

**City of West Hollywood Public Art
Proposal: Beverly Plaza**

Stage II Review

**Urban Art Subcommittee
Arts and Cultural Affairs Commission**

July 15, 2021

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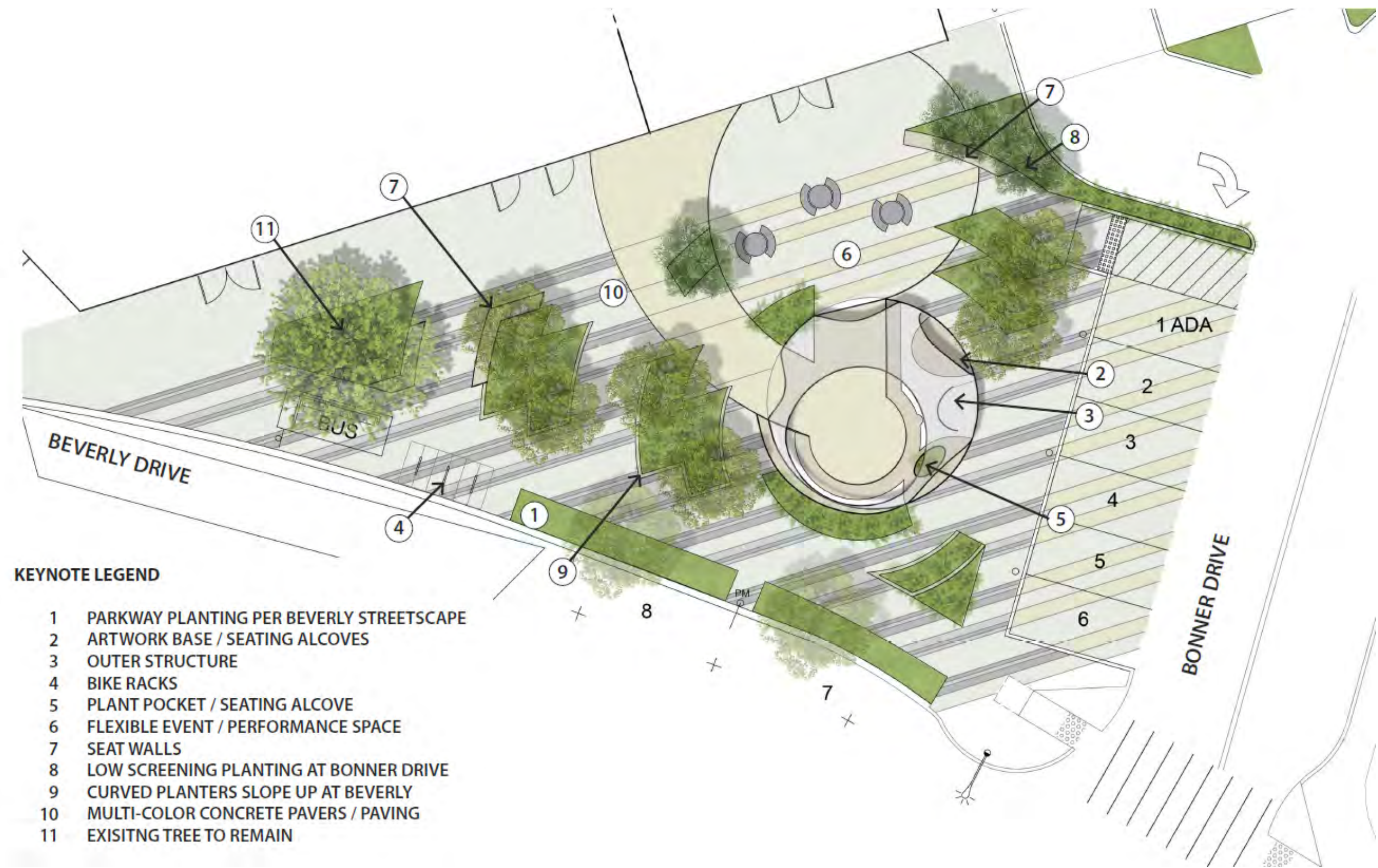
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CURRENT SITE



