

**Tamara T. White**

**APR Readiness Review Portfolio**

**City of West Hollywood Completes Phase I of the  
new West Hollywood Park Master Plan**



# **City of West Hollywood Completes Phase I of the West Hollywood Park Master Plan and Opens New West Hollywood Library**

## ***Introducing a New Generation of Readers to Libraries***

### **Situation Analysis**

How do you garner community support for a \$65 Million Dollar Capital Project which includes a new state-of-the-art library, at a time when many people felt that libraries were obsolete?

That was the task the City of West Hollywood's Public Information Office faced in the height of one of the worst recessions since World War II. To further complicate matters, technology such as the e-reader and the launch of the iPad caused many to predict that the digital age would wipe public bookshelves clean and permanently end the centuries old era of libraries.

The West Hollywood Park Master Plan was approved by City Council in 2004. After years of planning, the City broke ground on Phase I of the West Hollywood Park Master Plan on June 1, 2009 as a part of the City's ambitious 25th Anniversary Capital Project.

One of the major components of the 25th Anniversary Capital Project was the implementation of Phase I of the West Hollywood Park Master Plan which included development of the new West Hollywood Library, City Council Chambers and public meeting room, CATV facilities, 2.5 acres of expanded parkland and open space, new tennis courts and 400 parking spaces in two municipal garages.

Community support was particularly important for the West Hollywood Park Master Plan. With a strong activist community, it is not uncommon for unpopular projects to be blocked or delayed for years. In addition, strong public support would assist the nonprofit West Hollywood Library Fund in hitting its \$10-million goal for private donor gifts. The project was to be paid for with a combination of reserves, federal stimulus bonds, parking funds and donor funds.

### **Research**

We developed our efforts based on insights gained from primary and secondary research, through community meetings, focus groups, stakeholder interviews, local media stories, previous General Plans, and a working West Hollywood Library Advisory Committee, the project architect MDA Johnson Favaro and the County of Los Angeles Public Library.

Research showed that:

- Numerous public surveys were conducted, and an improved library was always high on the public's list. The original 5,100 square foot library built in 1959, was insufficient to meet the needs of a growing community of 35,000. The building flooded during rain, causing black mold on the walls and ceiling and books to mildew. In addition, the facility was too small to house the library's book collection. Many residents described the original library as "cramped."
- During a time when other Los Angeles area libraries were cutting back on staff members and operating hours, the \$65 million construction price tag, as well as operating costs were the biggest concern for community members and residents.
- Community members and residents were very concerned about breaking ground on a large capital project during a major recession.
- Increase parking in the busy, metropolitan area was a priority for both community members and local business owners.

## **Planning**

Multiple initiatives aimed at reaching residents, business owners, community members and members of the media were launched in early 2008. The citywide newsletter, “Highlights,” an online media kit, social media activation, citywide bus shelter ads and earned media were used to broaden the reach of these campaigns.

We aimed to deliver on the following key objectives:

Objective #1: Increase support and engagement among West Hollywood residents and business owners of the new West Hollywood Library (and West Hollywood Master Plan) by increasing library card ownership, library attendance and internet use.

Objective #2: Foster positive relationships with West Hollywood residents, and showcase the new project by hosting a Grand Opening and Dedication Ceremony of the new West Hollywood Library with a goal of at least 5,000 attendees.

## **Strategy**

Based on the research, the City’s Public Information Office knew that people would be supportive of the project if they knew of the benefits to come. The research helped form critical key messages and develop a plan with the following strategy:

- Early in the process, raise awareness of the project’s community benefits, primarily that 400 additional parking spaces would be available for library users and surrounding businesses, as well as publicly available community meeting rooms, an employment resource center, a first of its kind “LGBT archives,” and free, state-of-the-art technology available to the public.
- Create a sense of “ownership” among the City’s “community activist bloggers” towards the new West Hollywood Library project by fostering early involvement and nurture this through project completion.
- Educate the community about the City’s \$85 million General Fund, and its history of fiscal responsibility. Frame the project as an investment in the community, and a gift for reaching 25 years of cityhood.

## **Target Audience**

The City of West Hollywood also known as “The Creative City,” due to its rich history as a hub of entertainment, dining, fashion, design and architecture, is home to iconic global destinations including the Sunset Strip and Santa Monica Boulevard the historic “Route 66.” This unique and diverse 1.9 square mile city has a population of 36,000 people with the weekend population surging to 100,000 with a high of 500,000 visitors during special events.

Target audiences for the campaign included:

- City residents including seniors, members of the LGBT community, and families with teens or small children
- City business owners specifically those impacted by construction or the addition of new, area parking spaces
- Other “community members” including those who live West Hollywood adjacent and those who frequently visit West Hollywood for work or play
- Potential donors
- Members of the media, specifically “community activist bloggers”

## **Execution**

The campaign includes three approaches: in-depth relationship building events, grassroots outreach, and media relations.

### **In-Depth Relationship Building:**

**Media Tours** - Perhaps the most successful component of the marketing/communications strategy were the series of five media tours conducted with small groups of reporters and community influencers and led by the project architects and project manager. Each media tour was customized based on the reporter's publication, interest and beat. Following each tour a lunch catered by an area restaurant, took place on the Plaza at the new Library in which reporters were able to mingle with the project architects, project manager and Public Information staff and ask additional questions not addressed on the tour.

**Community Events**—On Monday, June 1, 2009, the West Hollywood City Council hosted a Ground-breaking Ceremony for the 25th Anniversary Capital Project that was attended by members of the West Hollywood City Council, LA County Supervisor Zev Yaroslavsky, Los Angeles County Librarian Margaret Donnellan Todd, Chris Bonbright, chair of the West Hollywood Library fund and more than 500 community leaders. The Groundbreaking Ceremony was located at the site of the new construction. The outdoor event was tented and meant to invoke a celebratory feeling.

On Monday, March 1, 2010, the West Hollywood City Council hosted a Topping Out Ceremony for 25th Anniversary Capital Project.

In 2010, the City celebrated the completion of Phase I of the West Hollywood Park Master Plan and the opening of the New West Hollywood Library. In preparation for the Library opening, the City joined forces with the Museum of Contemporary Art (MOCA), Vanity Fair and Cadillac to develop iconic street art murals by Shepard Fairey, RETNA and Kenny Scharf.

The City of West Hollywood, hosted the Dedication and Grand Opening of the new West Hollywood Library on Saturday, October 1, 2011, which featured celebrated author Jackie Collins as a special guest speaker and attracted thousands of attendees.

### **Grassroots Outreach:**

**Event Booths**—The City set up a Capital Project information booth at all community events including the annual Book Fair and bi-monthly City Council meetings.

**Newsletter**— The City's biannual newsletter "Highlights" has a distribution of 35,000 and is delivered to all city residents and business owners. It is one of the primary sources of information in the City. We used this tactic to keep community members updated regarding all phases of the project's construction.

**Social Media** – Social Media including Facebook, Twitter and Flickr were used to engage and interact with the members of the West Hollywood community regarding the project. Photos were posted on Facebook regularly and during the opening of the new West Hollywood Library we featured live tweeting and photos of the event.

**Advertising/E-Advertising**—Advertisements took place in local newspapers including the Beverly Press, West Hollywood Independent, Frontiers and Panorama. In addition, we ran several poster sized advertisements on bus shelters throughout the City and an online ad with the Lesbian News and a banner advertisement on Facebook.

- MORE—



## **Media Relations:**

**Media Kits** - The media kit contained specialized news releases highlighting various aspects of the project including technology; children's and teens' area; green/sustainability; and the LGBT literature and history collection. Also included in the media kit was a fact sheet on the project, bios for the project architect, project manager, County Librarian and more.

**Online Media Kit** – The online media kit mirrored the hardcopy media kit and provided media with a 24/7 resource for the project. In addition, the online media kit provided a link to video updates, downloadable photos via Flickr, and all press clippings on the project.

## **Evaluation**

The team exceeded its goals for the community relations campaign:

**Objective #1:** Increase support and engagement among West Hollywood residents and business owners of the new West Hollywood Library (and West Hollywood Master Plan) by increasing library card ownership, library attendance and internet use.

- During the Grand Opening of the West Hollywood Library and following weekend, **more than 1200 new people signed up for library cards.**
- In a five month period following the Grand Opening and Dedication of the new West Hollywood Library, the **number of new library cards issued to adults increased by 650 percent; the number of visitors entering the library is at more than 111,000 and on track to more than double the previous year's attendance numbers; and public internet access is up 150 percent.**
- Increased new West Hollywood Library Facebook fans by 300%
- Increased new West Hollywood Library Twitter followers by 200%
- The Online Media Kit was accessed more than 1,300 times during a four month period.
- West Hollywood Library collection on Flickr.com was viewed more than 9,000 times over an eight month period.
- Story placements generated an advertising equivalency of \$302,457.53.
- 95% positive media coverage of project with slight criticism contained to a handful of community activist/bloggers. More than 40 reporters from national and regional media outlets attended a series of four media tours of the new West Hollywood Library generating more than 60 major story placements with national and local media including several stories in Los Angeles Times, HuffingtonPost.com, CurbedLA.com, KNBC as well as ESPN.com, local television, radio and more. In addition, countless smaller blogs and publications wrote favorable stories regarding the architecture and public art.

**Objective #2:** Foster positive relationships with West Hollywood residents, and showcase the new project by hosting a Grand Opening and Dedication Ceremony of the new West Hollywood Library with a goal of at least 5,000 attendees.

- Secured West Hollywood adjacent resident, and best-selling author Jackie Collins as the guest speaker for the Grand Opening and Dedication of the new West Hollywood Library.
- According to estimates by the West Hollywood Sheriff's Department, more than 5,000 guests attended the Grand Opening and Dedication of the new West Hollywood Library. The attendance was 20% greater than the expected for the event.

####

## **MEDIA MATERIALS**

## COMMUNITY EVENTS



**2009 West Hollywood Capital Project Groundbreaking Ceremony with West Hollywood Councilmembers**



**2010 Topping Off/ Beam Signing Ceremony**



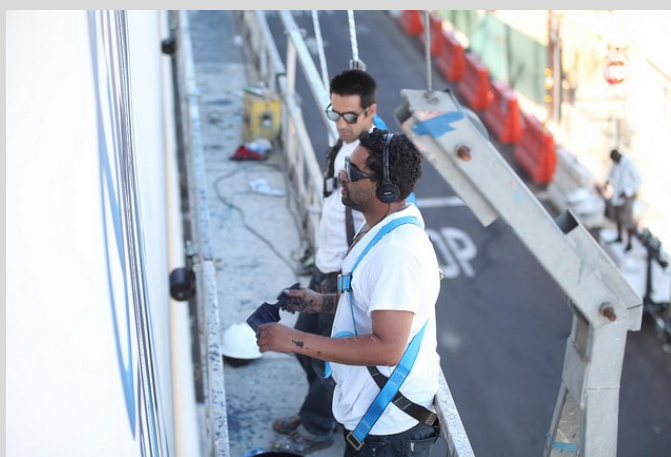
## MEDIA TOURS



## ART INSTALLATION



Above: Shephard Fairy installing his mural on the West Hollywood Park 5-story parking garage. Below left to right: Kenny Sharf and RETNA working on their murals for the West Hollywood Library.





# LIBRARY GRAND OPENING & DEDICATION



## SOCIAL MEDIA



- Increased new West Hollywood Library Facebook fans by 300%
- Increased new West Hollywood Library Twitter followers by 200%



## NEWS RELEASES

FOR IMMEDIATE RELEASE

**Heery International to Perform Project Management and Pre-Construction  
Management Services for the City's  
25th Anniversary Capital Improvement Project**

**WEST HOLLYWOOD** - The City has hired Heery International to perform Project Management and Pre-Construction Management Services for the City's 25th Anniversary Capital Improvement Project. Heery International will guide the City in the management of the projects design, cost reviews, coordination and execution of building services.

In 2009, the City will celebrate 25 years of cityhood. Since the City's incorporation in 1984, West Hollywood has established itself as one of the most progressive and innovative cities in the country. In celebration of this landmark, the City has embarked upon a new capital improvement project to develop premier public facilities, parks and open space: the "25th Anniversary Capital Improvement Project."

The project will include three major components:

1. The implementation of Phase 1 of the West Hollywood Park Master Plan (which includes the development of a new West Hollywood Library);
2. West Hollywood City Hall Community Service Center and Parking Project; and
3. Implementation of Phase 1 of the Plummer Park Master Plan.

Heery International is currently providing analysis and assessment of the 25th Anniversary Capital Campaign program budgets based on documentation and information known to date.

Heery International is a fully-integrated firm performing Pre- Construction, Construction and Program Management. Heery International maintains an annual ranking among the top professional services firms by *Engineering News Record* and *Building Design and Construction*. The firm is ranked tenth out of forty in the nation as a Program Management firm and fifteenth out of one hundred top Construction Management Agency firms.

- MORE -

Dan Adams is a Project Manager with Heery International and the lead staff member from the firm working on the 25th Anniversary Capital Improvement Project. Adams holds degrees in both Civil Engineering and Business Administration, is a LEED Certified Accredited Professional and is also a longtime West Hollywood resident.

For more information, please contact Ray Reynolds, Director of Economic Development, at (323) 848-6464.

###



## City of West Hollywood

City Hall  
8300 Santa Monica Blvd.  
West Hollywood, CA  
90069-4314  
Tel. (323) 848-6431  
FAX (323) 848 6561  
twhite@weho.org  
hgoss@weho.org

CONTACT  
TAMARA WHITE  
Public Information  
Officer

or

HELEN J. GOSS  
Director, Public  
Information and  
Prosecution Services

### FOR IMMEDIATE RELEASE

#### **W.E. O'Neil Construction Company Awarded Contract as General Contractor for Implementation of Phase I of the West Hollywood Park Master Plan** *W.E. O'Neil Construction Company is Lowest Responsive Bidder*

**WEST HOLLYWOOD** - The West Hollywood City Council awarded W.E. O'Neil Construction Company a contract as General Contractor for the implementation of Phase I of the West Hollywood Park Master Plan, at its regularly-scheduled City Council meeting on Monday, May 4, 2009. Nine contractors bid on Phase I of the West Hollywood Park Master Plan. The bids ranged from \$35 million dollars to approximately \$44 million dollars. Seven of the nine contractor bids were under \$40 million dollars. W.E. O'Neil was the lowest bid at \$35,115, 473 million dollars.

W. E. O'Neil is headquartered in Chicago, Illinois, where it was founded in 1925. W. E. O'Neil has offices in El Segundo and Ontario, California as well as in Denver, Colorado and Phoenix, Arizona. In the past five years, W.E. O'Neil has completed several construction projects in California that are similar in scope to Phase I of the West Hollywood Park Master Plan including the Aerospace Corporation's Headquarters in El Segundo, a \$55 million project; Harrah's Entertainment, a hotel/parking structure/casino expansion in Valley Center, a \$140 million project; and Archstone Warner Center in Canoga Park, a multi-family housing project with 522-units and 1000-space parking structure, a \$70 million project. W. E. O'Neil was awarded "Contractor of the Year" in 2008 by the Subcontractors Association of America and "Contractor of the Year" in 2007 by the Army Corps of Engineers.

In celebration of 25 years of Cityhood, the City has embarked upon a new Capital Project to develop premiere public facilities, parks and open space: the "25th Anniversary Capital Project." One of the major components

- MORE -

of the Capital Project is the implementation of Phase I of the West Hollywood Park Master Plan (which includes the development of a new West Hollywood Library.)

Phase I of the West Hollywood Park Master Plan includes:

- A new 44,000 square foot, state-of-the-art library - designed to achieve a Leadership in Design (LEED) rating and be certified “Green Building;”
- A 2.5 acre increase in parkland and green space;
- New tennis courts; and
- More than 400 parking spaces in two municipal garages.

For more information, contact Jeff Huffer, Economic Development Manager, at (323) 848-6846.

###



## City of West Hollywood

City Hall  
8300 Santa Monica Blvd.  
West Hollywood, CA  
90069-4314  
Tel. (323) 848-6461  
FAX (323) 848 6561  
hgoss@weho.org  
twwhite@weho.org

CONTACT  
Helen J. Goss  
Director,  
Public Information and  
Prosecution Services

or

Tamara White  
Public Information Office

FOR IMMEDIATE RELEASE

### **Special Presentations on the Implementation of Phase 1 of the West Hollywood Park Master Plan on Tuesday, April 7, 2009 and Saturday, April 11, 2009 at West Hollywood Park**

*Meet the Project Team including City Staff, Architects, Contractor and Project Manager*

**WEST HOLLYWOOD** - The City of West Hollywood, West Hollywood Chamber of Commerce and Avenues of Arts and Design will host a special presentation for the business community on the construction of Phase 1 of the West Hollywood Park Master Plan on Tuesday, April 7, 2009 starting at 6:30 p.m. at West Hollywood Park Auditorium, 647 N. San Vicente Boulevard. (Phase 1 of the West Hollywood Park Master Plan is one of the major components of the City of West Hollywood's 25th Anniversary Project).

A special presentation for residents on the construction project will also be held on Saturday, April 11, 2009 at 10 a.m. at West Hollywood Park Auditorium, 647 N. San Vicente Boulevard. Both presentations will include an overview of Phase 1 of the West Hollywood Park Master Plan, artist renderings, a meet and greet with the Project Team including city staff, architects, contractor and project manager, followed by a question and answer session.

"The 25th Anniversary Capital Project will expand badly needed infrastructure, add public parking and lay the foundation for the next quarter-century of success in the City of West Hollywood," said West Hollywood Mayor Jeffrey Prang. "These special presentations will help each and every resident and business owner to be an informed partner as we build our City's future together," he continued.

Phase 1 of the West Hollywood Park Master Plan will include a new 44,000 square foot, state-of-the-art library, designed to achieve a Leadership in Energy and Environmental Design (LEED) rating and be a certified "Green Building;" a 2.5 acre increase in parkland and green space; new tennis courts; and more than 400 parking spaces in two municipal garages. The project is scheduled to break ground in June 2009.

