

## REVISED MEETING AGENDA

### CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS FACILITY REPAIR AND MAINTENANCE COMMISSION TASK FORCE

Thursday, July 21, 2022 at 8:30 a.m.  
Revised to correct the name of the General Manager

Use this link: <https://us02web.zoom.us/j/84900653797>  
or dial (669) 900-6833 to join the meeting  
then enter this webinar ID: 849 0065 3797 and press #

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LYNN ALVAREZ, CHAIR  
JOSEPH HALPER, COMMISSIONER

Staff:

Jimmy Kim, Acting General Manager  
Cathie Santo Domingo, Assistant General Manager  
Darryl Ford, Superintendent  
City Attorney Representative

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IN CONFORMITY WITH CALIFORNIA GOVERNMENT CODE SECTION 54953 AND DUE TO CONCERNS OVER COVID-19, THIS TASK FORCE MEETING WILL BE CONDUCTED ENTIRELY TELEPHONICALLY.

EVERY PERSON WISHING TO ADDRESS THE COMMISSION MUST USE THIS LINK: <https://us02web.zoom.us/j/84900653797> OR DIAL (669) 900-6833, AND ENTER 849 0065 3797 AND THEN PRESS #. INSTRUCTIONS ON HOW TO SIGN UP FOR PUBLIC COMMENT WILL BE GIVEN TO LISTENERS AT THE START OF THE MEETING. EACH SPEAKER WILL BE GRANTED A MAXIMUM OF TWO MINUTES.

NOTICE TO PAID REPRESENTATIVES - IF YOU ARE COMPENSATED TO MONITOR, ATTEND, OR SPEAK AT THIS MEETING, CITY LAW MAY REQUIRE YOU TO REGISTER AS A LOBBYIST AND REPORT YOUR ACTIVITY. SEE LOS ANGELES MUNICIPAL CODE 48.01 ET SEQ. MORE INFORMATION IS AVAILABLE AT [ethics.lacity.org/lobbying](http://ethics.lacity.org/lobbying). FOR ASSISTANCE, PLEASE CONTACT THE ETHICS COMMISSION AT (213) 978-1960 OR [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org).

1. CALL TO ORDER
2. CURRENT BUSINESS
  - A. Chesterfield Square Park – “Chesterfield Square Community Block Club Mural”  
Discussion of Proposed Mural
  - B. Elysian Park – Riverside Drive Expansion  
Discussion of Proposed Renaming
  - C. William S. Hart Park – Hart Park Neon Dog Sign Project  
Discussion of Conceptual Approval
  - D. Reseda Park – Retroactive Approval of “Neighborly Growth Mural”  
Discussion of Mural Approval
  - E. Venice Beach – Fishing Pier  
Discussion of Proposed Renaming

July 21, 2022

3. PUBLIC COMMENT

Comments by the Public on Matters within Task Force Jurisdiction.

4. NEXT MEETING

The next Facility Repair and Maintenance Commission Task Force Meeting is tentatively scheduled telephonically through Zoom for August 4, 2022 at 8:30 a.m..

5. ADJOURNMENT

Additional Information

Under the California State Ralph M. Brown Act, those wishing to make audio recordings of the Commission Task Force Meetings are allowed to bring tape recorders or camcorders in the Meeting.

Sign language interpreters, assistive listening devices, or any auxiliary aides and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend. For additional information, please contact the Commission Office at (213) 202-2640.

Information on Agenda items may be obtained by calling the Commission Office at (213) 202-2640. Copies of the Commission Task Force Agenda may be downloaded from the Department's website at [www.laparks.org](http://www.laparks.org).

## **Chesterfield Square Park –Approval of “Chesterfield Square Community Block Club Mural”**

### **Background:**

Chesterfield Square Park is located at 1950 West 54<sup>th</sup> Street in the South Los Angeles area of the city. The park provides a playground, picnic tables and restroom building for the surrounding community.

RAP is in receipt of the Public Art Application, the Art Waiver Form and additional documentation for the “Chesterfield Square Community Block Club Mural” that were provided on June 1, 2022. The applicant is proposing to install the mural on the four exterior walls of the restroom building in the park.

### **Mural Design:**

The mural, designed by artist Mel Depaz, is dedicated to the history of the area (Jazz Corridor), what the area is known for (palm tree lined streets, Spanish and Tudor architecture, churches), and for community celebration (to encourage car-free transportation like biking, walking and public transit). The mural will not paint over any windows and doors. The proposed mural aims to express the surrounding building types, materials, theme, community culture or architectural design, etc. The colors are bright and vibrant as this was requested by community members. The medium used for this mural will be paint. The proposed walls will be cleaned from any debris prior to the installation.

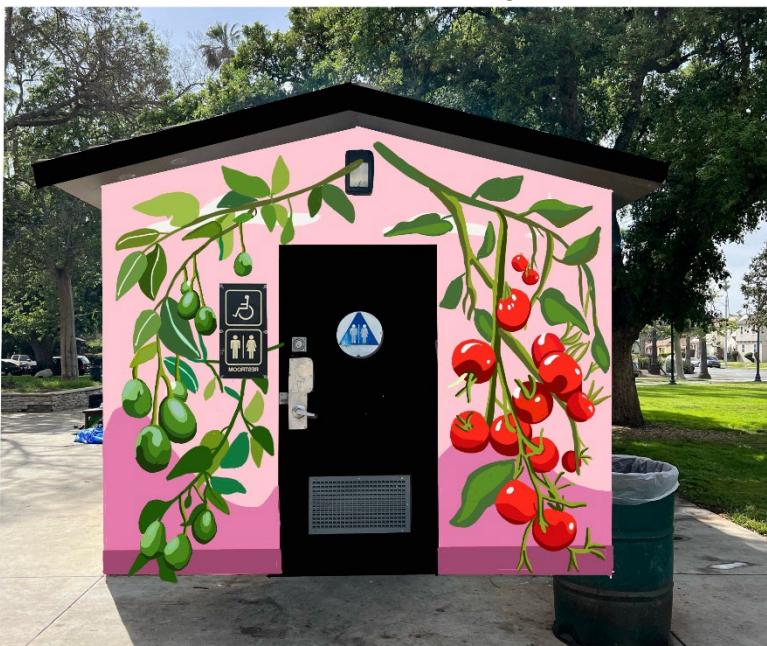
Side 1 (54<sup>th</sup> Street Wall) shows iconic palm trees, Latino/a and African American children, alternative transportation (by bus, bike, and on foot), and iconic fruit carts. See rendering below.



Side 2 (Side Wall Daylight) shows the local fruit trees: lemons and oranges. Sides 1 and 2 are daylight shots. See rendering of side 2 below.



Side 3 (Side Wall Sunset) shows the local fruit and vegetables grown in the neighborhood such as avocados and tomatoes. See rendering below.



Side 4 (Park Facing Wall) shows an iconic tudor style home, an African American man playing the saxophone, a street sign with an adjacent avenue, and the church bordering the park. Side 3 and 4 are sunset shots. See rendering below.



#### **Project Funding and Maintenance:**

To construct the mural, the Chesterfield Square Community Block Club received a grant from Keep Los Angeles Beautiful (KLAB) Community Grant Program: BeautifyLA (Beautify LA), in the amount \$2,500.00. This funding amount provided by Beautify LA is intended to cover the cost of the mural's installation and maintenance. The artist that was the main lead on this project is Mel Depaz. Carly Panchura and the Chesterfield Square Community Block Club will arrange to have the project cleaned and repaired as necessary for a period of at least 10 years. They will use the above-mentioned funding, as well as supplies donated by Council District 8. The applicant has submitted a signed Waiver of Rights as part of the application process and RAP reserves the right to remove the mural if it is not maintained to RAP Standards. Anti-graffiti coating will be installed by the artist.

The Chesterfield Square Community Block Club accepts responsibility for maintaining the Chesterfield Square Park Mural for a 10-year period, which begins on the installation date of the mural. See attached the letter of commitment from the Chesterfield Square Community Block Club.

#### **Community Outreach:**

The Chesterfield Square Community Block Club hosted a site visit with the art on April 9<sup>th</sup> to discuss the history of the surrounding communities.

#### **Department of Cultural Affairs Review and Approval:**

The Chesterfield Square Community Block Club will present the mural proposal to the Los Angeles Department of Cultural Affairs' Cultural Affairs Commission (CAC) for conceptual and final approval on July 13<sup>th</sup>, 2022.

**Recommendation:**

RAP staff is seeking conceptual approval from the Facility Repair and Maintenance Task Force before moving this proposal forward for the full RAP Board's consideration.

**Attachments:**

- 1) Public Art Application
- 2) Artist Waiver
- 3) Letter from Chesterfield Square Community Block Grant Club re: Mural Maintenance
- 4) CAC Agenda for July 13, 2022

**CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS**

**Planning, Construction, and Maintenance Branch**

**Public Art Application (Rev. 08/2014)**

Date: February 4th, 2022

1. Applicant: (Individual name or organization, address, email, telephone):

Chesterfield Square Community Block Club, cscbc.socialmedia@gmail.com,  
https://chesterfieldsquare.wixsite.com/blockclub, Carly Panchura: 310-403-8523

2. Project Title/Description (attach separate sheet if required):

Chesterfield Square Community Block Club Mural, a mural on the building at Chesterfield Square Park.

3. Project Location/Street Address: 1950 W 54th St, Los Angeles CA 90062

4. Council District of Project Location: CD8

5. Artist(s) Information (attach separate sheet for multiple entries, if required):

Name: Mel Depaz Address: 813 S Essey Ave, Compton, CA 90221

Email(s): meli.depaz@gmail.com Telephone(s): 310-213-4271

6. Estimated Cost of Project (Materials, Labor, Insurance, etc.): \$2,500

7. Expected Length of Time for Installation: 1 week

8. Expected Lifespan of Project: (3 years, 5 years, 7 years, other,) 10 year maximum: 8 years

9. Who will be responsible for maintaining the project during its lifespan? (attach separate sheet if required)

Name: Chesterfield Square Comm Block Club Address: https://chesterfieldsquare.wixsite.com/blockclub

Email: cscbc.socialmedia@gmail.com Telephone: 310-403-8523

10. Do you have a signed contract with the artist regarding the proposed project? Y or N X

11. Do you have a signed contract with the artist addressing the duration the project will remain in place, project maintenance, and/or removal of the project from park property? Y or N X

12. If "Yes" to either of 10 or 11 above, please attach one (1) copy of each contract.

13. See "Required Documentation" sheet for additional information and requirements.

# CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS

## Planning, Construction, and Maintenance Branch

### **Public Art Proposal Required Documentation (Rev. 08/2014)**

All requested items and copies of requested documents must be submitted to RAP before an application can be processed and scheduled for an initial review.

- A. Application Form;
- B. Artist(s) Resume(s) – please be sure the resumes list other past public art projects the artists have done, with descriptions, locations, and dates of each project.
- C. Relevant Press – one review (one page maximum) of the artist's work or the applicant's work.
- D. Written Narrative (maximum two pages) – in the order they appear below. Please address and include a description of the following items:
  1. Funding Source(s) – Identify all funding sources such as grants, fund-raised monies, or donations and include whether these funds are committed or proposed.
  2. Artist Selection Process – How was the artist selected? How many artists were interviewed/considered?
  3. Design – How was it derived?
  4. Community Context – How does the design fit within the existing environment in terms of size, color, surrounding building types, materials, theme, community culture or architectural design, etc.
  5. Production Process – How will the proposed wall/area be prepared? What type of medium will be used? Who will do the actual production – the artist, the artist and assistants, or the artist and students?
  6. Maintenance – Identify (name, address, email, telephone) the individual who will arrange to have the project cleaned and/or repaired. With what funds and for how long is this maintenance commitment? Describe the process you have developed to maintain the installation over its lifespan. Attach a signed letter or other documentation from the individual responsible for this maintenance commitment indicating his/her acceptance of this responsibility.
  7. Agreement Regarding Anti-Graffiti Coating – Application of an anti-graffiti coating is mandatory. Attach a letter or other correspondence showing that an anti-graffiti coating has been arranged.
- E. Detailed Sketch and/or Drawing – Colors and details must be accurately indicated and rendering must be to scale. Indicate the precise area of the park where the project is proposed. Provide a photograph of the proposed location with an overlay of the proposed project at scale. (7 copies)
- F. Color Photographs of the Site and Surroundings – Show adjacent buildings, buildings across the street, and local landmarks that indicate the flavor of the neighborhood. (7 copies)

## Public Art Proposal Required Documentation

### D. Written Narrative

1. Funding Source
  - a. Our funding source for the construction of the mural is a grant from Beautify LA (award letter attached), in the amount of \$2,500. The full amount has been committed to the artist as a stipend.
  - b. Materials for the mural will be donated by CD8 (Per Field Deputy Isaias Benevides)
  - c. Alternate funding sources that we have been awarded include funding to support our mural dedication ceremony / community celebration tentatively planned for August 28<sup>th</sup>, 2022:
    - i. ECCANDC Outreach and Neighborhood Purpose Grant funding - \$4,000
    - ii. SCAG Go Human Award - \$3,600
2. Artist Selection Process
  - a. How was the artist selected? The CSCBC put out a Call for Artists Request for Mural Proposals in January 2022, and posted it on websites (CSCBC, ECCANDC), social media sites (CSCBC instagram, Facebook, repost by Marquees Harris Dawson mcd8 on Instagram as well as NextDoor), as well as posted it on various artist boards. We emailed it to all CSCBC Block Club Members, messaged it to several local coffee shops in our and adjacent communities, and discussed it with various celebrities in the area for reposting (Band of Vices Art Gallery Owner and the Gangster Gardener). It was also circulated via local art college professor to several of her students. For any mural artists that we knew of, we messaged the Call for Artists directly to them. We received 6 proposals, 5 of which were complete, and reviewed them in detail both with the CSCBC as well as our CSCBC Mural Committee/CSCBC Board. We requested input from local representative of non-profit organizations (i.e. Gailen and Cathy Reavers Center for Community Empowerment), local artists (our consultant Ron Braverman) as well as several artists (Kimberly Jordan) and retired art teachers (Lib Panchura). Mel Depaz was selected based on her previous work, the fact that she is a resident of South Los Angeles, and because she offered the block club the option for proposing 3 designs with ability to request tweaks to the designs if desired. She also was very open to community engagement, including having children help at the outset of the painting for the less detailed areas. She was also selected given that her stipend fell within our available funds.
  - b. How many artists were interviewed/considered? 5 artists were considered. We had 6 proposals, but 1 was incomplete.
3. Design – How was it derived?
  - a. We hosted our mural artist to a site visit at Chesterfield Square Park on April 9<sup>th</sup>. During that meeting, community members from the CSCBC informed her of the history of the area (Jazz Corridor), what the area is known for (palm tree lined streets, Spanish and Tudor architecture, churches), and what our goals are for the community celebration (to encourage car-free transportation like biking, walking and public transit). We let the artist know what colors to avoid (due to gang references), and explained that due to Rec and Parks, we could not paint over the windows and doors. Our artist then drove around the community with a sketchbook noting interesting artifacts in the community (street vendors with umbrellas for example). We suggested she drive by the iconic Cathedral and the famous Dunbar Hotel.
4. Community Context – How does the design fit within the existing environment in terms of size, color, surrounding building types, materials, theme, community culture or architectural design, etc.
  - a. The themes we have capitalized upon include local people who look like our park-goers (of different sexes, ages, races); local architecture (tudor and Spanish style) and local modes of transport (bike, bus, walking). The colors are bright and vibrant as this was requested by community members.
  - b. The chosen design includes 4 beautiful themes for each side of the bathroom structure. Side 1 (54<sup>th</sup> Street Wall) shows our iconic palm trees, Latino/a and African American children, alternative transportation (by bus, bike, and on foot), and our iconic fruit carts. Side two (Side Wall Daylight) shows the local fruit trees: lemons and oranges. Sides 1 and 2 are daylight shots.

- c. Side 3 and 4 are sunset shots. Side 3 (Side Wall Sunset) shows the local vegetables grown in our neighborhood such as avocados and tomatoes. Side four (Park Facing Wall) shows an iconic tudor style home, an African American man playing the saxophone, a street sign with our adjacent avenue, and the church bordering the park.
- 5. Production Process – How will the proposed wall/area be prepared? What type of medium will be used? Who will do the actual production – the artist, the artist and assistants, or the artist and students?
  - a. CSCBC community members (or RAP if they agree) will clean the area. We have already coordinated with the City as to the removal of the homeless encampment in one of the restrooms and to have the burned area reconstructed and power washed). We will pressure wash area, including the pavement to rid the area of foul smells.
  - b. The artist with help from local students will prime the building; the children may help paint large areas of the background that are single colors.
  - c. The artist and her assistant(s) will paint the mural itself including all detailed areas.
  - d. We will coordinate with RAP as to whether they are willing to re-plant the empty planters, via collaboration with KYCC or via neighborhood succulent or draught-resistant plant donation.
  - e. The medium to be used for the mural is paint.
- 6. Maintenance – Identify (name, address, email, telephone) the individual who will arrange to have the project cleaned and/or repaired. With what funds and for how long is this maintenance commitment? Describe the process you have developed to maintain the installation over its lifespan. Attach a signed letter or other documentation from the individual responsible for this maintenance commitment indicating his/her acceptance of this responsibility
  - a. Carly Panchura and the Chesterfield Square Community Block Club will arrange to have the project cleaned and repaired as necessary for a period of at least 10 years. We will use the above mentioned funding, as well as donated supplies by CD8 representative Isaias Benevides.
  - b. In the event that the mural is defaced, we will arrange to have it repainted/repaired to the fullest extent possible. The maintenance plan specifically includes:
    - i. Empowering the community through education to take ownership of the mural by reporting graffiti to the Chesterfield Square Community Block Club at our email address.
    - ii. If needed, hosting an annual event where art students and community members touch up the mural or remove dirt/graffiti.
- 7. Agreement Regarding Anti-Graffiti Coating – Application of an anti-graffiti coating is mandatory. Attach a letter or other correspondence showing that an anti-graffiti coating has been arranged.
  - a. Mel Depaz will install anti-graffiti coating during construction of the mural. See attached MOU.

# CHESTERFIELD SQUARE PARK SURROUNDINGS - THE PARK AND STRUCTURE IN PARK



# CHESTERFIELD SQUARE PARK SURROUNDINGS – LOCAL CHURCHES



# CHESTERFIELD SQUARE PARK SURROUNDINGS – LOCAL HOMES



# CHESTERFIELD SQUARE PARK SURROUNDINGS – OTHER



**CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS**

**Planning, Construction, and Maintenance Branch**

**Artist Waiver for Public Art, Murals, Monuments, and Memorial Plaques (Rev. 08/2014)**  
*Waiver of Proprietary Rights for Artwork Placed upon City Property*

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The provisions of this paragraph shall apply to modify Artist's rights of attribution and integrity as set out in the Visual Artists Rights Act, 17 U.S.C. §§106A abd 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA"), and any rights arising under United States federal or state law or under the laws of another country that convey rights of the same nature as those conveyed under VARA and CAPA, as against the City of Los Angeles ("City") and its agents.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the [describe the artwork/project: mural, sculpture, etc. and medium]: **mural**

Entitled [title of work]: **Chesterfield Square Community Block Club Mural**

And located at [identify site, including interior location if applicable]: **Chesterfield Square Park Facilities, 1950 West 54th Street, Los Angeles, CA 90062**

In whole or in part, in City's sole discretion.

Artist's Address for Notice: **meli.depaz@gmail.com**

Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Department of Recreation and Parks, Planning, Construction and Maintenance Branch, 221 N. Figueroa Street, Suite 400, Los Angeles, CA 90012.

*Meli Depaz* \_\_\_\_\_ 06/01/2022  
Artist Signature/Date

Recreation and Parks Signature/Date



July 7, 2022

Dear Rec and Parks,

The Chesterfield Square Community Block Club accepts responsibility for maintaining the Chesterfield Square Park Mural. The mural will have anti-graffiti coating, so any graffiti that has been spray painted on the mural will be wiped clean by our volunteers. If the mural needs to be restored in some fashion, our block club members and volunteers will make all reasonable efforts to fix said issue. We accept this responsibility for a 10 years period which begins upon installation date of mural.

