

SUBJECT: ART ON CONSTRUCTION FENCE PROGRAM AND ZONE TEXT AMENDMENT REQUIRING ART ON CONSTRUCTION FENCING FOR CERTAIN COMMERCIAL DEVELOPMENT PROJECTS

INITIATED BY: COMMUNITY DEVELOPMENT DEPARTMENT
Stephanie DeWolfe, AICP, Director
John Kehe, AICP, Assistant Director
Bianca Siegl, Long Range and Mobility Planning Manager
Garen Srapyan, Associate Planner

ECONOMIC DEVELOPMENT DEPARTMENT
Maribel Louie, Director
Andrew Campbell, Arts Manager
Rebecca Ehemann, Public Art Coordinator

STATEMENT ON THE SUBJECT:

The City Council will (1) receive the proposed art on construction fence program reviewed and approved by the Arts and Cultural Affairs Commission and (2) consider amending the West Hollywood Zoning Ordinance to introduce new standards that require art to be installed on construction fencing for certain commercial development projects.

RECOMMENDATIONS:

1. Receive the updated Art on Construction Fence Program
2. Staff recommends the City Council hold the public hearing, consider all pertinent testimony, and introduce on first reading:

Ordinance No. 17-_____: **“AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 19 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO REQUIRE ART TO BE INSTALLED ON CONSTRUCTION FENCING FOR CERTAIN COMMERCIAL PROJECTS, CITYWIDE. (ATTACHMENT A)**

BACKGROUND / ANALYSIS:

In October 2015, the City Council directed staff to (1) propose a timeline for drafting a zone text amendment requiring temporary art installations on construction fencing for commercial development sites and (2) collaborate with the Arts Division to develop an approval process for the artwork in the program. In January 2016, staff (1) returned to the City Council with a timeline and (2) a proposed art on construction fence approval process. Over the past year, the Arts Division has carefully worked with the City

Attorney to modify the art 'Review and Evaluation Criteria' in order to ensure compliance with the First Amendment.

In order to express the unique creative culture of the City and transform construction fences from merely safety barriers into publically visible community art assets, the proposed amendment will require temporary art on construction fencing for certain commercial development projects. The Arts Division has proposed a streamlined Art on Construction Fence approval process to facilitate the placement of this art. Other development projects in the City (not covered by this ordinance) may also elect to participate in this art program. By requiring developers of certain larger commercial projects to install art on their construction fencing, the art will become an amenity to the community by removing the urban blight often associated with construction sites. The art will function as a valuable outlet for artists to share their talents with the community and allow opportunities for convivial engagement – contributing to the dynamic and creative vitality of the City.

Staff conducted a survey of how other cities are addressing art on construction fencing, finding that West Hollywood will be one of the first to establish such a requirement. This proposed amendment, along with the construction fence art approval process, will reinforce the City's reputation for progressive values and reflect the City's commitment to artists and the many benefits of – and community's need for – public art.

There are two aspects to this staff report:

(A) Art on Construction Fence Program (Economic Development Department) - how the art will be selected or approved; and

(B) Zone Text Amendment (Community Development Department) - whether to change the zoning ordinance to require temporary art installations on construction fencing for certain commercial development sites.

(A) - Art on Construction Fence Program

The Art on Construction Fence Program will operate under the City's Mural Program, which is administered by the Arts and Cultural Affairs Commission 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. This process was reviewed and approved by the Arts and Cultural Affairs Commission on March 24, 2016.

An Art on Construction Fence art work shall be on exhibition as long as the site is under construction and requires the use of construction fencing. For the purposes of the Art on Construction Fence Program, the art created for these fences will fall under the larger category of mural. 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.

At a minimum, it is envisioned that the artwork will be printed on vinyl and attached to the construction fence, replacing the green mesh commonly used on construction fencing. The City will encourage use of environmentally friendly materials and welcomes the use of other types of materials (e.g. plywood, plaster, string, etc.), subject to City review and approval.

The Arts Division has carefully developed the Art on Construction Fence approval process so as to not pose undue burden on developers and/or inject delay into projects.

