

APPROVED

REPORT OF GENERAL MANAGER

NO. 07-157

DATE June 20, 2007

JUN 20 2007
BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 7

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SYLMAR PARK – INSTALLATION OF A MURAL

R. Adams	_____	J. Kolb	_____
J. Combs	_____	F. Mok	_____
H. Fujita	_____	K. Regan	_____
S. Huntley	_____	*M. Shull	<i>MS</i>

[Signature]

 General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the installation of a mural on the left front wall of the main entrance to the swimming pool at Sylmar Park, subject to the approval of the Board of Cultural Affairs Commissioners; and,
2. Authorize the Department to issue the appropriate right-of-entry permit.

SUMMARY:

Sylmar Park Recreation Center is located at 13109 Borden Avenue, in Sylmar. The Sylmar Youth Task Force, a coalition of community-based organizations, churches, schools and other elected officials, proposed the installation of a mural at Sylmar Park earlier this year. The objective of the mural is to send a message to youth to find an alternative to a gang lifestyle.

The Mayor's Office has partnered with the Department to secure an artist and an appropriate location for the proposed mural. The proposed location is a wall that currently attracts graffiti, which the proposed artwork hopes to discourage while beautifying the center.

The artist, Omar Ramirez, has proposed the attached design titled "You Are Loved". The mural will be 9 feet high by 154 feet wide, starting at the foot of the building and continuing to the top. The mural uses the idea of water as a metaphor for healing the body and the Earth. Using words of love

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and other phrases, the mural is intended to give youth an opportunity to say and absorb the words on the wall. The concept is based on multiple studies conducted on the healing properties of water, juxtaposed with the writing of positive messages. The image of Tlaloc, the Aztec rain god of water, symbolizes the presence of the largely Latino neighborhood. The artist will use acrylic paint and will encase the artwork with an anti-graffiti coating.

The artist will donate his time and labor for the proposed mural due to his commitment to youth and his support for the Mayor's vision for the community. In addition, he will also use youth volunteers from the Sylmar Youth Taskforce. Prior to the installation of the artwork, Department forces will paint the proposed location white as the wall cannot be sandblasted due to the presence of lead in the existing paint. The Department will also perform the long-term maintenance on the mural. After the mural is created, it may not be altered or destroyed without the Department providing advance notice required by California Civil Code Section 987.

With the assistance of the Valley Region, a meeting of the Sylmar Park Advisory Board (PAB) was conducted on April 12, 2007, to review the proposed mural. The PAB was unanimous in its approval of the mural design. The project is scheduled to be presented for approval to the Cultural Affairs Commission on June 21, 2007.

Staff has determined that the subject project is exempt from provisions of the California Environmental Quality Act (CEQA) pursuant to Article VII, Section I, Class I (1,14) of the City CEQA Guidelines.

Councilmember Richard Alarcon, the Operations West Assistant General Manager, and Valley Region Staff support this project.

FISCAL IMPACT STATEMENT :

The project will have minimal fiscal impact on the Department as the mural design and painting have been donated by the artist. The maintenance will be performed by Department staff as a continuing part of its regular duties, which now include graffiti removal.

This report was prepared by Michael A. Shull, Superintendent of Planning and Development, Camille D. Walls, City Planner, Darryl Ford, Planning Assistant, Planning and Development, and Louis Loomis, Valley Region Management Analyst II.

Attachment A

