

**CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission**



URBAN ART SUBCOMMITTEE

**MEETING AGENDA PACKET
THURSDAY, MARCH 5, 2026 – 5:00 P.M.**

**LOCATION:
WEST HOLLYWOOD CITY HALL, FIRST FLOOR COMMUNITY MEETING ROOM,
8300 SANTA MONICA BLVD.**

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
URBAN ART SUBCOMMITTEE
MEETING AGENDA**

**Thursday, March 5, 2026, 5:00 p.m.
WEST HOLLYWOOD CITY HALL, 1ST FLOOR – COMMUNITY MEETING ROOM
8300 SANTA MONICA BOULEVARD.**

The West Hollywood Arts and Cultural Affairs Commission acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.

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) 848-6800 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, 323.GO.COMMUTE (323/466-3876) or go to www.metro.net.

STATEMENT OF SHARED RESPONSIBILITY FOR RESPECT: During public meetings, community gatherings, interactions with the public, and with one another, the City endeavors for all participants and attendees to conduct City business and treat others with respect, a core value of the City. This includes being polite, professional, and thoughtful when interacting with others. Our collective commitment to West Hollywood requires intention, cooperation, courtesy, consideration, tolerance, forgiveness, acceptance, inclusiveness, kindness, compassion, and patience. Our respect is expressed not only in the words we choose, but also in our tone, our demeanor, and our actions toward one another.

TO PARTICIPATE IN THIS PUBLIC MEETING: To provide public comment, email or call the Arts and Cultural Affairs Commission Recording Secretary at acacpubliccomment@weho.org or 323-848-6351 by 12:00 p.m. on Thursday, March 5, 2026 to be added to the Public Speaker List. If you want to speak by phone, you must also email a speaker request to the same address by 12:00 p.m. on the day of the meeting. For both in-person and phone comments, include your name, city, and the agenda item you want to speak about. Your comments will become part of the official record. To keep your address private, simply leave it out.

Written materials distributed to the Urban Art Subcommittee within 72 hours of the meeting are available for public inspection immediately upon distribution in the Arts Division at City Hall, 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. 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. Land Acknowledgement**

- B. Pledge of Allegiance
- C. Roll Call
- D. Approval of the Agenda
- E. Approval of the February 5, 2025 Meeting Minutes
- F. 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. Urban Art Program Projects

The Subcommittee will receive an update from staff and discuss Urban Art Program 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"> ▪ 626 N Robertson Boulevard (West Hollywood Recovery Center/Log Cabin, David Kim, city owned) ▪ 8465 Santa Monica Boulevard (Holloway Interim Housing Program, Alison Kunath, city owned)
STAGE II
<ul style="list-style-type: none"> ▪ Beverly Boulevard Gathering Place (Design District Streetscape Master Plan, Greenmeme – project currently on hold, city owned)
STAGE III
<ul style="list-style-type: none"> ▪ none
STAGE IV
<ul style="list-style-type: none"> ▪ 1040 La Brea Avenue (Jim Isermann)
OTHER PROJECTS
<ul style="list-style-type: none"> ▪ Public Art Archive (Collections Management)

RECOMMENDATION

Receive the update and request more information if necessary.

B. Update *Sunset Blooms* By Allison Kunath – 8464 Holloway Drive (Holloway Interim Housing Program) (Page. 9)

The Subcommittee will receive a presentation from art consultant Lesley Elwood, Elwood & Associates, for the urban art project, *Sunset Blooms* by Alison Kunath, for the Holloway Interim Housing Program (The Holloway) at 8464 Holloway Drive and provide directions on next steps.

RECOMMENDATION

Recommend the artist to engage with a fabricator to provide materials required for a STAGE III – Final Review of Urban Art Plan for *Sunset Blooms* by Alison Kunath, for the Holloway Interim Housing Program (The Holloway) at 8464 Holloway Drive.

IV. NEW BUSINESS

A. Urban Art Guidelines Deaccession Criteria Review (Page. 18)

The Subcommittee will review the deaccession criteria included in the current Urban Art Guidelines document and consider recommending revisions to the Arts and Cultural Affairs Commission for approval.

RECOMMENDATION

Discuss the deaccession criteria included in the current Urban Art Guidelines document and determine whether to move forward with recommending revisions to the Arts and Cultural Affairs Commission for approval.

