

City of West Hollywood
Arts and Cultural Affairs Commission
URBAN ART SUBCOMMITTEE
MEETING AGENDA
THURSDAY, JANUARY 16, 2020

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

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 September 19, 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. Melrose Avenue Gathering Space-Stage II Schematic Art Plan

The Subcommittee will receive a presentation from Cayetano Ferrer, artist on the concept design for the Melrose Avenue Gathering Space. 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 Cayetano Ferrer for the urban art project at Melrose Avenue Gathering Space 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 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).

STAGE I
▪ None
STAGE II
▪ 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)
▪ 7985 Santa Monica Boulevard (French Market, Judy Baca)
STAGE III
▪ 625 N San Vicente Boulevard (Mark Hagan)
STAGE IV
▪ 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)
▪ 9060 Melrose Avenue (Melrose Triangle, Ned Kahn)
OTHER PROJECTS

▪ 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)
▪ Collar & Leash Neon Rainbow Dog Sign

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

IV. NEW BUSINESS

None

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 February 20, 2020 meeting agenda.

X. ADJOURNMENT

The Urban Art Subcommittee will adjourn to its meeting scheduled Thursday, February 20, 2020, 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: January 10, 2020

Signature: [Handwritten Signature]