

Washington/National TOD Gateway Public Art Program

City of Culver City

Historical Report

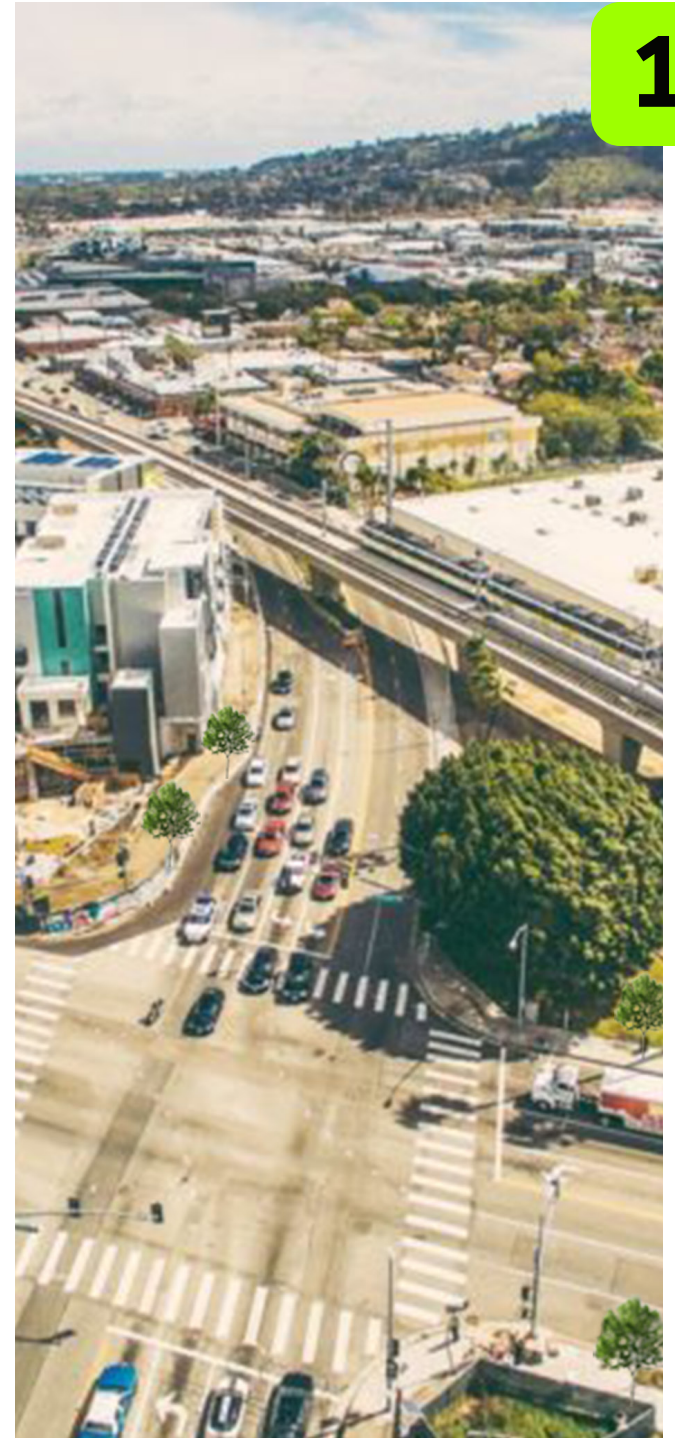
September 2022

In September of 2018 the CAC released a Request for Proposal (RFP) for an Art Consultant for the Washington & National Gateway. On February 6, 2019, the CAC Public Art Subcommittee interviewed public art consultants. Dyson & Womack were selected by the CAC Public Art Subcommittee, recommended by the Cultural Affairs Commission and approved by the City Council to steer this Public Art Program from development to realization.

