

**City of Culver City, California
City Council Agenda Item Report**

Meeting Date: February 27, 2006		Item Number: C-6	
AGENDA ITEM: Consideration of Request for Qualifications/Request for Proposal for Public Art Concept on West Washington Blvd.			
Contact Person/Dept.: B. Christine Byers/ Cultural Affairs		Phone Number: (310) 253-5776	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: West Washington Blvd. Advisory Panel Notified (02/16/06); Cultural Affairs Master Notification List Notified (02/16/06); Cultural Affairs Commission (02/14/06); Master Notification List (02/22/06)			
Department Approval: Susan Evans (02/15/06)		CAO Approval: Martin Cole for Jerry Fulwood (2/21/06)	
City Controller Approval: Marlee Chang (02/20/06)			
<u>RECOMMENDATION:</u> Staff recommends the City Council consider the Cultural Affairs Commission's (CAC) recommendation to approve the attached <i>Call to Artists</i> (Request for Qualifications (RFQ)/Request for Proposal (RFP)) for a public art concept on West Washington Boulevard and direct staff to proceed. <u>BACKGROUND:</u> At the May 10, 2005 meeting, the CAC considered staff's recommendation to include funding for public art on Washington Boulevard (west of the 405 Fwy.) In the FY 05-06 Cultural Affairs budget and work program. Per the CAC's recommendation, \$100,000 from the Art Fund – a restricted fund -- was included in the proposed FY 05-06 budget and approved by the City Council. <u>DISCUSSION:</u> Pursuant to adopted Cultural Affairs policy, staff convened an Advisory Panel comprised of eight residents of the proposed project area (West Washington Boulevard between the 405 Fwy. and Lincoln Blvd.), plus one representative of the Culver City Rotary Club. (The Rotary Club expressed an interest in contributing up to \$6,000 toward an art project on West Washington Boulevard.) Included among the nine panelists were representatives of the three area neighborhood associations (Culver West, Herbert Street, and Culver Triangle).			

**City of Culver City, California
City Council Agenda Item Report**

The Advisory Panel met on January 24, 2006 with staff, the CAC Public Art sub-committee (Susan Deen and Gayle Smashey) and one of the City Council's sub-committee members (Alan Corlin) for this project area to review possible concepts and discuss general themes. Mr. Corlin, Ms. Deen, and Ms. Smashey were present as observers and as an additional resource for questions.

Staff began the meeting with a short presentation accompanied by images of examples of completed installations or proposals for art concepts. Examples included narrative-based art forms (i.e., art that told a story with pictures or words over time or over distance) and also installations that utilized light or lasers. Examples were chosen by staff in part for their appeal to vehicular traffic and for the ability to rotate or alter the installation to help perpetuate a sense of change and movement. Discussion among panel's members ensued. At the end of the discussion, which lasted about an hour, the following criteria were identified as important considerations for art concepts in the immediate and/or near future:

- Art work should be along Washington Boulevard (between 405 Fwy. and Lincoln Blvd.);
- Art work should help unify the project area;
- The cultural/ethnic diversity of the project area should be considered;
- Regional artists should be targeted;
- This installation could be part of a multi-phase, temporary installation;
- Culver City's unique identity (or history) within the larger context of Los Angeles should be considered;
- After de-installation, art work could be sold at auction to raise money for future art work in the project area; and,
- Other areas to consider for future installations (possibly using light) are Washington Blvd. at Wade St.; Washington Blvd. at Inglewood Ave.; and, Washington Blvd. at Lincoln Blvd. (as a "gateway" into Culver City feature);

The attached *Call to Artists* (which comprises an RFQ and RFP) incorporates many of these themes but intentionally remains broad in its guidelines so as to encourage the widest possible range of proposals. The *Call to Artists* does specify using the approximately 176 light poles on both sides of Washington Boulevard as a venue for original outdoor artwork.

**City of Culver City, California
City Council Agenda Item Report**

Pending City Council approval, the first step will be to reach out to as many California-based artists via mailing lists, listservs and web postings requesting statements of qualification which include a resume and images of past work. All qualified submissions (deemed timely and complete) will then be reviewed by a Selection Panel comprised of arts professionals and up to two members of the Advisory Panel who met on January 24th. The Selection Panel will recommend a short list of qualified artists to the CAC Public Art sub-committee and staff. Short listed artists will be given further details about the scope of the project and proposal submission criteria and asked to prepare an original art concept and detailed cost estimate. The Selection Panel will reconvene to review the final proposals and interview the artists. The Selection Panel's recommendation for a finalist or finalists will be forwarded to the CAC via the sub-committee for consideration and then to the City Council. (The CAC Public Art sub-committee will attend both meetings of the Selection Panel as observers and as an additional resource for questions.)

The CAC Public Art sub-committee met with staff to review the attached draft *Call to Artists* on Wednesday, February 1, 2006. The attached document incorporates the sub-committee's comments.

The Cultural Affairs Commission considered this item at their regular meeting on February 14, 2006 and unanimously approved the attached *Call to Artists*.

FISCAL ANALYSIS:

\$100,000 is allocated in the FY 05-06 budget from the Art Fund (41300861.730100). Depending on the scope of the proposals selected, staff estimates the costs to range from \$50,000 - \$85,000. Based upon the high end estimate (\$85,000), the remaining \$15,000 allocated for this project area, would be held in reserve to off-set potential in-house installation costs, publicity or other related expenses.

ATTACHMENTS:

1. *Call to Artists* incorporating both a Request for Qualifications (RFQ) and Request for Proposal (RFP).

MOTION:

That the City Council:

Approve the *Call to Artists* (RFQ/RFP) for an art project on West Washington Boulevard and direct staff to proceed.