



People St

Special Application Cycle 2018-2019: Intersection Mural

About Intersection Murals

NOTE: Intersection Murals are pending Metro approval as a People St Special Cycle project.

An **Intersection Mural** focuses driver attention on the road while celebrating community history and culture through art. Intersection Murals are a new addition to People St project typologies in 2018. The Community Partner maintains the Intersection Mural.



INTERSECTION MURAL IN PITTSBURGH, PA



INTERSECTION MURAL IN PORTLAND, OR

Community Partner Criteria

People St

Community Partners will accept the responsibility for operations, programming, management, and maintenance of the Intersection Mural and must meet the following conditions.

ELIGIBLE ORGANIZATIONS

- Business Improvement District (BID)
- Community Benefit District (CBD)
- Chambers of Commerce
- Ground-floor business owner
- Fronting property owner
- Nonprofit and community-based organizations
- Other eligible Community Partners may be considered on a case-by-case basis.

COMMUNITY CONNECTION

The Community Partner should have strong and productive relationships with property owners, business operators, and area residents. Prior collaboration with other community groups is also highly preferred. The Community Partner must have the organizational capacity to conduct outreach and organize public meetings regarding the Intersection Mural project.

HISTORY OF PUBLIC REALM IMPROVEMENTS

The Community Partner should have a track record of work in the public realm. Examples of this include community clean-up programs, planting and streetscape projects, or public safety and monitoring programs.

CAPACITY FOR MAINTENANCE

The Community Partner should have previous maintenance experience and/or demonstrated capacity to maintain the Intersection Mural on a daily basis. Repairs and upkeep of vegetation are required throughout the lifetime of the Intersection Mural.

CAPACITY FOR PROGRAMMING

The Community Partner should have previous experience and/or demonstrated capacity to coordinate or provide free public programs in the Intersection Mural on a routine basis. Examples of programming include but are not limited to farmers' markets, movie nights, dances, bicycle rides and repair workshops, and music and performance events.

Intersection Mural Cost and Responsibility Breakdown

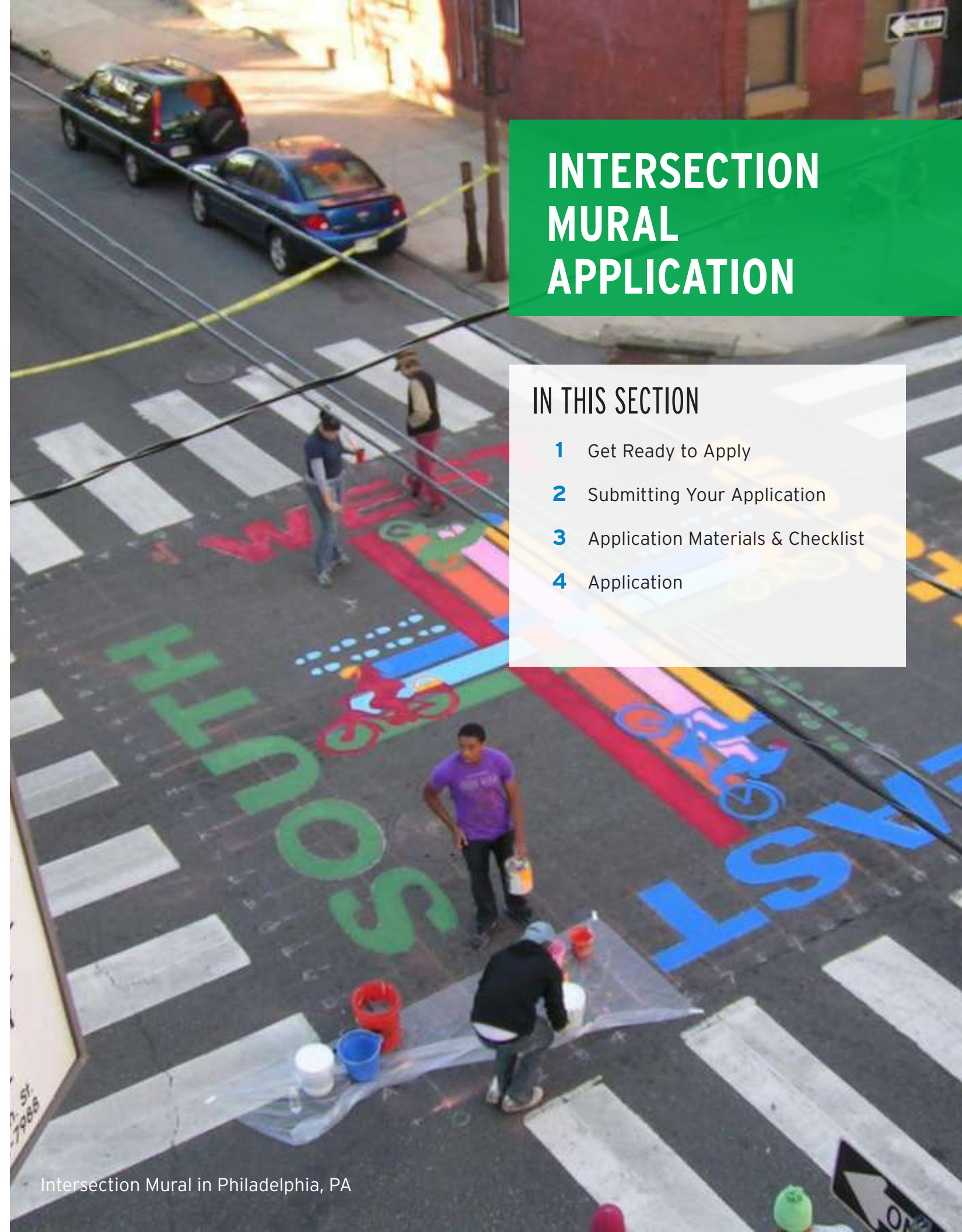
The table below describes how costs and responsibilities are shared between the Community Partner and LADOT. Additional details can be found on the following pages.

