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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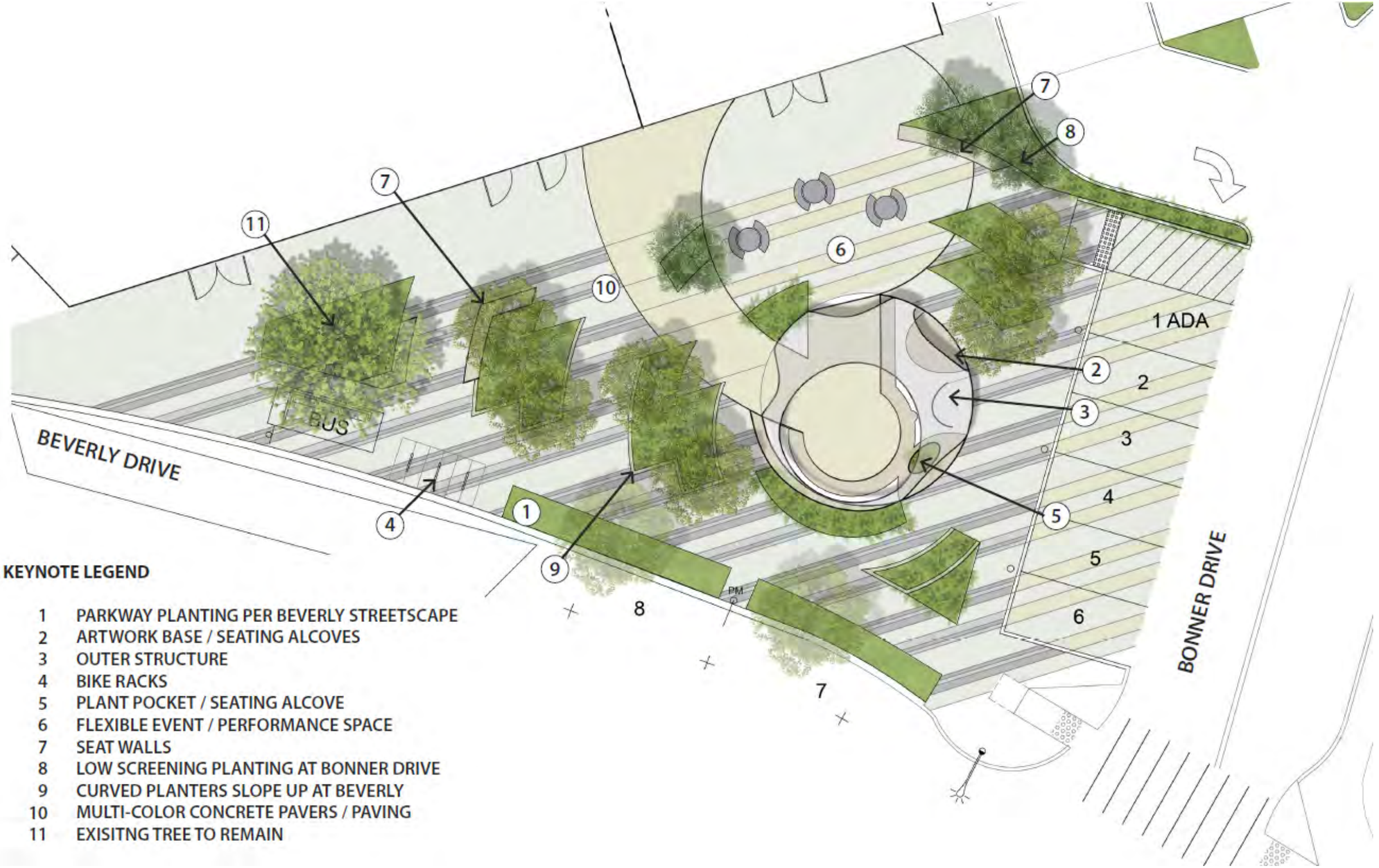
CURRENT SITE

SITE PLAN



KEYNOTE LEGEND

1 PARKWAY PLANTING PER BEVERLY STREETSCAPE
2 ARTWORK BASE / SEATING ALCOVES
3 OUTER STRUCTURE
4 BIKE RACKS
5 PLANT POCKET / SEATING ALCOVE
6 FLEXIBLE EVENT / PERFORMANCE SPACE
7 SEAT WALLS
8 LOW SCREENING PLANTING AT BONNER DRIVE
9 CURVED PLANTERS SLOPE UP AT BEVERLY
10 MULTI-COLOR CONCRETE PAVERS / PAVING
11 EXISITNG TREE TO REMAIN

