



City of Culver City

Staff Report Details (With Text)

File #: 18-01190 **Version:** 1 **Name:** Consideration of a Concept by Rob Ley for a Permanent Artwork at 6161 Centinela Avenue (Entrada Creative Office Project)

Type: Minute Order **Status:** Action Item

File created: 4/19/2018 **In control:** CULTURAL AFFAIRS COMMISSION

On agenda: 5/15/2018 **Final action:**

Title: CAC - Consideration of Concept by Rob Ley for a New Permanent Artwork at 6161 Centinela Avenue (Entrada Creative Office Project).

Sponsors:

Indexes:

Code sections:

Attachments: 1. 18-05-15_ATT_Entrada Concept Art Plan

Date	Ver.	Action By	Action	Result
5/15/2018	1	CULTURAL AFFAIRS COMMISSION		

CAC - Consideration of Concept by Rob Ley for a New Permanent Artwork at 6161 Centinela Avenue (Entrada Creative Office Project).

Meeting Date: May 15, 2018

Contact Person/Dept: B. Christine Byers/Administrative Services - 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 (05/10/18); Property Owners, Occupants, and Businesses within 500' Radius (to End of Block) (Sent via US Mail on 05/01/18).

Department Approval: Sol Blumenfeld, Community Development Director (04/30/18)

RECOMMENDATION

Staff recommends that the Cultural Affairs Commission ("CAC") approve the concept for a new permanent artwork titled, *M Grass*, by Rob Ley in fulfillment of the City's Art in Public Places Program ("APPP") requirement for the development project at 6161 Centinela Avenue.

BACKGROUND

Centinela Development Partners is the developer (“Applicant”) of the property at 6161 Centinela Avenue (also referred to as the “Entrada Creative Office Project”). The project comprises an 11-story building divided into 6-stories of office space and 7-stories of parking structure (5 stories above ground and 2 stories below grade).

Pursuant to Culver City Municipal Code (“CCMC”) Section 15.06.120, new commercial development projects with a building valuation of \$500,000 or more and remodeling projects with a building valuation of \$250,000 or more are subject to the City’s Art in Public Places Program (“APPP”) requirement. The current estimated Building Permit valuation for the office building and the parking structure is \$46,981,985 (permit no. B18-0047), which translates into a minimum 1% APPP allocation of \$469,820.

The Applicant has chosen to fulfill the APPP requirement in conjunction with the above-referenced permit by commissioning an original, site-specific artwork by a qualified artist whose selection was coordinated by Isenberg & Associates, Inc. (“Art Consultant”). The artist selection process included development of a Request for Qualifications (RFQ). Rob Ley was selected from seven short-listed artists based on the following criteria:

- He is an established, mid-career artist with strong ties to local art and design programs (SCI-Arc, UCLA, and USC);
- His past projects include strong work similarly sited to what is proposed for the Entrada Creative Office Project;
- He has extensive experience with projects of a similar scope in terms of scale, materials and budget;
- He specializes in the use of budget-friendly industrial materials which allows for more space to be dedicated to the artwork.

More information on Rob Ley is included in the attachment and also at <http://rob-ley.com/>.

M Grass is designed to be installed along the Centinela Avenue elevation of the parking structure and currently is estimated to measure 168’ long x 23’ high. Taking inspiration from the Ballona Watershed and the native marsh grasses that are associated with it, the artist is proposing using hundreds of 3” diameter aluminum tubes with a gentle bend in each to recreate in sculptural form the density and long-flowing nature of these marsh plants. The tubes will be installed on a canopy that extends above the first-floor commercial spaces and will double as a screen for the parking structure but be separated on the interior with high-tension cables suspended between the columns. Each tube will be hollow and will have either multiple drain holes or will be installed so that water can flow through at the bottom. The finish will be a polyester-based powder coat in several colors taken from similar hues.

The budget for the entire art commission is currently estimated at \$700,000 which exceeds the minimum 1% APPP allocation associated with the project’s Building Permit. Carlson Arts LLC is the fabricator and the art is anticipated to be installed in the fall of 2019.

The artwork will be up-lit at night and will be visible to pedestrians and vehicular traffic on Centinela

Avenue; the proposed artwork meets the minimum accessibility requirement of 10 hours per day, 7 days per week as included in the CCMC.

On April 3, 2018, the CAC Public Art subcommittee (Commissioners Pali and Williams) met with the developer's representative, the architect, art consultant and artist to review the Draft Concept Art Plan for *M Grass*. The CAC Public Art subcommittee had some comments and suggestions with regard to finishes and how the sculpture was installed on the canopy but supported the concept as presented.

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.

ATTACHMENTS

1. 18-05-15_ATT_Entrada Concept Art Plan

RECOMMENDED MOTION(S)

That the Cultural Affairs Commission:

Approve the concept for a new permanent artwork titled, *M Grass*, by Rob Ley in fulfillment of the City's Art in Public Places Program requirement for the Entrada Creative Office Project at 6161 Centinela Avenue.