1. The applicant will select an artist from the WEHO Muralist Roster for the Art on Construction Fence project.
 - a. Should the applicant choose to work with an artist not currently on the Muralist Roster, the applicant may submit an artist application to the WEHO Muralist Roster to be reviewed in tandem with the Art on Construction Fence Program application. Artists who are qualified and meet the minimum selection criteria will be approved for the Roster.
 - b. WEHO Muralist Roster is available on the City's website: <http://weho.org/residents/arts-and-culture/visual-arts/mural-program/weho-muralist-roster>
2. The applicant will submit an Art on Construction Fence application online for review prior to assembly of the construction fence. The application review will happen during concurrent plan check. The art is required to be installed on the construction fence within five business days of the construction fence assembly.
 - a. Applications will be reviewed based on the Art on the Outside 'Review and Evaluation Criteria' adopted by the Arts and Cultural Affairs Commission, as may be amended from time to time. <http://weho.org/home/showdocument?id=31726>
 - b. Arts Division staff will notify the applicants of approval or request for changes within 10 business days of receiving the Art on Construction Fence application.
3. Once the application is approved by Arts Division staff, the applicant is required to file a zone clearance permit and pay the zone clearance permit fee.
4. The applicant must provide photographic documentation of the completed project and ongoing maintenance for the Art on Construction Fence project.

(B) - Proposed Zone Text Amendment

Under existing regulations, installation of non-commercial art on construction fencing is voluntary. A developer that wishes to install art on their projects' construction fence must submit a Temporary Art Application to the Arts Division, which is reviewed and approved by the Arts & Cultural Affairs Commission. While the current process allows for art to be installed on construction fencing, the proposed amendment would require larger commercial projects to install art on construction fencing and helps establish a more direct and streamlined process to encourage art on construction fencing for all types of projects.

The proposed amendment will require specific commercial development projects to install art on the project's construction fencing which faces a commercial right-of-way. The recommended amendment addresses the following:

Applicable development projects: The following types of commercial development projects would be *required* to install art on the project's construction fencing along the public right of way: projects in commercial zones with **ten thousand square feet or more** of building area. Projects of this threshold also require Planning Commission approval.

The threshold above will apply to construction fencing for large commercial development projects. For such projects, the applicant will be notified of the requirement for art on construction fencing during the Planning entitlements process and will be included as a condition of approval prior to the issuance of any building permits. The following language will be added into the conditions of approval for applicable commercial projects:



Figure 1 - Art on Construction Fence Requirement

Prior to issuance of Building Permits, the applicant shall submit an Art on Construction Fence Application for review and approval by the Arts Division. The approved Art on Construction fence shall be maintained in accordance with Section 19.20.240 (____AD)

By requiring developers of large commercial projects to install art on their construction fencing, the art will function as a valuable outlet for artists to share their talents with the community and allow opportunities for convivial engagement – contributing to the dynamic and creative vitality of the City.

Standards for construction fencing: Under existing rules, construction fencing is required to comply with the construction fencing requirements established by the City of West Hollywood Building Code and the project's Construction Mitigation Plan. This will not change under the proposed amendment.

Allowable temporary signage: 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 existing standards in Section 19.34.050 (F) - Temporary Signs. This signage can be integrated with the artwork. Any type of advertising of a future business outside of what is would be considered off-site advertising because the business in question has not yet occupied the space.

Installation of artwork: All applicable projects will be required to install art on the construction fence within five business days of the construction fence assembly. Upon the completed installation of the artwork on the construction fence, the applicant will be required to submit photographic documentation to the Arts Division within fourteen business days.

Maintenance of artwork: Due to the exposed and public nature of commercial construction fencing, the applicant will be required to maintain the integrity of the artwork on the construction fence and be required to refabricate and reinstall if any deterioration occurs such as major image fading and tearing.

