



WEST HOLLYWOOD MURAL PROGRAM COMMERCIAL BUSINESS PROCESS AND GUIDELINES

Approved by the Arts and Cultural Affairs Commission on January 28, 2016

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BACKGROUND

The City of West Hollywood, through its Arts and Cultural Affairs Commission, has one of the most robust public art programs in the country. The City encourages developers and business owners to work together with artists through the City's Commercial Business Mural Program to provide opportunities for artistic and creative engagements on commercial properties throughout the City.

Art can offer a competitive advantage for a business, drawing positive attention for the business as it is seen to be engaging more actively with the community. In addition, recent examples of murals on businesses helped increase both social media and foot traffic for the sponsoring business. In 2015, a mural on Craig's Restaurant by the artist Retna, was named as one of "LA's Most Instagram-Worthy Street Art Spots" by "Racked LA." Also in 2015, a mural by the artist Risk on the façade of Woven Accents was featured in "Los Angeles Magazine."

The City of West Hollywood's Arts and Cultural Affairs Commission has guidelines for the successful creation of an artist's mural. If you are interested in commissioning a mural, start by contacting Rebecca Ehemann, Public Art Coordinator, 323/848.6846 or rehemann@weho.org.

A mural application or other temporary public art project proposal must be reviewed by the Arts and Cultural Affairs Commission before an installation takes place.

PROCESS AND GUIDELINES

The Arts and Cultural Affairs Commission has established a clear set of guidelines and application process to facilitate the mural approval process. These documents were adopted to ensure consistency and aesthetic value in the community for the best possible results.

The application process and guidelines are intended to provide the City and mural applicants with a reasonable process that will safeguard the interests of the community, as well as those of the individual property owner.

The application must be submitted electronically using the online application form. The application should be submitted at least 60 days before the proposed installation date. Proposals are reviewed by the Arts and Cultural Affairs Commission which generally meets on the 4th Thursday of every month. Applicants are not required to attend the Arts and Cultural Affairs meeting.

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MURAL DEFINITION

For the purposes of the West Hollywood Mural Program, a mural is defined as a large-scale artwork, painting or mosaic, applied to or mounted directly to an exterior surface of a building, construction fence or other structure and that is visible from the public right-of-way. Its primary intent is to be artistic in nature, rather than purely information, creative signage or commercial signage.

The emphasis of the mural will be on “artistic expression” and must not espouse a particular religious, political or ideological viewpoint. Mural proposals shall not include designs that would be considered inappropriate and/or indecent by community standards. A mural shall not indicate or describe in narrative, the form of commercial activity that happens *inside* a building. All mural proposals containing any signage elements, as defined in the City of West Hollywood Municipal Code, will be redirected to submit an application through the Planning Division.

MAINTENANCE

The City of West Hollywood does not take responsibility for maintenance and preservation of murals approved by the Art on the Outside subcommittee, unless placed upon City property. A mural placed on a private structure becomes the physical property of the building/property owner. As such, the building/property owner is responsible for periodically monitoring the condition of the mural and facilitating its care and maintenance, assuming any costs associated with its maintenance, repair and/or removal. Murals not maintained properly may be subject to Code Compliance penalties and removal.

ZONE CLEARANCE PERMIT FEE – MURALS ON PRIVATE PROPERTY

Once the mural application is approved by the Arts and Cultural Affairs Commission, the owner of the property is required to complete a Zone Clearance Permit through the City’s Planning Division and pay the permit fee. Download an application here: <http://www.weho.org/Home/ShowDocument?id=20054>. This is an over-the-counter procedure and requires a small permit fee of \$106.47 to be paid (updated 2015, fee subject to change). If you have any questions regarding the Zone Clearance Permit application or fees, you should call the Planning Counter at 323-848-6475 or planning@weho.org.

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COMMERCIAL BUSINESS MURAL GUIDELINES