PROJECT OVERVIEW

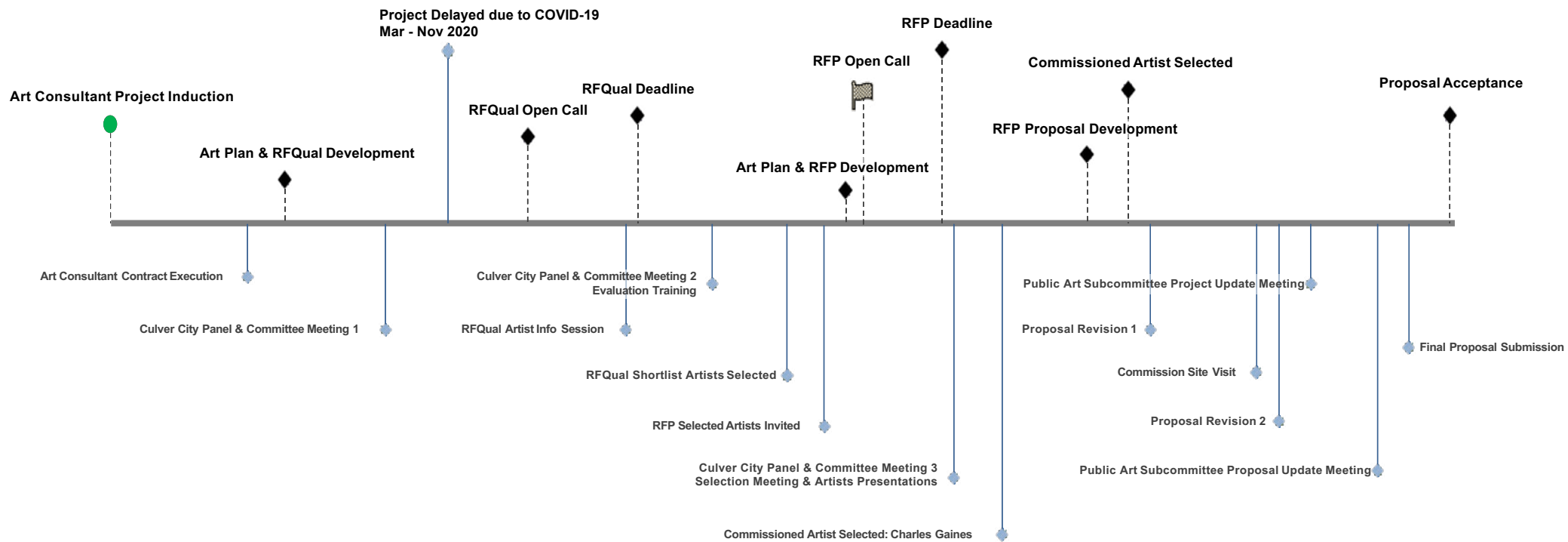
Over the last decade, the City has engaged in long-term planning for repurposing and redeveloping former industrial land around the Culver City Metro Expo Line Station. The City and the former Culver City Redevelopment Agency identified and assembled land for potential redevelopment sites, rezoned the land to accommodate transit-oriented development uses, and adopted a TOD District Streetscape Plan to improve walkability, biking and promote sustainable development. Public art is to be a visible part of this project.

Dyson & Womack were inducted into the project in April 2019 and began the process of developing a Public Art Plan for the Washington and National Blvds. commission. Dyson & Womack met with the project Art Panel and Committee to develop the overall themes and foundations for the commission. The Washington & National Public Art Plan outlined the commission opportunity informing artists and the public of the curatorial vision, selection procedures, and processes for implementation. The public art plan was approved in December 2019 by the Art Panel and Committee.



PROJECT TIMELINE

2



PROJECT DATES

3

April 2019 Project Inductions
Contract executed August 21, 2019
Culver City Panel & Committee Meeting 1 December 4th 2019 from 12:30-2PM
Art Plan and RFQual Development December 2019 - December 2020
Delayed due to COVID-19 Pandemic March - December 2019
Art Plan and RFQual LIVE December 17, 2020
Art Panel Member Changes (Marla, Yassi, Aurora) 2/2/21
Artist Info Session March 2, 2021
RFQual Closed March 11, 2021 - stats
Panel and Committee Evaluation Training Meeting April 13, 2021
RFQual Shortlist shared April 27, 2021
RFP Shortlist Artists Invited May 26, 2021
RFP Development begin June 22, 2021
RFP Deadline August 9, 2021
Panel and Committee RFP Artist Selection Meeting August 18, 2021
Artist Selected August 26, 2021
Artist Studio Visit with City Staff September 2021
Initial Proposal Development November 2021
Artwork Revision 1 Submitted November 18, 2021
Site Visit Jan 26, 2022
Artwork Revision 2 Submitted Jan 28, 2022
Project Update Coordination Meeting (City, DW, Metro) March 8, 2022
Artwork Update Meeting May 10, 2022
Final Proposal Submission June 3, 2022



PUBLIC ART COMMITTEE & PANEL

On **December 4th, 2019**, the Washington & National Public Art Committee and Panel were convened for their first meeting. As a group, they were selected by the City of Culver City with input from Dyson & Womack.