Estimated cost: The estimated cost for installing art on construction fencing depends on a wide variety of factors such as materials used, artist fees, printing fees, etc. For example, the City installed a vinyl art print on the construction fencing at 8120 Santa Monica Boulevard. The cost for fabrication and installation was \$11,424 (\$2.55 per square foot) for 640 linear feet of fencing. The artist design fee for the project was \$21 per linear foot. Therefore, the art on construction fencing at 8120 SMB cost a total of approximately \$25,000:

- **Artist Fee:** \$13,440 - \$21 per linear feet (640 linear feet)
- **Fabrication and Installation:** \$11,424 (\$2.55 per square feet)

The City installed the artwork on all sides of the site, which would be a requirement with this proposed amendment. The average length of a commercial facing frontage ranges from 200-400 linear feet. The proposed art on construction fence requirement for commercial projects over ten thousand square feet or more would be nominal in comparison to the budget for the entire project.

Potential development projects affected: If the proposed thresholds delineated above were in effect today, there would be an opportunity to engage roughly twelve commercial development projects currently under construction. Requiring art on construction fencing could alleviate the visual impact of heightened construction along the City's commercial corridors (e.g. Santa Monica Blvd., Sunset Blvd., and Melrose Ave.) while also functioning as a community art asset for West Hollywood residents, visitors, and regional commuters alike.

Planning Commission Input

The Planning Commission reviewed this proposed zone text amendment during the public hearing on April 6, 2017. During the public hearing, each Commissioner

expressed multiple and varying reasons for why he or she would individually vote to recommend approval or denial of the proposed ordinance to the City Council. The decision to recommend denial was 4:2, (Commissioner Altschul and former Commissioner Lightfoot voting no). During that meeting, the Commission expressed interest in developing a voluntary art on construction fence program and allowing for “artistic branding” on the construction fencing. At present, the City’s regulations on Creative Signage in Section 19.34.060 – Creative Signs would **not** allow for advertising and/or branding on a construction fence because creative signs are only allowed for on-site advertising. The City currently has a comprehensive sign ordinance governing off-site signs.

Moreover, allowing for any type of advertising or creative branding on a construction fence would require the development of new standards in the Zoning Ordinance that would address specific requirements, review authority, purpose, etc. Staff does not recommend this because advertising signage would inhibit the City Council’s original intent and goals for requiring art on construction fencing on larger commercial construction projects.

Staff brought back a resolution of denial to the Planning Commission on June 1, 2017. Based on requests from newly appointed Commissioners, the Commission collectively voted to take no action on the resolution for denial at that meeting and requested staff to re-notice a new public hearing at a future date to consider the proposed text amendment.

The Commission re-considered the proposed amendment at the public hearing on July 20, 2017. Staff from the City’s Arts Division was in attendance and provided the Commission with more detail on the proposed art approval program. During that hearing, the Commission engaged in a lengthy discussion and ultimately voted 5:1 (Commissioner Jones voting no) to recommend approval of Resolution 17-1196. The Commission requested staff to modify the draft ordinance to require construction fencing to be installed on all sides of the commercial development project (not just the commercial sides as originally proposed). This would require art to be installed on all sides of a commercial development projects (including alleyways if applicable). Staff also supported this change because art on all sides of the proposed development will activate the public right of ways during construction. In cases where there is an alleyway, the art on construction fence will provide an opportunity for the City to explore the community’s interest in greening and activating underutilized alleyways.

Alternatives

In-lieu of staff’s recommendation, the City Council may recommend one the following alternatives:

- A. Retain the 10,000 square feet or more of building area threshold but **exclude alleyways**;
- B. Increase the threshold to commercial development projects with **20,000 square feet** or more of building area; or

- C. Require the art on construction fencing only on the **longest commercial facing public right-of-way.**

EVALUATION PROCESSES:

N/A

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

N/A

COMMUNITY ENGAGEMENT:

N/A

OFFICE OF PRIMARY RESPONSIBILITY:

COMMUNITY DEVELOPMENT DEPARTMENT / LONG RANGE & MOBILITY
PLANNING DIVISION

ECONOMIC DEVELOPMENT DEPARTMENT / ARTS DIVISION

FISCAL IMPACT:

None.

ATTACHMENTS:

- A. Ordinance 17-
- B. Planning Commission Resolution 17-1196
- C. Original City Council Staff Report

ORDINANCE NO. 17-_____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 19 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO REQUIRE ART TO BE INSTALLED ON CONSTRUCTION FENCING FOR CERTAIN COMMERCIAL PROJECTS, CITYWIDE.

THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. The City of West Hollywood initiated amendments to the Zoning Ordinance to require art to be installed on certain commercial projects.

SECTION 2. A public hearing was duly noticed for the Planning Commission meeting of March 23, 2017 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper on March 23, 2017, and required state and local agencies, and the City website and by announcement on City Channel 6 by March 23, 2017.

A second public hearing was duly noticed for the Planning Commission meeting of July 20, 2017 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper on July 7, 2017, required state and local agencies, the City website and by announcement on City Channel 6 by July 7, 2017. The Commission recommended approval of the ordinance following this hearing.

SECTION 3. The West Hollywood City Council properly reviewed and considered this matter at a public hearing on August 21, 2017. Public Notice of the hearing was advertised by publication in the West Hollywood Independent and Beverly Press on April 10, 2017 and by announcement on City Channel 6, as well as the City website and City Hall on August 10, 2017. Notices were mailed to all West Hollywood Neighborhood Watch groups on August 10, 2017.

SECTION 4. This zone text amendment is Categorical Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061 of the CEQA Guidelines. Section 15061 states that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. No possibility exists that the proposed zone text amendment would have a significant effect on the environment because the zone text amendment would require a different covering on a fence that is already required by the City to be erected and therefore reduce the negative aesthetic impact of construction fencing.

SECTION 5. The West Hollywood City Council hereby finds that this Ordinance is consistent with the Goals and Policies of the General Plan, specifically Policy LU-1,

which states that the City should, "maintain an urban form and land use pattern that enhances quality of life and meets the community's vision for its future" and Policy HS-2, which states that the City should "support and encourage arts and culture in West Hollywood." These proposed zone text amendment will help meet its goals of providing high quality art and improving aesthetics by providing a publicly visible community art asset and contributing to the creative and dynamic vitality of the City and does not impede on the City's ability to meet other General Plan goals.

SECTION 6: A new Section 19.20.240, Art on Construction Fencing is added to Chapter 19.20 of Title 19 of the West Hollywood Municipal Code to read as follows:

Section 19.20.240 Art on Construction Fencing

A. Applicability.

1. *Required.* Commercial properties under construction shall install temporary art along the perimeter construction fence of the property adjacent to the public right of way if the construction is for a development project of 10,000 square feet or more.

The construction fence shall meet the requirements of the Building Code of the City of West Hollywood and the project's construction mitigation plan and the temporary art shall comply with the provisions of this Section.

2. *Allowed.* All other commercial properties under construction may install temporary art onto 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 provisions in the Section.

B. Review Authority. Prior to the issuance of any building permits for a project where art is required under Subsection A above, an Art on Construction Fence application shall be submitted to the Arts Division for review and approval. Applications shall be reviewed by the Division in accordance with the Art on Construction Fence Program approved by the Arts and Cultural Affairs Commission.

C. Advertisements. Use of advertisements on construction fence artwork shall not be permitted as set forth in Section 19.34.090 - Prohibited and Restricted Signs. Names of architects, contractors, designers, financing institutions, future occupancy signs, rendering s, and/or information on the project are permitted and shall comply with the standards in Section 19.34.050 (F) - Temporary Signs.

D. Installation. The applicant shall install the artwork on the construction fence within five (5) business days of the assembly of the construction fence. Additionally, the applicant shall submit photographic documentation of the completed installation of the

artwork on the construction fence to the Arts and Economic Development staff within fourteen (14) business days.

E. *Maintenance of Artwork*. 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.

PASSED, APPROVED, AND ADOPTED by the West Hollywood City Council at a regular meeting held this 21st day of August 2017, by the following vote:

AYES:	Councilmember:
NOES:	Councilmember:
ABSENT:	Councilmember:
ABSTAIN:	Councilmember:

JOHN HEILMAN, MAYOR

ATTEST:

City Clerk

RESOLUTION NO. PC 17-1196

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF ZONE TEXT AMENDMENT 2016-0002 TO REQUIRE ART TO BE INSTALLED ON CONSTRUCTION FENCING FOR CERTAIN COMMERCIAL PROJECTS, CITYWIDE, WEST HOLLYWOOD, CALIFORNIA.