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PROPOSED ARTWORK

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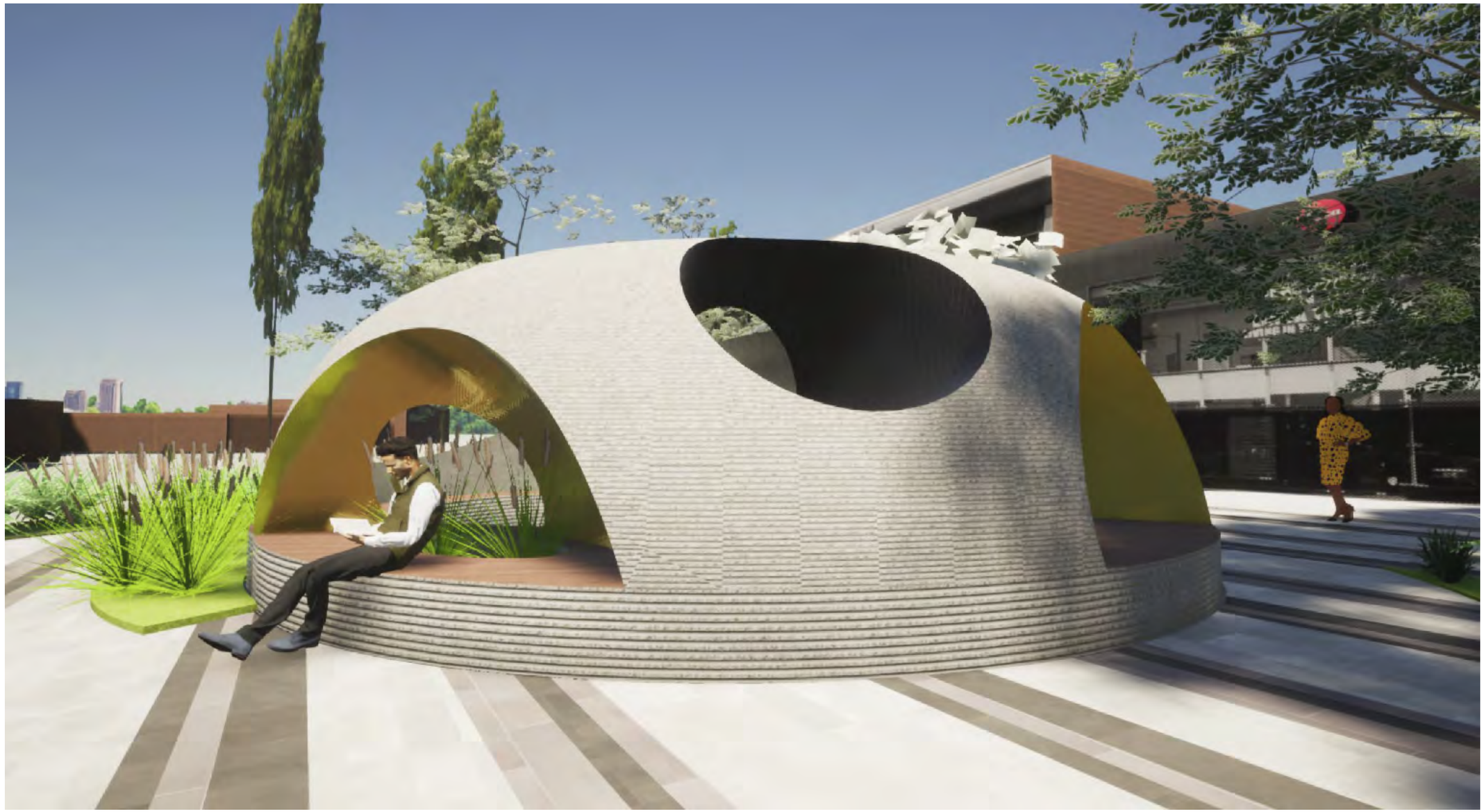

PROPOSED ARTWORK

GREENMEME ARTIST STATEMENT: Schematic Design Phase

Outreach is central to our process. We reached out to the nearby community, from local leaders to nearby elementary school students. Together, we experienced the site through a variety of roles designed to circumvent pre-existing ideas and isolate specific components of site design, ie. feeling safe, moving through the space, performing, resting and observing.

