

PUBLIC FACILITIES, RECREATION, AND
INFRASTRUCTURE COMMISSION
CONSENT CALENDAR

OCTOBER 9, 2024

SUBJECT: NAMING REQUEST TO NAME THE FUTURE THEATER AT THE
CITY PLAYHOUSE IN HONOR OF THE CITY'S FORMER ARTS
MANAGER ANDREW CAMPBELL

INITIATED BY: FACILITIES AND FIELD SERVICES DIVISION
(Helen Collins, Manager)
(Erin Hamant, Senior Administrative Analyst)

STATEMENT ON THE SUBJECT:

The Commission will begin the process to study a naming request to name the future theater at the City Playhouse the "Andrew Campbell Theater" to honor the life, work, and contributions of the City's former Arts Manager Andrew Campbell, in accordance with the City's Naming Policy.

RECOMMENDATION:

Accept staff's recommended public participation/input process and timeline related to the naming request as outlined in the staff report.

BACKGROUND/ANALYSIS:

The West Hollywood City Playhouse Project is a 7,840 square-foot (SF) arts facility, cultural event center, and civic space that will support local artists and nonprofit arts organizations by providing an accessible venue in the center of West Hollywood. The project will feature a forward-thinking 99-seat performance space, a multi-purpose rehearsal room, and flexible lobby space with an intimate landscaped garden. The proposed new two-story building will replace the currently vacant, one-story Coast Playhouse building at 8325 Santa Monica Blvd. The name "City Playhouse" is

temporary place holder until a naming discussion by the City Council can take place. More information about this capital improvement project is located on the City's website: <https://www.weho.org/city-government/city-manager/capital-projects/city-playhousedesign>.

On February 22, 2024, the City Clerk received a naming request from Mayor John Erickson to name the future theater at the City Playhouse the "Andrew Campbell Theater." Refer to Attachment A.

On July 9, 2024, the Naming Committee met to review the naming request and determined that it met the intent and purpose of the established Naming Policy and directed staff to bring the naming request to the City Council as a formal item on the agenda for consideration. The Naming Committee consists of the Mayor, Vice Mayor, City Manager, Chair of the Public Facilities, Recreation, and Infrastructure Commission, and Director of Public Works.

On August 5, 2024, the City Council approved the following actions: 1) referred the naming request to the Public Facilities, Recreation, and Infrastructure Commission for study and subsequent recommendation to the City Council; 2) directed staff to follow the procedures outlined in the Naming Policy; and 3) waived the Naming Policy's requirement that the naming of land, buildings, or facilities in honor of a deceased person shall not be initiated until two years after their death.

NAMING POLICY

Adopted by the City Council in 2000 and updated in 2021, the City's Naming Policy establishes a formal policy and uniform procedures for staff to follow when a naming request is filed with the City Clerk regarding the nomination, consideration, justification, and review of naming City owned or leased land, buildings, or facilities ("City assets").

NEXT STEPS

The Commission will now commence steps C, D, and E in accordance with the Naming Policy Procedures. The following is a proposed outline from staff on how the

Commission could sequence and conduct its work related to the naming request process. These are summarized below in two categories: public participation/input process and timeline. This work will ultimately conclude with the Commission holding a public hearing and approving its recommendation on the naming request for City Council.

- PUBLIC PARTICIPATION/INPUT PROCESS

Staff recommend reaching out to staff liaisons to solicit input and an official action on the naming request by the City's Commissions/advisory bodies listed below. Staff will return to the Commission with these results. Per the Naming Policy, the Commissions/ advisory bodies have 60 days to respond.

- ARTS AND CULTURAL AFFAIRS COMMISSION

- TIMELINE

- OCTOBER THRU DECEMBER (60 DAYS)

PUBLIC PARTICIPATION/ INPUT PROCESS: Staff will solicit official actions/input from each of the City Commissions/advisory bodies. Staff will encourage community members to attend these meetings to provide public comment on the naming request.

- JANUARY OR FEBRUARY 2025

COMMISSION HOLDS A PUBLIC HEARING: The public participation/ input results will be shared with Commission. Community members will be able to submit testimony related to the naming request.