- MORE -

For more information, please visit [www.weho.org/capitalproject](http://www.weho.org/capitalproject) or contact Christopher Worland, 25th Anniversary Capital Project Community Liaison at (323) 848-6511 or [cworland@weho.org](mailto:cworland@weho.org)

###





# City of West Hollywood

City Hall  
8300 Santa Monica Blvd.  
West Hollywood, CA  
90069-4314  
Tel. (323) 848-6431  
FAX (323) 848-6561  
twhite@weho.org  
hgoss@weho.org

CONTACT  
TAMARA WHITE  
Public Information  
Officer

or

HELEN J. GOSS  
Director, Public  
Information and  
Prosecution Services

## FOR IMMEDIATE RELEASE

### **Groundbreaking Ceremony for the City of West Hollywood 25th Anniversary Capital Project set for Monday, June 1, 2009 at West Hollywood Park** *City to Break Ground on the Largest Capital Project in its History*

**WEST HOLLYWOOD** - The City of West Hollywood is set to embark on its 25th Anniversary Capital Project, the largest capital project in the City's history. The West Hollywood City Council will host a Groundbreaking Ceremony for the 25th Anniversary Capital Project on Monday, June 1, 2009 from 6:30 p.m. to 8:30 p.m. at West Hollywood Park, 647 N. San Vicente Boulevard. Civic leaders scheduled to participate in the event include members of the West Hollywood City Council; L.A. County Supervisor Zev Yaroslavsky; Los Angeles County Librarian Margaret Donnellan Todd; and Christopher Bonbright, chair of the West Hollywood Library Fund.

"We have been looking forward to this day for a long time, and are thrilled to take this important step toward kicking off the Capital Project and building the new West Hollywood Library," said West Hollywood Mayor Abbe Land, who has played a key role in the planning and development of the Capital Project. "The new library will truly be a place where everyone can come together in an environment that fosters learning and community. We are so grateful to be able to help build a library that reflects the values of our City and will serve this community for decades to come," Mayor Land continued.

In celebration of 25 years of Cityhood, the City of West Hollywood has embarked upon a new Capital Project to develop premiere public facilities, parks and open space: the "25th Anniversary Capital Project." One of the major components of the Capital Project is the implementation of Phase I of the West Hollywood Park Master Plan (which includes the development of a new West Hollywood Library.)

- MORE -



Phase I of the West Hollywood Park Master Plan includes:

- A 2.5 acre increase in parkland and green space
- New tennis courts
- More than 400 parking spaces in two municipal garages

The new West Hollywood Library will create the centerpiece of the West Hollywood community. It is designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to lifelong learning. The Library will include materials that spotlight West Hollywood's vibrant diversity and will feature a Lesbian, Gay, Bisexual and Transgender (LGBT) Collection; International Languages Collection; Decorative Arts and Design area; a vast collection of large-print materials for Seniors and people who are visually-impaired and a West Hollywood Room which will feature archival materials showcasing the City's history.

The new West Hollywood Library is designed to achieve a Leadership in Energy and Environmental Design (LEED) Silver rating and be a certified "Green Building." Green sustainable options under consideration for the Library include a photovoltaic system (solar power technology that uses solar cells to convert energy from the sun into electricity); low-emitting materials for paints, coatings and carpeting; optimized-energy performance systems (lighting, heating and ventilation) and the use of Green housekeeping products.

The cost to construct Phase I of the West Hollywood Park Master Plan, which includes building the new West Hollywood Library; Public Meeting Rooms/City Government Access Television (CATV) facilities; and San Vicente Coffee Bar; Parking Structures; and expanding 2.5 acres of park and green space at West Hollywood Park, is \$64 million. The 25th Anniversary Capital Project will primarily be funded through reserves set aside from the City's General Fund and Parking Fund; the issuance of bonds;

- MORE -

other governmental funding including Los Angeles County Park Funds; private donor contributions and other public and private grants. The debt service on the bonds will be paid from the City's Parking Fund revenue; current revenue set asides and new incremental revenue growth. There will be no new taxes enacted to subsidize the cost of the project. Additionally, the West Hollywood Library Fund has begun a fundraising campaign to raise \$10 million in private contributions to help finance the new West Hollywood Library component of the project.

The West Hollywood Library Fund is a nonprofit organization, governed by a board of community residents and business leaders, raising private support for the new West Hollywood Library. The West Hollywood Library Fund will not only contribute to the construction costs of the new West Hollywood Library, but will also establish an endowment to support dynamic learning opportunities and enable continued free access to library resources.

"West Hollywood has long been a place known for the strength and devotion of its community. Thanks to the tireless efforts of so many people led by the City Council, West Hollywood will finally become a City with a physical heart," said Christopher Bonbright, chair of the West Hollywood Library Fund. "The new West Hollywood Library will be a place where we can all come to be together in a world class, state-of-the-art facility, and every member of the community can come to learn, enjoy and grow," he continued.

For more information, contact Christopher Worland, 25th Anniversary Capital Project Community Liaison, at (323) 848-6511 or visit [www.weho.org/capitalproject](http://www.weho.org/capitalproject)

For more information, or to support the West Hollywood Library Fund, please visit [www.weholibraryfund.org](http://www.weholibraryfund.org)

###



## City of West Hollywood

City Hall  
8300 Santa Monica Blvd.  
West Hollywood, CA  
90069-4314  
Tel. (323) 848-6431  
FAX (323) 848-6561  
twhite@weho.org  
hgoss@weho.org

CONTACT  
**TAMARA WHITE**  
Public Information  
Officer

or

**HELEN J. GOSS**  
Director, Public  
Information and  
Prosecution Services

### FOR IMMEDIATE RELEASE

## **City of West Hollywood to Host a Topping Out Ceremony for the New West Hollywood Library on Monday, March 1, 2010 at 5:30 p.m. at West Hollywood Park Auditorium**

**WEST HOLLYWOOD** - The City of West Hollywood will host a Topping Out Ceremony for the new West Hollywood Library on Monday, March 1, 2010 at 5:30 p.m. at West Hollywood Park Auditorium, 647 N. San Vicente Boulevard. Civic leaders scheduled to participate in the event include members of the West Hollywood City Council; Los Angeles County Librarian Margaret Donnellan Todd; and Jeffrey Seymour, Secretary, Board of Directors West Hollywood Library Fund. A Topping Out Ceremony is a tradition within the construction industry that marks the milestone when the last beam is placed at the top of the building. Before being positioned, the last steel beam is signed by dignitaries then hoisted into place.

"We are thrilled to reach this milestone in the construction of our new Library," said Mayor Abbe Land. "When it's completed, this library will not just be a sustainable, beautiful building, it will be the true center of our community and provide untold opportunities for all those who utilize it. The new West Hollywood Library will truly be a library like no other."

In celebration of 25 years of Cityhood, the City of West Hollywood has embarked upon a new Capital Project to develop premiere public facilities, parks and open space: the "25th Anniversary Capital Project." One of the major components of the Capital Project is the implementation of Phase I of the West Hollywood Park Master Plan (which includes the development of a new West Hollywood Library.)

Phase I of the West Hollywood Park Master Plan includes:

- A 2.5 acre increase in parkland and green space.
- Several newly constructed tennis courts.
- More than 400 parking spaces in two municipal garages.

- MORE -

The new West Hollywood Library will create the centerpiece of the West Hollywood community. It is designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to lifelong learning. The Library will include materials that spotlight West Hollywood's vibrant diversity and will feature a Lesbian, Gay, Bisexual and Transgender (LGBT) Collection; International Languages Collection; Decorative Arts and Design resources; a vast collection of large-print materials for Seniors and people who are visually-impaired and a West Hollywood Room which will feature archival materials showcasing the City's history.

The new West Hollywood Library is designed to achieve a Leadership in Energy and Environmental Design (LEED) Silver rating and be a certified "Green Building." Green sustainable options under consideration for the Library include a photovoltaic system (solar power technology that uses solar cells to convert energy from the sun into electricity); low-emitting materials for paints, coatings and carpeting; optimized-energy performance systems (lighting, heating and ventilation) and the use of Green housekeeping products.

"The West Hollywood Library Fund is honored to be part of this important civic project and we're proud to announce that we are more than half way toward our fundraising goal of \$10 million," said Christopher Bonbright, Chair of Board of Directors of the West Hollywood Library Fund. "We are now kicking off our community campaign which I am really excited about. I have high expectations that our community will show up in record numbers to be a part of the new West Hollywood Library."

For more information, contact Christopher Worland, 25th Anniversary Capital Project Community Liaison, at (323) 848-6511 or visit [www.weho.org/capitalproject](http://www.weho.org/capitalproject)

For more information, or to support the West Hollywood Library Fund, please visit [www.weholibraryfund.org](http://www.weholibraryfund.org)

####





## City of West Hollywood

City Hall  
8300 Santa Monica Blvd.  
West Hollywood, CA  
90069-4314  
Tel. (323) 848-6431  
FAX (323) 848-6561  
twhite@weho.org  
hgooss@weho.org

CONTACT  
**TAMARA WHITE**  
Public Information  
Officer

Or

**HELEN J. GOSS, Esq.**  
Director, Public  
Information and  
Prosecution Services

### FOR IMMEDIATE RELEASE

## **City of West Hollywood Reaches Major Milestone in Completion of the 25<sup>th</sup> Anniversary Capital Project**

*Special Dedication of the West Hollywood Park/Library Parking Garage on  
Saturday, February 26, 2011 at 11 a.m.*

**WEST HOLLYWOOD** – The City of West Hollywood will celebrate a major milestone in the completion of its 25<sup>th</sup> Anniversary Capital Project with a Dedication and Ribbon-Cutting Ceremony for the West Hollywood Park/Library Parking Garage on Saturday, February 26, 2011 at 11 a.m. at West Hollywood Park, 619 N. San Vicente Boulevard (enter parking Garage from Robertson Boulevard at El Tovar Place). The West Hollywood Park/Library Parking Garage is a component of Phase I of the West Hollywood Park Master Plan which also includes the new West Hollywood Library that is scheduled to open in Fall 2011.

“A new West Hollywood Library has been a vision for the community since West Hollywood was incorporated in 1984,” said West Hollywood Mayor John Heilman. “The West Hollywood Park/ Library Garage is the first phase of completion for the West Hollywood Park project. We’re excited to provide additional parking in the area and await the final completion of the Library project this fall,” continued Mayor Heilman.

Civic leaders scheduled to participate in the event include West Hollywood Mayor John Heilman and members of the West Hollywood City Council; Darren Gold, President of The Avenues Business Improvement District Board of Directors; and Christopher Bonbright from the West Hollywood Library Fund Board.

The five-story, 333-space, West Hollywood Park/Library Parking Garage will provide convenient parking for park visitors as well as the surrounding business community. Features of the West Hollywood Park/Library Parking Garage include:

- MORE -

- Three rooftop tennis courts
- State-of-the-art Pay on Foot (POF) technology where visitor's process their own parking tickets via cash or credit card payments
- Advanced validation system for special events
- Multiple safety features including emergency call boxes

Hours of operation are from 8 a.m. to 2 a.m. daily. Parking rates include:

- **8 a.m. to 6 p.m. Daily**  
1<sup>st</sup> Hour is free  
1 Additional hour free with park validation  
Thereafter \$1 each 20 minutes  
\$12 maximum
- **6 p.m. to 2 a.m. Sunday through Wednesday**  
\$1 each 20 minutes  
\$6 maximum
- **6 p.m. to 2 a.m. Thursday**  
\$1 each 20 minutes  
\$8 maximum
- **6 p.m. to 2 a.m. Friday and Saturday**  
\$10 flat rate  
Two hours free parking for park visitor's with validation

In 2009, the City of West Hollywood celebrated 25 years of cityhood. Since 1984, the City of West Hollywood has established itself as one of the most progressive and innovative cities in the country. It has also become one of the most desirable places to live, work and visit in Southern California. In celebration of this landmark, the City embarked upon a new capital improvement project to develop premiere public facilities, parks and open space. The three major components of the "25th Anniversary Capital Project" include the implementation of Phase I of the West Hollywood Park Master Plan; realization of Phase I of the Plummer Park Master Plan; and

development of the West Hollywood City Hall Community Service Center and Parking Project. As the City moves towards celebrating its next 25 years, world-class facilities that reward the community and assert permanence will help reflect the City's dynamic legacy.

For more information, regarding the Dedication and Ribbon-Cutting Ceremony for the West Hollywood Park/ Library Parking Garage, please contact Chris Worland, 25<sup>th</sup> Anniversary Capital Project Community Liaison, at (323) 848-6511. For more information regarding the 25<sup>th</sup> Anniversary Capital Project, please visit [www.weho.org](http://www.weho.org)

###



# City of West Hollywood

City Hall  
8300 Santa Monica Blvd.  
West Hollywood, CA  
90069-4314  
Tel. (323) 848-6431  
FAX (323) 848 6561  
twhite@weho.org  
hgoss@weho.org

## CONTACT

**TAMARA  
WHITE**

Public Information  
Officer

or

**HELEN J. GOSS**

Director, Public  
Information and  
Prosecution Services

## FOR IMMEDIATE RELEASE

### **West Hollywood's New Library To House Expansive LGBT Collection**

*- State-of-the-Art City of West Hollywood Library Opens This Fall -*

WEST HOLLYWOOD – The new West Hollywood Library will house an expansive collection of LGBT (Lesbian, Gay, Bi-sexual or Transgender) literature and history, including the Ron Shipton HIV Information Center. Not only is this collection of interest to the public at large, it is particularly relevant to the demographics of the City of West Hollywood community, an estimated 35 percent of which identifies itself as LGBT and 10 percent of which is HIV positive. The new West Hollywood Library is located at 625 N. San Vicente Boulevard in West Hollywood. The library will continue to be operated by the County of Los Angeles Library.

On opening day, the new West Hollywood Library's LGBT Collection will have 3,000 volumes as well as DVDs and periodical subscriptions. It is unique in that it is not an archive, but a circulating public library collection. Notable among the holdings is an array of Lambda Literary Award-winning books (the "Lammy" is the most prestigious, competitive and comprehensive award given specifically to LGBT authors.) The LGBT space in the new library has room to eventually expand the collection to 7,000 volumes. The library will host speakers and book talks on LGBT-related and other topics.

The new West Hollywood Library will be home to the newly-expanded Ron Shipton HIV Information Center. It was established in 1989 at the behest of community activist Ron Shipton, who asked the West Hollywood Library to purchase materials on HIV/AIDS that would be accessible to the entire community. The Ron Shipton HIV Information Center's holdings have grown to



600 books and videos on HIV/AIDS education, transmission, prevention, treatment and legal issues.

The library's LGBT section and expanded outdoor park space will be available for programs and events that support the belief that knowledge is a key to dispelling homophobia and affirmation is critical to fostering pride and self-confidence. The library will not only preserve and protect items of the City's LGBT heritage, but will also serve as a conduit for positive change.

The new West Hollywood Library will house more than 150,000 print books, but it will also house magazines, CDs, DVDs and audiobooks. Among its other special collections will be an International Languages Collection, Decorative Arts and Design resources, large-print materials for Seniors and the visually-impaired, and a West Hollywood Room, featuring archival materials showcasing the City's rich history.

The new library is part of Phase I of the West Hollywood Park Master Plan, which includes the development of the new West Hollywood Library, City Council Chambers and public meeting rooms, CATV facilities, 2.5 acres of expanded parkland and open space, new tennis courts and 400 parking spaces in two municipal garages. The new 32,000-foot LEED-certified West Hollywood Library will serve as the centerpiece of the West Hollywood community. It is designed to showcase the city's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to lifelong learning. The library's Community Dedication and Grand Opening will be held on Saturday, October 1, 2011.



# City of West Hollywood

City Hall  
8300 Santa Monica Blvd.  
West Hollywood, CA  
90069-4314  
Tel. (323) 848-6431  
FAX (323) 848-6561  
twhite@weho.org  
hgoss@weho.org

CONTACT  
**TAMARA WHITE**  
Public Information  
Officer

or

**HELEN J. GOSS**  
Director, Public  
Information and  
Prosecution Services

## FOR IMMEDIATE RELEASE

### **City of West Hollywood Nears Completion of Phase I of the West Hollywood Park Master Plan**

*- New State-of-the-Art West Hollywood Library Opens this Fall -*

**WEST HOLLYWOOD** – After two years of construction and many years of planning, the City of West Hollywood is nearing completion of Phase I of the West Hollywood Park Master Plan which includes the building of the highly-anticipated new West Hollywood Library. Phase I of the West Hollywood Park Master Plan is one of the major components of the City's 25<sup>th</sup> Anniversary Capital Project which also includes development of the West Hollywood City Hall Automated Garage and Community Plaza Project and implementation of the Plummer Park Master Plan.

"The West Hollywood Library dream is almost a reality," said West Hollywood Mayor John J. Duran. "The library, a first-class learning and community center for all generations, will provide amazing opportunities to continue building community in West Hollywood; this has been accomplished thanks to the tireless efforts of many committed people in our community," continued Mayor Duran.

Phase I of the West Hollywood Park Master Plan which includes the new West Hollywood Library, City Council Chambers and public meeting rooms, CATV facilities, 2.5 acres of expanded parkland and open space, new tennis courts, and 400 parking spaces in two municipal garages will be completed this fall. The City Council Chambers, which will accommodate more than 150 people, will also be used for special performances and presentations.

"Since its initial conception I have always been excited about a new state-of-the-art library facility for the City of West Hollywood, but it wasn't until a recent hard-hat tour of the construction site that my excitement soared.

This new facility is much more than just a library," said Mayor Pro Tempore Jeffrey Prang. "It is more of a civic center, providing much-needed meeting space for City Council meetings, public lectures and performances, improved collections and resources, expanded green space, and more. Much more," added Mayor Pro Tempore Prang.

