

**CITY OF WEST HOLLYWOOD**



**ARTS AND CULTURAL AFFAIRS COMMISSION**

**MEETING AGENDA PACKET  
THURSDAY, JUNE 23, 2022 – 5:00 P.M.**

**TELECONFERENCE MEETING**

**Join Zoom meeting via computer or app:**

**<https://us06web.zoom.us/j/85478522894>**

**(Please keep video and microphone off when joining)**

**OR**

**Dial-in via phone: (669) 900-6833**

**Use Meeting ID: 854 7852 2894, then press #**

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***The West Hollywood Arts and Cultural Affairs Commission acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.***

\*IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF COVID-19 (CORONAVIRUS), THIS PUBLIC MEETING IS HELD PURSUANT TO AB 361, WHICH AUTHORIZES PUBLIC MEETINGS TO TAKE PLACE VIA TELECONFERENCE BECAUSE STATE AND LOCAL OFFICIALS ARE RECOMMENDING MEASURES TO PROMOTE SOCIAL DISTANCING.

***TO PARTICIPATE IN THIS PUBLIC MEETING:***

1. You are strongly encouraged to email or call the Recording Secretary at: [doceguera@weho.org](mailto:doceguera@weho.org) or 323-848-6351 no later than 1:30 p.m. on Thursday, June 23, 2022, to be added to the Public Speaker List for the meeting. If calling, please leave a message include your name, the phone number from which you will be calling from (if joining by phone), and which item you would like to speak on.
2. Join the meeting by clicking the meeting link 10 minutes prior to the start of the meeting OR dial-in via phone 10 minutes prior to the start of the meeting (the meeting begins at 3:00 p.m.) *You will be placed on HOLD in the Virtual Meeting Room until the meeting begins. Please keep video and microphone off if joining by computer or app.*
  - Join via computer or Zoom app here (please keep video and microphone off):  
<https://us06web.zoom.us/j/85478522894>  
OR Dial-in via phone: 669-900-6833, use Meeting ID.: **854 7852 2894**, then press #

If special assistance to participate in this meeting is required, (e.g., an American Sign Language interpreter for people who are Deaf or hard of hearing), 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 TTY line is (323) 848-6496

For a complete listing of arts and cultural programs, events and opportunities, please visit [www.weho.org/arts](http://www.weho.org/arts), or follow @WeHoArts on social media.

**1. CALL TO ORDER**

- A. Land Acknowledgement
- B. Pledge of Allegiance
- C. Roll Call
- D. Approval of the Agenda
- E. Approval of the May 26, 2022 Meeting Minutes
- F. Public Comment

*The public is given the opportunity to address the Commission on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to two minutes each. If you would like to present public comment at the meeting, please see the section titled "TO PARTICIPATE IN THIS PUBLIC MEETING" at the top of the first page of this Meeting Agenda.*

**2. CONSENT CALENDAR**

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

**3. UNFINISHED BUSINESS**

**A. Performing Arts and Cultural Affairs Subcommittee Report (Page 10)**

The Commission will receive a report from the Performing Arts and Cultural Affairs Subcommittee on its meeting held June 9, 2022 and consider ratifying recommendations proposed by the Subcommittee.

**RECOMMENDATION:**

Receive and file the Performing Art Subcommittee Report, and consider ratifying recommendations proposed by the Subcommittee.

**B. Art on the Outside Subcommittee Report (Page 11)**

The Commission will receive a report from the Art on the Outside Subcommittee on its meeting held June 23, 2022, and consider ratifying recommendations proposed by the Subcommittee.

**RECOMMENDATION:**

Receive and file the Art on the Outside Subcommittee Report, and consider ratifying recommendations proposed by the Subcommittee.

**4. NEW BUSINESS**

**A. City Manager Playhouse Advisory Group (Page 12)**

The Commission will appoint two (2) members to the City Manager Playhouse Advisory Group.

**RECOMMENDATION:**

Appoint two (2) Commissioners to be a part of the City Manager Playhouse Advisory Group to advise staff regarding design vision alternatives prepared by three design firms for the new City Playhouse facility at 8325 Santa Monica Boulevard.

**B. Library Cultural Planning Committee Report (Page 22)**

The Commission will receive a report from the Commission and Staff representatives of Library Cultural Planning Committee on its meeting held April 5, 2022.

**RECOMMENDATION:**

Receive and file a report from the Library Cultural Planning Committee on its meeting held April 5, 2022.

**5. EXCLUDED CONSENT**

**6. PUBLIC COMMENT**

*The public is given the opportunity to address the Commission on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to two minutes each. If you would like to present public comment at the meeting, please see the section titled "TO PARTICIPATE IN THIS PUBLIC MEETING" at the top of the first page of this Meeting Agenda.*

**7. ITEMS FROM COMMISSIONERS**

**8. ITEMS FROM THE STAFF**

**9. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission will advise staff on development of the agenda for the meeting on Thursday, July 28, 2022.

**10. ADJOURNMENT**

The Arts and Cultural Affairs Commission will adjourn to its **meeting on Thursday, July 28, 2022, at 5:00 p.m.** to be held at West Hollywood Plummer Park Community Center, Rooms 5 & 6, 7377 Santa Monica Boulevard.

**CITY OF WEST HOLLYWOOD  
ARTS AND CULTURAL AFFAIRS COMMISSION  
MEETING MINUTES  
THURSDAY, May 26, 2022 – 5:00 P.M.  
*(Revised – May 26 to a Teleconference Meeting)***

**I. CALL TO ORDER**

The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Gantman at 5:01 p.m.