1. All applicants must submit a Commercial Business Mural Application and receive approval from the City of West Hollywood Arts and Cultural Affairs Commission prior to installation.
2. All artists must be registered on the WEHO Muralist Roster. An artist application for the Roster may be submitted in tandem to the Commercial Business Mural Application.
3. The mural must not impede or have an adverse effect on the safe and efficient movement of vehicular or pedestrian traffic.
4. A mural placed on a private structure becomes the physical property of the building/property owner. As such, the building/property owner is responsible for periodically monitoring the condition of the mural and facilitating its care and maintenance, assuming any costs associated with its maintenance, repair and/or removal.
5. The proposed mural shall be an original work of art. The mural shall be designed and constructed under the supervision of a qualified artist/muralist or other qualified professional who has sufficient knowledge and experience in the design and execution of such projects, as well as with the application of the selected medium.
6. Requests for mural approvals must be received no later than 60 days prior to actual implementation of design. Mural design approval does not constitute acceptance into the City's Civic or Urban Art Collection, unless specifically commissioned by or acquired by the Urban Art Subcommittee for the City of West Hollywood (or approved as part of an Urban Art project in conjunction with the City's Urban Art Ordinance, which would then be reviewed under a separate process).
7. Murals approved under the program should be on exhibition for a minimum period of one-year. The applicant may apply for an extension after the one-year period, for up to an additional two-years, which may be granted, pending an examination of the mural by the City to ensure that it is still in good condition and is in compliance with the West Hollywood Mural Program.
8. The approved mural shall remain in place without alteration. "Alteration" includes any change to a permitted mural, including but not limited to any change to the image(s), materials, color, or size of the permitted mural. "Alteration" does not include naturally occurring changes to the mural caused by exposure to the elements or the passage of time.

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9. Once the Art on the Outside subcommittee has approved the proposed mural design, the artist may not make “alterations” to the design without returning to City staff for approval of the changes prior to implementation of the mural.
10. Applicant shall notify City staff if the mural will be removed before the anticipated deinstallation date.

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WEST HOLLYWOOD MURAL PROGRAM CRITERIA FOR APPROVAL

Approval of a mural application is contingent upon fulfillment of the Commercial Mural Application. Artists must be registered on the WEHO Muralist Roster in order to qualify for a mural in the City of West Hollywood. An artist application for the Roster may be submitted in tandem to the Commercial Business Mural Application.

The artwork will be reviewed according to the following criteria:

1. Concept:
 - a) Strength of concept;
 - b) Originality and craftsmanship of proposed artwork;
 - c) Appropriateness of the visual imagery for all audiences (not reflecting politics or containing overtly sexual or religious content or expressing a commercial aspect).

2. Scale:
 - a) Appropriateness of scale for the surrounding environment;
 - b) Appropriateness of the wall upon which the mural will be installed;
 - c) Strength of concept in regard to the target audience for the artwork (pedestrians, from moving vehicles, stationary audience, etc.).

3. Context: Creatively responds to the site and “The Creative City” of West Hollywood

4. Feasibility:
 - a) Ability and willingness to collaborate with City staff;
 - b) Demonstrated ability to complete the proposed mural;
 - c) An appropriate budget and proposed materials to ensure durability for the proposed lifespan of the artwork;
 - d) Suitability of the wall surface to receive the proposed materials;
 - e) Commitment to prepare the surface for painting and to use acceptable UV/graffiti coating.

5. Commercial Business Application: Completed Waiver for Artwork Placed on Private Property Form signed by both parties.

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PROCESS FOR PROPERTY/BUSINESS OWNER AS APPLICANT

1. The City of West Hollywood's Arts and Cultural Affairs Commission has adopted guidelines for the successful creation of an artist's mural. Notify the Public Art Coordinator of intention to submit an application 60 days in advance of a deadline by emailing rehemann@weho.org or 323/848-6846.
2. Review the WEHO Muralist Roster and engage with an artist who is appropriate for the project. Alternatively, if the applicant would like to work with a new artist who is not on the Roster then the new artist can register for the WEHO Muralist Roster simultaneously with the application submission.
3. Provide a copy of the WEHO Waiver for Artwork Placed Upon Private Property Form, signed by both the artist and property owner, as part of the Commercial Business Mural Application online.
 - a) Applications will not be reviewed without the appropriate written approvals.
4. Complete the Commercial Business Mural Application online.
 - a) Applications must be received by the 1st of the month in order to be considered for that month's review. Applicants should notify the Public Art Coordinator of their intention of submitting an application as soon as possible.
 - b) Incomplete applications will not be accepted.
 - c) If an artwork or mural goes up without the approval of the Commission, the business hosting the artwork or mural may be subject to a citation and fine by the City's Code Compliance Division.
 - d) The City reserves the right to reject any application if it presents a public safety risk or potential liability issues.
5. Art on the Outside Subcommittee Review
 - a) Applications are reviewed by the Commission's Art on the Outside Subcommittee which generally meets every 4th Thursday of the month (meetings are rescheduled when a holiday falls on the 4th Thursday). *The applicant is not required to attend the meeting.*
 - b) The Subcommittee's decision is based upon the West Hollywood Mural Program criteria for approval. If the application is not approved, applicant may resubmit additional materials as requested.