The Planning Commission for the City of West Hollywood hereby finds, resolves, and orders as follows:

SECTION 1. The City of West Hollywood initiated an amendment to the Zoning Ordinance, Article 19 of the Municipal Code to require art to be installed on construction fencing of certain commercial projects.

SECTION 2. A public hearing was duly noticed for the Planning Commission meeting of March 23, 2017 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper on March 23, 2017, required state and local agencies, the City website and by announcement on City Channel 6 by March 23, 2017.

A second public hearing was duly noticed for the Planning Commission meeting of July 20, 2017 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper on July 7, 2017, required state and local agencies, the City website and by announcement on City Channel 6 by July 7, 2017.

SECTION 3. This zone text amendment is Categorical Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061 of the CEQA Guidelines. Section 15061 states that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. No possibility exists that the proposed zone text amendment would have a significant effect on the environment because the zone text amendment would reduce the negative aesthetic impact of construction fencing.

SECTION 4. The Planning Commission of the City of West Hollywood hereby finds that Zone Text Amendment 2016-0002 is consistent with the Goals and Policies of the General Plan, specifically Policy LU-1, which states that the City should, "maintain an urban form and land use pattern that enhances quality of life and meets the community's vision for its future" and Policy HS-2, which states that the City should "support and encourage arts and culture in West Hollywood." These proposed zone text amendment will help meet this goal by providing a publicly visible community art asset and contributing to the creative and dynamic vitality of the City and does not impede on the City's ability to meet other General Plan goals.

SECTION 5. Based on the foregoing, the Planning Commission of the City of West Hollywood hereby recommends approval to the City Council of Zoning Text Amendment 2016-0002, which is attached hereto as Attachment A.

PASSED, APPROVED AND ADOPTED by the Planning Commission of the City of West Hollywood at a regular meeting held this 20th day of July, 2017 by the following vote:

AYES: Commissioner: Altschul, Bass, Carvalheiro, Hoopingarner,
Acting Chair Buckner.

NOES: Commissioner: Jones.

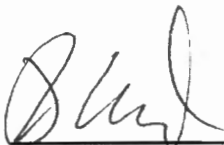
ABSENT: Commissioner: Chair Aghaei.

ABSTAIN: Commissioner: None.



SUE BUCKNER, ACTING CHAIRPERSON

ATTEST:



BIANCA SIEGL, PLANNING MANAGER
LONG RANGE AND MOBILITY PLANNING

Decisions of the Planning Commission are subject to appeal in accordance with the procedures set forth in West Hollywood Municipal Code Chapter 19.76. Any action to challenge the final decision of the City of West Hollywood made as a result of the public hearing on this application must be filed within the time limits set forth in Code of Civil Procedure Section §1094.6.

Attachment A

ZONE TEXT AMENDMENT 2016-0002 WEST HOLLYWOOD MUNICIPAL CODE SECTIONS TO BE MODIFIED

(New text indicated with underlining, deleted text with strikethrough.)

Section 1: A new Section 19.20.240, Art on Construction Fencing in Chapter 19.20 of Title 19 of the West Hollywood Municipal Code is added to read as follows:

Section 19.20.240 Art on Construction Fencing

A. Applicability.

1. Required. Commercial properties under construction shall install temporary art along the perimeter construction fence of the property adjacent to the public right of way if the construction is for a development project of 10,000 square feet or more.

The construction fence shall meet the requirements of the Building Code of the City of West Hollywood and the project's construction mitigation plan and the temporary art shall comply with the provisions of this Section.

2. Allowed. All other commercial properties under construction may install temporary art onto 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 provisions in the Section.

B. Review Authority. Prior to the issuance of any building permits for a project where art is required under Subsection A above, an Art on Construction Fence application shall be submitted to the Arts Division for review and approval. Applications shall be reviewed by the Division in accordance with the Art on Construction Fence Program approved by the Arts and Cultural Affairs Commission.