Sincerely,

*Carly Panchura*

Carly A. Panchura

Resident and Block Club Member

Chesterfield Square Community Block Club

Contact Information:

[cscbcocialmedia@gmail.com](mailto:cscbcocialmedia@gmail.com)

# CITY OF LOS ANGELES

CALIFORNIA

## CULTURAL AFFAIRS COMMISSION

ELISSA SCRAFANO  
PRESIDENT

THIEN HO  
VICE PRESIDENT

EVONNE GALLARDO  
CHARMAINE JEFFERSON  
RAY JIMENEZ  
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MAYOR

## DEPARTMENT OF CULTURAL AFFAIRS

201 NORTH FIGUEROA ST, SUITE 1400  
LOS ANGELES, CA 90012  
213.202.5500 TEL  
213.202.5513 FAX  
culturela.org WEB

DANIEL TARICA  
INTERIM GENERAL MANAGER

# AGENDA CULTURAL AFFAIRS COMMISSION REGULAR MEETING WEDNESDAY, JULY 13, 2022 @ 1:30 P.M.

Meeting presentations will be made available: [tinyurl.com/3tezt8wk](http://tinyurl.com/3tezt8wk)

## DEPARTMENT OF CULTURAL AFFAIRS

Livestreaming: [tinyurl.com/4m685yja](http://tinyurl.com/4m685yja)

### COMMISSION MEMBERS:

Elissa Scrafano, President  
Thien Ho, Vice President  
Evonne Gallardo  
Charmaine Jefferson  
Ray Jimenez  
Eric Paquette  
Robert Vinson

### ADMINISTRATIVE STAFF:

Daniel Tarica, Interim General Manager  
Felicia Filer, Acting Assistant General Manager  
Tammy Sam, Architectural Associate II  
Juan Garcia, Acting Commission Assistant

### DEPUTY CITY ATTORNEY – Josh Templet

**Please call 1 (669) 900-6833 and enter Meeting ID 939-6621-5269 for listening to the meeting and making public comments**

### CULTURAL AFFAIRS COMMISSION'S BASIC RULES & BYLAWS

MEETINGS - The Commission shall meet regularly on the second Wednesday of each month at 201 North Figueroa Street, Suite 1400, Los Angeles, California, 90012 or telephonically at which time the agenda for the telephonic meeting will include the call-in number to make public comments and to listen to the meeting at 1:30 p.m.

AGENDAS - Agendas contain a brief description for those items to be considered, and recommendations by staff on what actions to take on architectural and public art submissions. Please note that the Commission may exercise its discretion to take action on any action item, up to and including final approval, regardless of what is noted as a staff recommendation. Commission Agendas are available on the City's World Wide Web Home Page site on the internet at: [www.lacity.org](http://www.lacity.org) click on "Meetings and Agendas" to access.

QUORUM - Four members of the Commission constitute a quorum for the transaction of business. Some items on the Agenda may be approved without any discussion.

NEIGHBORHOOD COUNCIL - Board and Commission Meetings. The agenda for each City Board or Commission meeting shall contain an agenda item for a Neighborhood Council representative to provide the Neighborhood Council's formal position on any matter listed on the agenda for that Board or Commission meeting. The Neighborhood Council representative shall provide the Board or Commission with a copy of the Neighborhood Council's Resolution or Community Impact Statement. The agenda item for the Neighborhood Council's formal position should be listed on the agenda in an order that ensures prompt consideration of the Neighborhood Council position and should be listed separately from general public comment. In the chair's discretion at the City Board or Commission meeting, the Neighborhood Council representative may be asked to have a seat at the table typically reserved for City staff and may provide the Neighborhood Council representative more comment time than allotted to members of the general public.

PUBLIC INPUT AT COMMISSION MEETINGS – An opportunity for the public to address the Commission on Agenda items or other items germane to the business of the Commission will be provided before or during consideration of the item. The public may use the call-in number to make public comments and speaker cards will not be necessary. These procedures will be in effect until further notice. A speaker will be limited to three (3) minutes to speak on public interest items.

ACCESSIBILITY - Sign Language Interpreters, Communication Access Real-Time Transcription (CART), Assistive Listening Devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting/event you wish to attend. Due to difficulties in securing Sign Language Interpreters, five or more business days' notice is strongly recommended. For additional information, please contact Juan Garcia at (213) 202-5539.

FINALIZATION OF COMMISSION ACTIONS - In accordance with the City Charter, actions that are subject to Section 245 become final after the expiration of the next five meeting days of the City Council during which the Council has convened in regular session and that if Council asserts jurisdiction during this five-day meeting day period, the Council has 21 days thereafter in which to act on the matter. This Agenda is available on the Internet at: [www.lacity.org](http://www.lacity.org)



## Notice to Paid Representatives

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. *See Los Angeles Municipal Code §§ 48.01 et seq.* More information is available at [ethics.lacity.org/lobbying](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org).

### I. WELCOME

### II. ROLL CALL

### III. NEIGHBORHOOD COUNCIL REPRESENTATIVE

Discussion with Neighborhood Council representatives on any Neighborhood Council Resolution or Community Impact Statement filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for the Cultural Affairs Commission.

### IV. PUBLIC COMMENT ON NON-AGENDA ITEMS GERMANE TO THE BUSINESS OF THE COMMISSION

### V. PUBLIC COMMENT GERMANE TO THE AGENDA ITEMS

### VI. APPROVAL OF THE MINUTES – ACTION ITEMS

- A. Minutes: Regular Meeting – June 8, 2022
- B. Minutes: Special Meeting - June 29, 2022

### VII. FINDINGS TO CONTINUE TELECONFERENCE MEETINGS PURSUANT TO AB 361 – ACTION ITEM

Recommendation to adopt the findings and determination in accordance with AB 361 Section 3(e)(3) that, while the state of emergency due to the COVID-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and/or state or local officials have imposed or recommended measures to promote social distancing, this legislative body has reconsidered the circumstances of the state of emergency and that the state of emergency continues to directly impact the ability of the members to meet safely in person and/or state or local officials continue to impose or recommend measures to promote social distancing.

### VIII. PUBLIC ART PROJECTS – ACTION ITEMS

Review and possible action to approve conceptual and/or final design for the following Public Art Projects

#### A. CHESTERFIELD SQUARE PARK

Location:	1950 W. 54 <sup>th</sup> Street, Los Angeles 90062
Owner:	Recreation and Parks
Council District:	8, Councilmember Marqueece Harris-Dawson
Artist:	Mel Depaz
Project Amount:	\$2,500
Funding Sources:	Beautify LA
Recommendations:	<b>Conceptual and Final Approval</b>
Staff Contact:	Pau S. Pescador, Arts Associate

The goal “Chesterfield Square Community Block Club Mural” mural, is to encourage community engagement, celebrate the arts, and creatively depict the people, stories, and diversity of Chesterfield Square. The artwork is being brought forth by the Chesterfield Square Community Block Club to bring a mural to a location that is regularly used in a public park for the community that has been neglected for years. They hope to see a change in its scenery so it can attract members of the community to come and enjoy it.

## **IX. ARCHITECTURAL SUBMISSIONS – ACTION ITEMS**

Review and possible action to approve conceptual and/or final design for the following Architectural Projects and Above Ground Facilities (AGF):

### **A. SCE HOLLYWOOD TD1432071**

Location: 868 S. La Cienega Blvd. (AGF on Willoughby Avenue)  
Los Angeles, CA 90069  
Project Manager: Deonda Theus  
Contact Person: Ashley Bee  
Valuation: \$30,000  
Approval Requested: **Conceptual and Final Approval**  
Fee: \$120

## **X. STREET LIGHTING SUBMISSIONS – ACTION AND CONSENT ITEMS**

Review and possible action to approve the design of street lights at the following locations:

### **1. Matching Street Lights**

#### **A. 97TH ST. (S/S) FROM 42' TO 1,703' (EO) GRAPE ST. (PHASE 1 - H2B)**

CPA: SOUTHEAST LOS ANGELES  
Zone: OS(UV); R3(UV); RAS3(UV)  
Install: (5) CD-851A  
Word Order No. BR-004699  
Valuation: \$58,000  
Fee: \$140  
Receipt No. APD 001120

#### **B. 99TH PL. (S/S) FROM 42' TO 1,703' (EO) GRAPE ST. (PHASE 1 - H2A)**

CPA: SOUTHEAST LOS ANGELES  
Zone: OS(UV); R3(UV); RAS3(UV)  
Install: (8) CD-851A  
Word Order No. BR-004700  
Valuation: \$91,000  
Fee: \$140  
Receipt No. APD 001119

#### **C. VICTORY BLVD. & KLUMP AVE. (S/E CORNER) – (TR74642)**

CPA: NORTH HOLLYWOOD - VALLEY VILLAGE  
Zone: [Q] RD3-1  
Install: TWO (2) CD-953C

Word Order No. ONE (1) CD-851A  
Valuation: BR-205772  
Fee: \$38,500  
Receipt No. \$120  
APD 001106

**D. MITCHELL AVE. (12604) (S/S) AT FRANCES AVE.**

CPA: PALMS – MAR VISTA – DEL REY  
Zone: R3-1  
Install: 1-CD-851A  
Word Order No. BR-403124  
Valuation: \$22,500  
Fee: \$100  
Receipt No. APD 001122



**CD 851**

STANDARD PLAN B-3655

SELECT SYSTEM STREETS			
ARTERIAL	COLLECTOR	LOCAL	HILLSIDE
		X	

DESIGN NO.	MOUNTING HEIGHT	LENGTH OF ARM
851-A	26'-0"	4'
851-B	26'-9"	6'



**CD 953**

**XI. STAFF REPORTS**

**A. GRANTS ADMINISTRATION DIVISION**

**XII. GENERAL MANAGER'S REPORT**

**ORAL REPORT**

The General Manager will provide a brief overview of the state of the Department.

**XIII. COMMISSION ANNOUNCEMENTS AND REPORTS**

**A. Next Regular Commission Meeting Date:** August 10, 2022

**B. Next Commission Meeting Submission Deadlines:**

ARCHITECTURAL / PUBLIC ART PROJECTS /  
STREET LIGHTS / AGF's:

July 20, 2022

**C. Adjournment**

## **Elysian Park Riverside Drive Expansion – Proposed Renaming**

### **Background:**

Elysian Park - Riverside Park is located at 1800 Riverside Drive in the Elysian Valley community of the City. On June 2, 1999, the Board of Recreation and Park Commissioners (Board) approved the acquisition of 18.44 acres of undeveloped land located at 1800 Riverside Drive for the expansion of Elysian Park (Report No. 229-99). This acquisition was part of the Proposition K specified project that included "acquisition of additional land, improvements to athletic fields and trails, road refurbishment, lighting, restrooms". Elysian Park - Riverside Park provides walking trails, basketball court and restroom building for the community. Currently, the park area is was temporarily named "Elysian Park - Riverside Park" based on its geographical location, located along Riverside Drive. This current name is consistent with RAP's naming policy and the park has never gone through a community-driven naming process.

On March 2nd, 2011, the Board of Recreation and Parks Commissioners (Board) approved Report No. 11-074, which granted RAP Staff the conceptual approval to begin the formal naming process for the Elysian Park – Riverside Park. No proposed name for the park was included in Report No. 11-074.

On September 8th, 2015, the Los Angeles City Council approved a motion introduced by the Council Office of District 13, requesting the RAP Board consider the renaming of the Elysian Park - Riverside Drive Expansion to "Walnut Hill at Elysian Park" (CF #15-0384).

RAP staff conducted a preliminary review of Elysian Park – Riverside Park and determined that there are no grant deed restrictions or other restrictions that would prevent the renaming of park. However, given that the acquisition was part of a Proposition K specified project specifically for the expansion of Elysian Park, RAP staff has been advised that the new part name should contain reference to "Elysian Park" to be consistent with the Proposition K specified project description.

### **Nexus/Appropriateness of the Name to Site:**

The Citizens Committee to Save Elysian Park (CCSEP), a non-profit volunteer organization since 1965, communicated to the Office of the Council District 13 that the property should be named "Walnut Hill at Elysian Park" due to the California Black Walnut Trees (*Juglans Californica*) located on the property. The Office of Council District 13 supports the proposed name change. See attached a letter of support from the CCSEP.

RAP Forestry staff has confirmed that there are California Black Walnut Trees (*Juglans Californica*) located on the property. These trees are native to California.

RAP staff has evaluated the proposed name and find it consistent with RAP's Naming Policy as it is neutral in connotation and represents a geographical feature representative of the surrounding community.

**Community Outreach:**

RAP staff is seeking preliminary approval from the Task Force prior to assigning staff resources to the processing of this request and conducting additional outreach. RAP staff has reviewed the proposed name and determined that it is within the RAP Naming Policy.

**Funding source for the appropriate park signage:**

Should the Task Force grant preliminary approval and it is determined there is community support for the proposed name, funding for park signage will have to be identified prior to forwarding this request to the Recreation and Parks Board of Commissioners for consideration.

**Attachments:**

- 1) Motion approved by City Council in September 2015
- 2) Letter from CCSEP

HOLLY L. WOLCOTT  
CITY CLERK

GREGORY R. ALLISON  
EXECUTIVE OFFICER

City of Los Angeles  
CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Council and Public Services Division  
200 N. SPRING STREET, ROOM 395  
LOS ANGELES, CA 90012  
GENERAL INFORMATION - (213) 978-1133  
FAX: (213) 978-1040

SHANNON HOPPES  
DIVISION MANAGER

CLERK.LACITY.ORG

When making inquiries relative to  
this matter, please refer to the  
Council File No.: [15-0384](#)

## OFFICIAL ACTION OF THE LOS ANGELES CITY COUNCIL

September 9, 2015

**Council File No.:** [15-0384](#)

**Council Meeting Date:** September 08, 2015

**Agenda Item No.:** 10

**Agenda Description:** ARTS, PARKS, AND RIVER COMMITTEE REPORT relative to the request for the Board of Recreation and Parks Commissioners to consider naming an 18-acre portion of Elysian Park as the Walnut Hill at Elysian Park.

**Council Action:** ARTS, PARKS, AND RIVER COMMITTEE REPORT - ADOPTED

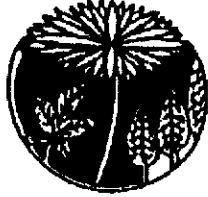
**Council Vote:**

ABSENT	BOB BLUMENFIELD
YES	MIKE BONIN
YES	JOE BUSCAINO
ABSENT	GILBERT A. CEDILLO
YES	MITCHELL ENGLANDER
YES	FELIPE FUENTES
YES	MARQUEECE HARRIS-DAWSON
YES	JOSE HUIZAR
YES	PAUL KORETZ
ABSENT	PAUL KREKORIAN
ABSENT	NURY MARTINEZ
YES	MITCH O'FARRELL
ABSENT	CURREN D. PRICE
YES	DAVID RYU
YES	HERB WESSON



HOLLY L. WOLCOTT  
CITY CLERK

**Citizens Committee  
to Save  
Elysian Park**



**Citizens Committee to  
Save Elysian Park  
a 501C4**

Daniel T. Reza, President

Christine Peters, Assistant President

CCSEP  
PO Box 26691  
Los Angeles, CA 90026

[ccesp.org@gmail.com](mailto:ccesp.org@gmail.com)

March 5, 2015

Mr. Adam Bass  
Field Deputy  
Mitch O'Farrell, Councilmember 13th District  
City of Los Angeles  
1722 Sunset Blvd.  
Los Angeles, CA 90026

Re: 18 Acre Park - Name Recommendation

Dear Adam,

The 18 Acre park that is part of Elysian Park and acquired in 1999 with Proposition K Funds. As this parcel of the park has not been named yet and is surrounded by California Black Walnut Trees, we would like to recommend this area be named "Walnut Hill at Elysian Park".

The Citizens Committee to Save Elysian Park appreciates your support and looks forward to seeing this part of the park become unified with Elysian Park.

Sincerely,

Daniel T Reza  
President

cc: C. Peters, Assistant President

## **William S. Hart Park – Conceptual Approval for the Hart Park Neon Dog Sign Project**

**Project Location:** On August 23, 1944 William S. Hart gifted to the City of Los Angeles (City) the 0.83-acre dog park currently known as William S. Hart Park located at 8341 De Longpre Avenue, which at that time was located in an unincorporated area of the County of Los Angeles. In addition to the property, Mr. Hart also gave the City fifty thousand dollars (\$50,000.00). On November 29, 1984, the City of West Hollywood (West Hollywood) was incorporated and included the previously unincorporated area of the County of Los Angeles where the Park is located.

Per Report No. 19-148, RAP has a lease agreement with the City of West Hollywood for the operation and maintenance of Hart Park. Per Article 6.1 of the Lease Agreement between the City of West Hollywood and the Los Angeles City Department of Recreation and Parks, dated November 22, 2019, "No structure or improvement shall be constructed or maintained, nor shall Tenant make any improvements, alterations or additions (collectively "Alterations") without the prior written consent and approval of the plans by the General Manager, which approval shall not be unreasonably withheld or delayed. The entire cost of such Alterations shall be paid by Tenant, including design costs and fees related thereto. In granting approval, City may require the Alterations to be so designed and constructed to allow either the Premises to be restored to its previous condition at the termination of this Lease or to allow the structures to be usable by City or subsequent tenant. Any other approval, permit, or inspection requirements, are in addition to the approval of the General Manager and shall be obtained for Alterations where required by law."

**Requested Action:** The City of West Hollywood seeks to acquire conceptual approval of a proposed public art project known as the Hart Park Neon Dog Sign Project (Project). An official request for approval has been submitted as Exhibit A. The Public Art Application for the Project is attached to this report (Exhibit B). The Project consists of a reconditioned, electrically rotating neon sign in the shape of a dog atop a support structure. There is no copyright or advertisement on the sign.

RAP staff is also seeking conceptual approval prior to processing the Project's Public Art Application in order to countersign the City of West Hollywood's indemnity letter. The letter will be used in place of the artist's waiver.

**Scope of Work:** The proposed Project is to be installed at the Northeast sector of William S. Hart Park, adjacent to the Sunset Boulevard entrance of the park. The installation will include the installation of a vertical support pole, corresponding foundation for the support pole, electrical connections, and the reconditioned neon dog sign. The plans and specifications are attached as Exhibit C.

**All Funding Sources and Amounts:** All costs associated with the Project will be incurred by the City of West Hollywood.

**Community Outreach, meeting dates, and stakeholders who participated in the meetings:** On January 21, 2020, the West Hollywood City Council accepted the gift of the Neon Dog Sign for inclusion in the City of West Hollywood's Urban Art Collection, per the recommendation of the Arts and Cultural Affairs Commission (Exhibit D). The Project and proposed location have been reviewed and approved by the City of West Hollywood Public Facilities Commission (May 12, 2021, unanimous approval) and the Arts and Cultural Affairs Commission (September 23, 2021, unanimous approval).

New shade elements, plants, and trees will not be introduced within the Project. All existing plants and trees will remain the same.

Attachments:

Exhibit A – Letter of Request from the City of Hollywood

Exhibit B – Public Art Application

Exhibit C – Project Plans and Specifications

Exhibit D – City Council Staff Report and Deed of Gift



# City of West Hollywood

CITY HALL  
8300 SANTA MONICA BLVD  
WEST HOLLYWOOD, CA  
90069-6216  
(323) 848-6400  
weho.org @wehocity

## VIA EMAIL

March 29, 2022

City of Los Angeles  
RAP Facility Repair and Maintenance Task Force  
Cultural Affairs Commission  
Board of Recreation and Parks Commissioners

ATTN: Public Art Submittal, 221 North Figueroa Street, Fourth Floor - Suite 400, Los Angeles, CA 90012. [ap.projectideas@lacity.org](mailto:ap.projectideas@lacity.org)

Re: Hart Park Neon Dog Sign Project – Request Approval to Proceed

Dear Task Force Members and Commissioners,

The City of West Hollywood (Tenant) is seeking authority to proceed with a public art installation project within the boundaries of William S. Hart Park; a property under lease with the City of Los Angeles (Leesor) located at 8341 De Longpre Avenue, West Hollywood, CA 90069-260. APN: 5554-024-270 through 272.

The City of West Hollywood seeks to acquire said approval of a proposed public art project known as: Hart Park Neon Dog Sign Project (Project). A Public Art Application for the Project is attached to this letter (Attachment A). The Project consists of a reconditioned, electrically rotating neon sign in the shape of a dog atop a support structure. There is no copy or advertisement on the sign. The proposed installation location is the Northwest sector of William S. Hart Park.

Enclosed for your review and approval are Plans and Specifications outlining the Project. The plans have been reviewed and approved by the Building & Safety Division of the City of West Hollywood. A permit for the project will be issued to a licensed contractor upon approval of the Project from the City of Los Angeles. (Attachment B)

In 2013, the City of West Hollywood, as part of its 30<sup>th</sup> Anniversary of Cityhood projects, celebrated its wonderful and eclectic neon signs along the Sunset Strip and Santa Monica Boulevard. In collaboration with the Museum of Neon Art, the City installed a special exhibition of vintage neon signs as well as publishing a brochure capturing more than 50 significant works of neon art that could be found throughout the City. The project was very popular with residents and visitors and received a great deal of media attention.

Since that exhibit, City staff have been closely monitoring the demolition of existing structures that may destroy or remove some of the iconic neon currently in operation throughout the City. As a result, City staff have negotiated with developers to gift the existing neon signs to the City of West Hollywood for exhibition in the Urban Art Collection.