SITE PLAN



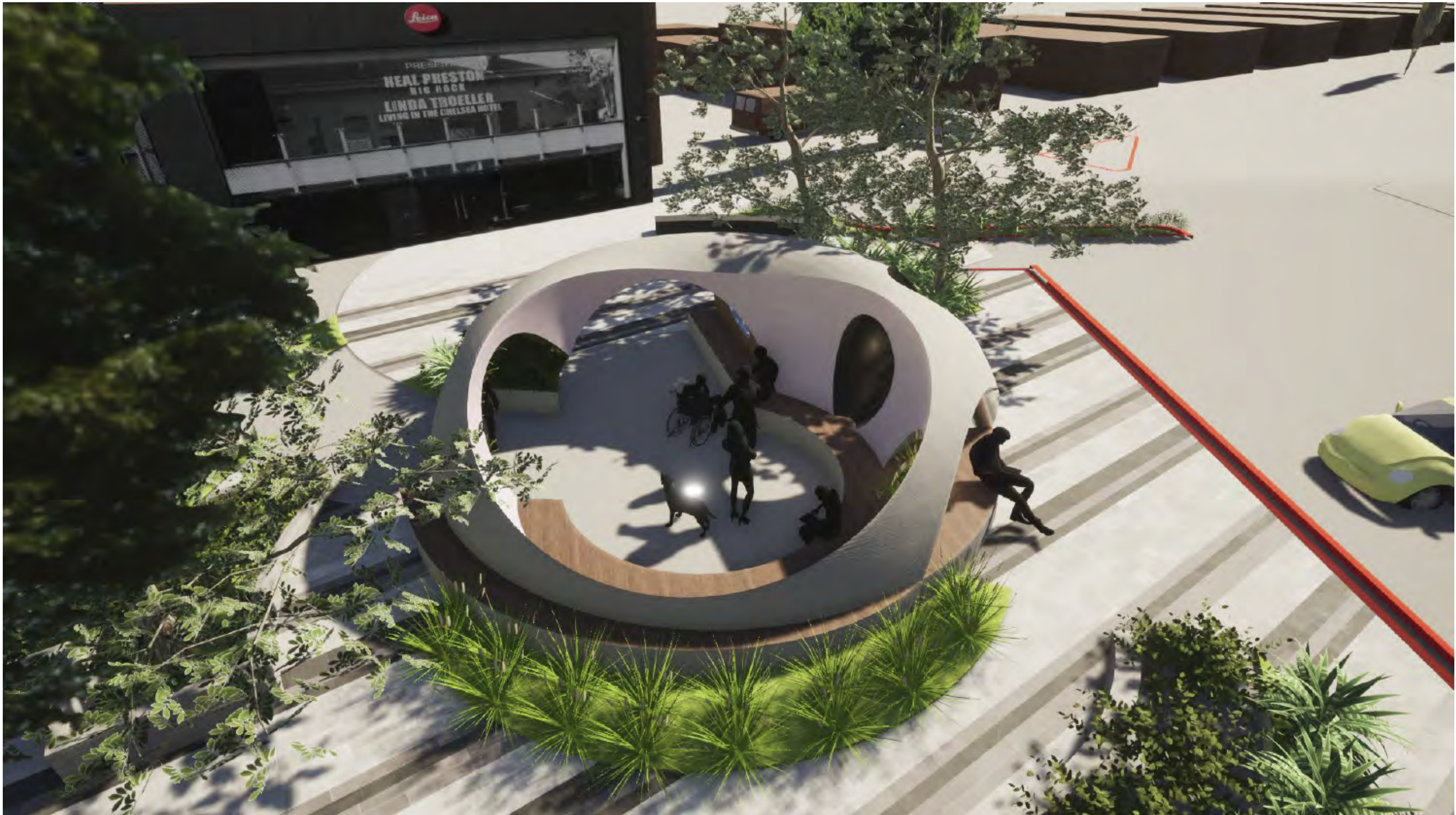
PROPOSED ARTWORK



PROPOSED ARTWORK



PROPOSED ARTWORK



GREENMEME ARTIST STATEMENT: Schematic Design Phase

The triangular site at the corner of Beverly and Robertson is at a significant civic junction. Much work has gone into studying the aspirations and sensitivities of what could happen there. Together with Land Images, we have expanded on research of the 2014 Master Plan, continued the engagement of a diverse, cross-section of the public and created a concept that embraces the complexity of integrating the many visions for the site.

Starting in 2019, we gathered a wealth of feedback from a series of on-site outreach events. However, processing that much feedback and trying to respect the opinions of those who had thoughtfully taken the time to contribute, was making it hard to imagine a way forward with a cohesive design. We wanted to mix things up and thought we would see what the local school kids would have to say.

Together with students of Rosewood Elementary we tried to get at some more “out of the box” thinking on these challenges. In order to manage this process, we created an “urban design game” they could play with us. Through this, we started to think that the game might also be a good strategy for getting adults to break free of some of their preconceived notions.

We further developed the multi-player, collaborative game, presented it at the next outreach event and received fantastic results. The game was eventually played by surrounding residents, business stakeholders and at later events with other artists, architects/landscape architects and further engagements with the students of Rosewood Elementary.

Land Images documented the results and together we studied the various design iterations that emerged from different games. The different results were documented as 2D diagrams. In their translation to 3D form, we wanted to treat the exercise much like the game, allowing the different “characters” to “make moves” and bear influence on the design of the plaza. Results were modelled in 3D and studied, Each game resulted in a completely different layout and design, although certain patterns of preference began to emerge.

Each time we played the game, the results were scrutinized for aesthetics, buildability, affordability, relatability and capacity to integrate within the landscape design. Our proposal is the result of numerous attempts at the game, our collective analysis of the resulting designs and a final assessment of what was most appropriate for the site. Total estimated budget for the art element is approximately \$290k. Colors will be incorporated into the form, corresponding to the “Character” which was responsible.

Sincerely,
Freyja and Brian



OUTREACH | The Game

Several outreach events were held in late 2019 / early 2020. Many different voices were heard, documented and placed within a series of diagrams.

The Game:

Sequential Moves are made by first drawing a “Character” card and then pulling a secondary “Program” card. Design decisions are then marked on the board based on the players opinion on how these two elements could come together. The next player then makes their move, having to work around the moves of the previous players. Who goes first, what cards they draw and other factors created a solution by which multiple schemes for the plaza could be generated.

01



The Gardener
The Gardener creates space for plants and habitat for wildlife. Place the green objects (or draw your own with the green marker) where you garden areas should be.

05



The Traveller
The Traveller likes to take journeys and make paths. With the red marker draw paths across the site, connecting the zones of other players.

02



The Contemplator
The Contemplator likes to take a break, enjoy the weather and ponder life (both alone and with friends). Using the Blue marker, draw a place for an outdoor living room.

04



The Guardian
The Guardian is a protector of people, making a place safe. Create space(s) for bringing people together. Use the Orange marker to draw areas that need protection.

06



The Astronomer
You like to look up at the sky. Using the Black Marker, draw the areas that provide views that should be protected or obscured.