C. Advertisements. Use of advertisements on construction fence artwork shall not be permitted as set forth in Section 19.34.090 - Prohibited and Restricted Signs. Names of architects, contractors, designers, financing institutions, future occupancy signs, rendering s, and/or information on the project are permitted and shall comply with the standards in Section 19.34.050 (F) - Temporary Signs.

D. Installation. The applicant shall install the artwork on the construction fence within five (5) business days of the assembly of the construction fence. Additionally, the applicant shall submit photographic documentation of the completed installation of the artwork on the construction fence to the Arts and Economic Development staff within fourteen (14) business days.

E. Maintenance of Artwork. 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.

SUBJECT: CONSTRUCTION FENCE ART PROGRAM

INITIATED BY: MAYOR PRO TEMPORE LAUREN MEISTER

PREPARED BY: Andi Lovano, Acting Senior Management Analyst 

STATEMENT ON THE SUBJECT

The City Council will consider directing the Community Development Department to work with the Arts & Economic Development Division to develop a Construction Fence Art Program in West Hollywood.

RECOMMENDATION

1. Direct the Community Development Department to return to City Council within 90 days with an implementation plan for the Construction Fence Art Program that includes a proposed timeline for:
 - a. Drafting a Zone Text Amendment to require temporary art installations on construction fencing on commercial development sites.
 - b. Collaborating with the Arts & Economic Development Division to develop an approval process for the artwork in the program.

BACKGROUND ANALYSIS

The City Council originally received this report at its meeting on September 21, 2015. The item was pulled from the Consent Calendar and is being brought to the meeting of October 5, 2015 for further discussion.

The West Hollywood Municipal Code requires construction fences to be erected on properties that are vacant, abandoned, or undeveloped for more than 90 days. The fence must be at least six feet tall and the location, type, and method of installation is subject to approval of the Director of Community Development before installation. A fence can only be chain-link if the property is actively being developed pursuant to a current and valid building permit.

Construction fences can be seen as eyesores, but they can also be seen as blank slates, representing wonderful opportunities to reduce the impacts of a construction site through temporary art installations. This item would direct the Community Development Department (CDD) to develop a Construction Fence Art Program that would require construction fences on commercial development sites to feature temporary art installations. This item would also direct CDD to work with the Arts & Economic Development Division to develop a process to approve artists and artwork for the

installations. CDD will return to the City Council within 90 days with an implementation plan for the new program.

Other cities, such as Seattle and New York, have developed programs to encourage construction fences and scaffolding to be turned into artwork. The Seattle program focused on a specific city block that was under construction. It included the work of eight artists who developed temporary, large-scale, colorful panels for the construction fencing. The New York program is managed by a nonprofit organization called ArtBridge, which aims to transform urban spaces by covering the estimated 192 miles of street-level construction scaffolding in New York into canvas for emerging artists.

West Hollywood, as the Creative City, has a robust public art program that is unique and innovative. The Art on the Outside program provides temporary arts exhibits in City Parks and street medians. The Urban Art Program, initiated in 1987, requires developers of certain projects to contribute one percent of the project cost to public art. Developers have the option of placing artwork on-site or contributing funds to the City's Public Art and Beautification Fund. The Art on the Outside Program and the Urban Art Program promote interest in the arts and add vibrancy to the City's urban fabric. The Construction Fence Art Program would expand on these existing City initiatives. It would also encourage creative uses of public spaces, which is one of the recommendations of the recently released 2015 Innovations Annual Report.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN

This item is consistent with the Ongoing Strategic Program of **Enhance the Cultural and Creative Life of the Community**. In addition, this item is also consistent with the following General Plan goals:

LU-1: Maintain an urban form and land use pattern that enhances quality of life and meets the community's vision for its future.

HS-2: Support and encourage arts and culture in West Hollywood.

EVALUATION

N/A

ENVIRONMENTAL SUSTAINABILITY AND HEALTH IMPACTS

N/A

OFFICE OF PRIMARY RESPONSIBILITY

Community Development Department

FISCAL IMPACT

None at this time. Staff will incorporate activities related to this resolution into currently budgeted work plans.

Previous Council Staff Report