



West Hollywood Mural Program



Process and Guidelines

Art on Construction Fence

Commercial Business Murals

WEHO Muralist Roster

DEADLINES

Applications must be completed by

5:00 PM on the 2nd Monday of every month

Upon receipt of all materials, there will be a minimum of 3 business days for Arts Division Staff review.

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WEST HOLLYWOOD MURAL PROGRAM

The West Hollywood Mural Program is a City of West Hollywood program administered by the Arts Division as part of its Art on the Outside program.

Individuals, businesses, and/or property owners intending to create a mural on an exterior wall, or construction fence, which is visible from the public right-of way and within the City of West Hollywood is subject to the process and guidelines of the West Hollywood Mural Program.

The West Hollywood Mural Program Process and Guidelines document has been adopted by the Arts and Cultural Affairs Commission to ensure consistency and aesthetic value in the community for the best possible results.

All mural artists must be approved by the City. Approved artists are placed on the WEHO Muralist Roster which serves as a resource for anyone seeking an artist for a mural project – business or property owners, schools, private developers or other public art programs.

QUESTIONS

The City of West Hollywood's Arts Division is committed to assisting with the Mural Program application requirements and process. If you have any questions, please contact Rebecca Ehemann, Public Art Administrator, 323.848.6846, rehemann@weho.org.

GUIDELINES

1. Murals shall be an original work of art.
2. Murals shall be designed and constructed under the supervision of a qualified artist/muralist from the WEHO Muralist Roster who has sufficient knowledge and experience in the design and execution of such projects, as well as with the application of the selected medium.
3. Applications are reviewed according to the criteria outlined in the Art on the Outside Program Review and Approval Process, taking into special consideration the following criteria:

Concept: Strength of concept; originality and craftsmanship of proposed artwork; appropriateness of the visual imagery for all audiences.

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

Context: Creatively responds to the site and "The Creative City" of West Hollywood; consistent with the City of West Hollywood Municipal Code and does not contain any commercial signage elements.

Feasibility: Ability and willingness to collaborate with City staff; demonstrated ability to complete the proposed mural; suitability of the wall surface to receive the proposed materials; commitment to prepare the surface for painting and to use acceptable UV/graffiti protective coating.

Supplemental Materials: Commercial Business Mural Applications must submit an executed Waiver for Artwork Placed Upon Private Property Form.

4. The mural installation must begin within one year of the Arts and Cultural Affairs Commission approval of the application. If the project is unable to meet the deadline then the application will be considered void.
5. BEST PRACTICES: Professional artists with proven experience can request on average \$20-35 per square foot for a custom mural. A budget for a temporary mural project should include line items for materials, insurance, site preparation, installation costs, equipment rental fees, and an artist fee (usually 10-15% of the budget).
6. MURAL LIFESPAN: All murals are subject to on-going conservation, maintenance and refurbishing and often a mural's condition should be

assessed. It is in the spirit of ensuring that murals in the City of West Hollywood look their very best that limits how long a mural is viable. For the purpose of the West Hollywood Mural Program, murals supported by the City of West Hollywood are viable for a minimum of one-year with the possibility to request an additional two-year extension. This ensures that murals will continue to look as their artists intended. It also ensures that new murals are painted to reflect the changing perspectives and styles of a neighborhood as well as support emerging artists.

7. In some cases, mural projects may require City Council approval. Arts Division staff will advise the applicant if this is a necessary requirement.
8. The City reserves the right to reject any application if it presents a public safety risk or potential liability issues.
9. Approval is contingent upon fulfillment of the online application. Incomplete applications will not be accepted.

SCHEDULE OF REVIEWS

Mural applications are reviewed by the Arts and Cultural Affairs Commission through its Art on the Outside Subcommittee as follows:

- Commercial Business Mural Applications will be reviewed every month.
- Unsolicited Mural Applications from Artists for City Property will be reviewed twice a year (January + July)
- WEHO Muralist Roster Applications will be reviewed twice a year (March + September). Muralist Roster Applications submitted with a Commercial Business Mural Application will be reviewed in tandem with the Mural Application.