The owners, Joseph Chan and Charles Chan Massey, of the Collar & Leash pet store at 8555 Santa Monica Boulevard decided to close their store, pending a new development project that would demolish the existing structures. They contacted the City with an offer to gift a neon dog sign, from the their building's location, to the City.

On January 21, 2020, the West Hollywood City Council accepted the gift of the Neon Dog Sign for inclusion in the City of West Hollywood's Urban Art Collection, per the recommendation of the Arts and Cultural Affairs Commission (Attachment C). The Project and proposed location have been reviewed and approved by the City of West Hollywood Public Facilities Commission (May 12, 2021, unanimous approval) and the Arts and Cultural Affairs Commission (September 23, 2021, unanimous approval).

The neon sign at proposed location, Northeast entrance to William S. Hart Park, along Sunset Boulevard, will become a new cultural attraction in the City of West Hollywood. The Project will continue the City of West Hollywood's efforts to activate Sunset Boulevard with pedestrian friendly experiences. The Project will also act as a visual marker for the dog park located within the William S. Hart Park.

Respectfully submitted,



Rebecca Ehemann  
Arts Manager  
City of West Hollywood  
[rehemann@weho.org](mailto:rehemann@weho.org)  
323-848-6846

**ATTACHMENTS:**

Attachment A – Public Art Application for the Project

Attachment B – Plans, Specifications, and West Hollywood Building Permit Application for the Project

Attachment C – West Hollywood City Council Staff Report and Deed of Gift, January 21, 2020

**CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS**

ATTACHMENT A

**Planning, Construction, and Maintenance Branch****Public Art Application (Rev. 08/2014)**Date: 3/29/22

1. Applicant: (Individual name or organization, address, email, telephone):  
City of West Hollywood, 8300 Santa Monica Boulevard, West Hollywood, CA 90069
2. Project Title/Description (attach separate sheet if required):  
Neon Dog Sign. The recently reconditioned, 30-year old, neon sign is approximately 10x10 feet and was designed by Wilson Ong (deceased) and fabricated by American Signs in Los Angeles. Additional information attached.
3. Project Location/Street Address: William S. Hart Park, 8341 De Longpre Avenue, West Hollywood, CA
4. Council District of Project Location: N/A. City of West Hollywood
5. Artist(s) Information (attach separate sheet for multiple entries, if required):  
Name: Wilson Ong (deceased) Address: Sign is owned by the City of West Hollywood  
Email(s): \_\_\_\_\_ Telephone(s): \_\_\_\_\_
6. Estimated Cost of Project (Materials, Labor, Insurance, etc.): All costs will be incurred by City of West Hollywood
7. Expected Length of Time for Installation: 10 years
8. Expected Lifespan of Project: (3 years, 5 years, 7 years, other,) 10 year maximum: 10 years
9. Who will be responsible for maintaining the project during its lifespan? (attach separate sheet if required)  
Name: Rebecca Ehemann, Arts Manager Address: City of West Hollywood, 8300 Santa Monica Boulevard, West Hollywood, CA 90069  
Email: rehemann@weho.org Telephone: 323-848-6846
10. Do you have a signed contract with the artist regarding the proposed project? N, Artist is deceased. Sign is owned by City of West Hollywood
11. Do you have a signed contract with the artist addressing the duration the project will remain in place, project maintenance, and/or removal of the project from park property? N, Artist is deceased. Sign is owned by City of West Hollywood
12. If "Yes" to either of 10 or 11 above, please attach one (1) copy of each contract.
13. See "Required Documentation" sheet for additional information and requirements.

# CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS

## Planning, Construction, and Maintenance Branch

### **Public Art Proposal Required Documentation (Rev. 08/2014)**

All requested items and copies of requested documents must be submitted to RAP before an application can be processed and scheduled for an initial review.

- A. Application Form;
- B. Artist(s) Resume(s) – please be sure the resumes list other past public art projects the artists have done, with descriptions, locations, and dates of each project.
- C. Relevant Press – one review (one page maximum) of the artist's work or the applicant's work.
- D. Written Narrative (maximum two pages) – in the order they appear below. Please address and include a description of the following items:
  1. Funding Source(s) – Identify all funding sources such as grants, fund-raised monies, or donations and include whether these funds are committed or proposed.
  2. Artist Selection Process – How was the artist selected? How many artists were interviewed/considered?
  3. Design – How was it derived?
  4. Community Context – How does the design fit within the existing environment in terms of size, color, surrounding building types, materials, theme, community culture or architectural design, etc.
  5. Production Process – How will the proposed wall/area be prepared? What type of medium will be used? Who will do the actual production – the artist, the artist and assistants, or the artist and students?
  6. Maintenance – Identify (name, address, email, telephone) the individual who will arrange to have the project cleaned and/or repaired. With what funds and for how long is this maintenance commitment? Describe the process you have developed to maintain the installation over its lifespan. Attach a signed letter or other documentation from the individual responsible for this maintenance commitment indicating his/her acceptance of this responsibility.
  7. Agreement Regarding Anti-Graffiti Coating – Application of an anti-graffiti coating is mandatory. Attach a letter or other correspondence showing that an anti-graffiti coating has been arranged.
- E. Detailed Sketch and/or Drawing – Colors and details must be accurately indicated and rendering must be to scale. Indicate the precise area of the park where the project is proposed. Provide a photograph of the proposed location with an overlay of the proposed project at scale. (7 copies)
- F. Color Photographs of the Site and Surroundings – Show adjacent buildings, buildings across the street, and local landmarks that indicate the flavor of the neighborhood. (7 copies)

**CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS**

**Planning, Construction, and Maintenance Branch**

**Artist Waiver for Public Art, Murals, Monuments, and Memorial Plaques (Rev. 08/2014)**

***Waiver of Proprietary Rights for Artwork Placed upon City Property***

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The provisions of this paragraph shall apply to modify Artist's rights of attribution and integrity as set out in the Visual Artists Rights Act, 17 U.S.C. §§106A and 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA"), and any rights arising under United States federal or state law or under the laws of another country that convey rights of the same nature as those conveyed under VARA and CAPA, as against the City of Los Angeles ("City") and its agents.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the [describe the artwork/project: mural, sculpture, etc. and medium]:

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Entitled [title of work]:

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And located at [identify site, including interior location if applicable]:

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In whole or in part, in City's sole discretion.

Artist's Address for Notice:

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Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Department of Recreation and Parks, Planning, Construction and Maintenance Branch, 221 N. Figueroa Street, Suite 400, Los Angeles, CA 90012.

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Artist Signature/Date

---

Recreation and Parks Signature/Date

**City of Los Angeles Department of Recreation and Parks**  
**Policy on Public Art, Murals, Monuments and Memorial Plaques on Park Property**

**A. Background:**

The Department of Recreation and Parks (RAP) regularly receives unsolicited proposals from outside entities for the installation of public art, murals, monuments, and memorial plaques on City parkland. The existing RAP Memorial Plaque Policy, approved by the Board of Recreation and Park Commissioners (“Board”) on October 18, 1995 (Report No. 416-95), only addresses requests for the installation of memorial plaques. Given the similarity of the underlying nature of public art, murals, monuments, and memorial plaques, which traditionally revolves around commemorating or memorializing an event, notable individual, social movement, message, or a vision for the future, and recognizing the need to expand and update RAP’s 1995 Memorial Plaque Policy, RAP developed this Policy on Public Art, Murals, Monuments, and Memorial Plaques on Park Property (“Public Art Policy”), to establish guidelines and procedures for responding to public art proposals on a consistent basis. This Public Art Policy sets forth the protocols and criteria for the evaluation and approval of proposed public art projects, including the installation of murals on RAP structures, the construction of monuments, and the installation of memorial plaques (collectively referred to herein as, “Public Art”).

**B. Definitions:**

- **Applicant:** An individual, organization, or business entity submitting a proposal for the installation of Public Art on City of Los Angeles park property under the jurisdiction of RAP.
- **Public Art:** The term “public art” refers to works of art in any media that have been planned and executed with the specific intention of being sited or staged within the physical public domain accessible to all. The term also applies to art which is exhibited in publicly accessible buildings, such as a recreation center.
- **Mural:** A “mural” is a subset of public art that refers to artwork painted or applied directly on an interior or exterior wall, ceiling or other large permanent surface.
- **Monument:** A monument is a structure erected in remembrance of a person or event, such as a statue, defined stone, sculpture, or other lasting evidence or identifying mark.
- **Memorial Plaque:** A memorial plaque can also be considered a subset of public art, but is generally informational in nature. Pursuant to the RAP Sponsorship Recognition Policy, approved by the Board on June 5, 2013 (Report No. 13-160), plaques may be used as a form of recognition in acknowledging a donor, supporter or sponsor for monetary, in-kind, and/or capital contributions made to RAP, which are distinct to memorial plaques. Therefore, for purposes of this Public Art Policy, memorial plaques shall not include plaques associated with or related to a sponsorship or donor project.

**C. Policy:**

RAP recognizes that public art, murals, monuments, and plaques, referred to herein as “Public Art”, can be a benefit to a community and, if executed properly, can support RAP’s mission to enrich the lives of

the residents of Los Angeles by providing safe, welcoming parks and recreation facilities. Any approved Public Art on RAP controlled property must fit within the surrounding community context, have community support, and be appropriate for the suggested location. Under no circumstances will such Public Art be approved that promotes or overtly includes any religious, commercial, sex or violence, drug or alcohol, or gang- associated message.

#### **D. Guidelines:**

Proposals submitted to RAP for the installation of Public Art on park property shall be evaluated by RAP on an individual basis, and if found appropriate in accordance with this Public Art Policy, will be submitted to the Board for consideration. All Public Art project designs will be subject to review and approval by RAP's Planning, Construction, and Maintenance Branch ("PCM"), the Facilities and Maintenance Task Force of the RAP Board of Commissioners, and the full RAP Board of Commissioners. The following guidelines are provided to assist those preparing to submit a proposal to RAP:

1. Murals may be made of paint, tiles, mosaics, etc, and should be applied directly to the project wall or surface, and should not extend or protrude beyond the depth of the approved mural material.
2. A mural may be installed on the interior or exterior of a building or wall with a finished surface. Murals are not allowed on walls made of stone, or unpainted brick. There shall be no new installation or construction of any freestanding or additional structures to accommodate the proposed Public Art project.
3. Mural areas should not be painted on, nor obscure any architectural features such as, windows, doors, pilasters, cornices, doors, or other building trim, feature bands, and/or other recessed or projecting features.
4. All Public Art project installations must be designed and constructed of a material that is appropriate for park placement, with minimal or no potential design-related liability risk, and offers no safety hazards.
5. Memorial Plaques must be made of bronze, installed in a secure fashion, with a maximum size of 12" x 18". Plaque content, including design, text font, verbiage, illustration or graphics, and scope, is subject to Staff review, recommendation and approval.
6. RAP shall bear no cost for the installation or the maintenance of any Public Art project.
7. Any Public Art placed within a RAP owned property becomes the property of the City of Los Angeles. Therefore, if a Public Art installation is approved by the Board, the Applicant shall be required to sign a Waiver of Proprietary Rights.
8. Maintenance: The Public Art proposal must specify the lifespan of the proposed project, during which time the Applicant shall be responsible for the ongoing maintenance of the Public Art installation.
  - a. All Public Art must be treated with an anti-graffiti coating.
  - b. If during the agreed upon Public Art lifespan, the Public Art is not maintained, RAP reserves the right to remove it at the Applicant's expense. Removal procedures shall be outlined in the application and approval process.

- c. Approved Public Art installations may be required to include deposited funds into an escrow account for possible maintenance and/or removal of the Public Art installation if deemed necessary and appropriate by RAP.

#### **E. Procedures:**

1. Any Applicant proposing the installation of Public Art on park property must complete and submit a Public Art Application form (“Application”) to RAP staff for processing. Applications can be submitted electronically at [rap.projectideas@lacity.org](mailto:rap.projectideas@lacity.org) or via mail: ATTN: Public Art Submittal, 221 North Figueroa Street, Fourth Floor - Suite 400, Los Angeles, CA 90012.
2. PCM staff will review the Application according to this Public Art Policy. The review process may include Staff input from the RAP Partnership Division, Operations Branch, Maintenance Division, and the City Council Office. The evaluation process may include but not be limited to analysis of: the Public Art subject matter and or contact, proposed park location, visual impacts, time-frame, impact on the park and/or community, materials to be used, project logistics, and potential community support or objections.
3. Upon determination of a favorable project evaluation, the Public Art proposal will be presented to the Board’s Facility Repair and Maintenance Commission Task Force (“Task Force”) for further discussion and guidance prior to possible consideration by the full Board.
4. Upon the Task Force granting the Public Art project conceptual approval, a community outreach process will be conducted, including but not limited to, the appropriate Park Advisory Board and/or the Neighborhood Council.
5. The Applicant must obtain approval from the Cultural Affairs Commission for any Public Art installation that is not temporary in nature. It is the responsibility of the Applicant to contact the Cultural Affairs Commission for their application form and procedures.
  - o Memorial Plaques do not require review or approval from the Cultural Affairs Commission.
6. Upon approval by the Cultural Affairs Commission, the Public Art proposal and related application will be presented for final consideration by the Board.
  - o For installations that are temporary in nature (ie: less than 12 months installed), an informational report may be provided to the Board in lieu of a report recommending a Board action.
7. Should the Board approve the Public Art proposal and approve the related project, the Board’s action will be followed by the appropriate RAP Staff with jurisdiction over the project area, issuing a Right of Entry (ROE) permit authorizing the Applicant’s access onto park property to perform the Public Art installation within the specified space. Regardless of whether the Public Art installation is permanent or temporary, prior to the ROE becoming valid, the Applicant must provide proof of insurance which names the City of Los Angeles as an additional insured.
8. If applicable, the Applicant must procure any required permits from the Department of Building and Safety, or any other governing agency, at the Applicant’s sole expense.
9. All Public Art installation costs will be the Applicant’s responsibility, with the City of Los Angeles bearing no project related cost or expense.

10. Upon completion of the project, PCM Staff will inspect the installation to ensure consistency with the Board's approval. At least one photograph shall be taken and placed in the application file for future reference.
11. Applicant must agree to sign the Artist's Waiver for Public Art, Murals, Monuments, and Memorial Plaques (08/2014) (*Waiver of Proprietary Rights for Artwork Placed upon City Property*) form. Applicant thereby agrees that any approved Public Art installation deemed by RAP to no longer be in compliance with this Public Art Policy, or any unauthorized installation, may be removed at RAP's discretion. Unauthorized installations include, but are not limited to, non-approved design, location, materials, or length of installation. RAP also reserves the right to remove artwork which has been defaced or is otherwise not maintained to RAP standards after notification to the Applicant with no action by Applicant. Removal may occur before the life span of the Public Art concludes or within the span of a temporary installation period.
12. The Board may require that the Applicant include a small expository plaque with information such as the name of the artist, the date of installation, purpose of the project or Public Art, etc. This would be the financial responsibility of the Applicant.

**City of West Hollywood – Hart Park Neon Dog Sign Project (Project)**

**Public Art Proposal Required Documentation**

**March 29, 2022**

- A. Application attached
- B. Artist Resume – The sign designer is deceased, and City was unable to locate a resume for the designer.
- C. Relevant Press – none
- D. Written Narrative
  - 1. Funding Source – All costs associated with the Project will be incurred by the City of West Hollywood.
  - 2. Artist Selection Process – n/a. The sign existed outside of a storefront for approximately 30 years at 8555 Santa Monica Boulevard in the City of West Hollywood. The property owner gifted the neon sign to the City on January 21, 2020.
  - 3. Design – The sign designer is deceased, and the City of West Hollywood was unable to locate additional information about the sign design. The neon sign measures 10 x 10 feet.
  - 4. Community Context – In 2013, the City of West Hollywood, as part of its 30<sup>th</sup> Anniversary of City-hood projects, celebrated its wonderful and eclectic neon signs along the Sunset Strip and Santa Monica Boulevard. In collaboration with the Museum of Neon Art, the City installed a special exhibition of vintage neon signs as well as publishing a brochure capturing more than 50 significant works of neon art that could be found throughout the City.

The project was very popular with residents and visitors and received a great deal of media attention. Since that exhibit, City staff have been closely monitoring the demolition of existing structures that may destroy or remove some of the iconic neon currently in operation throughout the City. As a result, City staff have negotiated with developers to gift the existing neon signs to the City of West Hollywood for exhibition in their Urban Art Collection.

The neon sign was located outside of the Collar & Leash pet store at 8555 Santa Monica Boulevard. The owners, Joseph Chan and Charles Chan Massey, decided to close their store, pending a new development project that would demolish the existing structures. The owners contacted the City with an offer to gift the neon sign to the City.

The installation of the Project along Sunset Boulevard will become a new cultural attraction in the City of West Hollywood. The Project will continue the City of West Hollywood's efforts to activate Sunset Boulevard with pedestrian friendly experiences. The Project will also act as a visual marker for the dog park located within the William S. Hart Park.

- 5. Production Process – the sign is believed to have been designed by Wilson Ong (deceased) and was fabricated by American Signs in Los Angeles more than 30 years ago.

The sign was gifted to the City of West Hollywood in poor condition. The City of West Hollywood has reconditioned to its original condition, including repainting the sign,

replacement of all the neon tubes, and reactivation of the sign's rotation element, for its public exhibition.

The City of West Hollywood has enlisted services for civil engineering from PSOMAS, and electrical engineering from Lin Consulting, Inc in the design of the Project. The City will contract with a licensed contractor to install the Project at the Northeast entrance to William S. Hart Park.

6. Maintenance – The City will provide regular routine maintenance for the neon sign as part of its Urban Art Collection. Maintenance for the Urban Art Collection is managed by Rebecca Ehemann, Arts Manager, City of West Hollywood, [rehemann@weho.org](mailto:rehemann@weho.org), 323-848-6846. Funding for the Urban Art Collection maintenance is allocated from the City of West Hollywood's general fund.
7. Agreement Regarding Anti-Graffiti Coating – the sign is designed to sit above the pedestrian reach. The support pole will be treated with an anti-graffiti coating and maintained as part of the Urban Art Collection.

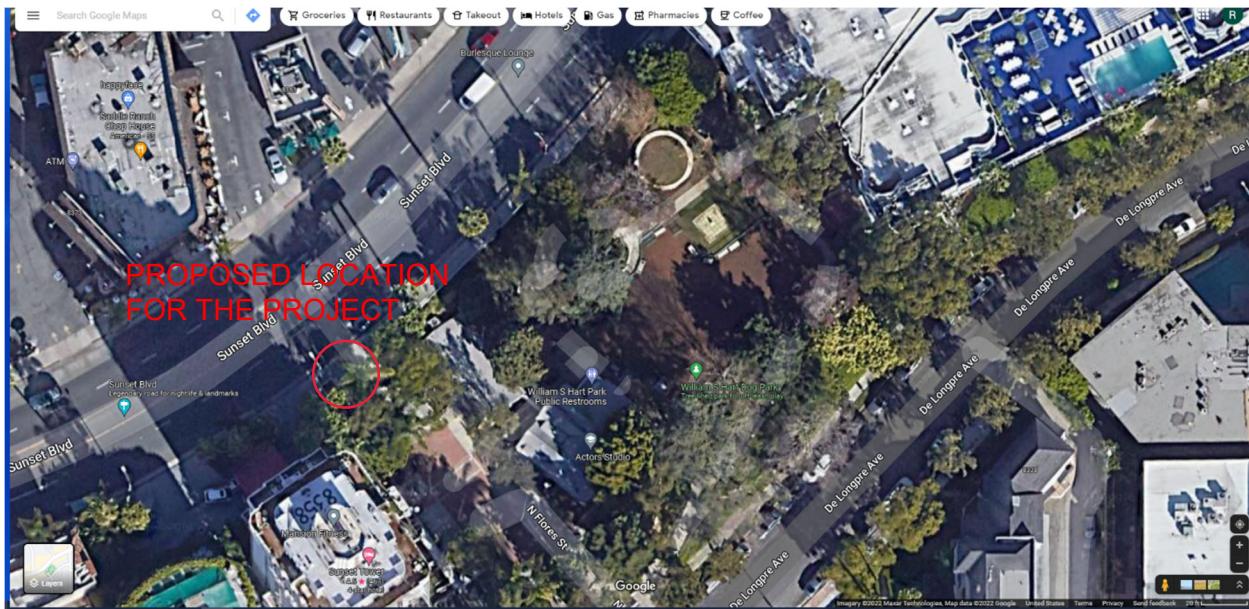
#### E. Detailed Sketch and/or Drawing

Image of the reconditioned neon sign (3/29/22). Detail plans for the Project installation are attached.

