

The Urban Art Program (often referred to as the percent for art requirement) requires that one percent (1%) of the building permit valuation for new construction and certain rehabilitation projects be allocated for a public artwork. The Urban Art Policy provides a mechanism to promote art in the City and achieve interest and vibrancy within the urban fabric. The Policy details procedures required to implement and fulfill the requirements for the Urban Art Program.

The Arts and Cultural Affairs Commission, through its Urban Art Subcommittee, has approval authority for all Urban Art projects. The building permit valuation shall be determined by a City Building Official.

#### **APPLICABLE PROJECTS**

- New development with a value of \$200,000 or more.
- Alteration or repair of a structure increasing the total gross floor area or otherwise intensifying the use, where such alteration, intensification, or repair has a value of \$200,000 or more.

#### **EXEMPT PROJECTS**

- Rehabilitation of private property that is primarily financed with public funds.
- Residential structures of one or two units; residential structures with more than 25 percent of the units available to low or moderate income households as determined by eligibility requirements and a rental or sales price schedule established annually by Council.
- Alteration, construction, or repair financed by funds collected in compliance with development exactions.
- Renovations to designated Cultural Resources as defined in Chapter 19.90 of the Zoning Ordinance.
- Projects that are intended primarily to provide facilities for nonprofit public service providers.

#### **WAYS TO SATISFY THE URBAN ART REQUIREMENT**

- Contribute cash in the amount of one percent (1%) of the building permit valuation (also called Project Value) to the City's Art & Beautification Fund (this is also called the In-lieu Fee), or
- Incorporate art work with a minimum value of 1% of the Project Value into the development in accordance with the Urban Art Policy.

**DOWNLOAD THE POLICY:** <http://weho.org/residents/arts-and-culture/urban-art-program>

#### **QUESTIONS ABOUT THE URBAN ART PROGRAM:**

Rebecca Ehemann, Public Art Coordinator, [rehemann@weho.org](mailto:rehemann@weho.org), 323/848-6846

#### **Considerations**

- 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. As such, the review process can be lengthy. We encourage applicants to give careful thought to the additional time required to fulfill the requirements of the Urban Art Policy, should the developer elect to place art on site.
- Developers with an art budget between 0-\$75,000 (or less than 5 units) might consider contributing to the Art & Beautification fund in lieu of placing a permanent urban artwork on site, due to the amount of time the process takes and the limited budget to create a compelling and integrated art work.
- It is imperative that the process start as soon as the design and design development phases of the project begin. The Arts and Cultural Affairs Commission does not look

favorably upon Urban Art projects that are introduced after the design and design development phases are far along in their processes. 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.

### **PAYING INTO THE ART & BEAUTIFICATION FUND**

The City's Art & Beautification Fund was established for the specific purpose of financing temporary art projects within the City and is used solely for that purpose. If a developer should choose not to put a permanent urban art project on the site, then the entire art budget (1% of the total building permit valuation) shall be contributed to the Art & Beautification Fund. This is called the In-lieu Fee. Developers intending to meet the requirements of the Urban Art Program by paying the In-lieu Fee must:

1. Obtain a Building Permit Valuation (also called Project Value) from the City Building Official.
2. Complete the Urban Art Development Application online: <http://weho.org/residents/arts-and-culture/urban-art-program>
3. Submit a check to the City for 1% of the Building Permit Valuation (Project Value) figure provided by the City Building Official. If there is an increase in the building valuation, as determined by the City Building Official, after the building permit has been issued, the developer shall pay a corresponding increase in the In-Lieu Fee.
4. Email a copy of the payment receipt to the City's Public Art Coordinator. The Public Art Coordinator will then sign the building permit issuance form.
5. The In-lieu Fee must be paid before a building permit can be issued.

### **INTEGRATING ART INTO A DEVELOPMENT**

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 concept design and design development phases of the building project. The art shall be an integral part of the building project and the artist must be included as a member of the project design team. The art shall be original work produced by a professional practicing artist and made 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. All developers intending to integrate art into their development to comply with the requirements of the Urban Art Program are strongly advised to contact Rebecca Ehemann, Public Art Coordinator, [rehemann@weho.org](mailto:rehemann@weho.org), 323/848-6846 for an initial briefing.

1. Complete the Urban Art Development Application online: <http://weho.org/residents/arts-and-culture/urban-art-program>
2. Prior to embarking on the Urban Art process it is recommended that developers, with an Art Consultant of their choice, present an overview of the building project and the initial art opportunities to the Urban Art Subcommittee for review and comments.
3. The Arts and Cultural Affairs Commission approves Urban Art projects in four stages:

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

*IMPORTANT:* A Building Permit will not be issued until a Final Art Plan (Stage III) has been approved by the Arts and Cultural Affairs Commission. A Certificate of Occupancy will not be issued until the public art project has been completed to the City's satisfaction (Stage IV).