Across these viewpoints, the impulse to inscribe a central circle within the geometry of the triangular site appeared nearly universal. The content and purpose of the circle varied: fountain, tree, planter, sculpture, store, seating circle, shade structure etc. but the central, rounded form appeared again and again as a essential feature of the plaza.

Two other elements surfaced repeatedly. One was the importance of views, both those to frame (treetops, sky) and those to screen/obscure (parking, traffic). The other was pride at West Hollywood's sense of welcome and inclusion.

The sculpture is intended as a complex, human scaled distillation of all these uncovered values: welcome, centrality, permeability, and openness. Portals and carved interior / exterior seating areas manifest the permeability of the form. Low, curved walls and landscaped buffers offer protection from traffic. Portals frame views to highlight connections to nature, trees and sky, allowing visitors to both feel connected to the city and the broader environment. The framing of the sculpture by shade trees was a deliberate choice by our team, informed by the aspirations of the initial Master Plan (2014).

The exterior of the form is textured concrete, chosen for its ease of sculpt-ability, durability, resistance to cracking, thermal cooling and sound buffering capacity. Each portal or seating area includes a different material treatment to accentuate its highlighted viewpoint. Color and alternate materials offer a 'glimpse' at intriguing spaces and invite closer engagement.

The choice of materials fuse seamlessly into the landscape. We worked closely with our team to bring landscape into the sculpture and sculptural material choices and finishes into the landscape.

It is our sincere aspiration that this work lives as a symbol of welcome for years to come.

Sincerely,
Freyja and Brian

Early attempts to visualize the feedback from the community came in the form of a word cloud. This allowed us to see how often different words showed up in the feedback results and gave us an initial direction in how to take on the complexity of ambitions for the site.

Question: ***What brings people together?***

Art
People
Pride
Design
Music
Diverse
Food
Area
Community
Culture
Here
Event
Health
Celebrity
Hollywood
Dinner
Plaza
Mental
Related
Beer
Open
Help
Family
Day
See
Unity
Activism
Weho
Neighborhood
Multi Environmental
Festival
Store
Eat
Wine
Market
Inclusivity
Different
Boysenberry
Generations
Black
Covered
World
Fun
Options
America
Humanity
Together
Looking
Think
Sale
Traffic
Thing
Christmas
Food
Border
West
Idea
Film
Late
Integrate
Wonderful
Single
Unity
Pride
Feel
Live
More
Open
Times
Labor
Advertise
Event
Mindedness
Local
Culutral
Care
Each
Animals
Homeless
Proceeds
Patients
Good
Workers
True
Voices
Visit
Serious
Art
Wine
Boysenberry
Music
Different
Gathering
Green
Work
Etc
Town
Mingle
Destination
Friends
Decades
Help
Causes
Always
Independence
Hard
Mental
Usa
Party
Concert
Culture
Night
Space
La
Whood
Parts
Sidewalk
Multicultural
Walk
Over
Liberal
Needs
Awareness
Appreciation
Makes
Mexican
Health
Businesses
Phones
Saving
Eat
West
Good
Show
Students
Activism
Whood
Night
Food
Weho
Diverse
Here
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Different
Boysenberry
Generations
Black
Covered
World
Fun
Options
America
Humanity
Together
Looking
Think
Sale
Traffic
Thing
Christmas
Food
Border
West
Idea
Film
Late
Integrate
Wonderful

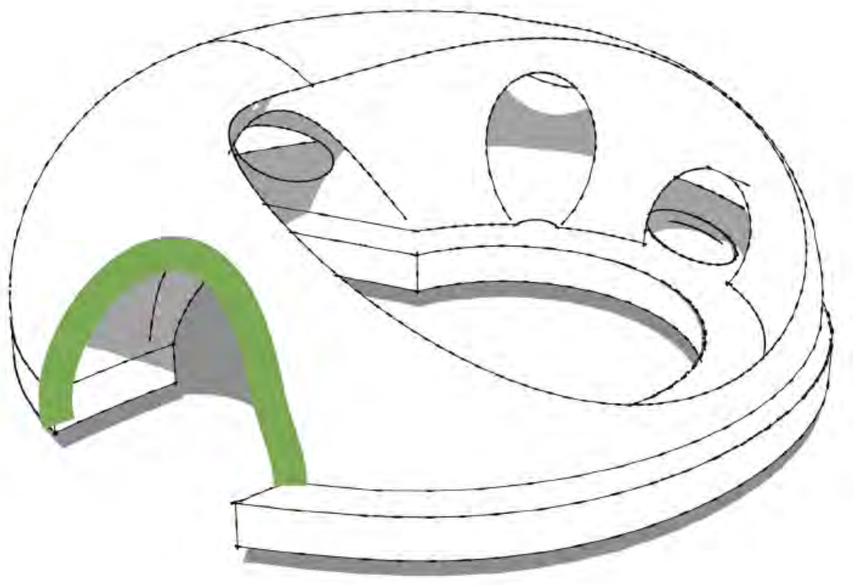
Several outreach events were held in late 2019 / early 2020. Many different voices were heard, documented and placed within a series of diagrams.