ART COMMITTEE & PANEL OVERVIEW

Public Art Committee: The Public Art Committee was composed of non-voting members. The committee provided advice and guidance to the Art Panel and Art Consultant throughout the development of the Public Art Plan and the selection of artist(s) and artwork concept(s).

The Public Art Committee included stakeholders representing the adjacent properties and districts and the City of Culver City.

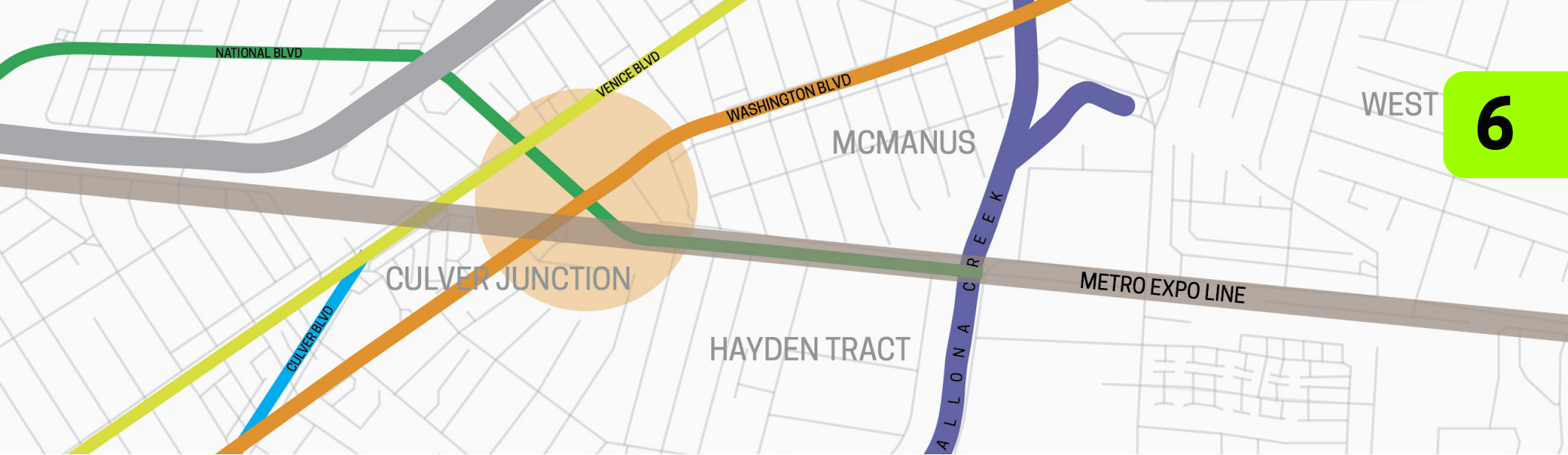
- Susan Gray, Director of Arts and Design, LAMTA
- Joseph Miller, Runyon Group, Platform
- Gil Gonzalez, Greystar, Access Culver City
- Tom Wulf, Lowe, Ivy Station
- Rob Kane, Lincoln Property Company, 8777 Washington Blvd.
- Wally Marks, Walter N. Marks Realty, Helms Bakery District
- Josetta Sbeglia, Fresh Paint Art Advisors, Culver City Arts District
- Hope Parrish, President, Culver City Historical Society
- Elaine Gerety-Warner, Economic Development Project Manager, City of Culver City
- Christine Byers, Cultural Affairs Manager, City of Culver City
- Zoltan Pali, Cultural Affairs Commission Public Art Subcommittee, City of Culver City
- Brenda Williams, Cultural Affairs Commission Public Art Subcommittee, City of Culver City

Public Art Panel: The Public Art Panel was composed of three voting members. The panel provided leadership, guidance, and recommendations on all aspects of the Public Art Program. Additionally, the Art Panel made a recommendation to the CAC Public Art Subcommittee with regard to selected artist(s), artwork concept(s) and the art allowance budget.