COMMISSION APPROVES ITS FINAL RECOMMENDATION: The Commission will hear staff recommendations and consider the public hearing to determine its final recommendation on the naming request which will be presented to City Council. Staff recommendations at this meeting would include information on signage, identification options, and cost estimates.

➤ FEBRUARY OR MARCH 2025

CITY COUNCIL MEETING: Staff will prepare a staff report for City Council which will include a summary of the Commission's work and its final recommendation on the naming request.

NAMING POLICY PROCEDURES

- A. Requests for naming or renaming of City owned or leased land, buildings, and facilities shall be filed with the City Clerk for transmittal to the City Council and Naming Committee. Such requests shall be submitted, accompanied by a statement summarizing the justification for the recommended name(s) and indicating how the request is consistent with the criteria in the Naming Policy.
- B. The Naming Committee, consisting of the Mayor, Mayor-Pro Tempore, City Manager, Chair of the Public Facilities Commission, and Facilities and Recreation Services Department Director shall review each request submitted to the City Clerk. Those requests, as determined by the Committee to be complete and meeting the intent and purpose of the established Naming Policy, shall be transmitted to the City Council as a formal item on the agenda for consideration.
- C. The City Council shall refer all such requests to the Public Facilities Commission for study and subsequent recommendation to the City Council. The Public Facilities Commission shall consider signage, identification options, and cost estimates related to the naming request. Depending on the specifics of each request, the Public Facilities Commission may at its option refer such requests to staff and/or concerned Commissions/advisory bodies for any input, which would be of assistance to the Commission and ultimately the City Council, in reaching a final determination.
- D. Staff and/or concerned Commissions/ advisory bodies will be expected to submit their evaluation and recommendation to the Public Facilities Commission within sixty (60) calendar days following receipt of a request from the Public Facilities Commission.

- E. The Public Facilities Commission shall hold a public hearing and forward its recommendation to the City Council, accompanied by relevant testimony taken at the Commission's public hearing, as well as the reports of staff and any concerned Commissions/ advisory bodies.

- F. The City Council will make its determination as to the naming request of City owned or leased land, buildings, and facilities at a regularly scheduled meeting of the City Council at which the Public Facilities Commission, staff, representatives of Commissions/ advisory bodies, civic organizations, and the general public may offer testimony. The decision of the City Council shall be final.

ATTACHMENT A: Staff Report, City Council meeting on 08/05/24; includes the Naming Request and the Naming Policy

**SUBJECT: REQUEST TO NAME THE FUTURE THEATER AT THE CITY
PLAYHOUSE IN HONOR OF THE CITY'S FORMER ARTS
MANAGER ANDREW CAMPBELL**

PREPARED BY: PUBLIC WORKS
Vince Guarino, Public Works, Acting Director
Helen Collins, Facilities and Field Services Division, Manager
Erin Hamant, Facilities and Field Services Division, Senior
Administrative Analyst

STATEMENT ON THE SUBJECT:

The City Council will consider a request to name the future theater at the City Playhouse the “Andrew Campbell Theater” to honor the life, work, and contributions of the City’s former Arts Manager Andrew Campbell and refer the item to the City’s Public Facilities, Recreation, and Infrastructure Commission for further consideration.

RECOMMENDATIONS:

- 1) Refer the naming request to the Public Facilities, Recreation, and Infrastructure Commission for study and subsequent recommendation to the City Council.
- 2) Direct staff to follow the procedures outlined in the Naming Policy.
- 3) Waive the Naming Policy’s requirement that the naming of land, buildings, or facilities in honor of a deceased person shall not be initiated until two years after their death.

BACKGROUND / ANALYSIS:

The West Hollywood City Playhouse project is a 7,840 square-foot (SF) arts facility, cultural event center, and civic space that will support local artists and nonprofit arts organizations by providing an accessible venue in the center of West Hollywood. The

project will feature a forward-thinking 99-seat performance space, a multi-purpose rehearsal room, and flexible lobby space with an intimate landscaped garden. The proposed new two-story building will replace the currently vacant, one-story Coast Playhouse building at 8325 Santa Monica Blvd. The name “City Playhouse” is temporary place holder until a naming discussion by the City Council can take place. More information about this capital improvement project is located on the City’s website: <https://www.weho.org/city-government/city-manager/capital-projects/city-playhouse-design>.

