

City of West Hollywood  
Arts and Cultural Affairs Commission  
**URBAN ART SUBCOMMITTEE**  
**MEETING AGENDA**  
**THURSDAY, AUGUST 15, 2019**

**5:00 P.M.**

Location: Community Meeting Room, West Hollywood City Hall  
8300 Santa Monica Boulevard, West Hollywood

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting; If you require special assistance to participate in this meeting, (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Office of the City Clerk at least 48 hours prior to the meeting. For information on public transportation, call 323.GO.METRO (323/466-3876) or go to [www.metro.net](http://www.metro.net)

Written materials distributed to the Urban Art Subcommittee within 72 hours of the Urban Art Subcommittee meeting are available for public inspection immediately upon distribution in the Arts Division at 8300 Santa Monica Boulevard, West Hollywood, California during normal business hours. They will also be available for inspection during the Urban Art Subcommittee meeting at the staff liaison's table.

**I. CALL TO ORDER**

- A. Pledge of Allegiance
- B. Roll Call
- C. Approval of the Agenda
- D. Approval of the July 18, 2019 Meeting Minutes
- E. Public Comment

*The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to three minutes each.*

**II. CONSENT CALENDAR**

The following routine matters can be acted upon by one motion. Individual items may be removed by the Subcommittee for separate discussion. Items removed for separate discussion will be heard following Unfinished Business Items.

**A. Posting of the Agenda**

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library, and West Hollywood Sheriff's Station.

RECOMMENDATION: Receive and file.

**III. UNFINISHED BUSINESS**

**A. 1136 La Cienega Boulevard – STAGE II Schematic Art Plan**

The Subcommittee will receive a presentation from Simone Manwarring, Curator/UAP on the concept design by artist Mark Hagen for 1136 La Cienega Boulevard. The Subcommittee will also consider recommending approval of Stage II Schematic Art Plan to the Arts and Cultural Affairs Commission.

**RECOMMENDATIONS:**

1. Consider recommending approval of Stage II Schematic Art Plan by artist Mark Hagen for the urban art project at 1136 La Cienega Boulevard to the Arts and Cultural Affairs Commission in accordance with the City's Urban Art Policy and Guidelines.
2. Receive and file submissions from the developer in accordance with the Urban Art Policy and Guidelines including 1) schematic designs/drawings; 2) site plans and elevations; 3) a narrative description of the proposed art project including how it fits into the environment of the City; 4) and proposed materials and color scheme; 5) implementation timeline; 6) outline of the art budget; 7) maintenance issues and 8) a signed copy of the developer/artist agreement.

**B. Urban Art Program – Administrative Guidelines – Developer Initiated Projects**

The Subcommittee will receive a presentation from staff and review the revised Urban Art Program Administrative Guidelines for Developer Initiated Projects.

**RECOMMENDATION:** Consider recommending approval of the revised Urban Art Program Administrative Guidelines for Developer Initiated Projects to the Arts and Cultural Affairs Commission.

**C. Urban Art Subcommittee Projects**

The Subcommittee will receive an update from staff and discuss Urban Art projects under the Subcommittee's oversight. The list below reflects the current stage each development is pursuing (project address, project name (if available), artist selected for the project).

<b>STAGE I</b>
▪ None
<b>STAGE II</b>
▪ Melrose Avenue Gathering Place (Cayetano Ferrer, Design District Streetscape Master Plan)
▪ Beverly Boulevard Gathering Place (Greenmeme, Design District Streetscape Master Plan)
▪ 625 N San Vicente Boulevard (AIDS Monument, Daniel Tobin)
▪ 1136 La Cienega Blvd (Mark Hagen)
▪ 7985 Santa Monica Boulevard (French Market, Judy Baca)
<b>STAGE III</b>
▪ none
<b>STAGE IV</b>
▪ 647 N San Vicente Boulevard (West Hollywood Park Civic Art, Phillip K. Smith III)
▪ 826 N Kings Road (Susan Narduli)
▪ 1001 Fairfax Avenue (Empire at Fairfax, Laurie Frick)
▪ 1013 Genesee (Elena Manfredini)
▪ 1035 N Vista Street (Nondesigns)

▪ 1040 La Brea Avenue (Jim Isermann)
▪ 1250 N Fairfax Avenue (Cliff Garten)
▪ 8432 Sunset Boulevard (Pendry Hotel and Condominiums, Cao Perrot in collaboration with Swarovski)
▪ 8497 Sunset Boulevard (Refik Anadol)
▪ 9001 Santa Monica Boulevard (Merge Conceptual Design)
▪ 9040 Sunset Boulevard (The Edition, Sterling Ruby)
▪ 9060 Melrose Avenue (Melrose Triangle, Ned Kahn)
<b>OTHER PROJECTS</b>
▪ Public Art Archive (Collections Management)
▪ Gift Policy
▪ Percent for Art Ordinance Modification
▪ Urban Art Program Administrative Guidelines
▪ Rocky & Bullwinkle (Traffic triangle at Sunset Boulevard/Holloway)

RECOMMENDATION: Provide staff direction as applicable on Urban Art projects under the Subcommittee's oversight.

#### IV. NEW BUSINESS

##### A. 7102 Santa Monica Boulevard – Review of Urban Art Covenant

The Subcommittee will receive a report on the current status of *e/motion 3*, an urban art work by Paul Tzanetopolous, at 7102 Santa Monica Boulevard, review the property owner's urban art covenant, and determine next steps based on staff recommendations.

##### RECOMMENDATIONS:

1. Recommend to the Arts and Cultural Affairs Commission a new urban art covenant for the art work at 7102 Santa Monica Boulevard according to align with the life of the building, similar to other urban art covenants, and omit the expiration date.

OR

2. Recommend to the Arts and Cultural Affairs Commission an extension of the 7102 Santa Monica Boulevard Urban Art Covenant, Exhibit C "Duration of Covenant and Obligations of the Owner" for another 15 years, at which time the art shall be subject to review by the Arts and Cultural Affairs Commission and, at that time, an additional time period of maintenance obligation by the owner may reasonably be determined as appropriate.

#### V. EXCLUDED CONSENT CALENDAR

#### VI. PUBLIC COMMENT

*The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to three minutes each.*

**VII. ITEMS FROM THE SUBCOMMITTEE**

**VIII. ITEMS FROM STAFF**

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Subcommittee will advise staff on the development of its September 19, 2019 meeting agenda.

**X. ADJOURNMENT**

The Urban Art Subcommittee will adjourn to its meeting scheduled Thursday, September 19, 2019, at 5:00 p.m. in the Community Meeting Room at West Hollywood City Hall located at 8300 Santa Monica Blvd., West Hollywood.

AFFIDAVIT OF POSTING

State of California )

County of Los Angeles )

City of West Hollywood )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: AUGUST 7 2019

Signature: [Handwritten Signature]