Art on Construction Fence Applications follow an expedited process and will be reviewed by staff within 10 business days of receipt of the application.

The deadline for all Mural Program applications is the 2nd Monday of every month. The Art on the Outside Subcommittee and the Arts and Cultural Affairs Commission generally meet on the 4th Thursday of every month. Applicants are not required to attend the meeting(s).

REQUIRED APPLICATION MATERIALS

1. Address for the proposed mural
2. Applicant Information: Business name, contact person, mailing address, phone, email and website, description of the nature of the business at the site
3. Artist information: Name, phone number, email, artist's resume/cv
4. Mural Information: Title, description, full color rendering/sketch of the proposed design, dimensions, materials
5. Installation and De-installation Plans: Proposed installation date, plans to prepare wall, images of existing site and physical surroundings, installation plan, deinstallation plan.
6. Mural Identification: Artist name, title of artwork, year, @wehoarts #wehomurals (See Glossary term "Mural Identification").
7. Executed Waiver for Artwork Placed Upon Private Property

PROJECTS NOT REVIEWED IN THIS PROGRAM

1. All interior murals or temporary exterior banners
2. Murals which are not clearly visible and accessible to the public from the public right of way
3. Murals on private single-family residences or multi-family residences. If you are a property owner of a private single-family or multi-family residence and would like to commission a mural call the Planning Counter at (323)848-6475 or planning@weho.org.

WEST HOLLYWOOD MURAL PROCESS



STEP ONE

Select an artist from the pre-qualified WEHO Muralist Roster.

STEP TWO

All murals must be approved *prior to* installation. Applications are accepted electronically using the online application form and should be submitted by the 2nd Monday of the month to be considered for that month's review.

STEP THREE

A mural application must be reviewed and approved by the Arts and Cultural Affairs Commission before the installation takes place. Applicants are not required to attend the meeting.

STEP FOUR

The applicant is required to submit an over-the-counter Zone Clearance Permit and pay the permit fee.

INSTALL THE MURAL!

HOW ARTISTS APPLY TO THE WEHO MURALIST ROSTER

Artists who wish to be considered for the WEHO Muralist Roster must submit their credentials for review using the City's online application. The Roster includes a brief statement from the artist, contact information, city of primary residence, exemplary images of their past mural work, as well as links to artist's websites and social media outlets that allow a business to further explore the individual's artistic practice.



STEP ONE

Applications are accepted electronically using the online application form. All artists must be approved *prior to* a mural installation.

STEP TWO

WEHO Muralist Roster applications are accepted online on an ongoing basis and will be reviewed by the Art on the Outside Subcommittee. Applicants are not required to attend the meeting.

All applications are considered using the following criteria:

- Proven artistic merit and strong professional qualifications as demonstrated through previous public art experience or gallery and/or museum exhibitions
- Ability to execute a high quality artwork as demonstrated in the images of past mural work and/or public exhibitions.

Applications received between March 1 and August 31 will be reviewed in September. Applications received between September 1 and February 28/29 will be reviewed in March. Incomplete applications will not be considered for review. Applications received in tandem with a commercial business mural application will be reviewed in tandem.

ART ON CONSTRUCTION FENCE PROGRAM

The Art on Construction Fence Program is operated under the City's Mural Program, which is administered by the Arts Division as part of the Art on the Outside Program. The Art on Construction Fence Program enriches the existing Mural Program but follows an independent, expedited review process with Arts Division staff. The Art on Construction Fence Program transforms the function of a construction fence as a safety barrier into a canvas for art. The art will function as a valuable outlet for artists to share their talents with the community and allow opportunities for engagement – contributing to the dynamic and creative vitality of the City.

REQUIRED PROJECTS:

- Commercial properties of 10,000 sqft or more
- One street-facing frontage of at least 75 linear feet

All other commercial properties under construction may install temporary art on to the property's construction fence; provided that the fence complies with the Building Code of the City of West Hollywood and the project's construction mitigation plan, and that the art complies with the provision in the Zone Ordinance 19.20.240.