- Yassi Mazandi, Artist
- Aurora Tang, the Center for Land Use Interpretation
- Marla Koosed, Corporate Art Advisor and former Cultural Affairs Commissioner for the City of Culver City

Culver City Cultural Affairs Commission & City Council:

Based on the Art Panel's recommendation, the CAC Public Art Subcommittee will make a recommendation to the Culver City Cultural Affairs Commission who will then make a recommendation to the Culver City City Council. The City Council makes the final decision on selected artist(s) and artwork concept(s).



SELECTION PROCESS

Dyson & Womack proposed a two-stage open call for commissioning a public artwork that enriches Culver City's civic space and responds to the context of the Washington National TOD Gateway. The commission opportunity was presented to artists through an initial Request for Qualifications (RFQual) that was released on December 17, 2020 and closed on March 11, 2021. From that list, a shortlist of artists were invited to participate in a funded Request for Proposal (RFP). The RFP's aim was to encourage the proposal of world-class public artwork that engages diverse voices, challenges perspectives and improves civic space while responding to the context of the Washington/ National TOD District.

CULVER CITY
2020
IMPACTING COMMUNITY
SUPPORTING ARTISTS
CREATING CHANGE

CULVER CITY Public Art RFQual

The Green Open Space at Washington & National Blvds.
Released December 17, 2020
Culver City RFQual #2113

The City of Culver City will implement a permanent Public Art Program for the Washington/National TOD (Transit Oriented Development) District. The Washington National TOD Gateway Public Art Program will inspire artists in the creation of world-class, aesthetically rigorous artwork(s) that respond to the natural, cultural, and infrastructural resources present at the site. Formerly the site of the Hal Roach Studios, the Washington National TOD gateway has continued to be a site of artistic and entrepreneurial activity. This Public Art Program will offer artists the opportunity to aesthetically respond to the past, present, and future of this unique cultural site.

Over the last decade, the City has engaged in long-term planning for repurposing and redeveloping former industrial land around the Culver City Metro Expo Line Station. The City and the former Culver City Redevelopment Agency identified and assembled land for potential redevelopment sites, rezoned the land to accommodate transit-oriented development uses, and implemented a [TOD District Streetscape Plan](#) to improve walkability, biking and promote sustainable development.

The TOD District comprises about 51 acres, with approximately one million sq. ft. of development. It sits strategically between Culver City's downtown, the Helms Bakery/Arts District, and is adjacent to the Hayden Tract creative office/tech neighborhood. The City is now focusing on first and last-mile travel beyond the TOD District. HOV (high-occupancy vehicle) lanes and micro transit are some of the ideas being explored to more fully

1
Culver City RFQual # 2113

CULVER CITY
2021
IMPACTING COMMUNITY
SUPPORTING ARTISTS
CREATING CHANGE

CULVER CITY Public Art RFP

The Green Open Space at Washington & National Blvds.
Released June 23, 2021
Culver City RFP #2113

Over the last decade, the City of Culver City has engaged in long-term planning for repurposing and redeveloping former industrial land around the Culver City Metro Expo Line Station. The City and the former Culver City Redevelopment Agency identified and assembled land for potential redevelopment sites, rezoned the land to accommodate transit-oriented development uses, and is implementing a [TOD District Streetscape Plan](#) to improve walkability, biking and promote sustainable development.

Public art will be a visible part of this project as a means by which artists respond to and propose alternate modes of organization within the built environment.

This Request for Proposals (RFP) aims to create a world-class public artwork that engages diverse voices, challenges perspectives and improves our civic space by responding to the context of the Washington/ National TOD District. It is an opportunity to create within the rich setting of Culver City and greater Metropolitan Los Angeles.

1
Culver City RFP #2113

OUTREACH

The call for artists at the Green Open Space at Washington & National Blvds. sought to create world-class public artwork, engage diverse voices, challenge cultural perceptions, and improve civic space.

