

**CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission (ACAC)
URBAN ART SUBCOMMITTEE
MEETING AGENDA**

**Thursday, April 15, 2021, 5:00 p.m.
TELECONFERENCE MEETING***

**Join Zoom meeting via computer or app: <https://zoom.us/j/92587841116>
(Please keep video and microphone off when joining)**

OR

**Dial-in via phone: (669) 900-6833
Use Meeting ID: 925 8784 1116, then press #**

*IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF COVID-19 (CORONAVIRUS), THE GOVERNOR OF CALIFORNIA HAS ORDERED ALL CALIFORNIANS TO STAY HOME AND AUTHORIZED PUBLIC MEETINGS TO TAKE PLACE VIA TELECONFERENCE.

TO PARTICIPATE IN THIS PUBLIC MEETING:

1. You are strongly encouraged to email or call the Arts and Cultural Affairs Commission Secretary at: mmarquez@weho.org or 323-848-6574 no later than 3:00 p.m. on Thursday, April 15, 2021, 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 5:00 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://zoom.us/j/92587841116>
 - OR Dial-in via phone: 669-900-6833, use Meeting ID.: 925 8784 1116, then press #

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 Arts and Cultural Affairs Commission Secretary at mmarquez@weho.org or (323) 848-6574 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

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

I. CALL TO ORDER

- A. Pledge of Allegiance
- B. Roll Call
- C. Approval of the Agenda
- D. Approval of the January 21, 2021 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 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.

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. Beverly Boulevard Gathering Space – STAGE II Schematic Art Plan

The Subcommittee will receive a presentation from art consultant Tiffany Lendrum, Scott Van Sooy, Principal of Land Images, and Bryan Howle and Frejya Bardell, Greenmeme artist team, for the integrated public art opportunity at the Beverly Boulevard Gathering Space and provide feedback, as necessary. The Subcommittee will consider recommending approval of STAGE II Schematic Art Plan to the Arts and Cultural Affairs Commission.

RECOMMENDATIONS:

1. Consider recommending approval of Stage II Schematic Art Plan by artist team Greenmeme for the urban art project at Beverly Boulevard Gathering Space to the Arts and Cultural Affairs Commission in accordance with the City's Urban Art Policy and Guidelines.
2. Receive and file submissions from the design team 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 list below reflects the current stage each development is pursuing (project address, project name (if available), artist selected for the project).

STAGE I
<ul style="list-style-type: none"> ▪ none
STAGE II
<ul style="list-style-type: none"> ▪ Beverly Boulevard Gathering Place (Design District Streetscape Master Plan, Greenmeme)
STAGE III
<ul style="list-style-type: none"> ▪ 625 N San Vicente Boulevard (AIDS Monument, Daniel Tobin) ▪ 1136 La Cienega Boulevard (Mark Hagan) ▪ 7985 Santa Monica Boulevard (French Market, Judy Baca)
STAGE IV
<ul style="list-style-type: none"> ▪ 647 N San Vicente Boulevard (West Hollywood Park Civic Art, Phillip K. Smith III) ▪ 826 N Kings Road (Susan Narduli) – complete! ▪ 1001 Fairfax Avenue (Empire at Fairfax, Laurie Frick) ▪ 1013 Genesee (Elena Manfredini) ▪ 1035 N Vista Street (Nondesigns) ▪ 1040 La Brea Avenue (Jim Isermann) ▪ 1250 N Fairfax Avenue (Cliff Garten) ▪ 8432 Sunset Boulevard (Pendry Hotel and Condominiums, Cao Perrot in collaboration with Swarovski) – complete! ▪ 8497 Sunset Boulevard (Refik Anadol) ▪ 9060 Melrose Avenue (Melrose Triangle, Ned Kahn) ▪ Melrose Avenue Gathering Place (Design District Streetscape Master Plan, Cayetano Ferrer)
OTHER PROJECTS
<ul style="list-style-type: none"> ▪ Public Art Archive (Collections Management) ▪ Urban Art Program Guidelines (City Council Feb. 2, 2021, Zone Text Amendment - LRP Subcommittee, Planning Commission, April 15, 2021) ▪ Collar & Leash Neon Rainbow Dog Sign (Urban Art Collection)

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

IV. EXCLUDED CONSENT CALENDAR

V. PUBLIC COMMENT

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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 May 20, 2021 meeting agenda.

IX. ADJOURNMENT

The Urban Art Subcommittee will adjourn to its meeting scheduled Thursday, May 20, 2021 at 5 p.m. to be held via teleconference.

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 this document was posted on:
Date: April 9, 2021
Signature:\\Yvonne Quarker\\
Office of the City Clerk