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- c) If the Subcommittee chooses to recommend the application it will then move to the Arts and Cultural Affairs Commission agenda for ratification.
6. City of West Hollywood's Arts and Cultural Affairs Commission
 - a) Applications approved by the Art on the Outside Subcommittee are forwarded to the Arts and Cultural Affairs Commission for review. The Commission generally meets every 4th Thursday of the month (meetings are rescheduled when a holiday falls on the 4th Thursday). *The applicant is not required to attend the meeting.*
 - b) If the Art on the Outside Subcommittee's recommendation is ratified by the Commission the applicant will be notified to proceed within 10 days of the Arts and Cultural Affairs Commission meeting.
7. In some cases, mural projects may require City Council approval. The Public Art Coordinator will advise the applicant if this is a necessary requirement.
8. Once a mural application is approved by the Commission, the applicant is required to file a zone clearance permit with the Planning Division and pay the zone clearance permit fee. This is an over-the-counter procedure and requires a small permit fee of \$106.47 to be paid prior to beginning the installation (updated 2015, fee subject to change). Download an application for the Zone Clearance Permit at this link: <http://www.weho.org/Home/ShowDocument?id=20054>.
9. Install the mural!
10. Submit photographic documentation of the completed project to the Public Art Coordinator for inclusion on the City of West Hollywood's website.
11. Applicant shall notify City staff if the mural will be removed before the anticipated deinstallation date.
12. For any questions regarding this process, please contact Rebecca Ehemann, Public Art Coordinator at rehemann@weho.org or 323/848-6846.

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PROCESS FOR ARTIST AS PRIMARY APPLICANT

1. The City of West Hollywood's Arts and Cultural Affairs Commission has adopted guidelines for the successful creation of an artist's mural. Notify the Public Art Coordinator of intention to submit an application 60 days in advance of a deadline by emailing rehemann@weho.org or 323/848-6846.
2. Register for the WEHO Muralist Roster.
3. Provide a copy of the WEHO Waiver for Artwork Placed Upon Private Property Form, signed by both the artist and property owner.
 - a) Artists who are proposing a mural on private property must obtain written approval from the property owner to proceed with the project prior to submitting a Mural Application. The Art on the Outside subcommittee will not review an application without the appropriate written approvals.
4. Complete the online Commercial Business Mural Application.
 - a) Applications must be received by the 1st of the month in order to be considered for that month's review. Applicants should notify the Public Art Coordinator of their intention of submitting an application as soon as possible.
 - b) Incomplete applications will not be accepted.
 - c) If an artwork or mural goes up without the approval of the Commission, the business hosting the artwork or mural may be subject to a citation and fine by the City's Code Compliance Division.
 - d) The City reserves the right to reject any application if it presents a public safety risk or potential liability issues.
5. Art on the Outside Subcommittee Review
 - a) Applications are reviewed by the Commission's Art on the Outside Subcommittee which generally meets every 4th Thursday of the month (meetings are rescheduled when a holiday falls on the 4th Thursday). *The applicant is not required to attend the meeting.*
 - b) The subcommittee's decision is based upon the West Hollywood Mural Program criteria for approval. If the application is not approved, applicant may resubmit additional materials as requested.
 - c) If the Subcommittee chooses to recommend the application it will then move to the Arts and Cultural Affairs Commission agenda for ratification.

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6. City of West Hollywood's Arts and Cultural Affairs Commission

- a) Applications approved by the Art on the Outside Subcommittee are forwarded to the Arts and Cultural Affairs Commission for review. The Commission generally meets the 4th Thursday of the month (meetings are rescheduled when a holiday falls on the 4th Thursday). The applicant is not required to attend the meeting.
 - b) If the Art on the Outside Subcommittee's recommendation is ratified by the Commission the applicant will be notified to proceed within 10 days of the Arts and Cultural Affairs Commission meeting.
7. In some cases, mural projects may require City Council approval. Public Art Coordinator will advise the applicant if this is a necessary requirement.
8. Once a mural application is approved by the Commission, the applicant is required to file a zone clearance permit with the Planning Division and pay the zone clearance permit fee. Download an application via this link: <http://www.weho.org/Home/ShowDocument?id=20054>. This is an over-the-counter procedure and requires a small permit fee of \$106.47 to be paid prior to beginning the installation. (updated 2015, fee subject to change).
9. Install the mural!
10. Submit photographic documentation of the completed project to the Public Art Coordinator for inclusion on the City of West Hollywood's website.
11. Applicant shall notify City staff if the mural will be removed before the anticipated deinstallation date.
12. For any questions regarding this process, please contact Rebecca Ehemann, Public Art Coordinator at rehemann@weho.org or 323/848-6846.