On December 19, 2023, Andrew Campbell, a 30-year West Hollywood resident, playwright, cultural leader, world traveler and cherished friend, passed away after a valiant 18-month battle with ALS. Born on June 15, 1952, in Minneapolis, Minnesota he graduated from the University of Minnesota, he acted in Minnesota and Illinois, taught in Northern California, and spent a summer in Chicago before earning a Master of Fine Arts degree in Playwriting from UCLA. After a career in corporate America, he transitioned into the nonprofit and government sectors.

Andrew was the City of West Hollywood’s first full-time arts staff member (2007-2020) and served in various arts administration for over 20 years, including 10 years with the Los Angeles County Arts Commission. He was a dedicated public servant and built supportive partnerships with arts organizations, community groups, non-profits, local businesses, and arts to enrich West Hollywood’s arts scene. Under his leadership, the City’s cultural programming and funding grew significantly, doubling the arts grant program and expanding public art and public programming. In 2016, he became Arts Manager when the City established a separate Arts Division with five full-time staff. Andrew managed award-winning and imaginative art programming for the City’s arts initiatives, including Art on the Outside (temporary public art), the City Poet Laureate program, Drag Queen Story Hour, Free Theatre in the Parks, Arts Grants Program, Holiday Programming, the Human Rights Speaker Series, Mural Program, National Poetry Month, One City One Pride LGBTQ Arts Festival (now WeHo Pride Arts Festival), Summer and Winter Sounds, West Hollywood Library exhibitions, WeHo Reads, and the Urban Art Program (permanent public art). He led WeHo Arts: The Plan, a community-based cultural plan, with conversations, surveys, and artist-led activities, designed to

secure arts and culture at the heart of the Creative City and guide the Arts and Cultural Affairs Commission. Andrew also spearheaded the receipt of two grants from the National Endowment for the Arts (NEA) for One City One Pride LGBTQ Arts Festival (2016) and an Art Works grant for Senior Plummer's Final Fiesta (2018); and received recognition, on five separate occasions by the Americans for the Arts for exemplary public art projects including the projects Empyrean Passage by Dan Corson (2008); Regard by Rebecca Lowry (2010); West Hollywood Park Murals by Shepard Fairey, Kenny Scharf, and Retna (2011); 100 Walkers West Hollywood by Richard Kraft (2015); and WeHo Arts: The Plan Data Visualization Projects by Maria LaMadrid, Sean Noyce, and YoMeryl (2018).

On February 22, 2024, the City Clerk received a naming request from Mayor John Erickson to name the future theater at the City Playhouse the "Andrew Campbell Theater." The naming request is included as Attachment A.

On July 9, 2024, the Naming Committee met to review the naming request and determined that it met the intent and purpose of the established Naming Policy and directed staff to bring the naming request to the City Council as a formal item on the agenda for consideration. The Naming Committee consists of the Mayor, Vice Mayor, City Manager, Chair of the Public Facilities, Recreation, and Infrastructure Commission, and Director of Public Works.

The City's Naming Policy (Attachment B) establishes a formal policy and uniform procedures for staff to follow when a naming request is filed with the City Clerk regarding the nomination, consideration, justification, and review of naming City owned or leased land, buildings, or facilities ("City assets"). The first two steps in the procedures section have been completed and are summarized above, and this staff report initiates the third step. The next steps, as outlined in the Naming Policy procedures, requires the Public Facilities, Recreation, and Infrastructure Commission ("Commission") to review the naming request including signage, identification options, and cost estimates related to the request and provide a recommendation back to the City Council. The Commission may refer the request to other City Advisory Boards and Commissions for input if needed. The Commission will hold a public hearing to collect relevant testimony to finalize and approve its recommendation on the naming request to be provided to the City Council. The City

Council will receive the Commission's recommendation and hear relevant testimony from the Commission, other City Advisory Boards and Commissions, civic organizations, and the general public before making a final determination on the naming request at a regularly scheduled meeting.

Staff recommends the City Council waive the Naming Policy's requirement that the naming of land, buildings, or facilities in honor of a deceased person shall not be initiated until two years after their death.