REQUIRED APPLICATION MATERIALS

1. Address for Art on Construction Fence project
2. Applicant Information: Business name, contact person, mailing address, phone, email and website, description of the nature of the business at the site
3. Artist information: Name, phone number, email
4. Mural Information: Title, description, full color rendering/sketch of the proposed design, dimensions, materials
5. Installation Plan: Proposed installation date

ART ON CONSTRUCTION FENCE PROCESS



STEP ONE

Select an artist from the pre-qualified WEHO Muralist Roster.

STEP TWO

Submit an online application. All art on construction fence projects must be approved *prior to* installation.

STEP THREE

An art on construction fence application must be reviewed and approved by Arts Division staff before the installation takes place. Staff will notify the applicant within 10 business days with approval or request for changes.

STEP FOUR

The owner of the property is required to submit an over-the-counter Zone Clearance Permit and pay the permit fee.

INSTALL THE MURAL!

STEP FIVE

Submit photographic documentation of the completed installation of the art on construction fence project to Arts Division staff within 14 days.

ART ON CONSTRUCTION FENCE PROCESS:

1. Applicant shall select an artist from the WEHO Muralist Roster for the Art on Construction Fence project.
 - o Alternatively, the applicant may submit an artist application to the WEHO Muralist Roster to be reviewed by Arts Division staff in tandem with the Art on Construction Fence application.
2. Applicant shall submit an Art on Construction Fence Application online.
3. Arts Division staff will review the application using the Art on the Outside Program Review and Evaluation Criteria, established by the Arts and Cultural Affairs Commission, and will notify the applicant within ten (10) business days with approval or request for changes to the application.
4. Once the Art on Construction Fence application is approved the applicant must submit a Zone Clearance Permit and pay the over the counter permit fee. This is an over-the-counter procedure and requires a small permit fee of \$117.50 (updated 2019) to be paid. If you have any questions at all regarding the Zone Clearance Permit application or fees you should call the Planning Counter at 323/848-6475 or planning@weho.org.
5. Applicant shall submit photographic documentation of the completed installation of the artwork on the construction fence to Arts Division staff within fourteen (14) days of the installation.

PROGRAM GUIDELINES:

1. The Art on Construction Fence artwork shall be an original work of art.
2. For the purposes of the Art on Construction Fence Program, the art created for these fences will fall under the definition of a mural (see Glossary term "Mural").
3. Applicants must submit an Art on Construction Fence Application and receive approval from the City prior to installation.
4. An Art on Construction Fence artwork shall be on exhibition as long as the site is under construction and requires the use of construction fencing.

5. The Art on Construction Fence artwork must not impede or have an adverse effect on the safe and efficient movement of vehicular or pedestrian traffic.
6. The applicant is responsible for periodically monitoring the condition of the artwork and facilitating its care and maintenance, assuming any costs with its maintenance, repair and/or removal (See Glossary term "Maintenance").
7. Once the Arts Division staff has approved the Art on Construction Fence artwork design, the artist may not make "alteration" to the design without returning to City staff for approval of the changes prior to implementation of the artwork (See Glossary term "Alteration").
8. Art on Construction Fence artwork design approval does not constitute acceptance into the City's Urban Art Collection.

PROGRAM REQUIREMENTS:

- Commercial properties under construction are required to install temporary art along the street-facing perimeter construction fence of the property (excluding alleyways).
- Prior to the issuance of any building permits for a project where an Art on Construction Fence project is required the application must be submitted to the Arts Division for review and approval.
- The application must be approved by Arts Division staff prior to the assembly of the construction fence.
- The artwork shall be installed on the construction fence within five (5) business days of assembly of the construction fence.
- Future occupancy signs, project renderings, names of architects, contractors, designers, financing institutions, and/or information on the project are allowed and shall comply with the standards in Section 19.34.050 (F) - Temporary Signs.
- Off-site advertising on construction fencing is prohibited.