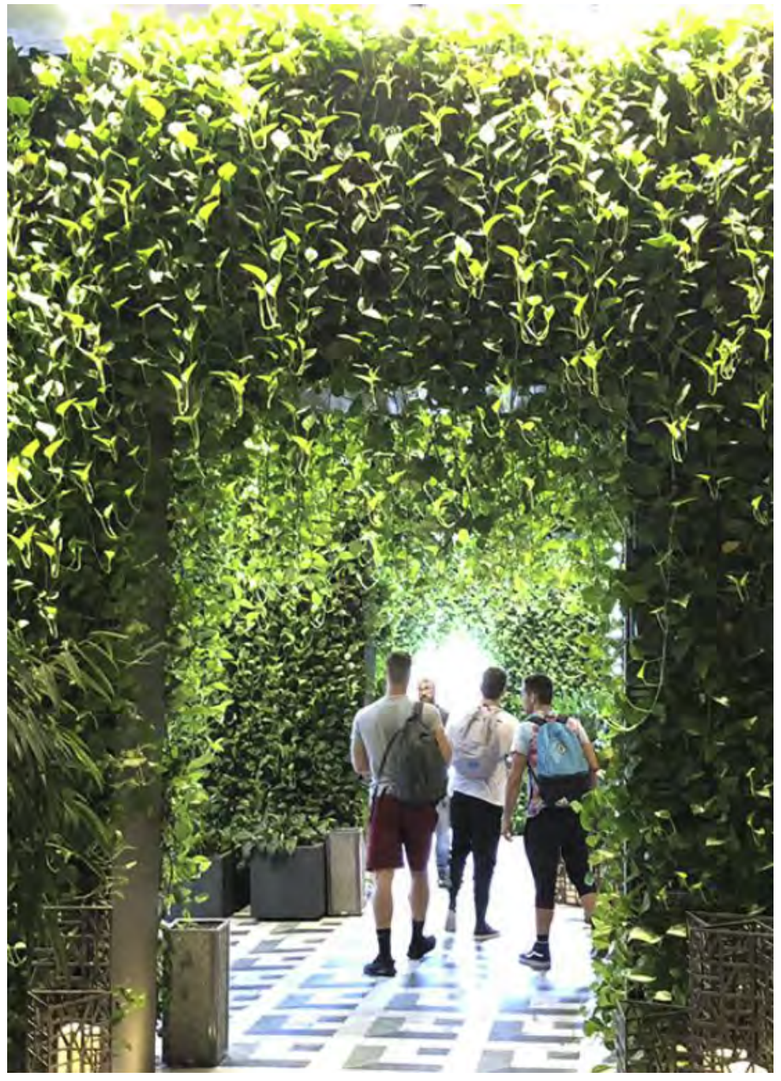
The Game:

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.

The Gardener

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





The Contemplator + The Performer

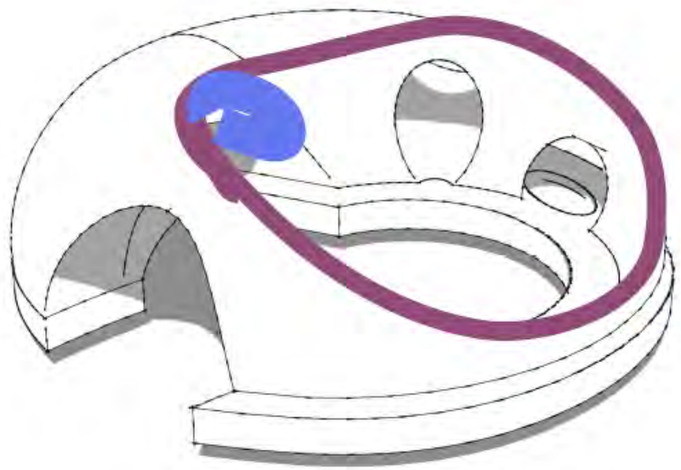
Smooth Coat Finish: Sculpture interior walls “Performer” and “Contemplator” view portals (colored)
The finishing coat is a smooth and leveled surface. The mortar used is made from cement and fine sand 1:3. Mortar is applied with the help of a wooden float.

