

Motion

Downtown Los Angeles is a uniquely dynamic, exciting and thriving area within the City of Los Angeles. Today Downtown Los Angeles is booming with record breaking development consisting of a multitude of construction sites. These construction sites are the beginning phases of a future world class urban core.

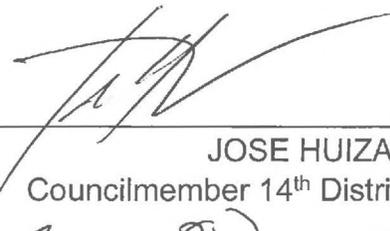
Construction sites are so common in Downtown Los Angeles that at times, more than two corners of a given intersection may be covered in construction fences. Unfortunately these construction fences do not always remain clean and presentable to the community. Graffiti is becoming more and more prevalent, making it more difficult for City Departments and local Business Improvements (BIDs) to respond in a timely manner. Graffiti abatement for these construction fences takes up resources from the City and the BIDs that can be used more effectively.

In order create a livable and enjoyable pedestrian experience within Downtown Los Angeles, it is important to promote creative solutions to our City's basic issues. In response to the construction fence graffiti issue in the South Park area of Downtown Los Angeles, the South Park BID developed and implemented a construction fence art project that has reduced graffiti by 96% on a test site. This successful program was a partnership between the BID, developers, construction companies and students from the local Metro Charter Elementary school that set a precedent for other construction sites throughout the City.

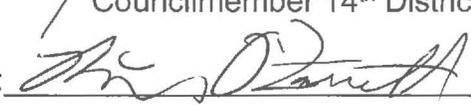
This program combines public art, community engagement and innovation to increase the pedestrian experience and create a sense of ownership among stakeholders, while at the same time proactively working to abate graffiti and free up City resources.

I THEREFORE MOVE, that the Council instruct the Bureau of Street Services, with the assistance of the Bureau of Engineering, the Bureau of Contract Administration, and Cultural Affairs, to treat the South Park construction fence art project located at the corner of Pico Boulevard and Hope Street as a pilot project and work with the South Park Business Improvement District to determine the feasibility of expanding this program.

PRESENTED BY: \_\_\_\_\_

  
JOSE HUIZAR  
Councilmember 14<sup>th</sup> District

SECONDED BY: \_\_\_\_\_



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AUG - 9 2016