The Naming Committee and staff support waiving the two-year requirement as the accomplishments and contributions made by the City's former Arts Manager Andrew Campbell to the West Hollywood community, and the arts community as a whole, will stand the test of time.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD

GENERAL PLAN:

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-8: Enhance the Cultural and Creative Life of the Community.
- OSP-11: Community Education.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- HS-2: Support and encourage arts and culture in West Hollywood.

EVALUATION PROCESSES:

Staff will follow the procedures outlined in the City's Naming Policy.

CLIMATE ACTION AND ENVIRONMENTAL SUSTAINABILITY:

Not applicable.

COMMUNITY ENGAGEMENT:

The procedures section of the City's Naming Policy includes a public hearing for

community input to be submitted to the Public Facilities, Recreation, and Infrastructure Commission as testimony for all naming requests.

OFFICE OF PRIMARY RESPONSIBILITY:

Public Works

FISCAL IMPACT:

None at this time.

ATTACHMENTS:

- A. Naming Request - Andrew Campbell Theater
- B. Resolution 21-5376 - City's Naming Policy



CITY OF WEST HOLLYWOOD

Rec'd City Clerk's Office
2/22/24 12:59 p.m.
via E-Mail & Inter-office Mail
MC

CITY HALL
8300 SANTA MONICA BLVD.
WEST HOLLYWOOD, CA
90069-6216
TEL: (323) 848-6460
FAX: (323) 848-6562

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CITY COUNCIL

JOHN M. ERICKSON
Mayor

CHELSEA LEE BYERS
Vice Mayor

JOHN HEILMAN
Councilmember

LAUREN MEISTER
Councilmember

SEPI SHYNE
Councilmember

February 22, 2024

TO: Melissa Crowder, City Clerk

RE: Naming Request for the "Andrew Campbell Theater" at the City Playhouse

The City of West Hollywood has established a Naming Policy (Resolution No. 21-5376) to outline the nomination, consideration, justification, and review of naming City-owned or leased land, buildings, and facilities. In accordance with the Naming Policy, requests for naming or renaming of City-owned or leased land, buildings, or facilities shall be filed with the City Clerk for transmittal to the City Council and Naming Committee.

This memo serves as an official request to consider naming the theater at the City Playhouse the "Andrew Campbell Theater" in honor of the former West Hollywood Arts Division Manager. Andrew was a playwright, cultural leader, world traveler, and amazing friend to many people in West Hollywood. He was a long-time City of West Hollywood employee responsible for overseeing and growing the City's Arts program into what it is today. He passed away on December 19, 2023, after a valiant 18-month battle with ALS.

Andrew Campbell was the City's first full-time arts staff member when he started at the City of West Hollywood in June 2007. Under his leadership, the City saw tremendous growth in cultural programming and funding, more than doubling the arts grant program and expanding public art and programming.

Andrew provided management of award-winning, bold, imaginative, and thought-provoking art programming including the Art on the Outside, the City Poet Laureate program, Drag Queen Story Hour, Free Theatre in the Park, Arts Grants Programs, Holiday Programming, the Human Rights Speaker Series, National Poetry Month programming, the One City One Pride LGBTQ Arts Festival, Summer Sounds + Winter Sounds, West Hollywood Library Exhibitions, West Hollywood Mural Program, WeHo Reads literary series, and the Urban Art Program.

Andrew championed many significant projects, including WeHo Arts: The Plan, a community-based cultural plan that included community conversations, surveys, and artist-led activities, culminating in a document designed to secure the position of arts and culture at the heart of the Creative City and to guide the Arts and Cultural Affairs Commission in its work.



ATTACHMENT A





CITY OF WEST HOLLYWOOD

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CITY COUNCIL

JOHN M. ERICKSON
Mayor

CHELSEA LEE BYERS
Vice Mayor

JOHN HEILMAN
Councilmember

LAUREN MEISTER
Councilmember

SEPI SHYNE
Councilmember

Andrew distinguished himself as a dedicated public servant and arts manager. He built supportive partnerships with arts organizations, community groups, local non-profits, West Hollywood businesses, arts professionals, and other community members to enrich the city's extraordinary arts scene and cultural landscape.

