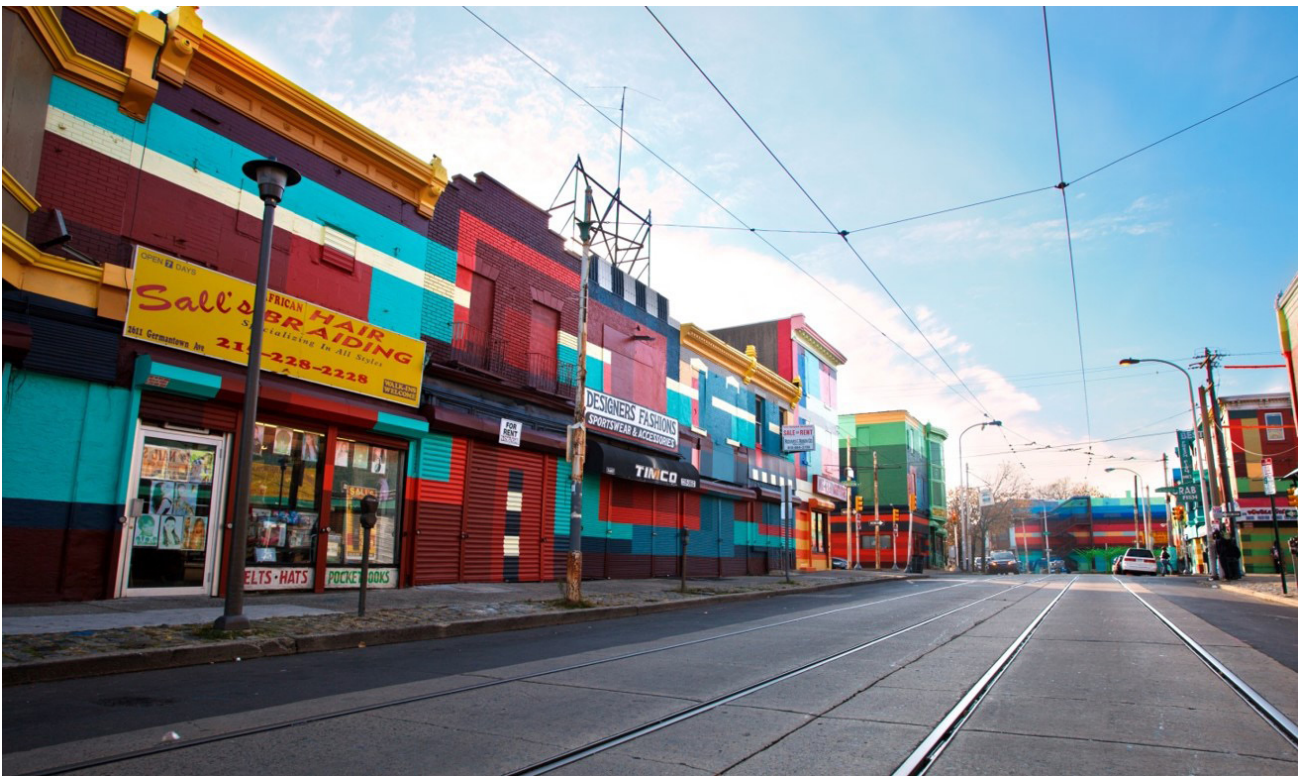
Partner: Community Services & Parks Department.

5.1.2.3 Promote the integration of art, architecture and open spaces.

- Conduct a public symposium to inspire Commissioners and City staff to support inclusion of artists in the design of all City buildings, parks and other open spaces.
- Identify upcoming Capital Improvement and infrastructure projects that will benefit from integration of art.

Partners: Glendale arts organizations, Department heads.

Public Art Inspiration From Other Cities



Groundwork, Amy Trachtenberg, Hillview Library San Jose, 2007. (top)
Philly Painting, Dre Urhahn, Jeroen Koolhaas, Philadelphia, 2012. (bottom)

5.1.2.4 Incorporate public and City Council participation in City projects.

Invite City Council members to propose community representatives to artist selection panels and to observe artist panel process.

- Include discussion of art in all public meetings about new capital improvement projects
- Create opportunities for artists to meet with community members during project development.

Partners: City Council, Neighborhood Councils.

Mid Term: Three to Five Years

5.1.2.5 Include artists on the design team for Glendale's streetscapes.

- Commission an artist-in-residence for the Transportation Division of Public Works.
- Develop artist projects that support the goals of Street-Smart Glendale to help calm traffic and make streets more attractive to pedestrians and cyclists.
- Reconfigure the Beyond the Box program to engage local artists or artist team working in all media to create serial, neighborhood-specific utility box vinyl wraps in several neighborhoods each year.

Partners: Public Works Department, Glendale Water and Power.

5.1.3 EMPLOY TEMPORARY ART THROUGHOUT GLENDALE NEIGHBORHOODS AND DOWNTOWN TO TEST NEW IDEAS AND ENLIVEN PUBLIC SPACES.

At present, the Urban Art Program supports a variety of different temporary art initiatives including *AHA! Art Happens Anywhere* and installations at the Adams Square Mini-Park Gas Station. These programs should be consolidated into a single grant program that includes neighborhood council engagement, matching funds/in-kind support, and coordination with other City Departments. Glendale can also initiate impactful changes on specific streets such as Glenoaks Boulevard.

Short Term: One Year

5.1.3.1 Develop application-based framework for temporary art to promote specific types of collaborations between visual and performing artists and community members, ensuring that every neighborhood has an opportunity to participate in the arts.

- Encourage performances and visual art projects that reinforce neighborhood identity and pride. Consider locations including:
 - Empty storefronts
 - Historic structures
 - Parks

Partners: Community Development Department, Community Services & Parks Department, neighborhood councils, local businesses, arts organizations.

5.1.3.2 Support changing arts programming in City of Glendale exhibition spaces.

- Fully fund an annual exhibit or other related activities such as an artist residency program.
- Consider elements concurrently displayed in an outdoor Downtown setting.

Partners: Community Development Department, Community Services & Parks Department, neighborhood councils, businesses.

Mid Term: Three to Five Years

5.1.3.3 Launch a biennial temporary sculpture display on Glenoaks Boulevard on the grassy median between Alameda and Pacific

Partners: Community Development Department, Community Services & Parks Department, neighborhood councils, businesses.

Opportunities on Brand Boulevard & Inspiration



*Public art opportunities along Glenoaks Boulevard medians. (top)
The Chase, HACER, West Hollywood, 2017. (bottom)*

5.1.4 INCENTIVIZE DEVELOPERS TO INCLUDE ART AS A FEATURE IN NEW PROJECTS.

Since the Urban Art Fund was created very few developers have commissioned or placed on-site public art even though this would enhance their properties. Including art in private development creates memorable visual identities for buildings. Integrating art in private development creates pleasant places for people to meet, enhances the pedestrian experience and mitigates the impact of blank facades. One reason developers haven't fully embraced on-site public art can be attributed to inadequate staff support for an on-site program. Another reason is that including on-site art requires a commitment of 2% of the building permit valuation, while the In-Lieu contribution to the Urban Art Fund is 1%.

Short Term: One Year

5.1.4.1 Incentivize public art in private development by making the fee for onsite public art the same as the contribution to the Urban Art Fund.

- Change Municipal Code Section 30.37 to make both the percent for on-site art and contributions to the Urban Art Fund 2%.
- Require developers of on-site art to place 25% of their public art requirement in the Urban Art Fund to provide publicly-accessible arts and cultural programming to enhance areas where development is taking place.

5.1.4.2 Provide developers with Urban Art Program 'concierge' support to incentivize site-specific public art.

- Create an easy-to-understand guidebook for developers explaining the process and the opportunities for including art in the design of buildings and publicly accessible open spaces.
- Create a roster of public art consultants who can assist developers commission on-site public art.

5.1.5 MONITOR THE CARE AND CONDITION OF PUBLIC ART ON PUBLIC PROPERTY CREATED THROUGH THE URBAN ART PROGRAM OR CITY FUNDS.

Because of the lack of continuity in arts staffing in Glendale, there are no up-to-date records of artworks on City property or private development. The most recent visual arts records are from 2005 and the information is incomplete. Although Community Arts Resources created a map of all known public art, and individuals added other works on the CoUrbanize website, a comprehensive list of art in Glendale's public spaces, whether City-owned or developed on private property as part of the Urban Art Program, must be created to ensure that artwork on public display is maintained in good condition and that there is information about the artwork/s on display. While developers are responsible for maintaining art on their own property, the City is responsible for monitoring the work and caring for art on its property.

Short Term: One Year

- 5.1.5.1 Hire a conservator and art appraiser to inspect, document and conduct a condition assessment of all public art on City property and buildings.**
- 5.1.5.2 Document and conduct a condition assessment of all public art in private development.**
- 5.1.5.3 Inform developers of their obligation to maintain public art on their property.**

Mid Term: Three to Five Years

- 5.1.5.4 Insure that all new site-integrated public art and artworks commissioned with City Capital Improvement Funds include Maintenance and Operations estimates in their budget.**

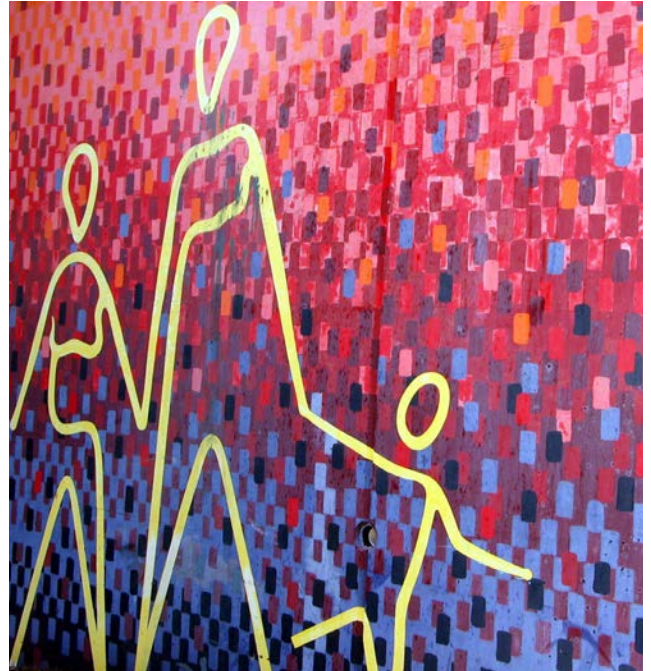
Existing Public Art in Glendale



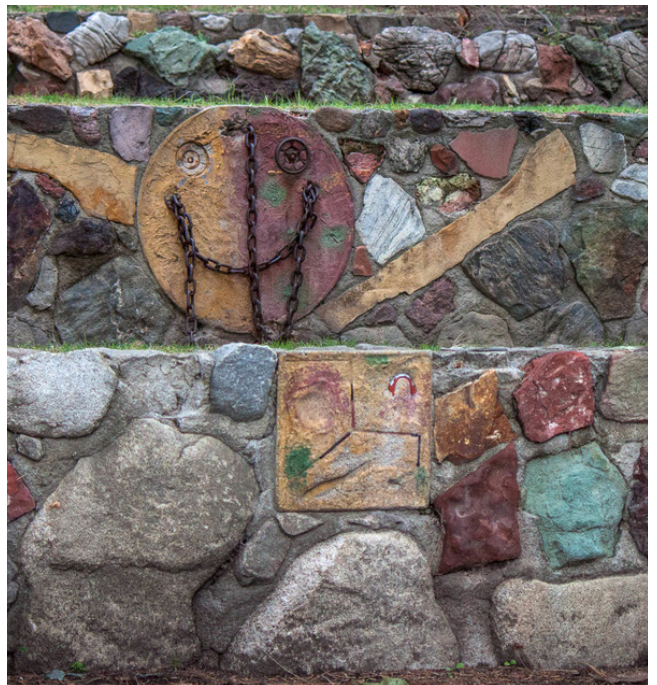
Me Too by Natalie Krol, 1991.