The open call RFQual/RFP selection process was a two-stage application and selection process open to all qualifying Artists or Artist Teams.

During this two-stage process, the Art Consultant engaged with state, national, and international art organizations and communities inviting them to apply to the open call and share the opportunity within their communities.

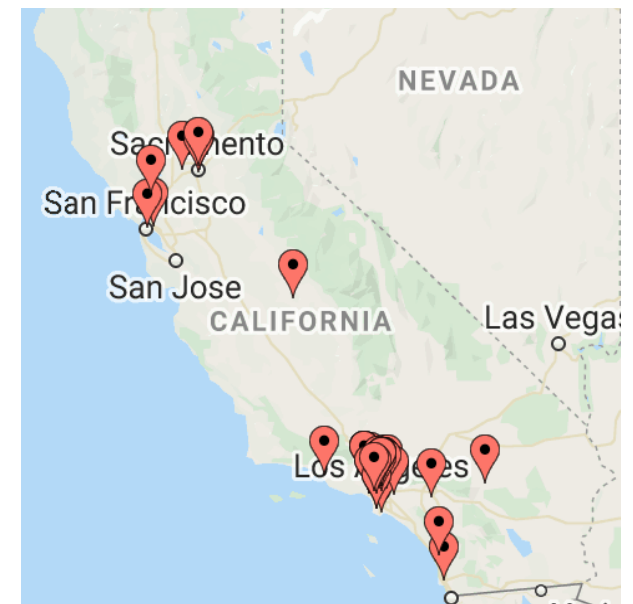


Additionally, the Art Consultant directly invited select Artists and Artists Teams to apply.

On **Tuesday, March 2nd, 2021 from 6:00 - 7:30 PM PST**, an Artist Info Session was held to introduce the program and respond to the questions received from Artists and Artist Teams interested in applying.

The event was open to the public and held online. A total of **66 attendees** registered for the artist info session and **49** of total registered attended.

Map of California Attendees by Zipcode



The Request for Qualifications (RFQual) resulted in **147** total applications. The Art Consultants evaluated these responses and shortlisted a group of **16** Artists and Artist Teams to present to the Art Committee and Art Panel for selection.

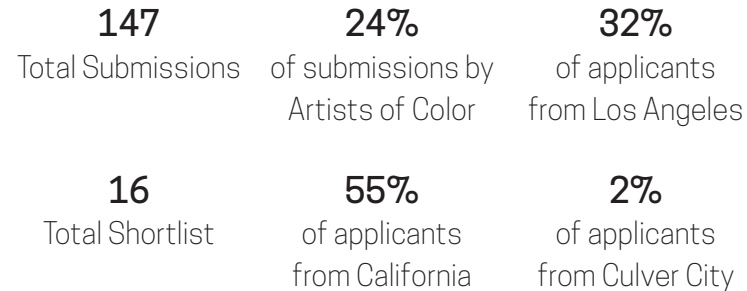
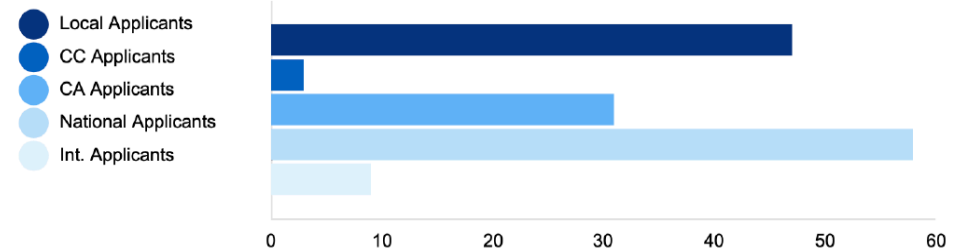
The Art Consultants met with the Art Committee and Panel on **April 27th, 2021** to evaluate the shortlist Artists and Artist Teams.

The Artists and Artist Teams selected to progress to the Request for Proposals (RFP) stage were: Blane de St. Croix, Charles Gaines, Iris Hu, Susan Narduli, Matthew Mazzotta, and Paul Cocksedge Studio.