**A. Pledge of Allegiance:** Commissioner Deaton led the Pledge of Allegiance.

**B. Roll Call:**

Present: Commissioner Mito Aviles  
Commissioner Lindsey Deaton  
Commissioner Catherine Lee  
Commissioner Dawn Moreno-Freedman  
Commissioner Todd Williamson  
Commission Vice Chair Dan Faltz  
Commission Chair Martin Gantman

Also Present: Arts Manager Rebecca Ehemann  
Administrative Specialist IV/Recording Secretary Dennice Oceguela  
Arts Coordinator Michael Che  
Grants Coordinator Eva Angeloff  
Arts Technician Joy Tribble

**C. Approval of the Agenda:**

**ACTION:** Approval of the May 26, 2022 meeting agenda with a modification to move item 4A after 2A **motioned by Commissioner Moreno-Freedman, seconded by Vice Chair Faltz, and approved unanimously.**

**D. Approval of the April 28, 2022 Meeting Minutes** with edits provided from Commissioner Lee.

**ACTION:** Approval of the April 28, 2022 meeting minutes was **motioned by Commissioner Aviles, seconded by Commissioner Lee, and approved unanimously.**

**E. Public Comment**

None.

**II. CONSENT CALENDAR**

The following routine matter was acted upon by one motion.

Approval of the Consent Calendar was **motioned by Commissioner Deaton, seconded by Commissioner Williamson and approved unanimously.**

**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.

**ACTION:** Receive and file. **Approved as part of the Consent Calendar.**

**III. UNFINISHED BUSINESS**

**A. Performing Arts and Cultural Affairs Subcommittee Report**

The Commission received a report from the Performing Arts and Cultural Affairs Subcommittee on its meeting held May 12, 2022 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Aviles began his report by sharing that the Subcommittee received a report listing all the programs of the WeHo Pride LGBTQ Arts Festival and all events are posted on the City's website and Arts Division social media pages.

Commissioner Aviles also mentioned that the Subcommittee received a presentation from staff regarding the nine (9) applications received from the City's RFP for the Free Theatre in the Parks program. He stated that the Subcommittee is recommending an in-person theatrical production by Classical Theatre Lab to begin in September 2022 at Kings Road Park.

Commissioner Aviles also stated that the Subcommittee reviewed and discussed the six (6) peer review panelist applications received in 2022. The Subcommittee discussed the four (4) eligible panelists to be added to the master list peer review panelists, for a total of one hundred and eight (108) panelists.

Commissioner Aviles continued his report by stating that the Subcommittee received an interim report from staff and BookSwell on the first half of the 2022 WeHo Reads series and provided direction and feedback for the City's 2023 WeHo Reads series.

Commissioner Aviles concluded his report by sharing that the Subcommittee reviewed and provided feedback for a draft version of an Arts Grantee Certificate for 2023 Arts Grant Program awardees.

**ACTION:**

- 1) Received and filed the Performing Arts and Cultural Affairs Subcommittee Report.
- 2) Approved Classical Theatre Lab to present an in-person theatrical production in September 2022 at Kings Road Park for the City's Free Theatre in the Parks program. **Motioned by Commissioner Moreno-Freedman, seconded by Commissioner Williamson and approved unanimously.**
- 3) Approved adding 4 new peer review panelists to the master list of peer review panelists to assist the City with review and scoring of Arts Grant Program applications and authorize staff to secure the panel and provide an honorarium for

panelists who serve. **Motioned by Commissioner Lee, seconded by Vice Chair Faltz and approved unanimously.**

- 4) Approved an extension of the contact with BookSwell for the 2023 WeHo Reads series. **Motioned by Vice Chair Faltz, seconded by Commissioner Lee and approved unanimously.**

#### **B. Art on the Outside Subcommittee Report**

The Commission received a report from the Art on the Outside Subcommittee on its meeting held May 26, 2022 and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Deaton began by stating that the Subcommittee is recommending approval for the two WeHo Muralist Roster applications submitted by Danny Darkoski and James Smith.

Commissioner Deaton concluded her report by stating that the Subcommittee is recommending approval of the two Commercial Business Mural Applications submitted by Trendsetters Barbershop – 1261 N. La Brea featuring artwork by Danny Darkoski and James Smith.

#### **ACTION:**

- 1) Received and filed the Art on the Outside Subcommittee Report.
- 2) Approved the Subcommittee’s recommendation of the WeHo Muralist Roster applications for Danny Darkoski and James Smith. **Motioned by Commissioner Aviles, seconded by Commissioner Lee and approved unanimously.**
- 3) Approved the Subcommittee’s recommendation of the Commercial Business Mural Applications – 1261 N. La Brea Trendsetters. **Motioned by Commissioner Aviles, seconded by Vice Chair Faltz and approved unanimously.**

### **IV. NEW BUSINESS**

#### **A. 1343 Laurel Avenue – Laurel House**

A presentation was presented by staff providing information about the feasibility study for the Laurel House & Park project. The Commission discussed and provided comments and suggestions to staff including a request to keep the first floor as open and flexible as possible, a request to provide a space for educational classes, if possible, and a request for the Arts and Cultural Affairs Commission to be the lead in decisions regarding the project. The Commission also confirmed that the conceptual layout for the 2<sup>nd</sup> floor looked good.

Additional comments included a request for the city to consider having a designated staff person at the site, a request to consider subsidized leases for the day-use studios, a desire to provide diverse programming and curation of the residencies.

**ACTION:** Discussed and provided feedback to staff for the feasibility study for the Laurel House & Park project (1343 Laurel Avenue).

**V. EXCLUDED CONSENT**

None.

**VI. PUBLIC COMMENT**

None.

**VII. ITEMS FROM COMMISSIONERS**

Commissioner Moreno-Freedman shared that she participated in the City's Westside Community Clean Up at West Hollywood Park on Saturday, May 21, 2022. She also asked that *The Watts Prophets* contact information be forwarded to the curator/producer for consideration for WeHo Reads 2023. She concluded her comments by asking staff clarifying questions about the origins of the Cultural Equity Statement.

Commissioner Aviles asked if the Parallel Perpendicular piece would receive a plaque describing the artwork. He also invited Commissioners to Little Ricky's *Free to be E(We)!* Immersive Art Show on Thursday, June 2, 2022 from 7:00 p.m. - 9:00 p.m. at WallSpace LA.