Power and the Passion by J. Michael Wilson, 1993.



Family by Mark Bowerman, 1983.



Walls of Dunsmore Park by Milton Hofert, 1940s.

5.1.6 USE THE URBAN ART FUND TO SUPPORT GLENDALE'S ARTS INFRASTRUCTURE INCLUDING:

Short Term: One Year

5.1.6.1 Expand the locations for the Plaza Series infrastructure:

- Explore opportunities to expand seating/seating location at Brand Park.
- Consider erecting lawn seating and a temporary bandstand in a new location at Brand Park or at Central Park.

Partners: Community Services & Parks Department, Downtown Glendale Association.

Mid Term: Three to Five Years

5.1.6.2 Encourage a partnership between the planned Armenian American Museum and Library Arts & Culture Department to produce outdoor performances at Central Park adjacent to the Downtown Library.

Partner: planned Armenian American Museum.

5.1.6.3 Include an artist on the design team for trolley plans.

- Commission an artist to work with the system designers to designate where and how art can be integrated into the design of the trolleys and along the route.

Partners: Community Development Department, Public Works Department.

Long Term: Six to Ten Years

5.1.6.4 Include an artist on the design team for Space 134 to integrate art into the design of the space and develop platforms for changing art and performance.

- Commission an artist to work with the planners/ designers to identify space for permanent, destination-quality artwork, performing arts spaces and places to display changing artworks.

Partner: Community Development Department.

5.2 Policy Recommendations

5.2.1 ADOPT THE URBAN ART PROGRAM PLAN PLAN, WHICH REFLECTS THE CITY'S VISION AS A SAFE AND PROSPEROUS COMMUNITY, RICH IN CULTURAL OFFERINGS.

- 5.2.1.1 Expand opportunities for Glendalians to engage in the arts by supporting art activities that take place in free, publicly accessible settings.**
- 5.2.1.2 Use Urban Art Fund to celebrate Glendale's diverse arts and cultural heritage through cultural exchange, outdoor festivals and events that bring people together.**
- 5.2.1.3 Include public art policy in all urban design plans, infrastructure, and City programs ranging from Street Smart Glendale to the city's communications, parks and library programs.**
- 5.2.1.3 Include short performances by local artists in all civic events.**



Temporary public art installation at the Downtown Central Library in Glendale.

5.2.2 EXPAND THE STRONG ARTS CULTURE IN GLENDALE BY SUPPORTING LOCAL ARTISTS AND PROMOTING HIGH QUALITY PUBLICLY-ACCESSIBLE ARTS AND CULTURAL ACTIVITIES.

The Urban Art Fund has a specific purpose that defines its use as providing “public art in conjunction with new development.” As a development fee, it is essential that the funds are used to benefit new development. Although it can be argued that all arts and cultural activities benefit new developments, the Urban Art Fund is not an unlimited funding source and mechanisms should be identified to fund arts activities in areas where no new development is occurring.

5.2.2.1 Designate new funding sources for arts and cultural activities in Glendale so that the arts are part of the public and social environment of the city and can be distributed in areas where development is not taking place.

- Investigate funding mechanisms including admissions tax, General Fund, a portion of hotel/motel tax, etc.

5.2.2.2 Create programs that highlight the work of local artists and arts organizations.

- Develop strategies for displaying the work of local artists in City buildings and include performing and literary artists in official City events.
- Develop program for displaying High School Invitational exhibit in a City-owned building.

5.2.2.3 Develop a marketing strategy for Arts and Culture Commission initiatives.

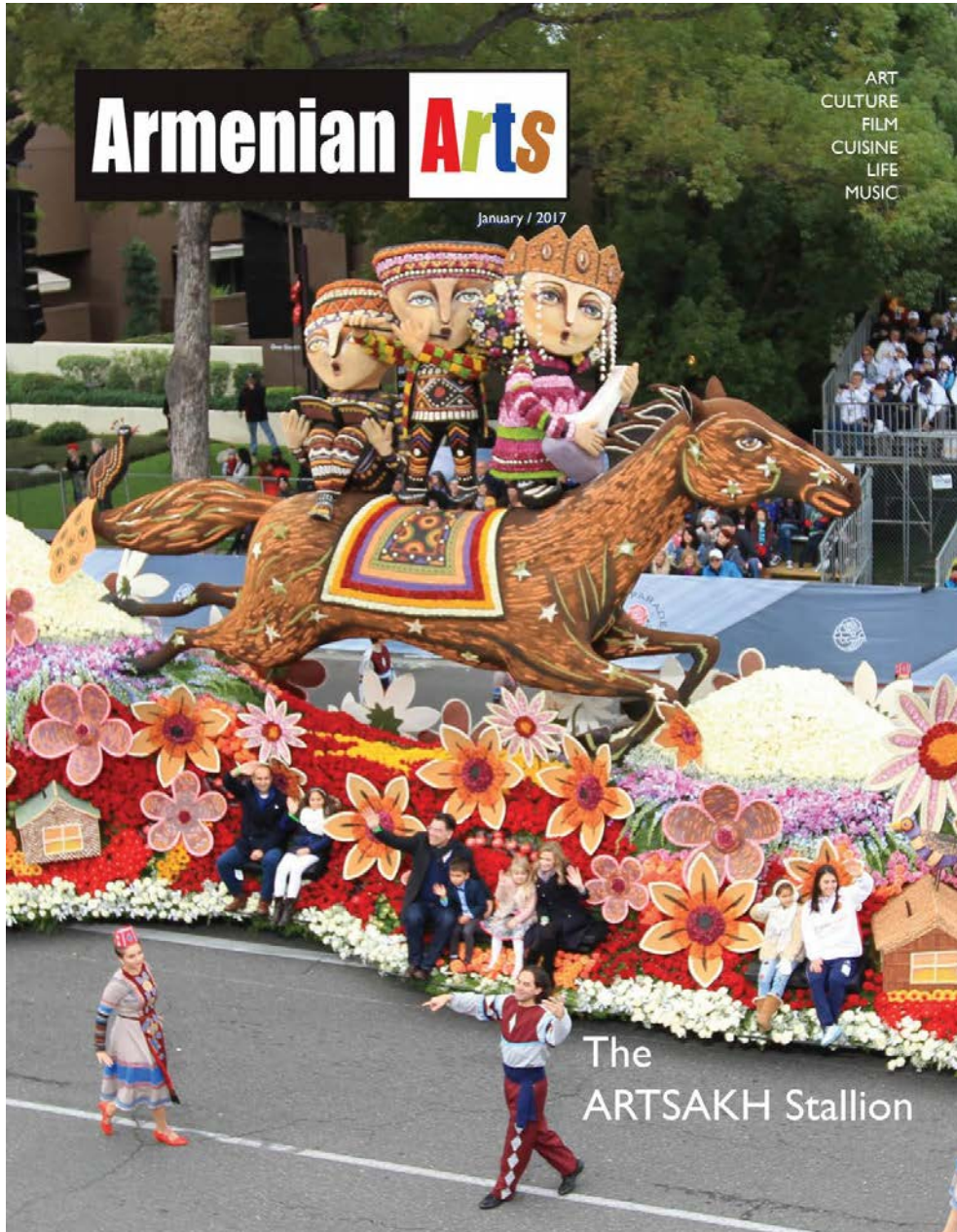
- Issue a Request For Proposals (RFP) to engage an agency to broaden marketing efforts that includes a webpage with a comprehensive calendar with arts and culture events in Glendale and an arts and culture map.

5.2.2.4 Expand and market programs that actively engage the public in arts activities including open studios, outdoor festivals, and monthly art walks.

- Reconfigure the City website to include an arts and culture portal.

5.2.2.5 Support and expand on Glendale’s City galleries.

5.2.2.6 Expand Glendale City TV GTV6’s arts coverage



Armenian Arts Float 2017 at Rose Bowl Parade.

5.3 Administrative Recommendations

5.3.1 STRENGTHEN THE ARTS AND CULTURE COMMISSION'S RELATIONSHIP WITH CITY COUNCIL AS CHAMPIONS OF GLENDALE'S ARTS AND CULTURAL LIFE.

5.3.1.1 Engage City Council in discussions about the Urban Art Program annual work plan as it is developed.

- Create regular opportunities for the Arts and Culture Commission to report to City Council on the progress of the Urban Art Program.
- Formally designate the Arts and Culture Commission as stewards of the Urban Art Program to recommend programs and funding for City Council approval.

5.3.1.2 Revise section 2.62.120 of Glendale's Municipal Code to designate the Commission as the official review body for public art in private development and on public property in consultation with the Design Review Board.

- Assign an Arts and Culture Commission member to attend Design Review Board meetings when on-site public art is being discussed.

5.3.1.3 Reconfigure the Commission's committee structure to include additional committees such as Public Art Review and Program Support.

- Public Art Review consists of ensuring that the City Department or private developer went through a legitimate process to include visual art, outdoor performance space or a cultural facility in their projects.
- Include ex-officio members on Commission committees to insure subject area expertise and representation by educators, youth, artists, and design professionals.
- Recruit ex-officio representatives of Glendale Unified School District, Design Review Board, Glendale Youth Alliance, Glendale Arts and other arts organizations to serve on Arts and Culture Commission committees.
- Assign an Arts and Culture Commissioner to regularly attend Glendale Arts board meetings and invite Glendale Arts to assign a board member to regularly attend Arts and Culture Commission meetings.

5.3.1.4 Adopt streamlined procedures for the review of art on public open space.

- Adopt murals guidelines.
- Adopt policy for removal of art from the City's collection (deaccession).

5.3 Administrative Recommendations

5.3.2 CREATE A CULTURAL AFFAIRS DIVISION OF LIBRARY, ARTS & CULTURE DEPARTMENT AND BEGIN BY HIRING A SENIOR-LEVEL URBAN ART PROGRAM MANAGER.

At present, the arts and cultural activity are supported in various departments to various degrees. In the coming years, Glendale should create a Cultural Affairs Division to support, promote and advocate for publicly accessible visual and performing arts experiences throughout the city. The role of the Urban Art Program Manager will be to:

- Lead the implementation of the Urban Art Program Plan;
- Coordinate with Community Development Department Planning Division staff on facilitating public art in private development;
- Implement and coordinate public art projects integrated into City buildings, infrastructure and public spaces; and
- Facilitate the work of the Arts & Culture Commission.

Chapter 6: Appendices



Bus Home, Dennis Oppenheim, Ventura, 2002.



6.1 Appendix A: Implementation Grid

Introduction

The Urban Art Program Plan provides program, policy and administrative recommendations that help to further develop the vision for the arts in Glendale and ensure effective stewardship of the Urban Art Fund. Once the Program Plan is approved the Implementation Grid offers a menu of options to consider when the Arts and Culture Commission begins development of a Work Plan. All the examples in the Grid represent input received through an extensive public outreach process that included one-on-one interviews with Commissioners, City Council, City Executives and many other stakeholders. The Grid also provides a tool in prioritizing projects and articulating potential time frames should the Commission move forward with any of the components. The Grid is not a finite list and will undoubtedly be expanded as projects are envisioned. Many projects will require logistical, financial, and marketing partnerships with other organizations beyond the budget stated in the Grid. To that end specific organizations are cited. There are many potential partners beyond what is stated in both the Master Plan and the Implementation Grid. In order to fully support the vision of the Master Plan partnerships are key to finding alternative sources of funding beyond the Urban Art Fund.

