

# GATEWAYS & PUBLIC ART

## Gateways

**City/Avenues Gateways** The Avenues has several important locations that serve as gateways into West Hollywood and the district itself, where reinforcing both city and district identity together are important

The Avenues Working Group preferred having their district identity in a primary position with the city identity secondary to it, but understands it depends on the overall citywide approach and design. They felt the gateways could potentially be non-verbal (e.g., public art installations or icons).

**District Gateway.** There is one location that demarcates entry into the district within West Hollywood on San Vicente.

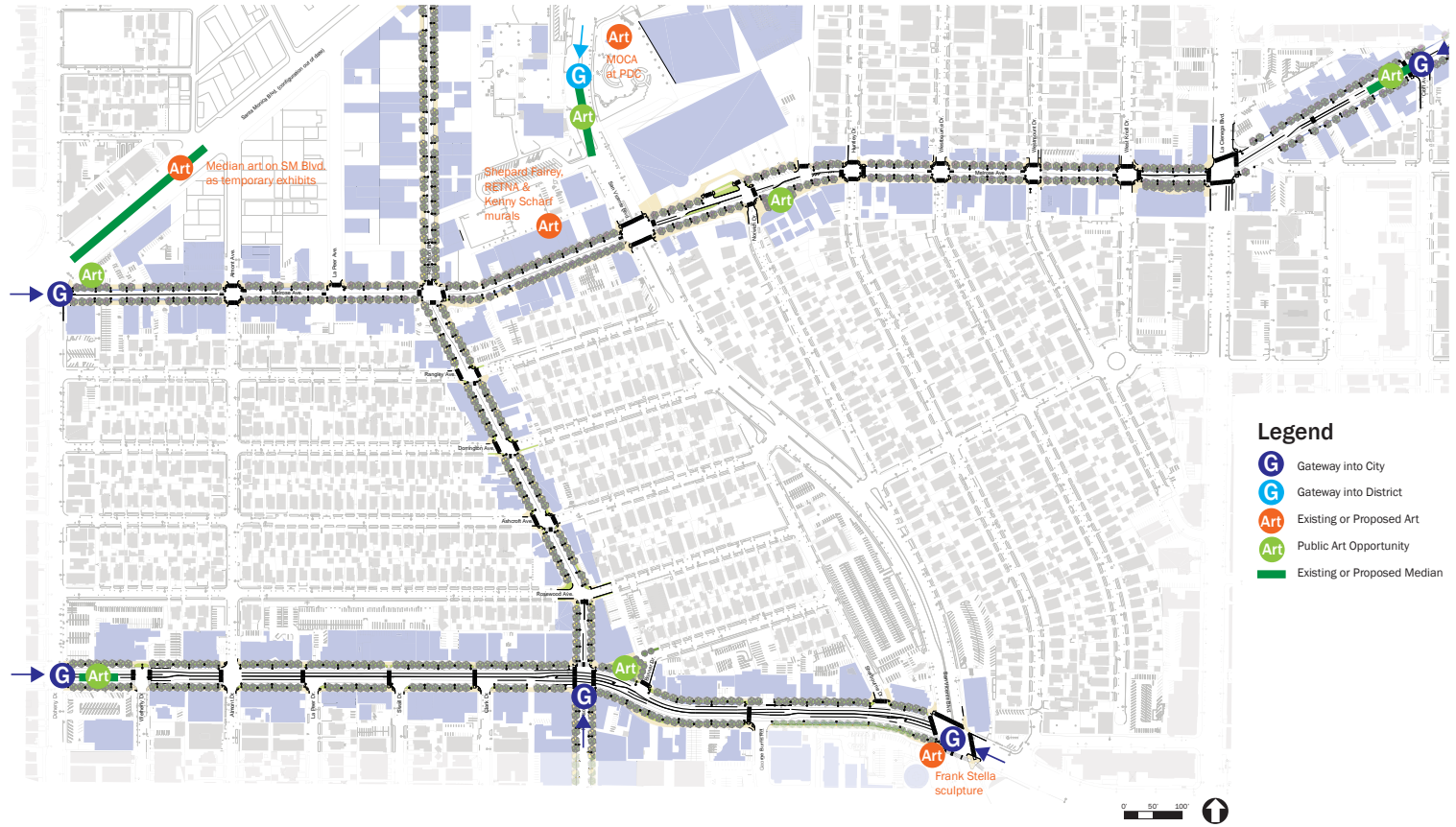
The Avenues Working Group felt if there was room to design and mount a district entry marker effectively it could be helpful here.

## Public Art

**Existing Art** The Avenues is defined by its focus on the arts. This is expressed through its art galleries and exhibits, couture fashion houses, and the iconic design buildings and environments, either within the district itself, or telegraphing through the work of Avenues-based studios and artists who have influence beyond West Hollywood. The Avenues has established a strong presence of art through a number of installations and institutions, including the Santa Monica Blvd. temporary median exhibits, the Library's three iconic temporary murals, MOCA at PDC, and a future Frank Stella sculpture at Cedars-Sinai Medical Center.

**Opportunities** There are additional opportunities for public art that could reinforce placemaking and could be explored:

- Permanent public art at gateways
- Temporary art at pre-determined locations that would change by season or special event
- Commission international artists to create iconic installations that reinforce district identity or gateways
- Commission artists for place-based installations or to design the streetscape elements
- Combination of the above.



Examples of temporary and permanent public art that could define a gateway or gathering place within the Avenues, and could include artist-designed lighting.