B. Proposal Regarding an Annual Urban Art Project Initiative (Page. 22)

The Subcommittee will receive a presentation on a proposed annual urban art project initiative and may discuss potential locations, possible funding approaches, resource considerations, and alignment with existing urban art programs and the current work plan.

RECOMMENDATION

Discuss and provide feedback, as appropriate.

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 Thursday, April 2, 2026 meeting agenda.

X. ADJOURNMENT

The Urban Art Subcommittee will adjourn to its meeting scheduled Thursday, April 2, 2026 at 5:00 p.m. at West Hollywood City Hall, 1st Floor Community Meeting Room, 8300 Santa Monica Boulevard.

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
URBAN ART SUBCOMMITTEE
MEETING MINUTES**

**Thursday, February 5, 2026, 5:05 p.m.
WEST HOLLYWOOD CITY HALL, 1ST FLOOR – COMMUNITY MEETING ROOM
8300 SANTA MONICA BOULEVARD.**

I. CALL TO ORDER

The meeting was called to order by Subcommittee Chair Gantman at 5:00 p.m.

A. Land Acknowledgement

Subcommittee Chair Gantman read the Land Acknowledgement.

B. Pledge of Allegiance

Subcommittee Chair Gantman led the Pledge of Allegiance.

C. Roll Call

Present: Subcommittee Member Moreno-Freedman
Subcommittee Member Gunther
Subcommittee Chair Martin Gantman

Absent: None

Also Present: Director of Economic Development Laura Biery
Arts Manager Rebecca Ehemann
Acting Recording Secretary/Arts Specialist Joy Tribble
Public Art Administrator Marcus Mitchell

**D. Approval of the Agenda. Motion to approve the agenda
Moted by Commissioner Gunther, seconded by Commissioner Moreno-Freedman and approved unanimously.**

**E. Approval of the October 2, 2025, Meeting Minutes
Moted by Commissioner Moreno-Freedman, seconded by Commissioner Gunther and approved unanimously.**

F. Public Comment None.

II. CONSENT CALENDAR

The following routine matters can be acted upon by one motion.

Moted by Commissioner Gunther, seconded by Commissioner Moreno-Freedman and approved unanimously.

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.

ACTION: Receive and file. **Approved as part of the Consent Calendar.**

III. UNFINISHED BUSINESS

A. Urban Art Program Projects

The Subcommittee received an update from staff and discussed Urban Art Program 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"> ▪ 626 N Robertson Boulevard (West Hollywood Recovery Center [Log Cabin], (David Kim, city owned) • 8464 Holloway Drive (Holloway Interim Housing Program, (Alison Kunath, city owned)
STAGE II
<ul style="list-style-type: none"> ▪ Beverly Boulevard Gathering Place (Design District Streetscape Master Plan, Greenmeme – project currently on hold, city owned)
STAGE III
<ul style="list-style-type: none"> ▪ None
STAGE IV
<ul style="list-style-type: none"> ▪ 1201 Detroit Street (Lexington Gardens, Rafael Lopez) ▪ 1040 La Brea Avenue (Jim Isermann)
OTHER PROJECTS
<ul style="list-style-type: none"> ▪ Public Art Archive (Collections Management)

ACTION: Staff provided an update on the urban art projects. Subcommittee inquired about project details and staff provided information as available.

B. Deaccession Request of “En Passant” By Barbara McCarren at Santa Monica Boulevard/Fairfax Avenue

The Subcommittee received a presentation from artist Barbara McCarren about *En Passant*, a city-owned urban art project at the intersection of Santa Monica Boulevard and Fairfax Avenue.

ACTION:

Recommended the Arts and Cultural Affairs Commission direct staff to consult with city staff regarding landscaping maintenance and future Metro transportation plans, as well as the original landscape architect in relation to *En Passant* by Barbara McCarren, and report back with updates. **Motioned by Commissioner Gunther, seconded by Commissioner Gantman and approved unanimously.**

C. Urban Art Guidelines Overview Document Review

The Subcommittee reviewed draft designs for the Urban Art Guidelines Overview document and selected one final design for production and circulation.

ACTION:

Recommended the Arts and Cultural Affairs Commission approve design three with specified edits for production and circulation. **Motioned by Commissioner Gantman, seconded by Commissioner Moreno-Freedman and approved unanimously.**

IV. NEW BUSINESS None.

V. EXCLUDED CONSENT CALENDAR None.

VI. PUBLIC COMMENT None.

VII. ITEMS FROM THE SUBCOMMITTEE

Commissioner Gunther requested that a discussion be agendaized regarding the potential deaccession of artwork with a lifespan of 25 years or more. **Motioned by Commissioner Gunther, seconded by Commissioner Moreno-Freedman and approved noting a no vote from Commissioner Gantman.**

Commissioner Moreno-Freedman expressed concerns regarding safety for the upcoming Jewish American Heritage Month event.