- Any signage must comply with the City's sign standards as per Chapter 19.34 - Sign Standards.
- The applicant shall submit photographic documentation of the completed installation of the artwork on the construction fence to the Arts Division staff within fourteen (14) days.
- The applicant shall maintain the integrity of the artwork on the construction fence and may be required to repair or reinstall if significant deterioration occurs.

GLOSSARY

ALTERATION: Alteration includes any change to a permitted mural, including but not limited to any change to the image(s), materials, colors or size of the permitted artwork. Alteration does not include naturally occurring changes to the mural caused by exposure to the elements or the passage of time.

ART ON CONSTRUCTION FENCE: See "Mural". The artwork shall be an original work of art.

ART ON THE OUTSIDE PROGRAM REVIEW AND EVALUATION CRITERIA: All applications will be reviewed in accordance with the Art on the Outside Program Review and Evaluation Criteria. The document includes qualifiers such as Artist Qualifications and Experience, Aesthetics, Diversity, Budget, Location, and Public Safety, Materials, Maintenance and Structural Integrity to evaluate an application.

MAINTENANCE: 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 request for removal.

MURAL: 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.

MURAL IDENTIFICATION INFORMATION: The City allows an 11x17 inch space along the bottom of the mural for mural identification information. The information must include the following: Artist Name, Artwork Title, Year, @wehoarts, #wehomurals.

Additional language that the Arts and Cultural Affairs Commission will consider includes:

- @AritstAccount: Artists can include their professional social media account handle in place of their artist's name. The social media handle should be the artist's business account with the primary intent to showcase the artist's portfolio of work. The social media account should not primarily function as a shop to sell commercial products.
- #CustomHashtag: A custom hashtag, #, may be considered if the mural project is part of a larger citywide campaign. The hashtag cannot include commercial signage as defined in the City's Municipal Code.

The following are not permitted in a Mural Signature Request:

- Commercial Signage, as defined in the City's Municipal Code
- Advertising of commercial products (website, hashtag/#, or social media handle/@, other than the language approved by the Arts and Cultural Affairs Commission)

WAIVER OF ART WORK PLACE UPON PRIVATE PROPERTY: This form, signed by the property owner and the artist, clarifies that the artwork is a temporary installation with a designated exhibition period of one-year.

WEHO MURALIST ROSTER: The City of West Hollywood Art & Cultural Affairs Commission established the WEHO Muralist Roster as an on-line resource of pre-qualified mural artists that can be used by anyone seeking an artist for a mural project in the City. Artists must be registered on the WEHO Muralist Roster in order to qualify for a mural in the City of West Hollywood.

RESOURCES

Artist's Guide to the Visual Artists Rights Act (VARA)

The Visual Artists Rights Act of 1990 (VARA) grants certain rights to artists. VARA was the first federal copyright legislation to grant protection to moral rights. Under VARA, works of art that meet certain requirements (including murals) afford their authors additional rights to the works, regardless of any subsequent physical ownership of the work itself, or regardless of who owns the copyright to the work. VARA also protects the artist from unauthorized secondary uses of the art such as the making of copies, t-shirts, postcards, posters, and other commercial goods. <https://www.weho.org/home/showdocument?id=25502>

California Art Preservation Act (CAPA)

The California Art Preservation Act is a 1979 California law that provides legal protection for artists' moral rights. Portions of the law overlap with the provision in the Visual Artists Rights Act, in which case the California law is preempted. CAPA provides artists protection from destruction or mutilation of a work of fine art (including murals) and provides artists the right to claim authorship and disavow modifications to their original artwork.

<https://www.weho.org/home/showdocument?id=25504>

Mural Creation Best Practices

American Institute for Conservation of Historic and Artistic Works - Preservation's Rescue Public Murals (RPM) initiative has confronted the risks that community murals face by being located in outdoor, public spaces. Murals have been, and are an increasingly, in the United States, large and small, have mural programs or are actively commissioning murals. While working to ensure the protection and preservation of existing murals, RPM recognizes that many common issues that murals face could have been mitigated with careful planning and preparation.

<https://www.culturalheritage.org/docs/default-source/resources/mural-creation-best-practices-full-document.pdf?sfvrsn=4>