03



The Performer
You like to provide a spectacle for others. Whether playing music or dancing the day away, the performer likes spaces to entertain. With the Pink Marker draw a performance space(s).

Seating
Choose items from the seating assets and place on site.


Shade
Beat the heat! Add shade structures to the board.


Activity
What would you do here and where? Add activities to the park. You may draw or select a pre-made activity card.


Nature
Pull assets from the Nature Box and arrange them in the plaza.


Magic
Add some magical elements to the plaza. You may draw or choose from any asset in the Magic Box.


Change
Change something or everything on the board. Be ready to tell team about you decision.


City of West Hollywood Public Art | Beverly Plaza

LAND IMAGES

LANDSCAPE ARCHITECTURE

greenmeme

OUTREACH | Implementation + Materials

The Gardener

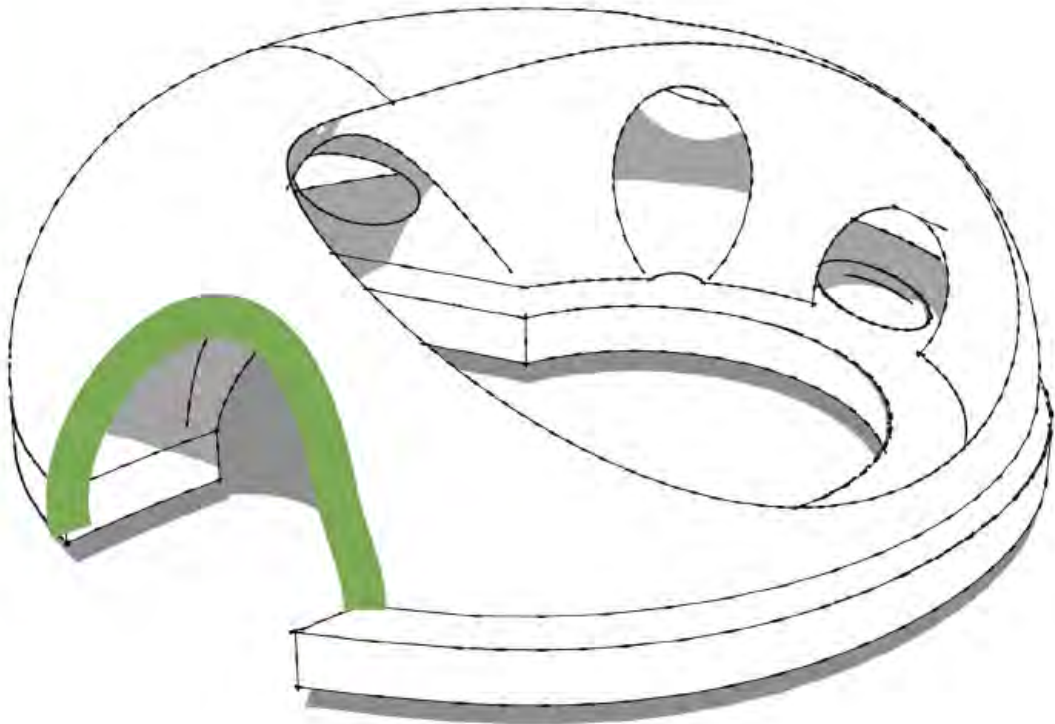
Trellis: “Gardener” View Portal (Vine Species TBD)

01



The Gardener

The Gardener creates space for plants and habitat for wildlife. Place the green objects (or draw your own with the green marker) where you garden areas should be.



OUTREACH | Implementation + Materials

The Contemplator + The Performer

Smooth Coat Finish: Sculpture interior walls “Performer” and “Contemplator” view portals (colored)
The finishing coat is a smooth and leveled surface. The mortar used is made from cement and fine sand 1:3. Mortar is applied with the help of a wooden float.