The new 32,000 square foot, LEED-certified West Hollywood Library will serve as the centerpiece of the West Hollywood community. It is designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to lifelong learning. The Community Dedication and the Grand Opening of the new West Hollywood Library will be held on Saturday, October 1, 2011.

"It is my belief that this new facility will engage the best of us. All minds and matters are surely welcome here," said West Hollywood Councilmember John D'Amico.

Building a new library has been a priority of the West Hollywood community since the first General Plan was adopted in 1988. (The current West Hollywood Library is housed in an aging and outgrown building that was built in 1960.)

"I am very excited about the opening of the new West Hollywood Library," said West Hollywood Councilmember John Heilman. "It is not only a beautiful building but it will serve as a center for our community. It has special areas and special collections to serve our diverse community. I'm proud to have been a champion of this project," continued Councilmember Heilman.

"We are thrilled to prepare to open our new West Hollywood Library," said West Hollywood Councilmember Abbe Land. "Not only will it be a beautiful facility for our entire community, but a sustainable one as well, and will be certified LEED Silver upon its completion. This is a place where people of all ages can come to engage, learn and connect - it is about

community. Through our special collections, creative programming and commitment to excellence in all facets, this is truly going to be a library like no other!” continued Councilmember Land.

The new West Hollywood Library, which will continue to be operated by the County of Los Angeles Library, includes:

- An LGBT area
- HIV/AIDS Collection
- Stuart Feigin Computer and Technology areas
- Wells Fargo Career Development Center
- Children’s Theatre/Children’s Area
- Teen Area
- Art and Design Collection
- West Hollywood Room and Archive
- Friends of the Library Bookstore

The New West Hollywood Library will hold more than 150,000 volumes as well as magazines, CDs, DVDs, audiobooks and special collections that spotlight West Hollywood’s vibrant diversity and will feature an International Languages Collection; and a collection of large-print materials for Seniors and people who are visually-impaired.

### **LGBT Area**

The one-of-a-kind LGBT area will be one of the largest publicly accessible, circulating collections and will feature an extensive collection of literature, history and personal materials. The current Lesbian and Gay Collection of 4,050 books will grow significantly and the increased space will provide an opportunity for the acquisition of other prominent LGBT collections.

### **HIV/AIDS Collection**

The new West Hollywood Library will have an expanded Ron Shipton HIV Information Center with the most up-to-date educational materials on HIV and AIDS made accessible in a private setting.

### **Stuart Feigin Computer and Technology Areas**

The new West Hollywood technology center will include 16 computers and free internet access, providing a link to the global society for all library users. There will also be Internet Express Stations and technology dedicated to preschoolers, school age children, teens, and accessible assistive technology for people with disabilities. There will be a total of 47 computers with internet access located throughout the library. Free internet is available for all visitors to use with their own personal devices. A video conferencing room will provide live connections to conferences around the world for library users and staff. The City's CATV broadcast and production facilities will also be housed in the building.

### **Wells Fargo Career Development Center**

The Wells Fargo Career Development Center will assist jobseekers and employers by developing the skills of the current and future workforce. Staff will provide assistance with resume and letter writing, and guidance in researching and reviewing job listings. Equipped with computers, printers, copiers and fax machines, the career development center will be a full-service launch pad for entry or re-entry into the workforce.

### **Children's Library/Children's Theatre**

The new West Hollywood Library includes a Children's Library to inspire children to read. A Children's Theatre, with elements right out of a storybook for the youngest library users to enjoy, is one of the highlights of



the new library design. Imagine a unique theater-within-a-library for storytelling, puppet shows, displays and plenty of library fun where entire families will be able to participate together.

### **Teen Area**

The library will feature a special area for teens to have access to first-rate educational resources to develop the skills needed to succeed. The unique setting will provide a quiet and relaxing place to read, hold group study sessions, lounge and hang-out after school.

### **West Hollywood Room and Archive**

The West Hollywood Room and Archive will include a special collection that serves as a repository of the community's collective memory. Materials will include published and unpublished books, archives and historical collections that tell the story of the City's evolution from 1984 to the present. Reference materials will include books, audio and video materials about the history of the City of West Hollywood including:

- Personal papers of Ron Stone, Chairman of the West Hollywood Incorporation Committee in 1983-84, and a leading advocate of the incorporation of the City of West Hollywood and LGBT rights
- Information about the West Hollywood Incorporation Committee and the founding of the City of West Hollywood
- Information about Edward H. Fickett, nationally-recognized architect, who designed the original West Hollywood Library building which was built in 1960
- City ordinances and copies of the General Plan
- Recordings of City Council and commission meetings

The West Hollywood Room will be available as a conference room, a research room and a space for board meetings.

### **Friends of the West Hollywood Library Bookstore**

The Friends of the West Hollywood, a non-profit organization which provides volunteer support to the library, will offer books and other unique literary items for sale.

### **“Certified” Green Building**

The new West Hollywood Library will be a landmark public facility designed to achieve a Leadership in Energy and Environmental Design (LEED) Silver rating and be a certified “Green Building.” Green sustainable features include a photovoltaic system (solar power technology that uses solar cells to convert energy from the sun into electricity); low-emitting materials for paints, coating and carpeting; optimized-energy performance systems for lighting, heating and ventilation; sustainable vegetation; and the use of Green housekeeping products.

### **West Hollywood Library – Public Art**

The new West Hollywood Library will feature two major art installations from renowned artists David Wiseman and Shepard Fairey. The work by David Wiseman which will be located in the interior of the library, will be decorative in nature and reflect the relationship between the New West Hollywood Library and West Hollywood Park. Utilizing plaster, bronze, and porcelain, a series of branches will emerge from the walls and arch into the air space above the stairway, providing a link between the park that surrounds it and the library itself.

The Shepard Fairey mural will provide a deeper contextual link between the library and the community it serves. The artist, although working in a classic mural style, is known for the layering of images creating a deeply dimensional “portrait” of West Hollywood that will reflect historical and architectural elements of the City. This work will provide a historically-

significant and community-based project that is not unlike a contemporary version of the highly-regarded Works Progress Administration (WPA) murals completed in the 1930's in public buildings throughout the United States.

### **Project Team**

The West Hollywood Park Master Plan including the new West Hollywood Library was designed by architects Steve Johnson and Jim Favaro. They are the principals of Johnson Favaro, an architectural and urban design firm located in Culver City. The construction manager is Heery International. Dan Adams, a Senior Associate at Heery, is the Project Director. Adams is also a resident of West Hollywood. The General Contractor is W.E. O'Neil Construction Company.

### **City Project Team**

The City Project Team is led by Paul Arevalo, City Manager, and Joan English, Assistant City Manager; and includes Jeff Huffer, Economic Development Manager; Sam Baxter, Human Services Director; and Oscar Delgado, Public Works Director.

### **Project Costs**

The total cost to complete Phase I of the West Hollywood Park Master Plan is \$64 million. The West Hollywood Library Fund, a non profit organization led by a volunteer board of community leaders, seeks to raise \$10 million from individuals, corporations and foundations in support of the new West Hollywood Library and implementation of Phase I of the West Hollywood Park Master Plan. The campaign, LibraryPark, has raised nearly \$7 million in donations to date.

For more information, regarding Phase I of the West Hollywood Park Master Plan and the new West Hollywood Library, please contact Chris Worland, 25<sup>th</sup> Anniversary Capital Project Community Liaison, at (323) 848-



6511. For more information regarding the 25<sup>th</sup> Anniversary Capital Project,  
please visit [www.who.org](http://www.who.org)

####

## **Vanity Fair and Cadillac Partner With MOCA to Sponsor Public Murals Project in West Hollywood**

**WEST HOLLYWOOD, AUGUST 10, 2011** - The three public murals displayed on the exterior walls of the new West Hollywood Library are the fruits of an innovative collaboration between Vanity Fair and Cadillac in partnership with The Museum of Contemporary Art, Los Angeles (MOCA), and the City of West Hollywood. Underwritten by Cadillac, the project, known as “The West Hollywood Library Murals,” features work from three of the biggest names working in the visual arts today: Shepard Fairey, Retna (a.k.a. Marquis Lewis), and Kenny Scharf. The official unveiling is slated for October 12, 2011.

“The West Hollywood Library Murals” is an extension of MOCA’s wildly popular “Art in the Streets” exhibition on view at The Geffen Contemporary at MOCA until August 8, 2011, which traces the evolution of graffiti and street art from the 1970s to the global movement it has become today. Renowned photographer David LaChapelle will capture the artists and their murals for a featured custom portfolio, presented by Cadillac, scheduled to run in the November 2011 issue of Vanity Fair (on sale nationwide October 11, 2011).

For Cadillac, trusting in and persistently following its creative instincts was the notion that led the brand to champion this extraordinary project. Indeed, there is an authentic convergence point between Cadillac’s core messaging and these artists—recognizing risks as opportunities is a hallmark of the Cadillac brand, just as the street artists, through their work, break down and rebuild new paradigms every day. To further this connection, Cadillac provided each artist with points of inspiration based on the core tenets of its ideology: uniquely American, bold creativity that surpasses expectation, and daring ingenuity that breaks all boundaries. Vanity Fair, as cultural arbiter, connected the iconic car brand with MOCA and the artists, a partnership that will result in three powerful works of art that will enrich the City of West Hollywood and the experience of every member of this diverse community.

### **ABOUT THE ARTISTS:**

#### **Retna:**

Marquis Lewis, a.k.a. RETNA, began writing graffiti as a child, and by high school, he was a member of the storied graffiti crew LTS (Last to Serve) and executing pieces that broke with graffiti conventions, incorporating mixed media, drips, and nods to calligraphic traditions from around the world. In the early 2000s, RETNA started painting on advertising posters and developing his calligraphic work in screenprints, in textile design, and on furniture. RETNA’s loose, painterly brushwork simultaneously recalls ancient writing from Mayan, Egyptian, Hebrew, Chinese, and Japanese traditions as well as Los Angeles’s cholo writing, combining these influences to form his own contemporary take on graffiti.

#### **Shepard Fairey:**

As a 19-year-old Rhode Island School of Design student, Shepard Fairey showed a friend how to make a stencil, using an image of wrestler Andre the Giant as a tutorial. The resulting “Andre the Giant has a Posse” sticker was initially an in-joke between Fairey and his skateboarder friends, but after he put the enigmatic image around Providence, public interest was piqued. He began a street campaign of stickers, stencils, and posters, posting the Andre image whenever he traveled

and mailing stickers to friends and fans in other cities. Inspired by the use of slogans in John Carpenter's 1988 movie *They Live*, Fairey paired the command "Obey" with images from tabloids to produce an iconic combination that has since been reworked in countless other forms. In 1995, Fairey introduced the "Obey Giant" face icon, an abstraction of the wrestler's face, and used it as the core image in his street poster campaign. The following year, he moved to the West Coast and began to exhibit his work in galleries, creating portraits of pop and counterculture icons in addition to his "Obey" iconography. His iconic "Hope" poster for presidential candidate Barack Obama brought the artist international fame. In 2009, the Institute of Contemporary Art in Boston mounted the first ever museum survey of Fairey's work.

### **Kenny Scharf:**

In the late 1970s, Kenny Scharf studied at the School of Visual Arts in New York, where he was exposed to subway graffiti and the downtown art scene. He began to work in spray paint, combining it with the traditional media he used in art school. Scharf graduated from SVA in 1980, and a year later he was given a solo show at the famed FUN Gallery in New York. He became one of the principal figures on the East Village art scene, painting both in the streets and for galleries such as Tony Shafrazi, which showed Scharf's work in 1984. The following year, the Whitney Museum of American Art included Scharf in its biennial. Scharf's cartoonish renditions of *Jetsons* and *Flintstones* characters, distorted into lava lamp-like shapes and floating on wild, outer-space backgrounds, are often painted on huge, wall-sized canvases. His aesthetic has lent itself to popular applications, as well, including nightclub and restaurant décor, clothing, toys, and album covers for pop groups such as the B-52s. Scharf recently returned to the streets of New York, painting a series of store grates with his signature characters and a large mural at the corner of Houston Street and the Bowery—a wall he first painted in collaboration with other FUN Gallery artists in the early 1980s.

### **ABOUT CADILLAC:**

Cadillac has been a leading luxury auto brand since 1902. In recent years, Cadillac has engineered a historic renaissance led by artful engineering and advanced technology. More information on Cadillac can be found at [media.cadillac.com](http://media.cadillac.com).

### **ABOUT VANITY FAIR:**

With its mix of muscular journalism, stunning photography, in-depth reporting, and memorable profiles of the movers and shakers of the age, *Vanity Fair* has become, by many estimates, the magazine world's acknowledged arbiter of modern society, power, and personality. Since Graydon Carter became editor in 1992, the magazine has won numerous awards, and has assembled a group of A-list contributors and expanded the magazine's mandate to cover politics, business, and world affairs. For more information, please visit [www.vanityfair.com](http://www.vanityfair.com)

### **ABOUT THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA):**

Founded in 1979, MOCA's mission is to be the defining museum of contemporary art. The institution has achieved astonishing growth in its brief history—with three Los Angeles locations of architectural renown; more than 14,500 members; a world-class permanent collection of nearly 6,000 works international in scope and among the finest in the nation; hallmark education programs that are widely emulated; award winning publications that present original scholarship; and groundbreaking monographic, touring, and thematic exhibitions of international repute that

survey the art of our time. MOCA is a private not-for-profit institution supported by its members, corporate and foundation support, government grants, and retail and admission revenues. The Geffen Contemporary at MOCA is open 11 a.m. to 5 p.m. Monday and Friday; 11 a.m. to 8 p.m. on Thursday; 11 a.m. to 6 p.m. on Saturday and Sunday; and closed on Tuesday and Wednesday. General admission is \$10 for adults; \$5 for students with an I.D. and seniors (65+); and free for MOCA members, children under 12, active military, jurors with I.D., and everyone on Thursdays from 5 p.m. to 8 p.m., courtesy of Wells Fargo. For 24-hour information on current exhibitions, education programs, and special events, call 213.626.6222 or access MOCA online at [www.moca.org](http://www.moca.org)

#### ABOUT THE NEW WEST HOLLYWOOD LIBRARY:

After two years of construction and many years of planning, the City of West Hollywood is nearing completion of Phase I of the West Hollywood Park Master Plan which includes the building of the highly-anticipated new [West Hollywood Library](#), City Council Chambers and public meeting rooms, CATV facilities, 2.5 acres of expanded parkland and open space, new tennis courts, and 400 parking spaces in two municipal garages. The City Council Chambers, which will accommodate more than 150 people, will also be used for special performances and presentations. The new 32,000 square foot, LEED-certified West Hollywood Library will serve as the centerpiece of the West Hollywood community. It is designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to lifelong learning. The Community Dedication and the Grand Opening of the new West Hollywood Library will be held on Saturday, October 1, 2011.

---

#### MEDIA CONTACTS

##### VANITY FAIR

Giulia Melucci, Deputy Director of Public Relations  
212.286.7844  
[giulia\\_melucci@condenast.com](mailto:giulia_melucci@condenast.com)

Andy Gelb/Stephanie Samson, Slate PR  
310.461.0111  
[andy@slate-pr.com](mailto:andy@slate-pr.com)  
[stephanie@slate-pr.com](mailto:stephanie@slate-pr.com)

##### CADILLAC

Robyn Henderson, Cadillac Communications  
313.269.3256  
[robyn.henderson@cadillac.com](mailto:robyn.henderson@cadillac.com)

##### MOCA

Lyn Winter, Director of Communications  
213.633.5390  
[lwinter@moca.org](mailto:lwinter@moca.org)

Jessica Youn, PR Coordinator  
213.633.5322  
[jyoun@moca.org](mailto:jyoun@moca.org)



# City of West Hollywood

City Hall  
8300 Santa Monica Blvd.  
West Hollywood, CA  
90069-4314  
Tel. (323) 848-6431  
FAX (323) 848 6561  
twhite@weho.org  
hgoss@weho.org

## CONTACT

Tamara T. White  
Public Information  
Officer

or

HELEN J. GOSS, Esq.  
Director, Public  
Information and  
Prosecution Services

## FOR IMMEDIATE RELEASE

### **Inspiration and Education Key Components of Children's and Teens' Areas of the New West Hollywood Library** *- New State-of-the-Art West Hollywood Library Opens this Fall -*

**WEST HOLLYWOOD** – The new West Hollywood Library is designed to serve all parts of the City's community, even those too young to drive themselves there. Just beyond the welcoming entrance to the new state-of-the-art library, which will officially open on Saturday, October 1, 2011, is a section dedicated specifically to children and teens. It has been carefully designed to inspire young people to read, interact and enjoy themselves, with the ultimate goal of fostering a lifelong love of learning and reading.

The Children's Area has books and furniture geared specifically to younger children. At the heart of this area is the Children's Theatre, which is perfectly suited for storytelling, puppet shows, plays, watching movies, displays and fun activities where children and families can participate together. The enclosed theater is built around a sweeping staircase, which is modeled on the focal point of the Michaelangelo-designed Laurentian Library in Florence, Italy. It has a dark blue ceiling resembling the night sky, with star-like twinkling lights.

The library will also feature a special area for teens to have access to first-rate educational resources to develop the skills needed to succeed. It is adjacent to, but separate from, the Children's Area, and has teen-specific literature. Designed as an area to read and study, it will feature comfortable lounging and encourage teens to interact, to hold study sessions and to relax after school.

After two years of construction and many years of planning, the City of West Hollywood is nearing completion of Phase I of the West Hollywood Park Master Plan, which includes the building of the highly-anticipated new

West Hollywood Library. Phase I of the West Hollywood Park Master Plan is one of the major components of the City's 25th Anniversary Capital Project, which also includes development of the West Hollywood City Hall Automated Garage and Community Plaza Project and implementation of the Plummer Park Master Plan.