6.1.1 Programming

Project	Potential Financial and Community Partners	Suggested Budget	Short Term 1-2 yrs	Mid Term 2-5 yrs	Long Term 6-10 yrs
Commission an artist or artist team to create an plan for the Arts & Entertainment District that includes designs for specific streetscape elements for the Maryland Paseo and other connecting spaces, and proposing locations and media for future artworks, including locations for performances, free-standing artworks, projections and other wall treatments.	Community Development Department, Downtown Glendale Association, downtown arts organizations	\$25,000	\$25,000		
Commission artist-designed lightwork fountain at MoNA	Museum of Neon Art, Community Development Department	\$30,000	\$30,000		
Commission original, artist-designed seasonal displays for downtown Glendale.	Downtown Glendale Association, Community Development Department	\$100,000	\$100,000		
Commission Gateway Public Art Projects at Brand Blvd of Cars, and the triangle at the East Gateway @ Hwy 2	Local businesses	\$400,000 per gateway	\$100,000		
Commission professional artist to work with young people to create temporary murals on graffiti-prone walls.	City Graffiti Removal Program, Cal Trans, Public Works Department	\$30,000 annually	\$30,000		
Support arts programming in City of Glendale exhibition spaces.	Brand Associates, Glendale Library Foundation	\$50,000	\$50,000		
Launch a biennial changing sculpture on the planted median on Glenoaks Boulevard between Alameda and Pacific.	Local businesses	\$80,000			
Launch an application-based neighborhood arts program.	Neighborhood Councils, local businesses	\$100,000 annually			
Commission Art for Fremont Park	Community Services & Parks Department	\$80,000			
Commission Streetscape Art along Glendale BeeLine route	Glendale BeeLine	\$50,000			
Commission Artist-in-Residence in City Transportation Division to integrate art into Street Smart Glendale campaigns	Public Works Department	\$50,000			
Redesign Beyond The Box to artwork to commission serial, five suites of neighborhood-specific vinyl utility box wraps in two-dimensional images including painting, graphic design and photography.	Neighborhood Councils, Community Groups, Historic Preservationists	\$ 60,000 annually			
Include an artist on the design team for trolley plans.	Trolley Company, Public Works Department	\$50,000			
Initiate an annual arts festival distinctive to Glendale.	Community Service & Parks, Private Donors	\$250,000 annually			

6.1.2 Policy

Project	Potential Partners	Budget	Short Term 1-2 yrs	Mid Term 2-5 yrs	Long Term 6-10 yrs
Adopt New Public Art policies including public art review procedures, murals ordinance, review of artwork on public property, deaccession of art.	City Council and City Attorney	N/A			
Revise Section 30.37 to make Percent for Art on Private Development the same for on-site or Urban Art Fund contributions, and to set aside 25% of contribution for on-site art to the Urban Art Fund	City Council and City Attorney	N/A			
Revise Section 20.26 to explain the Arts and Culture Commission's role in reviewing public art on private development.	City Council and City Attorney	N/A			

6.1.3 Infrastructure

Project	Potential Financial and Community Partners	Suggested Budget	Short Term 1-2 yrs	Mid Term 2-5 yrs	Long Term 6-10 yrs
Install infrastructure for performances and projection art in Arts & Entertainment District.	Community Development Department, Armenian American Museum, Downtown Glendale	\$100,000			
Expand the locations for the Plaza Series infrastructure.	Community Services & Parks Department	\$100,000			
Support the inclusion of artworks and outdoor performance space at the planned Armenian American Museum.	Community Development Department, Armenian American Museum, Downtown Glendale Association	\$100,000			
Include an artist on the design team for Space 134 to integrate art into the design of the space and develop platforms for changing art and performance.	Community Development Department	\$50,000			

6.1.4 Administrative

Project	Potential Partners	Suggested Budget	Short Term 1-2 yrs	Mid Term 2-5 yrs	Long Term 6-10 yrs
Create a Cultural Affairs Division of the Library, Arts & Culture Department. Hire a full-time Supervisor to coordinate the implementation of the Urban Art Program to manage the Urban Art Program.	Arts and Culture Commission, City Council	\$200,000 annually			
Build a roster of Glendale's visual and performing artists that links people to their work and their interest.	Glendale Arts, Community organizations	N/A			
Build a roster of art consultants who can work with the City and Developers to create visual art in public places, produce cultural events, and perform in public.	Southern California Public Art Administrators Network	N/A			
Commission a developer's workbook and developer training to assist property developers in the commissioning of on-site public art.	Southern California Public Art Administrators Network	\$30,000			
Consolidate all Urban Art Program grants whether for temporary visual art or performing arts into a matching grant program that distributes visual art and performing programs citywide. Consider re-granting to producing or curatorial groups that can commission and present the work.	Arts and Culture Commission, City Council	N/A			
Develop and maintain a detailed arts calendar for Glendale	Glendale Arts, Downtown Glendale Association, Community organizations	\$20,000			
Request General Fund allocation to hire a conservator and art appraiser to inspect, document and conduct a condition assessment of all public art on City property and buildings;	Finance Department, City Council	\$30,000			
Document and conduct a condition assessment of all public art in private development;	Planning Division, Community Development Department	\$15,000			
Request annual General Fund allocation to support the maintenance of art on public property.	Community Services & Parks Department, Finance Department, City Council	\$25,000 annually			

6.2 Appendix B: Outreach

Introduction

Appendix B includes a detailed report on community outreach efforts conducted by Community Arts Resources (CARS) and Barbara Goldstein during the development of the Glendale Urban Art Program Plan. In addition to *Chapter 2: How the Plan was Created*, this section provides more information and photo documentation on the meetings, workshops, focus groups, printed distribution and online engagement strategies implemented by the consultant team. Also included in Appendix B are a series of the most popular mapped comments by geographic region, collected from the project webpage - *myglendalepublicart.org*.

Findings collected from the outreach campaign were summarized and analyzed, and directly influenced *Chapter 4: Findings and Emerging Themes* and *Chapter 5: Recommendations* of this plan.

6.2.1 Advisory Committee Meetings

An Advisory Committee was selected to act as key community leaders in the arts field, a majority of whom are current or past residents of Glendale. The goal was to advise the consultant team on direction and prioritization of the Urban Art Program Plan. Four meetings were held to evaluate the progress of the plan. In addition, the Advisory Committee members were relied upon to initiate interesting conversations and ideas on the project website [myglendalepublicart.org].



NAME, OTHER AFFILIATIONS

Marshall Ayers, ACE 121

Alek Bartrosouf, Walk Bike Glendale

Danielle Brazell, LA Dept. of Cultural Affairs

Debra Burchett-Lere, Sam Francis Foundation

Michelle Coulter, ACE 121 & Meta Housing

Surabhi Dalela

Mark Flaisher, Kinetic Lighting

Elissa Glickman, Glendale Arts

Silva Golnazarians

Razmik Grigorian, Former Arts & Culture Com.

Grey James, ACE 121 Artist

Farzad Kohan, Artist

Alan Loomis, Former Com. Dev. Dept. Staff

Alexander Najarian

Nora Sarkissian

Larisa Safaryan, Artist

Valerie Schultz, ACE 121 Artist

Richard Tashjian

Annette Vartanian, Former Program Supervisor

Arlene Vidor, Arts and Culture Com. & Brand Assoc.

Gloria Williams Sander, Norton Simon Museum

David Yamamoto, Glendale Community College

Meldia Yesayan, Machine Project

Sevana Zadorian

Joan Zierhut, Glendale Unif. School Distr. & Artist

Caroline Tufenkian, Tufenkian Fine Art Gallery

6.2.2 Pop-Up Public Art Station at CicLAvia

CicLAvia: Glendale Meets Atwater

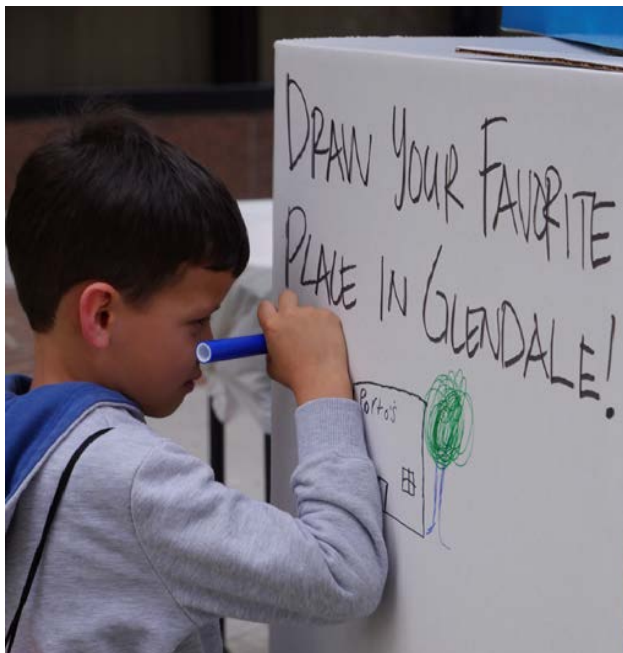
Sunday, June 11th, 2017, 9:00 AM - 4:00 PM

Community Arts Resources (CARS) kicked off public outreach for the Glendale Public Art Master Plan at the nation's largest open streets events, CicLAvia, with the event's inaugural visit to the City of Glendale. With a booth located at the Brand Hub (at Brand Boulevard and Milford in Glendale), CARS engaged over 250 people at our Glendale Public Art Master Plan Pop-Up Public Art Station. From first-time visitors to the city, residents and workers, CARS collected feedback from participants about what kind of public art they would like to see throughout the city using engagement boards boasting world-renowned examples from other cities. In addition to surveying, the station also included a temporary public art installation for participants to visually express their public art desires for Glendale through a multidimensional, interactive communal piece.

Questions asked at the Pop-Up Public Art Station:

- What is public art?
- What kind of public art would you like to see in Glendale?
- What is your favorite place in Glendale?
- Where in Glendale would you like to see more public art?

250+
Total number people engaged



*A Public Art Station participant draws his favorite place in Glendale. (left)
Public Art Station participants pose next to an "Am I Public Art?" sign. (right)*



Pop-Up Public Art Station participants fill out a survey about public art in Glendale. (top)
 A Public Art Station participant draws on the temporary public art installation. (bottom)

6.2.3 Artist Focus Group Meeting

Artist Focus Group Meeting

Wednesday, August 16th, 2017, 6:00 - 7:30 PM

Brand Library Recital Hall

Community Arts Resources (CARs) and Barbara Goldstein hosted an intimate conversation with a group of local Glendale artists about their thoughts on public art in the city. The consultant team shared early findings and emerging themes found thus far in the outreach process, and solicited feedback and suggestions from the artist group about the direction of the plan. Participants included representatives from the Roslin Art Gallery, Tufenkian Fine Arts, Keith & Co., and other local artists who live in the city.



Local artists discuss the Glendale Urban Art Program Plan.