02



The Contemplator

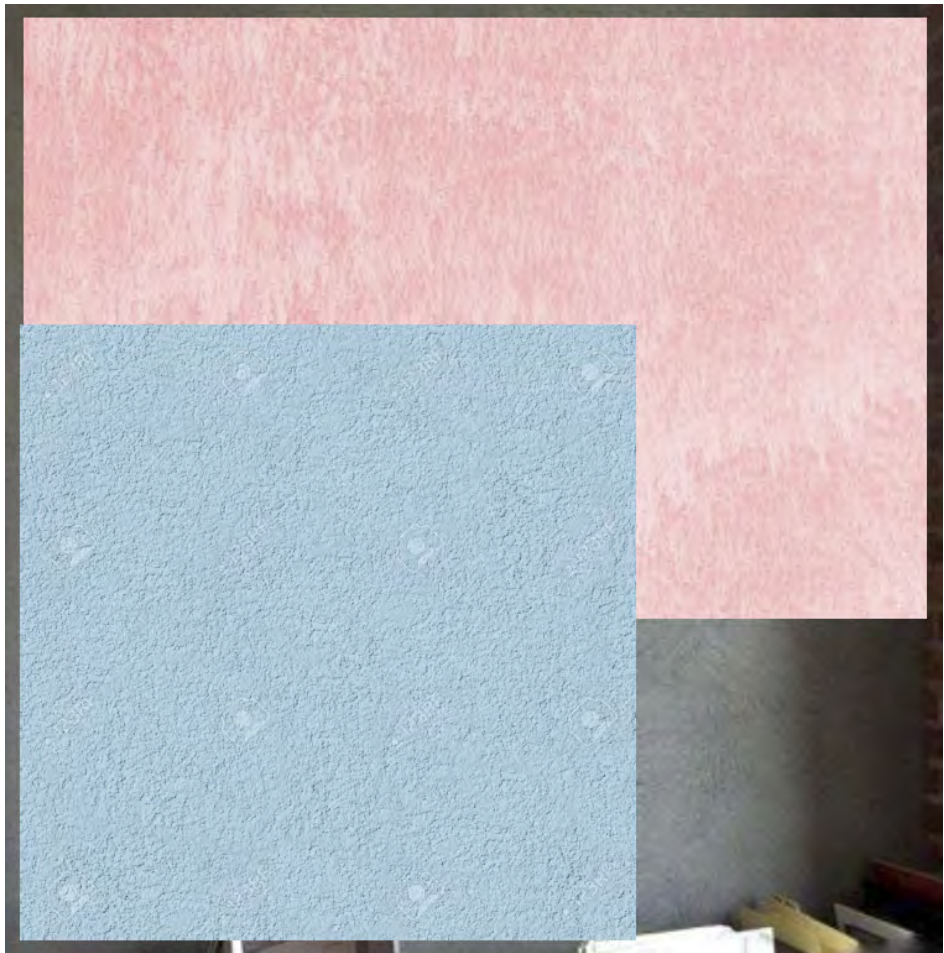
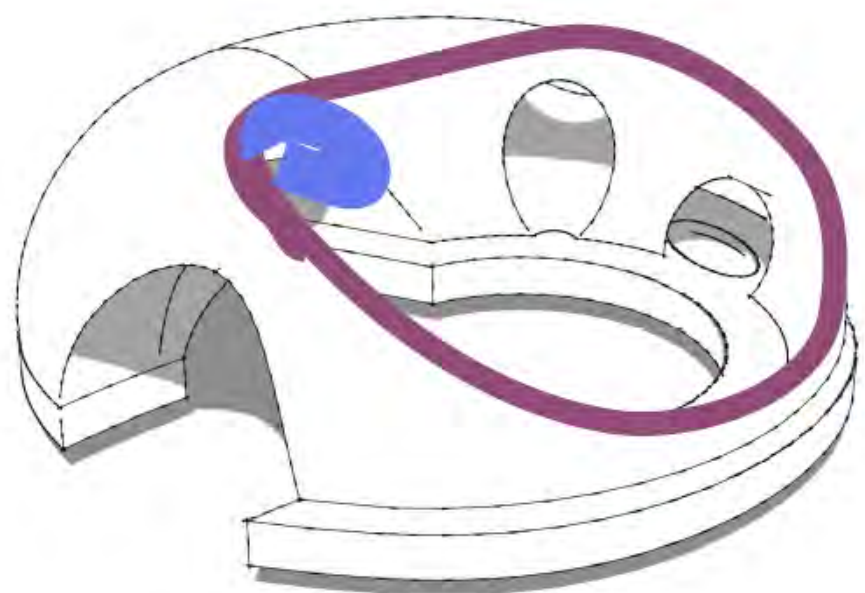
The Contemplator likes to take a break, enjoy the weather and ponder life (both alone and with friends). Using the Blue marker, draw a place for an outdoor living room.

03



The Performer

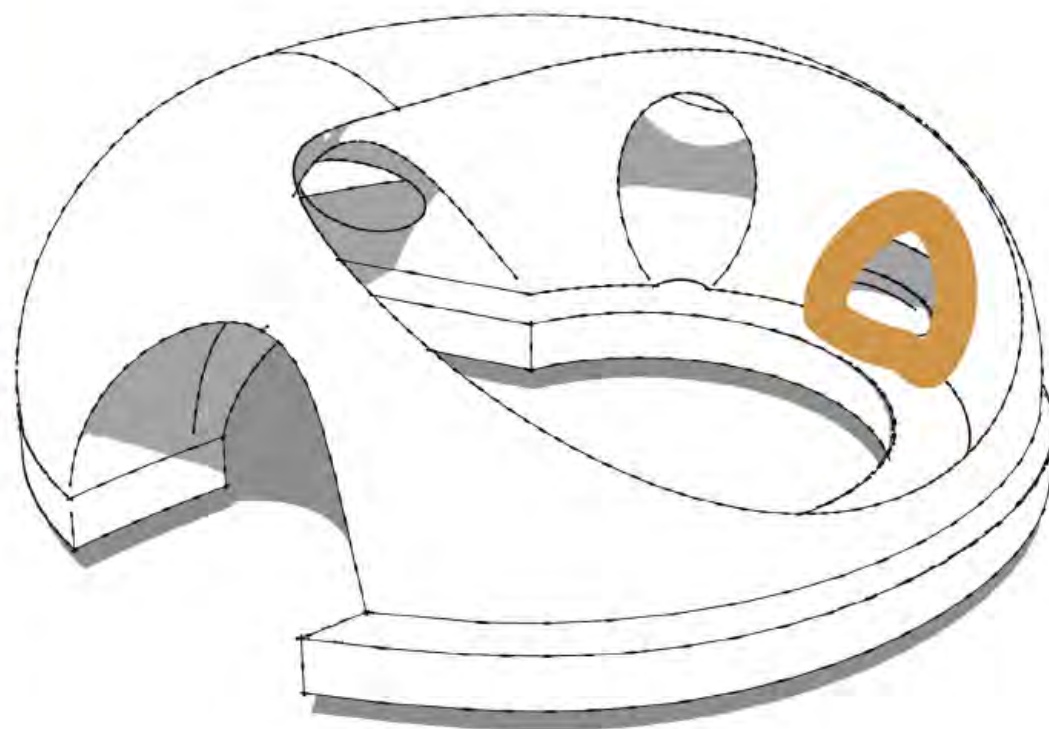
You like to provide a spectacle for others. Whether playing music or dancing the day away, the performer likes spaces to entertain. With the Pink Marker draw a performance space(s).



