

City of West Hollywood  
Arts and Cultural Affairs Commission  
**URBAN ART SUBCOMMITTEE**  
**MEETING AGENDA**

**THURSDAY, February 18, 2016**

**5:00 P.M.**

*Location: **Community Room – West Hollywood Library**  
625 San Vicente Boulevard, West Hollywood*

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

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

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

**I. CALL TO ORDER (5:00 P.M.)**

- A. Pledge of Allegiance**
- B. Roll Call**
- C. Approval of the Agenda**
- D. Approval of the January 21, 2016 Meeting Minutes**
- E. Public Comment**

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

**II. CONSENT CALENDAR (5:05 P.M.)**

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

**A. Posting of the Agenda**

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

RECOMMENDATION: Receive and file.

**III. UNFINISHED BUSINESS (5:10 P.M.)**

**A. Urban Art Program Guidelines (5:10 P.M.)**

The Subcommittee will review the West Hollywood Urban Art Policy and Guidelines for developer initiated projects approved by City Council January 2001 including outline of requirements and procedures and guidelines for compliance.

RECOMMENDATION: Review and discuss as appropriate.

**B. 627 La Peer – Stage I Artist Approval (5:25 P.M.)**

The Subcommittee will receive a presentation from Art Consultant Tiffany Lendrum, KHP Capital Partners, A J Khair Development, PSL Architects and Gulla Jonsdottir Architecture + Design on two proposed artists for a new four-story hotel at 627 La Peer for Stage I Artist Approval in accordance with the City's Urban Art Policy and Guidelines. The Subcommittee will consider recommending approval of one artist to the Arts and Cultural Affairs Commission for the urban art project proposed at 627 La Peer.

RECOMMENDATIONS:

1. Receive presentation and consider recommending that the Arts and Cultural Affairs Commission approve Stage I Artist Approval of either artist Elena Manferdini or Scot Brown for the urban art project at 627 La Peer.
2. Receive and file submissions from the developer in accordance with the Urban Art Policy and Guidelines including: 1) The artist selection procedure used and 2) Artist(s) resume(s), biographical materials and evidence of artistic/cultural experience.

**C. 9040 Sunset Boulevard – Stage I Artist Approval (5:40 P.M.)**

The Subcommittee will receive a presentation from Dave Hunt and Isenberg Associates on a proposed artist, Sterling Ruby, for the Sunset/Doheny Hotel and Nightclub project at 9040 Sunset Boulevard for Stage I Artist Approval in accordance with the City's Urban Art Policy and Guidelines. The Subcommittee will consider recommending approval of the artist to the Arts and Cultural Affairs Commission for the urban art project proposed at 9040 Sunset Boulevard.

RECOMMENDATIONS:

1. Receive presentation and consider recommending that the Arts and Cultural Affairs Commission approve Stage I Artist Approval of artist Sterling Ruby for the urban art project at 9040 Sunset Boulevard.
2. Receive and file submissions from the developer in accordance with the Urban Art Policy and Guidelines including: 1) The artist selection procedure used and 2) Artist(s) resume(s) biographical materials and evidence of artistic/cultural experience.

**B. 9001 Santa Monica Boulevard – Stage III – Final Art Plan (5:55 P.M.)**

The Subcommittee will receive a presentation from Jamie Ross, Associate, GPI Companies, Art Consultant Jody Russell, and artist team MERGE Conceptual Design (Franka Dienhelt and Claudia Reisenburger) and consider recommending approval to the Arts and Cultural Affairs Commission of Stage III – Final Art Plan for the urban art project at 9001 Santa Monica Boulevard in accordance with the City’s Urban Art Policy and Guidelines.

**RECOMMENDATIONS:**

1. Receive presentation and consider recommending that the Arts and Cultural Affairs Commission approve Stage III – Final Art Plan by artist team MERGE Conceptual Design (Franka Dienhelt and Claudia Reisenburger) for the urban art project at 9001 Santa Monica Boulevard.
2. Receive and file submissions from the developer in accordance with the Urban Art Policy and Guidelines including: 1) description of the project; 2) the artist’s biography and narrative statements; 3) construction drawings and specifications, including location of the Art Plaque; 4) scale model; 5) final list of special materials and colors; 6) list of proposed fabricators and suppliers; 7) completed maintenance plan and special considerations; 8) permits or approvals from the City Building Official (if applicable); and 9) project timeline and finalized Project Budget.

**D. Urban Art Subcommittee 2016-2018 Work Plan (6:10 P.M.)**

The Subcommittee will review and discuss its proposed Work Plan for 2016-2018 and provide additional input and direction to staff as applicable.

RECOMMENDATION: Review, discuss and provide direction as applicable.

**E. Urban Art Subcommittee Projects (6:15 P.M.)**

The Subcommittee will receive an update from staff on Urban Art Projects under the Subcommittee’s oversight.

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|----------------------------------|------------------------------------------|
| ▪ 1035 N. Vista                  | ▪ 8760 Shoreham                          |
| ▪ 1013 Genesse                   | ▪ 8950 Sunset Blvd.                      |
| ▪ 1223 Larrabee                  | ▪ 9001 Santa Monica Blvd.                |
| ▪ 1250 N. Fairfax                | ▪ 9040 Melrose Avenue                    |
| ▪ 1345 Havenhurst                | ▪ 9040 Sunset Boulevard                  |
| ▪ 627 La Peer                    | ▪ City Hall Civic Art Project            |
| ▪ 702 N. Doheny Drive            | ▪ Collections Management                 |
| ▪ 7300 – 7328 Santa Monica Blvd. | ▪ De-accession Policy                    |
| ▪ 826 N. Kings Road              | ▪ Gift Policy                            |
| ▪ 8350 Sunset Blvd.              | ▪ Melrose Triangle                       |
| ▪ 8497-8499 Sunset Blvd.         | ▪ Percent for Art Ordinance Modification |
| ▪ 8555 Santa Monica Blvd         | ▪ West Hollywood Park Phase II Civic Art |

- 8500 Sunset Blvd.
- Percent for Art Design Guidelines

RECOMMENDATION: Receive update, discuss and provide direction as applicable.

**IV. EXCLUDED CONSENT CALENDAR (6:20 P.M.)**

**V. PUBLIC COMMENT (6:25 P.M.)**

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**VI. ITEMS FROM THE SUBCOMMITTEE**

**VII. ITEMS FROM STAFF**

**VIII. DEVELOPMENT OF NEXT MEETING AGENDA**

The Subcommittee will advise staff on the development of its March 17, 2016 meeting agenda.

**IX. ADJOURNMENT (6:30 P.M.)**

The Urban Art Subcommittee will adjourn to its next meeting scheduled Thursday, March 17, 2016 at 5:00 p.m. in the Community Meeting Room at West Hollywood Library located at 625 San Vicente Boulevard, West Hollywood.

AFFIDAVIT OF POSTING

State of California            )  
 County of Los Angeles        )  
 City of West Hollywood        )

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

Date: 2/11/16  
 Signature: Belen Therial