6.2.4 Public Art Master Plan Workshop

100

*Total attendees engaged at
the Workshop*

11k+

*Unique views of the
Facebook Event Page*

Public Art Master Plan Workshop

Wednesday, October 18th, 2017, 6:00 - 8:00 PM

At the Glendale Adult Recreation Center

In collaboration with Library, Arts & Culture, the Glendale Arts and Culture Commission, Community Arts Resources (CARS) and Barbara Goldstein hosted a fun, interactive event for Glendalians to learn how public art can improve the quality of life throughout the city. The workshop began with an open house for Glendale arts organization and a light dinner, followed by an introductory presentation on public art and four break-out sessions resulting in meaningful and excited conversations between 100 participants.

Arts Organization Open House:

ACE 121

Brand Associates

Glendale Arts

Glendale Historical Society

Library, Arts & Culture

Museum of Neon Art

Roslin Art Gallery

Abril Books

Also Invited:

Antaeus Theatre Company

Tufenkian Fine Arts



Pop-Up Public Art Station arts organization open house.



Break-out Session Topics:

- The Future of Temporary Public Art in Glendale
- Exploring the Downtown Arts & Entertainment Corridor
- Welcome to Glendale, Enhancing Glendale's Gateways
- What could a Glendale Arts Festival look like?



*Attendees are welcomed at the Public Art Workshop in October 2017. (top)
Break-out session on festivals at the Public Art Workshop. (bottom)*

6.2.5 Community Presentation

80

Total Attendees at the Presentation

85

People pre-registered online

11k+

Unique views of the Facebook Event Page

Community Presentation

Thursday, February 1st, 2018, 7:00 - 9:00 PM
Downtown Central Library Auditorium

After culling insight and recommendations from the City and public, the Community Presentation was hosted to invite the community to comment on the outline of the Glendale Public Art Master Plan. The evening opened with welcoming remarks from the Chair of the Glendale Arts and Culture Commission over light refreshments, and continued with a presentation from Barbara Goldstein about common themes and recommendations for the City of Glendale to develop a successful public art program. The audience included executive representatives from local Glendale organizations, artists and other new followers of the Plan.



Attendees listen and discuss comments about public art at the final presentation in February 2018.

6.2.6 Outreach at Special Events

Community Arts Resources (CARS) attended and distributed information at dozens of Glendale events and organization meetings, including:

- Presented to the City of Glendale Staff Media Relations meeting on June 6 (15 people)
- Meeting hosted by Economic Development on July 19 (50 people)
- Adams Hill Mini Park Dedication on August 19 (30 people)
- Brand Park Plaza Series August 25 (100 people)
- Glendale Homeowners Council Quarterly Meeting on September 11 (25 people)
- Glendale Historical Society Lecture on September 13 (100 people)
- Brand Library's Paper PreView on September 15 (100 flyers)
- Open Arts Music Festival on September 16 (100 postcards)
- Glendale Tech Week on October 11 (50 people)
- Glendale Central Park Community Meeting on January 18 (100 flyers)
- Announced at all Library, Arts & Culture Events

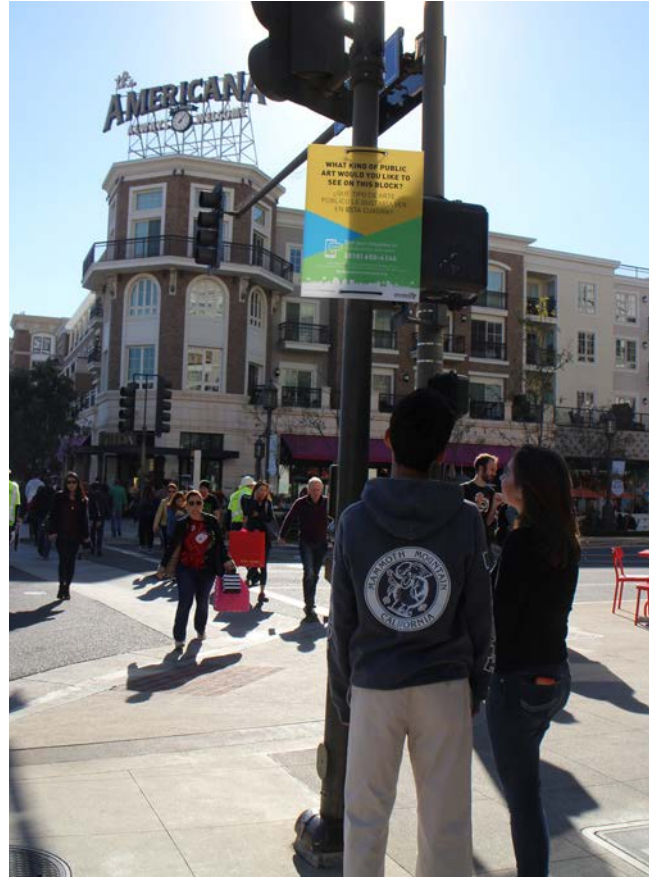


Tabling at Glendale Tech Week Oktoberfest event.

6.2.7 Printed Collateral



Pop-Up Station participant with "I Am Public Art" sticker.



Passersby looking at text message signage by the Americana.



Campaign banner at Glendale Community College bridge.

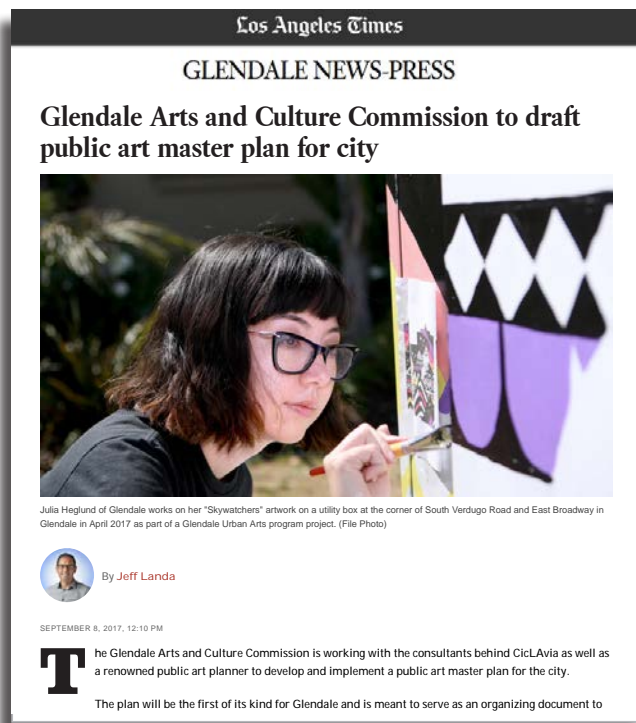


"Make Art Public" postcard and buckslips at Casa Verdugo Library.

6.2.8 Print & Digital Media Coverage

The following is a summary of media features of the Glendale Public Art Master Plan, contributing to a reach of over one million people:

DATE	TITLE	OUTLET	LINK
9/8/17	"Glendale Arts and Culture Commission to draft public art master plan for city"	Los Angeles Times / Glendale News-Press	http://www.latimes.com/socal/glendale-news-press/news/tn-gnp-art-master-plan-20170907-story.html
10/5/17	Barbara Goldstein Video Interview	GTV6 Promo Video	https://youtu.be/qerHeAXG5Z0
12/22/17	Live Aired Interview	HorizonArmenianTV	https://youtu.be/28BoGd_0fqU
1/26/18	"Arts Commission and consultants to present Glendale public art master plan"	Los Angeles Times / Glendale News-Press	http://www.latimes.com/socal/glendale-news-press/news/tn-gnp-me-art-master-plan-20180126-story.html
2/1/18	"Glendale Public Art Master Plan Process Nears Completion"	Crescenta Valley Weekly	http://www.crescentvalleyweekly.com/news/02/01/2018/glendale-public-art-master-plan-process-nears-completion/
2/15/18	"This Site Lets You Have A Voice In Urban Planning Without Attending Inconvenient Meetings"	Fast Company	https://www.fastcompany.com/40531300/this-site-lets-you-have-a-voice-in-urban-planning-without-attending-inconvenient-meetings



Los Angeles Times / Glendale News-Press article on the Plan.



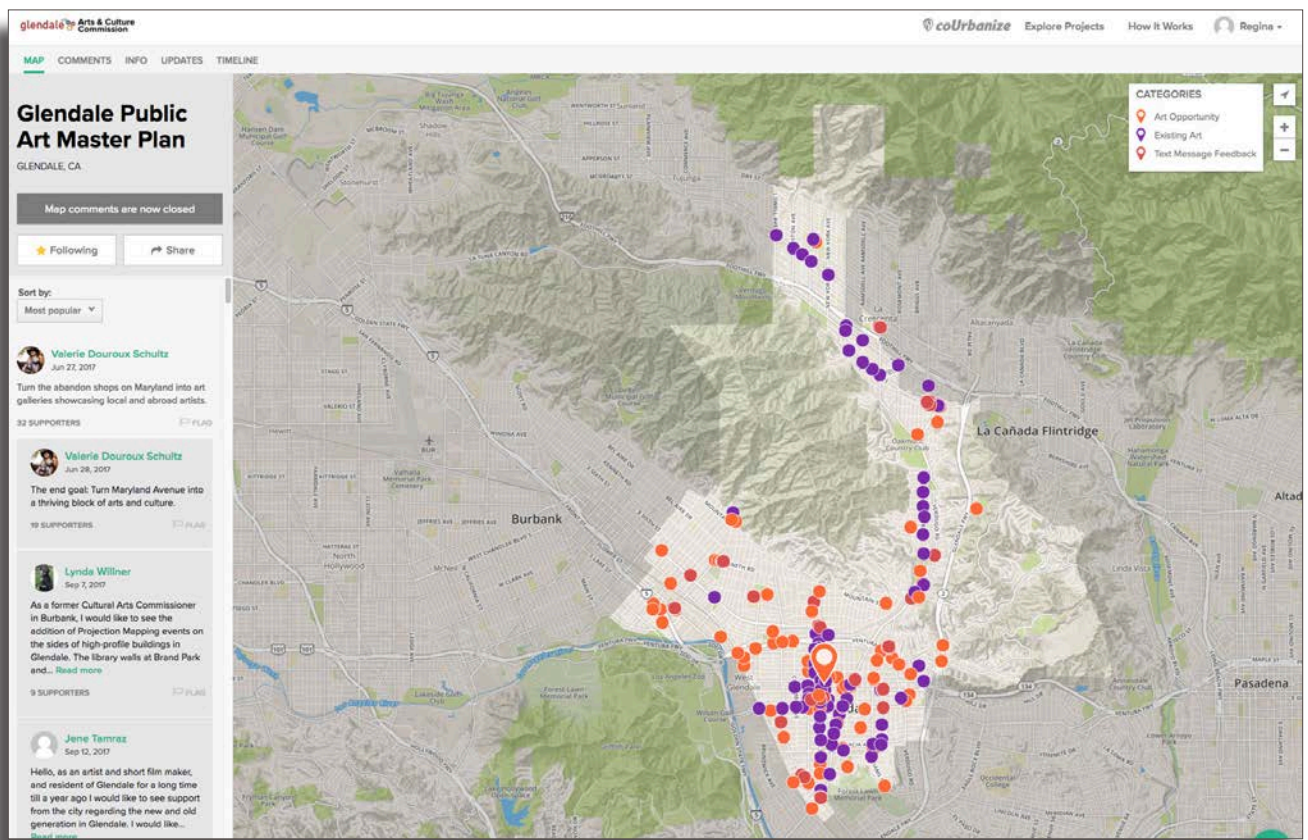
Barbara Goldstein's interview with GTV6. (top)
 Barbara Goldstein's interview with HorizonArmenianTV. (bottom)

6.2.9 Website Summary

myglendalepublicart.org

An integral component of the success of the campaign was the inclusion of subconsultant MIT-based start-up, **coUrbanize**, an online community engagement platform that allowed the public to get involved in the discussion through an interactive map. Users were able to leave feedback, see what other community members had to say about public art in Glendale and stay updated on the progress of the Urban Art Program Plan. The online platform allowed for the project to reach a broader population, efficiently educate the public and gather representative input through a scalable, controlled outreach process, supplemental to the traditional approach of meetings listed in previous pages.