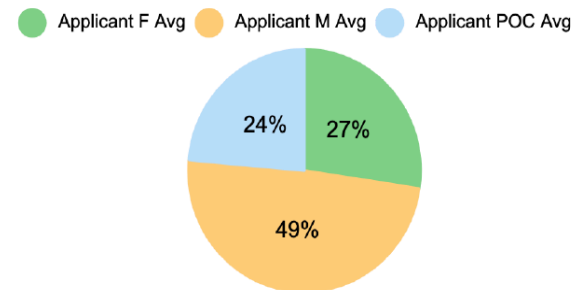
The shortlist of Artists and Artist Teams were invited to prepare their proposals over the preceeding two months and offered the opportunity to present their proposals to the committee and panel on **August 18th, 2021**.

Each Artist and Artist Team was allowed a thirty minute presentation timeline. Following this, the committee decided to look more closely at three of the proposals presented: Blane de St. Croix, Charles Gaines, Paul Cocksedge Studio. After this additional review, the final selection was made.

Applicant Geo Location

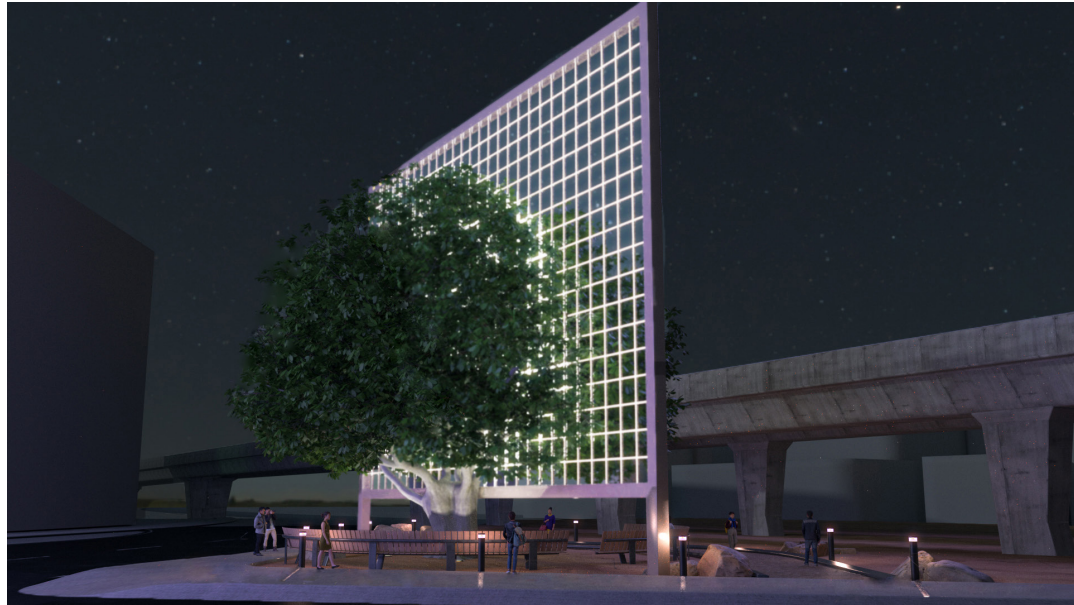


Applicant Demographics



Commissioned Artist:
Charles Gaines

9



A Frame for a Tree

The proposed artwork is a frame, a window, and an iconic locator. Situated in parallel to the Metro at the back edge of the proposal site at Washington Blvd and National Blvd, a large 62 by 84-foot rectangular metal grid structure frames the mature Ficus tree centered on the proposal site.

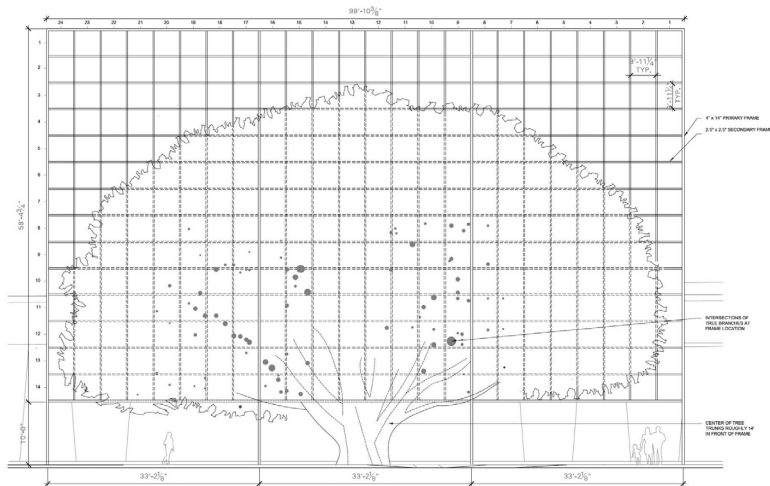
Panel Selection Feedback:

- The artist's proposal concept strongly relates to the commission art plan and the historic nature of the site.
- A timeless and signature piece by the artist.
- The artwork creates a captivating frame for the tree and brings new meaning to the site's history.
- Artist's merit and historical track record are highly noted.
- A notable addition to the City's public art collection.

This proposal is a continuation of Charles Gaines's critically acclaimed system-based works and his work with trees as the subject. Images of trees have figured prominently in Gaines's practice since the mid-1970s when he first began plotting their forms through a system of numbered grids in the series Walnut Tree Orchard (1975 - 2014).

Beginning with Walnut Tree Orchard, Gaines started creating and implementing his own logical systems. In those works and works from the ongoing series Numbers and Trees (1986 - now), the tree-object is collapsed within a gridded numerical. The resulting work creates a tension between the organic outline of the tree and the numeric logic that manifests their image.

DESIGN PHASE I



2	ENLARGED ELEVATION	1/8" = 1'-0"	1/4" = 1'-0"	1/2" = 1'-0"	3/4" = 1'-0"	1" = 1'-0"	TOLO	DATE	SCALE	BY	CHKD	APP'D
	Project No. 100-001-0000	1/8" = 1'-0"	1/4" = 1'-0"	1/2" = 1'-0"	3/4" = 1'-0"	1" = 1'-0"						



Following selection, Charles Gaines was asked to prepare a slightly updated rendering and initial design of the artwork that addressed some of the panel and committee's feedback and showed the artist's intent more clearly.

After several months of review with the project architect, engineers, etc. the following updated rendering was submitted. The updated rendering highlights the lightness of the frame and its relationship to the tree.

Dyson & Womack and the City of Culver City took the updated plans to both Metro and other City stakeholders for review prior to a second round of design where they were asked to review and provide any questions or feedback on areas of concern or requests for design phase 2.

DESIGN PHASE II

Design phase 2 requires approval by the City of Culver City CAC Public Art Subcommittee, the Cultural Affairs Commission, and the City Council. Along with feedback from Metro and Culver City staff, Dyson & Womack requested a cost proposal from Charles Gaines studio for the second phase of design which included the following scope of work.

Arborist submittal should include and incorporate:
A general review of the tree's current health; root scan; and recommendations and consulting with project team on maintaining the health of the tree with the final artwork and foundation designs.

Engineering submittal should include and incorporate:
The potential movement in both the artwork and the tree during high wind and storm events; seismic review; arborist recommendations on tree root disturbance and related effects on the health of the tree; adequate tolerances for tree limb and root growth; complete calculations and design for structural foundations; and complete calculations for structural supports.

Architectural submittal should include and incorporate:
The arborist's and engineer's recommendations for interaction with the tree limbs and related effects on the health of the tree; complete set of design drawings (100% DD); confirmed distance from Metro line; final rendering of artwork for council approval; and confirmation of artwork materials and finishes.

Design submittal additional materials should include and incorporate: Drawings and a method statement for the installation approach; selection of a qualified fabricator; complete fabrication budget and schedule; outline of maintenance procedures; response to arborist's recommendations on protecting the health of the tree and the animal and plant life in the area; artwork power requirements; and complete lighting design drawings and visualization.

Landscape design submittal should include and incorporate: A complete landscape design including seating, grading, irrigation, and planting schedules; artwork landscaping irrigation and watering requirements; and outline of maintenance requirements for any plantings.

The proposal for design phase 2 was presented to the Public Art Subcommittee on **June 13, 2022** and subsequently to the Cultural Affairs Commission on **September 20th, 2022** and City Council on **October 24th, 2022**. We anticipate the second phase of design development to commence in **November of 2022**.