OUTREACH | Implementation + Materials

The Guardian

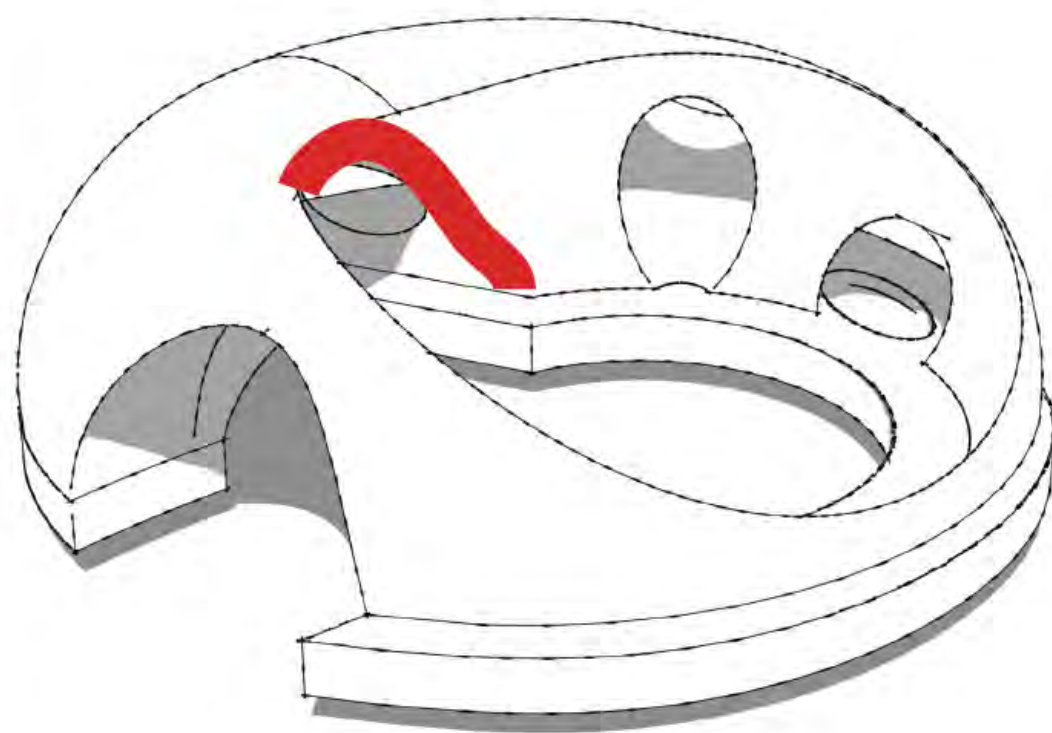
Rolled or tiled brass sheet: Interior treatment for seat pocket at corner of Beverly and Bonner, “Guardian” view portal
Laser cut brass sheet will be rolled (or tiled if needed) to be smoothly installed within the portal



OUTREACH | Implementation + Materials

The Traveler

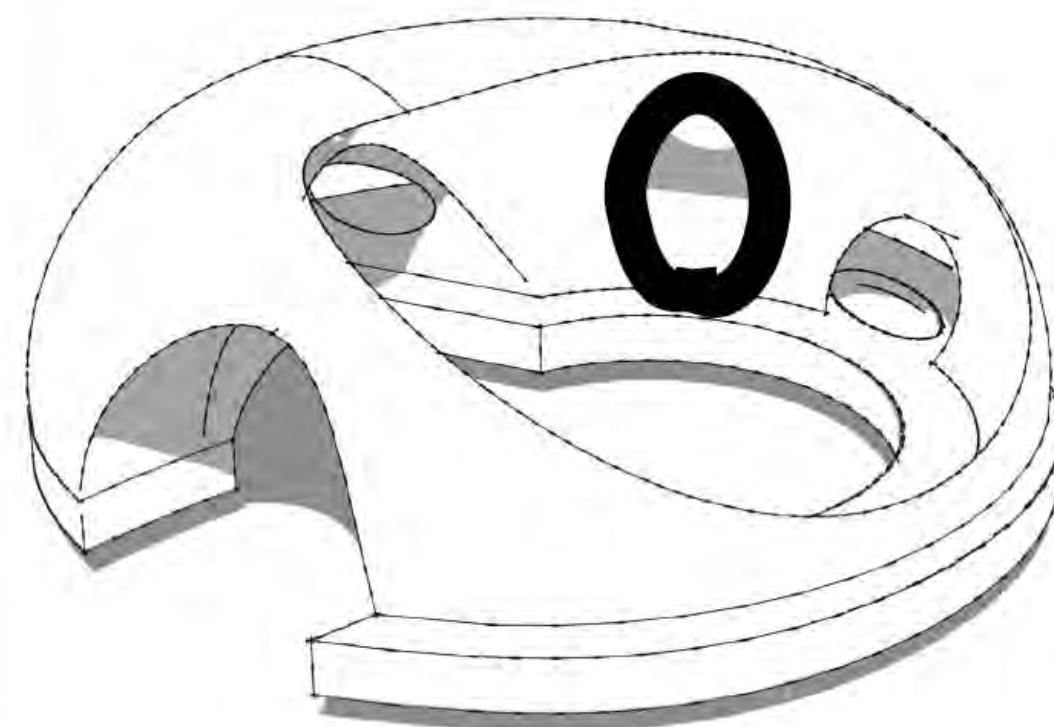
T&G Cedar 1" x 4" : Archway interior treatment "Traveler" View Portal
Tongue and groove cedar planks will be scored to back to allow for a smooth arch. Potential lighting embed.