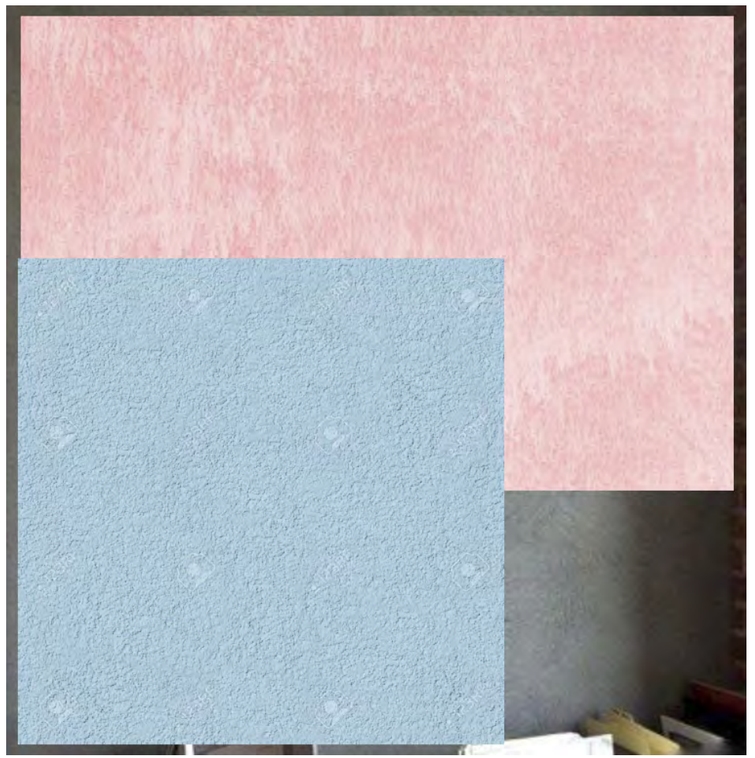
The Contemplator

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.

The Perfomer

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).





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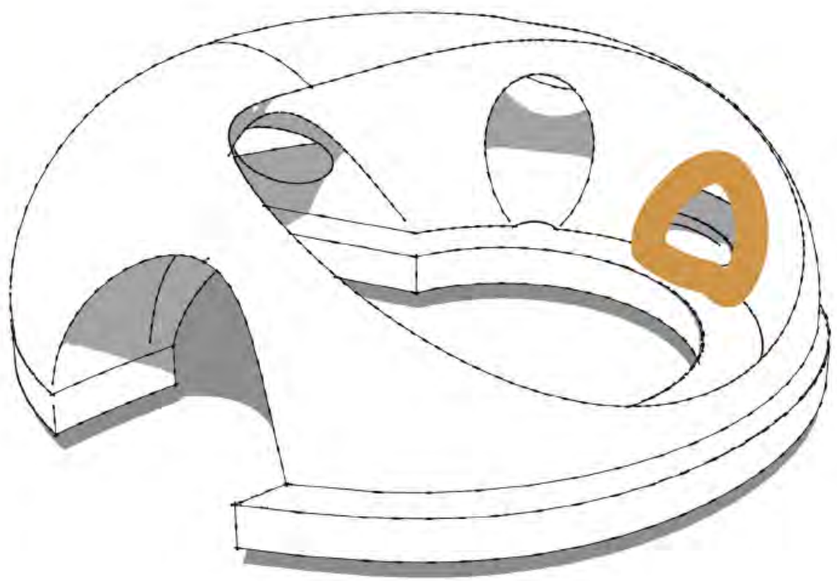
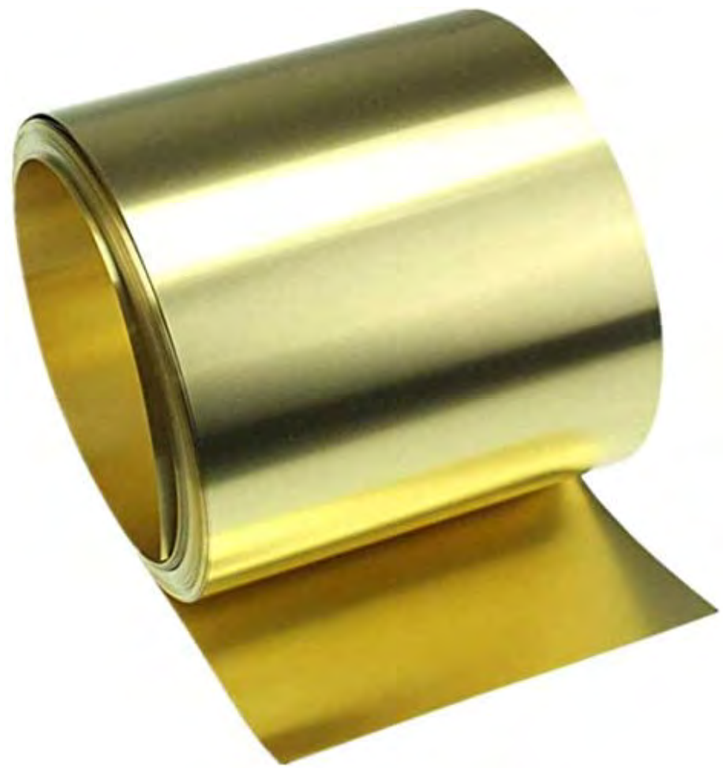
The Guardian