Subcommittee Chair Gantman shared his concerns about discussions related to the Subcommittee's purview and mission.

VIII. ITEMS FROM STAFF

Arts Specialist Joy Tribble thanked the Commissioners for attending Winter Sounds and shared the following concert that will take place on February 7, 2026.

Public Art Administrator Marcus Mitchell provided an update on the completion of the urban art project by Rafael Lopez at 1201 Detroit Street (Lexington Gardens).

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Subcommittee will advise staff on the development of its Thursday, March 5, 2025 meeting agenda. Deaccession Gunther, Moreno-Freedman, no from Gantman.

X. ADJOURNMENT

The Urban Art Subcommittee adjourned at 6:17 p.m. to its meeting scheduled Thursday, March 5, 2026 at 5:00 p.m. at West Hollywood City Hall, 1st Floor Community Meeting Room, 8300 Santa Monica Boulevard.

APPROVED BY A MOTION OF THE URBAN ART SUBCOMMITTEE ON THIS 5th DAY OF MARCH 2025.

MARTIN GANTMAN
SUBCOMMITTEE CHAIR

ATTEST:

DENNICE OCEGUERA,
RECORDING SECRETARY

URBAN ART SUBCOMMITTEE
UNFINISHED BUSINESS

MARCH 5, 2026

SUBJECT: **UPDATE *SUNSET BLOOMS* BY ALLISON KUNATH – 8464
HOLLOWAY DRIVE (HOLLOWAY INTERIM HOUSING
PROGRAM)**

PREPARED BY: **ARTS DIVISION**
Rebecca Ehemann, Arts Manager
Marcus Mitchell, Public Art Administrator

STATEMENT ON THE SUBJECT:

The Subcommittee will receive a presentation from art consultant Lesley Elwood, Elwood & Associates, for the urban art project, *Sunset Blooms* by Alison Kunath, for the Holloway Interim Housing Program (The Holloway) at 8464 Holloway Drive and provide directions on next steps.

RECOMMENDATION:

Recommend the artist to engage with a fabricator to provide materials required for a STAGE III – Final Review of Urban Art Plan for *Sunset Blooms* by Alison Kunath, for the Holloway Interim Housing Program (The Holloway) at 8464 Holloway Drive.

BACKGROUND / ANALYSIS:

The Holloway Interim Housing Program (The Holloway), 8464 Holloway Drive, is an interim housing and supportive services location for community members experiencing homelessness. The urban art opportunity at The Holloway is a 3D artwork design for acrylic panels that will be integrated into the refurbishment of the existing monumental lightbox-style sign on Santa Monica Boulevard.

On May 29, 2025, the Arts and Cultural Affairs Commission approved the Stage I+II Concept Proposal by artist Allison Kunath for further development into a final artwork

design. The artist is working with public art consultant Lesley Elwood, Elwood & Associates, to incorporate comments from the Subcommittee and has consulted with signage fabrication specialists to the design.

To produce all documents required for a Final Art Plan review, the artist and art consultant are requesting approval to procure a sign fabricator to refine the material specification and attachment details. If a fabricator is secured in April 2026 the final design documents would return to the Subcommittee in May/June 2026 and the artwork would be installed in July/August 2026.



(Above left) View of East-facing side with aluminum flower painted blue; (Above right) West-facing side with aluminum flower painted yellow.

Sunset Blooms is a celebration of quiet resilience and the small, powerful acts of becoming. Inspired by the cycle of the seasons - where springtime buds return year after year, undeterred - the artwork celebrates resilience, growth and beauty with a lighthearted, playful energy.

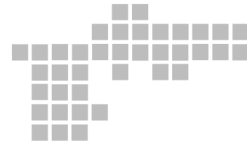
The piece brings together bold, powder-coated floral silhouettes and soft gradient panels, calling to mind moments of daily transition at dusk and dawn. Each hand-drawn element is scaled to feel larger than life, offering a whimsical counterpoint to the structure's geometry while remaining visually gentle from within the building. The artist's goal is to pay homage to what can emerge when we tend to things slowly and with care.

