

City of Pasadena Public Art Programs



The goal of the Pasadena Public Art program is to build a publicly available collection of contemporary art that celebrates the human spirit and condition. The Public Art program seeks to assemble a cohesive collection that **encourages public dialogue, understanding, and enjoyment of public art**. Public art serves as the perfect medium for illustrating the broad range of cultural expression practiced in the Pasadena community.

The City's Public Art program focuses on two areas: new private development and city construction projects. The Public Art Requirement may be satisfied by the creation of public art or by payment in-lieu of art work.

Private Development

Old Pasadena and Downtown Redevelopment Area

Private development projects located in Old Pasadena and the Downtown Redevelopment Area with budgets of \$500,000 or more for new construction and/or renovation of multi-family, commercial, or industrial buildings must dedicate at least one percent of the building valuation to public art. Of the one percent requirement, 25% is directed to the City's Cultural Trust fund in support of cultural resources in Pasadena, 75% is allocated to an on-site public art project.

Citywide (outside of Old Pasadena and Downtown Redevelopment Area)

In all other locations citywide, private development projects planning new construction of commercial, industrial, and mixed-use projects 25,000 sq. ft. or larger must dedicate at least one percent of the building valuation to public art. Of that amount, 20% is directed to the City's Cultural Trust fund and the remaining 80% must be allocated for public art.

Examples of ways the public art requirement can be met include the following:

- The creation of site-specific public artwork (multi-sensory projects including sound sculptures are encouraged)
- cultural and artistic facilities (rehearsal space for musicians or actors, space for gallery shows, etc.)

Private developers that choose to fund an artwork are strongly encouraged to engage an art consultant early on in the design process so that an appropriate artist can be selected and can contribute to design choices that relate to the artwork. Early involvement of the artist can promote a unified project that enhances both the building and the surrounding community.

City Construction

City construction projects are also required to dedicate one percent of the construction costs to the City's Cultural Trust Fund. Public Art Program staff consults with City departments and community advisors to develop appropriate public art projects. City construction projects rely on community outreach to solicit proposals and a peer-level panel review with recommended finalists submitted to the Arts & Culture Commission for approval.

Arts and Culture Commission

The Arts & Culture Commission reviews and approves all Public Art Program projects in the City of Pasadena. The Commission reviews the concept design, proposed artist(s), and final art plan of each project. Approved projects must include artist design, fabrication, and installation expenses.

Public Art Maintenance

Developers are required to maintain their public art works in accordance with approval conditions and are bound by the State Works of Art Preservation Act and the Federal Visual Artists Rights Act (VARA).

For more information, please contact the City of Pasadena Public Art Program: (626) 744-7062 or visit the website: <http://www.cityofpasadena.net/planning/arts/homecult.asp>