The interactive website included a project timeline, downloadable handouts pertaining to the development of the plan, a fast and easy two-way communication stream amongst users and the consultant team, and general information about the campaign. Users were able to digitally map existing art locations and physical opportunities for art, and respond to questions that allowed the consultant team to identify and prioritize recommendations included in this Urban Art Program Plan.



coUrbanize website - myglendalepublicart.org

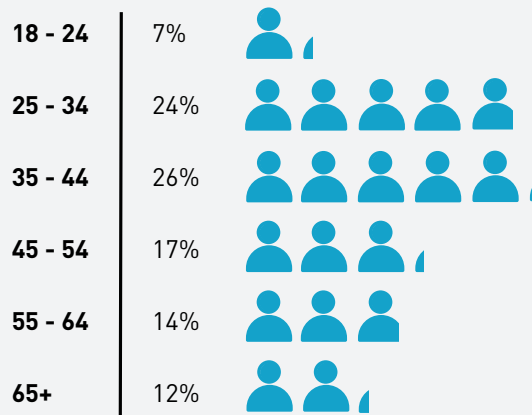
6.2.9.1 Website Summary: Demographics



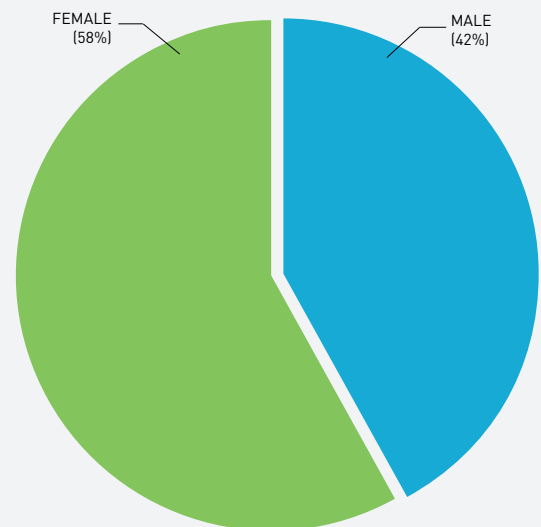
Demographic information collected provides insight on website users who contributed to the website—people who are invested in and have contributed to the progress of the Glendale Urban Art Program Plan.

With a total of 2,135 unique visitors (number of people who have visited the website at least once), about 50% were aged between 25-44 years old, with a little over half identifying as female.