Allison Kunath is an internationally recognized abstract installation artist and licensed C-33 painting contractor. She has contributed to over 175 projects, including murals

covering nearly 40,000 square feet of private/public spaces in six countries. With over fifteen years' experience in art, design, and project management, Allison has held notable commissions with The City of Los Angeles, The City of Palo Alto, and The University of California (Irvine), in addition to commercial real estate, design, hospitality, and retail brands like The Kimpton Group, Starbucks, Four Seasons Hotels and Resorts, Tishman Speyer, and Gensler.

ATTACHMENT:

Attachment A – Allison Kunath updated art design



ALLISON KUNATH

Concept Overview:

Visible from a distance - day or night - 'Sunset Blooms' (*working title*) features a pair of monumental painted aluminum flowers mounted on either side of a newly constructed lightbox. The existing post and circuitry will be repurposed if possible. The new lightbox will feature a warm, sunset-inspired gradient treatment to complement the painted floral elements.



Materials

- Aluminum frame for illuminated box
- Custom acrylic panels with vinyl overlay for gradient artwork
- Two flowers (one per side), each approx. 23 ft tall, flat profile
- 1/4" to 3/8" thick aluminum plate, laser cut (flowers) painted
- Welded or mechanical attachment directly to an existing steel pole/frame

I'm excited about the opportunity to bring Sunset Blooms to life in collaboration with both the City and the selected fabricator(s). My work thrives in settings where creativity meets practical and technical execution, and I have a strong track record of working fluidly with city agencies, consultants, and contractors to navigate the details that bring large-scale public artworks to completion.

I welcome feedback and supremely value clients that function as true collaborators. I'm committed to working with the team to ensure the piece integrates seamlessly with the site and meets the technical and civic needs of this project.



Artist Statement

Sunset Blooms is a celebration of quiet resilience and the small, powerful acts of becoming. Inspired by the cycle of the seasons - where springtime buds return year after year, undeterred - this work celebrates resilience, growth and beauty with a lighthearted, playful energy.

The piece brings together bold, powder-coated floral silhouettes and soft gradient panels, calling to mind moments of daily transition at dusk and dawn. Each hand-drawn element is scaled to feel larger than life, offering a whimsical counterpoint to the structure's geometry while remaining visually gentle from within the building.

My goal is to create a presence - not a spectacle - and to pay homage to what can emerge when we tend to things slowly and with care.

Note: The image on the left shows the design at night with the current flower proportions - however it may be determined that it's preferable to reduce the scale of the flower to fit (mostly) within the perimeter of the light box - as pictured on the right.

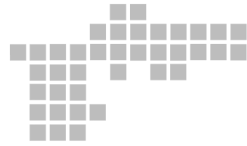




SIDE B: Aluminum flower painted yellow on all sides



SIDE A: Aluminum flower painted blue on all sides



ALLISON KUNATH

Deaccession



Art works commissioned through the Urban Art Program are considered a permanent part of the Urban Art Collection, as long as the work maintains its physical integrity, identity, and authenticity, and as long as it remains useful to the purposes of the City's Urban Art Program. When any of these conditions no longer prevail, the Commission may consider removal of the art work from public display and/or deaccessioning the art.

The Commission may approve deaccession requests of art works in its Urban Art Collection as a means of improving the quality of the Collection. The review process will be a seldom-employed action that operates from a strong presumption against removing art work from the public art collection, insulating the collection from fluctuations in taste.

Criteria for Deaccession

The Arts and Cultural Affairs Commission may grant a request for deaccession when the art required by this section meets at least two of the criteria listed below:

- Presents a threat to public safety;
- Requires excessive or unreasonable maintenance;
- Requires restoration in gross excess of its aesthetic value;
- Elicits a significant adverse reaction from the community for a period of five years or more;
- Is judged to have little or no aesthetic, historical, or cultural value;
- Proves to be fraudulent, inauthentic, or in violation of existing copyright laws;
- Is lost, stolen, or missing;
- Artist submits a written request for removal of the art required by this section;
- Presents an obstacle for the City to exercise its responsibilities regarding public works and improvements.

