

REQUEST FOR PROPOSALS

FOR THE

MANAGEMENT, OPERATIONS,
AND PROGRAMMING,

OF THE

CITY OF WEST HOLLYWOOD
PLAYHOUSE

DEADLINE TO SUBMIT:

SEPTEMBER 27, 2023, 5PM PT



Economic Development Department
Arts Division

@wehocity

@wehoarts

www.weho.org

PURPOSE AND INVITATION TO SUBMIT PROPOSALS

The City of West Hollywood (hereinafter “City”) is pleased to offer an exciting opportunity for a well-qualified business, team, or non-profit entity, with proven experience in performing arts venue management, production, artistic direction, technical stagecraft, and financial management, to oversee the City of West Hollywood Playhouse (hereinafter “City Playhouse”) at 8325 Santa Monica Blvd., West Hollywood. The City Playhouse is currently in design development and is expected to open in 2026.

Qualified applicants will demonstrate experience in booking, contracting, and presenting performing arts programs; have a proven track record and demonstrable evidence of administrating a performing arts venue; demonstrated community engagement strategies; and established facilities maintenance protocols. Applicants must also have proven experience in good financial management, fundraising, events marketing, ticketing, artist services, audience services, security, scheduling, parking solutions, technical direction, and customer service. Newly formed teams are eligible to apply.

The applicant must clearly articulate achievable plans for professional theater operations and venue stewardship, rental and contracting policies, artistic programming/presenting programs, a communication/marketing strategy, and commitment to document compliance with appropriate laws and regulations.



Concept rendering of the City of West Hollywood Playhouse (Perkins & Will)

CITY OF WEST HOLLYWOOD PLAYHOUSE

In 2017, the city purchased the Coast Playhouse (8325 Santa Monica Boulevard) which was an equity waiver theatre (99-seats) that was used to host plays and readings. Over its history it was used as a theatrical facility and as a film house, home to performances by individuals such as James Arness, Charles Busch, Roger Corman, Anthony Edwards, Karen Finley, Jack Nicholson, and Marlo Thomas. Due to concerns around accessibility and public safety, the City closed the property until a community vision for a new City Playhouse was defined. Ultimately, the city determined that it would be best to demolish the existing structure and design a new, state-of-the-art, City Playhouse at the same location.

In February 2023, the City of West Hollywood began a design visioning process to replace the existing playhouse structure, led by Perkins & Will. A City Playhouse Steering Committee was established in the spring of 2023 to guide the design development of the new building. The Steering Committee (Committee) included City Councilmembers, three performing arts experts, a landscape designer, and an urban designer, representatives from the West Hollywood Arts and Cultural Affairs Commission, and representatives from the West Hollywood Public Facilities, Recreation, and Infrastructure Commission. The Committee convened three times (March, April, and June 2023) and reviewed design concepts and technical refinements, provided feedback and guidance, and made recommendations to the City Council regarding the programming and design of the playhouse.

The design for the City Playhouse includes an 8,900 sq. ft., two-story building design that incorporates a second-floor proscenium theatre with 99-seats, an approximate 600 sq. ft. performance space, lighting and AV systems, control room, and catwalk access. The first floor features an approximate 600 sq. ft. rehearsal space, a dressing room, a green room, restrooms, staff offices, a box office, storage, and a small pocket park.

The City's goals for the City Playhouse are:

1. To maximize the City Playhouse as a community engagement resource and symbol of community pride, through the programming of diverse world-class performing arts + cultural productions, and educational events.
2. To promote the City Playhouse as a regional center for artistic expression and performing arts, affirming its place as a hub of cultural activity that specializes in presenting the stories and cultural traditions of the West Hollywood community.
3. To utilize the City Playhouse as an anchor and catalyst for economic development.

4. To serve as a center for community celebration and gathering, belonging, and cultural connection, and to ensure that fair and equitable access is provided to artists and community-based arts organizations that focus on engagement, partnership, equity, racial justice and delivering high-quality, culturally sensitive programming at affordable rates and ticket fees.

5. To become a home for leading, world-class performing artists, while anchoring and nurturing established and emerging Los Angeles-based arts and service organizations with a primary focus on the communities in West Hollywood.

6. To become a creative center for diverse cultural talent reflective of the West Hollywood community.

7. To safeguard the City's significant level of capital investment by ensuring the City Playhouse building, advanced technology, and equipment are safe, clean, consistently maintained and regularly updated so that the facility will continue to be a cultural asset for the city.

CITY PLAYHOUSE MISSION & VALUES

City Playhouse Mission Statement

The City Playhouse is a multidisciplinary center for the visual and performing arts that presents new and innovative work that reflect and promote diverse voices, genres, and points of view. The City Playhouse commits to engaging the spirit of West Hollywood audiences through the programming of outstanding theater, music, dance, film productions, comedy, and cultural presentations in an intimate and fluid theater space that is accessible and welcoming.

City Playhouse Values

1. To be a home for leading, world-class performing artists, while nurturing established and emerging artists and arts organizations with a primary focus on the communities in West Hollywood.

2. To serve as a center for community celebration, gathering, belonging; employ an artistic and administrative staff; ensure that fair and equitable access is provided to artists and community-based organizations that focus on engagement, partnership, equity, racial justice; and deliver high quality programming at affordable rental rates and ticket fees.

3. To promote the City Playhouse as a local center for artistic expression, an anchor and catalyst for economic development, while reaffirming its place as a hub of cultural activity that specializes in presenting performing arts which reflect the values of the City of West Hollywood.

4. To safeguard the City's significant level of capital investment by ensuring the theater's building, advanced technology, and equipment, are safe,

clean, consistently maintained and regularly updated so that the facility will continue to be a cultural asset for the city.

ELIGIBILITY

This is an open call for professional businesses or non-profit entities, with proven experience in performing arts venue management, production, curation, and technical stagecraft. Newly formed teams are permitted to submit proposals if they meet all the minimum eligibility requirements. The ideal candidate will provide a competitive bid and demonstrate the following qualities in their proposal:

- Applicants must be based in the United States.
- At least seven (7) years of successful venue management and for a performing arts venue with a minimum seating capacity of 75 seats, and experience booking at least 40 unique events per year.
- Ability to demonstrate that the applicant is in excellent financial standing, with a track-record of fiscal responsibility and transparency.
- Demonstrable knowledge about the regional, national, and international touring and performing arts market and service organizations, an excellent reputation among local, regional, and national peers, and understanding of the West Hollywood/Los Angeles performing arts ecosystem.
- Proven success in managing ticketing systems and launching marketing and PR campaigns through various forms of social media, especially to diverse communities, including illustrating the ability to provide data, metrics, and survey information.
- Established relationships with recognized and culturally relevant artists and the ability to evaluate and identify artistic choices that bring added value to the reputation of the venue.
- Demonstrate a track record as a seasoned presenter of professionally staged events of all forms, with the knowledge of how to book, negotiate, contract, and produce cultural events that elevate the quality of life.
- Ability to illustrate how to best position the City Playhouse to be at the forefront of artistic expression that leverages unique partnerships and collaboration with other leading institutions.
- Ability to sufficiently staff a venue to produce a high-quality artistic program, provide a licensed security guard, and custodial services.
- A commitment to Diversity, Equity, and Inclusion (known as “DEI”) as exemplified in previous productions and staff composition.
- The applicant must not have any role or relationship with the City which substantially limits the ability of the City to exercise its rights under the Agreement.

- A history of high-level contributed income including grants, major gifts, national foundational support, and multiple forms of philanthropy.

BUDGET

Proposals should include a competitive bid for the anticipated scope of work.

DEADLINE

A Pre-proposal Conference is scheduled for Wednesday September 13, 2023, at 12:00 PM PT. RSVP to arts@weho.org by Tuesday, September 12, 2023. This is not a mandatory meeting.

Responses are due on **Wednesday, September 27, 2023, at 5:00 P.M. PT.** Responses must conform to the requirements of this Request for Proposals (RFP). Draft design documents for the City Playhouse can be viewed in Attachment A. All applicants are required to review the City Playhouse plans prior to submittal.

SCHEDULE

The following dates represent the City's best estimate of the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule as it deems necessary.

August 31, 2023	Request for Proposals released
September 13 – 12:00 PM (PT)	Pre-Proposal Conference. RSVP required
September 27	Deadline for Proposals
Week of October 16	Semi-Finalists notified for Interviews
October 30	Deadline for Semi-Finalists to submit presentation materials
November 2 – 9AM-1PM (PT)	Semi-Finalists present to City
Week of November 6	Semi-Finalists notified of next steps
November 16	Arts and Cultural Affairs Commission approval
December 18, 2023	City Council approval

PROPOSAL REQUIREMENTS

The City is searching for a well-qualified business or non-profit entity, with proven experience in performing arts venue management, production, curation, technical stagecraft, and financial management to operate and present a variety of performances and attractions of all genres in the new City Playhouse (anticipated to open early 2026).