COMMUNITY PARTNER	LADOT & CONSULTANTS
<ol style="list-style-type: none"> 1. Design development (with LADOT) 2. General liability insurance 3. Maintenance & upkeep 4. Removal 	<ol style="list-style-type: none"> 1. Design development 2. Materials 3. Construction and installation

Note: Each party is responsible for facilitating the *purchase, installation, repair and replacement* of each expense item listed above.

INTERSECTION MURAL APPLICATION

- IN THIS SECTION**
- 1 Get Ready to Apply
 - 2 Submitting Your Application
 - 3 Application Materials & Checklist
 - 4 Application



Intersection Mural in Philadelphia, PA

Get Ready to Apply

STEP 1: CHECK OUT INSTALLED PROJECTS

Experiencing pilot projects already on the ground can help you understand how a People St project might work in your neighborhood. Information on the location of installed pilot projects is on the People St website (peoplest.lacity.org). Consider taking a group of interested potential project partners on a People St Pilot Project tour, perhaps by bike, transit, or carpooling.

STEP 2: THINK ABOUT SITES

Review site location criteria carefully. This section of the **Application Manual** outlines safety and design considerations required by the City of Los Angeles for determining if a potential site is appropriate and allowable for an Intersection Mural. Prospective Community Partners are strongly encouraged to confirm initial site location feasibility with People St staff before proceeding on to the next steps of building support and starting the application process. Contact us by emailing peoplest@lacity.org

STEP 3: BUILD COMMUNITY SUPPORT

Generating community support and building relationships are important for future project success. Contacting your local Council District office and Neighborhood Council are great ways to start building a coalition of support.

Prospective Community Partners may wish to get an early start with generating funds for long-term maintenance. A great place to start is by contacting your local Council Office for ideas or by studying up on the People St projects already implemented. Information on partners involved in existing projects can be found on our website.

STEP 4: RUN IDEAS BY US

Think you are ready to start your application? People St is here to answer any questions you may have. If you want to inquire about launching a People St project at a desired location, or have questions about the site location criteria, email us at peoplest@lacity.org

HELPFUL TIPS

Request letters early. Ask your Council Office, community stakeholders, and volunteer collaborating organizations for these important documents as early as possible. You may wish to show a draft application package to your Council Office when soliciting their letter of acknowledgement.

Seek the guidance and assistance of qualified design professionals. Professionals can lend their skills to help you develop your project or produce required Intersection Mural application documents.

Form a project team and secure partnerships. Maintenance costs and responsibilities can be supplemented by commitments from local stakeholders. Submit letters from individuals or organizations willing to pitch in.

Share information. Photos and studies on pilot projects can be downloaded for your use in flyers or presentations from the People St website.



Submitting Your Application

The following section contains all materials—application and supporting items—that you must assemble in preparation for submitting your application online to LADOT. Complete applications with no missing information are encouraged and will be prioritized.

Once you complete your initial application form and gather all the required supporting materials, visit peoplest.lacity.org/specialcycle to access our online portal and officially submit your application for LADOT review.

LADOT strongly encourages applications be submitted via peoplest.lacity.org/specialcycle.