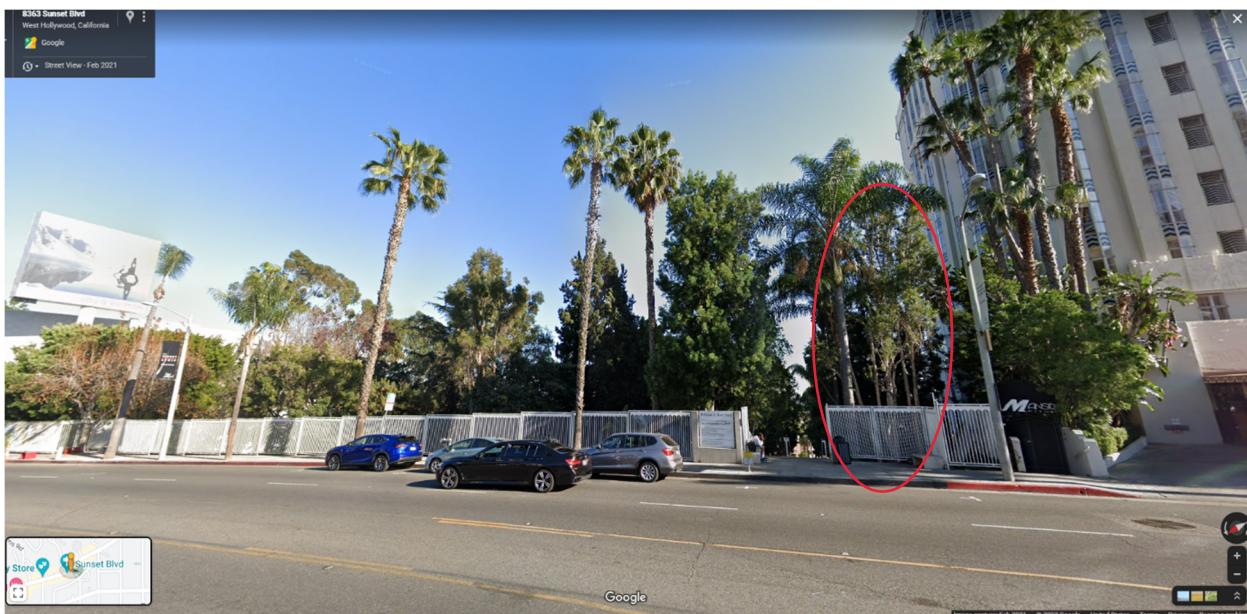


#### F. Color Photographs of the Site and Surroundings

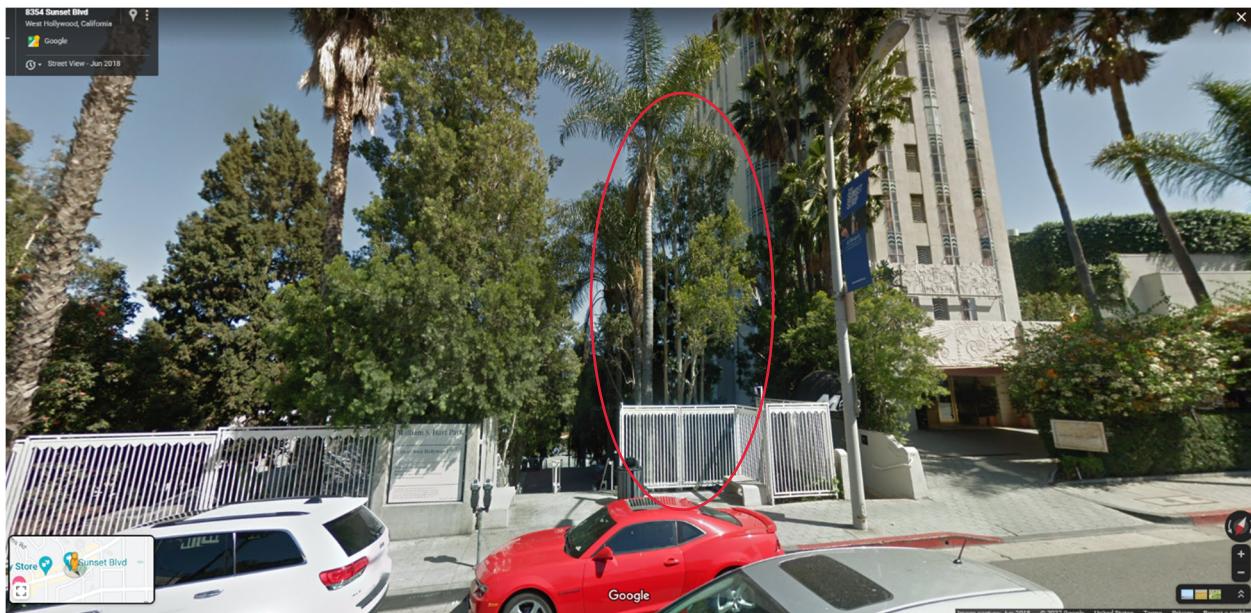
Existing site conditions at the proposed location for the Project. Proposed location for the project is the Northeast entrance to William S. Hart Park, along Sunset Boulevard.



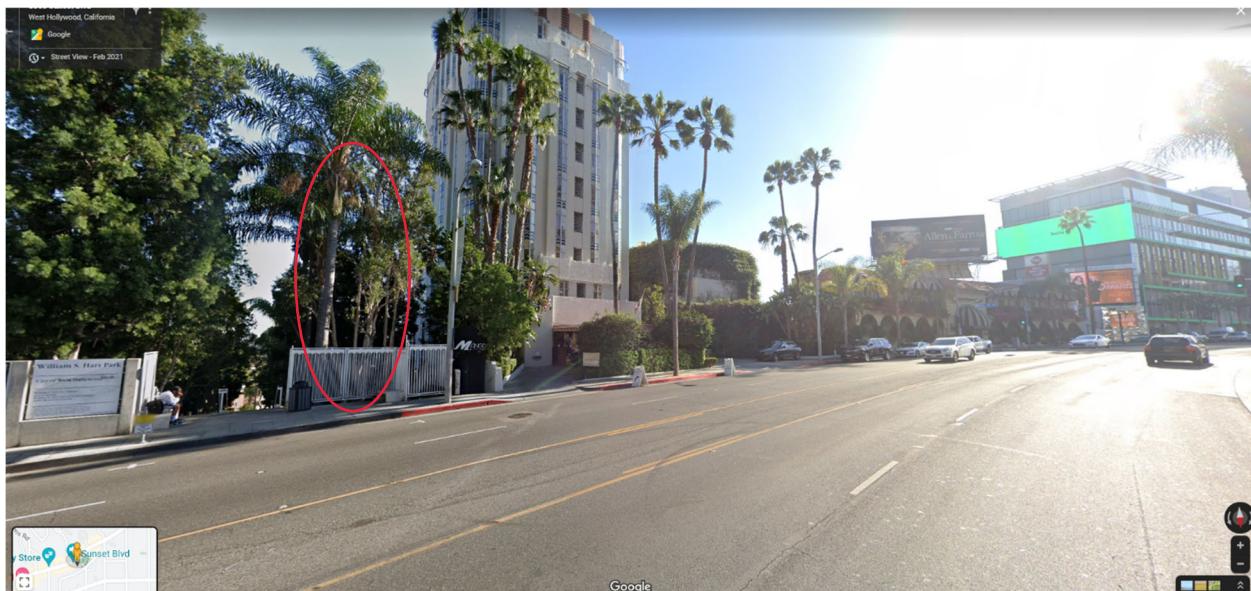
Arial view of site



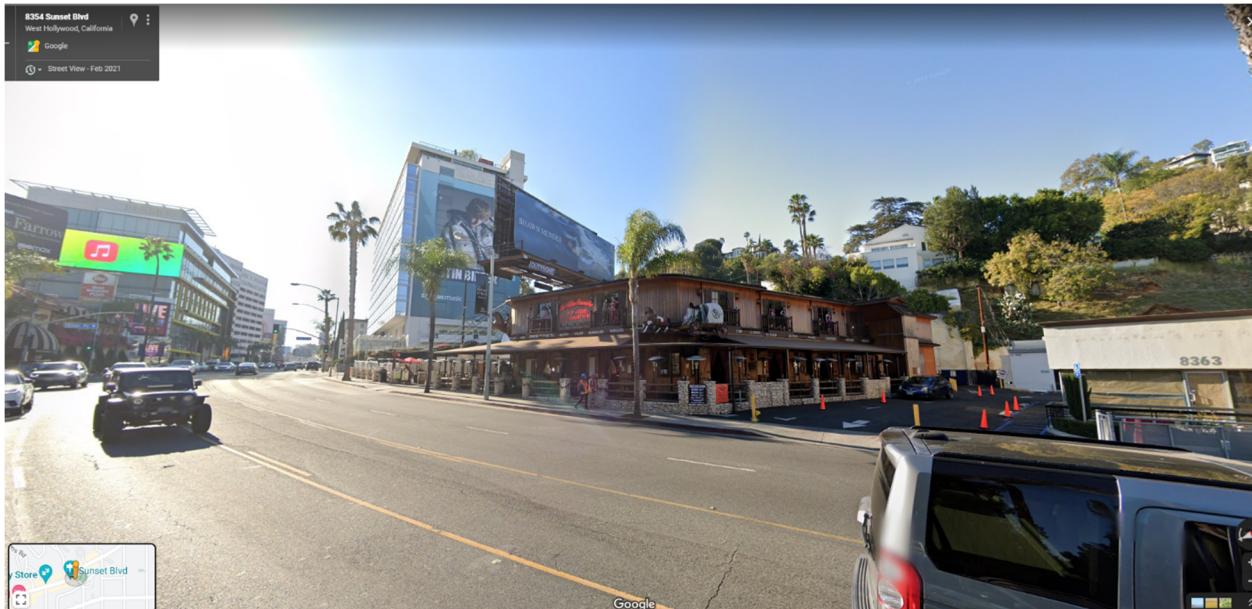
Proposed location for the Project, Northeast corner entrance to the Park along Sunset Boulevard.



Entrance detail



Site looking west



View from site looking Northwest



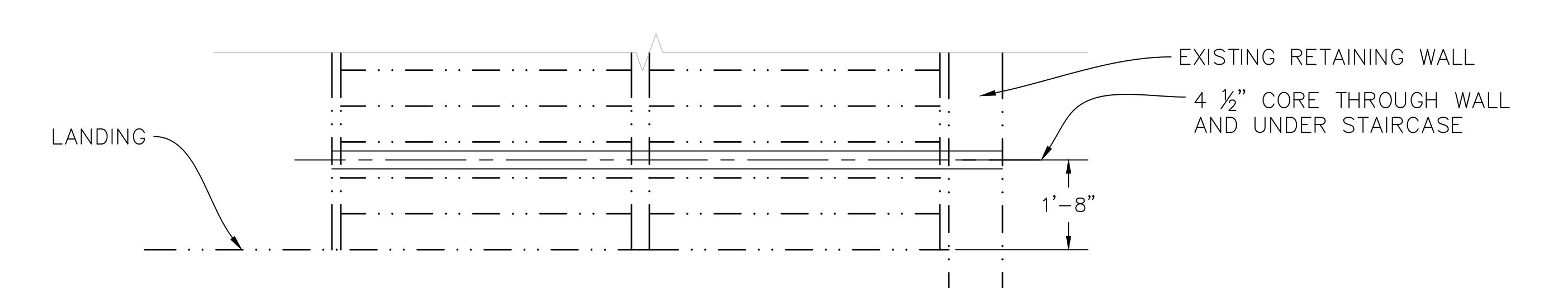
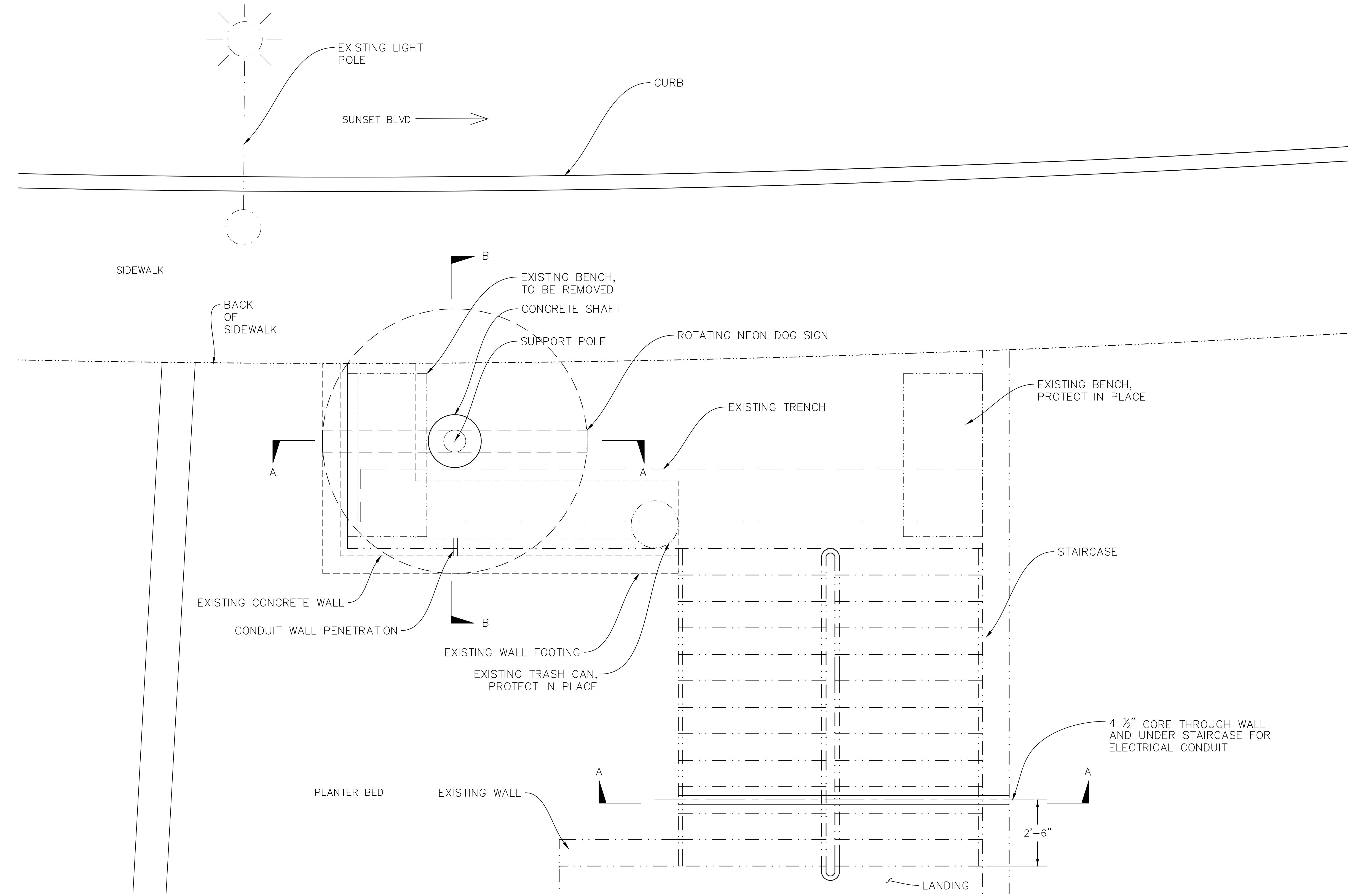
View from site looking East

G. Other items:

1. **Plaque:** The City of West Hollywood will install an information plaque with the name of the Project, date of installation, and "West Hollywood Urban Art Collection."
2. **Right of Entry (ROE) permit:** The City of West Hollywood's licensed general contractor for the installation of the Project will name the City of Los Angeles as additionally insured prior to the installation.
3. **REQUESTS FOR EXEMPTIONS**

- a. **Artist Waiver for Public Art, Murals, Monuments, and Memorial Plaques:** The City of West Hollywood, as owner of the Project, requests an exemption from this Artist Waiver for Public Art, Murals, Monuments, and Memorial Plaques.
- b. **Waiver of Proprietary Rights:** The City of West Hollywood, as owner of the Project, requests an exemption from the Waiver of Proprietary Rights.





PROJECT NO. 13151		DATE 08/17/2021	SEAL
FREDERICKS		SCALE AS SHOWN	
D.F.		PROJECT NO. 9-30-23	
CIVIL		DATE 08/09/2020	
HART PARK NEON DOG SIGN			
<b>PSOMAS</b> 555 South Flower Street, Suite 4400 Los Angeles, CA 90071 (213) 223-1444 fax www.psomas.com			
<b>Douglas FREDERICKS P.E.</b> DATE			
 City of West Hollywood California 1984			
SHEET <b>S1.0</b>			





STATE OF CALIFORNIA		CALIFORNIA ENERGY COMMISSION																															
<b>Sign Lighting</b>		NRCC-LTS-E (Created)																															
		NRCC-LTS																															
CERTIFICATE OF COMPLIANCE																																	
This document is used to demonstrate compliance with requirements in, , , , and for sign lighting scopes using the prescriptive path. Exit signs and traffic signs are not required to comply with prescriptive requirements per exceptions to and do not need to complete this compliance document. WARNING: Changing the Compliance Method in this table will result in the deletion of data previously input. If you need to change the compliance method, please open a new form or use "Save As".																																	
<b>A. GENERAL INFORMATION</b> <table border="1"> <tr> <td>01</td> <td>Project Location (city)</td> <td colspan="5">West Hollywood</td> </tr> <tr> <td>02</td> <td>Climate Zone</td> <td colspan="5">9</td> </tr> <tr> <td>03</td> <td><input type="checkbox"/> Building is a healthcare facility</td> <td colspan="5"></td> </tr> </table>							01	Project Location (city)	West Hollywood					02	Climate Zone	9					03	<input type="checkbox"/> Building is a healthcare facility											
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02	Climate Zone	9																															
03	<input type="checkbox"/> Building is a healthcare facility																																
<b>B. PROJECT SCOPE</b> <p>Table Instructions: Include any illuminated signs that are within the scope of the permit application and are demonstrating compliance using the prescriptive path outlined in or for alterations. Exit signs and traffic signs are not required to comply with prescriptive requirements per exceptions to and do not need to complete this compliance document. WARNING: Changing the Compliance Method in this table will result in the deletion of data previously input. If you need to change the compliance method, please open a new form or use "Save As".</p> <table border="1"> <thead> <tr> <th>01</th> <th>02</th> <th>03</th> <th>04</th> <th>05</th> </tr> <tr> <th>Name or Item Tag</th> <th>Complete Sign Description</th> <th>Sign Status<sup>1</sup></th> <th>Sign Type</th> <th>Compliance Method<sup>2</sup></th> </tr> </thead> <tbody> <tr> <td>A</td> <td>Neon sign with transformer</td> <td>New</td> <td>Outdoor</td> <td>Alternate Light Sources</td> </tr> <tr> <td colspan="4" style="text-align: right;"><a href="#">Add Sign Lighting System</a></td> <td style="background-color: #ff0000; color: white;"><a href="#">Remove Last Sign Lighting System</a></td> </tr> </tbody> </table>							01	02	03	04	05	Name or Item Tag	Complete Sign Description	Sign Status <sup>1</sup>	Sign Type	Compliance Method <sup>2</sup>	A	Neon sign with transformer	New	Outdoor	Alternate Light Sources	<a href="#">Add Sign Lighting System</a>				<a href="#">Remove Last Sign Lighting System</a>							
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<p><sup>1</sup>FOOTNOTE: Sign alterations that increase the connected lighting load, replace and rewire more than 50% of the ballasts, or relocate the sign to a different location must comply with . See for more details.</p> <p><sup>2</sup>The ENERGY VERIFIED Label compliance method is only applicable if the sign has a permanent, factory-installed, ENERGY VERIFIED label certified by UL or comparable, confirming the sign complies with . Note that using an ENERGY VERIFIED label is an optional compliance path, not a mandatory requirement. See the tool tips for this table for more details.</p>																																	
<b>C. COMPLIANCE RESULTS</b> <p>Table Instructions: If any cell on this table says "DOES NOT COMPLY" or "COMPLIES with Exceptional Conditions" refer to Table D. for guidance.</p> <table border="1"> <thead> <tr> <th>01</th> <th>02</th> <th>03</th> <th>04</th> <th>05</th> <th>06</th> <th>07</th> </tr> <tr> <th>Name or Item Tag</th> <th>Complete Sign Description</th> <th>Total Allowed (Watts)</th> <th>Total Designed (Watts)</th> <th>Compliant Light Sources</th> <th>ENERGY VERIFIED Label</th> <th rowspan="2">Compliance Results</th> </tr> </thead> <tbody> <tr> <td>(See Table B)</td> <td>(See Table B)</td> <td>(See Table F)</td> <td>(See Table F)</td> <td>(See Table G)</td> <td>(See Table H)</td> </tr> <tr> <td>A</td> <td>Neon sign with transformer</td> <td></td> <td></td> <td>YES</td> <td></td> <td>COMPLIES</td> </tr> </tbody> </table>							01	02	03	04	05	06	07	Name or Item Tag	Complete Sign Description	Total Allowed (Watts)	Total Designed (Watts)	Compliant Light Sources	ENERGY VERIFIED Label	Compliance Results	(See Table B)	(See Table B)	(See Table F)	(See Table F)	(See Table G)	(See Table H)	A	Neon sign with transformer			YES		COMPLIES
01	02	03	04	05	06	07																											
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<p>Controls Compliance (See Table F/G/H for Details)</p>																																	
COMPLIES with Exceptional Conditions																																	