Commissioner Deaton thanked everyone for managing her absence last month and thanked Chair Gantman and Commissioner Lee for conducting the Art on the Outside Subcommittee meeting and report out. Shared that the *Church of Trans Love* will be performing at WeHo Pride on June 5, 2022 at 2:00 p.m. on the Robertson Community Stage. Also thanked staff for their hard work.

Commissioner Lee shared how excited she is for the Laurel House project moving forward.

Vice Chair Faltz echoed Commissioner Lee's enthusiasm for the Laurel House project. Also expressed his appreciation for the expertise of the Commission and the skill and dedication of staff.

Commissioner Williamson expressed how impressed he is with the Commission's growth and thanked everyone for being a great team. Also asked staff for the status of the Public Art Exhibition (RFP) at the Santa Monica Boulevard at Doheny Drive median. Also shared that two universities reached out to him for info in performance spaces for their graduating classes showcases; shared how the City Playhouse will be such a great addition for the City and for events such as showcases that the universities were asking about. He also asked that the City find a way to work with artist Dana Title.

Chair Gantman shared that he attended the Ukrainian Relief Festival last weekend which was a great cultural experience.



## VIII. ITEMS FROM THE STAFF

Arts Technician, Joy Tribble thanked the commission for the meeting. She shared that Summer Sounds begins on June 19, 2022 at 5:00 p.m. at Plummer Park with a performance by funk/soul artist Cliff Beach.

Grants Coordinator, Eva Angeloff, shared that the next Arts Grant Workshop will take place on June 9, 2022 at 12:00 p.m. and hopes we get some prospective applicants through this process. The Arts Grant deadline is July 1, 2022. Lastly, she provided information on the success of the culmination of the Artist Bootcamp.

Arts Coordinator, Michael Che responded to Commissioner Moreno-Freedman's question about the Cultural Equity Statement stating that it was part of the Arts Commission's workplan in 2020-21. Staff contracted with Aspire Group to hold a level-setting workshop and assist with wordsmithing the statement. The bulk of the wordsmithing was handled in PACA because a smaller group is more efficient for wordsmithing and because of PACA's experience with wordsmithing Grant Guidelines. Arts Coordinator Che responded to Commissioner Williamson's question about the Public Art Exhibition (RFP), stating that the deadline to apply is July 6, 2022 at 5:00 p.m. He had reached out to Dana Title and she agreed that her work might not be suitable for the library due to the subject matter; he offered her other options. Arts Coordinator Che reminded the Commission that WeHo Pride LGBTQ Arts Festival launched on May 22, 2022 (Harvey Milk Day) with a virtual staged reading called *Dear Harvey: Stories of Harvey Milk* viewable from May 22, 2022 to May 29, 2022 and featuring an all transgender and non-binary cast. He also shared that the WeHo Pride LGBTQ Arts Festival website, [www.pride.weho.org](http://www.pride.weho.org), has information on all the events taking place through June 30, 2022. The City Hall mural by LaToya Peoples is now installed on the side of City Hall. The 2022 Winter/Holiday Artwork RFQ is now closed with 36 submissions that will be reviewed by PACA in their June meeting. A new *Little Free Library* was installed at 1351 Havenhurst Drive. Arts Coordinator Che concluded his comments by stating that he attended *Americans for the Arts Conference* and sharing information from the conference.

Recording Secretary Dennice Ocegüera, said hello to everyone in the meeting and congratulated Eva for a successful Culmination of the Artist Bootcamp and expressed gratitude for sharing that moment with the artists.

Arts Manager, Rebecca Ehemann reiterated that the Public Art Exhibition (RFP) deadline to apply is July 6, 2022, and that the deadline for the Temporary Art Project Proposal is June 30, 2022. Arts Manager Ehemann responded to Commissioner Aviles' inquiry regarding Parallel Perpendicular. She specified that the Aspire Group, lead for the development of the Cultural Equity Statement, has been invited to present an update in September, and that former Commissioner Madeleine Rackley is welcome to speak of the matter during public comment. Commissioner Williamson inquired why former Commissioner Rackley would not be part of the presentation, and Arts Manager Ehemann responded that it was not appropriate.

Commissioner Williamson departed without notice at 6:39 p.m.

Arts Manager Ehemann continued her comments and invited everyone to read the Arts Division Newsletter which has a lot of events for the month of June, noted that Michael

Che will be the point of contact for the June ACAC meeting, and that City Council will have the City Playhouse item on the agenda for the June 6, 2022 meeting. Arts Manager Ehemann concluded her comments by requesting Commissioner volunteers for upcoming events for constituents to take the Arts and Economic Prosperity 6 (AEP6) survey.

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Commission authorized staff to develop the agenda for the meeting on Thursday, June 23, 2022.

**X. ADJOURNMENT**

The Arts and Cultural Affairs Commission adjourned at 6:42 p.m. to its meeting scheduled on June 23, 2022, at 5:00 p.m. via teleconference

APPROVED BY A MOTION OF THE ARTS AND CULTURAL AFFAIRS COMMISSION  
ON THIS 26<sup>TH</sup> DAY OF MAY 2022.

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MARTIN GANTMAN  
COMMISSION CHAIR

ATTEST:

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DENNICE OCEGUERA,  
RECORDING SECRETARY

The Arts and Cultural Affairs Commission may refer to the Performing Arts and Cultural Affairs Subcommittee Agenda to discuss **item 3.A.**

The **Performing Arts and Cultural Affairs Subcommittee Agenda** is available for viewing and download at this URL:

<https://bit.ly/3PWfjbq>

The Arts and Cultural Affairs Commission may refer to the Art on the Outside Subcommittee Agenda to discuss **item 3.B.**

The **Art on the Outside Subcommittee Agenda** is available for viewing and download at this URL:

<https://bit.ly/3Qpk4dp>

ARTS AND CULTURAL AFFAIRS COMMISSION  
NEW BUSINESS

JUNE 23, 2022

**SUBJECT: CITY MANAGER PLAYHOUSE ADVISORY GROUP**  
**INITIATED BY: URBAN DESIGN & ARCHITECTURE STUDIO**  
 Ric Abramson, FAIA, Manager  
 Garen Yolles, Associate AIA, Architectural and Urban Designer

**STATEMENT ON THE SUBJECT:**

The Commission will appoint two (2) members to the City Manager Playhouse Advisory Group.

