

## Findings

The City of Venice recognizes that public art is important to the quality of life of its citizens, the economic success of its businesses, an attraction for visitors and a benefit to tourism.

A Public Art Program will permit the City to attain recognition as a leader in art in public places and in cultural life thereby increasing public access to works of art, promote understanding and awareness of the visual arts in the public environment, and enhance the climate for artistic creativity within the City.

## Purpose

It is the intent and purpose of this ordinance to further the commitment of the City of Venice to the aesthetic enrichment of the city through the private and public acquisition of works of art so that citizens and visitors to the city will be given an opportunity to enjoy and appreciate works of art. The requirements of this ordinance shall be construed to promote the aesthetic values of the entire city, to encourage the preservation and protection of works of art.

It is also the intent and purpose of this ordinance to establish the framework for a comprehensive policy to promote the educational, cultural, economic and general welfare of the city in keeping with the vitality for which the city is recognized and to provide the means to enhance its aesthetic environment, to encourage incorporation of public art into private and public development recognizing that the art will become integral, lasting components of the cityscape and will be of intrinsic value to developments or, in lieu thereof, to contribute monies to a public art fund to provide for incorporation of visual art throughout the city. Public art provides artistic and cultural resources that enhance the quality of life for individuals living and working in the city. By mandating a percent for art fee for capital improvement projects and encouraging contributions for private development projects, planned unit developments, and government entity projects within the city, the public art program serves to:

1. Promote and strengthen civic pride;
2. Enhance and define the identity of the city;
3. Reflect the unique character and history of the city;
4. Create an important impression for visitors;
5. Encourage and increase tourism;
6. Spur economic development within the community;
7. Increase property values;
8. Reinforce the community as a leader in visual and performing arts;
9. Create visual and aesthetic landmarks;
10. Impart a cohesive visual and physical appearance;
11. Enhance the public environment visually;
12. Enrich the cultural climate of the city;
13. Enhance the quality of life;
14. Raise the level of awareness to the importance of aesthetic and intellectual experiences in everyday life; and
15. Promote awareness of visual arts in the public realm.