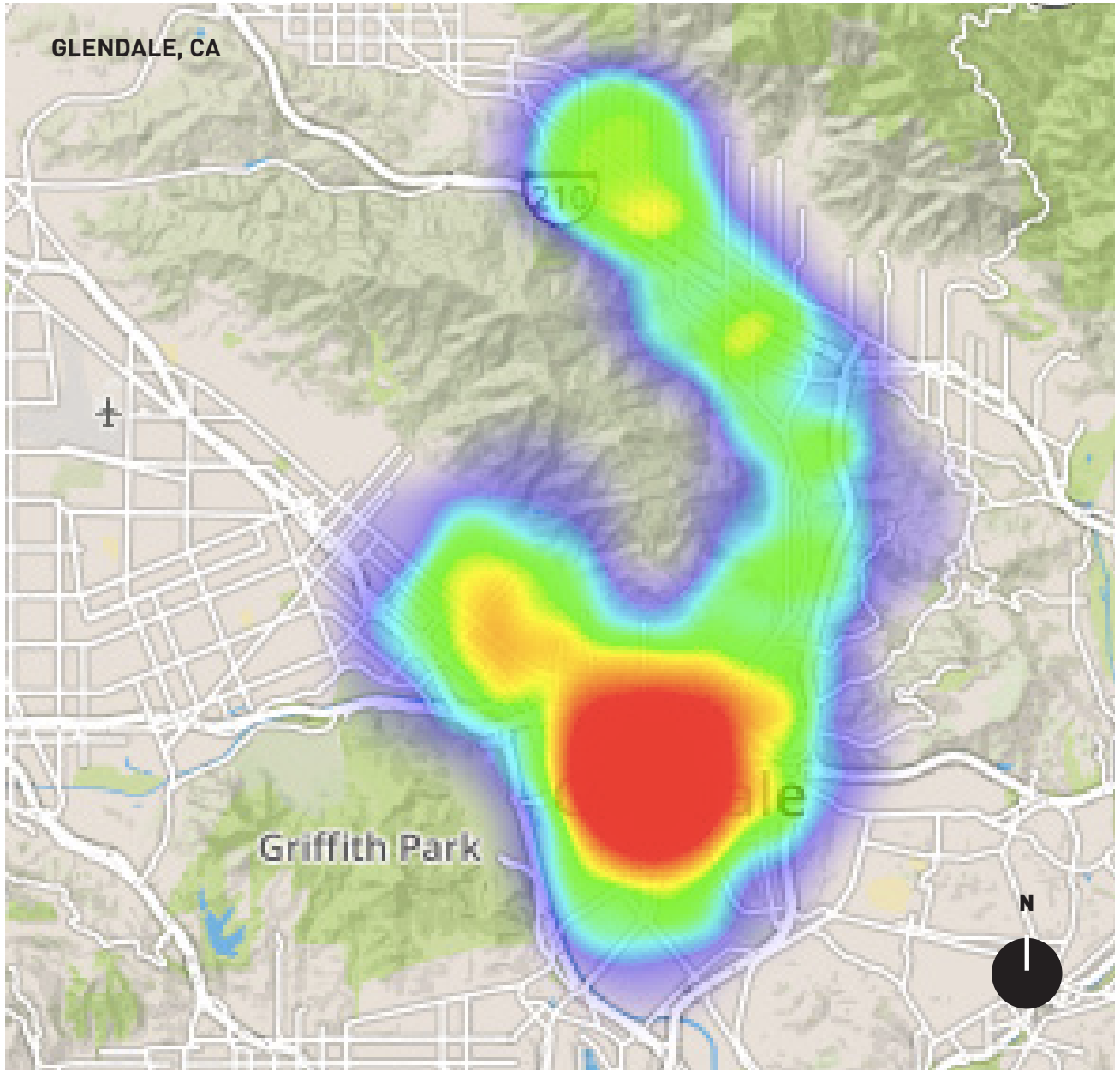
AGE



GENDER

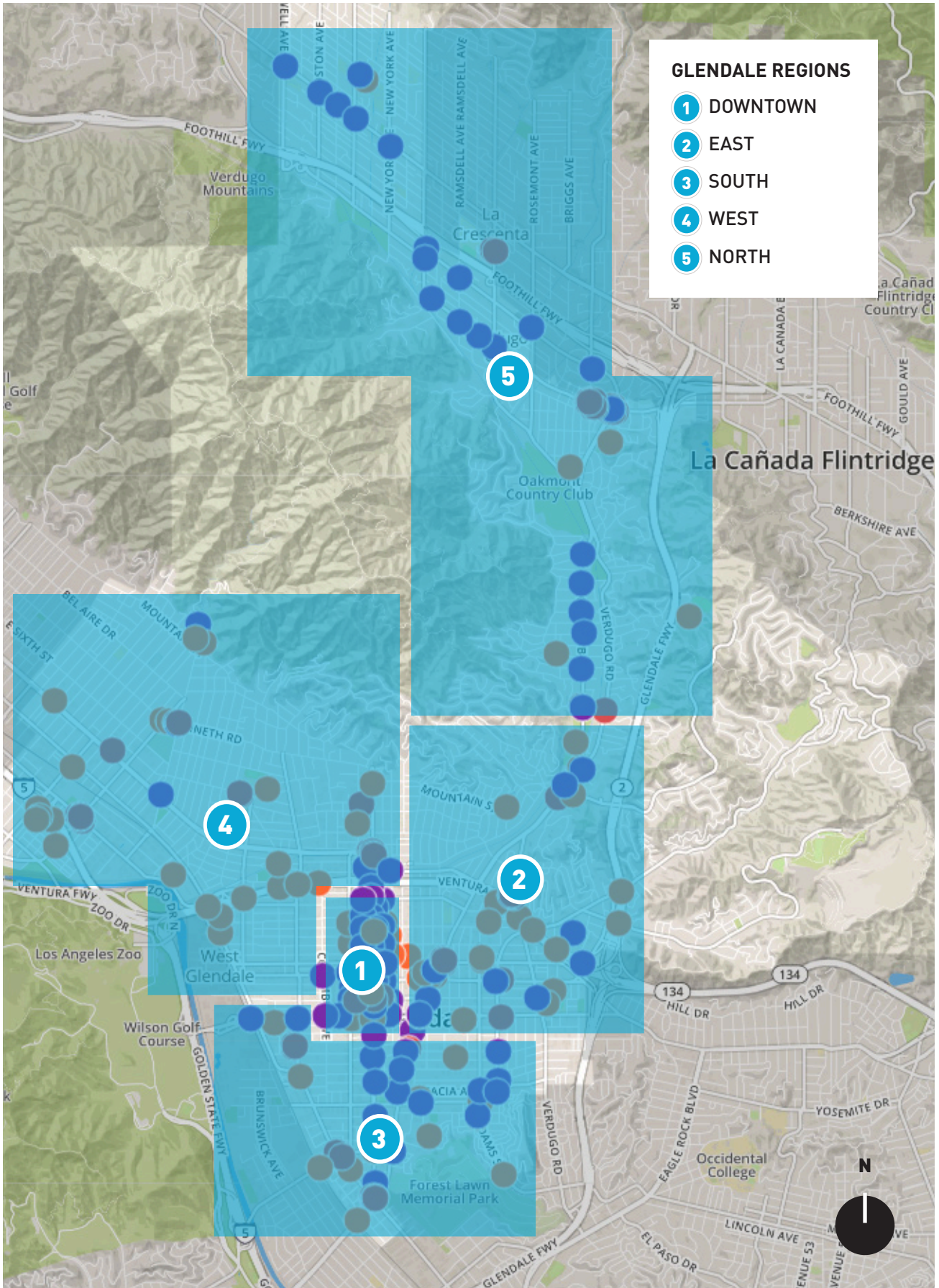


6.2.9.2 Website Summary: Comments

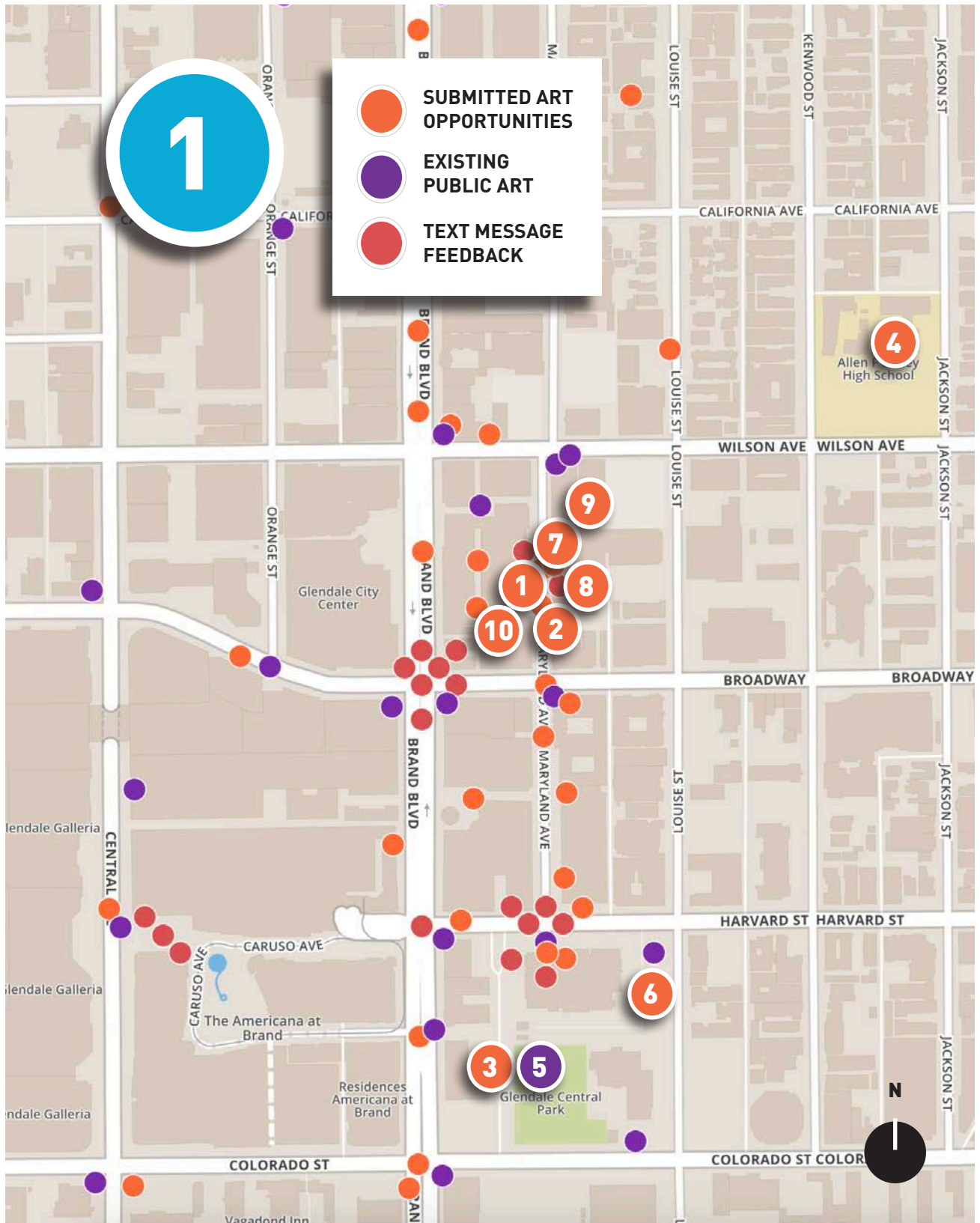


Of the **479 comments** collected on the website, a majority of suggestions and the most popular suggestions locating public art opportunities were concentrated in the Downtown Glendale area. More specifically, a majority of the most popular comments were located along the City of Glendale’s newly designated *Downtown Arts & Entertainment District* (along Maryland Avenue, between Wilson Avenue and Harvard Street). Based on this unanticipated connection to the Economic Development Department’s redevelopment of the corridor, revitalization with the use of public art is highly suggested. More information on this key recommendation can be found in Program Recommendation 5.1.1.1.

Glendale, CA



Downtown Glendale



Downtown Glendale: Most Popular Comments

1

32 SUPPORTERS

“Turn the abandon[ed] shops on Maryland into art galleries showcasing local and abroad artists.”

2

19 SUPPORTERS

“The end goal: Turn Maryland Avenue into a thriving block of arts and culture.”

3

17 SUPPORTERS

“Maryland Ave would be an ideal location to create an exciting arts focused city block. An anchor art installation could be the backdrop for live performances, art walks and interactive events.”

4

15 SUPPORTERS

“As a muralist and mosaicist I think more murals and mosaics that represent the community would help to beautify the areas, foster a sense of pride and serve as landmarks we can be proud of.”

5

14 SUPPORTERS



“iWitness: Armenian Genocide 1915”
Ara Oshagan & Team, 2017

6

12 SUPPORTERS

“The new park space in front of the Central Library is a great location for public sculpture.”

7

12 SUPPORTERS

“Glendale needs a happening location for the arts, the artists and the creative souls! Maryland is the perfect spot for that vibe. It’s usually dead, but I believe we can bring artists, performers, musicians and bring this place alive and jamming by utilizing the street and all the vacant stores. It should become the late night hangout, social spot. There is a coffee shop already in place, all you need to do is involve the community artists and you’ll have a booming creative location.”

8



11 SUPPORTERS

“Hello, as an artist and short film maker, and resident of Glendale for a long time till a year ago, I would like to see support from the city regarding the new and old generation in Glendale. I would like to see outdoor exhibition from all artists in Glendale, and sister cities like, Pasadena and Burbank and proceed[s] will help the suffering artist to be known and also make some money. For sure the percentage of the sales has to go to helping needy people in all three cities that are suffering from lack of budget. Also, I would like a free art walk every second or third Wednesday or any other good day of the month, that all crowds of these three cities, can get familiar with their cities’ artist[s]. A unique artistic atmosphere in Brand Blvd, or any possible location in Glendale.”

9



10 SUPPORTERS

“The twice failed multiplex on Maryland and Wilson (most recently Five-Star Cinema) could be re-purposed into the proposed Armenian Museum. If the Museum included a video/exhibition space it would add to the Arts District concept of this [Downtown] strip. It would anchor and bring much needed life to the Maryland Paseo. It would act as connective tissue to Brand Blvd, art entities and to ACE/121 on the other side of it. It would greatly utilize an otherwise difficult to fill space. It would save a park (the other location idea).”

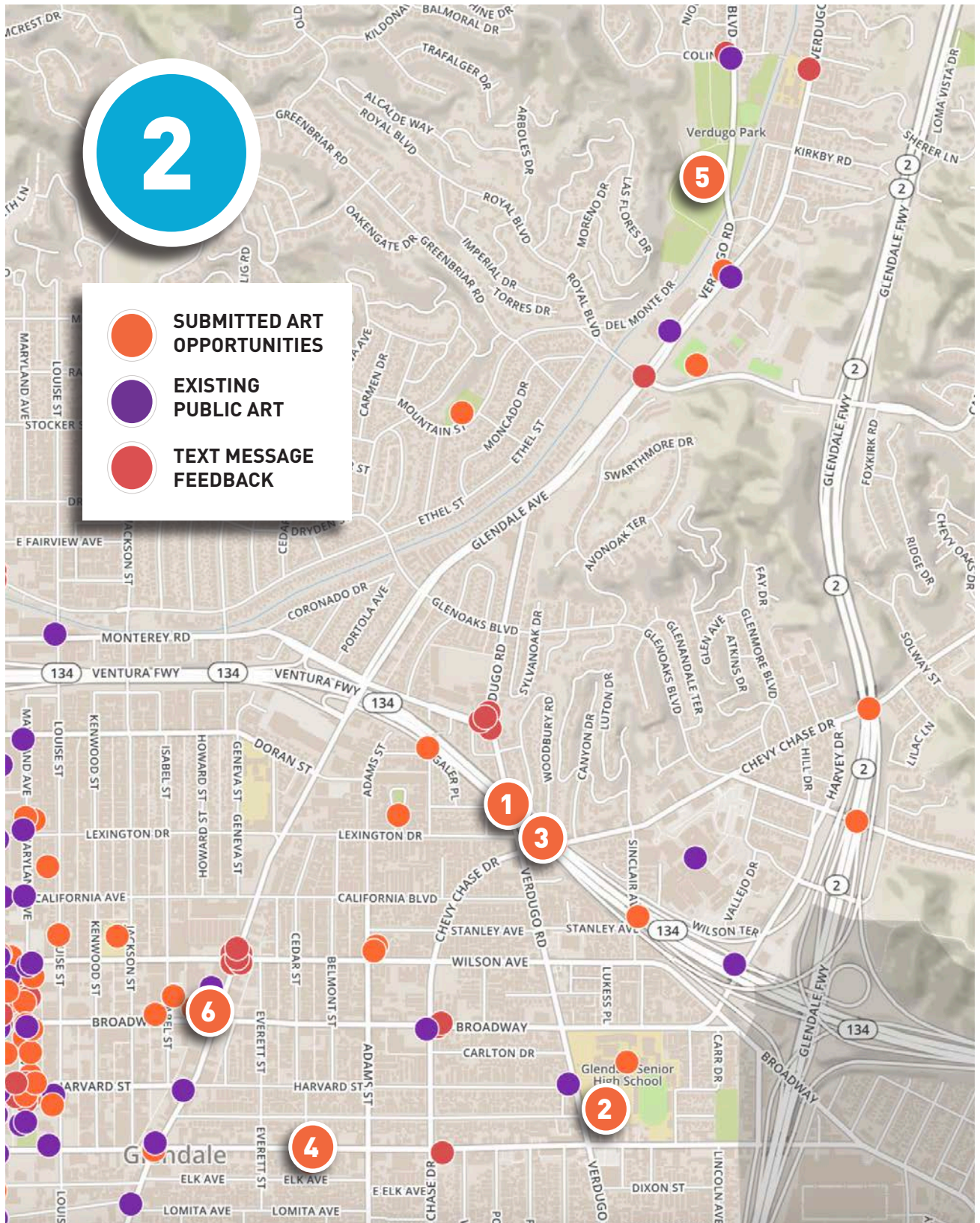
10



9 SUPPORTERS

“As a former Cultural Arts Commissioner in Burbank, I would like to see the addition of Projection Mapping events on the sides of high-profile buildings in Glendale. The library walls at Brand Park and at Glendale College would be ideal.”

East Glendale



East Glendale: Most Popular Comments

1

 10 SUPPORTERS

“This is an underpass between Wilson Middle School and Glendale High School. Hundreds of children walk under this under pass every day. Many, many cars drive through the underpass. Let’s have beautiful murals painted on these large gray walls to provide the kids with hope, beauty and inspiration.”

2

 7 SUPPORTERS

“I’d like to see Glendale High (and ALL the schools in Glendale) make their structures the venues for art, utilizing the talents of their gifted students.”

3

 5 SUPPORTERS

“Let’s make Glendale a city of murals! Every underpass should have a mural! We have talented artists who live in this city three high schools and three middle schools that have fantastic art departments!”

4

 5 SUPPORTERS

“Continued implementation of the Beyond the Box Program.”