**RECOMMENDATION:**

Appoint two (2) Commissioners to be a part of the City Manager Playhouse Advisory Group to advise staff regarding design vision alternatives prepared by three design firms for the new city playhouse facility at 8325 Santa Monica Boulevard.

**BACKGROUND / ANALYSIS:**

On June 6, 2022, the City Council directed staff to move forward with the design process for replacing the existing playhouse structure at 8325 Santa Monica Boulevard, formerly known as the Coast Playhouse. Please see Attachment A for the complete staff report outlining the details of the project.

To better inform a preferred design team selection process that best reflects the city’s core values and community-based goals, the City Council directed staff to establish a City Manager Playhouse Advisory Group to advise staff regarding urban and facility design considerations and to inform program recommendations to the City Council. In addition to city staff, this advisory group would consist of the following representatives:

1. Arts and Cultural Affairs Commission members (2)
2. Public Facilities Commission member (2)
3. Planning Commission Design Review Sub Committee (1)
4. Design and construction professionals selected by staff to provide expertise regarding feasibility (5)

The advisory group will advise Council regarding strengths and weaknesses of each vision and any programming gaps or missed opportunities that should be explored. Appointees to the advisory group will need to commit to the following two meetings:

<b>Date (to be confirmed)</b>	<b>Agenda Items</b>
July 19, 2022 4pm-7pm	1) Overview of advisory roles & responsibilities 2) Presentations from staff regarding desired programming & urban design features and amenities 3) Presentations from each of the three design teams

July 26, 2022 4pm-6pm	1) Group discussion to identify strengths and weaknesses (see roles & responsibilities) 2) Advisory Group wrap-up
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After obtaining guidance from the advisory group and weighing programmatic and internal maintenance and operational considerations, staff will return to the City Council with a recommendation identifying the preferred design team, programming components for the new playhouse, and a proposed contract for the design, production drawings, and specifications for bidding the project.

## **ATTACHMENT**

Attachment A - June 6, 2022 City Council Staff Report

CITY COUNCIL  
NEW BUSINESS

JUNE 6, 2022

**SUBJECT: NEW WEST HOLLYWOOD CITY PLAYHOUSE FACILITY**

**PREPARED BY: CITY MANAGER'S DEPARTMENT**  
Jackie Rocco, Deputy City Manager  
Ric Abramson, FAIA, Urban Design and Arch. Studio Manager  
Garen Yolles, Associate AIA, Architectural and Urban Designer

**ECONOMIC DEVELOPMENT DEPARTMENT**  
John Leonard, Director  
Rebecca Ehemann, Arts Manager  
Eva Angeloff, Grants Coordinator

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**STATEMENT ON THE SUBJECT:**

The City Council will receive an update on the current Coast Playhouse structure and provide direction regarding next steps for a new City Playhouse including moving forward with a consultant selection process for designing a replacement facility.

**RECOMMENDATIONS:**

1. Receive this update on the state of the current Coast Playhouse.
2. Review design visions generated to date and direct staff to move forward with developing a replacement strategy for the existing structure.
3. Direct staff to establish a Playhouse Design Steering Committee to weigh the design vision alternatives and make recommendations to the City Council regarding the selection of a preferred design team.
4. Authorize a total project budget not to exceed \$6.5 million for costs related to the design and construction for a new playhouse facility.

**BACKGROUND / ANALYSIS:**

In 2017, the City of West Hollywood acquired the performing arts facility known as the Coast Playhouse located at 8325 Santa Monica Boulevard. Staff has worked with a consultant team to assess the existing facility. However, it has not programmed and utilized the space because of concerns surrounding poorly functioning restrooms, outdated technology and mechanical equipment, inadequate accessibility to key spaces, and issues related to public safety.

The Playhouse was constructed in 1925 along the original Route 66. The existing building area is approximately 2,790 square feet on a lot totaling 3,749 square feet. The playhouse most recently functioned as an Equity Waiver Theater (maximum 99 seats) hosting plays and readings. Over its history, the Playhouse has been used both as a theatrical facility and a film house. However, the building itself has undergone many changes through the decades and, as a result, a Facilities and Recreation Services Department 2016 survey determined that there is no substantive evidence to indicate the property is historically,

culturally, or architecturally significant.

The playhouse site is housed within a commercial structure zoned CC1 – Commercial Community 1. The property, and the entire block to its east is owned by the City. The project site is located mid-block on the north side of the Boulevard between Flores Street and Sweetzer Avenue, across the street from the West Hollywood City Hall. While there is an existing 2,627 square feet parking lot that serves commercial business on the remaining east portion of the block, there is currently no dedicated on-site parking for the playhouse. The property is within walking distance of a public parking garage at North Kings Road and Santa Monica Boulevard, as well as an automated parking garage located behind City Hall.

### **Rehabilitation Study**

The existing playhouse structure has numerous public safety and accessibility issues that are not compliant with the current building and zoning codes. City staff commissioned an existing building assessment to analyze various rehabilitation options, including partial deconstruction with renovation to bring the playhouse in conformance with current building and zoning codes. This 2021 assessment study revealed that the structure and building systems are in very poor condition, contain numerous potential hazards to public safety, and is non-compliant from a disabled access standpoint. The study indicated that there were little components salvageable and there would likely be significant hidden costs associated with rehabilitating the entire building. Over a year ago, total rehabilitation costs for the playhouse were estimated to be approximately \$4.78 million (Tier 2). The estimated cost under Tier 1 was only to bring the building to code; however, it did not include other enhancements to incorporate various arts and performance program elements needed for the playhouse to be successful. The rehabilitation would also reduce the number of seats from 99 to 70. See Attachment A for the complete report.