Andrew was a West Hollywood resident for more than 30 years. He loved conducting walking tours of his neighborhood, pointing out architecture, public art, the homes of famous residents, and regaling his listeners with historical tidbits.

Before joining the City of West Hollywood, Andrew served in various arts administration roles for over 20 years, including management positions with the Los Angeles County Arts Commission.

The City of West Hollywood has begun the design process to replace the existing playhouse structure at 8325 Santa Monica Boulevard, formerly known as the Coast Playhouse, with a new City Playhouse. The new venue will serve as an arts and cultural event center that will support artists and nonprofit arts organizations by providing an accessible venue in the center of West Hollywood. The project will include a theater and outdoor area for programming, and a landscaped civic space.

The City's Naming Policy outlines that the naming in honor of a deceased person shall not be initiated until two years after their death to ensure that an individual's accomplishments and contributions will stand the test of time and that decisions are not made on an emotional basis immediately following a person's death. The City Council may waive the waiting period if a deceased person's contribution is deemed so significant that it has already met the test of time.

In the case of Andrew Campbell, his accomplishments and legacy in the City of West Hollywood have already been well-established. Based on his years of service to the City and the pivotal role he played in establishing and growing the arts and cultural affairs program in the City, I would like to request the City Council consider waiving the waiting period and move forward with naming the theater inside the future City Playhouse in honor of Andrew and his legacy: The Andrew Campbell Theater.

Sincerely,


John M. Erickson
Mayor

RESOLUTION NO. 21-5376

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF WEST HOLLYWOOD, CALIFORNIA,
ADOPTING AN UPDATED NAMING POLICY FOR
THE NAMING OF CITY ASSETS

THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DOES HEREBY
RESOLVE AS FOLLOWS:

SECTION 1. Recitals.

1. The City of West Hollywood (“City”) has a Naming Policy in place that establishes uniform procedures regarding the nomination, consideration, justification and review of naming City owned or leased land, buildings and facilities (“City Assets”).
2. The current Naming Policy was adopted on May 1, 2000.
3. The Naming Policy establishes certain criteria for the City Council’s consideration in determining the names to be given to City Assets, and sets forth the procedure for how naming requests of City Assets may be made to and processed through the City.
4. Based on direction at the December 21, 2020 City Council meeting and additional recommendations from the Public Facilities Commission and City staff, the Naming Policy has been updated to, among other things, allow the City Council the ability to waive the 2-year waiting period after a deceased person’s name may be used, and clarifies the process for naming City Assets.

NOW THEREFORE, BE IT RESOLVED, by the City Council of the City of West Hollywood as follows:

SECTION 2. The “Naming Policy” as set forth in Exhibit A attached hereto and incorporated by reference, is adopted, to establish updated uniform procedures regarding the nomination, consideration, justification and review of naming City owned or leased land, buildings and facilities.

I HEREBY CERTIFY that the foregoing is a true and correct copy of a Resolution passed and adopted by the City Council of the City of West Hollywood at a meeting thereof on the 16th day of February 2021 by the following vote:

Resolution No. 21-5376
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PASSED, APPROVED, AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 16th day of February, 2021 by the following vote:

AYES:	Councilmember:	D'Amico, Shyne, and Mayor Pro Tempore Meister.
NOES:	Councilmember:	Erickson and Mayor Horvath.
ABSENT:	Councilmember:	None.
ABSTAIN:	Councilmember:	None.

DocuSigned by:
Lindsey P. Horvath
A45D21B3B37A4F1...
LINDSEY P. HORVATH, MAYOR

ATTEST:

DocuSigned by:
MELISSA CROWDER
A45D21B3B37A4F1...
MELISSA CROWDER, ACTING CITY CLERK

EXHIBIT A

CITY OF WEST HOLLYWOOD NAMING POLICY

PURPOSE

To establish a formal policy and uniform procedures regarding the nomination, consideration, justification, and review of naming City owned or leased land, buildings, or facilities ("City assets").