At the time of the release of this RFP, some assets for the facility have not been finalized. The selected applicant may assist the city in the selection of playhouse requirements such as a ticketing and reservation system, furniture and fixtures, office equipment, a concert grand piano, music stands, technical riders, light plots, baseline kits, green room furnishings, artist amenities, washer/dryer, audience amenities, storage lockers, and supporting production tools and various stage materials, usher uniforms, stanchions, etc.

Interested parties must submit their proposal online:
<https://form.jotform.com/232326406397054>

Please read all the information listed carefully. Incomplete and/or late applications will not be considered. All proposals must be clear, succinct, and organized. All proposals will be evaluated on the completeness and quality of the content. Only those applications that provide complete information, as listed below, will be considered for evaluation.

- 1. Applicant Information (Primary Contact Person).** Provide the full name, principal place of business, email, and telephone number. Provide a brief narrative description of the applicant's business. If applying as a newly formed team, provide a brief description about each of the individual team member's business. (1-page maximum)
- 2. Cover Letter.** A cover letter introducing the applicant, describing why the applicant is the ideal candidate for the opportunity, and summarizing key elements of the applicant's proposal. If applying as a newly formed team, provide a statement about your previous working experience together. (3-pages maximum)
- 3. Proposal of Services** to demonstrate the following primary services:
 - a. Facility Management and Oversight:** The selected applicant will maintain all elements of the physical infrastructure of the building, including the upkeep, repair and replacement of all production and performance equipment; maintain all elements related to the theater, and audience, artist and staff equipment including offices, computers, storage, ticketing, and other amenities. The selected vendor will maintain an up-to-date inventory/log of equipment purchases and venue repairs and upgrades. City will conduct regular inspections by appropriate City departments to review the maintenance of the facility.

DELIVERABLE: Provide a maintenance strategy for routine and anticipated long-term maintenance requirements, improvements and/or challenges with the City Playhouse, and how they should be addressed.

- b. Operations Plan and Staffing:** The selected applicant will hire, pay, and train all staff including venue management, artistic staff, ushers, production crew, event staff, and volunteers, and make a good faith effort to support local hiring. The selected applicant will provide oversight for all operations that include ADA compliance and accommodation, contracting, custodial services, fundraising, parking services, and marketing/public relations/social media, scheduling/booking, and licensed security guard services.

The selected applicant will propose programming and solicit feedback from the West Hollywood Arts and Cultural Affairs Commission.

The City shall maintain final approval of all proposed programming for the City Playhouse. Approximately thirty (30) “City Days” of Playhouse programming shall be used by the City, or local non-profit cultural organizations funded by the West Hollywood Arts Grant Program on an annual basis. Once selected, applicant will advise on the rates for community use and rentals. Arts Division will have final authority establishing rates for the community use and rentals, subject to City Council approval, as necessary. City Days can be used consecutively and will be negotiated on a case-by-case basis. In addition, the City Playhouse will be available for emergency community gatherings, health and wellness, memorials for important leaders, and platforms for celebrating the community.

The selected applicant may be asked to design an annual open call process that allows for vendors to apply to be a principal user/anchor arts organization for annual presentations and/or incubation of new projects.

DELIVERABLES: Propose a comprehensive management and operation strategy. Include an organizational chart, staff positions, and job responsibilities. Identify key staff members with bios and

resumes (limit to 4-pages per staff member). Identify which roles have not yet been hired.

If it is known that subcontractors will be hired to perform any part of the work for this project, include their names, contact information, and a resume and/or list of past projects for each subcontractor listed. (Resume is limited to 4-pages maximum, per team member).

The city is considering identifying a principal user/anchor arts organization for annual presentations and/or incubation of new projects. Provide a recommendation and your experience with implementing this model in a performing arts facility.

Provide a case study of programming and engagement you have implemented that demonstrates support for community performing arts programs.

- c. Fiscal Management:** The selected applicant will follow industry standards that are fiscally responsible and transparent. The selected applicant will provide an annual audit of revenue and expenses, and alert West Hollywood Arts Division of any potential financial shortfalls that would prevent proper or continued operation of the venue and programs.

The City shall maintain a significant degree of control over use of the facility, which will include the requirement that the City approves the budget for the operation and management of the facility, capital expenditures with respect to the facility, rates charged for the services provided at the facility.

DELIVERABLE: Provide an example of a financial report (balance sheet, income statement, statement of cash flows, and retained earnings) you have created for a facility.

- d. Fundraising/Development:** The City anticipates partially subsidizing the City Playhouse. The selected applicant will be expected to seek grant/foundational support, high level sponsorship, membership, major gifts, or other forms of innovative funding models to support the programming at the Playhouse. The selected applicant will adhere

to proper City policies as they relate to fundraising, sponsorship, and naming rights for the venue.

DELIVERABLE: Provide examples of successful fundraising campaigns you have managed.

- e. Ticketing and Marketing:** The selected applicant will ensure that the City Playhouse maintains a professional ticketing operation and event marketing program, deploying all forms of social media and on-site marketing opportunities to positively promote the brand of the City Playhouse.

DELIVERABLE: Describe the ticketing system, ticketing operation, and event marketing strategy that you would employ if selected. Provide examples.

- f. Booking and Programming/Event Management:** The selected applicant will promote the City Playhouse for use and leverage resources to bring events and artists to the City Playhouse. Ensure a high level of Diversity, Equity, and Inclusion (“DEI”) when booking, staffing, and programming the City Playhouse. The selected applicant will follow industry standards in event contracting and rental agreements. The selected applicant will provide an annual report to the West Hollywood Arts Division of activities contracted and successfully deployed at the City Playhouse. It is expected that there will be a demand to use the City Playhouse, rehearsal space and/or mainstage, seven days a week.

DELIVERABLES: Describe how you will solicit and book programming for the rehearsal space and mainstage.

Provide a sample annual calendar and programming outline with performance milestones and dark days.

Provide a concessions strategy to include the sale of snacks, beverages, merchandise, and alcohol during performance times.

- g. Communication Strategy:** The selected applicant will provide a communication strategy to brand, promote, and advertise the

activities scheduled for the City Playhouse. It is envisioned that most promotion and advertising will be digital.

DELIVERABLES: Provide an example of a communication strategy you developed for a performing arts venue to brand, promote, and advertise activities.

Describe the advertising efforts you have utilized to promote the scheduled activities at a venue you have managed. And describe how you were able to evaluate if your advertising efforts were successful.

- h. Agreement and Metrics:** The selected applicant will be required to establish regular communication check-ins with the assigned contract manager. The selected applicant will provide an annual performance metric report to track the number of events, sizes of audiences, number of artists engaged, number of new artworks created, and select testimonials from attendees.

DELIVERABLE: Provide an example of a performance metric report you provided for a venue. Are there additional metrics, other than those provided above, that you would recommend tracking in the report?

- 4. Diversity, Equity, and Inclusion (DEI).** Describe your commitment to Diversity, Equity, and Inclusion (known as "DEI") as exemplified in previous productions and staff composition. (1-page maximum)

- 5. Fee Proposal.** The fee proposal should provide an itemized annual cost estimate to provide services for the anticipated scope of work, an itemized five (5) year cost estimate for the anticipated scope of work, and a list of all-inclusive hourly rate for services. If fees differ for individuals on the team, then list each individually. The all-inclusive rate should include all expenses needed to complete the Scope of Work such as: staff fee, services, materials, supplies, wages, insurance, etc.

6. Related Project Information / References

List at least three (3) comparable projects completed for municipalities or other public agencies within the past five years and that best represent

your experience listed under the scope of services. Include specific project name and location, client name/organization and contact person together with title, telephone number and email.

If applying as newly formed team, provide three (3) comparable projects completed for municipalities or other public agencies within the past five years for each member of the team. Include specific project name and location, client name/organization and contact person together with title, telephone number and email.

SCOPE OF WORK

The selected applicant will be invited to enter into an Agreement with the City. The City shall retain exclusive rights to the theater. The Agreement will govern the terms of the operation of the theatre on a year-round basis. The operator will provide full facility oversight, financial management, programmatic responsibility, and stewardship of the Playhouse on a year-round basis, under the oversight of the City and the West Hollywood Arts and Cultural Affairs Commission.