Owner Process to Request for Deaccession

Owner shall present the following information to Arts Division Manager to consider a deaccession request:

- Artist and Art Work information: Artist's name, biographical information, samples of past work, and resume; a written description of the art work; Artist's statement about the art work named in the deaccession request.
- Rationale: A narrative stating reasons and request for the deaccession of the art work, requester's relationship to the art work and state in deaccessioning the art work.
- History: Provide original acquisition method and commission price.
- Community Opinion: If pertinent, public feedback on the dispensation of the art work in question.
- Independent condition assessment of the artwork: An independent professional conservator's report of the current condition of the art work, treatment recommendations, treatment costs, and recommended maintenance.
- Independent appraisal of the value of the art work: An independent professional appraisal, or an estimate of value of the work based on recent documentation of gallery and auction sales.
- Artist notification: Evidence of notification to the Artist or the Artist's designated heir(s), or legally recognized representative(s), and Artist's response.



Arts Division staff will review the Owner Request for Deaccession documents to confirm that all the documents are complete. The request for deaccession will be scheduled on a Subcommittee agenda after all the required documents have been submitted to the satisfaction of the city.

Notification to Artist

Owner is responsible to notify the Artist of the intent to remove the art work in accordance with the Visual Artists Rights Act (VARA, 17 U.S.C. §§ 101 et seq., Appendix B) and the California Art Preservation Act (CAPA, Civil Code 987, Appendix B).

Review of Request for Deaccession

The Subcommittee reviews a request for deaccession and uses their judgement, experience, and knowledge to make recommendations to the Commission. The Commission shall review the Subcommittee's recommendations (including recommendations to deny approval), and shall confirm, reverse, or modify the Subcommittee's recommendations. The Subcommittee may request an in-person presentation from the applicant prior to making a recommendation of the request for deaccession to the Commission.

The Subcommittee may recommend approval of the request for deaccession to the Commission with one of the following conditions:

- Request owner to replace the deaccessioned art work with a new art work of equal value, or
- Request the owner to enter into a new covenant with the City to release the owner from the existing maintenance requirements for the deaccessioned art work.
- Request that the applicant make further clarification or resubmit the proposal with additional information before advancing a recommendation to the Commission.
- Recommend denial of the request for deaccession to the Commission due to inconsistencies with the Urban Art Program Criteria for Deaccession.

The Commission shall review the Subcommittee's recommendation and using the same evaluation criteria may:

- Ask the Subcommittee for clarification.
- Request the applicant to make further clarification or resubmit the request for deaccession to include additional information to either the Subcommittee or the Commission. In the event the Commission directs a request for deaccession to be resubmitted to the Subcommittee, the provisions of this policy shall apply as if the resubmitted request is a new application.
- Deny the request for deaccession.
- Approve the request for deaccession.

Commission Approval of Request for Deaccession

The Commission may approve the request for deaccession considering the following options:

Transfer of Title to the Artist

The Artist will be given the first option of having the title of the art work transferred to him/her. If the Artist, or artist's estate, elects to pursue title transfer, the owner is responsible for the object's removal and all associated costs.

Disclaim Authorship

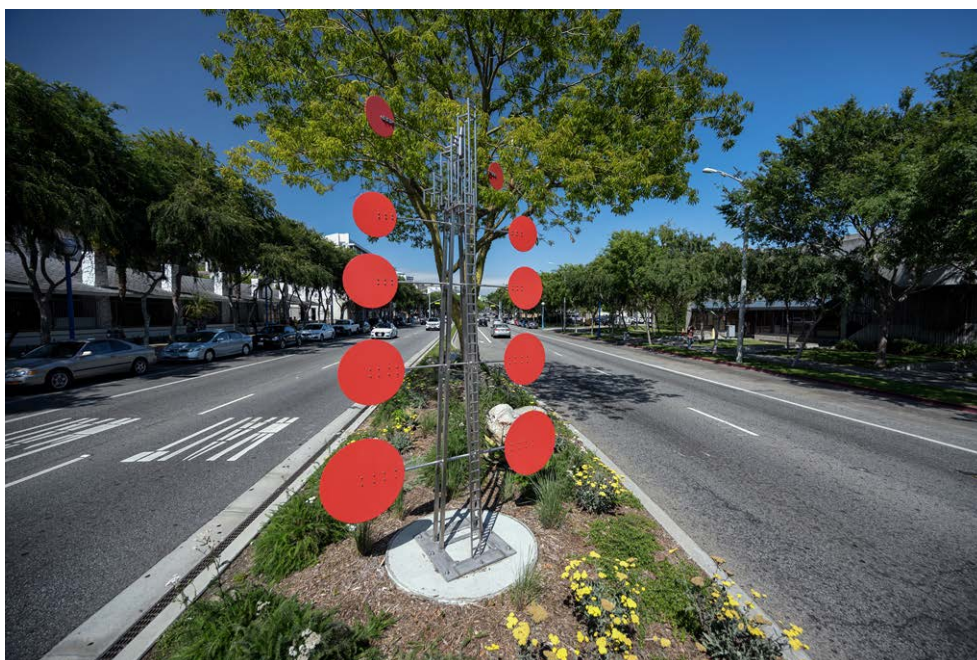
In the case where the owner contemplates action which would compromise the integrity of the art work, the Artist shall be given the opportunity to disclaim authorship and request that his/her name not be used in connection with the given work.

