

## MOTION

Stretching along Melrose Avenue from Fairfax Avenue to Highland Avenue is an area known globally as the *Melrose Arts District*. Renowned as one of Los Angeles' most walkable and unique shopping, dining, and entertainment destinations, this corridor, managed and operated by the Melrose Avenue Business Improvement District, has served as a hub of creative expression, street culture, and artistic innovation for over four decades.

Since the 1980s, the Melrose Arts District has been synonymous with the City's alternative edge—home to fashion-forward boutiques, iconic comedy theaters like The Groundlings, independent record stores, and mural-covered walls that have helped define Los Angeles' youth identity across generations. The area was central to the punk and goth scenes of the '80s and now influences a new wave of digital-age style, attracting trendsetters, creatives, and art lovers from around the world.

The District's street art scene reflects Los Angeles' vibrant and diverse cultural landscape. Thousands of murals are painted each year across walls, roll-down doors, electrical vaults, and alleyways—transforming the neighborhood into a living, ever-evolving outdoor gallery. Renowned artists such as WRDSMTH, Colette Miller, Corie Mattie, KarPart, Mr. Brainwash, David Flores, Punk Me Tender, Jules Muck, and Kai Aspire contribute regularly to this dynamic scene, drawing international visitors who travel specifically to view and photograph their work.

From celebrity homages to nostalgic iconography and urban storytelling, the murals of Melrose Avenue offer something for everyone, reinforcing the District's status as a destination for street art tourism and creative exploration. With vibrant street views, bustling small businesses, and an undeniable visual energy, the Melrose Arts District has become an essential part of the City's cultural and economic identity.

In recognition of the Melrose Arts District's role in defining Los Angeles' creative spirit and its ongoing contributions to arts, culture, and community, it is appropriate that the stretch of Melrose Avenue between Fairfax Avenue and Highland Avenue be recognized. The Department of Transportation should be instructed to erect signage recognizing the established area of the Melrose Avenue Business District, which operates and manages the Melrose Arts District.

I THEREFORE MOVE that the Department of Transportation, in consultation with Council District 5, be directed to erect signage along Melrose Avenue between Fairfax and Highland recognizing the Melrose Arts District and its boundaries.

PRESENTED BY:

  
KATY YAROSLAVSKY  
Councilwoman, 5th District

SECONDED BY:



ORIGINAL

  
AUG 15 2025