The terms of the Agreement are subject to negotiation. As currently envisioned, the Agreement will include the following:

1. A term of five (5) years with the option to renew for up to two additional, five (5) year extensions (subject to the submittal of an annual report, an annual review, and successfully meeting the terms of the Agreement).
2. Selected applicant will coordinate all work with City staff to develop annual programming and make presentations to assigned stakeholders as necessary.
3. Selected applicant shall hire and train technical and operations staff and develop technical and operations training manuals for staff. Selected applicant will request approval in advance of hiring subcontractors.
4. Within six (6) months of executing the Agreement, the selected applicant, as the operator, will be required to deliver to City of West Hollywood:
 - A. A communication plan to brand, promote, and advertise the activities scheduled for the City Playhouse.
 - B. A programming and engagement plan for proposed community-supported performing arts programming that includes an emphasis on

supporting performing artists, economic advancement, creative cultural production, job creation, community health, wellness, and engagement, and clearly identifies support of West Hollywood artists, arts organizations, residents, and visitors.

- C. A comprehensive framework for addressing personnel and City Playhouse conditions, including sequencing recruitment and hiring of local labor, and a budget and timeline for acquiring the necessary equipment and artists' amenities to maintain a world class performing arts playhouse.
 - D. A proposed maintenance plan, schedule, aging report for all capital improvements and purchases, and recommendations for addressing major repairs and upkeep of the facility, by both the operator and the city.
 - E. The operator must provide a parking plan demonstrating an understanding of the parking and transportation needs for the theatre, audiences, artists, crew, staff, and ADA use. This plan may address the exclusive use of one or more City lots by the theater on event days. It may also include the implementation of a shuttle program from local parking lots, designated street parking, and/or a valet service to the Playhouse.
5. Deliverable of an Annual Report to share metrics such as:
- a. the number of and type of events/performances
 - b. the size of audiences
 - c. the number of participating artists and staff
 - d. Maintenance Plan
 - e. Financial Report

SELECTION PROCESS

The City of West Hollywood will convene an internal working group of City staff to review proposals and rate applicants according to the established criteria. The selected applicant shall demonstrate the ability to perform professional and financial oversight of a performance art venue, clearly articulate achievable facility maintenance, engagement and programming plans for theater operations, rentals programs, routine maintenance, and document compliance with appropriate laws and regulations.

Responses to the Request for Proposals will be evaluated and ranked according to the following criteria:

- Ability to communicate effectively and efficiently

- Experience in working with municipalities and/or public agencies
- Knowledge of current trends and methods in performance venue management
- Fee Proposal
- Overall merit of proposal
- References

The city will invite the top-ranking applicants for an in-person interview and presentation to take place on November 2, 2023, between 9:00am-1:00pm PT. The final scheduled will be coordinated with the semi-finalists.

It is the City's intention that within four weeks following the deadline of the request for proposals, notification will be given to each applicant as to the status of their proposal. Following review of the proposals, the city may elect to interview some or all the applicants or may otherwise seek clarification of the materials submitted. The interview will be for the purpose of a presentation by the applicant, discussion of the scope of work, and review of factors considered in the preparation of the proposal. The applicant may also provide clarification of submitted materials.

CITY OF WEST HOLLYWOOD

The City of West Hollywood was incorporated in 1984. It is 1.9 square miles in area and is bounded by Beverly Hills to the west, Hollywood to the east, and Los Angeles to the north and south. It is a highly dense, urban community. West Hollywood is home to approximately 35,000 residents and over 3,500 businesses. Approximately 40% of the City's residents are gay or lesbian, 10% are Russian-speaking immigrants, and close to 20% are older adults.

The city is home to the world-famous Sunset Strip, the West Hollywood Design District, and hosts the annual Halloween Carnaval in October, WeHo Pride in June, as well as dozens of visitor attractions that include a wide variety of restaurants and entertainment venues. On a typical weekend, the city population swells to over 80,000 and during special events, the city attracts between a quarter and a half million people.

ARTS DIVISION

The City of West Hollywood's Arts Division promotes the arts as the creative engine of the city through a diverse portfolio of art and cultural programs designed to engage and enrich the lives of residents and visitors.

On January 5, 1987, the city formed the Arts and Cultural Affairs Commission (originally called the Fine Arts Commission) to identify the arts needs of the community, analyze methods of fulfilling these needs, and promote activities to broaden the opportunities for citizen participation in the arts. The Commission provides accessible arts programs for residents and visitors to West Hollywood.

For the first 20 years, the Commission was staffed by various members of the Economic Development Division. In 2007, the city hired its first full-time arts administrator. Over the ensuing 10 years the city added an arts coordinator, public art coordinator, grants coordinator and arts technician to its staff to support an expanding portfolio of arts programs.

On July 1, 2016, the City formally established the expanding art team and its programming into its own Arts Division. The Division, a team of 7-8 staff, deliver a broad array of arts programs including Art on the Outside (temporary public art), Urban Art Program (permanent public art), Summer + Winter Sounds, Literary Programs (WeHo Reads, City Poet Laureate), Free Theatre in the Parks, Arts Grants for Nonprofit Arts Organizations and Individual Artists, Library Exhibits and Programming, Drag programs (Drag Story Hour, Drag Laureate), Human Rights Speakers Series, and the WeHo Pride Arts Festival. The Arts Division will also manage the contract for the City Playhouse.

WEHO ARTS: THE PLAN

In August 2017, after an 18-month community-based planning process, the City adopted WeHo Arts: The Plan, to guide the Division's programming for the next five to ten years. The Plan's goals are to celebrate the City's distinctive artistic and cultural identities, identify and commemorate West Hollywood's support and advancement of the arts and to articulate a shared vision for the future including securing the position of arts and culture at the heart of the Creative City. Physical space for the arts was the most important community priority and the City Playhouse is the City's first dedicated arts facility. *The Plan* is guided by five principles: 1) Space; 2) Engagement; 3) Support; 4) Visibility; and 5) Experimentation. The full text of the cultural plan and a quick guide of its recommendations are available at <https://www.weho.org/community/arts-and-culture/cultural-plan>.

CULTURAL EQUITY STATEMENT

The City of West Hollywood's Arts Division and Arts and Cultural Affairs Commission believe that all people in the City of West Hollywood have the right to celebrate and engage in meaningful and relevant arts and cultural experiences. Each member of the community should have access to the arts which reflect and nurture individual identities, affirm personal value, and foster belonging in the community. Arts and culture are foundational to quality of life and vibrant and resilient communities. Arts and culture have the power to enhance inclusion, engagement, and diversity, and contribute to positive outcomes across civic life. The right to participate freely in the cultural life of the community is recognized as a basic human right.

We aspire to ensure cultural equity in all arts policies and practices, including equity for both artists and audiences. West Hollywood has a long history of supporting art that uplifts diverse artists and audiences.

CITY OF WEST HOLLYWOOD MISSION STATEMENT AND CORE VALUES

Mission Statement

As a premier city, we are proactive in responding to the unique needs of our diverse community, creative in finding solutions to managing our urban environment, and dedicated to preserving and enhancing its wellbeing. We strive for quality in all our actions, setting the highest goals and standards.

Core Values

Respect and Support for People

We recognize and celebrate the diversity of our community by treating all individuals with respect for their personal dignity and providing a wide array of specialized services. We promote mutual respect, courtesy, and thoughtfulness in all interactions.

Responsiveness to the Public

We hold ourselves accountable to the members of our community and are committed to actively seeking public participation. We promote a public process whereby we can respond to the community's needs while balancing competing interests and diverse opinions.

Idealism, Creativity, and Innovation

We value our artistic richness and support idealism and creativity. We are dedicated to consistently finding innovative and better solutions to provide the best public service possible.

Quality of Residential Life

We maintain a balanced sense of community by protecting quality of life, conserving our historic neighborhoods, safeguarding housing affordability, and proactively governing growth with care and thought.

Promote Economic Development

We recognize that economic development is essential to maintaining quality of life for the total community. We support an environment where our diverse and eclectic businesses can flourish and seek mutually beneficial relationships with the business community.

Public Safety

We protect the personal safety of our constituents and safeguard the community from the threats of natural, technological, and other man-made hazards. Through preparation and planning, we minimize the effects of these disasters.

Responsibility for the Environment

We make it our responsibility to protect and improve our natural and built environments, pursuing opportunities to preserve and create open and green space in our urban setting. We initiate partnerships with other cities and agencies to address regional and global environmental challenges.