VIA PEOPLEST.LACITY.ORG (PREFERRED)

<p>SUBMIT ONLINE</p> <p>peoplest.lacity.org/specialcycle</p> 	<p>APPLICATION WINDOW</p> <p>Initial applications are accepted through January 22nd, 2019.</p> 
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If you cannot submit via the website, there are two other options:

VIA E-MAIL

Applicants may submit the application via e-mail. Please use “Intersection Mural Submittal” as the e-mail subject line. Original hardcopy documents requiring signatures—such as letters of support and petitions—should be electronically scanned and submitted as individual PDF documents.

peoplest@lacity.org

VIA MAIL

Hardcopy packages of this Intersection Mural Initial Application form and all required application materials must arrive on or by the application-window closing date. Packages may be addressed to:

People St Intersection Mural Application Submittal
City of Los Angeles Department of Transportation
Vision Zero Division
Attn: Kevin Ocubillo
100 S. Main Street, 9th Floor
Los Angeles, CA 90012

Intersection Mural Application Materials & Checklist

- 1** APPLICATION FORM
- 2** PROOF OF COMMUNITY OUTREACH AND SUPPORT
- 3** EXISTING CONDITIONS
- 4** BUDGET AND MAINTENANCE PLAN
- 5** CONCEPT DRAWING

1 Application Form

The Community Partner must complete this form in its entirety before submitting online to LADOT.

SUBMIT ONLINE
peoplest.lacity.org/specialcycle



APPLICANT CONTACT INFORMATION

First Name

Last Name

Title

E-mail

Phone

Organization

Street Address

City and State

Zip

ORGANIZATION TYPE

- Business Improvement District (BID)**
- Community Benefit District (CBD)**
- Chamber of Commerce**
- Property owner**
- Ground-floor business owner**
- Nonprofit and community-based organizations**
- Other** _____

PROPOSED LOCATION

Nearest Valid Street Address

Nearest Cross Street

City and State

Zip

Council District

SITE LOCATION INFORMATION

(Please select all that apply.)

- Intersection is controlled by traffic signal**
- Intersection is controlled by stop sign**
- Intersection is uncontrolled** (disqualifies location)
- Intersection is on a local or collector street**
- Site is within 1/2 mile of Metro Rail station area**
- Site is within 1 mile of Metro Rapid bus station area**

USE TYPES WITHIN TWO-BLOCK RADIUS

(Check all that apply.)

- Business**
- Retail store**
- Restaurant**
- Cafe**
- Bar**
- Multifamily residential**
- Single-family residential**
- Office/commercial**
- Other** _____

site must meet at least one of these criteria

2 Proof of Community Outreach and Support

Applicants must speak with each site-adjacent business as well as fronting property owners about their intent to apply. Applicants are also encouraged, but not required, to inform local community groups and/or business organizations. **See peoplest.lacity.org/specialcycle for additional sample templates to use in outreach.**

A minimum of one letter of acknowledgement is required for applications. If submitting electronically, scan and upload as individual PDF documents, or submit original hardcopies.

- A letter of acknowledgement must come from the local Council District Office.
- Optional: Letter(s) of support from adjacent property owner(s) and/or others directly impacted by or fronting the Intersection Mural.

Applicants are required to present their proposed People St project at a local Neighborhood Council meeting. Neighborhood Council meetings occur monthly and applicant presentations should be scheduled well in advance of application deadline.

A minimum of one document must be submitted as proof of presentation to the applicable Neighborhood Council. Acceptable documentation obtained from the Neighborhood Council includes:

- Meeting agenda
- Meeting minutes

Optional documentation that may also support a robust application include:

- Additional letters of support from other project stakeholders including, but not limited to: neighboring businesses, schools, neighborhood councils, community groups, and neighboring residents*
- Petitions in support of the Intersection Mural*
- Fliers and posters created by applicant
- Community surveys
- Documentation of community-outreach meetings and/or visioning workshops
- List of coordinating participants and project partners

* **Note:** A sample letter of support and petition of support can be found on peoplest.lacity.org.

LADOT encourages applicants to actively involve the community in the development of the application as it evolves. In review, LADOT will pay special attention to the description of outreach efforts within the submitted application. Once an application is approved, a public notice will be placed in the window of the adjacent business for 10 days to solicit any public comment that may influence the acceptance or rejection of the application.

XYZ GROUP

Los Angeles

January 1, 2015

People St
City of Los Angeles Department of Transportation
100 S. Main St., 9th Floor
Los Angeles, CA 90012

Dear People St,

I would like to express my support for the proposed plaza next to my property at 1001 Chapparral Blvd. The Sunset BID, who is submitting the application for this plaza and would be the Community Partner for this project, has my complete support to move forward in this location.