Exchange of Art Work

Replace the work with a more appropriate work by the same Artist for a value equal or greater to the original art budget if agreed upon by Owner and Artist. In this instance the owner is responsible for compensating the Artist, including but not limited to the California Resale Royalties Act.

Relocation of Public Display

If the Commission decides that an art work must be removed from its original site, and if its condition is such that it could be re-installed, the Commission will attempt to identify another appropriate site in the City. If the art work was designed for a specific site, the Commission will attempt to relocate the work to a new site consistent with the Artist's intention. If possible, the Artist's assistance will be requested to help make this determination. In this instance, the owner shall be responsible for coordination and costs associated with the art work relocation.



Alteration, Modification, or Destruction of Art Work

It is the responsibility of the Commission to preserve and protect the Urban Art Collection. However, under certain conditions, and accordance with the constraints of the California Art Preservation Act (Civil Code 987), known as CAPA, and the Visual Artists Rights Act of 1990 (17 U.S.C. 106A and 113(d)), known as VARA, in accordance with the owner's contractual agreement with the Artist, the Commission may authorize actions that would alter modify or destroy an art work.

If alteration, modification, or destruction of an art work protected under the California Art Preservation Act, or the Visual Artists Rights Act of 1990 is contemplated, the owner must secure a written waiver of the Artist's rights under this section. In the case of an emergency removal that may result in destruction or irreparable damage, the City will act in accordance with advice of the City Attorney. The owner shall be responsible for coordination and costs associated with the alteration, modification, or destruction of the art work.



Provisions for Emergency Removal

In the event that the structural integrity or condition of an art work is such that, in the opinion of the City Manager, in consultation with the City Attorney, the art work presents an imminent threat to public safety, City Manager may authorize its immediate removal in writing, without Commission action or the Artist's consent, and the owner will place the art work in temporary storage. The Artist and the Commission must be notified of this action within 30 days. The Commission will then consider options for disposition: repair, reinstallation, maintenance provisions or deaccessioning. In the event that the art work cannot be removed without being altered, modified, or destroyed, the owner must attempt to gain written permission from the Artist before proceeding unless the Artist's Agreement with the owner has waived the Artist's rights under the California Art Preservation Act and the Visual Artist's Protection Act, the owner must attempt to gain such written permission before proceeding. If this cannot be accomplished before action is required to protect the public health and safety, staff shall proceed according to the advice of the City Attorney.

ARTISTS' RIGHTS

This Policy in no way limits the rights of the Artist under any applicable state, federal or local laws (See Appendix B: Visual Artist Rights Act (VARA) and California Arts Preservation Act (CAPA)).

URBAN ART SUBCOMMITTEE
NEW BUSINESS

MARCH 5, 2026

SUBJECT: **PROPOSAL REGARDING AN ANNUAL URBAN ART PROJECT
INITIATIVE**

PREPARED BY: **ARTS DIVISION**
Rebecca Ehemann, Arts Manager

STATEMENT ON THE SUBJECT:

The Subcommittee will receive a presentation on a proposed annual urban art project initiative and may discuss potential locations, possible funding approaches, resource considerations, and alignment with existing urban art programs and the current work plan.

RECOMMENDATION:

Discuss and provide feedback, as appropriate.

BACKGROUND / ANALYSIS:

At the May 29, 2025 Arts and Cultural Affairs Commission meeting, Commissioner Gantman requested to agendize an item regarding the creation of an annual urban art project initiative. This report provides background and analysis regarding applicable resources, alignment with existing City policies, and potential impacts of the creation of an annual urban art project initiative.

The urban art ordinance currently ties permanent artworks to capital improvement projects and private development. Establishing a standalone annual initiative would require an exception or modification to the existing ordinance. Exceptions or modifications to existing City ordinances require review and approval by the City Attorney's office and subsequently a presentation to the City Council at a future Council Meeting.