OUTREACH | Implementation + Materials

The Astronomer

Black Slate Tile Finish: Sculpture interior walls and “Astronomer” View Portal
1” Tile hexagonal pattern smoothly installed within the portal. Light grey grout



OUTREACH | Implementation + Materials

Scraped Finish: Sculpture Exterior and Paving Treatment

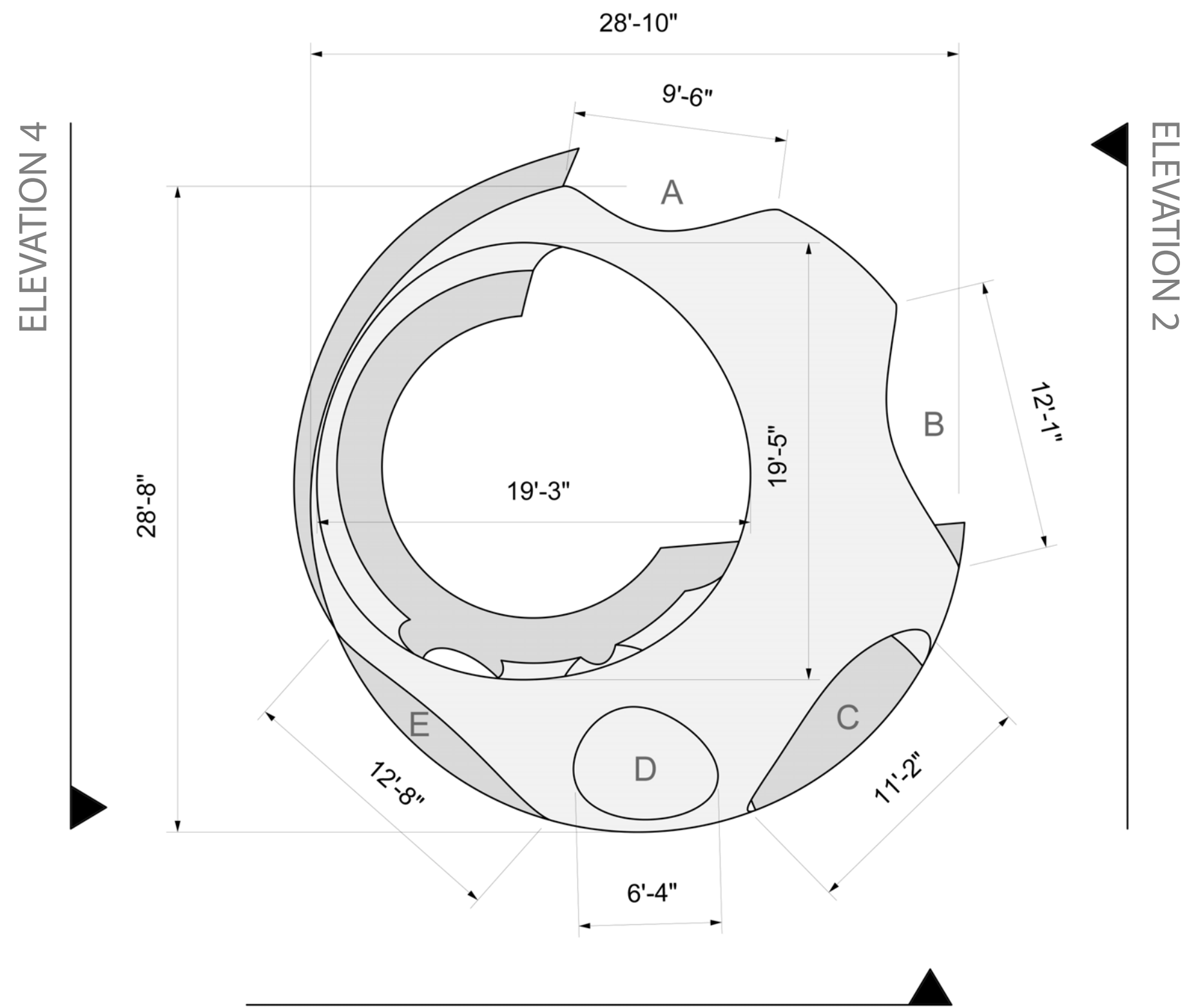
The final coat of plaster is applied, approximately 6-12mm.
Then the material will stiffen over a few hours.
The surface is scraped in a pattern to a dept of 3mm.

Steel straight edge old saw blade or other such tools are used to scrape.
Such a scraped surface is less liable to cracks.



