

Proposed Temporary Art on Construction Fence Zone Text Amendment

West Hollywood Long Range Planning Projects Subcommittee

Project:

The West Hollywood City Council directed staff to explore an ordinance and process that would require all new commercial development projects to incorporate temporary art on their construction fences.

1. Develop a zone text amendment to require temporary art on commercial construction fences; and
2. Work with the Arts and Economic Development Division to develop an art approval process.

Construction Fence:

A construction fence is a temporary barrier used to secure job sites during construction. Requirements are per California Building and Safety Code and construction mitigation plan.

Temporary Artwork:

The emphasis of the artwork will be on “artistic expression” and shall not contain any signage elements, as defined in the City of West Hollywood Municipal Code. Artwork is expected to last the duration of construction for specified commercial projects.

Proposed Zone Text Amendment Considerations:

- **Types of Commercial Developments Required**
 1. Commercial projects with a Development Permit and over 10,000 square feet; OR
 2. Commercial projects with a Construction Demolition Permit; AND
 3. Construction projects that last for 90 days or more.
- **Coverage Requirements**
 - Required along the commercial facing frontage
- **Installation Requirements**
 - Applicant shall install artwork within five days of the assembly of the fence.
 - Applicant shall provide photographic documentation of the artwork within 14 days of the completed project.
 - Applicant shall maintain the integrity of the artwork and required to refabricate and reinstall if major fading and/or tearing occurs.

Proposed Approval Process Breakdown:

The following is a proposed approval and installation process for the Construction Fence Art Program. All proposed construction fencing murals must be approved by Arts and Economic Development staff prior to the issuance of any building permits.

1. The Art on Construction Fence Program application will be submitted by the applicant through the City’s online application.
2. Applicants are required to work with a pre-qualified non-profit arts organization to select an artist for the Art on Construction Fence project.
 - a. The Arts and Cultural Affairs Commission will develop a list of non-profit arts organizations that have access to large numbers of artists and experience in public mural installations.

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- b. Private property owners and/or businesses can request a copy of the Art on Construction Fence Program Pre-qualified List of Non-profit Arts Organizations from Arts and Economic Development staff.
3. Art on Construction Fence Program applications are reviewed and approved by the Arts and Economic Development staff.
 - a. Staff will notify applicants of approval or request for changes within 10 days of receiving the Art on Construction Fence Program application.
 - b. Staff will provide monthly updates to the Art on the Outside Subcommittee and Arts and Cultural Affairs Commission on any approved applications and/or installed art on construction fence projects.
4. Developer to retrieve building permits.
5. Install the artwork within five days of setting up the construction fence.
6. Submit photographic documentation of the completed project to City staff.