QUESTIONS

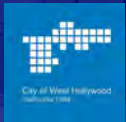
Direct all questions for this RFP to Rebecca Ehemann, Arts Manager, rehemann@weho.org, 323-848-6846.

ATTACHMENT

Attachment A: City Playhouse concept design documents

ATTACHMENT A – City Playhouse concept design documents

City of West Hollywood Playhouse



Perkins&Will

Site Plan



Perspective



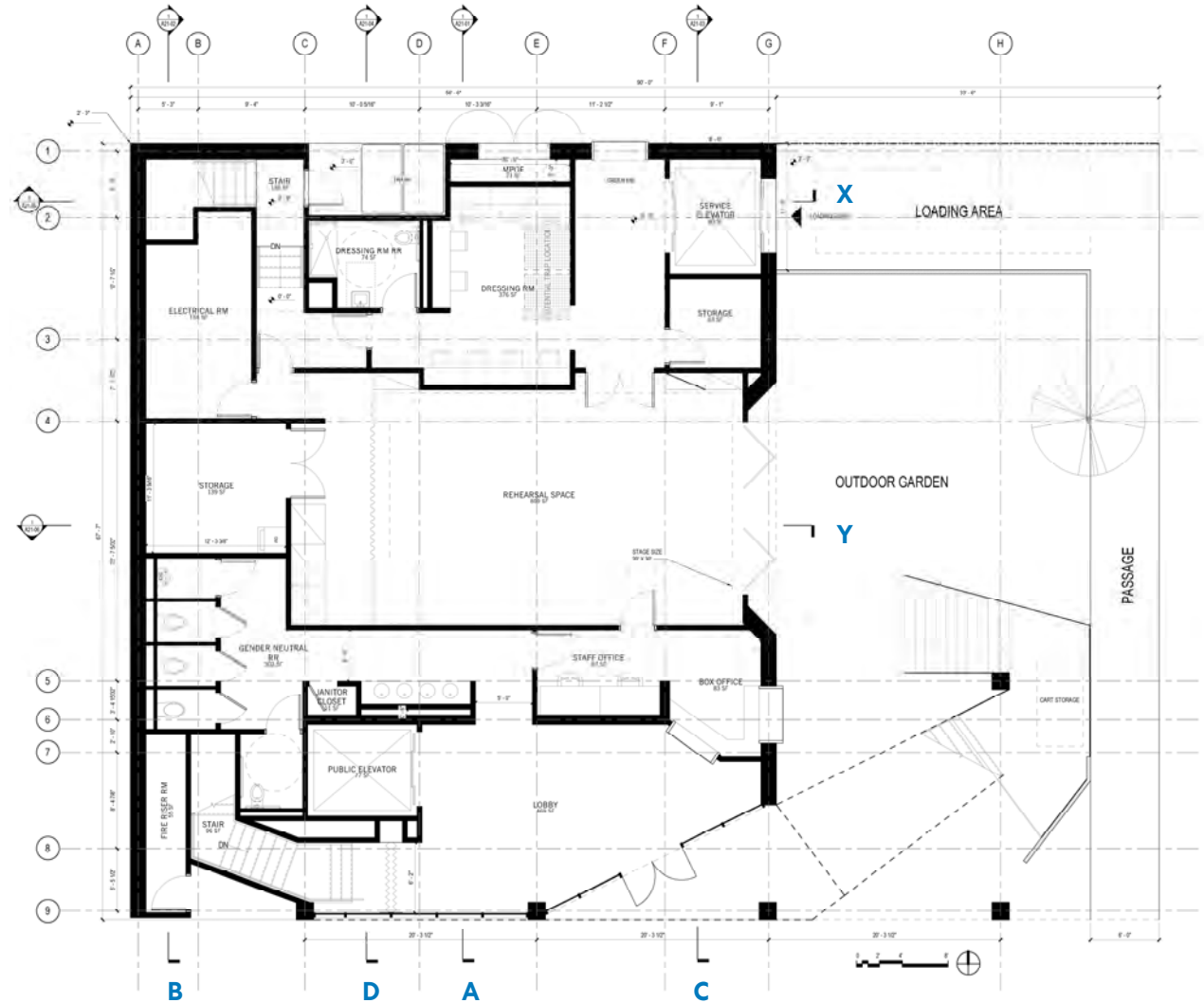
Perspective



Floor Plan

Level 1

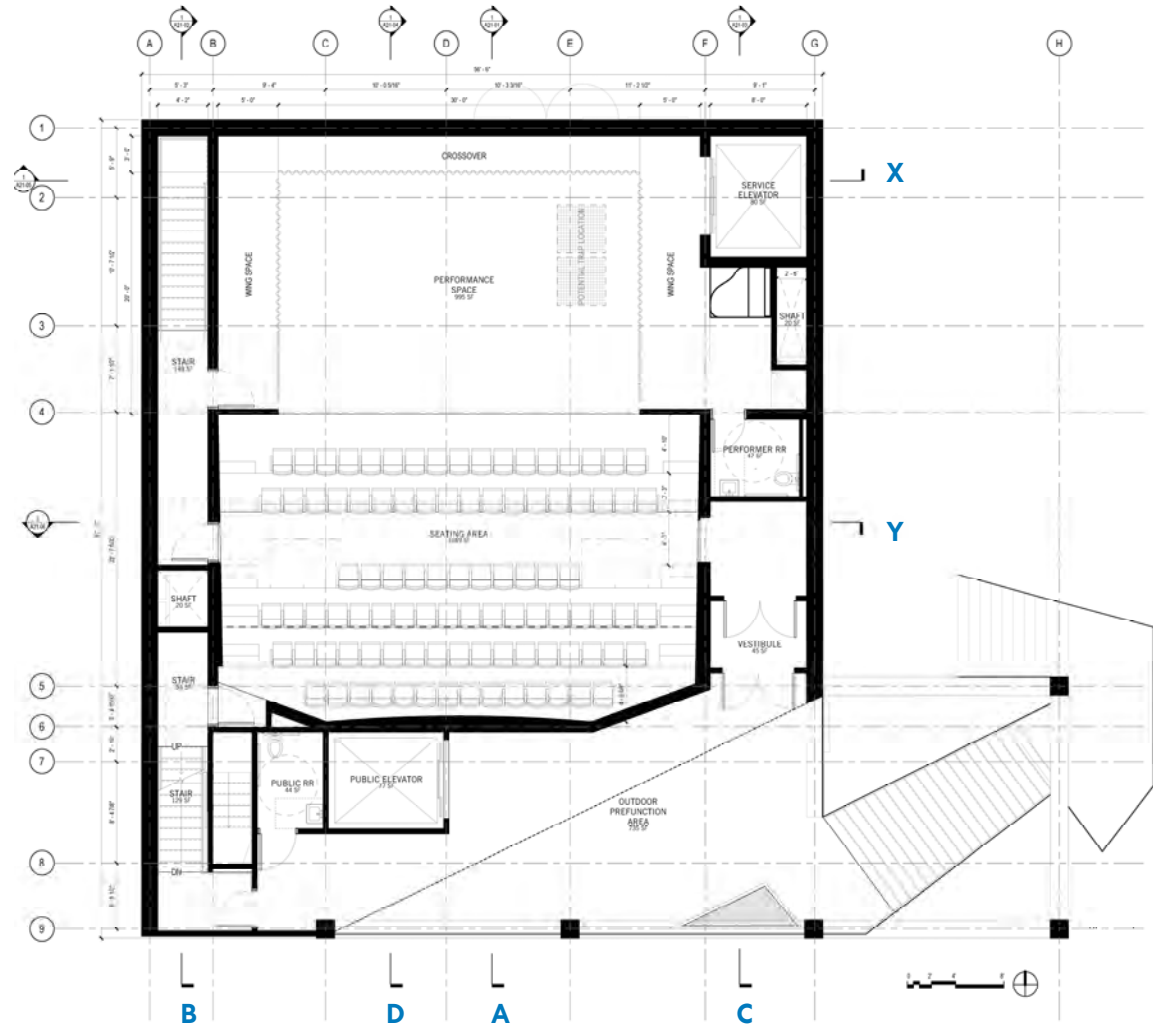
- Direct loading from elevator to stage
- Interior Communicating Stair
- Green room
- Storage space