Phase I of the West Hollywood Park Master Plan which includes the new West Hollywood Library, City Council Chambers and public meeting rooms, CATV facilities, 2.5 acres of expanded parkland and open space, new tennis courts, and 400 parking spaces in two municipal garages will be completed this fall. The City Council Chambers, which will accommodate more than 150 people, will also be used for special performances and presentations.

The new 32,000 square foot, LEED-certified West Hollywood Library will serve as the centerpiece of the West Hollywood community. It is designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to lifelong learning. The Community Dedication and the Grand Opening of the new West Hollywood Library will be held on Saturday, October 1, 2011 from 10 a.m. to 2 p.m. at 625 N. San Vicente Boulevard in West Hollywood.

The total cost to complete Phase I of the West Hollywood Park Master Plan is \$64 million. The West Hollywood Library Fund, a non profit organization led by a volunteer board of community leaders, seeks to raise \$10 million from individuals, corporations and foundations in support of the new West Hollywood Library and implementation of Phase I of the West Hollywood Park Master Plan. The campaign, LibraryPark, has raised nearly \$7 million in donations to date.

The West Hollywood Park Master Plan including the new West Hollywood Library was designed by architects Steve Johnson and Jim Favaro. They are the principals of Johnson Favaro, an architectural and urban design



firm located in Culver City. The construction manager is Heery International. Dan Adams, a Senior Associate at Heery, is the Project Director. Adams is also a resident of West Hollywood. The General Contractor is W.E. O'Neil Construction Company.

For more information, regarding Phase I of the West Hollywood Park Master Plan and the new West Hollywood Library, please contact Chris Worland, 25th Anniversary Capital Project Community Liaison, at (323) 848-6511. For more information regarding the 25th Anniversary Capital Project, please visit [www.weho.org](http://www.weho.org)

###

## **New Library Boasts Green Certifiability and Sustainable Footprint**

**WEST HOLLYWOOD** - The new West Hollywood Library will be a landmark public facility designed to achieve a Leadership in Energy and Environmental Design (LEED) Silver rating and be a certified “Green Building.” During its construction, the library project has made as minimal an environmental impact as possible. After it opens on October 1, 2011, the library’s critically thought-out architectural design will continue to embrace sustainability as a key long-term goal.

Among the many sustainable features of the new library are a photovoltaic system (solar power technology that uses solar cells to convert energy from the sun into electricity); use of low-emitting materials for paints, coating and carpeting; optimized-energy performance systems for lighting, heating and ventilation; sustainable vegetation; and the use of Green housekeeping products.

The library’s cutting-edge solar power technology will collect energy that will be sold to Southern California Edison for use in its system. On all three levels of the library, windows allow natural light to flood in all day long, lessening the need for electricity within the building itself.

As the library was being built, 96 percent of its construction waste was diverted from landfills, allowing for recycled use of the diverted materials. More than 25 percent of all construction materials have been sourced locally, lowering the carbon footprint of the project. The majority of wood used for the project is from renewable, managed forests. Another positive, low-impact environmental feature of the library is the use of low-emitting paints, coating and carpets throughout its interior.

Architecturally, the library seamlessly blends into the neighborhood in which it sits. It is built up, not out, with a creative and smart use of space and land. For example, tennis courts sit atop one of the parking areas — their nets and seating can be removed so that the area can double for event space that is graced with spectacular views of West Hollywood and adjacent areas. The drop-off motor court also can be closed off and used as event space. A large part of the library interior is free of support columns, so its floor plan is flexible so it may evolve with the growth of the library. A relaxing park with trees and drought-tolerant, sustainable vegetation sits atop a second parking area, an example of another wise use of space.

After two years of construction and many years of planning, the City of West Hollywood is nearing completion of Phase I of the West Hollywood Park Master Plan, which includes the building of the highly-anticipated new West Hollywood Library. Phase I of the West Hollywood Park Master Plan is one of the major components of the City’s 25th Anniversary Capital Project, which also includes development of the West Hollywood City Hall Automated Garage and Community Plaza Project and implementation of the Plummer Park Master Plan.

Phase I of the West Hollywood Park Master Plan which includes the new West Hollywood Library, City Council Chambers and public meeting rooms, CATV facilities, 2.5 acres of expanded parkland and open space, new tennis courts, and 400 parking spaces in two municipal garages will be completed this fall. The City Council Chambers, which will accommodate more than 150 people, will also be used for special performances and presentations.

The 32,000 square foot, LEED-certified new West Hollywood Library will serve as the centerpiece of the West Hollywood community. It is designed to showcase the City’s rich intellectual, literary and cultural diversity and provide a landmark facility for the community’s passionate commitment to lifelong learning. The Community Dedication and the Grand Opening of the new West Hollywood Library will be held on Saturday, October 1, 2011 from 10 a.m. to 2 p.m. at 625 N. San Vicente Boulevard in West Hollywood.

The total cost to complete Phase I of the West Hollywood Park Master Plan is \$64 million. The West Hollywood Library Fund, a non profit organization led by a volunteer board of community leaders, seeks to raise \$10 million from individuals, corporations and foundations in support of the new West Hollywood Library and implementation of Phase I of the West Hollywood Park Master Plan. The campaign, LibraryPark, has raised nearly \$7 million in donations to date.

The West Hollywood Park Master Plan including the new West Hollywood Library was designed by architects Steve Johnson and Jim Favaro. They are the principals of Johnson Favaro, an architectural and urban design firm located in Culver City. The construction manager is Heery International. Dan Adams, a Senior Associate at Heery, is the Project Director. Adams is also a resident of West Hollywood. The General Contractor is W.E. O'Neil Construction Company.

For more information, regarding Phase I of the West Hollywood Park Master Plan and the new West Hollywood Library, please contact Chris Worland, 25th Anniversary Capital Project Community Liaison, at (323) 848-6511. For more information regarding the 25th Anniversary Capital Project, please visit [www.weho.org/capitalproject](http://www.weho.org/capitalproject)

# # # #



# City of West Hollywood

City Hall  
8300 Santa Monica Blvd.  
West Hollywood, CA  
90069-4314  
Tel. (323) 848-6431  
FAX (323) 848-6561  
twhite@weho.org  
hgoss@weho.org

CONTACT  
Tamara T. White  
Public Information  
Officer

or

HELEN J. GOSS, Esq.  
Director, Public  
Information and Legal  
Services

## **FOR IMMEDIATE RELEASE**

### **Celebrate the Dedication and Grand Opening of the New West Hollywood Library**

*Best-Selling Author Jackie Collins to be Special Guest Speaker*

**WEST HOLLYWOOD** - The City of West Hollywood will celebrate the Dedication and Grand Opening of the New West Hollywood Library on Saturday, October 1, 2011 from 10 a.m. to 2 p.m. at the new West Hollywood Library, 625 N. San Vicente Boulevard in West Hollywood. The Dedication Ceremony will begin promptly at 10:30 a.m. on the West Hollywood Park Plaza.

Best-selling author Jackie Collins will be the Special Guest Speaker at the Dedication Ceremony. Ms. Collins has written 27 novels, all of which have appeared on the New York Times bestsellers list and sold more than 400 million books worldwide which have been translated into 40 languages. Eight of her novels have been adapted for the screen, either as films or television mini-series. Jackie's current book is the 7<sup>th</sup> in the Lucky Santangelo series and is titled, "Goddess of Vengeance." Jackie will also participate in the 10<sup>th</sup> Annual West Hollywood Book Fair on Sunday, October 2, 2011 at West Hollywood Park and the new West Hollywood Library.

The event will feature musical selections by the Ryan Cross Jazz Quartet and the LA Opera. Cotton candy as well as park-picnic food with a West Hollywood twist will be served! During the Dedication and Grand Opening of the New West Hollywood Library, attendees will also have an opportunity to sign-up for a library card at the Los Angeles County Library Tent or visit the C-SPAN tent for special free giveaways. Other activities include photo opportunities for teens as well as book giveaways and live music for children. There will also be an opportunity to meet library sculpture

artist David Wiseman and the library architects Steve Johnson and Jim Favaro.

Remarks will also be made at the Dedication Ceremony by West Hollywood Mayor John J. Duran, West Hollywood Mayor Pro Tempore Jeffrey Prang, West Hollywood Councilmember John D'Amico, West Hollywood Councilmember John Heilman, West Hollywood Councilmember Abbe Land as well as Los Angeles County Supervisor Zev Yaroslavsky. Other guest speakers will include West Hollywood City Manager Paul Arevalo; Los Angeles County Librarian Margaret Donnellan Todd; author and member of the West Hollywood Library Fund Christopher Rice; and Jennifer Parker, Vanity Fair.

Free parking will be available at the West Hollywood Park/Library Parking Garage at 625 N. San Vicente Boulevard (enter from Robertson Boulevard at El Tovar Place) and at the Pacific Design Center at 8687 Melrose Avenue. There will also be complimentary Cityline Shuttle service available from Plummer Park to West Hollywood Park. The Cityline Shuttle will run from 9 a.m. to 5 p.m. on Saturday, October 1<sup>st</sup>.

"This is the crowning jewel of the vision of the early incorporators of West Hollywood. It is a new civic institution that we can all take great pride in," said West Hollywood Mayor John J. Duran.

Phase I of the West Hollywood Park Master Plan includes the new West Hollywood Library, City Council Chambers and public meeting rooms, CATV facilities, 2.5 acres of expanded parkland and open space, new tennis courts, and 400 parking spaces in two municipal garages. The City Council Chambers, which will accommodate more than 150 people, will also be used for special performances and presentations.

"With the Internet reshaping so many aspects of our lives, it's easy to speculate about the usefulness of public libraries," stated Mayor Pro Tem Jeffrey Prang. "Libraries are anything but relics of the past. They are key-



players in our digitized future. Traditionally viewed as the hub of enlightenment and learning, libraries today, like the New West Hollywood library, are so much more. Embracing technology, our library will increase equity, opportunity, and community development in the information age,” continued Councilmember Prang.

The new 32,000 square foot, LEED-certified West Hollywood Library will serve as the centerpiece of the West Hollywood community. It is designed to showcase the City’s rich intellectual, literary and cultural diversity and provide a landmark facility for the community’s passionate commitment to lifelong learning.

“West Hollywood will always be a City of ideas, a transformational place where people come to learn and grow. This new library is another link to the place of knowledge and action,” said West Hollywood Councilmember John D’Amico.

Building a new library has been a priority of the West Hollywood community since the first General Plan was adopted in 1988. (The current West Hollywood Library is housed in an aging and outgrown building that was built in 1960.)

“Our new library will be a resource for our community for many years to come. We are lucky to have many special areas and special collections,” said West Hollywood Councilmember John Heilman.

“The new West Hollywood Library is an amazing civic building that embodies and reflects the best of our city’s values, ideals, creativity and heart,” said West Hollywood Councilmember Abbe Land, who served as part of the City Council subcommittee overseeing the library project. “From it’s beautiful and environmentally-friendly design to its creative programming and community-interest special collections, this Library is truly like no other. I couldn’t be more proud of our City and our community for coming together to

create a library that is such an incredible gift to our community now, and for generations to come,” continued Councilmember Land.

The new West Hollywood Library, which will continue to be operated by the County of Los Angeles Library, includes:

- An LGBT area
- HIV/AIDS Collection
- Stuart Feigin Computer and Technology areas
- Wells Fargo Career Development Center
- Children’s Theatre/Children’s Area
- Teen Area
- Art and Design Collection
- West Hollywood Room and Archive
- Friends of the Library Bookstore

The New West Hollywood Library will hold more than 150,000 volumes as well as magazines, CDs, DVDs, audiobooks and special collections that spotlight West Hollywood’s vibrant diversity and will feature an International Languages Collection; and a collection of large-print materials for Seniors and people who are visually-impaired.

### **LGBT Area**

The one-of-a-kind LGBT area will be one of the largest publicly accessible, circulating collections and will feature an extensive collection of literature, history and personal materials. The current Lesbian and Gay Collection of 4,050 books will grow significantly and the increased space will provide an opportunity for the acquisition of other prominent LGBT collections.

### **HIV/AIDS Collection**

The new West Hollywood Library will have an expanded Ron Shipton HIV Information Center with the most up-to-date educational materials on HIV and AIDS made accessible in a private setting.

### **Stuart Feigin Computer and Technology Areas**

The new West Hollywood technology center will include 16 computers and free internet access, providing a link to the global society for all library users. There will also be Internet Express Stations and technology dedicated to preschoolers, school age children, teens, and accessible assistive technology for people with disabilities. There will be a total of 47 computers with internet access located throughout the library. Free internet is available for all visitors to use with their own personal devices. A video conferencing room will provide live connections to conferences around the world for library users and staff. The City's CATV broadcast and production facilities will also be housed in the building.

### **Wells Fargo Career Development Center**

The Wells Fargo Career Development Center will assist jobseekers and employers by developing the skills of the current and future workforce. Staff will provide assistance with resume and letter writing, and guidance in researching and reviewing job listings. Equipped with computers, printers, copiers and fax machines, the career development center will be a full-service launch pad for entry or re-entry into the workforce.

### **Children's Library/Children's Theatre**

The new West Hollywood Library includes a Children's Library to inspire children to read. A Children's Theatre, with elements right out of a storybook for the youngest library users to enjoy, is one of the highlights of the new library design. Imagine a unique theater-within-a-library for

storytelling, puppet shows, displays and plenty of library fun where entire families will be able to participate together.

### **Teen Area**

The library will feature a special area for teens to have access to first-rate educational resources to develop the skills needed to succeed. The unique setting will provide a quiet and relaxing place to read, hold group study sessions, lounge and hang-out after school.

### **West Hollywood Room and Archive**

The West Hollywood Room and Archive will include a special collection that serves as a repository of the community's collective memory. Materials will include published and unpublished books, archives and historical collections that tell the story of the City's evolution from 1984 to the present. Reference materials will include books, audio and video materials about the history of the City of West Hollywood including:

- Personal papers of Ron Stone, Chairman of the West Hollywood Incorporation Committee in 1983-84, and a leading advocate of the incorporation of the City of West Hollywood and LGBT rights
- Information about the West Hollywood Incorporation Committee and the founding of the City of West Hollywood
- Information about Edward H. Fickett, nationally-recognized architect, who designed the original West Hollywood Library building which was built in 1960
- City ordinances and copies of the General Plan
- Recordings of City Council and commission meetings

The West Hollywood Room will be available as a conference room, a research room and a space for board meetings.

### **Friends of the West Hollywood Library Bookstore**

The Friends of the West Hollywood, a non-profit organization which provides volunteer support to the library, will offer books and other unique literary items for sale.

### **“Certified” Green Building**

The new West Hollywood Library will be a landmark public facility designed to achieve a Leadership in Energy and Environmental Design (LEED) Silver rating and be a certified “Green Building.” Green sustainable features include a photovoltaic system (solar power technology that uses solar cells to convert energy from the sun into electricity); low-emitting materials for paints, coating and carpeting; optimized-energy performance systems for lighting, heating and ventilation; sustainable vegetation; and the use of Green housekeeping products.

### **West Hollywood Library – Public Art**

The new West Hollywood Library will feature two major art installations from renowned artists David Wiseman and Shepard Fairey. The work by David Wiseman which will be located in the interior of the library, will be decorative in nature and reflect the relationship between the New West Hollywood Library and West Hollywood Park. Utilizing plaster, bronze, and porcelain, a series of branches will emerge from the walls and arch into the air space above the stairway, providing a link between the park that surrounds it and the library itself.

The Shepard Fairey mural will provide a deeper contextual link between the library and the community it serves. The artist, although working in a classic mural style, is known for the layering of images creating a deeply



dimensional “portrait” of West Hollywood that will reflect historical and architectural elements of the City. This work will provide a historically-significant and community-based project that is not unlike a contemporary version of the highly-regarded Works Progress Administration (WPA) murals completed in the 1930’s in public buildings throughout the United States.

#### **Project Team**

The West Hollywood Park Master Plan including the new West Hollywood Library was designed by architects Steve Johnson and Jim Favaro. They are the principals of Johnson Favaro, an architectural and urban design firm located in Culver City. The construction manager is Heery International. Dan Adams, a Senior Associate at Heery, is the Project Director. Adams is also a resident of West Hollywood. The General Contractor is W.E. O’Neil Construction Company.

#### **City Project Team**

The City Project Team is led by Paul Arevalo, City Manager, and Joan English, Assistant City Manager; and includes Jeff Huffer, Economic Development Manager; Sam Baxter, Human Services Director; and Oscar Delgado, Public Works Director.

#### **Project Costs**

The total cost to complete Phase I of the West Hollywood Park Master Plan is \$64 million. The West Hollywood Library Fund, a non profit organization led by a volunteer board of community leaders, seeks to raise \$10 million from individuals, corporations and foundations in support of the new West Hollywood Library and implementation of Phase I of the West Hollywood Park Master Plan. The campaign, LibraryPark, has raised nearly \$7 million in donations to date.

For more information, regarding Phase I of the West Hollywood Park Master Plan and the new West Hollywood Library, please contact Chris Worland, 25<sup>th</sup> Anniversary Capital Project Community Liaison, at (323) 848-6511. For more information regarding the 25<sup>th</sup> Anniversary Capital Project, please visit [www.weho.org](http://www.weho.org)

###

## City Council Meeting to be Held in New City Council Chambers

The City of West Hollywood will hold its regularly-scheduled City Council Meeting in the City Council Chambers at the [New West Hollywood Library](#) on Monday, October 3, 2011 at 6:30 p.m. The Monday, October 3, 2011 City Council meeting is the first to be held in the Council Chambers at the New West Hollywood Library.

Parking will be available at the West Hollywood Park/Library Parking Garage at 625 N. San Vicente Boulevard (enter from Robertson Boulevard at El Tovar Place). Parking tickets will be electronically validated at the Council meeting.



For more information, please contact the Office of the City Clerk, at (323) 848-6408.



