



PUBLIC ARTS COMMITTEE

VISION

Through the Public Art Initiative, Palmdale will strategically shape its physical and social character through arts and cultural activities. The Initiative will animate Palmdale's public and private spaces, rejuvenate structures and streetscapes, improve local business viability and public safety, and bring diverse people together to celebrate, inspire and be inspired.

In strengthening its unique identity as a vibrant, prosperous desert community, highlighting its rich cultural heritage, and positioning itself as a destination for families and businesses, Palmdale will not only emphasize its existing talent and creativity, but also educate its residents and foster a strong sense of civic pride. It will be a cultural resource that acts to enhance our commercial vitality and economic stability.

The end result of this vision will be a city laced with a unified artistic concept that improves our quality of life, encourages creative activity, fosters strong community identity and sense of place, increases public safety, and revitalizes and encourages economic development.

- **IDENTITY (HISTORY, CULTURE, NEIGHBORHOOD QUALITIES)**

Palmdale's Public Art Initiative will highlight the landscape, urban form, history and culture that make Palmdale distinct. As the permanent and ongoing record of what we hold important, it will reflect and communicate our values, enrich the lives of the people in our community; and reinforce the City's identity to create a memorable urban landscape.

- **DIVERSITY/INSPIRATION**

Palmdale's public art will celebrate its residents by reflecting, encouraging and inspiring creativity, ideas, new hope, civic values and aspirations to foster interaction among diverse community members, improve public spaces, and strategically reflect and shape the physical and social character of Palmdale.

- **ACCESSIBILITY**

Palmdale's Public Art Initiative will ensure that its citizens have access to create, enjoy and participate in the arts through programming opportunities, cultural offerings and public art in both public and private spaces that enhance our cultural heritage, diversity and core values.

- **ECONOMIC IMPACT**

Palmdale's Public Art Initiative will inspire creativity, ideas and new hope, all of which foster the innovation that lies at the center of revitalization. It will ensure our commercial vitality and economic stability through job creation, tourism, and attracting new business, providing highly valued services to residents, and attracting businesses and individuals who can foster and facilitate prosperity for all citizens.

- **DESIGN INTEGRATION**

Palmdale's Public Art Initiative will reflect the City's commitment to excellence in design, architecture and art. Utilizing the unified theme of the City's General Plan and incorporating it throughout the City to reinforce design and development principles, it will contribute to the unique characteristics of our neighborhoods, creating a beautiful, sustainable and livable Palmdale.

- **EDUCATION**

Palmdale's Public Art Initiative will create and establish opportunities for residents of all ages to participate in the arts in a variety of ways to promote awareness, knowledge, understanding, dialog and enjoyment, and to encourage greater creative activity.

HISTORY OF COMMITTEE

As the City of Palmdale continues to strategize effective methods to increase community engagement, pride and identity, public art emerged as a practical and creative outlet to both engage and inspire the community.

The City convened an internal committee with representation from various departments whose public and department objectives best aligned with the mission of public art.

Committee members initially include:

David Childs, City Manager
Kari Blackburn, Sr. Economic Development Project Manager
Keri Brady, Recreation & Culture Director
Tony Colombo, Superintendent of Maintenance
Stella Devine-Knight, Sponsorship & Marketing Specialist
Armin Gomez, Communications Production Specialist
Trish Jones, Community Programs Supervisor
Susan Koleda, Senior Planner
Ben Lucha, Senior Administrative Analyst
Annie Pagliaro, Recreation Supervisor
Kathleen Whiteside, Maintenance Lead Worker

The committee reviewed various master plans from a diverse field of communities nationwide and ultimately defined six key focus areas:

- IDENTITY
- DIVERSITY/INSPIRATION
- ACCESSIBILITY
- ECONOMIC IMPACT
- DESIGN INTEGRATION
- EDUCATION

*The arts deepen our understanding of the human spirit,
extend our capacity to comprehend the lives of others, allow us to imagine a more just and humane world.
Through their diversity of feeling, their variety of form, their multiplicity of inspiration,
the arts make our culture richer and more reflective.*

—Jonathon Fanton, President, MacArthur Foundation