STATE OF CALIFORNIA		CALIFORNIA ENERGY COMMISSION		
<b>Sign Lighting</b>				
NRCC-LTS-E (Created 03/2021)		NRCC-LTS-E		
<b>CERTIFICATE OF COMPLIANCE</b>		NRCC-LTS-E		
Project Name: Hart Park Neon Design		Report Page:	Page 3 of 4	
Project Address: 8341 DE Longpre Ave. West Hollywood, CA 90069		Date Prepared:	10-6-2021	
<b>I. DECLARATION OF REQUIRED CERTIFICATES OF INSTALLATION</b> <div style="float: right;"><a href="#">?</a></div>				
<p><i>Table Instructions: Selections have been made based on information provided in previous tables of this document. If any selection needs to be changed, please explain why in Table E. Additional Remarks. These documents must be provided to the building inspector during construction and can be found online at <a href="https://www.energy.ca.gov/title24/2019standards/2019_compliance_documents/Nonresidential_Documents/NRCI/">https://www.energy.ca.gov/title24/2019standards/2019_compliance_documents/Nonresidential_Documents/NRCI/</a></i></p>				
YES	NO	Form/Title	Field Inspector	
			Pass	Fail
<input checked="" type="radio"/>	<input type="radio"/>	NRCC-LTS-01-E - Must be submitted for all buildings.	<input type="checkbox"/>	<input type="checkbox"/>

California Energy Commission Nonresidential Lighting Compliance Form					
Building Energy Efficiency Standards - 2019 Nonresidential Compliance:					
STATE OF CALIFORNIA <b>Sign Lighting</b> RCC-LTS-E (Created 03/2021)			CALIFORNIA ENERGY COMMISSION NRCC		
CERTIFICATE OF COMPLIANCE					
Project Name: Hart Park Neon Design		Report Page:		Page	
Project Address: 8341 DE Longpre Ave. West Hollywood, CA 90069		Date Prepared:		10-6	
<b>EXCEPTIONAL CONDITIONS</b>					
<i>This table is auto-filled with uneditable comments because of selections made or data entered in tables throughout the form.</i>					
Table G. Light Sources and Controls Permit Applicant Notes:					
A: Exception to Section 130.3(a)2B: Outdoor signs in tunnels and large covered areas that intended to be illuminated both day and night.					
<b>ADDITIONAL REMARKS</b>					
<i>This table includes remarks made by the permit applicant to the Authority Having Jurisdiction.</i>					
<b>MAXIMUM ALLOWED LIGHTING POWER AND CONTROLS</b>					
<i>This Section Does Not Apply</i>					
<b>LIGHT SOURCES AND CONTROLS</b>					
<i>Table Instructions: Complete this table for illuminated signs using the Alternate Lighting Sources compliance method per §140.8(b) as indicated on Table B of this compliance document. Also demonstrate compliance with mandatory controls requirements from §130.3 by indicating control types for each sign.</i>					
01	02	03	04		
Name or Item Tag	Complete Sign Description	Compliant Light Sources <sup>1</sup>	Mandatory Controls		
			Shut-Off	Dimming	Demand Response <sup>3</sup>
A	Neon sign with transformer	Neon/ cold cathode + trans./pwr supply 75%+ eff.	Astrn. Timer	Exempt*	NA
1					
<i>NOTE: Selections with a * require a note in the space below explaining how compliance is achieved.</i>					
<i>X: Sign within tunnel illuminated day &amp; night; EXCEPTION to §130.3(a)2A.</i>					
A	Exception to Section 130.3(a)2B: Outdoor signs in tunnels and large covered areas that intended to be illuminated both day and night.				

CA Building Energy Efficiency Standards - 2019 Nonresidential Compliance: <http://www.energy.ca.gov/title24/2019standards>

March 2021

STATE OF CALIFORNIA

## Sign Lighting

NRCC-LTS-E (Created 03/2021)

CALIFORNIA ENERGY COMMISSION

NRCC-LTS-E

### CERTIFICATE OF COMPLIANCE

Page 4 of 4

Project Name: Hart Park Neon Design

Report Page:

Project Address: 8341 DE Longpre Ave. West Hollywood, CA 90069

Date Prepared:

10-6-2021

<b>DOCUMENTATION AUTHOR'S DECLARATION STATEMENT</b>		
I certify that this Certificate of Compliance documentation is accurate and complete		
Documentation Author Name:	GEORGE WANG	Documentation Author Signature:
Company:	LIN CONSULTING, INC	Signature Date: 10-7-2021
Address:	21660 COPLEY DR. #270	CEA/ HERs Certification Identification (if applicable): EE#9367
City/State/Zip:	DIAMOND BAR, CA 91760	Phone: (909)396-6850

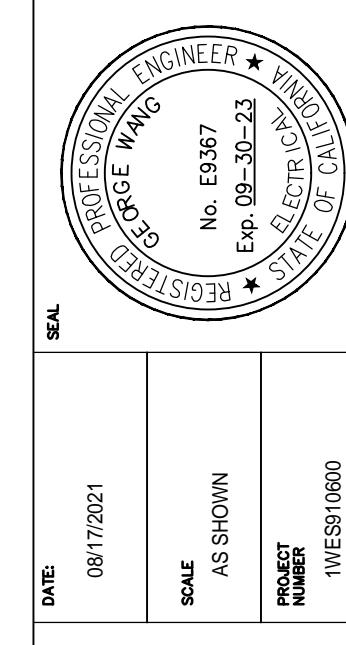
**RESPONSIBLE PERSON'S DECLARATION STATEMENT**

I certify the following under penalty of perjury, under the laws of the State of California:

1. The information provided on this Certificate of Compliance is true and correct.
2. I am eligible under Division 3 of the Business and Professions Code to accept responsibility for the building design or system design identified on this Certificate of Compliance (responsible designer)
3. The energy features and performance specifications, materials, components, and manufactured devices for the building design or system design identified on this Certificate of Compliance conform to the requirements of Title 24, Part 1 and Part 6 of the California Code of Regulations.
4. The building design features or system design features identified on this Certificate of Compliance are consistent with the information provided on other applicable compliance documents, worksheets, calculations, plans and specifications submitted to the enforcement agency for approval with this building permit application.
5. I will ensure that a completed signed copy of this Certificate of Compliance shall be made available with the building permit(s) issued for the building, and made available to the enforcement agency for all applicable inspections. I understand that a completed signed copy of this Certificate of Compliance is required to be included with the documentation the builder provides to the building owner at occupancy.

Responsible Designer Name:	GEORGE WANG	Responsible Designer Signature:
Company :	LIN CONSULTING, INC	Date Signed: 10-7-2021
Address:	21660 COPLEY DR. #270	License: EE#9367
City/State/Zip:	DIAMOND BAR, CA 91760	Phone: (909)396-6850

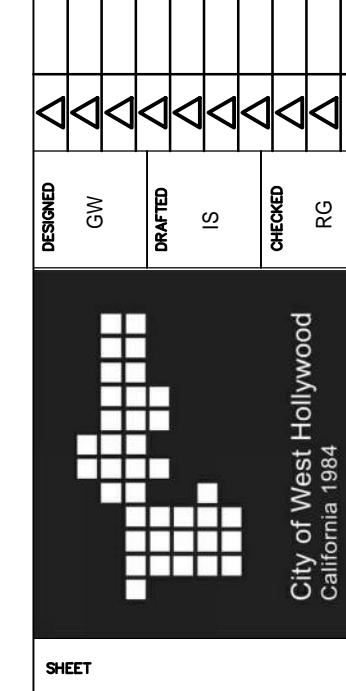
CA Building Energy Efficiency Standards – 2016 Nonresidential Compliance <http://energy.ca.gov/programs/2016-standards> March 2021



SIGN TITLE 24

# HART PARK NEON DOG SIGN

Seeweltcamp 10/08/2021



## BUILDING PERMIT APPLICATION

### OWNER-BUILDER DECLARATION

I hereby affirm under penalty of perjury that I am exempt from the Contractors License Law for the following reason (Sec. 7031.5, Business and Professions Code: Any city or country which requires a permit to construct, alter, improve, demolish, or repair any structure, prior to its issuance, also requires the application for such permit to file a signed statement that he or she is licensed pursuant to the provisions of the Contractors License Law (Chapter 9 (commencing with Sec. 7000) of Division 3 of the Business and Professional Code) or that he or she is exempt there from and the basis from the alleged examination. Any violation of Section 7031.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars (\$500):

I, as owner of the property, or my employees with wages as their sole compensation, will do the work, and the structure is not intended or offered for sale. (Sec. 7044, Business and Professions Code: The Contractors License Law does not apply to an owner of property who builds or improves thereon, and who does such work himself or herself or through his or her employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year of completion, the owner-builder will have the burden of proving that he or she did not build or improve for the purpose of sale).

I, as owner, of the property, am exclusively contracting with licensed contractors to construct the project (Sec. 7044, Business and Professional Code: The Contractors License Law does not apply to an owner of property who builds or improves thereon, and who contracts for such projects with a contractor(s) licensed pursuant to the Contractors License Law).

I am exempt under Section \_\_\_\_\_ B. & P. C. for this reason.

Date \_\_\_\_\_ Signature of Owner \_\_\_\_\_

### LICENSED CONTRACTORS DECLARATION

I hereby affirm under penalty of perjury that I am licensed under provisions of Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code, and my license is in full force and effect.

License Class \_\_\_\_\_ License Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Date \_\_\_\_\_ Signature of Contractor \_\_\_\_\_

### WORKERS COMPENSATION DECLARATION

I hereby affirm under penalty of perjury one of the following declarations:

I have and will maintain a certificate of consent to self-insure for workers compensation, as provided by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued.

I have and will maintain workers' compensation insurance, as required by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued. My workers' compensation insurance carrier and policy number are: \_\_\_\_\_

Carrier: \_\_\_\_\_

Policy No: \_\_\_\_\_  
(This section need not be completed if the permit is for one hundred dollars (\$100) or less.)

I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the workers compensation laws of California, and agree that if I should become subject to the workers' compensation provisions of Section 3700 of the Labor Code, I shall forthwith comply with those provisions.

Date \_\_\_\_\_ Signature of Applicant \_\_\_\_\_

WARNING: FAILURE TO SECURE WORKERS' COMPENSATION COVERAGE IS UNLAWFUL, AND SHALL SUBJECT AN EMPLOYER TO CRIMINAL PENALTIES AND CIVIL FINES UP TO ONE HUNDRED THOUSAND DOLLARS (\$100,000) IN ADDITION TO THE COST OF COMPENSATION, DAMAGES AS PROVIDED FOR IN SECTION 3706 OF THE LABOR CODE, INTEREST, AND ATTORNEYS FEES.

### CONSTRUCTION LENDING AGENCY

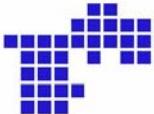
I hereby affirm under penalty of perjury that this is a construction lending agency for the performance of the work for which this permit is issued (Sec. 3097, Clv. C.).

Lender's Name \_\_\_\_\_

Lender's Address \_\_\_\_\_

I certify that I have read this application and state that the above information is correct. I agree to comply with all city and county ordinances and state laws relating to building construction, and hereby authorize representative of this City to enter upon the above mentioned property for inspection purposes.

Date \_\_\_\_\_ Signature of Applicant \_\_\_\_\_



City of West Hollywood  
Building & Safety Division  
8300 Santa Monica Blvd  
West Hollywood, CA 90069  
Hours: 8:00a.m. to 4:00p.m.  
Monday – Thursday & Alternate Fridays  
Inspection Request Hotline (323) 848-6335

### SITE ADDRESS

BOOK \_\_\_\_\_ PAGE \_\_\_\_\_ PARCEL \_\_\_\_\_

### PROPERTY OWNER

### MAILING ADDRESS

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

### PHONE NUMBER

### \*EMAIL ADDRESS

ARCHITECT'S OR ENGINEER'S NAME \_\_\_\_\_ LICENSE NUMBER \_\_\_\_\_

### ADDRESS

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

### PHONE NUMBER

### \*EMAIL ADDRESS

### APPLICANT / CONTACT PERSON

### PHONE NUMBER

### \*EMAIL ADDRESS

### CONTRACTOR'S NAME

### ADDRESS

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

### PHONE NUMBER

### \*EMAIL ADDRESS

### EXPIRATION

Every permit shall expire by limitation and become null and void if the building or work authorized by such permit is not commenced within 180 days from the date of such permit, or if the building or work authorized by such permit is suspended or abandoned at any time after the work is commenced for a period of 180 days.

## APPLICANT TO FILL IN (PLEASE PRINT OR TYPE)

### DESCRIPTION OF WORK:

OCC. GROUP	TYPE(S) OF CONSTRUCTION	NO OF STORIES
SQUARE FOOTAGE		FIRE SPRINKLERS REQUIRED
		YES _____ NO _____
STATISTICAL CLASSIFICATION		UNIT(S) _____ CODE IN EFFECT
NO. _____		
SPECIAL CONDITIONS / PLANNING FILE NO. _____		
\$ _____ INITIAL VALUATION		\$ _____ REVISED VALUATION
PLAN CHECK FEE		\$ _____
ADDITIONAL PLAN CHECK FEE		\$ _____
PLAN CHECK NO.	INITIALS	DATE
CK NO.		
ADDITIONAL PLAN CHECK NO.	INITIALS	DATE
CK NO.		
<input type="checkbox"/> SCHOOL FEES PAID		<input type="checkbox"/> HEALTH DEPT APPROVAL
<input type="checkbox"/> SANITATION DIST. PAID		<input type="checkbox"/> FIRE DEPT APPROVAL
<input type="checkbox"/> PUBLIC WORKS FEES PD		<input type="checkbox"/> SCAQMD
<input type="checkbox"/> PLANNING APPROVAL		<input type="checkbox"/> INDUSTRIAL WASTE APPR.
<input type="checkbox"/> _____		<input type="checkbox"/> OSHA PERMIT OBTAINED
Building Permit Fee		\$ _____
Issuance Fee		\$ _____
SMIP Fee		\$ _____
		\$ _____
		\$ _____
Total Building Permit Fee		\$ _____
PERMIT NO.	INITIALS	DATE
CK NO.		
FINALED BY		DATE

**SUBJECT:** **PROPOSED GIFT TO THE CITY OF THE COLLAR & LEASH  
NEON RAINBOW DOG SIGN FOR INCLUSION IN THE CITY'S  
URBAN ART COLLECTION**

**INITIATED BY:** **ECONOMIC DEVELOPMENT DEPARTMENT**  
(Francisco J. Contreras, AICP, Acting Director)  
(Andrew Campbell, Arts Manager)

---

**STATEMENT ON THE SUBJECT:**

The City Council will consider the Arts and Cultural Affairs recommendation to accept as a gift the Collar & Leash Neon Rainbow Dog Sign, currently sited at 8555 Santa Monica Boulevard, which is being offered to the City by its owners, Joseph Chan and Charles Chan Massey, for inclusion in the City's Urban Art collection.

**RECOMMENDATIONS:**

1. Approve the recommendation of the Arts and Cultural Affairs Commission to accept the Collar & Leash Neon Rainbow Dog Sign as a gift from Joseph Chan and Charles Chan Massey for inclusion in the City's Urban Art collection.
2. Authorize the Director of Finance and Technology Services to allocate \$20,000 from undesignated funds in the City's Public Beautification and Art Fund to account 209-1-01-10-531005 for costs associated with the de-installation, storage and conservation of the sign.
3. Authorize the City Manager or designee to execute documents incident to the Deed of Gift.

**BACKGROUND / ANALYSIS:**

In 2013, as part of its 30<sup>th</sup> Anniversary of Cityhood projects, West Hollywood celebrated its wonderful and eclectic neon signs along the Sunset Strip and Santa Monica Boulevard. In collaboration with the Museum of Neon Art, the City installed a special exhibit of three vintage neon signs on the Santa Monica Boulevard Median, as well as publishing a brochure capturing more than 50 significant works of neon art that could be found throughout the City. The project was very popular with residents and visitors and received a great deal of media attention. As part of that project, the City was able to keep the iconic Diver sign that currently sits on the Santa Monica Median at Holloway

and will be installed at a future date near the rooftop pool at the new West Hollywood Recreation Center.

Since that exhibit, the City staff has been closely monitoring demolition and new developments in the City that may destroy or remove some of the iconic neon currently in operation throughout the City. As a result, several years ago, the Arts Division learned that the iconic Koo-Koo Roo rotating chicken head was to be demolished. The developers of the new project to take place on the Koo-Koo Roo site were open to giving it to the City. The City did claim the work, which is currently in storage in an offsite facility, pending future action.

Recently, the owners of the Collar & Leash pet store at 8555 Santa Monica Boulevard decided to close their store, pending a new development project that would demolish the existing structures. The owners, Joseph Chan and Charles Chan Massey contacted the City with an offer to gift the sign to the City.

Subsequently, staff had conversations with the owners of the sign, as well as the sign company that created and installed it some 30 years ago, to learn more about the background of the sign.

Preliminary information about the sign is that it is approximately 30 years old, approximately 10 feet x 10 feet, was designed by Wilson Ong (deceased) and fabricated by American Signs in Los Angeles. The owners believe the original sign cost approximately \$30,000. In speaking with American Signs, they said today's figure to create, fabricate and install such a sign could approach \$100,000 due to the custom design nature of the work. The sign also rotates, although that element hasn't been activated recently. Significant conservation work would need to take place on the work, including painting the sign and replacing all the neon tubes.

Costs associated with the removal, storage, and conservation of the work have not yet been bid; however, based on previous work and costs associated with such projects, staff estimates such costs would not exceed \$20,000. Funds could be allocated from the City's Public Beautification and Art Fund, which is designated to support these types of projects.

At its December 2019 meeting, the Arts and Cultural Affairs Commission unanimously and enthusiastically recommended that the City accept the sign and add it to the Urban Art Collection. While a future location for the sign has not yet been determined, the sign could be installed along the median on Santa Monica Boulevard at Holloway. Another recommendation by the Commission was to consider installing the sign at the West Hollywood Dog Park, should it fit in with the current plans and development of West Hollywood Park. Based on the City's policy for accepting the gift, staff would present the project to the Public Facilities Commission for consideration of the site location.

## **CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:**

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-8: Enhance the Cultural and Creative Life of the Community...
- PSG-5: Move forward on City Parks and Library and Expand and Enhance the City's Green and Public Spaces.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- HP-5: Promote the preservation of cultural resources through maintenance and rehabilitation incentives and technical assistance.
- HS-2: Support and encourage arts and culture in West Hollywood.

## **EVALUATION PROCESSES:**

The City of West Hollywood believes that there is a value in owning a diverse collection of artworks that is available for exhibition in the City's public municipal spaces. As a way of governing how that collection is acquired, and to ensure a high level of quality, the City sets forth policies and procedures. The Gifts Policies and Procedures charges the Arts and Cultural Affairs Commission with the responsibility for evaluating the suitability of a proposed artwork and determining whether to accept it as a gift, and/or allow it to be installed on City property. The City's Public Facilities Commission reviews all outdoor sites proposed for installation of gifts. City Council has final approval with respect to acceptance of gifts and location for such gifts. If accepted, the maintenance of a gift of art is the responsibility of the City. Before recommending a gift to the City, the Arts and Cultural Affairs Commission reviews each proposed gift of art for aesthetic quality; potential location, and conservation and preservation considerations.

## **ENVIRONMENTAL SUSTAINABILITY AND HEALTH:**

The concept of the "Three R's" for the environment – reduce, reuse and recycle – posits that the Three R's protects the planet by eliminating waste. Using something multiple times in a variety of ways reduces the amount tossed into landfills and decreases manufacturing needs. Reusing and restoring this work fulfills the Three R's in supporting environmental sustainability.

## **COMMUNITY ENGAGEMENT:**

The West Hollywood community has demonstrated many times its desire to retain vestiges of its history and some of its iconic markers. Arts Division staff have heard many times from the community about preserving certain artifacts, such as the Rocky and Bullwinkle sculpture. The Collar & Leash Neon Rainbow Dog sign has long served as an iconic presence on Santa Monica Boulevard and it is the belief of staff and the Arts and Cultural Affairs Commission that the acceptance of this gift will be warmly and enthusiastically supported by the community.