# City of West Hollywood

City Hall  
8300 Santa Monica Blvd.  
West Hollywood, CA  
90069-4314  
Tel. (323) 848-6431  
FAX (323) 848 6561  
twhite@weho.org  
hgoss@weho.org

## CONTACT

Tamara T. White  
Public Information  
Officer

or

HELEN J. GOSS, Esq.  
Director, Public  
Information and Legal  
Services

## FOR IMMEDIATE RELEASE

### **West Hollywood's New Library Blends High Technology and Community Interaction**

*State-of-the-Art City of West Hollywood Library Opens October 1, 2011*

**WEST HOLLYWOOD** – The New West Hollywood Library, which will open its doors on October 1, 2011, will serve as the centerpiece of the community as it becomes a focal point for teaching and learning. In addition to simply housing print materials, the library addresses the growing use of electronic media and global telecommunications and will grow into a vital social and community gathering point.

The New West Hollywood Library, which will remain part of the County of Los Angeles Public Library system, will assume some of the new technological features being instituted by County libraries, such as expedited materials check-out. Books, DVDs and other materials can be reserved online, and library patrons can make a quick pick-up, and check out materials electronically at express stations located at the library's entrance. The County of Los Angeles Public Library system has more than 13,000 electronic books (eBooks) in its digital collection, available in a variety of eBook platforms. The County of Los Angeles Public Library also recently announced its "On the Go" mobile app ([www.colapub.org/mobile](http://www.colapub.org/mobile)), which allows patrons to reserve materials, search the library catalog, download eBooks and check the due-date status of checked out materials.

The New West Hollywood Library will also be home to top-tier resources on par to the country's best university and private libraries, which have significant funding. In contrast, the West Hollywood library has resources that can be enjoyed by all members of the community.

The library was designed specifically to balance physical media with high-tech features. A large part of the building's interior is free of support columns; its floor plan is flexible so it may evolve with the growth of the

- MORE -

library. Over time, it's expected that print media will continue to shift to digital form, and space currently taken up with book stacks will be absorbed by space dedicated to more computer and digital media.

There are currently 51 computers throughout the library, and there are plans to increase this number as the need arises. There will also be a "vending machine"-type service station, where patrons may rent laptop computers during their visits. The library will offer free Wi-Fi, so patrons may bring their own computers to use.

A café, located on the library's first level, will also offer free Wi-Fi. With indoor and outdoor seating, it is designed to allow patrons to have coffee, work or socialize with friends and colleagues.

After two years of construction and many years of planning, the City of West Hollywood is nearing completion of Phase I of the West Hollywood Park Master Plan, which includes the building of the highly-anticipated new West Hollywood Library. Phase I of the West Hollywood Park Master Plan is one of the major components of the City's 25th Anniversary Capital Project, which also includes development of the West Hollywood City Hall Automated Garage and Community Plaza Project and implementation of the Plummer Park Master Plan.

Phase I of the West Hollywood Park Master Plan which includes the new West Hollywood Library, City Council Chambers and public meeting rooms, CATV facilities, 2.5 acres of expanded parkland and open space, new tennis courts, and 400 parking spaces in two municipal garages will be completed this fall. The City Council Chambers, which will accommodate more than 150 people, will also be used for special performances and presentations.

The 32,000 square foot, LEED-certified new West Hollywood Library will serve as the centerpiece of the West Hollywood community. It is designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment

- MORE -



to lifelong learning. The Community Dedication and the Grand Opening of the new West Hollywood Library will be held on Saturday, October 1, 2011 from 10 a.m. to 2 p.m. at 625 N. San Vicente Boulevard in West Hollywood.

The total cost to complete Phase I of the West Hollywood Park Master Plan is \$64 million. The West Hollywood Library Fund, a non profit organization led by a volunteer board of community leaders, seeks to raise \$10 million from individuals, corporations and foundations in support of the new West Hollywood Library and implementation of Phase I of the West Hollywood Park Master Plan. The campaign, LibraryPark, has raised nearly \$7 million in donations to date.

The West Hollywood Park Master Plan including the new West Hollywood Library was designed by architects Steve Johnson and Jim Favaro. They are the principals of Johnson Favaro, an architectural and urban design firm located in Culver City. The construction manager is Heery International. Dan Adams, a Senior Associate at Heery, is the Project Director. Adams is also a resident of West Hollywood. The General Contractor is W.E. O'Neil Construction Company.

For more information, regarding Phase I of the West Hollywood Park Master Plan and the new West Hollywood Library, please contact Chris Worland, 25th Anniversary Capital Project Community Liaison, at (323) 848-6511. For more information regarding the 25th Anniversary Capital Project, please visit [www.weho.org](http://www.weho.org)

####

## NEWSLETTERS

## Dear Residents

I am pleased to present this edition of City Highlights. In this issue, we focus on the City's 25th Anniversary Capital Improvement Project. West Hollywood's 25th Anniversary of Cityhood is just over a year away and in celebration of this landmark, we have embarked upon a major initiative to develop world-class public facilities and expand our parks and open space.

I hope you will take the time to read about one of our exemplary employees, Gary Martinez, the City's Maintenance Supervisor. Gary is an integral part of the staff that keeps the City running smoothly. He is an amazing asset to our team.

Our first CTE Academy workshop was a great success and a lot of fun for both "students" and City staff. The Spring 2008 session of the CTE Academy will begin on Tuesday, March 18, 2008. If you are interested in participating in this increasingly popular program, please make sure to turn in your application by 5 p.m. on Monday, February 18, 2008.

In February, we will host the General Plan Fair, the first in a series of community meetings focusing on the update of the General Plan. The General Plan Fair will be held on Saturday, February 23, 2008 from 9:30 a.m. to 1 p.m. at West Hollywood Park. This will be a wonderful opportunity for residents, business owners and other key stakeholders to share their vision for the future of West Hollywood.

As we begin 2008, best wishes to you and your family in the coming year. This is truly an exciting time to live and work in West Hollywood! I look forward to seeing you this year.

Sincerely,  
Paul Arevalo  
City Manager

### WEST HOLLYWOOD CITY COUNCIL

JOHN J. DURAN	MAYOR
JEFFREY PRANG	MAYOR PRO TEMPORE
SAL GUARRIELLO	COUNCILMEMBER
JOHN HEILMAN	COUNCILMEMBER
ABBE LAND	COUNCILMEMBER

PAUL AREVALO | CITY MANAGER

PUBLISHED BY THE CITY'S PUBLIC INFORMATION  
AND PROSECUTION SERVICES DEPARTMENT

TAMARA WHITE	EDITOR
HELEN J. GOSS, ESQ.	EXECUTIVE EDITOR
BRETT WHITE	PHOTOGRAPHER

## City Embarks on Major 25th Anniversary Capital Improvement Project to Bring Premier Public Facilities to West Hollywood

In 2009, the City of West Hollywood will celebrate 25 years of cityhood. Since the City's incorporation in 1984, West Hollywood has established itself as one of the most progressive and innovative cities in the country. In celebration of this landmark, the City has embarked upon a new capital improvement project to develop premier public facilities, parks and open space: the "25th Anniversary Capital Improvement Project." As the City moves toward celebrating its remarkable first 25 years of Cityhood, world-class facilities that reward the community and assert permanence will help reflect the City's dynamic legacy. The project will include three major components:

1. The implementation of Phase I of the West Hollywood Park Master Plan (which includes the development of a new West Hollywood Library);
2. West Hollywood City Hall Community Service Center and Parking Project; and
3. Implementation of Phase I of the Plummer Park Master Plan.

(CONTINUED ON PAGE 8)



The current Fiesta Hall building at Plummer Park will be renovated as part of the City's 25th Anniversary Capital Improvement Project.



## City Embarks on Major 25th Anniversary Capital Improvement Project to Bring Premier Public Facilities to West Hollywood

### Phase I of the West Hollywood Park Master Plan

Phase I of the West Hollywood Park Master Plan will replace the current library with a new 42,000 square foot state-of-the-art library with public meeting rooms, and a 91-space parking garage. In addition to the library, Phase I of the West Hollywood Park Master Plan will include a 2.5 acre increase in parkland and green space for West Hollywood Park, new tennis courts and a 333-space municipal parking garage.

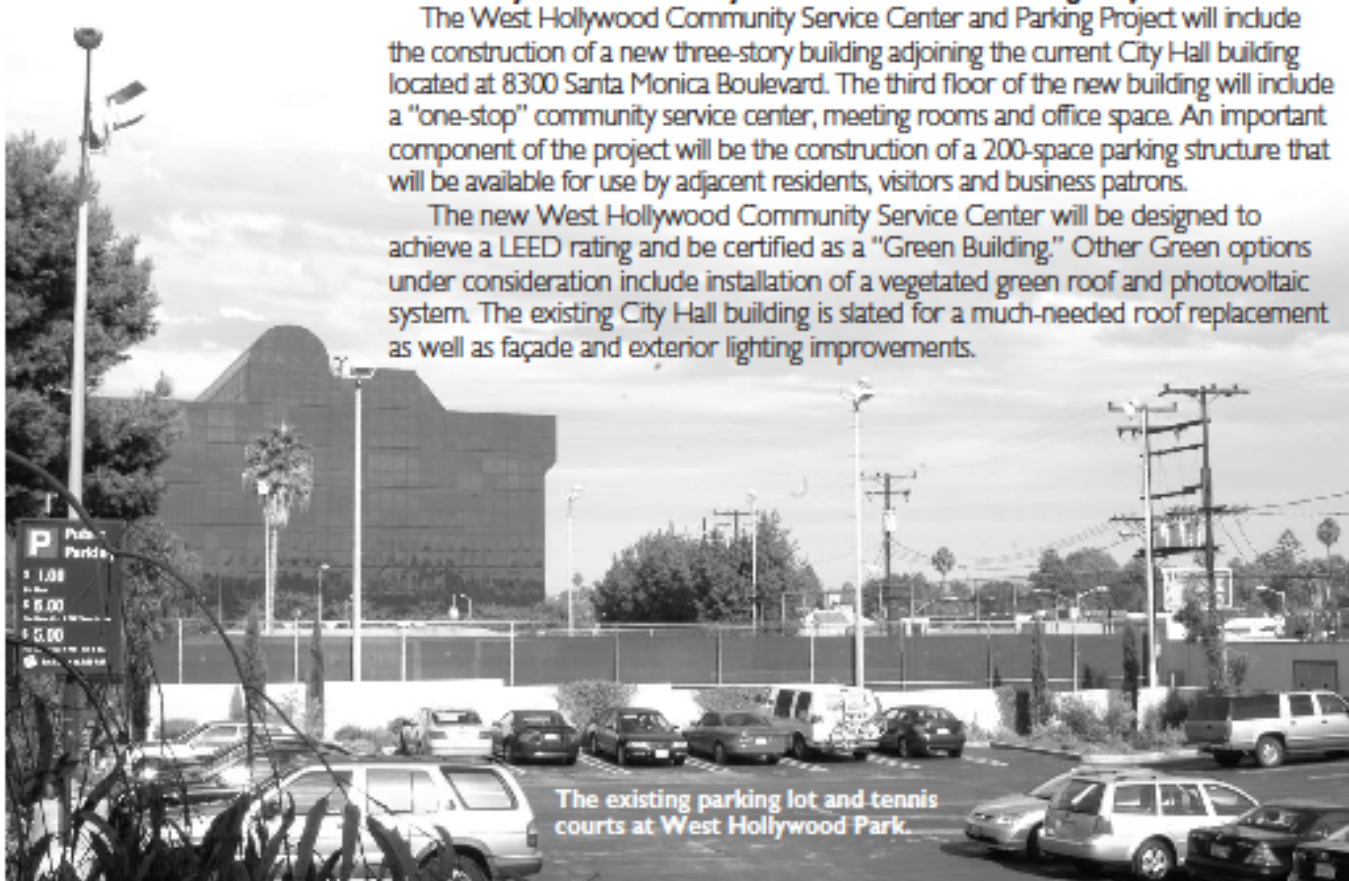
The new West Hollywood Library will create the centerpiece of the West Hollywood community. It is designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to lifelong learning. The Library will include materials that spotlight West Hollywood's vibrant diversity and will feature a LGBT Collection; International Languages Collection; Decorative Arts and Design area; a vast collection of large-print materials for Seniors and people who are visually impaired and a West Hollywood Room that will feature archival materials showcasing the City's history.

The new West Hollywood Library is designed to achieve a Leadership in Energy and Environmental Design (LEED) rating and be a certified "Green Building." Green options under consideration for the Library include a photovoltaic system (a solar power technology that uses solar cells to convert energy from the sun into electricity); low-emitting materials for paints, coatings and carpeting; optimized-energy performance systems (lighting, heating and ventilation) and the use of Green housekeeping products.

### West Hollywood Community Service Center and Parking Project

The West Hollywood Community Service Center and Parking Project will include the construction of a new three-story building adjoining the current City Hall building located at 8300 Santa Monica Boulevard. The third floor of the new building will include a "one-stop" community service center, meeting rooms and office space. An important component of the project will be the construction of a 200-space parking structure that will be available for use by adjacent residents, visitors and business patrons.

The new West Hollywood Community Service Center will be designed to achieve a LEED rating and be certified as a "Green Building." Other Green options under consideration include installation of a vegetated green roof and photovoltaic system. The existing City Hall building is slated for a much-needed roof replacement as well as façade and exterior lighting improvements.



The existing parking lot and tennis courts at West Hollywood Park.

### Phase I of the Plummer Park Master Plan

Phase I of the Plummer Park Master Plan will include renovation and expansion of Fiesta Hall into a quality multi-purpose performance venue for the community with the capacity to accommodate between 150 and 200 people in theater-style seating as well as improvement and expansion of parkland and green space and additional parking for park patrons and the public. The new Fiesta Hall performance venue will include:

- Capacity to accommodate between 150 and 200 people in theater-style seating, tables, chairs and/or flat floor use;
- Opportunity to create a 99-seat "black box" for cultural performances;
- New lighting and sound systems;
- Improved acoustics;
- New furnishings;
- Improvements to Fiesta Hall's main entry, outside patio area, main auditorium, stage, dressing rooms, restrooms, lobby and kitchen areas;
- New heating and ventilation system;
- New exterior landscaping;
- Construction of an "autocourt" for vehicle drop-off at the Vista entrance to Fiesta Hall; and
- Fiesta Hall will be upgraded to current building code requirements including all requirements of the Americans with Disabilities Act and the City's Green Building Requirements for Public Buildings.

Other improvements to Plummer Park will include enhancing the existing green space in the center of Plummer Park; creation of a central park promenade that will run east-west from Vista Street to Fuller Avenue; establishing a quiet formal garden in the area fronting Fuller Street; creation of additional green space throughout the park; an interactive water feature; construction of a new Tiny Tot Program building to replace an outdated modular building; new play equipment; and relocation of the existing basketball court.

A subterranean parking structure will be constructed that will serve the public, park users and businesses. It will also provide for the creation of 33,000 square feet of new additional parkland and open space at Plummer Park.

### Budget

The budget for the 25th Anniversary Capital Improvement Project is \$125 million. The project will primarily be financed through the issuance of bonds; other funding sources including the City's General Fund and Parking Fund; private donor fundraising and public and private grants. The debt service on the bonds will be paid from the City's Parking Fund revenue; Redevelopment Agency tax increment revenue; and new enhanced economic development revenues. A fundraising campaign has been initiated to raise private donations to help build the new West Hollywood Library component of the project.

For regular updates on the 25th Anniversary Capital Improvement Project, go to the City's website: [www.weho.org](http://www.weho.org) ■



The new West Hollywood Library is designed to achieve a Leadership in Energy and Environmental Design (LEED) rating and be a certified "Green Building."



## Dear Residents

It's hard to believe that 2010 is rapidly concluding. This has been a challenging year for many of us as we continue to confront the country's economic uncertainties. In West Hollywood, we were able to adopt a budget that adjusted to the fiscal realities of a difficult economy and the continuing threat of state take-away of local government revenues to fund its budget deficit. However, the City's budget is balanced and continues to fund important services, social services programs and the major initiatives of the 25th Anniversary Capital Project.

In less than a year, the much-anticipated new West Hollywood Library will open as we complete the implementation of the first phase of the West Hollywood Park Master Plan. We will also begin the construction of the Plummer Park Master Plan in early 2012.

As we begin winding down our one-year celebration of the 25th Anniversary of Cityhood, we take time to reflect on the City's incredible accomplishments in *Facts about West Hollywood*. This community has achieved so much in just 25 years and we all should be inspired and proud. We helped to change the world.

In this issue, please take a few minutes to meet Michelle Nemetz, one of our City employees who has been able to accomplish great things in her life in spite of a hearing disability. She is an inspiration to us all.

October is a busy month in West Hollywood. On Sunday, October 17th, join us for AIDS Walk Los Angeles (see insert for details). Later in the month, it's all about Halloween. Don't miss the special tribute to the "35th Anniversary of The Rocky Horror Picture Show" at the West Hollywood Halloween Costume Carnival on Sunday, October 31st.

Paul Arevalo,  
City Manager

### WEST HOLLYWOOD CITY COUNCIL

JOHN HEILMAN	MAYOR
JOHN J. DURAN	MAYOR PRO TEMPORE
LINDSEY HORVATH	COUNCILMEMBER
ABBE LAND	COUNCILMEMBER
JEFFREY PRANG	COUNCILMEMBER

PAUL AREVALO | CITY MANAGER

PUBLISHED BY THE CITY'S PUBLIC INFORMATION  
AND PROSECUTION SERVICES DEPARTMENT

TAMARA WHITE	EDITOR
HELEN J. GOSS, ESQ.	EXECUTIVE EDITOR

HIGHLIGHTS

# WEST HOLLYWOOD

FALL 2010

20

INFORMATION FOR THE PEOPLE OF THE CITY OF WEST HOLLYWOOD



ALMOST FINISHED — The new West Hollywood Library opens Fall 2011.