DIMENSIONED DESIGN

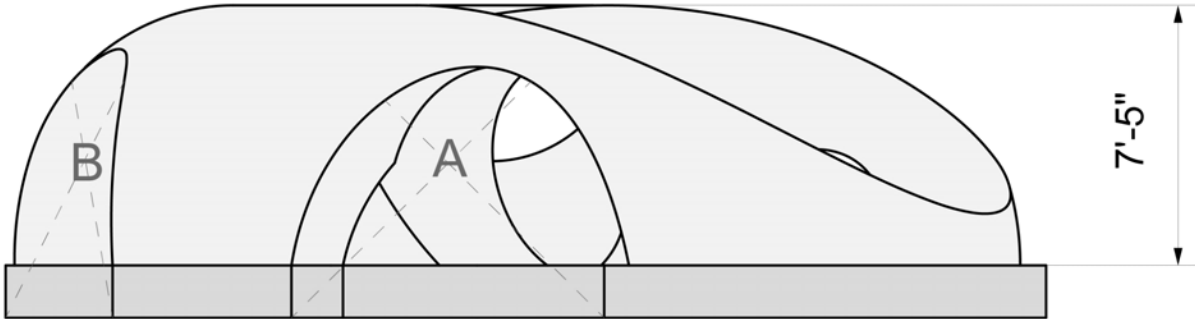
ELEVATION 1



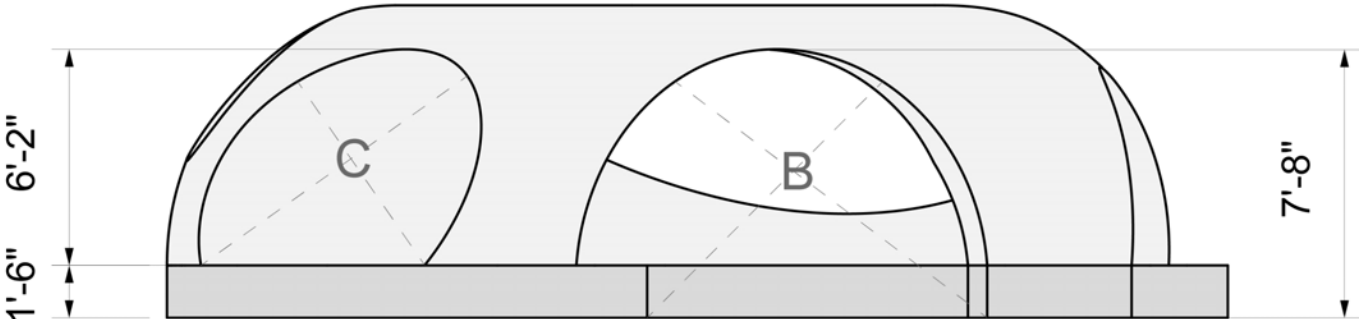
ELEVATION VIEWS - SCALE: 3/16" = 1'-0"

ELEVATION 3

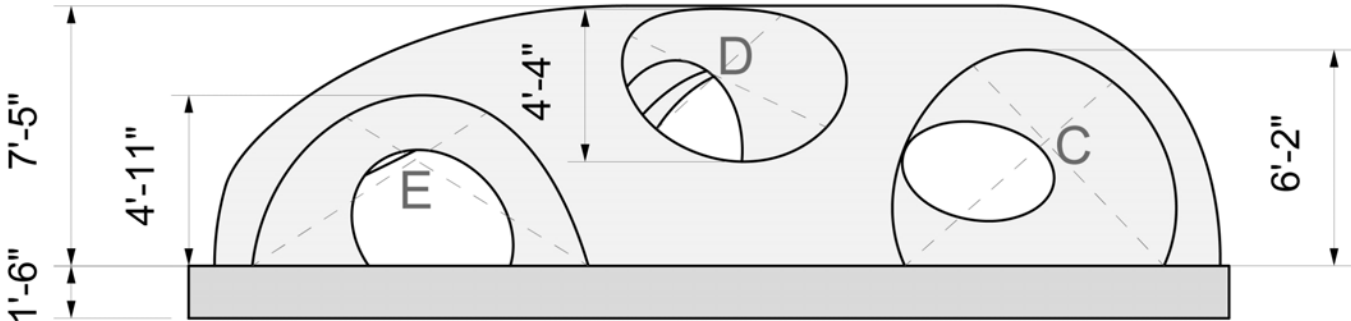
DIMENSIONED DESIGN



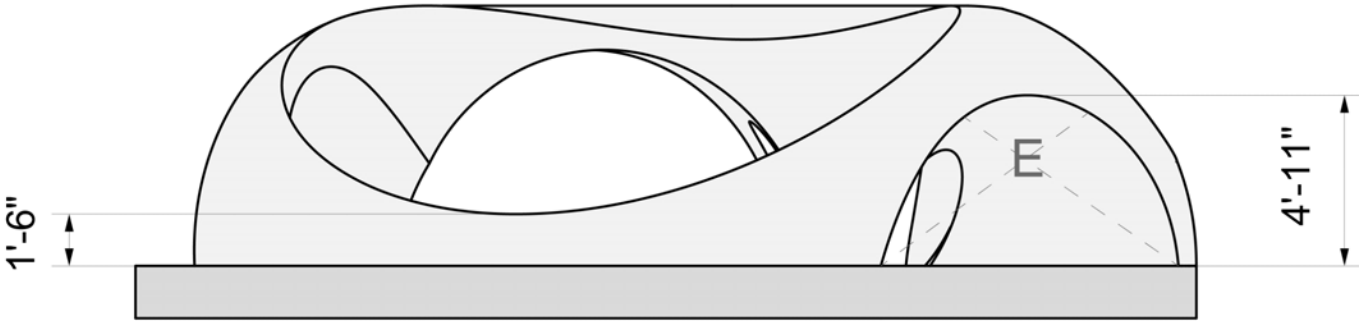
ELEVATION 1



ELEVATION 2



ELEVATION 3



ELEVATION 4

ELEVATION VIEWS - SCALE: 3/16" = 1'-0"