Floor Plan

Level 2

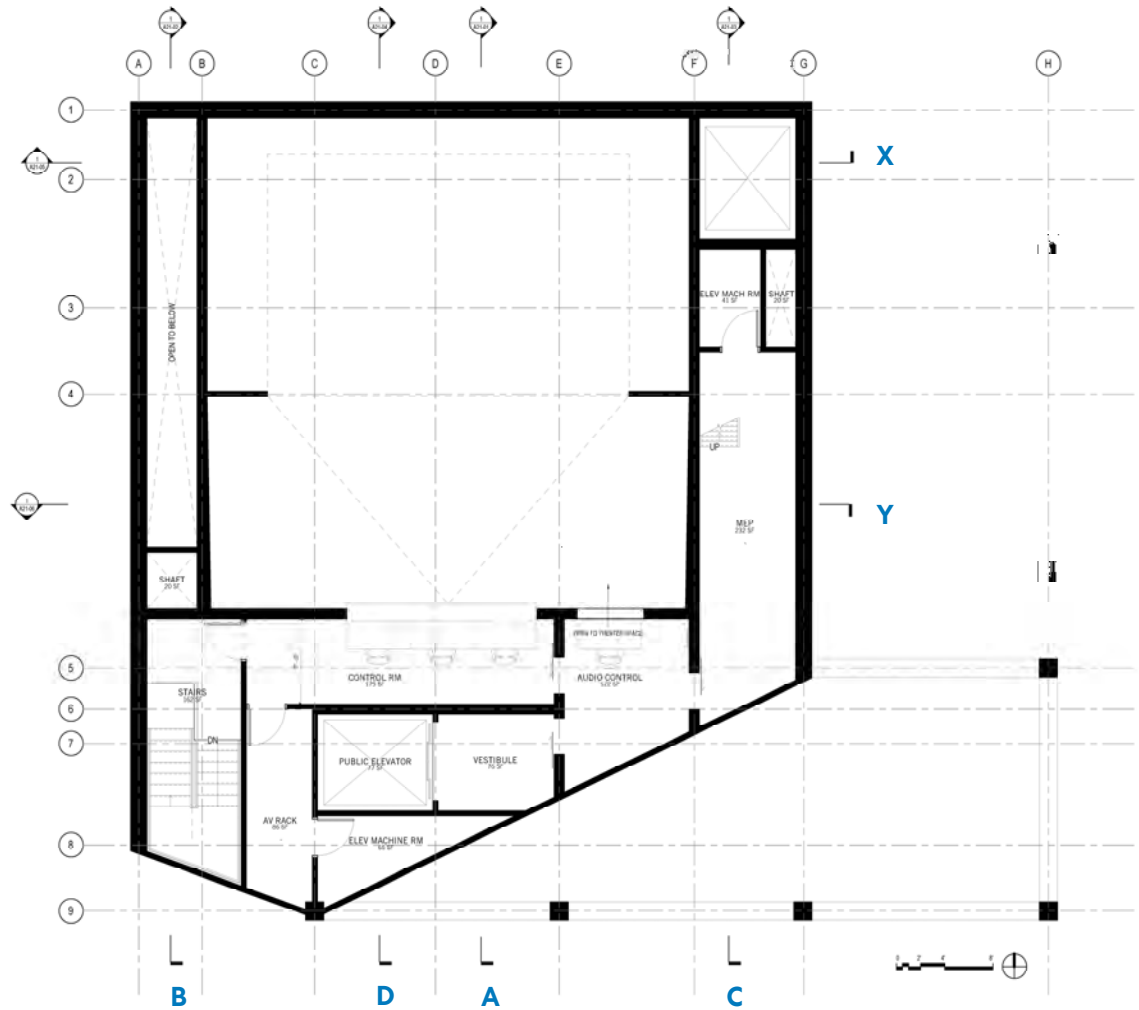
- Direct loading from elevator to stage
- remove crossover wall
- make seating exit door wider, provide double doors
- Interior Communicating Stair
- Stage needs to be raised
- More rake slope for the audience (Better sightlines)