## 25th Anniversary Capital Project Under Construction and Moving Forward

Investing in the physical infrastructure of a community is important to its long-term sustainability. As such, the City of West Hollywood has embarked upon a capital project to develop premier public facilities, parks and open space: the 25th Anniversary Capital Project. The project includes:

1. The implementation of Phase I of the West Hollywood Park Master Plan (which includes the development of a new West Hollywood Library);
2. West Hollywood City Hall Community Service Center; and
3. Implementation of Phase I of the Plummer Park Master Plan.

Phase I of the West Hollywood Park Master Plan will replace the current library with a new 44,000 square foot, state-of-the-art library, public meeting rooms, government access television facilities, coffee bar and Friends of the Library space. The project also includes 2.5 acres of increased parkland and green space, new tennis courts and 400 parking spaces in two municipal garages. The much-anticipated new West Hollywood Library will open in Fall 2011.

The West Hollywood City Hall Community Service Center will include an increase in the number of public meeting rooms and expanded parking opportunities.

Phase I of the Plummer Park Master Plan will include renovation and expansion of Fiesta Hall into a quality multi-purpose performance venue, improvement and expansion of parkland and green space and additional parking for the public. Construction on Phase I of the Plummer Park Master Plan is set to begin in early 2012.

IN THIS ISSUE: • HALLOWEEN • NOMINATION PERIOD BEGINS • FACTS ABOUT WEST HOLLYWOOD



**Phase I** of the West Hollywood Park Master Plan has made great progress since construction began 18 months ago. The new West Hollywood Library, parking structure and park expansion are now a commanding presence in West Hollywood Park. The interior and exterior painting has been completed and permanent lighting installation is currently being installed. Over the past several months improvements to San Vicente Boulevard began. This work included the planting of several new street trees, improvements to the sidewalk, and the start of the construction of the ceremonial stairs. Recently, four elm trees were planted along San Vicente Boulevard along with one Gingko biloba tree. In early January 2011, the plinth garage deck, with its additional park space, will receive three Gingko biloba trees.



## Dear Residents

I am pleased to present the Fall 2011 issue of "City Highlights." In this issue, we celebrate the completion of the first phase of the West Hollywood Park Master Plan, which includes the construction of the New West Hollywood Library.

The state-of-the-art 32,000 square foot New West Hollywood Library, which will continue to be operated by the County of Los Angeles Library, includes an LGBT Area; Signature Collections (HIV/AIDS, Arts and Design); International Languages Collections; Assistive Technology and Large Print Collections; a Children's Theatre/Children's Area; a Teen Area; the Wells Fargo Career Development Center; and the Stuart Feigin Computer and Technology areas.

Building a new library has been a priority of the West Hollywood community since the first General Plan was adopted in 1988. This collective accomplishment would not have been achieved without the vision and dedication of the City Council, members of our Commissions, Boards and Advisory Bodies, City staff, business community and our residents.

Please join us for the celebration of the Dedication and Grand Opening of the New West Hollywood Library on Saturday, October 1, 2011 from 10 a.m. to 2 p.m. (The Dedication Ceremony will begin promptly at 10:30 a.m. on the West Hollywood Park Plaza.)

In this issue we have included a profile on the City's Cultural Affairs Administrator, Andrew Campbell. His passionate efforts to bring unique public art projects to the streets of West Hollywood have resulted in a "public art renaissance" for all to experience. Through such projects as the "Art on the Outside" program, the entire City has been turned into a dynamic showcase of artistic expression.

I hope you get a chance to visit the new West Hollywood Library. Happy reading!

Sincerely,  
Paul Arevalo,  
City Manager

### WEST HOLLYWOOD CITY COUNCIL

<b>JOHN J. DURAN</b>	MAYOR
<b>JEFFREY PRANG</b>	MAYOR PRO TEMPORE
<b>JOHN D'AMICO</b>	COUNCILMEMBER
<b>JOHN HEILMAN</b>	COUNCILMEMBER
<b>ABBE LAND</b>	COUNCILMEMBER

**PAUL AREVALO** | CITY MANAGER

PUBLISHED BY THE CITY'S PUBLIC INFORMATION  
AND PROSECUTION SERVICES DEPARTMENT

<b>TAMARA WHITE</b>	EDITOR
<b>HELEN J. GOSS, ESQ.</b>	EXECUTIVE EDITOR

HIGHLIGHTS

# WEST HOLLYWOOD

FALL 2011

22

INFORMATION FOR THE PEOPLE OF THE CITY OF WEST HOLLYWOOD



## Celebrate the Dedication and Grand Opening of the New West Hollywood Library

The City of West Hollywood will celebrate the Dedication and Grand Opening of the new West Hollywood Library on Saturday, October 1, 2011 from 10 a.m. to 2 p.m. at the new West Hollywood Library, 625 N. San Vicente Boulevard in West Hollywood. The Dedication Ceremony will begin promptly at 10:30 a.m. on the West Hollywood Park Plaza.

Best-selling author Jackie Collins will be the Special Guest Speaker at the Dedication Ceremony. Collins has sold more than 400 million books worldwide that have been translated into 40 languages.

Free parking will be available at the West Hollywood Park/Library Parking Garage at 625 N. San Vicente Boulevard (enter from Robertson Boulevard at El Tovar Place) and at the Pacific Design Center at 8687 Melrose Avenue. There will also be

(CONTINUED ON PAGE 10)

IN THIS ISSUE: • WEHO BOOK FAIR • BANDIT TAXICABS • CITY'S STELLAR CREDIT RATING

## DEDICATION

(CONTINUED FROM PAGE 1)

complimentary Cityline Shuttle service available from Plummer Park to West Hollywood Park. The Cityline Shuttle will run from 9 a.m. to 5 p.m. on Saturday, October 1.

For more information about the new West Hollywood Library, please visit [www.weho.org](http://www.weho.org). For more information regarding the new West Hollywood Library Dedication and Grand Opening, please call (323) 848-6423. For the deaf and hard of hearing, please call (323) 848-6496.

## ANDREW CAMPBELL

(CONTINUED FROM PAGE 2)

Commission (LACAC) where he began his tenure overseeing its grants program. He later assumed responsibility for the LACAC's organizational development, leadership and internship programs.

Campbell earned a Bachelor of Arts degree in English and Theater at the University of Minnesota and a Master of Fine Arts in Playwriting from UCLA. A longtime resident of West Hollywood, in his spare time Campbell takes what he describes as a "busman's holiday," where he enjoys visiting museums and theaters, and his travels inevitably include a trip to an art gallery or other forays into the arts.

FLORA EXEMPLAR BY  
ANDREW ROGERS.



MATTERS  
OF THE  
MOMENT BY  
MIKE  
GYAMPO.



BETWEEN  
ESSENCE AND  
EXISTENCE BY  
BRUCE LINDSAY.

"Elemental" is a series of seven bronze sculptures by various artists that are currently exhibited at the corner of Santa Monica Boulevard and Doheny Drive. The exhibit will run through June 2012.



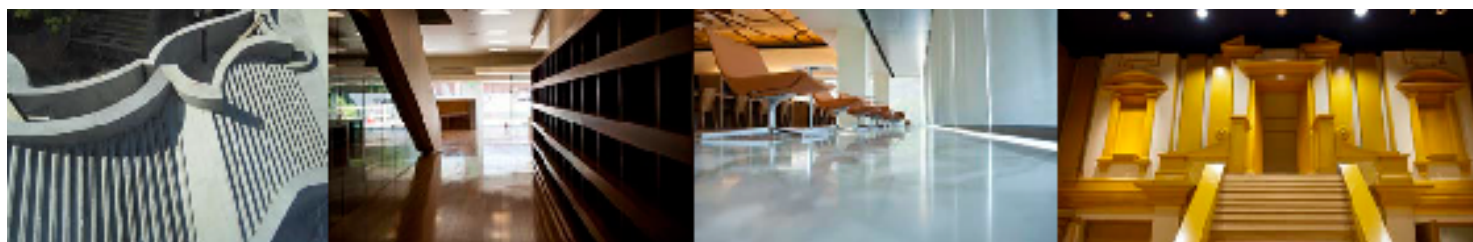
TEATRO XVII BY HERK VAN TONGEREN.

## City to Provide Bicycle Valet at the 10th Annual West Hollywood Book Fair

The City of West Hollywood's Bicycle Task Force and the Los Angeles County Bicycle Coalition will host a free bicycle valet at the 10th Annual West Hollywood Book Fair on Saturday, October 1, 2011 from 10 a.m. to 6 p.m. The bicycle valet will be located at the entrance of the West Hollywood Book Fair, 647 N. San Vicente Boulevard. Save time and hassle and ride your bike to the entrance of the West Hollywood Book Fair, where a valet attendant will give you a ticket and keep your bike safely parked for the day. The City of West Hollywood's Bicycle Task Force was developed with the goal of improving opportunities for bicycling in West Hollywood and throughout the region.

For more information about the West Hollywood Bicycle Task Force, visit their booth at the West Hollywood Book Fair or contact Michael Barney at (323) 848-6891. For the deaf and hard of hearing, please call (323) 848-6496.





# THE NEW STATE-OF-THE-ART WEST

**A**fter two years of construction and many years of planning, the City of West Hollywood has completed the first phase of the West Hollywood Park Master Plan, which includes the building of the highly anticipated new West Hollywood Library. The West Hollywood Park Master Plan is one of the major components of the City's 25th Anniversary Capital Project, which also includes development of the West Hollywood City Hall Automated Garage and Community Plaza Project and implementation of the Plummer Park Master Plan.

The first phase of the West Hollywood Park Master Plan, which includes the new West Hollywood Library, City Council Chambers and public meeting rooms, CATV facilities, 2.5 acres of expanded parkland and open space, new tennis courts and 400 parking spaces in two municipal garages, has been completed. The City Council Chambers will also be used for special performances and presentations.

The new 32,000 square foot, LEED-certified West Hollywood Library will serve as the centerpiece of the West Hollywood community. It is designed to showcase the City's rich intellectual, literary and cultural diversity and provide a landmark facility for the community's passionate commitment to lifelong learning.

Building a new library has been a priority of the West Hollywood community since the first General Plan was adopted in 1988. (The West Hollywood Library was previously housed in an aging and outgrown building that was built in 1960.)

The new West Hollywood Library, which will continue to be operated by the County of Los Angeles Library, includes:

- Stuart Feigin Computer and Technology areas
- Wells Fargo Career Development Center
- Signature Collections (HIV/AIDS, Arts and Design)
- Children's Theatre/Children's Area
- Teen Area
- LGBT Area
- International Languages Collections
- Assistive Technology and Large Print Collections
- West Hollywood Room and Archive
- Friends of the Library Bookstore

The New West Hollywood Library will also include movies and music as well as wireless Internet, reading lounges, group study rooms and much more.

## LGBT AREA

The one-of-a-kind LGBT area will be one of the largest publicly accessible circulating collections and will feature an extensive collection of literature, history and personal materials. The current Lesbian and Gay Collection of 4,050 books will grow significantly and the increased space will provide an opportunity for the acquisition of other prominent LGBT collections.

## HIV/AIDS COLLECTION

The new West Hollywood Library will have an expanded Ron Shipton HIV Information Center with the most up-to-date educational materials on HIV and AIDS made accessible in a private setting.

## STUART FEIGIN COMPUTER AND TECHNOLOGY AREAS

The new West Hollywood technology center will include 16 computers and free Internet access, providing a link to the global society for all library users. There will also be Internet Express Stations and technology dedicated to preschoolers, school age children, teens, and accessible assistive technology for people with disabilities. There will be a total of 47 computers with Internet access located throughout the library. Free Internet is available for all visitors to use with their own personal devices. A video conferencing room will provide live connections to conferences around the world for library users and staff. The City's CATV broadcast and production facilities will also be housed in the building.

## WELLS FARGO CAREER DEVELOPMENT CENTER

The Wells Fargo Career Development Center will be operated by the expert career services staff of JVS Los Angeles. JVS has been partnering with the City of West Hollywood for nearly two decades, assisting both job seekers and local businesses by developing the skills of the current and future workforce. The Wells Fargo Career Development Center will house the JVS/WHEST Program





# HOLLYWOOD LIBRARY OPENS

(West Hollywood Employment Services & Training), providing free job search and placement assistance, referrals to training programs and other services, access to employer recruitments and job fairs as well as interview and resumé workshops. The Center will offer area employers free job postings and Cable TV announcements for open positions as well as access to JVS's online bank of motivated candidates. Equipped with computers, printers, copiers, fax machines and extensive resource materials, the Wells Fargo Career Development Center will be a full-service launch pad for entry or re-entry into the workforce.

## CHILDREN'S THEATRE/CHILDREN'S AREA

The new West Hollywood Library includes a Children's Library to inspire children to read. A Children's Theatre, with elements right out of a storybook for the youngest library users to enjoy, is one of the highlights of the new library design. Imagine a unique theater-within-a-library for storytelling, puppet shows, displays and plenty of library fun where entire families will be able to participate together.

## TEEN AREA

The library will feature a special area for teens to have access to first-rate educational resources to develop the skills needed to succeed. The unique setting will provide a quiet and relaxing place to read, hold group study sessions, lounge and hang-out after school.

## WEST HOLLYWOOD ROOM AND ARCHIVE

The West Hollywood Room and Archive will include a special collection that serves as a repository of the community's collective memory. Materials will include published and unpublished books, archives and historical collections that tell the story of the City's evolution from 1984 to the present. Reference materials will include books, audio and video materials about the history of the City of West Hollywood including:

- Personal papers of Ron Stone, Chairman of the West Hollywood Incorporation Committee in 1983-84, and a leading advocate of the incorporation of the City of West Hollywood and LGBT rights

- Information about the West Hollywood Incorporation Committee and the founding of the City of West Hollywood

- Information about Edward H. Fickett, nationally recognized architect, who designed the original West Hollywood Library building, which was built in 1960

- City ordinances and copies of the General Plan

- Recordings of City Council and commission meetings

The West Hollywood Room will also be available as a conference room, a research room and a space for board meetings.

## FRIENDS OF THE WEST HOLLYWOOD LIBRARY BOOKSTORE

The Friends of the West Hollywood Library, a non-profit organization that provides volunteer support to the library, will offer books and other unique literary items for sale.

## "CERTIFIED" GREEN BUILDING

The new West Hollywood Library will be a landmark public facility designed to achieve a Leadership in Energy and Environmental Design (LEED) Silver rating and be a certified "Green Building." Green sustainable features include a photovoltaic system (solar power technology that uses solar cells to convert energy from the sun into electricity); low-emitting materials for paints, coating and carpeting; optimized-energy performance systems for lighting, heating and ventilation; sustainable vegetation; and the use of Green housekeeping products.

## WEST HOLLYWOOD LIBRARY – PUBLIC ART

The new West Hollywood Library will feature two major art installations from renowned artists David Wiseman, and Shepard Fairey. The work by David Wiseman, which will be located in the interior of the library, will be decorative in nature and reflect the relationship between the New West Hollywood Library and West Hollywood Park. Utilizing plaster, bronze and porcelain, a series of branches will emerge from the walls and arch into the air space above the stairway, providing a link between the park that surrounds it and the library itself.

(CONTINUED ON PAGE 8)

(CONTINUED FROM PAGE 7)

The Shepard Fairey mural will provide a deeper contextual link between the library and the community it serves. The artist, although working in a classic mural style, is known for his layering of images. He has created a deeply dimensional "portrait" of West Hollywood that will reflect historical and architectural elements of the City. This work will provide a historically significant and community-based project that is not unlike a contemporary version of the highly regarded Works Progress Administration (WPA) murals completed in the 1930s in public buildings throughout the United States.

### MURALS PROJECT

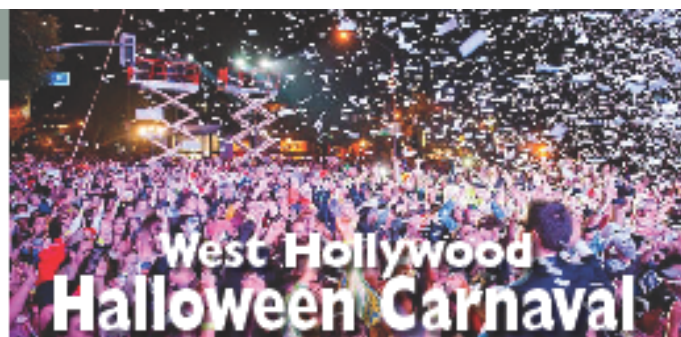
Artists Shepard Fairey, Retna (a.k.a. Marquis Lewis) and Kenny Scharf bring art to the streets of West Hollywood. The three public murals displayed on the exterior walls of the new West Hollywood Library are the fruits of an innovative collaboration between Vanity Fair and Cadillac in partnership with The Museum of Contemporary Art, Los Angeles (MOCA), and the City of West Hollywood. Underwritten by Cadillac, the project, known as "The West Hollywood Library Murals," features work from three of the biggest names working in the visual arts today: Shepard Fairey, Retna (a.k.a. Marquis Lewis), and Kenny Scharf.

### PROJECT TEAM

The West Hollywood Park Master Plan including the new West Hollywood Library was designed by architects Steve Johnson and Jim Favaro. They are the principals of Johnson Favaro, an architectural and urban design firm located in Culver City. The construction manager is Heery International. Dan Adams, a Senior Associate at Heery, is the Project Director. Adams is also a resident of West Hollywood. The General Contractor is W.E. O'Neil Construction Company.

### PROJECT COSTS

The total cost to complete the first phase of the West Hollywood Park Master Plan is \$64 million. The West Hollywood Library Fund, a non-profit organization led by a volunteer board of community leaders, seeks to raise \$10 million from individuals, corporations and foundations in support of the new West Hollywood Library and implementation of the first phase of the West Hollywood Park Master Plan. The campaign, LibraryPark, has raised nearly \$7 million in donations to date.



## West Hollywood Halloween Carnival to take place Monday, October 31, 2011

The world's largest and most outrageous Halloween celebration — the West Hollywood Halloween Carnival — will take place on Monday, October 31, 2011 along Santa Monica Boulevard from 6 p.m. to 11 p.m.

For more information, please call (323) 848-6544.