At present, the City does not have a separate dedicated funding source for a recurring annual urban art project initiative. The Public Art and Beautification Fund (Fund 209) is the funding mechanism currently utilized for temporary artwork installations including but

not limited to murals, sculptures, exhibitions, performance art, and project management services associated with the installations. Because Fund 209 is limited (the funding is derived from development projects and if development momentum slows in the City, replenishment of the fund balance slows as well), committing an ongoing portion to a new annual permanent artwork installation could inadvertently constrain the City's ability to continue presenting temporary installations, artist residencies, and other short-term activations that currently rely on this funding. On September 11, 2025, the Art on the Outside Subcommittee received a presentation on the financial summary of Fund 209, Attachment A.

Permanent urban art projects require a substantial amount of time to develop and complete – typically three to five years from the initial concept stage through artist selection, design refinement, fabrication and installation. While the artist selection and review process of producing a new artwork is able to occur within a one-year cycle and often in much fewer time, the ability to realize the fabrication and installation of a permanent artwork on an annual cycle may fall well outside of the one-year timeframe.

Identifying suitable locations is an additional consideration for discussion by the Arts and Cultural Affairs Commission. All new art locations require approval from the Public Facilities, Recreation and Infrastructure Commission. The City of West Hollywood has very limited available public space that could accommodate new permanent artworks, and staff must ensure that any proposed sites meet visibility, safety, and infrastructure criteria. Securing new locations annually may prove challenging depending on the size and scale of the desired program.

ATTACHMENT:

Attachment A – September 11, 2025 Staff Report, Art on the Outside Subcommittee, Financial Summary of Fund 209 – Public Art and Beautification Fund

ART ON THE OUTSIDE SUBCOMMITTEE
NEW BUSINESS

SEPTEMBER 11, 2025

SUBJECT: **FINANCIAL SUMMARY OF FUND 209 - PUBLIC ART AND
BEAUTIFICATION**

PREPARED BY: **ARTS DIVISION**
Rebecca Ehemann, Arts Manager

STATEMENT ON THE SUBJECT:

The Subcommittee will receive a presentation from staff about the financial summary for the Public Art and Beautification Fund.

RECOMMENDATION:

Receive the presentation.

BACKGROUND / ANALYSIS:

The Public Art and Beautification Fund (Fund 209) supports public art projects throughout the City of West Hollywood, from murals and sculpture installations to performance art. It does not include the Moving Image Media Art Program, which is funded by a different source. This report provides an overview of the fund's history, current status, and forecast for the coming years.

The City has six major fund categories including Governmental Funds, Special Revenue Funds, Capital Project Funds, Debt Service Funds, Proprietary Funds, and Fiduciary Funds. Descriptions of each fund category, along with descriptions of the individual funds within each category, are described in the city's budget book, available online at www.weho.org/budget. The Public Art and Beautification Fund (Fund 209) is categorized as a Special Revenue Fund.

209 FUND - PUBLIC ART AND BEAUTIFICATION

A Special Revenue Fund is similar to a dedicated savings account that is restricted for

certain purposes by law or administrative action. For this fund, the money must go toward public art and beautification projects in commercial thoroughfares.

City ordinance requires developers of new projects to either install a public artwork on their property or pay an equivalent fee to the City’s Public Art and Beautification Fund (Fund 209). These developer contributions – called “in-lieu fees” – are the only source of income for the Fund 209. Revenue depends entirely on new development activity, so it changes from year to year.

Fund 209 can only be used for projects that enhance the City’s commercial areas. It pays for permanent and temporary public art commissions, program management services, and a portion of the Public Art Administrator’s salary. Because revenue is unpredictable, spending is planned carefully to make sure the fund stays healthy over time.

Established in 2002, the art fees have been collected from new development projects over the past twenty-three (23) years. The fund balance reached a high of \$2.4 million at the end of FY2022, in part due to fewer public art projects during the pandemic. The fund balance at the end of FY2026 is estimated to be \$1.8 million. Annual revenues and expenditures fluctuate from year to year. The following chart shows actual and budgeted revenues and expenditures for five years.

5-Year Fund Activity Summary

In the chart below FY stands for Fiscal Year which runs from July 1 of the prior year to June 30 of the year listed.