Floor Plan

Level Mezzanine

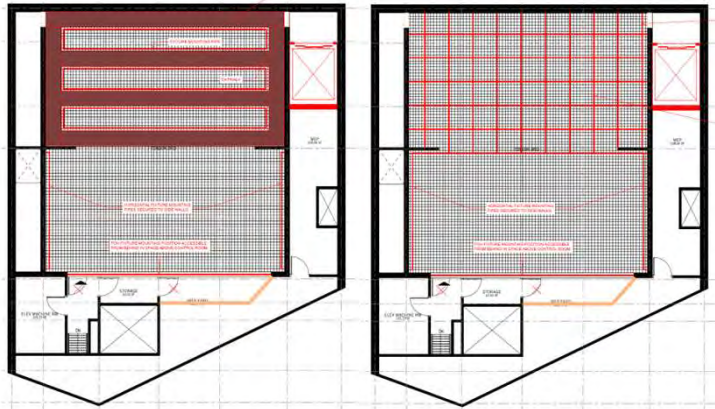
- Center the Control Room



Floor Plan

Level Catwalk

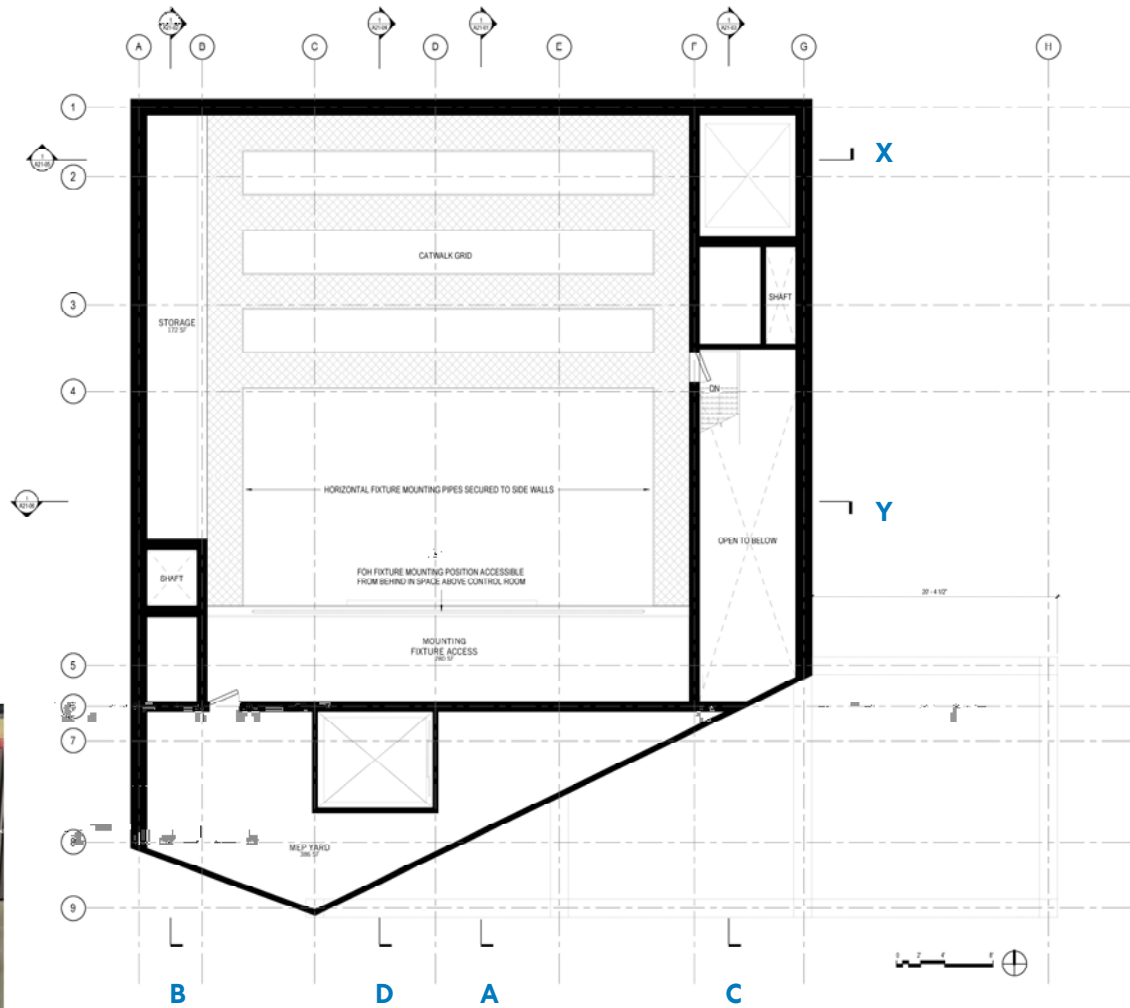
- Storage space



Option A: Catwalk Grid

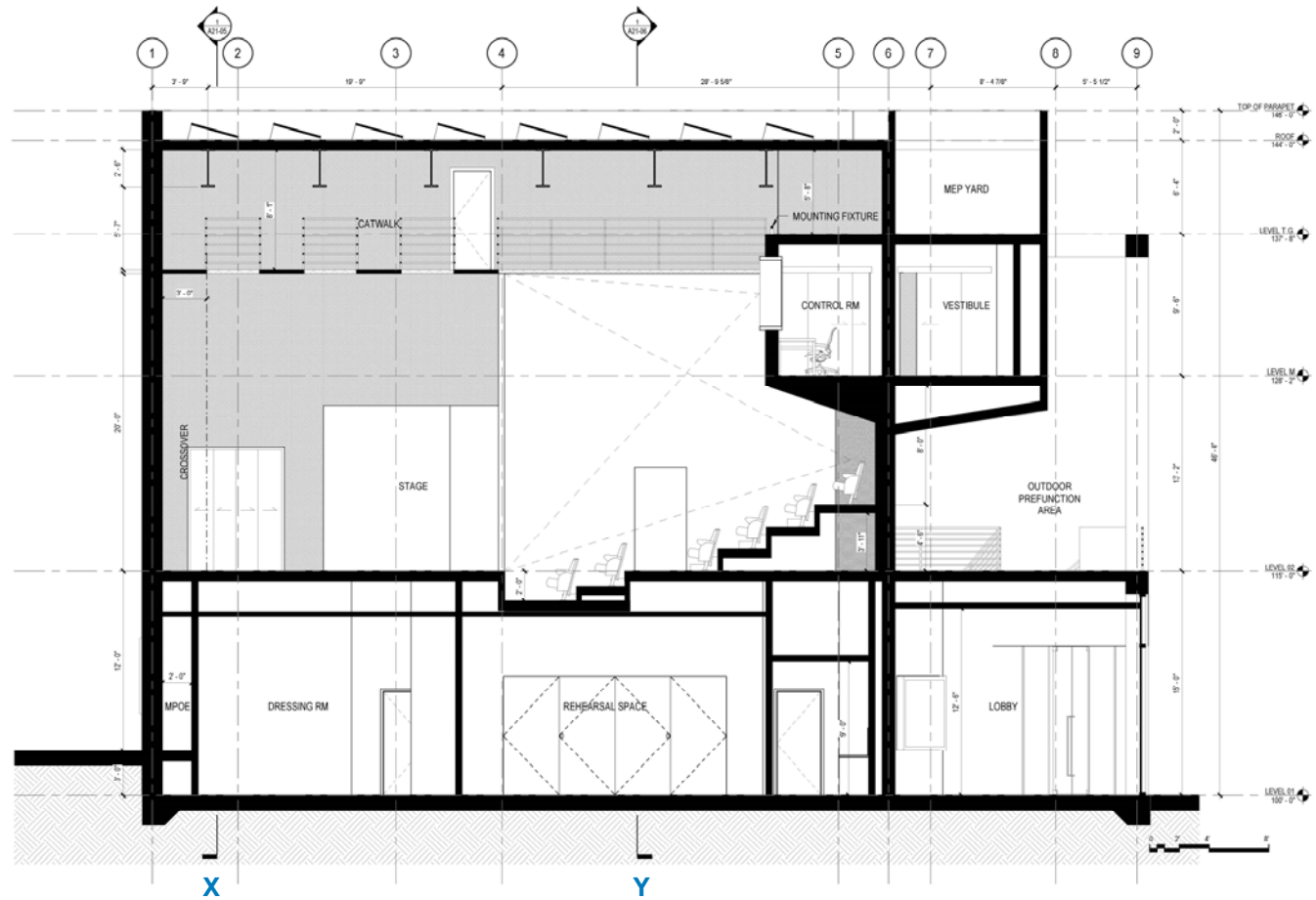


Option B: Pipe Grid



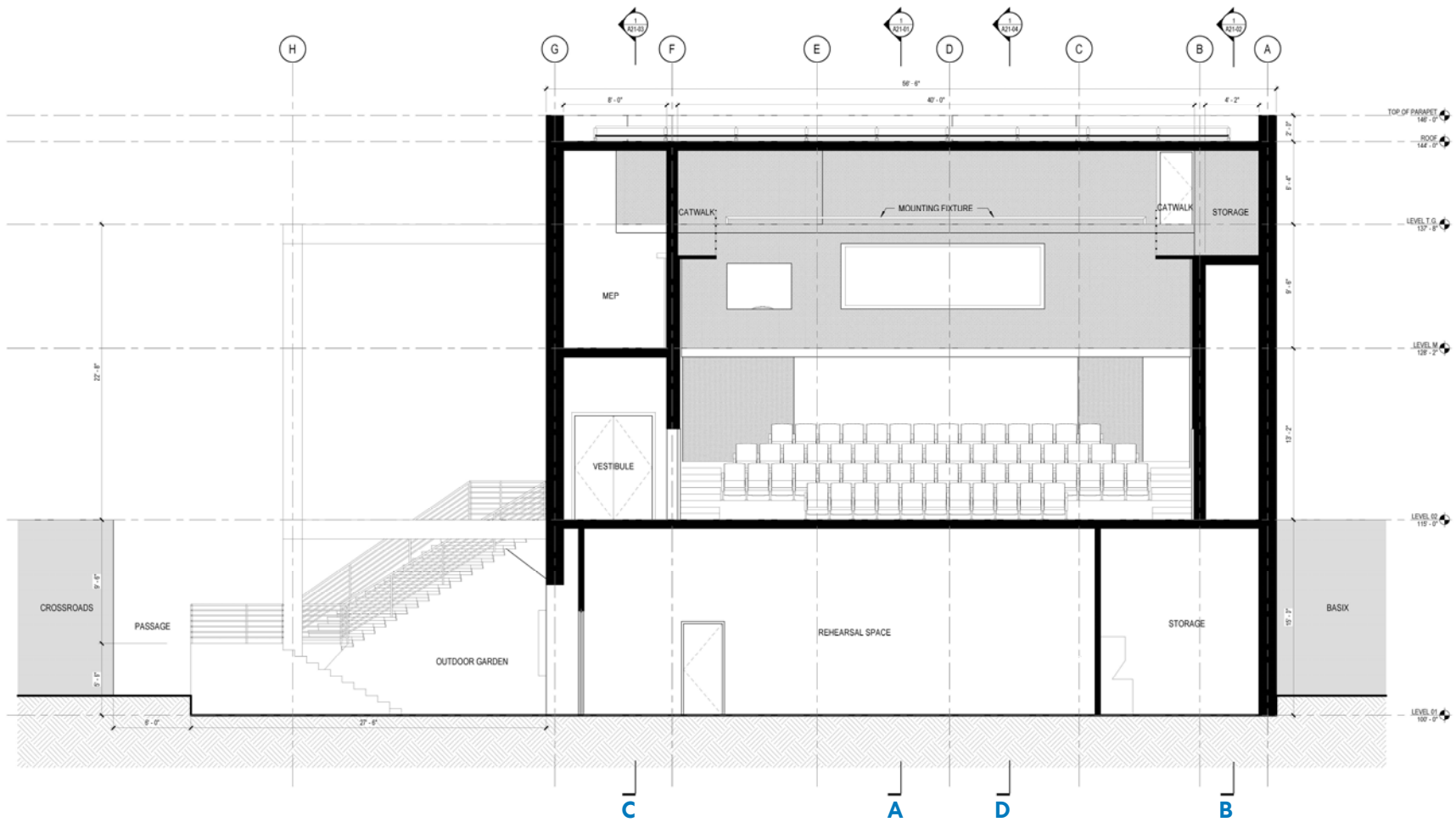
Section

Section A-A

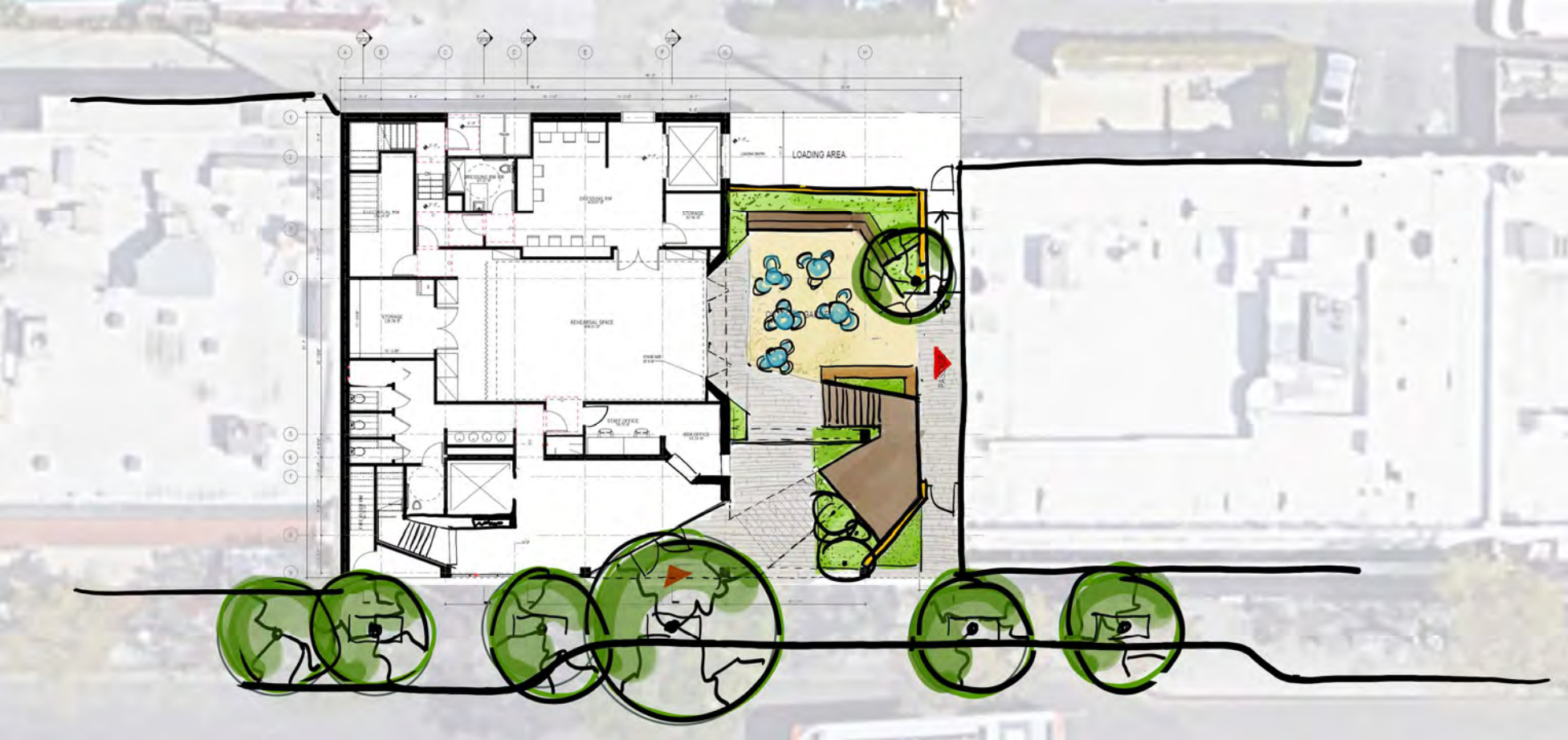


Section

Section Y-Y



Landscape Design



Perspective



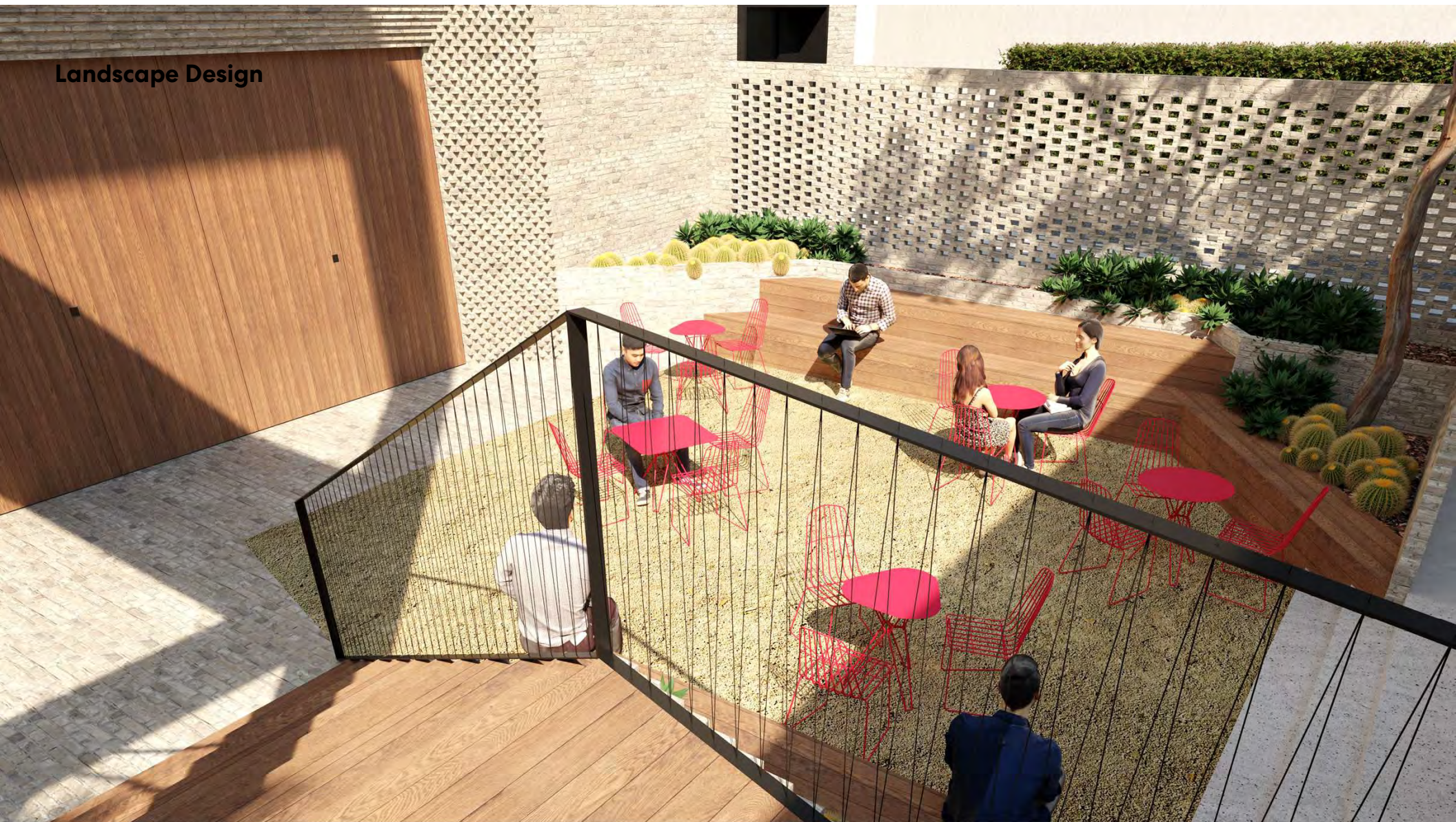
Perspective



Perspective



Landscape Design



Perspective



MeHo City Playhouse | Design Steering Committee Meeting 3

Perspective



Landscape Design

Material Palette