For the deaf and hard of hearing please, call (323) 848-6496.

## Facts About Prostate Cancer

According to the Prostate Cancer Foundation (PCF), prostate cancer claims the lives of more than 32,000 men in the U.S. each year. Prostate cancer is the most common type of cancer found in American men of any sexual orientation. Its cause is still unknown. However, it is one of the least talked about cancers.

Here are a few facts about prostate cancer:

- One in six American men will be diagnosed with prostate cancer in their lifetime; one in three with a family history will be diagnosed. The risk is increased if the cancer was diagnosed in a family member less than 55 years of age or if it affected three or more family members
- More than 218,000 cases of prostate cancer were diagnosed in the U.S. last year
- More than 32,000 American men died from prostate cancer last year — a death every 16.4 minutes
- African-American men are 1.6 times more likely to be diagnosed and 1.4 times more likely to die from the disease
- More than 2 million American men and their families are currently living with prostate cancer, and 16 million worldwide
- A man is 35 percent more likely to be diagnosed with prostate cancer than a woman is to be diagnosed with breast cancer

For more information, contact the Prostate Cancer Foundation at (310) 570-4700 or visit [www.pcf.org](http://www.pcf.org)



## Need to Look for a Job or a Quiet Place to Study? Visit the West Hollywood Library

If you're in the midst of a job search or need a quiet place to study, the West Hollywood Library has a variety of resources for you.

The Wells Fargo Career Development Center houses the Jewish Vocational Services/West Hollywood Employment Services and Training program (JVS/WHEST) and provides free job searches, placement assistance, referrals to training programs and many other services for job seekers. Equipped with computers, printers, copiers and extensive resource materials, the Wells Fargo Career Center offers a launch pad for entry or re-entry into the workforce.

In addition, private study rooms for meetings or group work are available on a first-come,

first-serve basis. Free Wi-Fi access is available in each study room as well as throughout the library for use with personal devices. The West Hollywood Library provides a total of 44 computers with internet access for users. The West Hollywood Library holds more than 150,000 volumes as well as magazines, CDs, DVDs, audiobooks and special collections

that reflect West Hollywood's vibrant diversity.

The West Hollywood Library is located at 625 N. San Vicente Boulevard in West Hollywood. Three-hour free validated parking is available in the West Hollywood Library parking lot.

For more information, please contact (310) 652-5340 or visit [colapublib.org/libs/whollywood](http://colapublib.org/libs/whollywood)



Three new tennis courts with stunning rooftop panoramic views are available for West Hollywood residents to use! The new West Hollywood Park tennis courts are open to the public Monday through Sunday from 7 a.m. to 9 p.m. and are located on the rooftop of the 5-Story Parking Structure located at West Hollywood Park (adjacent to the library), 625 N. San Vicente Boulevard. The tennis courts can be accessed by using the parking structure elevator or the stairwells. Tennis courts are available on a first-come, first-served basis and reservations are not needed.

Parking validation is available at the Parking Garage office located on the ground floor prior to 10 a.m. Parking validation can also be obtained at the West Hollywood Park office from 10 a.m. to 10 p.m.

The following are rules for use of the new tennis courts:

- The ethics of tennis and sportsmanship shall prevail.
- Only persons wearing tennis shoes shall be allowed.
- When others are waiting and no courts are available:
  - Players may rally for 30 minutes or one set of singles or doubles may be played with a five-minute warm up.
  - Sets resulting in a 6-6 tie shall be determined by a nine-point tiebreaker.
  - No more than six tennis balls allowed on a tennis court at any time.
  - Two persons must remain on court while waiting, one person may not hold the court.
  - No animals allowed on tennis courts.
  - No bicycles, skateboards or roller skates permitted on tennis courts unless part of an approved City-conducted program.

For more information, contact the West Hollywood Park Office at (323) 848-6534 or visit [www.weho.org](http://www.weho.org)

Take in the spectacular views of the cityscape while playing on the free tennis courts at West Hollywood Park.

## INVITATIONS

# A SPECIAL INVITATION

## TOPPING OUT CEREMONY FOR THE CITY OF WEST HOLLYWOOD'S 25TH ANNIVERSARY CAPITAL PROJECT\*

A TOPPING OUT CEREMONY IS A TRADITION WITHIN THE CONSTRUCTION INDUSTRY THAT MARKS THE MILESTONE WHEN THE LAST BEAM IS PLACED AT THE TOP OF THE BUILDING. BEFORE BEING POSITIONED, THE LAST STEEL BEAM IS SIGNED BY DIGNITARIES THEN HOISTED INTO PLACE.



## THE WEST HOLLYWOOD CITY COUNCIL CORDIALLY INVITES YOU TO THE TOPPING OUT CEREMONY FOR THE CITY OF WEST HOLLYWOOD 25TH ANNIVERSARY CAPITAL PROJECT

### WEST HOLLYWOOD CITY COUNCIL

MAYOR ASBE LAND  
MAYOR PRO TEMPORE JOHN HEILMAN  
COUNCILMEMBER LINDSEY HORVATH  
COUNCILMEMBER JOHN J. DURAN  
COUNCILMEMBER JEFFREY PRANG

PAUL AREVALO, CITY MANAGER

CONSTRUCTION MANAGER  
HEERY INTERNATIONAL, INC.

ARCHITECT  
MDA JOHNSON FAVARO

GENERAL CONTRACTOR  
WE O'NEIL CONSTRUCTION COMPANY

MONDAY, MARCH 1, 2010 | 5:30 P.M.

WEST HOLLYWOOD PARK AUDITORIUM  
647 N. SAN VICENTE BOULEVARD  
WEST HOLLYWOOD, CA 90069



FOR MORE INFORMATION, CONTACT CHRISTOPHER WORLAND,  
25TH ANNIVERSARY CAPITAL PROJECT COMMUNITY LIAISON,  
AT (323) 848-6511 OR VISIT [WWW.WEHO.ORG/CAPITALPROJECT](http://WWW.WEHO.ORG/CAPITALPROJECT)

### \* PLEASE NOTE:

IN THE EVENT OF RAIN THE EVENT WILL BE CANCELLED.  
PLEASE CALL (323) 848-6511 TO CONFIRM RAIN CANCELLATION.



# SAVE THE DATE

## Celebrate the Opening of the New West Hollywood Library

Saturday, October 1, 2011 - 10 am - 2 pm



## and the 10th Annual West Hollywood Book Fair

Sunday, October 2, 2011 - 10 am - 6 pm

### **Celebrate the Dedication and Grand Opening of the new West Hollywood Library**

**Saturday, October 1, 2011 • 10 a.m. to 2 p.m. • 625 N. San Vicente Boulevard • West Hollywood**

The new West Hollywood Library includes:

- Stuart Feigin Computer and Technology Areas • Wells Fargo Career Development Center
- Signature Collections (HIV/AIDS, Arts and Design) • Children's Theatre/Children's Area
- Teen Area • LGBT Area • International Languages Collections • Assistive Technology and Large Print Collections • West Hollywood Room and Archive • Friends of the Library Bookstore
- Shelving for 150,000 books, movies and music as well as wireless Internet, reading lounges, group study rooms

Find "WEHOLIBRARY" on



[www.weho.org](http://www.weho.org)

## **BUS SHELTER ADS**

**MEDIA COVERAGE**

# Los Angeles Times

## Architecture Review: West Hollywood Library among top works

The new library across from the Pacific Design Center strikes an appealingly upbeat tone, borrowing from various architectural influences to become one of the most impressive public pieces in the region in a decade.



The new West Hollywood Library features a top level with floor-to-ceiling glass and views of the Hollywood Hills. (Benny Chan / Fotoworks / September 28, 2011)



Photos: West Hollywood Library

By Christopher Hawthorne, Los Angeles Times  
Architecture Critic

*September 28, 2011*

The new West Hollywood Library, set to open to the public Saturday on a curving stretch of San Vicente Boulevard across from the Pacific Design Center, is a building that offers a freewheeling tour through centuries of architectural history. Explicitly or

---

**CITY OF WEST HOLLYWOOD CLIPPINGS**

implicitly, it points back to the work of Charles Moore, Pierre Koenig, Frank Gehry and even Michelangelo.

The library includes long expanses of floor-to-ceiling glass, in the great California midcentury tradition, as well as bands of marble and generous helpings of architectural ornament. Along with computer terminals and shelves full of actual books, it incorporates a pair of parking garages, rooftop tennis courts, murals by the street artists Shepard Fairey and Kenny Scharf and new chambers for the West Hollywood City Council.

Whatever you want to call its style (the first local stirrings of a postmodern revival, maybe?), it sounds altogether too busy and too stuffed with architectural influences to succeed. And yet it does succeed — beautifully.

Designed by Steve Johnson and James Favaro of the Culver City firm Johnson Favaro, the library is one of the seven or eight most impressive pieces of public architecture to open in Southern California in a decade.

It certainly can't — and doesn't try to — match the virtuosity of Gehry's Walt Disney Concert Hall or the visceral power of Thom Mayne's Caltrans District Seven Headquarters, two buildings that belong near the top of any list of new L.A. landmarks. But it is tough to think of many civic projects that can match the upbeat, gregarious appeal of the library, which has managed to navigate the punishing low-bid, public-sector construction process without sacrificing its ambition or design personality.

The three-story building — the library fills the second and third floors — covers roughly 48,000 square feet, plus a whopping 168,000 square feet of garage space. Built for \$35 million, it is the first part of a master plan by Johnson Favaro for the library site and an attached park to the north to be completed. The master plan envisions that visitors will eventually be able to walk from Santa Monica Boulevard through the park and directly to the library's front entrance, all without a significant change in grade. Ongoing debates over the fate of the old city library, however, a small, notable modern building from 1959 by the architect Edward Fickett, may slow work on the park.

The new building is among the first products of the Los Angeles County Library system's decade-long construction campaign to really grapple with the architectural implications of a denser, more crowded Southern California. The county still tends to build libraries in the suburban mold: single-story structures surrounded by spacious parking lots.

The Johnson Favaro design offers a clear rejection of that approach. It is essentially a two-story library lifted one story above street level, both to raise its main entrance to meet the park and to make room on its ground floor for the council chambers and connections to the parking garages behind.

The entire street-level facade was to be given over to retail, but that was before the city government, sensing that this might turn out to be the most significant public building to be built in West Hollywood for a generation, moved to take a section for its own use.

---

## CITY OF WEST HOLLYWOOD CLIPPINGS



A planned coffee bar between the council chambers and the street is the only remnant of that original retail plan.

The act of lifting the library into the air produces the design's lone awkward moments: the fact that its main entrance is largely invisible from the sidewalk out front, and that cars heading for the garage will have to share space with pedestrians using the building at ground level. (The architects decided the connection to the park was paramount.) But the gesture does manage to give the building some civic and architectural heft, allowing it to compete, as a piece of urban design, with Cesar Pelli's PDC across the street.

By giving the library the mass of a three-story building, they have allowed it to speak to the PDC almost as an equal. But they've also played against Pelli's glossy, reflective design. They've given the library's exterior — wrapped in two bands of glass sandwiched between curling, faintly baroque ribbons of plaster — a rather quiet mien.

The interior of the library is a different story: It is full of energy, splashes of color and natural light. The main entrance — reached from the sidewalk along San Vicente by a sizable curving staircase meant to operate as a gathering spot in its own right — opens onto a generously sized lobby.

Tucked away near the back of the second floor is a free-standing children's theater designed on the outside to look like a packing crate; its plywood exterior brings Gehry's mid-career work to mind. But inside that crate is something unexpected: a brightly colored, high-ceilinged copy of Michelangelo's canonical Laurentian Library in Florence. In its wry layering of architectural references, the theater suggests not just the Renaissance but the way Moore and other postmodern California architects began recycling classical forms in the 1970s and '80s — not to mention the architectural tricks executed by Walt Disney a couple of decades before that.

Installed over the main staircase is a delicate, wistful piece of public art, in the shape of a large, white coral tree, by David Wiseman. From the top of the stairs it is just a few steps to the main reading room, which sits beneath a richly ornamented ceiling, made of bamboo panels in a floral pattern of leaves, petals and vines. The ceiling is at once a reference to the coffered ceilings in the magisterial libraries of the 18th and 19th centuries and an example of the growing sophistication of digital-design software.

On each of the library's main floors a narrow perimeter zone of floor-to-ceiling glass wraps around a more introspective interior. Chairs and small tables are lined up facing this glass. The idea is that however this library changes over time — and no building type is in greater flux — it will always need to include a series of spaces where people can sit in relative quiet to read.

And the views offered by these spaces — of the hills, the Griffith Observatory, even the downtown skyline — are symbolically important in and of themselves. They say something meaningful about the ways in which Johnson Favaro's design for the library aspires to reflect the changing nature of the Southern California cityscape.

---

## CITY OF WEST HOLLYWOOD CLIPPINGS

These are urban views, not suburban ones. They depend on an architectural vantage point rather than the automotive one for which Los Angeles is famous — on a building that is squeezed in near other buildings and has some height. They suggest a connection not just with the immediate architectural context of the park and the PDC — which looks almost close enough to touch from the library's third floor — but also with the larger city and metropolitan region.

Could you argue that the library ranks among the most impressive recent civic buildings in Southern California in part because we've had relatively few examples in the last decade? That it is near the top of a rather weak field? I suppose you could, and I'm sure some will.

But after many decades of existing as an essentially privatized metropolis — with mostly residential architectural landmarks to match — our region is being forced, as it grows denser, to relearn the art of civic architecture and to reengage the public realm. And in that sense the library is a tremendously encouraging achievement.

*[christopher.hawthorne@latimes.com](mailto:christopher.hawthorne@latimes.com)*

Copyright © 2011, [Los Angeles Times](#)

# ESPN Action Sports

## Fairey to unveil largest mural to date

By Keith Hamm  
ESPN.com  
[Archive](#)

Skateboarder turned internationally acclaimed artist Shepard Fairey recently put the finishing touches on his biggest mural yet as part of a street art collaboration between Vanity Fair and Cadillac in partnership with the Los Angeles Museum of Contemporary Art and the City of West Hollywood.

The artist's "West Hollywood Peace Elephant" is 70 feet tall and 106 feet wide across an exterior wall of the new West Hollywood Library, which is scheduled to open next month. Fairey's work joins additional exterior murals by Kenny Scharf and RETNA (AKA Marquis Lewis) as part of "The West Hollywood Library Murals" project, underwritten by Cadillac.



*West Hollywood Flickr* Shepard Fairey recently put the finishing touches on his biggest mural yet as part of a street art collaboration between Vanity Fair and Cadillac in partnership with the Los Angeles Museum of Contemporary Art and the City of West Hollywood.

"Calm down taxpayers," Fairey wrote on his website, [obeygiant.com](#). "I was not paid to do the mural and paid for my own supplies and labor. Thanks for the wall space though."

---

## CITY OF WEST HOLLYWOOD CLIPPINGS

All three artists were also featured in MOCA's "Art in the Streets" exhibit, which attracted more than 200,000 visitors from April 17-August 8, the highest exhibition attendance in the museum's history.

For Fairey, his popular ascension has been a huge leap from his artistic beginnings as an upstart skateboarder in 1984.

"Skateboarding in the mid-'80s was super do-it-yourself," he told fecalface.com. "That was what got me into making t-shirts and screen printing. At first I just cut stencils and spray painted shirts. Then I realized my art teacher had a real primitive screen print rig in the back room that no one was using. Then I started screen printing some shirts for myself and couple extra for friends. You could see that in a short time in 1984-1985 my whole career was beginning to form based on that stuff."

Fairey never departed too far from his skate roots. During the 1990s, he launched Alternate Graphics, offering skateboards, stickers, shirts, and posters, and also produced a team video, Attention Deficit Disorder. Later he teamed up with pro skater Blaize Blouin to form Subliminal Projects and partnered with Andy Howell at Giant Distribution. Even today, his most famous and perhaps ubiquitous brand, OBEY GIANT, offers a run of skate decks.

Along with his exterior mural, Fairey also recently completed a commissioned art piece inside the new West Hollywood Library.

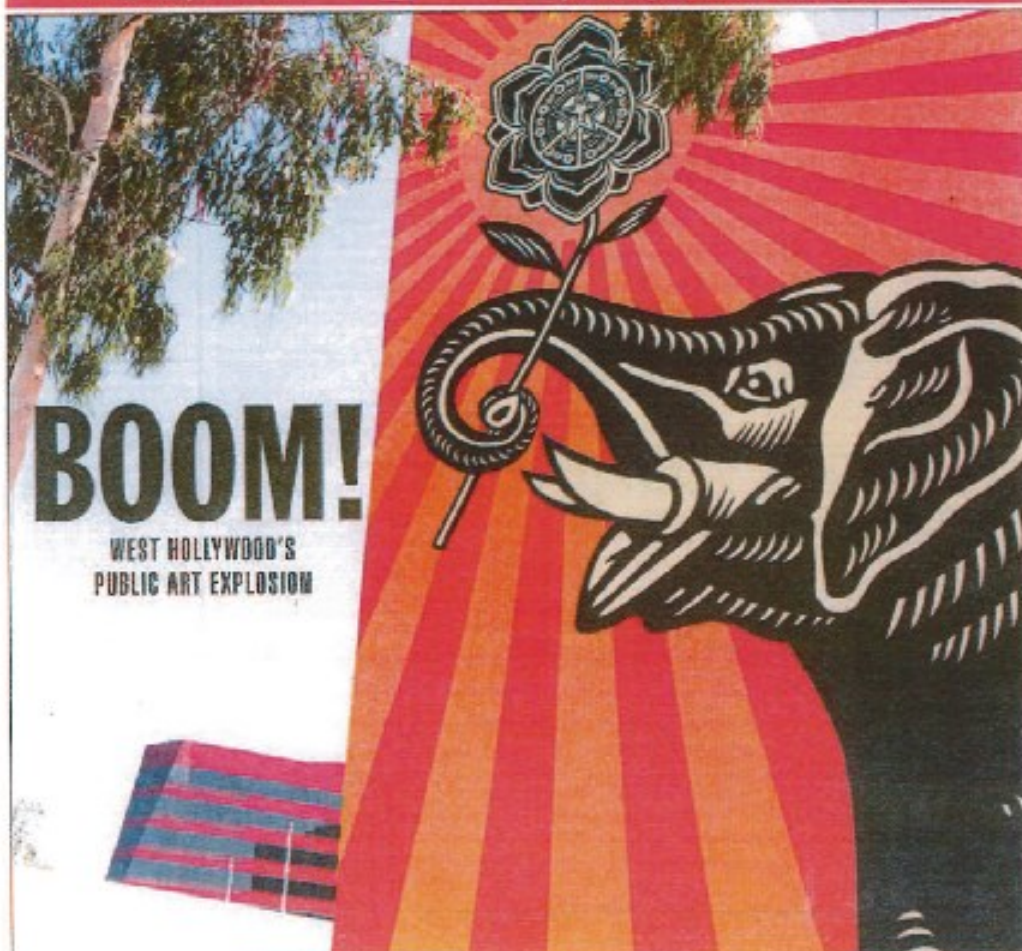
The official unveiling is slated for October 12.



