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**How do we create**  
**“artistic landmarks”**  
**throughout Los Angeles**  
**as a collective and community goal?**



- **Creating “Artistic Landmarks” as a Smart Growth Strategy**
- The **arts and creative** industries historically have been a **catalyst** in contributing to **community revitalization**
- Public Art attracts **tourism capital** to secure **economic long-term benefits** for the community
- 1. Enhance **Community Pride and the Quality of Life for Residents**
- 2. Increase **revenue** for **local** businesses
- 3. **Problem-solving** using **Public Art** and **Beautification** Projects
- 4. **Projects** included on **“Experience LA”** convention and **tourism** website



By using the **1% Art Development Fee**  
(Municipal Code 97.107.4.6.)

The **1% Art Development Fee (ADF)** is a mandatory fee for **Commercial projects** with construction costs over \$500,000

In **December 2015**, the full City Council changed the 1% Policy allowing that the 1% Art Development Fee can be used **“outside”** of the development site to be used in **“underserved”** areas within the **Neighborhood Council** where the **development takes place.**



## “Quality of Life” Using Creative Innovation

To create “art” corridors using **public art** and **façade beautification** projects

- Urban blight, renewal and **smart growth** principals of using the
- 1% Art Development Fee as a way to **increase economic** development
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- **Transforming** our under served communities.....driven by community **public art** and **beautification** projects.
- A “**Smart Growth**” approach adds **Value** creating a ripple effect on the local economy

**“Urban Lights”** an example of a successful public art project  
which generates economic and cultural benefits (LACMA)





## WHY USE LOS ANGELES BASED ARTISTS?

*”L.A. makes its bid for a **place in art** history.....Los Angeles artists are in demand globally!!”*

**Los Angeles Times, Sat., Sept 17, 2011**

*Recognition finally comes (**in a BIG way**) for Los Angeles painters and sculptors - over-shadowed by Hollywood, ignored by New York for too long.....”*



## Strategic Partnerships and Collaborations

### Neighborhood Council and Community Stakeholders

#### PUBLIC

Department Public Works

Community Beautification – Paul Racs

Bureau of Street Lighting

Bureau of Street Services

#### LADOT

General Services

#### PRIVATE

Vista Paints/Home Depot/Lowe's

Quali-Tech Manufacturing Co.

Economy Equipment Rentals/Calgrove Equipment Rentals

#### NON PROFIT

#### LA MAS

Los Angeles Trade Tech

LA Works

LANI

#### LABOR AGREEMENT

Painters and Allied Trades District Council No. 36 (Union 36)



**Funding: 1% Art Development Fee**

**Liability of Public Art: California Artist Coalition of Los Angeles**

**Maintenance/Preservation: California Artist Coalition of Los Angeles**

**Experience: Vetted through the Community Redevelopment Agency (CRA) and Department of Cultural Affairs for the City of Los Angeles**

**ARTIST RIGHTS /VARA/California Art Preservation Act**