Brick Paving



Wood Benches



Decomposed Granite

Landscape Design

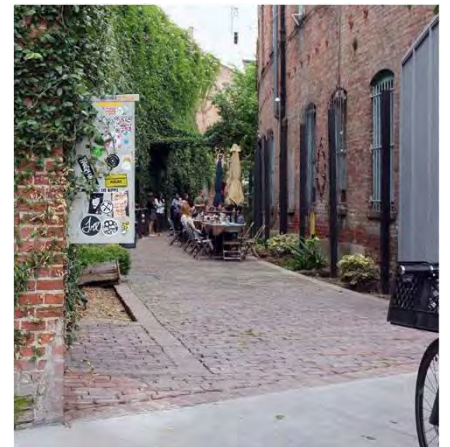
Material Palette



Decomposed Granite



Wood Bench



Brick Paving

Landscape Design

Plant Palette



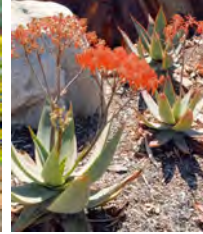
Nova Fox Tail Agave



Blue Chalk Fingers



Cape Blanco Stonecrop



Coral Aloe



Dusky Chief New Zealand Flax



Fortnight Lily



Festuca glauca



Libertia peregrinans



Joyce Coulter California Lilac



Lily of the Nile



Mendocino Reed Grass



Star Jasmine



Creeping Ficus



Variegated Allard's Lavender



Anigozanthos spp.



Graptosedum spp.



Echeveria spp.



Aeonium spp.