POLICY

The naming of City assets creates a permanent identity for public spaces and is a powerful placemaking tool. Naming land, buildings and facilities can be a complex and emotionally evocative task, and deep consideration is warranted when additional public resources are used to create or change the names on signs, maps, and literature. In determining the names to be given to City owned or leased land, buildings, and facilities, the City Council will give particular consideration to the following criteria:

- A. Names shall represent broad community principles, which enhance the values, character, and heritage of West Hollywood and will be compatible with community interest.
- B. Names shall have timeless qualities and shall make a statement of worthy and enduring legacy to the City's future generations.
- C. Names shall recognize geographic, topographic, or historical attributes of West Hollywood.
- D. Names may incorporate the words "WEST HOLLYWOOD" or "CITY OF WEST HOLLYWOOD," where it is deemed important for civic or other reasons for a building, facility, or land to be identified with the City.
- E. Land, buildings, or facilities may be named in honor of persons who have served the nation, the State of California, and/or the City of West Hollywood in an exceptional and distinguished manner and where such action is warranted by a contribution of service which is deemed to be of major significance.
- F. Land, buildings, or facilities will not be named after living persons unless it is stipulated as a condition of donation and deemed appropriate to take such action on the basis of a major gift, monetary or otherwise, which warrants a deviation from this policy.
- G. The naming process for land, buildings, or facilities in honor of a deceased

person shall not be initiated until two years after their death. This particular policy is not intended in any way to reflect on the merits of any deceased individual who may have been a prominent civic leader. However, it is felt appropriate to establish such a waiting period to ensure that an individual's accomplishments or contributions will stand the test of time and that decisions shall not be made on an emotional basis immediately following a person's death. The City Council may waive the waiting period if a deceased person's contribution is deemed so significant that it has already met the test of time.

- H. Land, buildings, or facilities may be named after individuals, families, businesses, or agencies who have donated the land, building, facility, or funds for a significant capital project, particularly if such naming is set forth as a condition of the donation.
- I. The names of land, buildings, or facilities named in honor of individuals shall not thereafter be changed to honor other individuals.
- J. Generally, a name will not be considered if it is already in use and assigned to land, buildings, or facilities within the City or elsewhere.
- K. Names will be considered by the City Council, whether submitted by Council Members, City Commissions, Advisory Boards, staff, civic organizations, and/or general public. The selection process will encourage public participation and may include, where deemed appropriate, a contest or competition, if it is felt that such an alternative would promote greater communitywide interest and participation.

PROCEDURES

- A. Requests for naming or renaming of City owned or leased land, buildings, and facilities shall be filed with the City Clerk for transmittal to the City Council and Naming Committee. Such requests shall be submitted, accompanied by a statement summarizing the justification for the recommended name(s) and indicating how the request is consistent with the criteria in the Naming Policy.
- B. The Naming Committee, consisting of the Mayor, Mayor-Pro Tempore, City Manager, Chair of the Public Facilities Commission, and Facilities and Recreation Services Department Director shall review each request submitted to the City Clerk. Those requests, as determined by the Committee to be complete and meeting the intent and purpose of the established Naming Policy, shall be transmitted to the City Council as a formal item on the agenda for consideration.
- C. The City Council shall refer all such requests to the Public Facilities Commission for study and subsequent recommendation to the City

Council. The Public Facilities Commission shall consider signage, identification options, and cost estimates related to the naming request. Depending on the specifics of each request, the Public Facilities Commission may at its option refer such requests to staff and/or concerned Commissions/ advisory bodies for any input, which would be of assistance to the Commission and ultimately the City Council, in reaching a final determination.

- D. Staff and/or concerned Commissions/ advisory bodies will be expected to submit their evaluation and recommendation to the Public Facilities Commission within sixty (60) calendar days following receipt of a request from the Public Facilities Commission.
- E. The Public Facilities Commission shall hold a public hearing and forward its recommendation to the City Council, accompanied by relevant testimony taken at the Commission's public hearing, as well as the reports of staff and any concerned Commissions/ advisory bodies.
- F. The City Council will make its determination as to the naming request of City owned or leased land, buildings, and facilities at a regularly scheduled meeting of the City Council at which the Public Facilities Commission, staff, representatives of Commissions/ advisory bodies, civic organizations, and the general public may offer testimony. The decision of the City Council shall be final.