**OFFICE OF PRIMARY RESPONSIBILITY:**  
**ECONOMIC DEVELOPMENT DEPARTMENT / ARTS DIVISION**

**FISCAL IMPACT:**

<b>Supplemental Appropriations from Other Funds</b> <b>Fiscal Year 2019-20</b>			
<b>Date</b>	<b>Description</b>	<b>Fund</b>	<b>Amount</b>
<b>Revenues</b>			
8/19/2019	Weho Park North Alley Capital Improvements	301 - Capital Projects	\$ 100,000
11/5/2019	CA HCD SB2 Grant: Design & Development Standards	202 - Misc. Grant Fund	\$ 160,000
12/2/2019	LA County Homelessness Prevention Grant	202 - Misc. Grant Fund	\$ 300,000
<b>Total Appropriated Revenues</b>			<b>\$ 560,000</b>
<b>Expenditures</b>			
8/19/2019	Rocky & Bullwinkle: Site Prep & Installation	209 - Public Art	\$ 68,564
8/19/2019	Weho Park North Alley Capital Improvements	301 - Capital Projects	\$ 100,000
10/7/2019	Plummer Park Master Plan: Project Start Up	301 - Capital Projects	\$ 250,000
11/5/2019	CA HCD SB2 Grant: Design & Development Standards	202 - Misc. Grant Fund	\$ 160,000
12/2/2019	LA County Homelessness Prevention Grant	202 - Misc. Grant Fund	\$ 300,000
<b>Total Approved Supplemental Expenditures to Date</b>			<b>\$ 578,564</b>
<b>Proposed Supplemental Expenditures</b>			
1/21/2020	Collar & Leash Neon Sign: Deinstallation & Storage	209 - Public Art	\$ 20,000
<b>Total Proposed Supplemental Expenditures</b>			<b>\$ 20,000</b>
<b>Appropriations Surplus/(Deficit) as Proposed</b>			<b>\$ (38,564)</b>

New allocation of \$20,000 from undesignated funds in the City's Public Beautification and Art Fund to account 209-1-01-10-531005 for costs associated with the de-installation, storage and conservation of the sign.

<b>AMOUNT</b>	<b>DESCRIPTION</b>
\$20,000	This item requests unallocated reserves from the Public Beautification and Art Fund

**ATTACHMENTS:**

Deed of Gift

# CONTRACT AUTHORIZATION FORM

Use the Contract Amendment Authorization Form for Amendments or Renewals

## COMPLETED BY DIVISION

GEN INFO	VENDOR NUMBER:		003074	VENDOR NAME	Joseph Chan	✓	
	VENDOR CONTACT NAME		Jospeh Chan				
	VENDOR CONTACT EMAIL		joseph@synaxismeetings.com		VENDOR CONTRACT PHONE	310 801 3712	
	DIVISION (CITY) CONTRACT MANAGER		Andrew Campbell			acampbell@weho.org	✓
DEFAULTS	DIVISION#:	12	DIVISION NAME	Arts Division			✓
	CONTRACT TYPE: TEMPLATE USED:		m-donate: DONATION/GIFT TO CITY Basic Contract \$25,000 or less Deed of Gift				
TITLE: (BRIEF, 40 CHARACTERS OR LESS)		Collar & Leash Neon Rainbow Dog Sign			RETAINAGE	<input type="checkbox"/> Yes	

## PROCUREMENT PROCESS:

List the three most competitive bids/quotes/proposals or provide detailed explanation why bids/quotes/proposals were not obtained

Name of Bidder/Proposer	Amount of Bid/Quote
Bidder/Proposer #1	Amount1 \$
Bidder/Proposer #2	Amount2 \$
Bidder/Proposer #3	Amount3 \$
BID/RFP Title	BID/RFP Date

If three bids/quotes/proposals were not obtained, provide a detailed explanation why:  
This is a Deed of Gift, no bidding process involved.

## CONTRACT DESCRIPTION:

Enter a detailed description of contract.

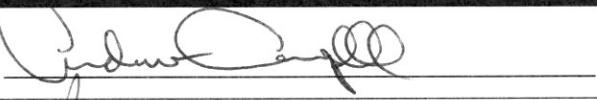
Donation of the Collar & Leash Pet Store neon sign to the City ("Collar & Leash Neon Rainbow Dog").

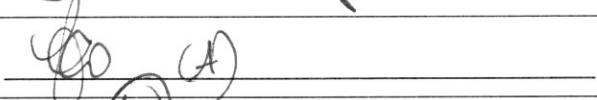
START DATE: 01/21/2020 / / /	EXPIRATION DATE: Select Date 12/31/20	COUNCIL MEETING DATE (OVER \$25,000): 1/21/2020 / /	CONTRACT AMOUNT NA	ANNUAL AMOUNT NA
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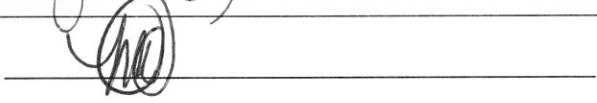
CONTRACT TEMPLATE CHANGES:	<input type="checkbox"/> Check here if contract includes approved changes to the contract template. Please attach back up of authorization.	CONTRACT REVIEW cds 1/4
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INSURANCE CHANGES:	<input type="checkbox"/> Check here if contract includes approved changes to the insurance (including waivers, exemptions, or changes to coverage). Please attach back up of authorization.	INSURANCE REVIEW
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INSURANCE POLICY TYPE TEMPLATE: BASIC1	EFFECTIVE DATE	EXPIRATION DATE	POLICY AMOUNT	ENDORSEMENTS	WAIVED
General Liability	a			AI <input type="checkbox"/> PNC <input type="checkbox"/> WOS <input type="checkbox"/>	
Automobile	a				
Workers Comp	a	NO INSURANCE REQUIRED		WOS <input type="checkbox"/> EXEMPT <input type="checkbox"/>	
Professional Liability	a				
Other	a				
	a				

MANAGER REVIEW/APPROVAL:		APPROVAL DATE:	01/10/2020
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DIRECTOR REVIEW/APPROVAL:		APPROVAL DATE:	01/13/2020
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CITY CLERK REVIEW/APPROVAL:		APPROVAL DATE:	1/20/20
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**The City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069**

**Deed of Gift**

**Date:** January 21, 2020

**Name:** Joseph Chan

**Address:** 34 River Rock Court,  
Azusa, CA 91702

**Description of Neon Sign:** Collar & Leash Neon Rainbow Dog Sign

The Collar & Leash Neon Rainbow Dog Sign was commissioned by the owners of The Collar & Leash Pet Store at 8555 Santa Monica Boulevard, circa 1990, and fabricated by American Signs in Los Angeles from a design by Wilson Ong (deceased). It depicts the outline of a dog using yellow, pink, purple and green neon. The sign is approximately 10 feet x 10 feet. The original sign was also designed to rotate.

The sign was fabricated with neon tubing and metal cut in the form of an abstract dog that barks at the sun and moon from its post.

---

**DONOR**

Donor hereby transfers and assigns without condition or restriction all right, title and interest free of restrictions or encumbrances in the tangible personal property listed above (the "Neon Sign") and all rights associated with it (the "Rights") to the City of West Hollywood (the "City"). Donor warrants and represents that Donor has the full power and authority to transfer the Neon Sign and the Rights, to the City of West Hollywood.

Donor certifies that to the best of the Donor's knowledge, the Neon Sign has not been exported from its country of origin in violation of the Laws of that country in effect at the time of the export, nor imported into the United States in violation of United States laws and treaties.

**COPYRIGHT**

The Donor attests that there is no copyright associated with this work.

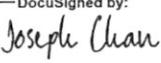
**CONSERVATION AND RESTORATION**

The City assumes all costs in association with conservation and restoration work of the Neon Sign.

**DEACCESSION**

Under the City of West Hollywood Deaccession Procedures and Policies dated October 5, 1998, the City may, at its discretion and at any time, deaccession the Neon Sign. In the event of such deaccession, the Donor shall be notified of such deaccession and will have ninety (90) days from notification by the City to reclaim the Neon Sign at no cost to the City. If the City, after making all reasonable efforts and through no fault of its own, be unable to

locate the Donor, the City shall be entitled to store, sell or dispose of Neon Sign according to its Deaccession Procedures and Policies.

DocuSigned by:  
  
7C75F3B5EC064ED...  
Donor: Joseph Chan \_\_\_\_\_ Date: \_\_\_\_\_ 1/9/2020

Accepted for the City of West Hollywood by

  
Date: 1.22.2020  
Paul Arevalo, City Manager

Gifts to the City of West Hollywood that are used for public purposes are deductible from taxable income as charitable contributions for federal and State personal income tax purposes pursuant to Internal Revenue Code Section 170(a)(1) and (c)(2)(A) and California Revenue & Taxation Code Section 17201(a). However, City employees cannot give appraisals for the purpose of establishing the tax deductible value of donated items. Evaluations must be secured by the donor at his/her/their expense.

Federal income tax laws limit deductions for charitable contributions to amounts in excess of the fair market value of goods or services provided in exchange for your contribution. Donor should contact his/her/their tax advisor relative to the deductibility of the donation.

The Donor received no goods or services in consideration of this gift.

## Certificate Of Completion

Envelope Id: DC9DB59F79114A88BC06B58302160F10

Status: Completed

Subject: Please DocuSign: Deed of Gift Agreement - Collar Leash Neon Sign.pdf

Source Envelope:

Document Pages: 2

Signatures: 1

Envelope Originator:

Certificate Pages: 1

Initials: 0

Eva Angeloff

AutoNav: Enabled

8300 Santa Monica Blvd.

Envelope Stamp: Enabled

nil

Time Zone: (UTC-08:00) Pacific Time (US & Canada)

West Hollywood, CA 90069

eangeloff@weho.org

IP Address: 206.171.67.2

## Record Tracking

Status: Original

Holder: Eva Angeloff

Location: DocuSign

1/9/2020 2:53:09 PM

eangeloff@weho.org

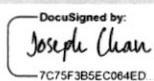
## Signer Events

Joseph Chan

### Signature

### Timestamp

joseph@synaxismeetings.com



Sent: 1/9/2020 2:54:48 PM

Security Level: Email, Account Authentication  
(None)

Signature Adoption: Pre-selected Style

Viewed: 1/9/2020 7:51:21 PM

Using IP Address: 96.41.96.84

Signed: 1/9/2020 7:55:27 PM

## Electronic Record and Signature Disclosure:

Not Offered via DocuSign

## In Person Signer Events

### Signature

### Timestamp

## Editor Delivery Events

### Status

### Timestamp

## Agent Delivery Events

### Status

### Timestamp

## Intermediary Delivery Events

### Status

### Timestamp

## Certified Delivery Events

### Status

### Timestamp

## Carbon Copy Events

### Status

### Timestamp

## Witness Events

### Signature

### Timestamp

## Notary Events

### Signature

### Timestamp

## Envelope Summary Events

### Status

### Timestamps

Envelope Sent

Hashed/Encrypted

1/9/2020 2:54:48 PM

Certified Delivered

Security Checked

1/9/2020 7:51:21 PM

Signing Complete

Security Checked

1/9/2020 7:55:27 PM

Completed

Security Checked

1/9/2020 7:55:27 PM

## Payment Events

### Status

### Timestamps

**The City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069**

**Deed of Gift**

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Donor: Joseph Chan

DocuSigned by:  
Joseph Chan  
7C75F3B5EC064ED...

1/9/2020

Date: \_\_\_\_\_

Accepted for the City of West Hollywood by



Paul Arevalo, City Manager

Date: 1.22.20

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Envelope Id: DC9DB59F79114A88BC06B58302160F10

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Source Envelope:

Document Pages: 2

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Initials: 0

Eva Angeloff

AutoNav: Enabled

8300 Santa Monica Blvd.

EnvelopeD Stamping: Enabled

nil

Time Zone: (UTC-08:00) Pacific Time (US & Canada)

West Hollywood, CA 90069

eangeloff@weho.org

IP Address: 206.171.67.2

## Record Tracking

Status: Original

Holder: Eva Angeloff

Location: DocuSign

1/9/2020 2:53:09 PM

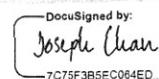
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## Signer Events

Joseph Chan

### Signature

joseph@synaxismeetings.com



Security Level: Email, Account Authentication

7C75F3B5EC084ED...

(None)

Signature Adoption: Pre-selected Style

## Timestamp

Sent: 1/9/2020 2:54:48 PM

Electronic Record and Signature Disclosure:

Viewed: 1/9/2020 7:51:21 PM

Using IP Address: 96.41.96.84

Signed: 1/9/2020 7:55:27 PM

## In Person Signer Events

### Signature

### Timestamp

## Editor Delivery Events

### Status

### Timestamp

## Agent Delivery Events

### Status

### Timestamp

## Intermediary Delivery Events

### Status

### Timestamp

## Certified Delivery Events

### Status

### Timestamp

## Carbon Copy Events

### Status

### Timestamp

## Witness Events

### Signature

### Timestamp

## Notary Events

### Signature

### Timestamp

## Envelope Summary Events

### Status

### Timestamps

Envelope Sent

Hashed/Encrypted

1/9/2020 2:54:48 PM

Certified Delivered

Security Checked

1/9/2020 7:51:21 PM

Signing Complete

Security Checked

1/9/2020 7:55:27 PM

Completed

Security Checked

1/9/2020 7:55:27 PM

## Payment Events

### Status

### Timestamps

## Reseda Park – Retroactive Approval of “Neighborly Growth Mural”

### Background:

Reseda Park, located at 18411 Victory Boulevard, consists of a recreation center, tennis courts, a pool, basketball courts, baseball diamonds playgrounds, baseball fields and the OneGeneration Senior Enrichment Center, located at 18255 Victory Boulevard. On August 11, 2004, the Board of Recreation and Parks Commissioners (Board) approved a ten year Lease Agreement No. C-109008 (Lease) with ONEgeneration (ONE) for the maintenance and operation of the Reseda Multipurpose Center (Report No. 04-230). The Board later approved a ten year extension to the term of the Lease (Report No. 16-073), such that the end of the term of the Lease is October 25, 2025.

RAP was made aware of the installation the “Neighborly Growth Mural” at the Reseda Multipurpose Center on May 18, 2022 via email. ONE permitted the mural to be installed on the south facing cinderblock wall of the OneGeneration Senior facing Victory Boulevard by 11:11 A Creative Arts Collective.

Per Sections Article 9.1, 9.1.1, and 9.1.2 of the Lease provides the following, respectively:

“ONE shall pay all costs for improvements to the Premises. All alterations or improvements proposed for the Premises by ONE shall first be submitted to and approved by City. City is not obligated to approve any alteration or improvement proposed by ONE.”

“Requests by ONE to construct capital improvements on the Premises shall be subject to the approval of the Board of Recreation and Park Commissioners, which approval shall not be unreasonably withheld. Title to any such approved improvements so placed upon said Premises shall vest with City upon acceptance by City of the completed improvements and termination of this Lease. ONE expressly covenants and agrees not to permit any claims or liens to be established against said Premises on account of any labor or material furnished in connection with any such construction work and hold City free and harmless from any such claim.”

“ONE is authorized to perform decorative interior work, which includes painting, carpet installation and other similar cosmetic changes. With prior written approval from City, ONE may make non-structural and cosmetic repair changes to the Premises including, but not limited to, installing or relocating electrical outlets, and modifying plumbing, air conditioning and heating systems.”

The installation of the “Neighborly Growth Mural” was completed from April 21, 2022 to May 2, 2022 without prior written approval from the RAP or the Board.

RAP is in receipt of the Public Art Application, the Art Waiver Form and additional documentation

for the “Neighborly Growth Mural” that were provided on June 3, 2022 after the installation of the mural. The documentation indicates that the Department of Cultural Affairs’ (DCA) Cultural Affairs Commission (CAC) granted retroactive conceptual and final approval for the installation of the mural on May 11, 2022.

The applicant is requesting retroactive approval from the RAP Board so the mural may remain on RAP property until October 25, 2025.

**Project Design:**

The mural, designed by artist Jason Chang, is a representation of the growth of an oak tree, from sprout to fully grown. The mural measures approximately 116 feet in length and 15 feet in height. This takes many generations, and many different people to care for this Southern California native tree. Oaks also represent wisdom, longevity and knowledge. They are also said to symbolize the environment, as oak trees can support ecosystems within them. The mural depicts the changes in time and seasons. This mural is also about the importance of preserving this planet as much as we can, as the climate changes.

**Project Funding:**

The City of Los Angeles Department of Cultural Affairs committed \$12,081.00 to 11:11 A Creative Arts Collective from a portion of the full Reseda Rising Mural Festival budget of \$73,000 through Arts Development Funds and Mural Funds. The funding provided by the Department of Cultural Affairs covered the cost of installation and maintenance. The proposed wall was cleaned from any debris. The medium used for this mural was mostly low sheen or satin latex paint and some aerosol paint. The artist that was the main lead on this project was Jason Chang. The applicant has submitted a signed Waiver of Rights as part of the application process and RAP reserves the right to remove the mural if it is not maintained to RAP Standards. Anti-graffiti coating has been applied to the completed mural.

RAP has been advised by DCA staff that there was an error in the CAC staff report and that DCA will not be responsible for the mural’s maintenance. ONE has agreed to maintain the mural until the end of the term of the Lease, which is October 25, 2025. The letter from ONE committing to mural maintenance is included in submission.

**Community Outreach:**

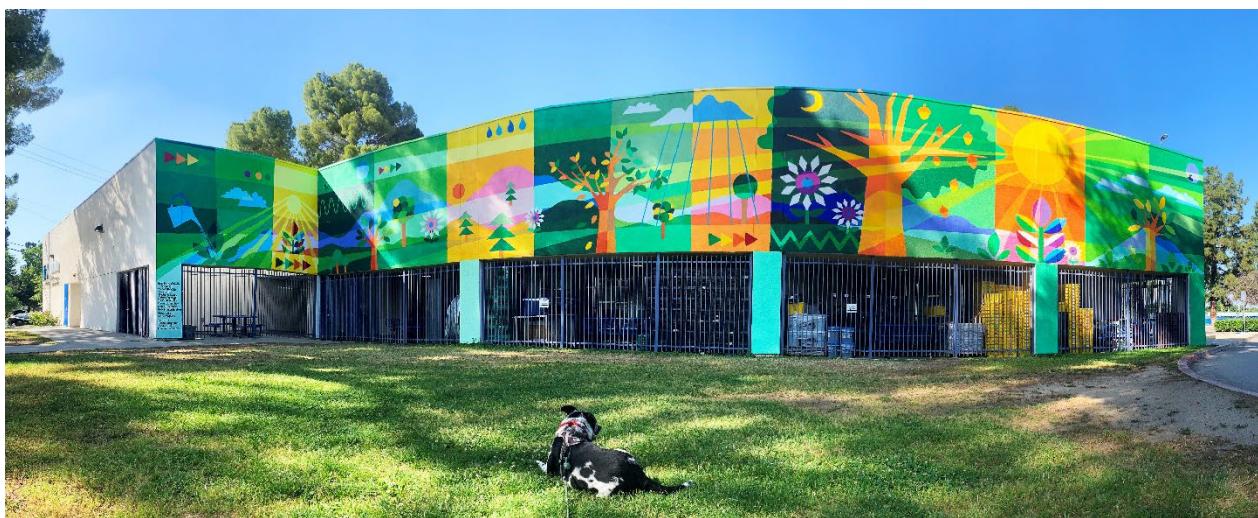
A mural proposal public meeting, facilitated by 11:11 A Creative Collective, was conducted on Tuesday, March 22, 2022. The community was also invited to participate by interacting through programming during the Reseda Rising Mural Festival. A virtual map of each location was developed and used to encourage public participation during the event. Each mural location had different artists and invited the public to partake in painting and interacting with the artists on site. Local schools participated through specialized tours. The festival concluded with the “Reseda Theater Mural Talk” for all participating muralists led by 11:11 and Valley Art Workshop.

On April 3<sup>rd</sup>, 2022, The Office of Council District 3 sent a letter to the Department of Cultural Affairs expressing approval of the mural and its funding.

**Recommendation:**

Staff recommends that the Facilities and Maintenance Task Force grant retroactive approval of the proposed mural design and the project be forwarded to the full Board of Commissioners for consideration. It should be noted that RAP has conveyed to ONE that the submission of the required Public Art Application, Art Waiver Form and approval by the Cultural Affairs Commission does not represent, and in no way guarantees, the approval of the installation by the RAP Board.