Based on high estimated costs to refurbish the existing playhouse, staff concluded that it seemed prudent to also study scenarios of a full demolition and new construction that would creatively achieve a more efficient and climate responsive vision for a new facility that might better serve the needs of our local art community and that might be achieved within a similar footprint and within a relatively similar budget range.

### **Concept Visioning Exercise**

In June 2020, the city staff invited four pre-qualified firms from the Urban Design and Architecture Studio on-call bench contract list to participate in a visioning exercise to imagine possibilities for a new playhouse building. The following professional architectural firms participated:

- BAR Architects
- Grimshaw Architects
- Lehrer Architects
- Perkins and Will

The focus of this visioning exercise scope was to explore the potential for a new 5,000



square feet multi-use art and performance facility (with capacity for community programming when available) that would be flexible, inclusive, and climate-responsive to replace the existing structure. This facility also had to be envisioned so that it could easily be incorporated (with potential program expansion) into a larger full-block mixed-use housing development in the future. Therefore, design visions were to emphasize specific program requirements, namely (a) a strong urban presence along the public way with appropriate transition from public space, (b) forward thinking design strategies and material selections in accordance with our local micro-climate, sustainable principles, and resilient practices, (c) internal arts programming flexibility with no fixed seating, (d) an ability to expand in the future to the east or the west, (e) a potential for portions of roof top areas to carry additional live loads in the future, and (f) ways for the current surface parking lot to the east to be reconfigured or transformed as a pre- or post-event space without eliminating the current parking capacity.

From an environmental and climate action perspective, city goals and policies seek to foster innovation and incorporate non-mechanical, passively designed solutions, to encourage regeneration of natural eco-systems beyond mere sustainable practices, to reduce energy consumption and promote environmental stewardship, and to integrate thoughtful design solutions that elevate thermal comfort and promote healthy interiors. For this project, creative urban design, orientation, building and site amenities, eco-friendly materials, systems and assemblies, natural daylighting and cross ventilation, and universal access etc. were also strongly encouraged.

The initial visioning exercise brought to light potential solutions with exciting siting, programming, operational, and climate-responsive design opportunities. Each team had the opportunity to present their concept visions to the city leadership team and numerous city divisions that would be involved with the operation and maintenance of the Playhouse. Based on the internal input received, staff requested that BAR Architects, Grimshaw, and Perkins and Will develop their visions further to include more specific, detailed programmatic analysis, greater specificity in their concepts, and opinions of probable cost. In March 2022, each team resubmitted their concept visions with preliminary cost opinions. See Attachment B with a summary of each proposal.



Figure 3 BAR Architects Concept Proposal



Figure 2 Grimshaw Architects Concept Proposal



Figure 1 Perkins and Will Concept Proposal

## **Arts Programming**

In 2017, Council approved *WeHo Arts: The Plan*, a community-based cultural plan for the City of West Hollywood. Developed through an extensive 18-month process, *The Plan* guides the work of the City's Arts Division and Arts and Cultural Affairs Commission. Physical space for the arts was identified as the most important community priority and the Playhouse will be the City's first dedicated arts facility. The Plan is guided by 5 principles: 1) Space; 2) Engagement; 3) Support; 4) Visibility; and 5) Experimentation. A complete version of the cultural plan and quick guide of its recommendations are available at <https://www.weho.org/community/arts-and-culture/cultural-plan>.

West Hollywood has a talented performing arts community that often struggles to find spaces to create, rehearse, and present in West Hollywood. Approximately 40% of arts grantees request the use of a city facility for their funded presentation. Many dance, theatre, music and spoken word performance groups have utilized city facilities such as: Council Chambers, Fiesta Hall, and Kings Road Park. But there are significant limitations in the existing spaces for performance groups, such as green rooms, adequate lighting, and the ability to accommodate complex sets.

The Playhouse will provide the city with a much-needed dedicated performance space (as recommended in the 2007 Cultural Facilities Needs Assessment), and will provide opportunities for live theatre, concerts, art exhibitions, and rehearsals. The Playhouse will serve as an arts and cultural event center, to support nonprofit arts organizations and artists with an accessible venue in the city's center. Staff is considering different operational strategies to oversee the Playhouse including city as sole operator, city leasing the property to a resident company (theatre, performing arts, or non-profit arts organization) for performances, and combination of the two scenarios. The Arts and Cultural Affairs Commission will participate in the development of the programming for the Playhouse.

## **Next Steps**

Based on an evaluation of refurbishing the existing playhouse and the results of the visioning/cost analysis exercise for a new playhouse building, staff recommends moving forward with selecting a design team to lead the effort for a new playhouse facility. The cost difference between a refurbishment and new facility is minimal and the benefits of a new facility, with a 41% increase in seating capacity, that is programmatically broader ranging, is fully operational (with the latest equipment and technologies), and supports a flexible use of spaces, would better serve a more diverse and inclusive community of artists.

To better inform a preferred design team selection process that best reflects the city's core values and community-based goals, staff recommends establishing a Playhouse Design Steering Committee to advise staff regarding urban and facility design considerations and to inform any program recommendations to the City Council. In addition to city staff, this Committee would consist of the following representatives:

1. Arts and Cultural Affairs Commission members (2)

2. Public Facilities Commission member (1)
3. Senior Advisory Board member (1)
4. Disabilities Advisory Board member (1)
5. Lesbian and Gay Advisory Board member (1)
6. Design and construction professionals selected by staff to provide expertise regarding feasibility (3)

After obtaining guidance from the Steering Committee and weighing programmatic and internal maintenance and operational considerations, staff will return to the City Council with a recommendation identifying the preferred design team and a proposed contract for the design, production drawings, and specifications for bidding the project. Below is a preliminary project schedule.

Date	Task
June 2022	City Council authorizes staff to move forward with establishing a Playhouse Design Steering Committee
June – September 2022	Staff works with each Commission/ Advisory Board to appoint a representative to participate in the Design Steering Committee. Each design team will have the opportunity to present their vision to the committee. Committee will advise Council regarding strengths and weakness of each vision.
October 2022	City Council approval of preferred design team, scope of work, and budget for Schematic Design and Design Development, and Construction Documents.
May 2023	City Council approval of the final project design and the budget for construction
June 2023	Staff commences a bid process and selection of a contracting firm
Oct 2023	Construction anticipated to begin.

**CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:**

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-8: Enhance the Cultural and Creative Life of the Community.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- ED-3: Provide for continued economic growth through development and public improvements.
- LU-1: Maintain an urban form and land use pattern that enhances quality of life and meets the community’s vision for its future.
- ED-7: Enhance the City as a regional, national, and international destination for the entertainment, nightlife, dining, and retail industries that are key to West Hollywood’s fiscal health.

**EVALUATION PROCESSES:**

The Playhouse Design Steering Committee will evaluate each firm’s proposal and provide guidance to staff in making a recommendation to the City Council regarding selection of the preferred design team to move forward.

**ENVIRONMENTAL SUSTAINABILITY AND HEALTH:**

A new environmentally responsive art performance facility design that reflects the city’s adopted Climate Action Plan will more closely realize meaningful implementation of the city’s environmental sustainability and health goals for the community than a rehabilitated building in severe decay.

**COMMUNITY ENGAGEMENT:**

Staff recommends forming a Playhouse Design Steering Committee with representatives from multiple Commissions and Boards alongside professional expertise to ensure a cross pollination of community points of view.

**OFFICE OF PRIMARY RESPONSIBILITY:**

CITY MANAGER'S DEPARTMENT / URBAN DESIGN AND ARCHITECTURE STUDIO  
ECONOMIC DEVELOPMENT DEPARTMENT / ARTS DIVISION

**FISCAL IMPACT:**

Approval of this staff report would authorize a total project budget not to exceed \$6.5 million for costs related to design and construction for a new playhouse facility. The cost of Phase 3 of the project, which will include professional services for schematic design, design development and construction documentation of the preferred design is estimated to be approximately \$550,000 to \$650,000. The cost of phase 4 of the project is estimated to be \$5 to \$6 million.

Approximately \$5.3 million was originally allocated by City Council for purchase and rehabilitation of the playhouse. After the purchase was completed in 2017, \$2.83 million remained for rehabilitation and maintenance. Of this, \$2.75 million remains available for design and construction. Additional funding, up to the estimated total project budget, would be requested as the project progresses, likely upon the award of a construction agreement.

Below is a breakdown of each phase of the project to date:

<b>Phase</b>	<b>Tasks</b>	<b>Amount</b>
Phase 1	Concept Design Visions	\$ 24,000 (completed)
Phase 2	Design Steering Committee to select preferred concept design	-
Phase 3	City Council approval of Schematic Design, Design Development, Construction Documents	\$ 550,000 - \$ 650,000
Phase 4	City Council approval of Construction Administration and Implementation	\$ 5 – 6 million

AMOUNT	DESCRIPTION
\$ 550,000 - \$ 650,000	Phase 3 consulting costs will be funded from the \$2.75 million previously budgeted for the rehabilitation of the facility (100-4-40-41-702030 CIP 55-26).
\$ 5-6 million	Phase 4 construction costs will be partially funded from remaining funds previously budgeted for rehabilitation of the facility. The balance of funds needed for construction will be requested when the construction agreement is awarded.

**ATTACHMENTS:**

ATTACHMENT A – Cost Opinion for Playhouse Refurbishment

ATTACHMENT B – Concept Visions for Playhouse Replacement



# **LIBRARY CULTURAL PROGRAMMING COMMITTEE**

## **REVIEW AND APPROVAL PROCESS**

### **Events, Programs, Art Exhibits, and other Projects**

#### **Under the Purview of the Library Cultural Programming Committee**

#### **Mission, History and Structure**

The City of West Hollywood is committed to providing accessible arts and cultural events programming for its residents and visitors. After building the West Hollywood Library building in 2011, the City and Library formed the Library Cultural Programming Committee (also referred to herein as the “Committee” or “LCPC”) as it was realized there was a need for greater cross-communication and collaboration between the agencies involved, and as a way to receive and approve requests from the public to present events, programs, art exhibits and other projects at the West Hollywood Library complex.

The LCPC is managed by the City’s Arts Division and is comprised of representatives from the City’s Arts Division, the West Hollywood Library (LA County Library), the City’s Recreation Services Division, the City’s Social Services Division, Arts and Cultural Affairs Commission, and the Friends of the West Hollywood Library.

#### **Overarching Principles & Considerations in Review and Approval Processes**

West Hollywood includes and serves many diverse communities and cultural traditions. Its audiences include immigrants from repressive political environments, a Russian-speaking/Eastern European population, older adults, children, families, single adults, a large LGBTQ population, and people of all gender expressions. Consequently, the LCPC seeks to provide broad access to a variety of artistic disciplines and practices that can appeal to this diverse constituency.

West Hollywood has a progressive government and a sophisticated and well-educated population. As a result, the Library Cultural Programming Committee, the City’s Arts Division, and the Arts and Cultural Affairs Commission encourage experimentation, edginess, and boundary pushing in providing art, in addition to the more traditional art that might be found in other government-funded arts programs.

One way in which the City’s Arts Division experiments is by utilizing the interior walls of the West Hollywood Library for art and educational exhibits. This location was not originally designed or intended for art. By placing art in this public space, art becomes more accessible to the community.

In addition, when the City Council Chambers was built and while its primary function is to hold the City Council and Commission meetings, it was also recognized that it could have an important secondary function as a venue for arts and culture programs including music, film screenings, staged readings, author talks, panel discussions and other performing or presenting opportunities. Because it was not designed as a theatre or film screening venue there are some challenges faced for those types of programs which would not be encountered in a space specifically designed for theatre and film. These limitations should be taken into account for any proposed programs. Additionally, the LCPC does not have full purview over this space; any programs which are proposed and sponsored for this space must also be approved through a staff item to the City Council.