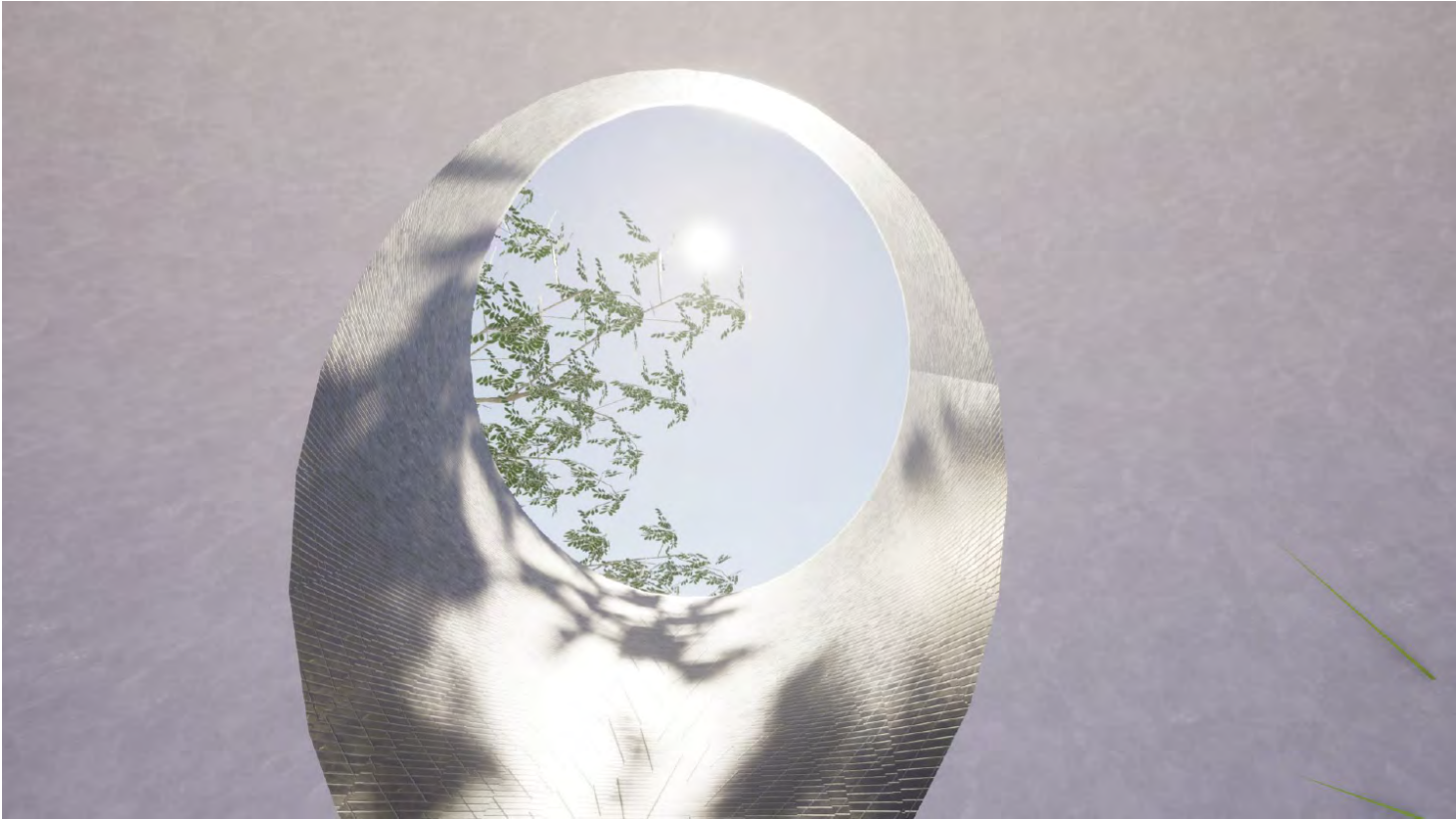
PROPOSED ARTWORK



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CONSERVATION | MAINTENANCE

Site & Studio Conservation has offered their support to the project.

The artwork is integrated with the landscaping. The scope of work pertains only to artwork components of the project and does not include any landscaping components.

Upon approval they will review all materials and fabrication details and provide conservation and maintenance recommendations. Post-installation, the conservators will assess the artwork and site. This initial inspection will create a baseline for comparison during future inspections. An inspection report, high-resolution digital images, maintenance plan, and updated maintenance quote will be submitted to the client.



ADDITIONAL TOPICS OF DISCUSSION

LIGHTING

Lighting is intended to feature the artwork and enhance the sense of safety, visibility and welcome at night.
A lighting designer is part of the project team and will begin conceptual lighting design upon approval.

PLANTING / SHADE

The plaza plant palette is arranged to frame the artwork form and to buffer traffic.
Additional trees have been included to create shade.
Plants are a mix of durable foundation planting and California natives.
Planting is intended to be welcoming to people and wildlife as natives will provide habitat.

SITE DRAINAGE

A civil engineer is engaged to provide site grading and drainage.
Water will be directed to planting areas with overflow diverted to stormwater capture infrastructure in conjunction with the overall Beverly Streetscape improvements.

PROJECT TIMELINE

JULY 15, 2021	Urban Arts Subcommittee Meeting
AUGUST 2021	City Council Concept Design Review
TBD	Design District Working Group Meeting
TBD	Community Meeting
TBD	Urban Arts Subcommittee Meeting
TBD	City Council Project Design Approval
OCTOBER – JANUARY 2022	Construction Documents, Engineering, Plan Reviews / Approvals
FEBRUARY 2022	Plans Ready for Bid
TBD	Art Materials / Process Mock-Up
2025	Construction in Conjunction with Beverly Streetscape Improvements

PROPOSED BUDGET

CITY OF WEST HOLLYWOOD BEVERLY TRIANGLE SITE-SPECIFIC INSTALLATION

DESCRIPTION:	COST:
Artist Project Management Fee	\$ 30,000
Structure – Engineering	\$ 18,000
Structure – Materials	\$ 95,000
Structure – Installation	\$115,000
Conservation Report	\$ 500
Plaque	\$ 500
Mock-Up Allowance	\$ 5,000
Contingency	\$ 25,000
	\$289,000

Thank you.