5

 5 SUPPORTERS

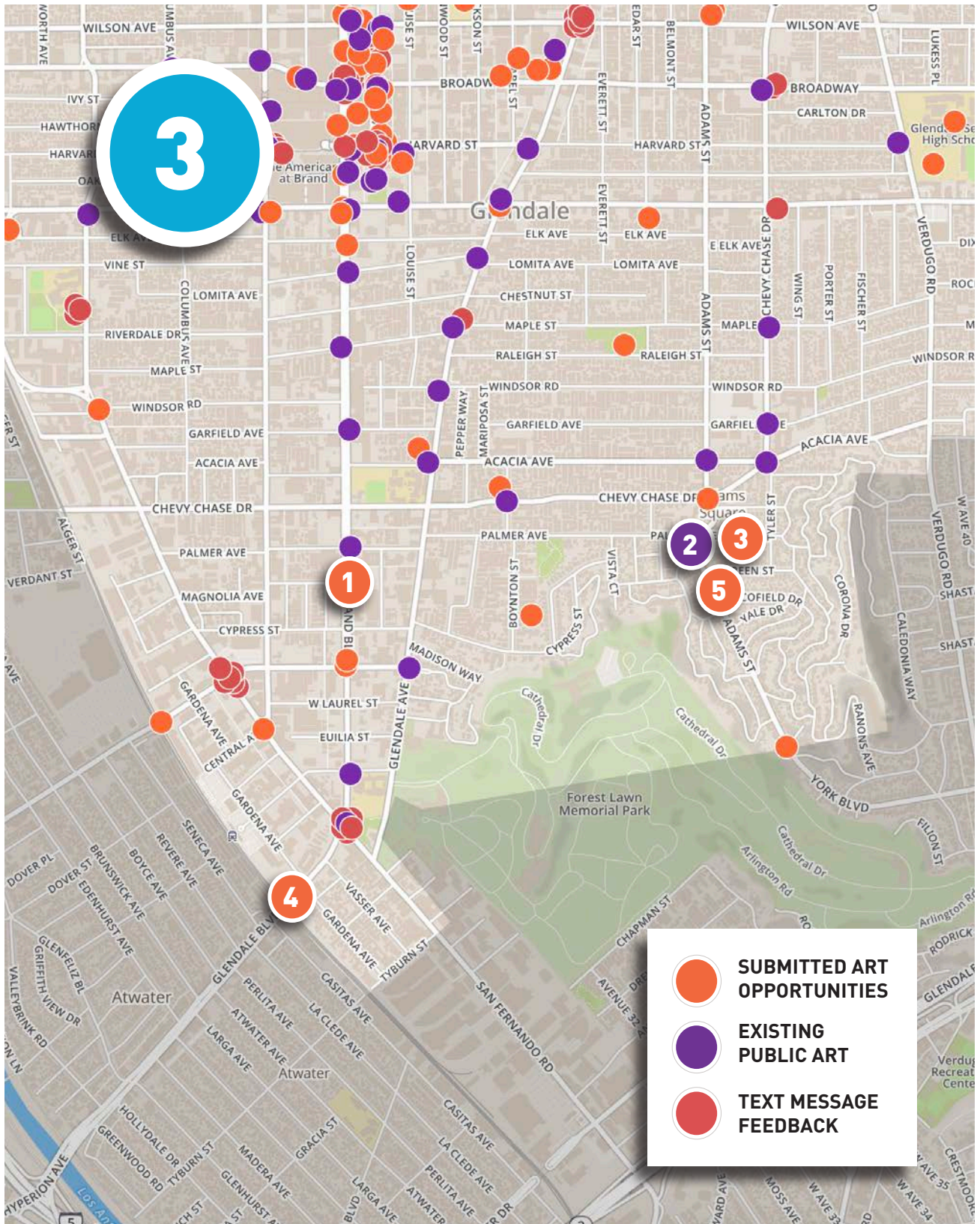
“Each of Glendale’s parks should be the site of interesting, large scale sculpture that challenges expectations of historical or narrative art and relates to the natural environment.”

6

 3 SUPPORTERS

“The ground floor space under the Municipal Building is highly underutilized at a prime location at the intersection of Broadway / Glendale. The space could liven up with the addition of colorful chairs, tables, and canopies. I think the outdoor courtyard space at LACMA, with red chairs and tables is an example of what could it be like.”

South Glendale



South Glendale: Most Popular Comments

1

16 SUPPORTERS

“The City and MONA should collaborate with the Car Dealers to get vintage neon signs of the dealerships installed along S Brand Blvd - if not in the median, than perhaps in the lobbies of the individual dealerships.”

3

12 SUPPORTERS

“The Adams [Square] Gas Station is a historic resource and arts venue for public display. Our historic resources should be utilized more systematically as arts venues.”

2

16 SUPPORTERS



Adams Square Gas Station
Restored by Rios Clementi Hale Studios, 2006

4

11 SUPPORTERS

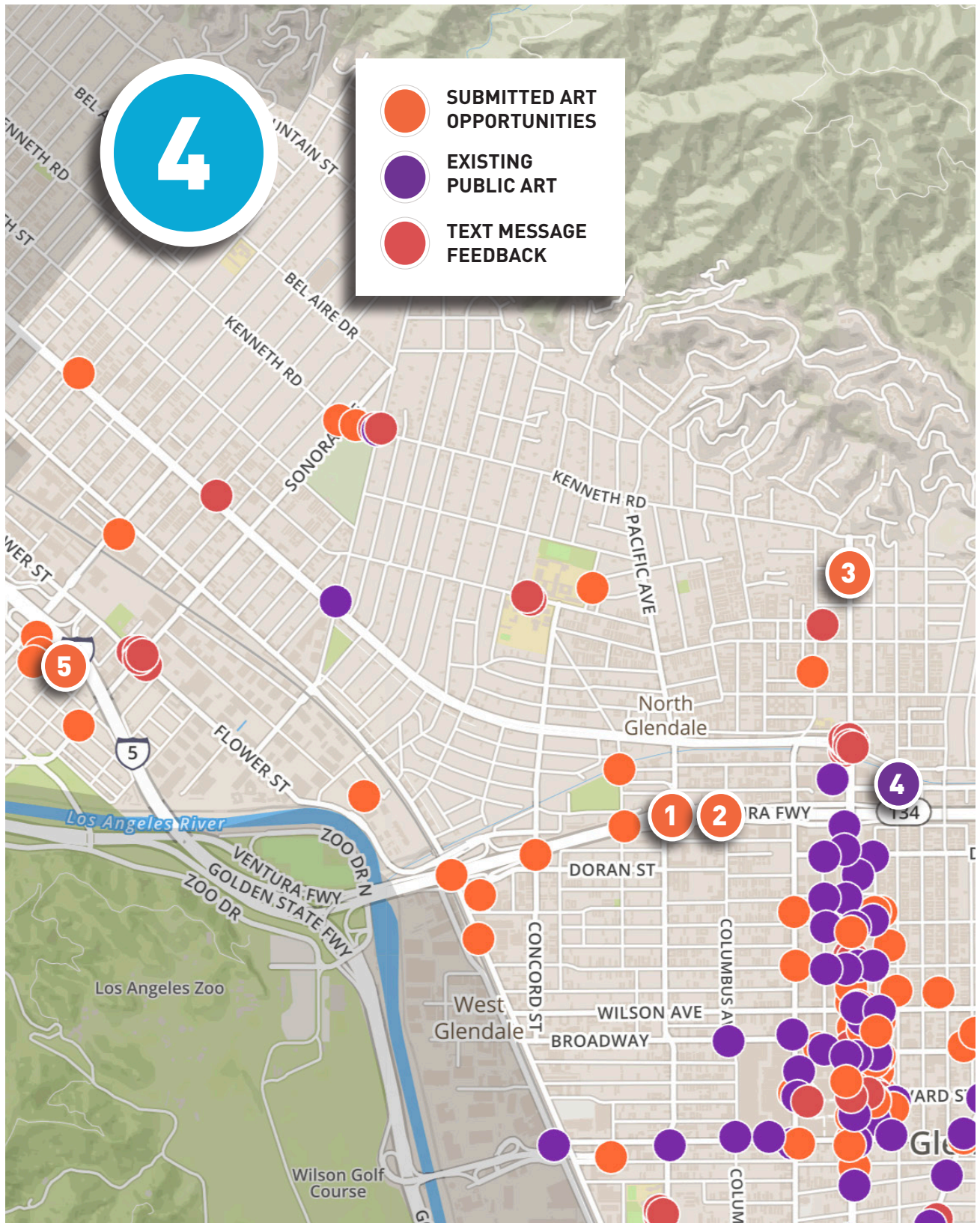
“The railroad overpass and sloped embankments at Los Feliz and Brand represent great opportunities for “gateway” art, utilizing lighting, murals and landscape architecture. This opportunity has been called out multiple times during planning efforts in the area.”

5

10 SUPPORTERS

“Thanks to Arlene Vidor and the Adams Hill Neighborhood Association, this historic site was saved from the wrecking ball and commercialization . If the City of Glendale will up the ante for more installation art here, Adams Hill and South Glendale will have a leg up on being a destination for art for all of California.”

West Glendale



West Glendale: Most Popular Comments

1

15 SUPPORTERS

“The Space134 proposal suggests beautifying existing freeway overpasses with public art by replacing the existing chain-link fence with something more attractive - perhaps designed by artists, such as this Cliff Garten project in Baldwin Hills: <http://www.cliffgartenstudio.com/projects/baldwin-hills-gtwy.html>”

2

10 SUPPORTERS

“Bring in dramatic landscaping for the freeway passing through Glendale. There are great landscape designers who could offer living art here.”

3

10 SUPPORTERS

“Underground here, I understand, is an old bathroom from when this was a red car end-stop. First, I just want to get in there and see it as-is, please, but it [would] be a very cool venue to re-purpose. Even just public art ON the island.”

2

10 SUPPORTERS



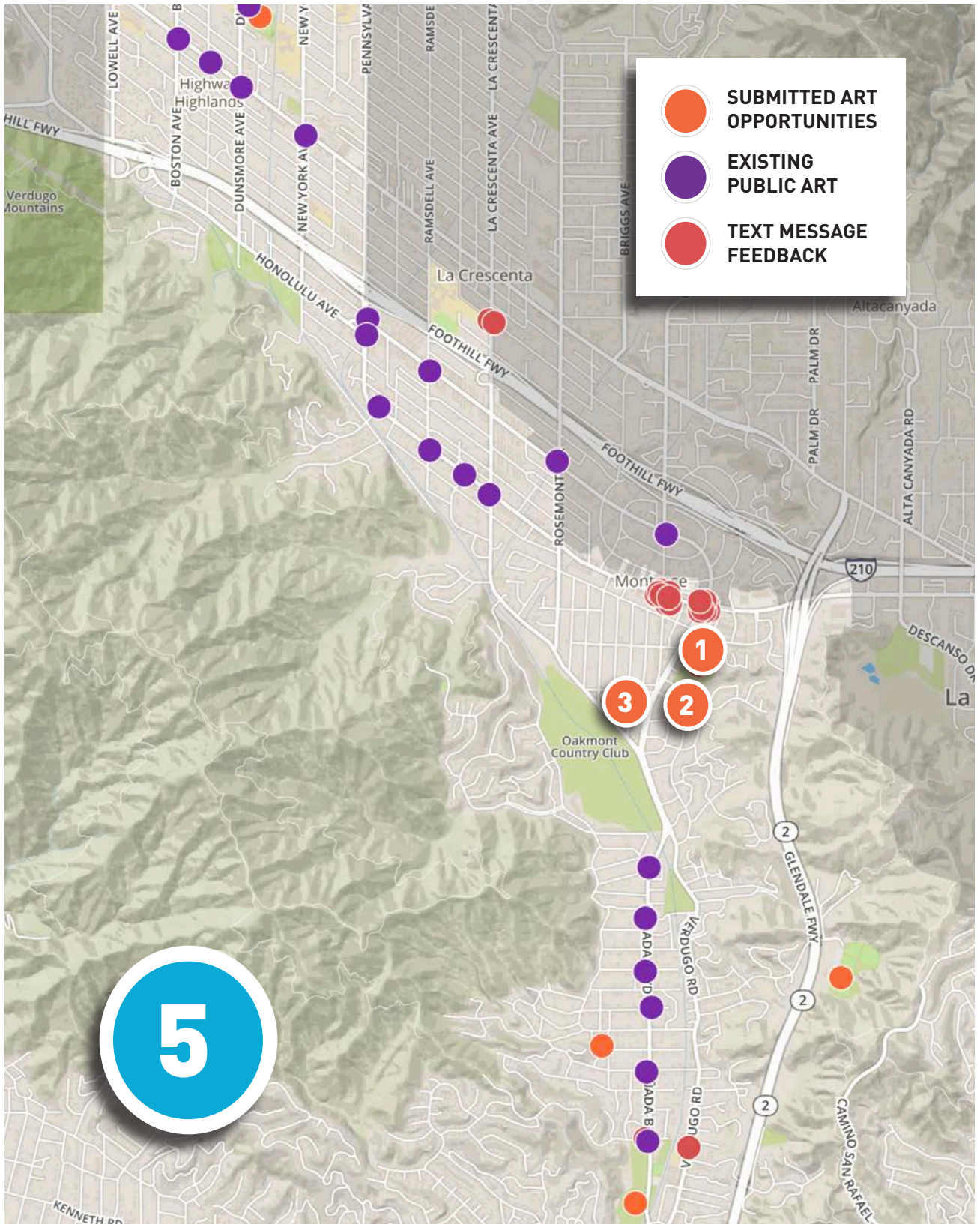
Birds of California
Armando Valero, 2016

5

7 SUPPORTERS

“I’d love to see beautification on this often used pedestrian tunnel that connects the community around Franklin Elementary with Griffith Manor Park. A big stained glass mosaic would be wonderful!”

