ART in
Public
Places

City of Hollywood
Development Services
Planning Division

DEVELOPMENT GUIDE

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Placemaking begins when art meets intention

In Hollywood, public art is more than a feature—it's a foundation for identity, community, and connection.

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PUBLIC ART AND DESIGN EXCELLENCE IN HOLLYWOOD

The Art in Public Places Program is a commitment to enhancing the aesthetic appeal of our community through the creation of public artwork. This initiative aims to allow residents and visitors to enjoy and appreciate art in various forms throughout the city.

In Hollywood, public art is a key driver of design quality. It elevates the visual and spatial experience of developments, adds depth to architectural and landscape design, and contributes to a cohesive and culturally rich urban fabric. For architects and developers, public art is an opportunity to deliver thoughtful, high-quality work that stands out, resonates with the community, and adds lasting value.

PURPOSE OF THE PUBLIC ART LOOK BOOK

This look book is a curated source of inspiration, showcasing high-impact precedents and opportunities for integrating public art into the built environment. It sets a design standard for how art can be meaningfully woven into buildings, infrastructure, and public spaces—encouraging excellence, creativity, and site-responsive design in Hollywood's future developments.

HOW THE ART IN PUBLIC PLACES PROCESS WORKS

1. Know the Requirement

All eligible development projects in Hollywood must contribute to public art—either by installing on-site artwork or paying an in-lieu fee to the City's Public Art Fund.

2. Plan Early

Start considering public art during the early stages of your project. The City encourages integration of art into the design of buildings, landscapes, or infrastructure.

3. Choose Your Path

Two options:

- **Commission** or **install** art on-site
- **Pay the in-lieu fee** (used for public art elsewhere in the city)

4. Submit Your Proposal

If installing on-site art, submit a proposal to the City that includes a concept, artist info, location, budget, and how it fits into the site and surrounding area.

5. Review, Approval & Installation

The City and Advisory Committee will review your proposal. Once approved, you'll install the work, and the City will confirm it meets the plan—adding to Hollywood's cultural landscape.

WHY YOU SHOULD CHOOSE PUBLIC ART

Integrating public art into your development isn't just about aesthetics, it's a strategic move that can help meet city requirements, **enhance your project's visibility**, and foster meaningful community engagement. Many municipalities recognize evaluated public art as a contribution toward planning approvals, **urban design guidelines**, and cultural or **community benefit** obligations. By incorporating a curated and measurable art strategy, you not only **add long-term value to the site**, but also streamline the approval process and demonstrate leadership in building vibrant, **inclusive urban spaces**. Public art is a powerful tool to **activate your development**, tell your brand story, and deliver lasting impact, all within a framework that aligns with your construction budget.

There is freedom to explore

diverse art forms that enrich the experience of every development.

FUNCTIONAL ART

Functional art enhances the public realm by combining utility with artistic expression. It transforms essential infrastructure into engaging, place-specific features that contribute to a site's identity and usability.

Examples include:
- Sculptural benches that invite rest and interaction.
- Artist-designed shading structures.
- Planters that double as seating or spatial dividers.
- Lighting and wayfinding with integrated artistic elements.
- Bike racks and fencing with cultural or community-based motifs.

SIGNITURE SCULPTURES

Signature sculptures are large, stand-alone artworks that act as bold focal points, defining identity and enhancing placemaking within a development.

Examples include:
- Landmark sculptures at gateways
- Statement pieces in courtyards or civic spaces
- Sculptures integrated with landscape or water features

All signature sculptures must be high-quality, durable, aligned with the public realm strategy, and planned early for seamless integration.

LANDSCAPE ART

Landscape art enhances outdoor spaces by blending art with nature and design. It enriches placemaking and creates engaging, memorable environments. Examples include:

- Sculptural seating and pathways
- Artistic planting and green installations
- Environmental sculptures with water or terrain features

All landscape art should be durable, site-responsive, and planned early for seamless integration.

ARCHITECTURE AS ART

High-quality architecture with rich detail and high-end finishes transforms buildings into unique, engaging works of art. Collaborating with artists, these designs create distinct, memorable identities.

Examples include:
- Facades with intricate, artist-led detailing
- Sculptural building forms with custom artistic elements
- Integrated art collaborations enhancing architectural expression

All architectural art must be exceptional in quality, site-specific, and developed early through close artist collaboration for unique results.

MURALS

Murals enliven walls and connect communities. We encourage creative approaches beyond paint, like mosaics, reliefs, mixed media, or integrated lighting for lasting impact.

Examples include:
• Painted murals with stories
• Mosaic or tile installations
• Sculptural reliefs
• Murals with lighting or interactive elements

All murals should be high-quality, durable, site-appropriate, and developed early with artist collaboration.

