

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

**THURSDAY, DECEMBER 14, 2017**

**5:00 P.M.**

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

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

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

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

**I. CALL TO ORDER**

- A. Pledge of Allegiance**
- B. Roll Call**
- C. Approval of the Agenda**
- D. Approval of the October 19, 2017 Meeting Minutes**
- E. Public Comment**

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

**II. CONSENT CALENDAR**

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

**A. Posting of the Agenda**

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

RECOMMENDATION: Receive and file.

**III. UNFINISHED BUSINESS**

**A. 8497 Sunset Boulevard – Stage II Schematic Plan**

The Subcommittee will receive a presentation from art consultant Dorka Keehn on a concept design by artist Reifk Anadol for 8497 Sunset Boulevard. The Subcommittee will also consider recommending approval of Stage II Schematic Plan to the Arts and Cultural Affairs Commission.

**RECOMMENDATIONS:**

1. Consider recommending approval of Stage II Schematic Plan by artist Reifk Anadol for the urban art project at 8497 Sunset Boulevard, in accordance with the City's Urban Art Policy and Guidelines, and forward recommendation to the Arts and Cultural Affairs Commission for ratification.
2. Receive and file submissions from the developer in accordance with the Urban Art Policy and Guidelines including 1) schematic designs/drawings; site plans and elevations; a narrative description of the proposed art project including how it fits into the environment of the City; and proposed materials and color scheme; 2) implementation timeline; 3) outline of the art budget; 4) maintenance issues and 5) a signed copy of the developer/artist agreement.

**B. Urban Art Subcommittee Projects**

The Subcommittee will receive an update from staff and discuss Urban Art projects under the Subcommittee's oversight. The following list indicates where a project currently stands in the Urban Art Process.

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| <b>STAGE I</b>   |
| ▪ 1040 N La Brea Avenue                                      |
| <b>STAGE II</b>  |
| ▪ 625 N San Vicente (AIDS Monument)                          |
| ▪ 702 N Doheny Drive   |
| ▪ 1048 N Curson Avenue                                       |
| ▪ 8497 Sunset Boulevard                                      |
| <b>STAGE III</b>   |
| ▪ 8432 Sunset Boulevard (Pendry Hotel and Condominiums)      |
| ▪ 1013 Genesee   |
| <b>STAGE IV</b>  |
| ▪ 563 Alfred Street (Center of Early Ed)                     |
| ▪ 625 N San Vicente (West Hollywood Park Civic Art)          |
| ▪ 627 La Peer (La Peer Hotel)                                |
| ▪ 647 N San Vicente Boulevard (West Hollywood Park Phase II) |
| ▪ 826 N Kings Road   |
| ▪ 1035 N Vista   |
| ▪ 1041 N Formosa (The Lot)                                   |
| ▪ 1250 N Fairfax   |
| ▪ 8017 Norton  |
| ▪ 9001 Santa Monica Blvd.                                    |
| ▪ 9040 Sunset Boulevard (The Edition)                        |
| ▪ 9060 Melrose Avenue (Melrose Triangle)                     |
| <b>OTHER PROJECTS</b>  |
| ▪ Collections Management                                     |
| ▪ De-accession Policy  |

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|--|
| ▪ Gift Policy                            |
| ▪ Percent for Art Ordinance Modification |
| ▪ Percent for Art Design Guidelines      |
| ▪ Rocky & Bullwinkle                     |

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

**C. West Hollywood Cultural Plan and 2018-2020 Work Plan**

The Subcommittee will review cultural plan priorities and recommendations and provide direction on the implementation of *WeHo Arts: The Plan* through its 2018-2020 Work Plan.

RECOMMENDATION: Provide staff direction on the implementation of *WeHo Arts: The Plan* through its 2018-2020 Work Plan.

**IV. NEW BUSINESS**

**A. 1040 N. La Brea Avenue – Stage I Artist Approval**

The Subcommittee will receive a presentation from art consultant Marc Pally on proposed artist Jim Iserman for the 9-story hotel development at 1040 N. La Brea Avenue and discuss public art opportunities for the site. The Subcommittee will also consider recommending approval of the artist to the Arts and Cultural Affairs Commission.

RECOMMENDATIONS:

1. Consider recommending Stage I Artist Approval of the artist Jim Iserman for the 9-story hotel development at 1040 N. La Brea Avenue in accordance with the City's Urban Art Policy and Guidelines, and forward recommendation to the Arts and Cultural Affairs Commission for ratification.
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, biographical materials and evidence of artistic/cultural experience.

**V. EXCLUDED CONSENT CALENDAR**

**VI. PUBLIC COMMENT**

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

**VII. ITEMS FROM THE SUBCOMMITTEE**

**VIII. ITEMS FROM STAFF**

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Subcommittee will advise staff on the development of its January 18, 2018 meeting agenda.

**X. ADJOURNMENT**

The Urban Art Subcommittee will adjourn to its adjourned meeting scheduled Thursday, January 18, 2018, at 5:00 p.m. in the Community Meeting Room at West Hollywood City Hall located at 8300 Santa Monica 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: December 6, 2017

Signature: Alyssa P. Pohlman