



WEST HOLLYWOOD URBAN ART GUIDELINES

The West Hollywood Municipal Code, Chapter 19.38 entitled "Urban Art Program" requires developers of certain projects to contribute one percent of the development valuation to public art.

Developers will be provided with information regarding the Urban Art Program when they first submit their plans to the City.

Before the City will issue a Building Permit, either the In-lieu Fee must be paid, or the final Urban Art Plan must be approved by the Arts and Cultural Affairs Commission.

Before the City will issue a Certificate of Occupancy or other final building approval, the art must be completely installed and all approvals in place, including payment of any excess In-lieu fee that may have arisen as a result of an increase in the Project Value.

Developers wishing to meet the requirements of the Urban Art Program by including art on the project site must develop an Art Plan concurrently with the design and design development phases of the project. The art must be an integral part of the development project and the artist must be included as a member of the project design team. The final Art Plan must completely describe the art project including method of artist selection; biography of the chosen artist; narrative and visual descriptions of the art; full plans and engineering drawings; elevations; scale drawings; and, a list of materials to be used.

On-site art must be original work produced by a practicing artist specifically for the project site. The art must be easily visible to the public for a minimum of ten hours per day. Projects proposing a performance related Art Plan will be considered on a case by case basis.

The requirements of the Urban Art Program will be deemed satisfied only if art in the value of one percent (1%) of the Project Value has been installed on the project site to the City's satisfaction.

The choice of artist(s) and the Art Plan must be approved by the Arts and Cultural Affairs Commission in accordance with the Section 19.88.030 of the West Hollywood Municipal Code and the requirements outlined in this document.

The review process is seen as a collaborative one, with the single aim of developing the best possible art for the project and the community at large.

The Arts and Cultural Affairs Commission generally approves Urban Art projects in four stages:

Stage I	Artist Approval
Stage II	Review Schematic Plan
Stage III	Review Final Art Plan
Stage IV	Construction and Final Review

- All developers intending to develop on-site art to comply with the requirements of the Urban Art Program are strongly advised to meet with the Urban Art Coordinator for an initial briefing.

REMINDER: The final Art Plan (Stage III) must be approved by the Arts and Cultural Affairs Commission before a building permit can be issued. Stage IV - Construction and Final Review - must be completed before a Certificate of Occupancy or other final approval can be given!

Approval Process for On-site Art

Stage I – Artist Approval

The developer shall present to the Commission their proposed project artists for approval. The Commission will review:

- The artist selection procedure used.
- Artist(s) resume(s), biographical materials and evidence of artistic/cultural experience.

This stage should be completed early in the planning review process of the development project.

Stage II - Review Schematic Plan

The developer shall present to the Commission for review and approval the Schematic Plan consisting of:

- The artist's concept plan for the site, including: schematic designs/drawings; site plans and elevations; a narrative description of the proposed art project including how it fits into the environment of the City; and, proposed materials and color scheme.
- Implementation timeline.
- Outline of the Art Budget.
- Maintenance issues.
- A copy of the Developer/Artist Agreement.

This stage of the Art Plan should be undertaken concurrently with seeking planning approval from the Community Development Department.

Stage III - Review Final Plan

The developer shall present to the Commission for review and approval the final comprehensive Art Plan consisting of:

- description of the project.
- the artist's biography and narrative statements.
- construction drawings and specifications, *including location of the Art Plaque*
- scale model.
- final list of special materials and colors.
- list of proposed fabricators and suppliers.
- completed maintenance plan and special considerations.
- permits or approvals from the City Building Official (if applicable).
- project timeline and finalized Project Budget.

Within 10 days following the meeting of the Arts and Cultural Affairs Commission, the applicant will be notified in writing of the Commission's decision.

Stage IV - Construction and Final Review

Prior to requesting the issuance of a *Certificate of Occupancy* or other final building approval, the developer must notify the Urban Art Coordinator that the art project is completed and request an on-site inspection.

In addition to an on-site inspection the developer shall:

- Submit documentation of the art expenditures including but not limited to: copies of payments to the artist and other eligible contractors. The artist(s) must confirm in writing to the City that they have received the contracted payments. *(Note: any shortfall in expenditures compared to the 1% for art amount determined by the City Building Official shall be paid into the Art Fund)*
- Provide a detailed final maintenance plan and schedule.
- Have completed installation of the required Urban Art.
- Have installed the required Art Plaque.
- Have signed, executed and recorded the Urban Art Maintenance covenant.

General Review Criteria

It is the goal of the Urban Art Program to achieve high quality urban art projects within the City. As outlined previously, artists and urban art designs will be reviewed by the Arts and Cultural Affairs Commission at each stage of the project. General criteria used to review projects and project artists will include, but may not be limited to:

- Quality and artistic merit of the artist's public art proposal.

- Responsiveness and relevance to the site (its history, architecture, development, landscaping and socio-economic context).
- Feasibility and quality of the proposed public art project (technical, operational, maintenance, public safety, durability and quality of materials).
- Artist's experience of working in the public realm.
- Artist's ability to work collaboratively with other design professionals.
- Artist's experience in working within a given budget, time-frame and City parameters.
- Artist's achievements, experience, education and recognition.

Art Plaque/Acknowledgement

Developers must incorporate a plaque on or close to the work of art which properly acknowledges the artist and the City's Urban Art Program. The City approved plaque must be 6" by 9" in weather resistant bronze. The plaque must identify *the name of the artist* and *the title of the piece* as approved by the artist; *the year of completion* and the following words "*West Hollywood Urban Art Program.*" Any additional wording must be approved by the Arts and Cultural Affairs Commission.

Maintenance of the Art

Maintenance of the Art is the responsibility of the developer and its successors for the lifetime of the building or other length of time as approved by the City. The developer shall ensure that the Art is properly maintained, cleaned and in good repair and working order at all times.

The owner shall execute a maintenance covenant with the City. The maintenance covenant will be recorded against the property and binding on subsequent owners.

Developers should include maintenance provisions in the artist's contract that stipulate the length of time that the artist will be responsible for repairs or modifications (typically one year).

The developer must provide a copy of the maintenance manual and schedule to the City (as indicated in Stage III of the approval process).

The developer, and his or her successors in ownership must ensure that the Art remain in-situ on the property as approved in the Final Art Plan unless otherwise approved in writing by the City. If the art work should be removed, stolen, or destroyed, the owner shall be responsible for the replacement of the art work or pay an amount equivalent to the original 1% percent of Project Value into the City's Art Fund.

Should the art work cease to be reparable, the property owner must negotiate an alternative solution for the replacement or disposition of the Art in conjunction with the City and the artist as applicable.

Sample Urban Art Projects



Lynn Goodpasture, *The Children's Clock*, 2003.



Jacob Hashimoto, *The Departure*, 2008.



Steve Roden, *With an Ear to the Earth*, 2008.

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