



# City of Culver City

## Staff Report Details (With Text)

**File #:** 23-764      **Version:** 1      **Name:** CAC - Consideration of an Art Concept by Jorge Campos/PixelArt for a Project at 12300 Washington Blvd.  
**Type:** Minute Order      **Status:** Action Item  
**File created:** 3/15/2023      **In control:** CULTURAL AFFAIRS COMMISSION  
**On agenda:** 3/21/2023      **Final action:**

**Title:** CAC - Consideration of a Concept for a Permanent Art Installation by Jorge Campos/PixelArt Toward Fulfillment of the City's Art in Public Places Program Requirement for a Project at 12300 Washington Blvd.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. 23-03-21\_ATT No. 1\_Art Plan by Jorge Campos/PixelArt for 12300 Washington Blvd., 2. 23-03-21\_ATT No. 2\_Revised Lighting Specifications and Rendering for the Art

Date	Ver.	Action By	Action	Result
3/21/2023	1	CULTURAL AFFAIRS COMMISSION	denied	Pass

**CAC - Consideration of a Concept for a Permanent Art Installation by Jorge Campos/PixelArt Toward Fulfillment of the City's Art in Public Places Program Requirement for a Project at 12300 Washington Blvd.**

**Meeting Date:** March 21, 2023

**Contact Person/Dept:** B. Christine Byers / City Manager - Cultural Affairs

**Phone Number:** (310) 253-6003

**Fiscal Impact:** Yes  No       **General Fund:** Yes  No

**Public Hearing:**       **Action Item:**       **Attachments:**

**Public Notification:** (E-Mail) Meetings and Agendas - Cultural Affairs Commission (03/17/23)

**Department Approval:** Jesse Mays, Assistant City Manager (03/17/23)

### **RECOMMENDATION**

Staff recommends that the Cultural Affairs Commission (CAC) consider the information provided, together with the recommendation of the CAC Public Art Subcommittee, and approve Jorge Campos/PixelArt's concept for a permanent art installation toward fulfillment of Culver City's Art in Public Places Program (APPP) requirement for a development project at 12300 Washington Blvd.

## **BACKGROUND**

Jacmar Properties LLC is the developer (Applicant) of a project at 12300 Washington Blvd., a 11,100 sq. ft., 4-story office building.

Pursuant to CCMC Section 15.06.120, new commercial development projects with a building valuation of \$500,000 or more and remodeling projects (tenant improvements) with a building valuation of \$250,000 or more are subject to the City's Art in Public Places Program (APPP) requirement. To date, the minimum 1% APPP allocation the Applicant is required to fulfill is \$19,758. This amount is based on the 1% APPP allocation associated with Building Permit B22-0542 which is for the core and shell. There will be at least one more Building Permit for the interior tenant improvements which will be issued separately. A final accounting of the cost for the art and the 1% APPP allocation is completed toward the end of the project and also reflected in the covenant for the art.

## **DISCUSSION**

The Applicant hired Warren Brand of Branded Arts to serve as art consultant for the project. Branded Arts worked with the Applicant in completing a search for the appropriate artist or artist team for the site. Chilean artist Jorge Campos/PixelArt was selected from a short list that included Space Invader, Rachel Rodi and Joseph and Sons for his ability to execute high quality, contemporary mosaic tile installations.

The concept, *Pixel Washington*, features an approximately 32' long x 10' high pixelated mural of a Gilbert Stuart portrait of George Washington made with  $\frac{3}{4}$ " square glass tiles. The mosaic will span almost the entire length of the back wall and will be publicly visible through the storefront window spanning two sides of the lobby space. There will be no furniture or other features in the lobby that would obstruct the view of the art; the lobby floor will be made of polished concrete. At this juncture, the intent is to keep the lobby entrance locked, with access restricted to the building's tenants. The Applicant currently estimates that construction will be completed sometime in the summer of 2024.

The attached art plan (ATT No. 1) includes more information on the search for an artist/artist team, Jorge Campos/PixelArt, as well as the proposed project budget which currently totals \$75,000 and covers the artist's fee, fabrication, installation, etc.

The CAC Public Art Subcommittee (Vice Chair Williams and Commissioner Mesghali) met with the Applicant, Warren Brand and staff on March 9, 2023 to review the materials. Based on subcommittee and staff questions and comments about the lighting for the art, the Applicant is proposing an LED Flush Wall Washer as specified in ATT No. 2. The Applicant will be present at the CAC meeting on March 21, 2023 and is prepared to speak more to the specifications of the lighting for the art during and after business hours. In addition to the lighting, the Applicant agreed to a suggestion that two plaques for the art be installed, one inside the lobby on the adjacent wall to where the art would be sited and one on the outside of the building so as to be publicly accessible. Finally, Current Planning staff noted that there is a requirement for a lock box for valet keys in the lobby and there was discussion among those present that this would be installed in such a way as

keep the view of the art unobstructed. At the conclusion of the meeting, the subcommittee supported Jorge Campos/PixelArt's concept toward fulfillment of the APPP requirement for the project at 12300 Washington Blvd.

### **FISCAL ANALYSIS**

The cost for design, fabrication and installation for this project is borne entirely by the Applicant. The responsibility and cost for future maintenance and restoration of the artwork is the responsibility of the property owner pursuant to Section 15.06.150 of the CCMC. There are, however, City staff costs associated with project coordination, preparation of a covenant, other documentation and outreach materials.

### **ATTACHMENTS**

1. 23-03-21\_ATT No. 1\_Art Plan by Jorge Campos/PixelArt for 12300 Washington Blvd.
2. 23-03-21\_ATT No. 2\_Revised Lighting Specifications and Rendering for the Art

### **MOTION**

That the Cultural Affairs Commission:

1. Approve an art concept by Jorge Campos/PixelArt toward fulfillment of the APPP requirement for a project by Jacmar Properties LLC at 12300 Washington Blvd.