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PLANNING & COMMUNITY
DEVELOPMENT DEPARTMENT
CULTURAL AFFAIRS DIVISION

Honorable Mayor Gordo and City Councilmembers,


The Arts & Culture Commission supports and encourages the Council to take into full consideration the Advisory Group's goals for public art and community building in the 710 Corridor. The presence of public art, art venues, and resources for artists are inexorably linked to the communities and neighborhoods in which they exist. The vitality of the arts is a reflection of how a community defines itself.

The 710-Corridor will provide one of the largest opportunities for new public art in the City's history. Bordering and connecting the Downtown Old Pasadena Redevelopment areas and the Northwest Community Plan Area, both of which result in separate qualifications for private development public art and the allocation of funds, particular attention should be given to the potential establishment of distinct criteria for the 710-Corridor as well. These criteria will fundamentally shape the scope and scale for private development public art in this new space and should be the subject of discussion and careful decision making.

With the multitudes of paths that will be presented in the coming years and decades as this massive undertaking progresses, the significance of art and culture as part of the conversation cannot be understated. A unique opportunity is present for the growth and development of a community with an intentional foundation to support and foster art and artists. The designation of art-specific spaces, in the form of live-work units, artistic venues, and appropriate resources to support these areas will be of paramount importance to ensure these aims are not eclipsed in an ocean of priorities and interests.

The City should, in moving forward with this report from the Advisory Group, fully and explicitly commit to the presence of public art and resources for artists and arts organizations as this project advances through the planning and development process. The artistic and cultural character for the future must be given the appropriate framework and resources to develop and thrive organically as the space grows from a blueprint to real neighborhoods with a diversity and vibrancy and for Pasadena to cement itself as a center of the universe for arts & culture.

City of Pasadena Arts & Culture Commission


Gabriel Lizardo, Chair
Arts & Culture Commission

Cc: Danny Parker, Chair, Reconnecting Communities 710 Advisory Group
Brenda Harvey-Williams, Assistant City Manager