One of the LCPC's tasks is to determine, among the numerous requests it receives for exhibiting and presenting in these spaces, which are most in keeping with the City's values and the mission and purpose of the Library and its auxiliary spaces. An established set of criteria is needed to best serve the needs of the community and to ensure the appropriateness of works exhibited or presented. While the City takes a firm stance on the First Amendment Right on freedom of speech and has a cultural value of encouraging diversity and provocative art, when works are located in the shared public spaces of the Library, the public encounters them randomly and individuals do not have a choice of seeing or not seeing artwork. For instance, when the public spaces in the Library are used for exhibitions, the LCPC is mindful that the Library is shared by people walking through the building to access the collections and other Library services such as the public computers, the WorkSource Center, the study rooms and desks, the Children's Theatre, and any of the other services found in the Library.

However, the Community Meeting Room or Public Meeting Room/Council Chambers do provide controlled access so more provocative or adult-oriented presentations, conversations, screenings or other performances can take place in these spaces, as long as they meet the other criteria set forth.

As it pertains to Library exhibits, the LCPC shall take into consideration general standards of decency and respect for the diverse beliefs and values of the public when reviewing exhibit proposals. For instance, artwork featuring nudity and explicit language may not be suitable for a general audience who would encounter the works in the shared public areas in the Library. [The City currently has another gallery space in Plummer Park where the public must actively choose to enter the space, and where edgier, more explicit and controversial works may be displayed.]

This policy acknowledges that artists enjoy constitutionally guaranteed freedom of speech and expression and that the artists' works are protected by additional state and federal laws. However, the City is not creating a public forum in providing accessible arts and cultural programming for its residents and visitors;



rather, the City is merely permitting certain artists—after a viewpoint neutral review process—to display or present various projects in furtherance of the City's goals. The City must balance the artists' protection with other applicable legal parameters such as sexual harassment and non-discrimination laws. The Committee must weigh and balance sometimes conflicting rights when approving projects and deciding where these projects or programs should be sited. In approving and siting these projects, the Committee and the City are not endorsing or approving any opinion, position or viewpoint expressed by the selected artist or the selected project. The viewpoints, positions and opinions expressed in the art are solely those of the artists and should not be attributed to the City.

In order to ensure compliance with the City's principles and applicable legal considerations, all applications and requests for temporary art installations and exhibitions in public spaces shall be submitted to the Arts Division. Approval or installation of any art project in the public space in violation of this process shall be considered a violation of the City's policy.

### **Library Cultural Programming Committee Review Schedule**

The Library Cultural Programming Committee has an open application process for art exhibits and programs proposed for spaces in the West Hollywood Library. These locations include but are not limited to:

- Library Exhibition Spaces (the walls and open spaces of the Library)
- Library Community Meeting Room (seat up to 78 people)
- City Council Chambers/West Hollywood Park Public Meeting Room (seats 139+)
- West Hollywood Room (seats up to 10 people)
- Children's Theatre

The Committee's review schedule for proposals is as follows:

- Quarterly – The LCPC meets once every 3 months

In making its recommendations, the LCPC reviews all of the submitted proposals and supporting documents and enters into a discussion using the review and evaluation criteria as qualifiers to evaluate the proposal. Approved proposals are assigned for project management to one of the three organizations comprising the Committee (the City of West Hollywood, the LA County Library, and the Friends of the West Hollywood Library) where they may undergo an additional review/approval process within each organization.

### **Projects under the Authority of the LCPC Review and Evaluation Criteria**

Proposals presented to the LCPC are reviewed based on the following criteria. **[Please note each criterion may not be applicable to all projects and that some criteria may be weighed more heavily than others depending on the circumstances of the proposals.]**

- **Artist/Presenter Qualifications and Experience**
  - The artist/presenter's qualifications, including – the education, training, experience, body of work, and recognition of the artist/presenter, and the consistency of the artist/presenter's qualifications with the stated goals of the project
  - To the extent applicable, the artist/presenter's record of previous collaboration with other libraries, agencies, organizations, and artists to achieve a successful result in implementing the proposed project
  - The artist/presenter's experience presenting events, programs, art exhibits, and other programs to the general public.
  - To the extent applicable, the artist/presenter's previous proven successful experience in creating, producing or otherwise implementing projects similar to the one proposed.
  - Although a presenter may have extensive qualifications or training in medicine or health, any proposals offering medical or health advice may not be sponsored due to liability reasons.
  
- **Aesthetics** – Projects will be evaluated on the quality, potential enjoyment, concept and technical approach, and prospective social interaction.
  - The nature of the proposed concept.
  - To the extent applicable, the artist's past work and if it demonstrates the high level of artistry of past exhibitions.
  - The work's contribution to the goals of the City of West Hollywood.
  - The work's enhancement, advancement, and/or diversification of the library programming program.
  - The inherent artistic quality and aesthetic merit of the work.
  
- **Site-specificity/Relationship to the Location** – Exhibitions intended for the West Hollywood Library should take into consideration the location and community served by the Library and have some direct relevancy to the City of West Hollywood. As such, the Library Cultural Programming Committee includes the following criteria in considering potential exhibits.
  - Highlight and/or relate to aspects of West Hollywood's history and neighborhoods such as the Sunset Strip, the West Hollywood Design District, Historic Route 66, among others.
  - Highlight and/or relate to West Hollywood's major demographic groups (including the LGBTQ, Russian speaking/Eastern European and older adult communities) and major industries (including film, music, entertainment, home furnishings, and design).

- Align with the City’s longstanding support for Human Rights issues and its Core Value of “Respect and Support for People.”
  - Have a literary connection or component that aligns with the exhibit’s location in the Library.
  
- **Diversity** – The Committee is committed to providing opportunities to a diverse portfolio of artists and subject matter. All ranges of artistic styles, materials, types of artworks and programs, and diversity of artists (gender, race/ethnicity, age, sexual orientation and culture) are encouraged to assure a balanced and interesting program.
  
