

URBAN ART PROCESS

The City of West Hollywood encourages developers to include an onsite artwork to fulfill the urban art ordinance requirement. If choosing this option, they must work with an art consultant from the City's **pre-approved public art consultant** roster to create an **Urban Art Plan** during the building's design development phase.

To meet the requirement, the **artwork must equal at least 1% of the Project Value**, as determined by the City, be installed on-site, and approved by the City. The Arts and Cultural Affairs Commission reviews and approves all Urban Art Plans.

The **review process is a collaborative** process with the Arts and Cultural Affairs Commission, aiming to create the best possible art for the developer and the community.

Projects Subject to the Urban Art Requirement

- New developments with a value of \$200,000, or more; or the alteration or repair of a structure increasing the total gross floor area, or otherwise intensifying the use, with a value of \$200,000 or more. The development "Project Value" is determined by the City Building Official.

Projects Exempt from the Urban Art Requirement

- Rehabilitation of private property that is primarily financed with public funds.
- Residential structures of one or two units.
- 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 to primarily provide facilities for nonprofit public service providers.

Ways to satisfy the Urban Art Requirement

- Incorporate approved public artwork into the development project in accordance with this policy.
- Contribute cash in the amount of 1% of the Project Value to the City's Art Fund (this is called the in-lieu fee).



STAGE 1 INTRODUCTIONS

- Engage pre-qualified Public Art Consultant
- Present selected Artist
- Urban Art Plan Concept Proposal Submittal & Review



STAGE 2 DEVELOPED DESIGN REVIEW

- Urban Art Plan Developed Design Submittal & Review



STAGE 3 FINAL REVIEW

- Final Submittal & Review of Urban Art Plan



STAGE 4 ARTWORK APPROVAL

- Installation of approved Urban Artwork and art identification plaque; on-site review/approval
- Notarize Urban Art Covenant with City Clerk and County Recorder

go.weho.org/uap

QUESTIONS: Contact Marcus Mitchell, Public Art Administrator at mmitchell@weho.org or 323.848.3122



**urban
art
program**

8300 Santa Monica Boulevard, West Hollywood, CA 90069
T: 323.848.3122 E: arts@weho.org
[@wehoarts](http://weho.org/arts)