**Images of “Neighborly Growth Mural” at ONEgeneration Senior Enrichment Center:**



**Attachments:**

- 1) Public Art Application
- 2) Artist Waiver
- 3) Department of Cultural Affairs Staff Report to Cultural Affairs Commission
- 4) Letter from ONEgeneration re: Mural Maintenance

**CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS**

**Planning, Construction, and Maintenance Branch**

**Public Art Application (Rev. 08/2014)**

Date: June 3rd, 2022

1. Applicant: (Individual name or organization, address, email, telephone):

Addy Gonzalez Renteria, 11:11 Projects, 17644 Hatteras St., Encino, CA 91316 addy@1111projects.art, 818-447-0242

2. Project Title/Description (attach separate sheet if required):

See Attached DCA application with Project Title/Description

3. Project Location/Street Address: 18255 Victory Blvd., Reseda, CA 91335

4. Council District of Project Location: Council District 3

5. Artist(s) Information (attach separate sheet for multiple entries, if required):

Name: Jason Chang aka RFX One Address: 831 S. Stonemason Ave., Apt E, Alhambra, 91801

Email(s): iam@rfx.one Telephone(s): 818-441-1938

6. Estimated Cost of Project (Materials, Labor, Insurance, etc.): \$12,081

7. Expected Length of Time for Installation: 5 months

8. Expected Lifespan of Project: (3 years, 5 years, 7 years, other,) 10 year maximum: 5 Years

9. Who will be responsible for maintaining the project during its lifespan? (attach separate sheet if required)

Name: Debbie Ortiz Address: 201 N. Figueroa St., Suite 1400, LA, CA 90012

Email: debbie.ortiz@lacity.org Telephone: 213-202-5500

10. Do you have a signed contract with the artist regarding the proposed project? **Yes** Y or N

11. Do you have a signed contract with the artist addressing the duration the project will remain in place, project maintenance, and/or removal of the project from park property? Y or N

12. If "Yes" to either of 10 or 11 above, please attach one (1) copy of each contract.

13. See "Required Documentation" sheet for additional information and requirements.

# CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS

## Planning, Construction, and Maintenance Branch

### Public Art Proposal Required Documentation (Rev. 08/2014)

All requested items and copies of requested documents must be submitted to RAP before an application can be processed and scheduled for an initial review.

- A. Application Form; **Done- Attached**
- B. Artist(s) Resume(s) – please be sure the resumes list other past public art projects the artists have done, with descriptions, locations, and dates of each project. **Done- Attached**
- C. Relevant Press – one review (one page maximum) of the artist's work or the applicant's work. **Done-attached**
- D. Written Narrative (maximum two pages) – in the order they appear below. Please address and include a description of the following items: **See DCA Application for all information below**
  - 1. Funding Source(s) – Identify all funding sources such as grants, fund-raised monies, or donations and include whether these funds are committed or proposed.
  - 2. Artist Selection Process – How was the artist selected? How many artists were interviewed/considered?
  - 3. Design – How was it derived?
  - 4. Community Context – How does the design fit within the existing environment in terms of size, color, surrounding building types, materials, theme, community culture or architectural design, etc.
  - 5. Production Process – How will the proposed wall/area be prepared? What type of medium will be used? Who will do the actual production – the artist, the artist and assistants, or the artist and students?
  - 6. Maintenance – Identify (name, address, email, telephone) the individual who will arrange to have the project cleaned and/or repaired. With what funds and for how long is this maintenance commitment? Describe the process you have developed to maintain the installation over its lifespan. Attach a signed letter or other documentation from the individual responsible for this maintenance commitment indicating his/her acceptance of this responsibility.
  - 7. Agreement Regarding Anti-Graffiti Coating – Application of an anti-graffiti coating is mandatory. Attach a letter or other correspondence showing that an anti-graffiti coating has been arranged.
- E. Detailed Sketch and/or Drawing – Colors and details must be accurately indicated and rendering must be to scale. Indicate the precise area of the park where the project is proposed. Provide a photograph of the proposed location with an overlay of the proposed project at scale. (7 copies)  
**Done- see DCA Application**
- F. Color Photographs of the Site and Surroundings – Show adjacent buildings, buildings across the street, and local landmarks that indicate the flavor of the neighborhood. (7 copies)  
**Done- See attachment**

**CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS**

**Planning, Construction, and Maintenance Branch**

**Artist Waiver for Public Art, Murals, Monuments, and Memorial Plaques (Rev. 08/2014)**  
*Waiver of Proprietary Rights for Artwork Placed upon City Property*

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The provisions of this paragraph shall apply to modify Artist's rights of attribution and integrity as set out in the Visual Artists Rights Act, 17 U.S.C. §§106A abd 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA"), and any rights arising under United States federal or state law or under the laws of another country that convey rights of the same nature as those conveyed under VARA and CAPA, as against the City of Los Angeles ("City") and its agents.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the [describe the artwork/project: mural, sculpture, etc. and medium]:

This is a mural done with mostly low sheen or satin latex paint and some aerosol paint.

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Entitled [title of work]: Neighborly Growth

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And located at [identify site, including interior location if applicable]: OneGeneration Senior Enrichment Center  
18255 Victory Blvd. Reseda, CA 91335

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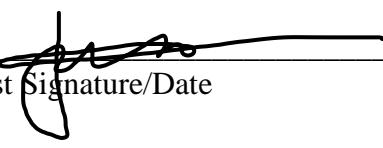
In whole or in part, in City's sole discretion.

Artist's Address for Notice:

Jason Chang  
831 S. Stonemason Ave. Apt. E  
Alhambra, CA 91801

---

Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Department of Recreation and Parks, Planning, Construction and Maintenance Branch, 221 N. Figueroa Street, Suite 400, Los Angeles, CA 90012.

6/3/2022  
Artist Signature/Date

Recreation and Parks Signature/Date

## STAFF REPORT TO CULTURAL AFFAIRS COMMISSION

HEARING DATE/TIME: May 11, 2022, 1:30 pm

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PROJECT NAME	Neighborly Growth
LOCATION	ONEgeneration Senior Enrichment Center, 18255 Victory Blvd., Reseda 91355
OWNER	ONEgeneration Senior Enrichment Center, Jenna Haus, MSW, President and CEO
COUNCIL DISTRICT	3, Councilmember Bob Blumenfield
ARTIST(S)	Jason Chang (aka RFX1)
PROJECT AMOUNT	\$12,081
FUNDING SOURCES	Arts Development Fees (ADF)
RECOMMENDATION	Conceptual and Final Approval
STAFF CONTACT	Debbie Ortiz, Arts Associate
HISTORY	Public Art Committee: None

### PROJECT SUMMARY

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### PROJECT BACKGROUND

Councilmember Bob Blumenfield of the 3rd Council District and the Department of Cultural Affairs (DCA) have commissioned artist Jason Chang (aka RFX1), to create a mural titled “ Neighborly Growth”. The mural is painted on the exterior south wall of the ONEgeneration Senior Enrichment Center. The mural measures 160' in length and 15' in height and is one of eight (8) murals featured during the Reseda Rising Mural Festival produced by 11:11 A Creative Arts Collective.

The Reseda Rising Mural Festival was first developed in the summer of 2020 during the peak of the COVID-19 pandemic, as a social distancing safe alternative to the Reseda Rising Art Walk, which had become a signature event for the district and entire San Fernando Valley for the past four years (2016-2019). Constant safety regulations set forth by the County and City had created a challenge for the festival producer to obtain conceptual and final approval of the mural from the Cultural Affairs Commission in advance of the mural being completed. The festival producer continued to work diligently and engaged the Council Office, Department of Cultural Affairs and community in spite of the obstacles caused by the pandemic to create an inclusive, community event meant to enhance the environment and support working artists. It was in this spirit and intention that the Reseda Rising Mural Festival occurred with tremendous support from April 28, 2022 to May 1, 2022. As such, the project seeks the Cultural Affairs Commission's retroactive Conceptual and Final approval for this mural.

The Reseda Rising Mural Festival showcased local, national, and international artistic talent and the valley's vibrant neighborhoods in Council District 3. The festival brought murals on city and private walls of different sizes, engaging residents, business owners, and communities from across the San Fernando Valley and beyond. The festival achieved its goals of providing access to and education through the arts; cultivating artistic talent; celebrating equity, diversity and inclusion; and promoting the San Fernando Valley as a great place to live, work and visit.

## ARTIST SELECTION

A widespread call for submissions was released on January 10, 2022 to the San Fernando Valley and Reseda community network via newsletter, social media blast, and direct email campaign. All artists went through an application process where they submitted pertinent information including examples of previous murals. The call included all levels of experience from lead artist to apprentice with no previous formal experience necessary. The 11:11 curatorial team selected artists based on experience level, location, technical ability, and enthusiasm to participate. 11:11's curatorial team also ensured that there were various representations of artists from different ethnic groups that make up the San Fernando Valley area.

An open call to artists was distributed through several methods from January 10, 2022 to March 1, 2022. Once chosen, art designs were finalized from March 5 to March 15, 2022. A public meeting was held for feedback on March 22, 2022. Mural production began on April 21, 2022 and was open to the public for the Reseda Rising Mural Festival which took place from April 28, 2022 to May 1, 2022. Completion of the mural coincided with the close of the festivities on May 1, 2022.

## DESCRIPTION

The “ Neighborly Growth” mural is located on the south-facing wall of the ONEgeneration Senior Enrichment Center on Victory Boulevard between Lindley Avenue and Reseda Boulevard. Artist Jason Chang describes his multi-generational Korean household as the inspiration for the piece, “I remember my youth being impacted by the fact that there were three generations in one house caring for a common theme: Family”. The mural depicts an oak tree (SoCal Native), from sprout to fully grown, through time and seasons. The growth takes many generations, and people who tend to the tree. Oaks represent wisdom, longevity, knowledge, and environment.

The mural measures approximately 116 feet in length and 15 feet in height. Material used for the wall is Dunn-Edwards, Low Sheen Evershld acrylic paint as well as a non-sacrificial anti-graffiti coating.

## COMMUNITY ENGAGEMENT

A mural proposal public meeting, facilitated by 11:11 A Creative Collective, was conducted on Tuesday, March 22, 2022. The community was also invited to participate by interacting through programming during the Reseda Rising Mural Festival. A virtual map of each location was developed and used to encourage public participation during the event. Each mural location had different artists and invited the public to partake in painting and interacting with the artists on site. Local schools participated through specialized tours. The festival concluded with the “Reseda Theater Mural Talk” for all participating muralists led by 11:11 and Valley Art Workshop.

## BUDGET

The total budget for the “Neighborly Growth” mural was \$12,081 from a portion of the full Reseda Rising Mural Festival budget of \$73,000 through Arts Development Funds and Mural Funds. Costs were all-inclusive and covered artist stipends, materials, equipment, marketing, project management, and contingencies. Additional funds from the Council Office were dedicated to the project.

## **MAINTENANCE**

11:11 A Creative Collective will be applying a sacrificial anti-graffiti coating required by the Department of Cultural Affairs to protect the mural. The Department of Cultural Affairs in partnership with the Council Office and Office of Community Beautification will be the primary stewards of the mural's maintenance.

## **PROS**

The mural provides beautification, activates the public space, and instills neighborhood identity and pride in Council District 3.

## **CONS**

None.

## **STAFF RECOMMENDATION**

Provide retroactive Conceptual and Final approval.

## **ATTACHMENTS**

"Neighborly Growth" mural application by 11:11 A Creative Collective.



**Officers**

Stuart Zimring, Esq., Chair  
**Law Offices of Stuart Zimring**

Jeff Friedman, Vice Chair  
**Dynamic Nursing, Inc.**

Shanthi Suresh MD, Vice Chair  
**Partner Emeritus Geriatrics, Kaiser Permanente**

Nathaniel Hutton, Treasurer  
**"CATCH" Healthy Habits"**

Jim Esterle, Secretary  
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Liz Altmann-Harberger  
**AIG Life & Retirement**

Wendy Bavan  
**Providence St. Joseph Health**

Catherine Coddington  
**Consultant**

Tatjana Stafets Jankó  
**Financial Consultant**

Karen Johnson  
**RET Medicare Officer**

Vahid Khorsand  
**Board of Public Works**

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**Molina Healthcare**

Gasia Majarian  
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Lindy Pearson  
**Cushman & Wakefield**

Gloria Pollack  
**Gelb Group**

Sahar Pouyanrad  
**J.P. Morgan Chase Bank**

David Rutt, CPA  
**Dorfman & Rutt**

Denise A. Villbrandt, CPA  
**Clumeck Stern Schenkelberg & Getzoff**

Minister Roger Williams II  
**Terra Health, LLC**

Jenna Hauss, MSW  
**President & CEO**

Kenneth Kang  
**CFO/COO**

**Advisory Council**

**President**

Amos Fried

**In Memoriam**

Karl Boeckmann

Fred Simmons, Esq.

Harry Vickman

**Friends of ONEgeneration**

Marvin Burns, Esq.

Jennifer Davine

Paul Davis

Rickey Gelb

Eva Goetz

Dan Osterweil, MD

Marion Ross

Dr. Judy Rosenberg

Susan Rothenberg

Congressman Brad Sherman

Senior Enrichment Center  
 Transportation  
 Senior Meal Program  
 Childcare

Care Management  
 Adult Daycare  
 Encino Farmers Market  
 Grandparents As Parents (GAP)

July 14, 2022

Department of Recreation and Parks  
 Planning, Maintenance and Construction  
 Attn: Meghan Luera  
 Senior Management Analyst I  
 221 N. Figueroa St., Suite 400  
 Los Angeles, CA 90012

*Re: ONEgeneration/11:11 Mural Future Maintenance*

Hello,

ONEgeneration, the current lessee of the 18255 Victory Blvd., Reseda, CA 91335 property agrees to maintaining the existing mural, which includes but is not limited to graffiti removal and mural restoration throughout the remainder of our lease period which ends October 25, 2025, in the event that the artist (11:11) is not able to do so.

Please feel free to reach out if you have any questions.

Thank you,



Jenna Hauss, MSW  
 President & CEO  
 ONEgeneration  
 818-708-6610  
[jhauss@onegeneration.org](mailto:jhauss@onegeneration.org)  
[www.onegeneration.org](http://www.onegeneration.org)

Jenna Hauss, MSW

**President & CEO**

Kenneth Kang

**CFO/COO**

ONEgeneration 17400 Victory Boulevard, Van Nuys, CA 91406  
 (818) 705-2345 main (818) 708-6620 fax [www.ONEgeneration.org](http://www.ONEgeneration.org)

*Our mission is to support and enrich the lives of older adults, children, and their families, throughout our diverse community.*



DEPARTMENT OF CULTURAL AFFAIRS  
City of Los Angeles

# RESEDA RISING MURAL FESTIVAL

## “Neighborly Growth”

### Application for Approval of Public Art Work



ONEgeneration  
18255 Victory Blvd Reseda, CA91335



RFX1

# Table of Contents

- 03. Application
- 04. Written Narrative
- 05. Location Map
- 06. Color Rendering & Photo Overlay
- 07. Color Swatches & Materials
- 08. Timeline & Budget
- 10. Evidence of Community Meeting
- 11. Letter of Support
- 12. Maintenance Plan
- 13. Contact Info



# Application

## City of Los Angeles – Department of Cultural Affairs - Public Art Division

### Application for Approval of Public Artwork

**Applicant:** (Individual Name or Organization Name, Address, Phone Number)

11:11 A Creative Collective

**Proposed Meeting/Hearing Date:** (Refer to Public Art staff for the meeting schedule)

4/13/22

**Project Location/Street Address:** (Also list major cross street in parentheses)

ONEGENERATION SENIOR ENRICHMENT CENTER  
18255 VICTORY BLVD, RESEDA, CA 91335.

**Location/Project Owner:** (Name, Address, Phone Number)

JENNA HAUSS MSW, PRESIDENT & CEO - CITY OF LA

**Location Contact Person:** (Name, Address, Phone Number)

JENNA HAUSS MSW, PRESIDENT & CEO - CITY OF LA

**Council District of Location:**

3

**Project Amount/Funding Source(s):**

\$73K FROM DEPARTMENT OF CULTURAL AFFAIRS. 1 OF 7 MURALS

**Artist:** (Name, Address, Phone Number)

JASON CHANG 831 S STONEMAN AVE APT E, ALHAMBRA, CA , 81801, 818 441 1938

**Project Title:**

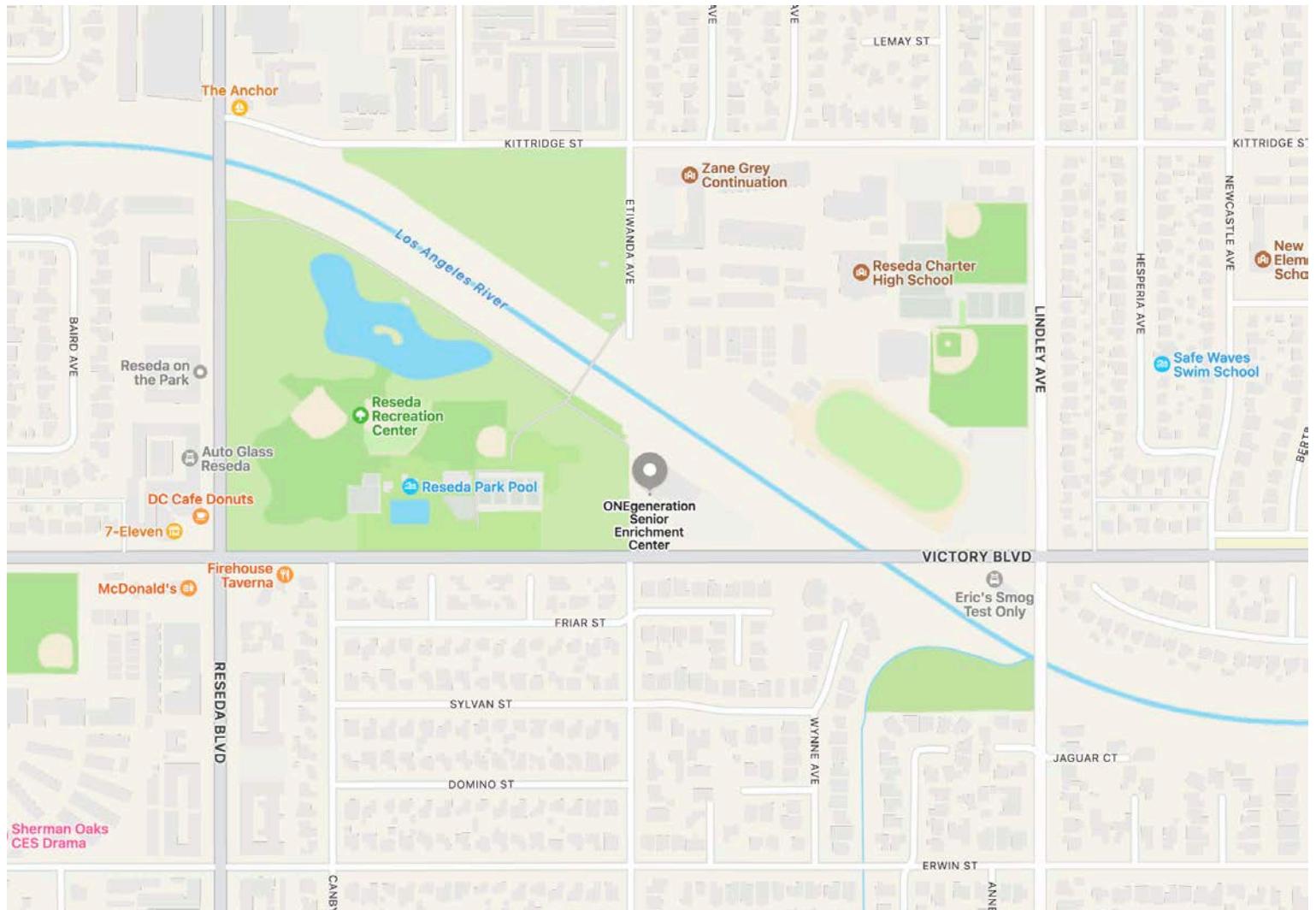
RESEDA RISING MURAL FESTIVAL - ONEGENERATION

**\* This completed Application must accompany all materials submitted to the Public Art Division for both the Public Art Committee and Cultural Affairs Commission.**