- **Proposed Budget** – Proven successful experience working within a given budget.
  - The budget of the project given the scope of the proposed project.
  - The cost of production, fabrication, framing, installation, and other related costs.
  - If the artist or proposing entity is requesting funding from the City.
  - The sources of funding for the project.
  - The ability of the Committee to support this project, if needed.
  
- **Public Safety and Materials** – Each proposal shall be evaluated to ensure that it does not present a hazard to public safety. Physical artworks shall be of a size, shape, design and material composition in which they will not impact the public’s ability to safely enjoy a project or otherwise pose a threat to public safety. Performances and presentations shall be reviewed to ensure they are designed in a way that will not pose a risk to the public or participating artists.
  
- **Timing** – Review of proposals will include consideration of the current exhibition and programming schedule for the Library. The LCPC receives far more proposals than can be sponsored and due to timing constraints some proposals may not be able to be accommodated or sponsored. A proposal should be submitted a minimum of six months before the anticipated exhibit or program.
  
- **Exhibition Location** – The Library is not a museum space. There are no dedicated guards for the artwork nor does the space have museum quality climate control. All artists/presenters shall be informed of these facts and shall choose whether they wish to display their artwork at the Library. All artists presenting exhibitions for display in the West Hollywood Library shall either obtain insurance or waive the City’s liability for the artworks. In some cases with highly valuable, one-of-a-kind artworks, it may be recommended that reproductions be used for exhibitions.

- **General Standards of Decency and Respect** – Each proposal shall be evaluated with the general standards of decency and respect for the diverse beliefs and values of the public in mind.
  - The intended audience for the proposal.
  - Whether the public will be a captive audience or will the proposal require affirmative steps to view it.
  - The location of the proposal and if it will be in an area typically accessed by minors or members of the public-at-large.

In accordance with the general standards of decency and respect for the diverse beliefs and values of the public, the LCPC may choose to recommend a different location of an art project/exhibition/program based on these criteria.

### **Appeal Process**

There is no appeal process, but an artist/presenter may submit another application for a new review cycle.

## Library Programming Meeting Notes

**Date: April 5, 2022, 2:30-4 pm**

**Location: MS TEAMS**

Attendees: Barbara Meltzer, Dan Faltz, Dawn Moreno-Freedman, Dennice Ocegüera, Emilie Alcock, Joy Tribble, Mike Che, Matt Gill, (Guest: City Poet Laureate Brian Sonia-Wallace)





Minutes/notetaker: Dennice Ocegüera

### A. Updates from members:

- a. Library back to pre-COVID hours. Some programming has resumed but still practicing social distancing. CMR is still offline.
- b. Friends of the Library had anniversary recently; received commendation.
- c. Arts Division: next WeHo Reads takes place on 4/6, 6pm  
[www.weho.org/wehoreads](http://www.weho.org/wehoreads), National Poetry month banners are up, several open calls: winter/holiday artwork, grant review panelists, theatre rfp  
<https://www.weho.org/community/arts-and-culture/artist-opportunities>
- d. Special Guest Brian Sonia-Wallace read the poem he wrote for National Poetry Month, text avail here: <https://www.weho.org/community/arts-and-culture/literary-arts/city-poet/city-poet-laureate-brian-sonia-wallace>

### B. Library Exhibits Update and Review

Library Exhibits		Status
Heart Sculpture (Mr. Brainwash)		<b>Extended until October 2029</b> , added clause for 30 day termination by either party.
Jae Lynn Gomez		<b>Extended until 2026 or sold</b> Arranged for an extended loan which may be terminated by either party with one week notice.

<p><b>Remembering Beverly Park</b></p>		<p>Open-ended</p>
<p><b>Historic WeHo – Historic Buildings by Tony Coelho</b></p>		<p>Great feedback from Library so far, however may want to think about changing it out.</p>
<p><b>Shelley Heffler – Rescued Refuse</b></p>		<p>Upcycled banners transformed into artwork.</p> <p>April – Dec 2022</p>
<p><b>War Toys – Brian McCarty</b></p>		<p>Declined. Mike will inform. Comments from the Committee: Standards of Decency and respect -Suitable audience may have changed with the outbreak of war. Will suggest other locations or format.</p>

**C. Review of New Proposals**

Title of Program	Proposed Location	Action Taken
Rhythm and Roots	Children's Theatre	Declined. Mike will inform. Comments from the Committee: Budget: Don't have budget for this. Timing: All programs of this nature are being booked centrally by County Library. Applicant has participated before so should know but can be reminded of process.
Transparencies in Time: Cuahpohualli embedded in ethno poetic language poetry:	Council Chambers (seats 139, subject to Council approval)	Declined. Mike will inform. Comments from the Committee: Artist/Presenter qualifications & Experience not represented: Poor artistic work samples and unclear application. Also no suitable exhibition location for this.
Transparencies in Time: Cuahpohualli embedded in ethno poetic language poetry:	Exhibition	Declined. Mike will inform. Comments from the Committee: Artist/Presenter qualifications & Experience not represented. Poor artistic work samples and unclear application. Also no suitable exhibition location for this.
Book talk on "Venice Beach: A Novel"	Community Meeting Room (seats up to 78)	Declined. Mike will inform. Comments from the Committee: No Site-Specificity/Relationship to location of West Hollywood.
Transformational Figures	Community Meeting Room (seats up to 78)	Declined. Mike will inform. Comments from the Committee: Artist/Presenter qualifications & Experience. Unclear application. In consideration to a WeHo Reads reading list, Emilie will begin putting together a list for the committee to review. Mike will provide Emilie with resources for this list.
HIDING IN PLAIN SIGHT -- BREAKING THE QUEER CODE IN ART	Community Meeting Room (seats up to 78)	Declined. Mike will inform. Comments from the Committee: Timing-cannot accommodate due to schedule.
TBD - The Hollywood Blacklist	Library Exhibition Spaces	Declined. Mike will inform. Comments from the Committee: Exhibition Location-no space for this, cannot accommodate exhibition of these elements (electrical, table vitrines); No Budget- Committee does not have funds for this.

**D. Next meeting date TBD.**