PARKING GARAGE

Parking garages offer unique opportunities to combine function with artistic design. Thoughtful treatments can transform utilitarian structures into engaging landmarks that enhance the public realm. Examples include:

• Artistic facade panels or screens
• Integrated lighting and color treatments
• Murals or sculptural elements on exterior walls
• Green walls and landscaping features

All designs should be durable, visually appealing, and integrated early in the project to elevate the garage's presence in the community.

Microclimate Art

Microclimate art blends creativity with environmental function to improve outdoor comfort by moderating temperature, sunlight, and airflow.

Examples include:
• Artistic shade structures and canopies
• Sculptural screens that enhance airflow and block sun
• Green walls or living installations that cool surrounding areas
• Features designed to create pleasant microclimates for users

All microclimate art should be durable, site-specific, and planned early to maximize comfort and visual impact.

LIGHT SCULPTURES

Light-enhanced sculptures transform spaces by adding dynamic visual interest day and night. They highlight architecture and enliven public areas.

Examples include:
• Sculptures with integrated lighting
• Light projections on art forms
• Interactive light installations
• Illuminated public art for ambiance and safety

All designs should be durable, energy-efficient, and planned early for seamless integration.
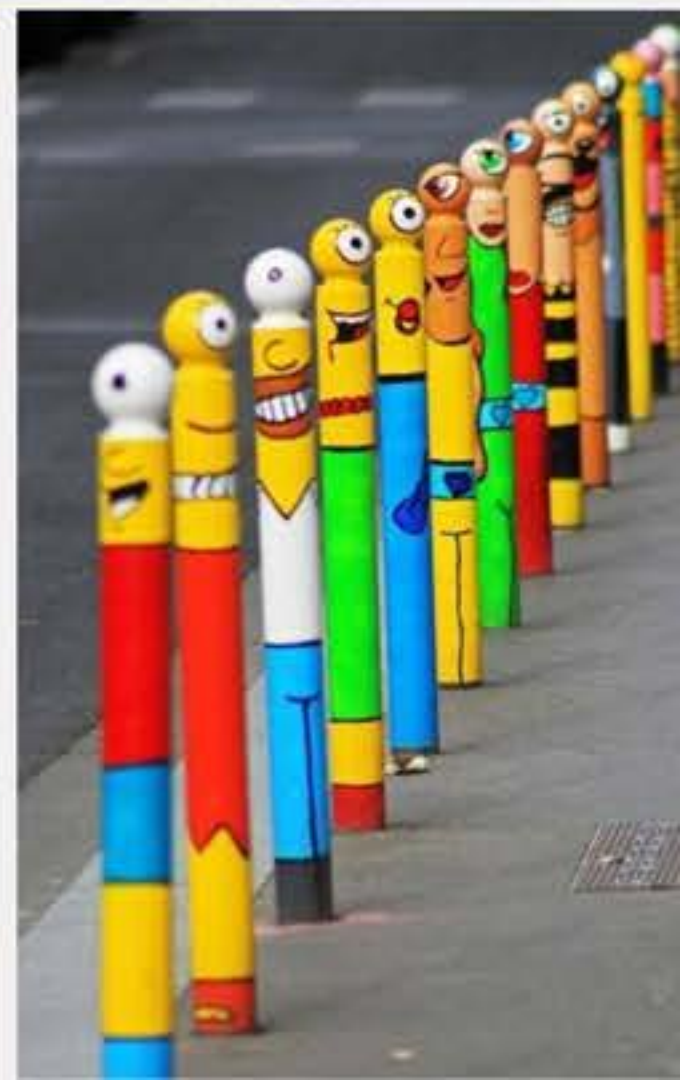
CPTED AS ART

Crime Prevention Through Environmental Design (CPTED) can go beyond function to become a design feature. Elements like fencing, lighting, and screening can be artistically expressed to enhance safety while adding visual and cultural value to a space.

Examples include:
• Artist-designed fences or gates
• Sculptural safety lighting
• Decorative screens with cultural patterns
• Creative sightline solutions

All CPTED features should be integrated early and designed to balance safety with aesthetics and placemaking.

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Art lives loudest in the details

that challenge the past and power the future.

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CRESCENT

IMAGE ACKNOWLEDGEMENTS

Functional Art
- Walala Lounge - Image: Camille Walala:
- Mamen Domingo i Ernest Ferré : Jordi Surroca, Marc Méndez
- Arborhythm by Yuri Suzuki - Image: Myleen Hollero
- Monumenta 2012 / Daniel Buren - Image: Stefan Tuchila

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