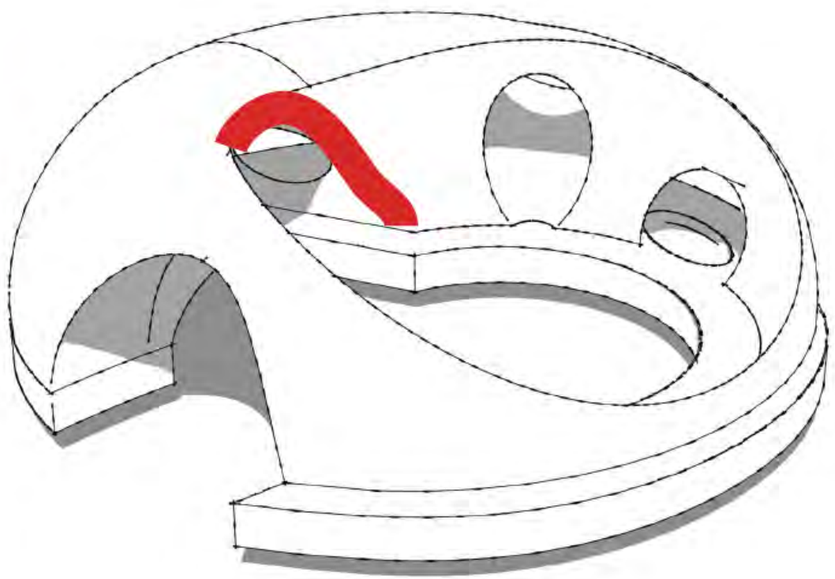
Rolled or tiled brass sheet: Interior treatment for seat pocket at corner of Beverly and Bonner, “Guardian” view portal
Laser cut brass sheet will be rolled (or tiled if needed) to be smoothly installed within the portal





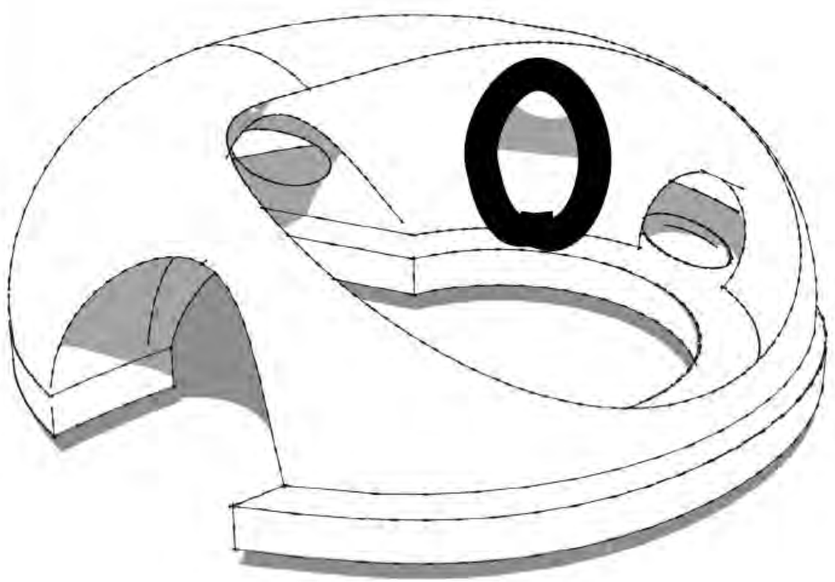
The Traveler

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.



