



City of Culver City

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Staff Report

File #: 20-290, **Version:** 1

Item #: A-1.

CAC - Consideration of a Concept for a New Permanent Artwork Titled, *Bloom Dimension*, by Jason Woodside Toward Fulfillment of the City's Art in Public Places Program Requirement for Tenant Improvements at One Culver.

Meeting Date: September 17, 2019

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 (09/12/19).

Department Approval: Sol Blumenfeld, Community Development Director (09/12/19); Serena Wright-Black, Assistant City Manager (09/12/19)

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 Jason Woodside's art concept titled, *Bloom Dimension*, toward fulfillment of Culver City's Art in Public Places Program ("APPP") requirement for tenant improvements at 10000 Washington Boulevard (One Culver).

BACKGROUND

LBA Realty is the developer (Applicant) of the property located at 10000 Washington Boulevard and now branded as "One Culver". Once occupied by Sony Pictures Entertainment (Sony), the site has been undergoing a transformation since 2016 to a creative and open office/retail space that promotes an amenity-rich base for its tenants but also connects to the rest of downtown Culver City and those living and working nearby. The remodeled site features a light-filled, airy atrium with a 70' media wall, production studio, stages and interconnecting indoor/outdoor spaces.

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. The minimum 1% APPP allocation that the LBA is required to fulfill is \$437,552. This amount includes the replacement value (\$307,813) of two artworks commissioned by Sony that were approved for deaccessioning by the CAC in September 2016 as well as the 1% APPP allocation (\$129,739) associated with two Building Permits (B16-0844 and B16-0888) issued to LBA toward tenant improvements.

LBA initially worked with another art consultant to select an artist and develop a concept for a living wall that would fulfill the City's APPP requirement. The CAC Public Art Subcommittee, however, expressed concerns regarding long-term maintenance to ensure preserving the integrity of the artist's original design and LBA subsequently felt that the costs associated with maintaining a living wall over a long period of time were excessive. LBA wished to proceed in a different direction altogether and entered into an agreement with the City that allowed for an extension of time up to December 31, 2019 in fulfilling the APPP requirement.

DISCUSSION

The Applicant is now working with LeBasse Projects who are responsible for coordinating artist selection, concept development, as well as fabrication and installation of the art. It was LBA's desire to have the art provide color and contrast to the subdued grey and white exterior of One Culver, thereby providing visual energy and also helping draw visitors to the site. LBA also wanted to have an artist who was representative of the current and forthcoming tenants at One Culver.

Twelve artists were short-listed for consideration from which three finalists were selected: Lisa Williamson, Jason Woodside and Tristan Eaton. Jason Woodside, now based in Southern California, was selected as his work is considered the most potentially impactful and is infused with an urban hip energy. Mr. Woodside is a prolific muralist whose work is based on bold geometric shapes, vibrant patterns and striking color combinations. For One Culver, Jason Woodside will be creating a series of custom-fabricated and hand-painted metal panels that will be integrated along the Culver Boulevard side of the property in three locations. The largest feature will be an installation along an existing curved wall, closer to the Madison Avenue end of the property. The approximately 70' long x 20' high curved wall will be re-clad with a series of mostly 5' wide aluminum panels painted in toasted yellow, orange, deep purples, bright pinks, and red. There will be two additional "accent" features mounted to the concrete wall along Culver Boulevard. The first, will measure approximately 3'-7" wide x 7' high and is to be sited toward the eastern end of the property. The second, to be sited on the corner of Culver Boulevard at Duquesne Avenue, will measure approximately 5' wide x 8' high.

Jason Woodside is proposing a spray paint that has an approximately 10 year life-span; all painted surfaces will be sealed with a protective coating. LeBasse Projects is working with Rosa Lowinger of RLA Conservation who will review the proposal and make recommendations to ensure the integrity and durability of the artwork. A copy of RLA Conservation's comments and recommendations shall be required as part of the City's permanent record for this project.

The CAC Public Art subcommittee (Vice Chair Pali and Commissioner Williams) met with the

Applicant, LeBasse Projects and Jason Woodside on August 26, 2019. The subcommittee supports the concept as presented and recommends the CAC approve Jason Woodside's *Bloom Dimension* toward fulfillment of the APPP requirement for One Culver.

The proposed project budget includes a line item of \$170,000 for panel fabrication, installation, waterproofing and lighting; the artist's fee of \$145,000 includes costs associated with painting the panels. Currently the budget is \$13,220 less than the 1% APPP allocation. Any amount from the 1% allocation not invested in art shall be paid to the Cultural Trust Fund prior to considering the APPP requirement fulfilled. Additionally, the CCMC requires that a covenant for the artwork be executed and recorded with the Los Angeles County Recorder and a plaque be installed at the site describing the artwork.

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. 19-09-17_ATT_Art Concept for One Culver

MOTION

That the Cultural Affairs Commission:

1. Approve an art concept by Jason Woodside titled, *Bloom Dimension*, toward fulfillment of the Art in Public Places Program requirement for tenant improvements at One Culver.