

Bergamot Area Plan Neighborhood Meeting Summary Form

Meeting Information	
Meeting Date:	October 10, 2011
Organization Name:	Local Westside Artists
Name of Contact Person:	N/A
Location:	Ken Edwards Ctr
Duration of Meeting:	2 hours
Number of Participants:	12 (not incl. staff)
Staff Representation:	Nathan Birnbaum; Jessica Cusick; Peter James
City Council and/or Planning Commission Members Present:	N/A

General Comments
<p>This meeting was held to get feedback from local west Los Angeles artists on their perception of Bergamot Art Center. The following summarizes the general opinions expressed:</p> <p>Perception of Bergamot today</p> <ul style="list-style-type: none"> • Bergamot Station is unique because it serves as a “campus” for art galleries. The campus-like setting provides a sense of place, and should be enhanced. • One of the assets of Bergamot is that it is an open forum and serves a number of functions from art galleries, to charity events to concerts, etc. • The parking lot is not very beautiful, but it works both for parking and for large gathering events. Could be enhanced with landscaping and more diverse materials other than asphalt. • Bergamot is a place where you can interact with a diverse group of people. This makes it different than other places in Santa Monica. <p>Bergamot’s Challenges</p> <ul style="list-style-type: none"> • Bergamot is not available to local artists. Would like to see the City sponsor an initiative that brings local artists into the area. • Facilities are sub standard <ul style="list-style-type: none"> ○ No air conditioning in the summer ○ No heat in winter • Lacks the ability to adequately accommodate large numbers of people. Need to think about ways to make it more attractive and increase the infrastructure in the area. • There is a lack of space for performing arts/artists. As part of the mixed-used creative space, there should be space dedicated for performing artists. • Lack of branding/recognition for the area. • Need to keep the funky feel because it brings the arts to the area. <p>Bergamot’s Opportunities</p> <ul style="list-style-type: none"> • Consider adding theater/performance space to enhance Santa Monica’s position as a regional theatre destination.

- Consider adding new cafes and restaurants to provide more options for visitor and tenants.
- Artists require lower rents to stay in the area. Look into affordable housing and business ownership opportunities for artists.
- Consider building a large parking structure that can accommodate parking needs for businesses and for events. Not for Expo. Patrons and employees cannot find parking when there is an event being held at "The Station". Concerns that there will be Park n' Ride use...
- Enhance accessibility to Bergamot from the neighborhoods and from the commercial boulevards.
- Improve the existing parking lot with landscaping and various gathering places.
- Keep the soul of the area, but make changes that benefit the area.
- Consider linking school programming to Bergamot, and use it as a campus for creative education.
- Create spaces large enough to live and create (live/work spaces are typically too small)

Follow-Up Issues:

Invitations to Bergamot tenants to attend future workshops on the Bergamot Art Center.