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

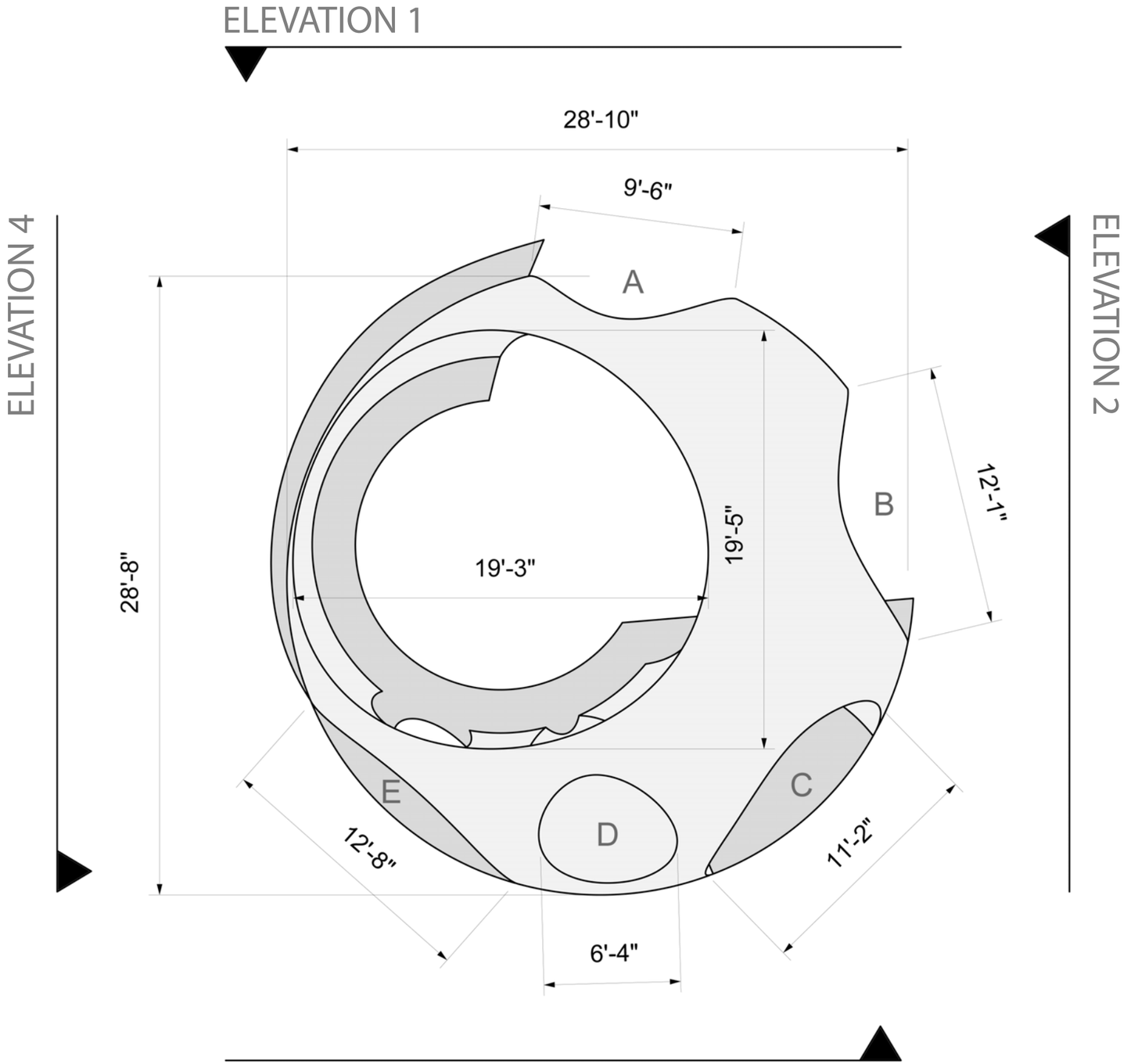


Scraped Finish: Sculpture Exterior and Paving Treatment

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

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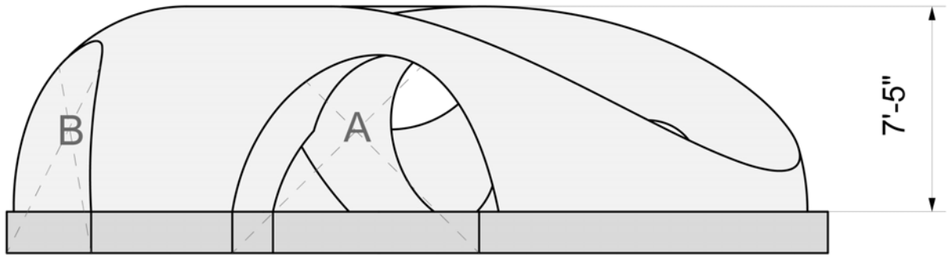
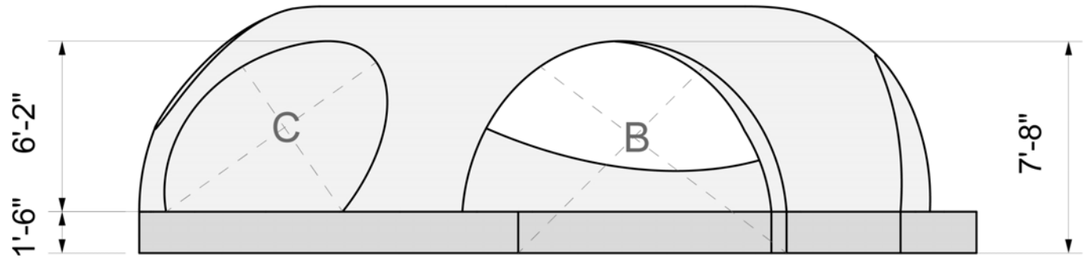
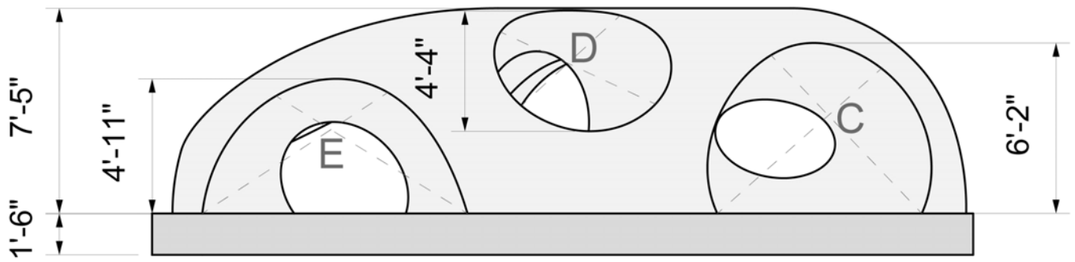
DIMENSIONED DESIGN



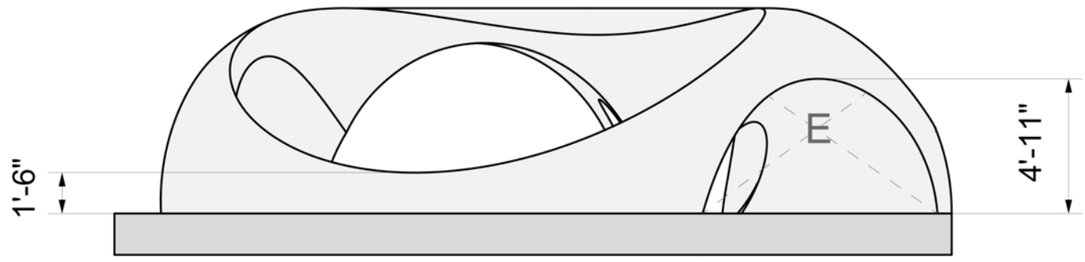
ELEVATION 1



ELEVATION 2



ELEVATION 3



ELEVATION 4

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

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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.

S&S
Site & Studio
Conservation

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 Art Subcommittee Meeting
AUGUST 2021	Design District Working Group Meeting
SEPTEMBER 2021	Community Meeting
TBD	Urban Art Subcommittee Meeting
OCTOBER 2021	City Council Project Design Approval
NOVEMBER – 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
Art Consultant	$ 5,000
Structure – Engineering	$ 18,000
Structure – Materials	$ 95,000
Structure – Installation	$115,000
Conservation Report	$ 500
Plaque	$ 500
Mock-Up Allowance	$ 5,000
Contingency	$ 20,000
	$289,000

Thank you.