Fiscal Year	Beginning Balance	Revenues	Expenditures	Ending Balance
FY2022 (Actual)	\$2,109,550	\$429,985	\$58,999	\$2,480,536
FY2023 (Actual)	\$2,480,536	\$221,494	\$370,096	\$2,331,933
FY2024 (Actual)	\$2,331,933	\$199,746	\$347,120	\$2,184,560
FY2025 (Budget)	\$2,184,560	\$225,800	\$425,055	\$1,985,305
FY2026 (Budget)	\$1,985,305	\$225,801	\$393,381	\$1,817,725

Additionally, planning is underway for the City's three-year arts and culture initiative in the lead up to the 2028 Games. Planned projects in celebration of the NBA All Star Game, FIFA World Cup, and the 100th Anniversary of Route 66, are estimated to utilize an additional \$425,000 of the fund balance above and include:

- \$125,000 for a mural activation on a basketball court
- \$90,000 for a Mural Festival
- \$210,000 for temporary public art corridor along Santa Monica Boulevard

This Fund has maintained a strong reserve over the past five years, allowing for strategic investments in public art. It is the City's only dedicated source for temporary public art and plays a key role in shaping West Hollywood's vibrant creative identity. Careful planning ensures it will continue to support inspiring projects for years to come.

ATTACHMENTS:

Attachment A – 20-year Fund Balance Summary for the 209 Fund Public Art and Beautification

Attachment B – 10-year Expenditures Summary for the 209 Fund Public Art and Beautification

209 Fund - Public Art and Beautification
Fund Balance Summary, 8/28/25

Fiscal Year	Beginning Balance	Revenues	Expenditures	Ending Balance
2005 Actuals	\$327,922	\$145,191	\$74,170	\$398,943
2006 Actuals	\$398,943	\$157,026	\$94,902	\$461,067
2007 Actuals	\$461,067	\$225,459	\$100,649	\$585,877
2008 Actuals	\$585,877	\$147,677	\$202,852	\$530,702
2009 Actuals	\$530,702	\$132,178	\$178,983	\$483,897
2010 Actuals	\$483,897	\$138,201	\$196,845	\$425,253
2011 Actuals	\$425,253	\$67,437	\$188,486	\$304,204
2012 Actuals	\$304,204	\$234,091	\$184,391	\$353,904
2013 Actuals	\$353,904	\$159,421	\$136,929	\$376,396
2014 Actuals	\$376,396	\$310,754	\$173,750	\$513,400
2015 Actuals	\$513,400	\$667,687	\$155,430	\$1,025,657
2016 Actuals	\$1,025,657	\$414,358	\$160,061	\$1,279,954
2017 Actuals	\$1,279,954	\$314,394	\$174,378	\$1,419,970
2018 Actuals	\$1,419,970	\$256,681	\$150,970	\$1,525,681
2019 Actuals	\$1,525,681	\$315,791	\$83,567	\$1,757,905
2020 Actuals	\$1,757,905	\$269,765	\$288,067	\$1,739,603
2021 Actuals	\$1,739,603	\$444,954	\$75,007	\$2,109,550
2022 Actuals	\$2,109,550	\$429,985	\$58,999	\$2,480,536
2023 Actuals	\$2,480,536	\$221,494	\$370,096	\$2,331,933
2024 Actuals	\$2,331,933	\$199,746	\$347,120	\$2,184,560
2025 Budget	\$2,184,560	\$225,800	\$425,055	\$1,985,305
2026 Budget	\$1,985,305	\$225,801	\$393,381	\$1,817,725

209 Fund - Public Art and Beautification
Expenditures Summary, 8/28/2025

Expenditure Category	Actuals 2016	Actuals 2017	Actuals 2018	Actuals 2019	Actuals 2020	Actuals 2021	Actuals 2022	Actuals 2023	Actuals 2024	Budget 2025	Budget 2026
Salaries & Wages	-	-	-	-	-	-	-	48,414	141,692	151,555	169,881
Administrative Operating Costs	84,909	66,044	71,358	18,331	47,813	24,870	18,145	43,154	32,502	68,500	68,500
Art on the Outside	75,150	108,334	79,613	47,473	109,287	50,138	13,689	105,805	18,508	105,000	105,000
Public Art (capital expenditures)	-	-	-	17,762	130,967	-	27,165	172,723	154,417	100,000	50,000
Total	160,059	174,377	150,971	83,566	288,067	75,008	58,999	370,096	347,120	425,055	393,381