# Written Narrative

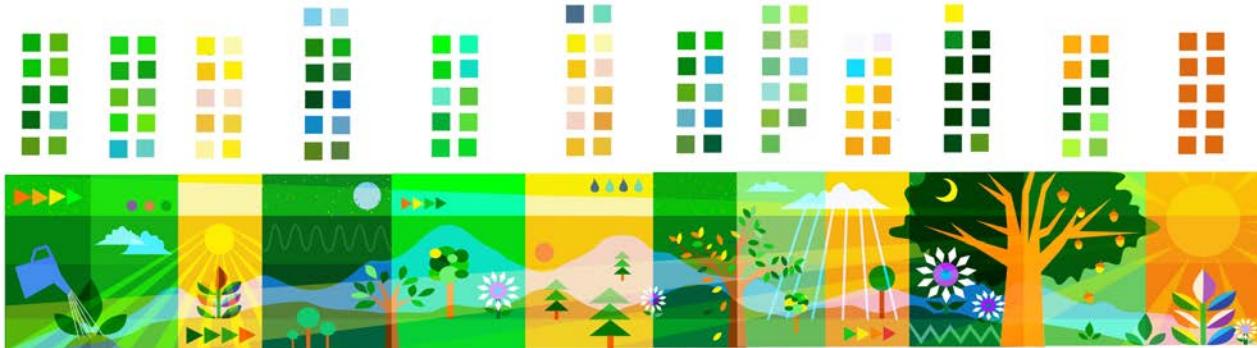
<b>DESIGN CONCEPT:</b>	
<p>"Being that ONEgeneration is a Senior Enrichment Center, I was inspired by the the idea of many generations caring for a common theme: their planet, together. I grew up in a multi-generation Korean household. I remember my youth being impacted by the fact that there were three generations in one house caring for a common theme: family.</p>	
<p>This mural is supposed to depict the growth an oak tree, from sprout to fully grown. This takes many generations, and many different people to care for this oak So Cal native tree. Oaks also represents wisdom, longevity and knowledge; it is said to symbolize the environment, as it can support an ecosystem within it. The mural depicts the changes in time and seasons. This mural is also about the importance of preserving this planet as much as we can, as the climate changes." - Artist Jason Chang aka RFX1</p>	
<b>WALL DIMENSIONS:</b>	<b>ARTIST SELECTION PROCESS:</b>
116' wide x 17' high	A wide-spread call for submissions was released to the San Fernando Valley and Reseda community network. All artists went through an application process where they submitted pertinent information including examples of previous murals. The 11:11 curatorial team chose artists based on experience level, location, technical ability, and enthusiasm to participate. 11:11's curatorial team also ensured that there was various representation of artists from different ethnic groups that make up the San Fernando Valley area.
<b>LIST OF MATERIALS:</b>	
See page 8	

# Location Map

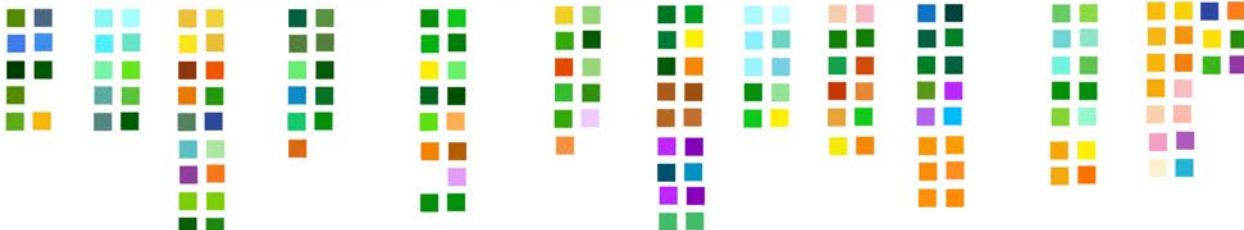


# Color Rendering & Overlay





# Color Samples



## Dunn Edwards - All Low Sheen, Evershield

### Greens:

Get Up and Go DE5636 – 1 gallon  
Leprechaun DEA126 – 1 gallon  
Artificial Turf DE5635 – 1 gallon  
Snow Pea DE5634 – 2 qt  
Weekend Gardener DE5633 – 2 qt  
Creamy Mint DE5632 – 1 gallon  
Misty Lawn DE5631 – 1 gallon  
Lucky Clover DEA130 – 1 gallon  
Billiard Table DEA178 – 2 qt  
Deep Pine DEA180 – 2 qt  
Later Gator DE5678 – 1 gallon  
Jungle DE5677 – 1 gallon  
Vegetation DE5676 – 1 gallon  
Sprig of Mint DE5675 – 1 gallon  
Pale Cactus DE5673 – 1 gallon  
Golf Course DE5601 – 2 qt  
Palm Tree DE5600 – 1 qt  
Jealousy DE5598 – 2 qt  
Chive DE5559 – 2 qt

### Light greens:

Snow Pea DE5634 – 2 qts  
Celery DE5557 – 2 qt  
Rolling Hills DE5606 – 2 qt  
Garden of Eden DE5607 – 1 qt  
Pale Jade DE5681 – 1 qt  
Mint-o-licious – 2 qt  
Wasabi DE5578 – 1 qt

### Yellows:

Highlighter DE5404 – 1 gallon  
Chickadee DE5403 – 2 qts  
Goldenrod DEA120 – 1 gallon  
Yellow Summer DEA118 – 1 gallon  
Honey grove DE5383 – 1 qt  
Arts and Crafts Gold DET477 – 1 qt  
Martian DE5475 – 2 qt  
Radiant Sunrise DE5397 – 1 qt  
Confident Yellow DEA117 – 2 qt

### Oranges:

Flash of Orange DEA116 – 2 qts  
Peachtree DE5129 – 2 qts  
Orange Burst DEA113 – 2 qts  
Burning Tomato DEA111 – 2 qts  
Fairytale Dream DE5113 – 2 qt  
Savanah Sun DE5165 – 2 qt  
Bright Mango DE5195 – 1 gallon  
Spiced Nectarine DE5193 – 2 qt  
Marigold DE5291 – 1 qt  
Ripe Pumpkin DE5307 – 2 qt  
Clay Terrace DE5229 – 2 qt  
Apple Cider DE5270 – 2 qt  
Sundown DE5268 – 2 qt  
Harrison Rust DET467 – 2 qt

### Blues:

Port Hope DE5731 – 2 qt  
Seafoam DE5695 – 1 qt  
Pale Jade DE5681 – 1 qt  
Polished Aqua DE5724 – 1 qt  
Cornflower DE5864 – 2 qt  
Safe Harbor DE5865 – 2 qt  
Astral DE5856 – 1 qt  
Wild Blue Yonder DE5855 – 1 qt  
Postwar Boom DET584 – 1 qt  
Blue Intrigue DE5928 – 1 qt  
Bachelor Blue DE5878 – 1 qt  
Sanctuary Spa DE5843 – 1 gallon  
Country Air DET581 – 1 qt

### Whites:

Evening Shadow DEW376 – 1 qt  
Ivory Charm DEW323 – 1 qt  
Regular White – 1 gallon

### Black:

Regular Black – 1 gallon

### Magentas:

Flamingo Feather DE5037 – 2 qt  
Crushed Berries DE5026 – 2 qt  
Fuchsia Blush DE5025 – 1 qt  
Exotic Violet DE5003 – 1 qt  
Amethyst Show DE5990 – 2 qt  
Lavender Sweater DE5998 – 1 qt  
Spring Lilac DE5001 – 1 qt

# Installation

## Timeline / Budget

DATE	ACTIVITY
January 10 - March 1	Artist Open Call
March 5-15	Finalizing artist designs
March 22	Public meeting
April 21	Mural production begins
April 28 - May 1	Event Days
May 1 - May 7	Finalizing all murals

### Overall Mural Festival Budget

Reseda Rising Mural Festival							
Funding		Received		Expenses			
Funding Source	Amount	Date	Amount	Description	DCA Funding Amount	CD3 Mural Funding	
DCA	\$ 64,000	11/10/21	\$ 19,200	Artist Stipends	\$ 15,000	\$ 3,000	
CD3 Mural Fund	\$ 9,000			Materials	\$ 12,000	\$ 2,400	
<b>Total</b>	<b>\$ 73,000</b>			Equipment	\$ 5,250	\$ 1,050	
				Permits/ Insurance	\$ 1,750	\$ 350	
				Project Marketing & Promotion	\$ 3,550	\$ 500	
				Video production	\$ 7,100		
				Unveiling Event Production	\$ 3,350		
				Project Management	\$ 12,800	\$ 1,250	
				Contingencies	\$ 3,200	\$ 450	
<b>Total Funding</b>	<b>\$ 73,000</b>		<b>\$ 19,200</b>	<b>Total</b>	<b>\$ 64,000</b>	<b>\$ 9,000</b>	
				<b>GRAND TOTAL</b>	<b>\$ 73,000</b>		

# One Generation Budget

## OneGeneration Wall Budget

Expenses					
Description	DCA Funding Amount	CD3 Mural Funding	Actual	Notes	
Artist Stipends	\$ 15,000	\$ 3,000	\$ 1,000	Lead Artists: \$1,000 each	
			\$ 1,500	Assistant Artists: \$500 each	
Materials	\$ 12,000	\$ 2,400	\$ 2,362.12		
Equipment	\$ 5,250	\$ 1,050	\$ 1,008.64	Hern Lift rental	
Permits/ Insurance	\$ 1,750	\$ 350			
Project Marketing & Promotion	\$ 3,550	\$ 500		Included in the Reseda Theater Mural	
Video production	\$ 7,100		\$ 2,000		
Unveiling Event Production	\$ 3,350		\$ 670	all costs associated with the production of unveiling event - printed signage, launch of website,	
Project Management	\$ 12,800	\$ 1,250	\$ 2,810	11:11 admin	
Contingencies	\$ 3,200	\$ 450	\$ 730	5% of total project cost held for contingencies	
<b>Total</b>	<b>\$ 64,000</b>	<b>\$ 9,000</b>	<b>\$ 12,081</b>		

# Community Meeting



Post Date 3/1/22

## RESEDA COMMUNITY NETWORK

### MURAL PROPOSAL PUBLIC MEETING

TUESDAY, MARCH 22 @ 11AM-NOON

Mural Location 1:  
ONEgeneration  
18255 Victory Blvd  
Reseda, CA 91335

Mural Location 2:  
Reseda Theater  
18443 Sherman Way  
Reseda, CA 91335

**Mural Description:**  
Being that ONEgeneration is a Senior Enrichment Center, I was inspired by the idea of many generations caring for a common theme: their planet, together. I grew up in a multi-generation Korean household. I remember my youth being impacted by the fact that there were three generations in one house caring for a common theme: family.



This mural is supposed to depict the growth an oak tree, from sprout to fully grown. This takes many generations, as well as the people to care for the oak. So California tree. Oaks also represent wisdom, longevity and knowledge; it is said to symbolize the environment, as it can support an ecosystem within it. The mural depicts the changes in time and seasons. This mural is also about the importance of preserving this planet as much as we can, as the climate changes.

**Mural Description:**  
The Reseda Theater community mural is a combination of 8 local artists designs depicting their version of ART TO EMPOWER. It includes artists of diverse backgrounds celebrating their heritage, the planet, local So cal native animals and plants, and tributes to the culture of the San Fernando Valley.



Structurally, the side of the Reseda Theater is sectioned into 8 panels making up the full wall. 6 artists were given a letter, making up the word RESEDA.

**Contact:**  
Erin Stone | 11:11 Projects | 818.689.1778  
erin@1111projects.art



Public Notice Flyer  
Shared with Council Office  
Reseda Neighborhood Council  
11:11 ACC network

**Subject:** Re: RCN Meeting 3/22

Hi All! Just a quick note here to ensure everybody has the information for 2 special arts & culture events coming up in Reseda.

April 28 - May 1 - [Bob Blumenfield's Reseda Rising Mural Festival](#) here are some [promotional materials](#) to share if you see fit.

July 9 - 10 - Getty 25 (see attached for the "save the date")

Also attached is more information about the mural festival. Please connect with any questions or collaboration opportunities!

Thank you, have a wonderful rest of the week!

 **Tessa Graham**  
RE: RCN Meeting 3/22  
To: Erin Stone, Cc: Addy Gonzalez (addy@1111projects.art) <addy@1111projects.art>  
[Details](#)

Hi Erin,

Thank you so much for attending the Reseda Community Network meeting to share the news about these exciting events. The RCN is looking forward to collaborating and participating in these events. We will be in touch about the next steps.

Thank you,  
Tessa

**Tessa Graham, MS, MFT, BCBA**  
Co-CEO  
Child Development Institute  
18050 Vanowen Street  
Reseda, CA 91335  
(818) 888-4559  
[www.cdkids.org](http://www.cdkids.org)

This email may contain confidential information belonging to the sender that is legally privileged. The information is intended only for the use of the individual or entity named in the e-mail address. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this information is strictly prohibited. If you have received this e-mail in error, please reply to this e-mail and indicate that you are not the intended recipient. Please destroy this communication and all attachments immediately and delete the message. Thank you.

Public meeting email confirmation  
(Internal Document)

# Letter of Support



## BOB BLUMENFIELD

Councilmember, Third District

April 3, 2022

Current President  
City of Los Angeles, Cultural Affairs Commission  
201 North Figueroa Street, Suite 1400  
Los Angeles, California 90012

Re: 11:11 A Creative Collective Murals Proposed for West Valley Municipal Buildings:  
ONEgeneration - 18255 Victory Blvd, Reseda, CA 91335  
Reseda Theater - 18443 Sherman Way, Reseda, CA 91335

Dear Mr. Wirfs and Cultural Affairs Commission members,

As the Councilmember representing the West San Fernando Valley in the City of Los Angeles' Third Council District, I wish to express my support for an environmentally themed mural on the facade of the ONEgeneration Senior Enrichment Center, and a group mural on the side of the Reseda Theater that will be produced by the 11:11 A Creative Collective dba 11:11 Projects. These murals are part of *Bob Blumenfield's Reseda Rising Mural Fest* taking place at the end of April, 2022.

Our staff has been working closely with 11:11 to oversee the mural's development and we are happy to move forward with this project that will add value to and beautify our community. Additionally, we are proud to be partnering with 11:11 in creating jobs for local artists and engaging our youth in both learning about and creating apprenticeship opportunities in mural making and environmental stewardship and beautification.

Funding for the Mural Festival, including these two murals, is through the City of Los Angeles' Department of Cultural Affairs.

Should you have any questions or concerns, please feel free to contact Tricia Robbins, my Economic Development Director, at [tricia.robbins@lacity.org](mailto:tricia.robbins@lacity.org) or (213) 572-9598.

Sincerely,

BOB  
BLUMENFIELD  
Councilmember  
City of Los Angeles

BB:tdr

# Maintenance Plan



- 11:11 will work with city's graffiti abatement team to apply the correct brand/product of the anti-graffiti coating
- 11:11 will provide and apply the anti graffiti coating to the mural immediately upon completion.
- Should the mural be vandalized, 11:11 does not do the actual removal of the tagging. We look to the contracting agency/city partners, in this case the council office and their contracted graffiti abatement team to do the removal. 11:11 ACC and the contracting agency work together to coordinate removal of graffiti with the identified abatement team.
- If the removal of graffiti has damaged the artwork and it needs to be touched up, the artist is contracted for a period of two years to maintain their mural. The artist will be notified and asked to repaint the part of their mural that is damaged only IF removing the graffiti affects their mural or is unsuccessful. If more than 25% of the mural is damaged, the artist will need to be additionally compensated by the property owner for their time.

# Contact Info



**Addy Gonzalez-Renteria**  
addy@1111projects.art  
818.447.0242

**Erin Stone**  
erin@1111projects.art  
818.689.1778

1111projects.art

11:11 ACC is 501(c)3 organization  
FEIN 38-3918744

## **Venice Beach Fishing Pier – Proposed Renaming**

### **Background:**

Venice Beach is located at 1800 South Ocean Front Walk in the Venice community of the City. This park is approximately 160.75 acres and provides the Venice Beach Boardwalk, Muscle Beach, recreation center, restrooms, basketball courts, paddle tennis, handball courts, gymnastic area, children's play area, sand volleyball courts, fishing pier, skate park, outdoor stage. Due to the amenities this park provides, it is classified as a Regional Park. This presentation proposes to change the name of the Venice Beach Fishing Pier. Currently, the pier is named administratively for its geographical location, which is located at 3099 Ocean Front Walk in the Venice community of the city. This current name is consistent with RAP's naming policy and the park has never gone through a community-driven naming process.

On March 23rd, 2022, the Los Angeles City Council approved a motion requesting that the RAP Board of Commissioners (Board) rename Venice Beach Fishing Pier as "Ruth Galanter Venice Pier" in honor of former Councilwoman Ruth Galanter (CF# 22-0155).

RAP staff conducted a preliminary review of Venice Beach Fishing Pier and determined that there are no grant deed restrictions or other restrictions that would prevent the renaming of Venice Beach Fishing Pier.

### **Nexus/Appropriateness of the name to the site:**

Ruth Galanter was born in New York City in 1941, and has resided in the East Venice neighborhood since the 1980s. She graduated from the University of Michigan and earned a Master's in Planning from Yale University. Galanter worked as an environmentalist while leading the California League of Conservation Voters. She was appointed to the South Coast Regional Coastal Commission in January 1979 by Governor Jerry Brown Jr., became the Chairperson of the Coastal Commission in 1980, and served until 1981. She served four terms on the Los Angeles City Council from 1987 - 2003, and served two terms as the Council President from 1997 - 2001.

Over the course of her 16 year tenure on the Los Angeles City Council, she represented Venice, Crenshaw-Baldwin Hills, Westchester, Playa del Rey, Del Rey, Mar Vista, West Los Angeles, Westwood, Van Nuys, Sun Valley, Pacoima, North Hollywood, Arleta and Panorama City.

Among her accomplishments as a Councilmember were the creation of the City's first water conservation and solid waste recycling programs, spearheading efforts to reform ethics, campaign finance and the City Charter, the City's first wrap-around program to address homelessness, a vigorous effort to involve communities in land-use planning and other decision making, the modernization of the Venice Canals and Venice beachfront, the rebuilding of Venice Pier, the downsizing of the Playa Vista development and expansion of the Ballona Wetlands preserve, a traffic mitigation specific plan in West Los Angeles, flood control, public works and other service improvements in the San Fernando Valley, the creation of hundreds of units of affordable housing,

and the updating of land-use plans in Crenshaw-Baldwin Hills, the Westchester-Playa del Rey Bluffs, Glencoe-Maxella and the Venice Coastal Zone.

In the 1970s, the Venice pier had partially collapsed during a storm, and was closed to the public by the City of Los Angeles. The Department of Recreation & Parks proposed to tear it down in 1987, but Galanter refused to allow the demolition and partnered with grassroots organizations and the California State Coastal Conservancy to save it. She utilized funding from Proposition A to rebuild, renovate, and reopen the pier in 1997, making it the first fully accessible fishing pier in California. She also advocated for Proposition A funding to renovate the entirety of Ocean Front Walk, paving the way for the popular skate park and redevelopment of businesses along Washington Boulevard. Ruth Galanter's successful preservation of historic Venice monuments bolstered the local economy and preserved the unique character of the community for generations to come.

After leaving the City Council she taught at Loyola-Marymount University and engaged in private consulting in the environmental and land-use fields.

**Community Outreach:**

RAP staff is seeking preliminary approval from the Task Force prior to assigning staff resources to the processing of this request and conducting additional outreach. RAP staff has reviewed the proposed name and determined that it is within the RAP Naming Policy.

**Funding source for the appropriate park signage:**

Funding for pier signage will have to be identified prior to forwarding this request to the Board for consideration.

**Attachments:**

- 1) Motion approved by City Council to rename the Venice Beach Fishing Pier

## MOTION

The Venice Pier is a symbol of Los Angeles, and the pier's reconstruction under the leadership of Ruth Galanter is a symbol of the area's revitalization.

Ruth Galanter's tenure on the City Council achieved progress on issues ranging from recycling to sustainable building to fighting airport expansion. While she represented every neighborhood in her district, Venice was her grassroots home and special place in her legacy.

In the mid 1970s, the Venice Pier was closed due to storm damage, and remained closed to the public for more than 13 years. When Ruth Galanter was elected in 1987, a Recreation and Parks employee told her they had located funding to tear down the Venice Pier. Ruth had recently spent years saving the Santa Monica Pier from the same fate, and told the Recreation and Parks Department unequivocally that the pier would not be demolished.

Ruth worked with the community and a grassroots organization headed by Frank Mattox. She brought in the California State Coastal Conservancy to do a feasibility study, and, in 1992, voters passed Proposition A, which included funding for the Venice Pier. At Ruth's insistence, the Proposition A initiators included funding for not only the Venice Pier, but the entire Ocean Front Walk renovation.

Recreation and Parks staff went to bid, hired a contractor, and began the process of tearing down and rebuilding a third of the pier, renovating another, and salvaging the last third. In 1997, the pier was completed and became the first fishing pier in California to be fully accessible.

If it hadn't been for Ruth's commitment, vision, and perseverance, the Venice Pier would not exist today. The honorary naming of the Venice Pier as "Ruth Galanter Pier" would be appropriate recognition for her dedication and service to the Venice community.

**I THEREFORE MOVE** to request that the Board of Recreation and Parks Commissioners name the Venice Pier "Ruth Galanter Venice Pier."



PRESENTED BY:

**MIKE BONIN**  
*Councilmember, 11<sup>th</sup> District*



FEB 09 2022

SECONDED BY:



**Paul Koretz**