North Glendale



North Glendale: Most Popular Comments

1

 4 SUPPORTERS

“Montrose Community Park would make a great location to create a water or sculptural piece or game that children and adults could enjoy exploring the idea of play.”

3

 2 SUPPORTERS

“I would like to see community art making opportunities led by local artists at places like the Sparr Heights Senior Center, various library branches or public parks where residents can join together in creating with one another, fostering awareness, camaraderie, and community building.”

2

 3 SUPPORTERS

“Yes - Instead of purchasing out-of-the-catalog playground equipment, the City should commission artists and landscape architects to design imaginative play-scapes, unique to each park. This will bring art into the neighborhoods (not just downtown), create art experiences for residents less likely to visit galleries, and reinforce Glendale’s self-image as a family-friendly, family-first community. The results could be something like Isamu Noguchi’s playscapes <https://www.sfmoma.org/exhibition/noguchis-playscapes/>”

6.3 Appendix C: List of Meetings

June 2017 - March 2018

JUN	JUL	AUG
6 Presented at City of Glendale Staff Media Relations Meeting	6 Sharon Garrett, Former Urban Art Program Manager	14 Vrej Agajanian, City Councilmember
7 Jennifer Hiramoto, Principal Economic Development Officer Darlene Sanchez, Assistant Director, Community Development	10 Presented at Walk Bike Glendale Meeting	Paula Devine, City Councilmember
8 Bob Elliot, Finance Director Onnig Bulanikian, Director, Community Services & Parks Department Philip Lanzafame, Director, Community Development Department Roubik Goulanian, Director, Public Works Department Teri Deaver, Former Arts and Culture Commissioner Tom Lorenz, Director, Communications and Community Relations	17 Michael Garcia, City Attorney Michael Grant, Assistant City Attorney	Ara Oshagan, Arts and Culture Commissioner Scott Ochoa, Former City Manager Yasmin K. Beers, City Manager
11 CicLAvia Pop-Up Public Art Station	18 Shannon Currie Holmes, Curator, Brand Library Gallery Presented at Arts and Culture Commission Meeting	15 Ara Najarian, City Councilmember Shant Sahakian, Chair, Arts and Culture Commission Vartan Gharpetian, Mayor 1st Advisory Committee Meeting
15 Presented at Arts and Culture Commission Meeting	19 Arlene Vidor, Arts and Culture Commissioner Kristine Agardi, Urban Planner, Community Development Department Vartan Gharpetian, City Councilmember Erik Krause, Deputy Director, Community Development Jay Platt, Planner, Historic Preservation and Urban Design	16 Hyrar Sherikian, Arts and Culture Commissioner Artist Focus Group Meeting 17 Arlette der Hovanessian, Arts and Culture Commissioner Business Stakeholders Focus Group Meeting (CANCELLED) Presented at Arts and Culture Commission Meeting 19 Presented at Adams Hill Mini Park Dedication 25 Presented at Brand Library Plaza Performance Series

SEP **OCT** **NOV**

- | | | |
|---|---|---|
| <p>9 Zareh Sinanyan, Mayor</p> <p>11 Presented at Glendale Homeowners Council Quarterly Meeting</p> <p>13 Distributed materials at The Glendale Historical Society Lecture Event</p> <p>15 Distributed materials at the Brand Library’s Paper PreView Special Event</p> <p>16 Distributed materials at Glendale Arts’ Open Arts Music Festival</p> <p>Distributed materials at the Brand Library’s Works on Paper Special Event</p> | <p>11 Distributed materials at the Glendale Tech Week Oktoberfest Event</p> <p>16 Eve Rappoport, Former Supervisor of Arts and Culture</p> <p>17 Annette Vartanian, Former Program Supervisor</p> <p>Dan Bell, Community Relations Coordinator</p> <p>2nd Advisory Committee Meeting</p> <p>18 Hassan Haghani, Former Director, Community Development Department</p> <p>Pop-Up Public Art Workshop Community Meeting / Agendized Arts and Culture Commission Meeting</p> <p>19 Brent Gardner, Boardmember, Downtown Glendale Association</p> <p>Seta Simonian, Chair, Hamazkayin Educational and Cultural Society</p> <p>25 Presented at Arts and Culture Commission Meeting</p> <p>Presented at the Northwest Glendale Homeowners Association Annual Meeting</p> | <p>2 Presented at the Montrose Shopping Park Association Meeting</p> <p>6 Scott Froschauer, Word On The Street Artist</p> <p>12 Philip Lanzafame, Director, Community Development Department</p> <p>16 Presented at Arts and Culture Commission Meeting</p> <p>22 Elissa Glickman, Executive Director, Glendale Arts</p> |
|---|---|---|

DEC **JAN** **FEB**

- | | | |
|---|---|--|
| <p>21 Presented at Arts and Culture Commission Meeting</p> | <p>29 Ara Najarian, City Councilmember
 Paula Devine, City Councilmember
 Vartan Gharpetian, City Councilmember
 Vrej Agajanian, City Councilmember
 Zareh Sinanyan, Mayor</p> <p>30 3rd Advisory Committee Meeting</p> | <p>1 Final Community Presentation / Agendized Arts and Culture Commission Meeting</p> <p>26 4th Advisory Committee Meeting</p> |
|---|---|--|

MAR **MAY**

- | | | |
|---|---|--|
| <p>21 Presented at Arts and Culture Commission Meeting</p> | <p>14 5th Advisory Committee 6th & Final Advisory Committee</p> <p>23 Arts and Culture Commission Moves to Recommend that City Council Approve the UAPP</p> | |
|---|---|--|

SUMMARY OF MEETINGS:

Over the ten-month project timeline, Community Arts Resources (CARS) and Barbara Goldstein held a series of one-on-one, small, and large meetings, including:

- One-on-one or small meeting interviews with **38** elected officials, City staff, former City staff, local artists, local arts and community organization leaders
- Presented at **11** community events or organization meetings where project materials were distributed
- Presented at **9** Arts and Culture Commission Meetings
- Held **6** Advisory Committee Meetings
- Held **2** large public, community meetings
- Held **1** local artist focus group meeting

6.4 Appendix D: Acknowledgements

Community Arts Resources and Barbara Goldstein wish to thank the following people who generously provided their time to participate in interviews or focus groups.

Glendale City Council:

Zareh Sinanyan, Mayor
Vrej Agajanian, City Council Member
Paula Devine, City Council Member
Vartan Gharpetian, City Council Member
Ara Najarian, City Council Member

Glendale Arts & Culture Commission:

Shant Sahakian, Chair, Arts and Culture Commissioner
Arlene Vidor, Vice-Chair, Arts and Culture Commissioner
Arlette DerHovanessian, Arts and Culture Commissioner
Ara Oshagan, Arts and Culture Commissioner
Hyrar Sherikian, Arts and Culture Commissioner

Library, Arts & Culture Leadership:

Cindy Cleary, Director, Library, Arts & Culture Department
Chuck Wike, Supervisor, Library, Arts & Culture Department

Current and Former City Staff Leadership:

Yasmin K. Beers, City Manager
Scott Ochoa, Former City Manager
Shannon Currie Holmes, Curator, Brand Library Gallery
Michael Grant, Principal Assistant City Attorney
Sharon Garrett, Former Urban Art Program Manager
Eve Rappoport, Former Supervisor of Arts and Culture
Annette Vartanian, Former Urban Art Program Manager
Philip Lanzafame, Director, Community Development Department
Hassan Haghani, Former Director, Community Development Department
Erik Krause, Deputy Director, Community Development
Darlene Sanchez, Assistant Director of Community Development, Economic Development Division
Kristine Agardi, Urban Planner, Community Development Department
Jay Platt, Planner, Historic Preservation and Urban Design
Tom Lorenz, Director, Communications and Community Relations
Dan Bell, Community Relations Coordinator
Onnig Bulanikian, Director, Community Services & Parks Department
Bob Elliot, Director, Finance Department
Roubik Goulanian, Director, Public Works Department
Jennifer Hiramoto, Principal Economic Development Officer

Community Stakeholders:

Amelia D'Amore, Photographer, Glendale resident
Rosamund Felson, Rosamund Felson Gallery, Glendale resident
Scott Froschauer, Artist
Brent Gardner, Board Member, Downtown Glendale Association
Karen Horn, Artist, Glendale resident
Caroline Hrenda, Artist, Glendale resident
Keith Knueven, Graphic Designer, Glendale resident
Mark Lere, Artist, Glendale resident
Grant Mudford, Artist
Seta Simonian, Chair, Hamazkayin Educational and Cultural Society
Caroline Tufenkian, Tufenkian Fine Arts, Glendale resident
Arno Yeretian, Roslin Gallery, Glendale resident

Advisory Committee Members:

Marshall Ayers, ACE/121, Glendale resident
Alek Bartosouf, Walk Bike Glendale, & Glendale resident
Danielle Brazell, City of Los Angeles Department of Cultural Affairs & Glendale resident
Debra Burchett-Lere, Sam Francis Foundation & Glendale resident
Michelle Coulter, ACE/121 and Meta Housing
Surabhi Dalela, Glendale resident
Mark Flaisher, Kinetic Lighting
Elissa Glickman, Glendale Arts, Glendale resident
Silva Golnazarians, Glendale resident
Razmik Grigorian, Former Arts and Culture Commissioner
Grey James, ACE/121 resident, Artist
Farzad Kohan, Artist, Glendale resident
Alan Loomis, Former Community Development Department Staff
Alexander Najarian, Glendale resident
Nora Sarkissian, Glendale resident
Larisa Safaryan, Artist. Glendale resident
Valerie Schultz, ACE/121 resident, Artist
Richard Tashjian, Glendale resident
Annette Vartanian. former Program Supervisor, Glendale
Arlene Vidor, Arts & Culture Commissioner, Brand Associates, Glendale resident
Gloria Williams Sander, Norton Simon Museum and Glendale resident
David Yamamoto, Glendale Community College
Meldia Yesayan, Machine Project, former Glendale resident
Sevana Zadorian, Glendale resident
Joan Zierhut, Glendale Unified School District, Artist and Glendale resident