Landscape Design

Mobile Concession Cart



Signage Opportunities



Digital Billboard at Sidewalk



Backlit Poster



Banners



Digital Totem

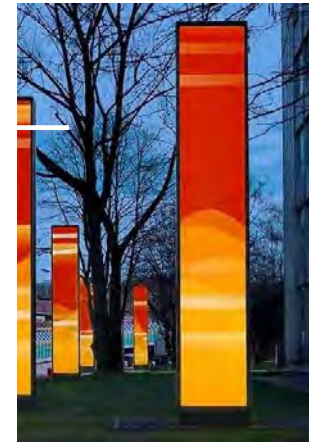
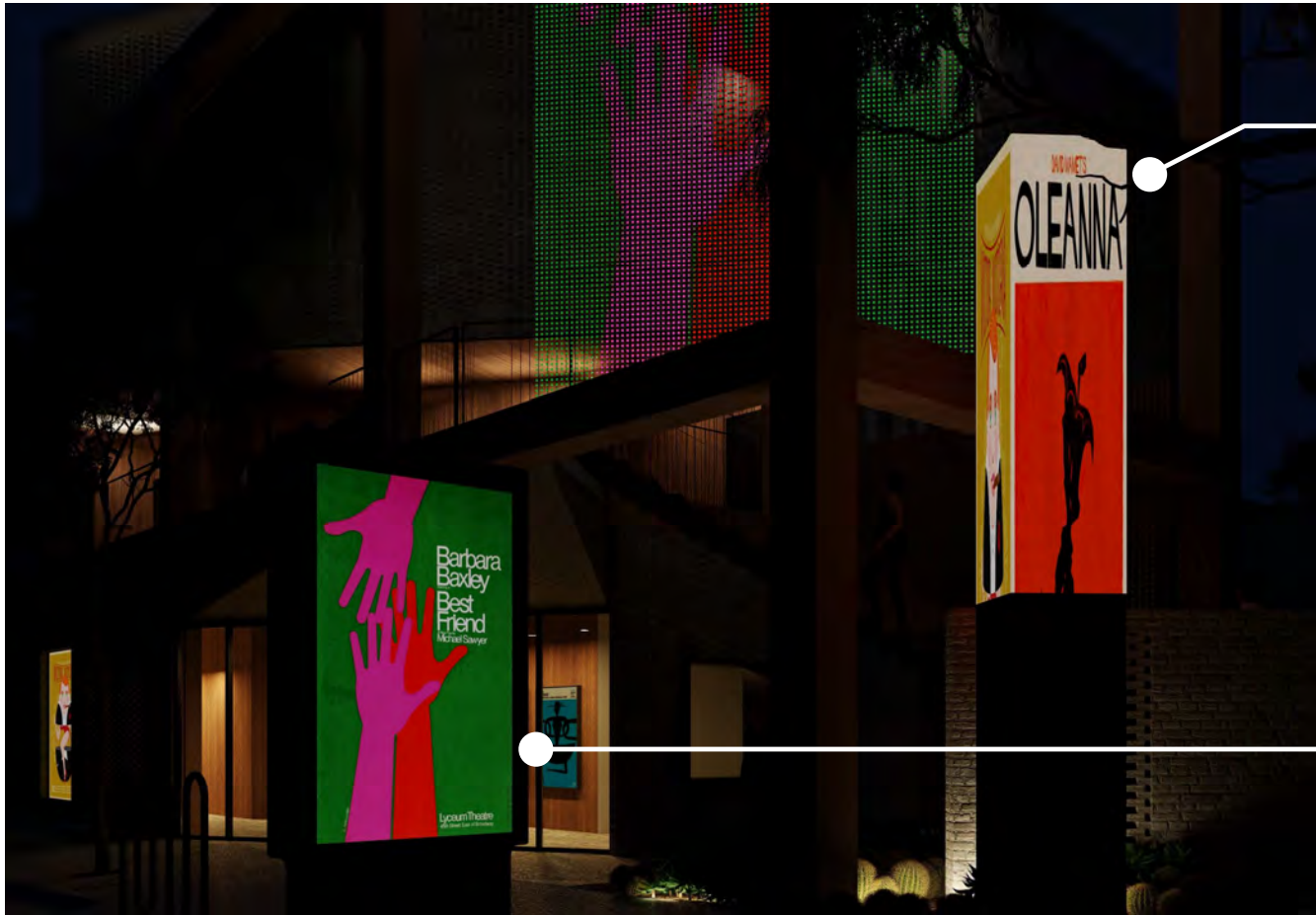


Mesh



Traditional Marquee

Signage Opportunities

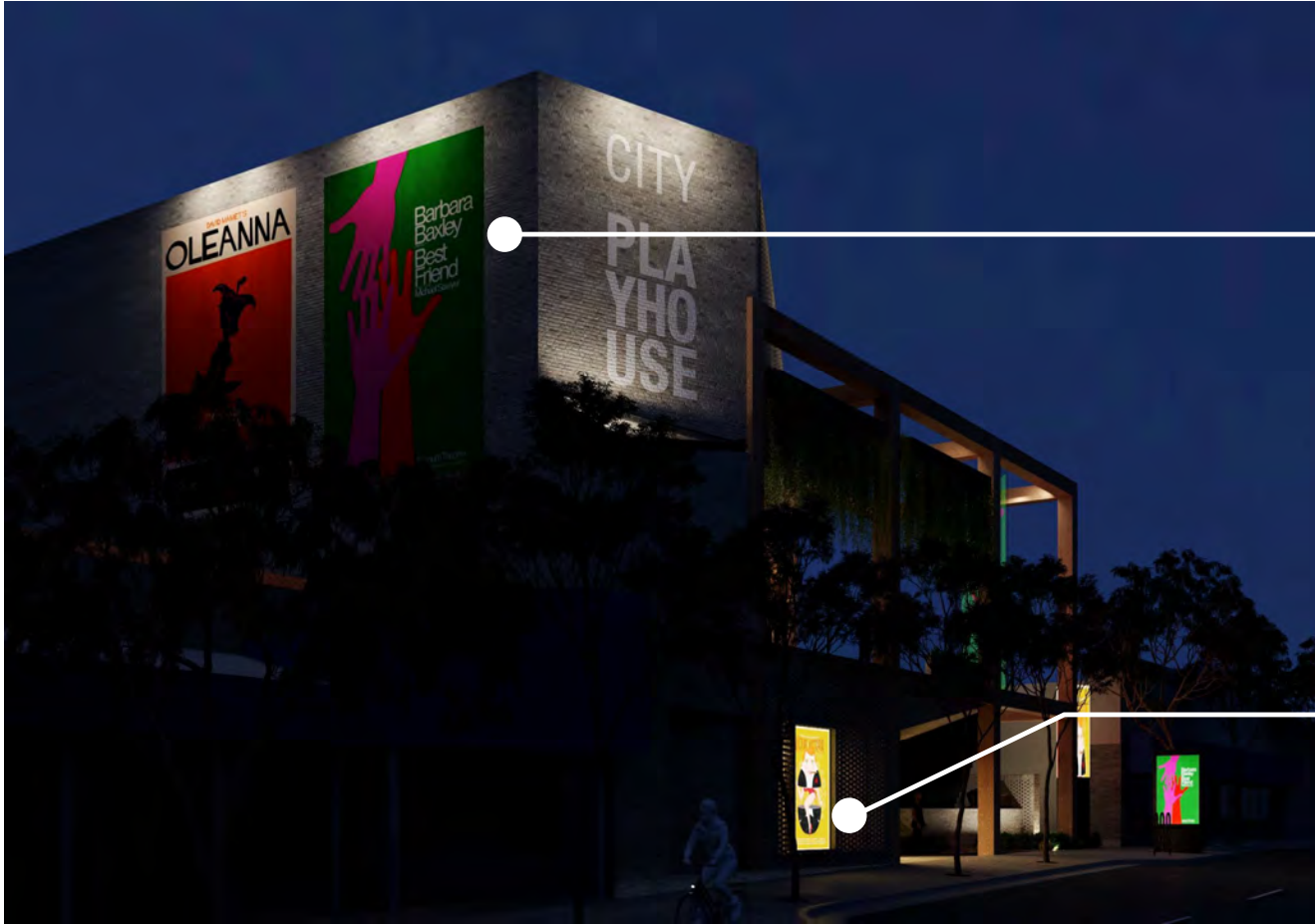


Digital Totem



Digital Billboard at Sidewalk

Signage Opportunities



Banners



Backlit Poster

Perspective



Perspective



Perspective