For a few years, I have seen the need for more quality public space in the Sunset area, especially in this neighborhood. This particular part of Sunset Blvd experiences calm traffic and would be a good candidate site for a plaza. My property includes two restaurants and an incoming bike shop.

I recognize that the plaza needs to be located in front of a business that can help keep an eye on it, while the BID maintains and cleans the space. I look forward to becoming a partner in the care of such a space and have offered my commitment to store tables, chairs and umbrellas at night.

I urge you to strongly consider their application and help us bring back some public open space back in this neighborhood.

Sincerely yours,



Joe A. Smith
XYZ GROUP | Partner

XYZ GROUP | 500 Los Feliz Blvd | Los Angeles, CA 90000 | Tel. 213-555-0203 | www.xyz-group.com

Example of a Letter of Support

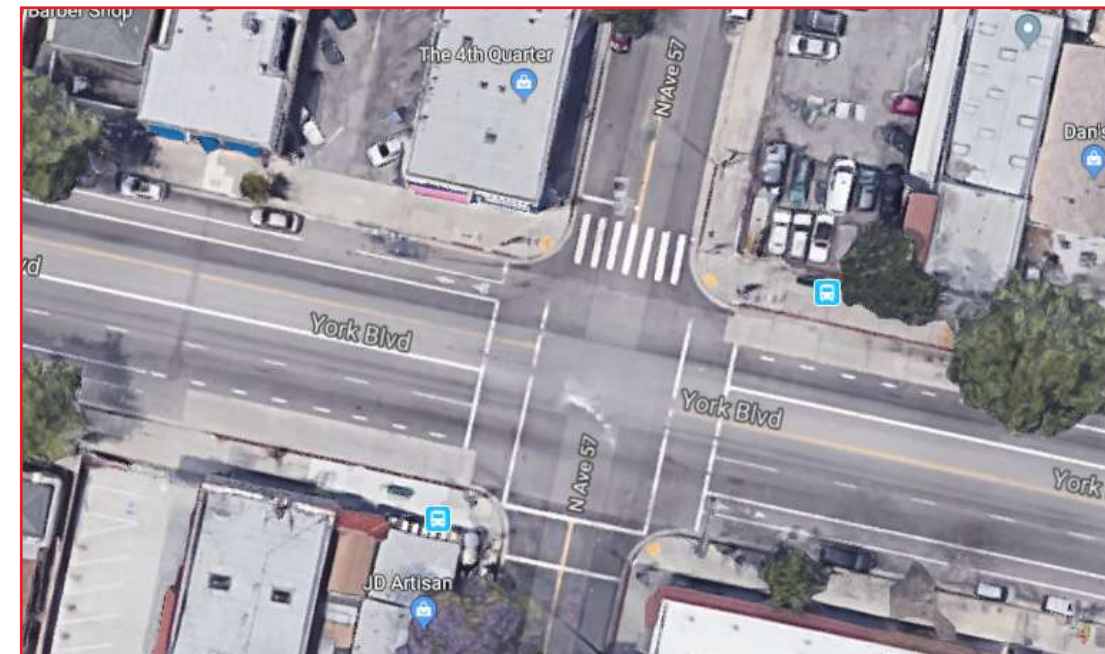
3 Existing-Conditions Photos

Community Partners are required to submit photos like those shown on pages 14 and 15. Photos of every angle of the intersection are required, along with an aerial view (can be screenshots from Google Maps).

LADOT prefers JPG electronic submission using the online application portal at peoplest.lacity.org/specialcycle. If submitting hardcopies, please print at a minimum of 8x10 inches. Any photos that illustrate pedestrian activity near the site are encouraged.



AERIAL MAP VIEW



File Naming Key:

YYYY =
year of application

MM = month of
application

4 Budget and Maintenance Plan

The applicant must submit a draft of a fiscal year operating budget for maintenance of the Parklet, including but not limited to the following below. Fill out the form below or submit the plan in your preferred format.

People St

DECORATIVE CROSSWALK or INTERSECTION MURAL Budget and Maintenance Plan Worksheet

ANNUALLY	x hours	x cost per hour	annual cost
Repaint/refresh painted elements as needed			
OTHER [OPTIONAL]			
[Fill in additional maintenance task here]			
[Fill in additional maintenance task here]			
[Fill in additional maintenance task here]			
TOTAL:			

5 Concept Drawing

Community Partners must submit a concept drawing of their Decorative Crosswalk. **Please note the following design requirements:**

- Must not mimic official pavement markings or traffic control devices
- Must not include words, logos, advertising, or insensitive images
- Must not use copyrighted materials
- Design is limited to roadway in the intersection - curbs, gutters and sidewalks cannot be altered
- Paint must be pre-certified by the city