# WEST HOLLYWOOD Independent

[www.aindependent.com](http://www.aindependent.com)

July 28 • August 3, 2011 • Vol. 78, No.30



---

CITY OF WEST HOLLYWOOD CLIPPINGS

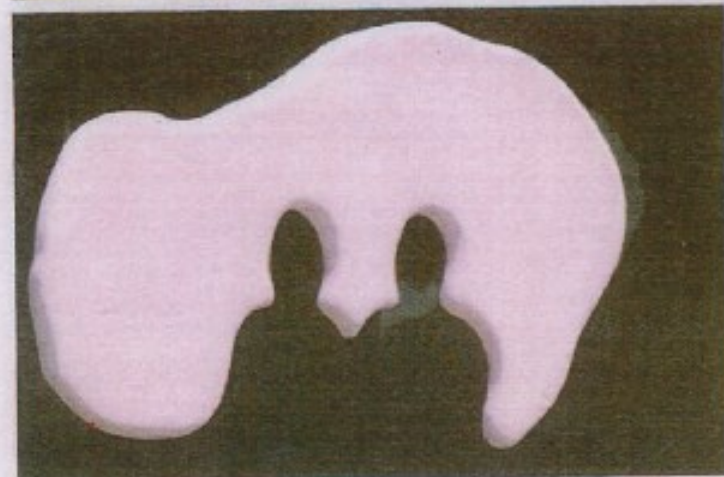


# GOING PUBLIC

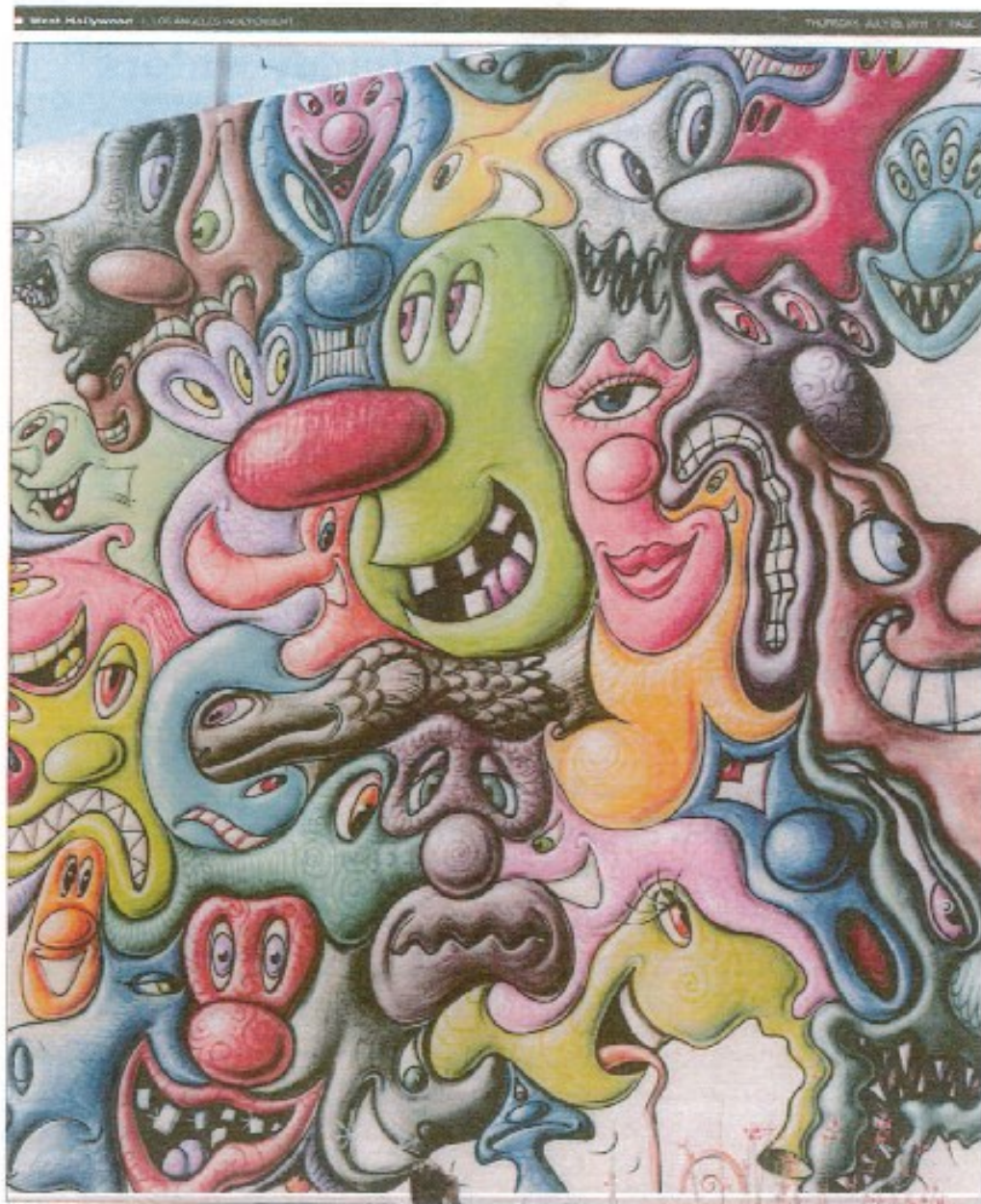
**I**f the scenery around West Hollywood seems more colorful than usual in recent days, it may be because the city is in the midst of a mid-boom of public art that is rising over the sides of new parking structures (famed street artist Shepard Fairey's majestic elephant, right, adorns the soon-to-open new West Hollywood Library; another wall of the structure is covered with Kenny Schacht's fun, comics-inspired piece even on the opposite page; and still another features the RETNA hieroglyphics seen in the middle row on this page, far right) and traffic medians (immediately below are three of the seven "Elemental" installations, part of the city's Art on the Outside program, placed on a grassy Santa Monica Boulevard median between Dolency Drive and Altman Drive. Bottom, far left on this page: a piece from artist Miranda July's Eleven Heavy Things exhibit, now on display in the Pacific Design Center Plaza).



PHOTO BY GARY MCQUINN







---

**CITY OF WEST HOLLYWOOD CLIPPINGS**

## Shepard Fairey, Street Artists Create Murals For West Hollywood's Library

Posted: 7/28/11 05:15 PM ET

West Hollywood is getting a little dose of downtown, as MOCA-selected artists [Shepard Fairey](#), [Kenny Scharf](#), and [RETNA](#) have just finished installing murals on the sides of the city's new library.

The building is still under construction, but the murals were completed recently, reports the [LA Times](#). The project came out of a meeting with MOCA Director Jeffrey Deitch and West Hollywood's cultural affairs administrator, Andrew Campbell.

The *LA Times* tells us that Deitch thought that the walls of the new development's parking structure would make a perfect canvas for the work of several artists featured in MOCA's ["Art in the Streets"](#) exhibit.

While the city of West Hollywood is funding the anti-UV and anti-graffiti coating, MOCA and the artists are paying for the rest of the expenses. Indeed, Fairey wrote on his [website](#), "Calm down taxpayers... I was not paid to do the mural and paid for my own supplies and labor."

[Arrested Motion](#) has some great photos of the work in progress, and we have a slideshow of the finished artworks, which the *LA Times* says will be up until at least 2012.

*Photos by Eliza Fisher.*



Fairey's mural.



# WEST HOLLYWOOD **Independent**

www.independent.com

July 21 • July 27, 2011 • Vol. 78, No. 29

## ALL BOOKED UP

Sneak peek at the  
new, soon-to-open  
West Hollywood Library



## PRAY AWAY THE GAY?

Inside the controversy enveloping Michele Bachmann and her husband



---

**CITY OF WEST HOLLYWOOD CLIPPINGS**



# ALL BOOKED UP

Project officials give a sneak peek at the "97 percent complete" West Hollywood Library ahead of its fall opening.

BY JOHN A. MORENO  
MANAGING EDITOR

**W**earing hard-hats and a justifiable sense of pride, project officials last week showed off the "97 percent complete" new West Hollywood Library during a preview tour that seemed to offer a dazzling feature around every corner.

"The first question that many intelligent friends of mine, and strangers, and members of the press, ask, is: 'Why in the world are we building libraries today? We have Google, we have Amazon. What's the point?'" said Steve Johnson, co-founder of the architectural firm Johnson Favaro, which designed the state-of-the-art, LEED-certified facility. "There's a distinctive, qualitative difference between sitting in your pajamas, Googling, and availing yourselves of the services of a librarian. ... And just simply being in a physical space, with the light of day coming down on your head or on your book, is an important function of a library — sitting in solitude but with your neighbors."

West Hollywood residents will have the opportunity to browse and read in the company of their neighbors after the library's October 1 grand opening. However, given the facility's array of astonishing attributes — innovative design, breathtaking views, and a very cool children's theater — it may be some time before any semblance of "holi-nude" is to be found there.

The 42,000-square-foot library, built at a cost of \$35 million, boasts a long list of environmentally friendly components, one of which is even beneficial to the city's coffers.

"We have photovoltaic panels on the roof that are generating power," said construction manager Daniel Adams of Peery International, Inc. "The city has made the decision to put that power back onto the grid, so every month [Southern California] Edison gives the city a nice little rebate check for consuming power other than using it up."



As anticipated, we're installing the library's famous glass walls, by transparent sheets of transparent, in target audience.

The new West Hollywood City Council Chambers, located on the ground floor of the facility, features multiple projection screens and remarkable acoustics.

## CITY OF WEST HOLLYWOOD CLIPPINGS





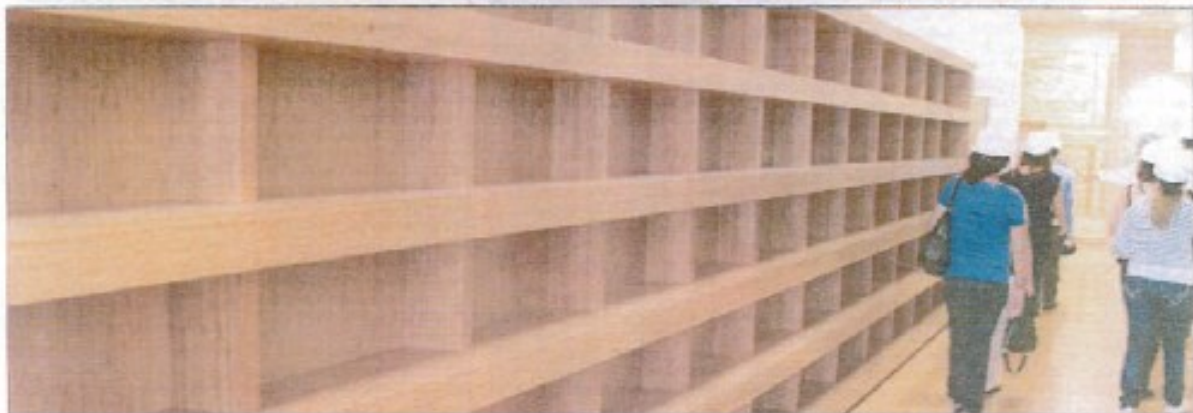
A view of San Vicente Boulevard from within the library.



Steve Johnson, co-founder of the architectural firm Johnson Fawcett, which designed the library.



The bamboo-veneer ceiling is a marvel of handcraft and technology.



## CITY OF WEST HOLLYWOOD CLIPPINGS



## A Tour of the New WeHo Library With an Architectural Photographer

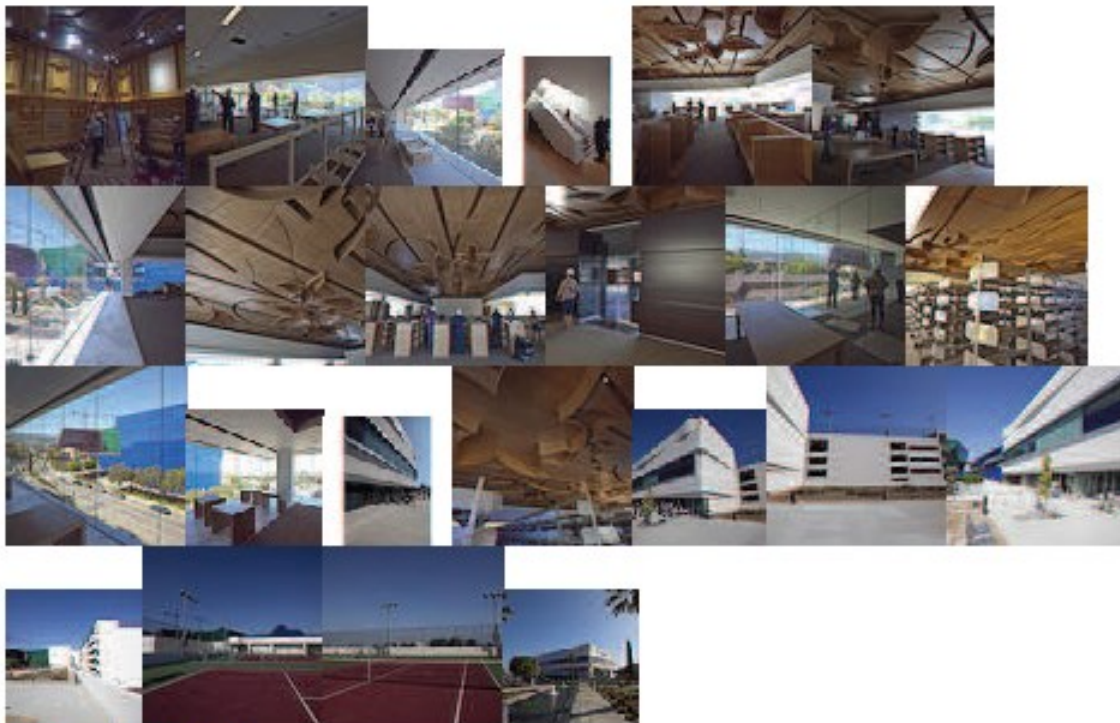
Friday, July 8, 2011, by [Adrian Glick Kudler](#)



---

**CITY OF WEST HOLLYWOOD CLIPPINGS**





Photos by [Luke Gibson](#)

The new **West Hollywood Library** project, which includes City Council chambers, CATV facilities, two new garages with 400 spaces, and new tennis courts, is set to be completed in the fall and is coming along nicely. Architectural photographer [Luke Gibson](#) took a tour a couple weeks ago and shared some of his photos with us--things are already looking more finished than they were on [our tour in early June](#). The Johnson Favaro-designed library will include a bookstore, a Wells Fargo Career Development Center (!), and a **West Hollywood Room and Archives** with a special collection "that serves as a repository of the community's collective memory," [according to press materials](#). Mayor Pro Tem Jeffrey Prang says it'll be "more than just a library...It is more of a civic center."





DATE PEOPLE WHO  
DATE OFFLINE



Find Dates

Los Angeles DATING



MAGAZINE

PRINT

DIGITAL

Los Angeles  
MAGAZINE

Today's weather

Overall

70°

RESTAURANTS | SHOPPING | CULTURE | TRAVEL | BEST OF LA | BLOGS

More: ASK CHUBB | THE GUIDE | CELEBRITY | CITY THINK | COLLABS | FEATURES | L.A. HANDBOOKS | MULTIMEDIA | DATING

PLAY / SLIDESHOWS

Like

Tweet 8

SIGN UP FOR OUR FREE NEWSLETTER  
MANAGE YOUR ACCOUNT

# A Hard Hat Tour: West Hollywood's Library Park

By Chiff Farris

6/30/2011

West Hollywood is using an old-school approach to bringing its residents together: the construction of a new town hall and civic centerplace. The city is building phase I of the West Hollywood Park master plan, which will expand what is currently West Hollywood Park and include a new state-of-the-art library.

Constructed on the southeast corner of West Hollywood Park, the new structure will be LEED (Leadership in Energy and Environmental Design) silver-certified and will be six times the size of the present library building.

In addition to library standards, the new library will have an extensive collection of lesbian, gay, bisexual, and transgender literature, a children's theater, 47 free computer stations, an International Languages collection, a West Hollywood Room, and public meeting spaces available to community groups.

Development—for which the city's *Campaign for a Place Like No Other* aims to raise \$10 million (the project is projected to cost \$64 million)—is scheduled to be completed this fall. See how the space looks under construction here.

Adrianne Mart



Kick off the New Year with the winning Pisco Pórtor

## LA LIST



Kick off the New Year with Pisco Pórtor cocktails. Love 12 great cocktails



Top Women Attorneys in L.A. California



Los Angeles magazine's screening of The View



Los Angeles magazine's A IDOL CAST PARTY

Subscriber Services



Tamara T. White

APR Readiness Review Portfolio

City of West Hollywood Completes Phase I of  
the new West Hollywood Park Master Plan