

APPROVED
AUG 03 2011

REPORT OF GENERAL MANAGER

NO. 11-219

DATE August 3, 2011

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 10

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VINEYARD RECREATION CENTER – INSTALLATION OF MURAL

R. Adams _____
H. Fujita _____
V. Israel _____

K. Regan _____
*M. Shull MS
N. Williams _____

[Signature]
General Manager

Approved [Signature]

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the installation of a mural on the Vineyard Recreation Center; and,
2. Authorize the Department to issue the appropriate Right-of-Entry Permit.

SUMMARY:

Vineyard Recreation Center is a 0.93 acre neighborhood park located at 2942 Vineyard Avenue, in the West Adams community of South Los Angeles. This Recreation Center has indoor and outdoor basketball courts and a children's play area. The Recreation Center hosts senior programs as well as after-school club, teen club, tutoring and parent and me classes.

The Jefferson-Buckingham-Adams-Crenshaw-Los Angeles Neighborhood Block Club (JBAC-LA) has received a grant from the Los Angeles Neighborhood Initiative (LANI) for beautification improvements at Vineyard Recreation Center. This grant will encompass many beautification projects including the pruning of existing trees; replanting the existing planter beds with indigenous, drought-tolerant plants; adding one to three triangular planting beds; adding two new picnic tables and four benches to the park grounds; and adding a new Vineyard Park sign to one of the park entrances.

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In addition to the beautification improvements listed above, JBAC-LA would also like to paint a mural onto the Recreation Center. On March 2, 2011, the Board of Recreation and Parks Commissioners (Board) granted a conceptual approval of the mural (Board Report No. 11-076). Since that time, JBAC-LA has conducted extensive community outreach, including a meeting held at Vineyard Recreation Center where residents were given the opportunity to vote on two final mural designs. The meeting was noticed through email blasts from JCAC-LA and the West Adams Neighborhood Council, a direct mailer of bi-lingual flyers to residences within a 700 foot radius, an announcement of the meeting at a West Adams Neighborhood Council Meeting, an announcement of the meeting at the Vineyard Senior's meeting, and bilingual flyers posted at the Recreation Center and other locations throughout the community. The winning design is attached as Exhibit A.

JBAC-LA has contacted Mario Ramirez of Beat Bum Graphics, a muralist who grew up within the local neighborhood and who has a strong sense of the community to paint the mural. Mr. Ramirez has contributed to the work of several public art projects in the surrounding community and throughout Los Angeles. A list of his public art projects is attached as Exhibit B.

The mural will be painted directly on the recreation center and will cover the expanse of a second story wall, which is approximately 15 feet x 53 feet. In addition to the rectangular wall the mural will continue on the front face of four columns down to ground level. The fronts of these columns are the only part of the mural which will be at ground level. Anti-graffiti coating will be applied over the mural, when completed, to protect it. Mural maintenance has been guaranteed by Leslie Hardy of JBAC-LA. These issues will be delineated in the right-of entry permit, which will provide for the mural's removal, if it is not maintained. Removal of the mural is subject to the provisions of Federal and State law that require notice to artists prior to physical defacement, mutilation, alteration or destruction of works of fine art (17 U.S. Code 106A; California Civil Code section 987).

The mural design was unanimously approved by the Cultural Heritage Commission on June 16, 2011.

The Council District 10 and staff support this project at Vineyard Recreation Center.

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

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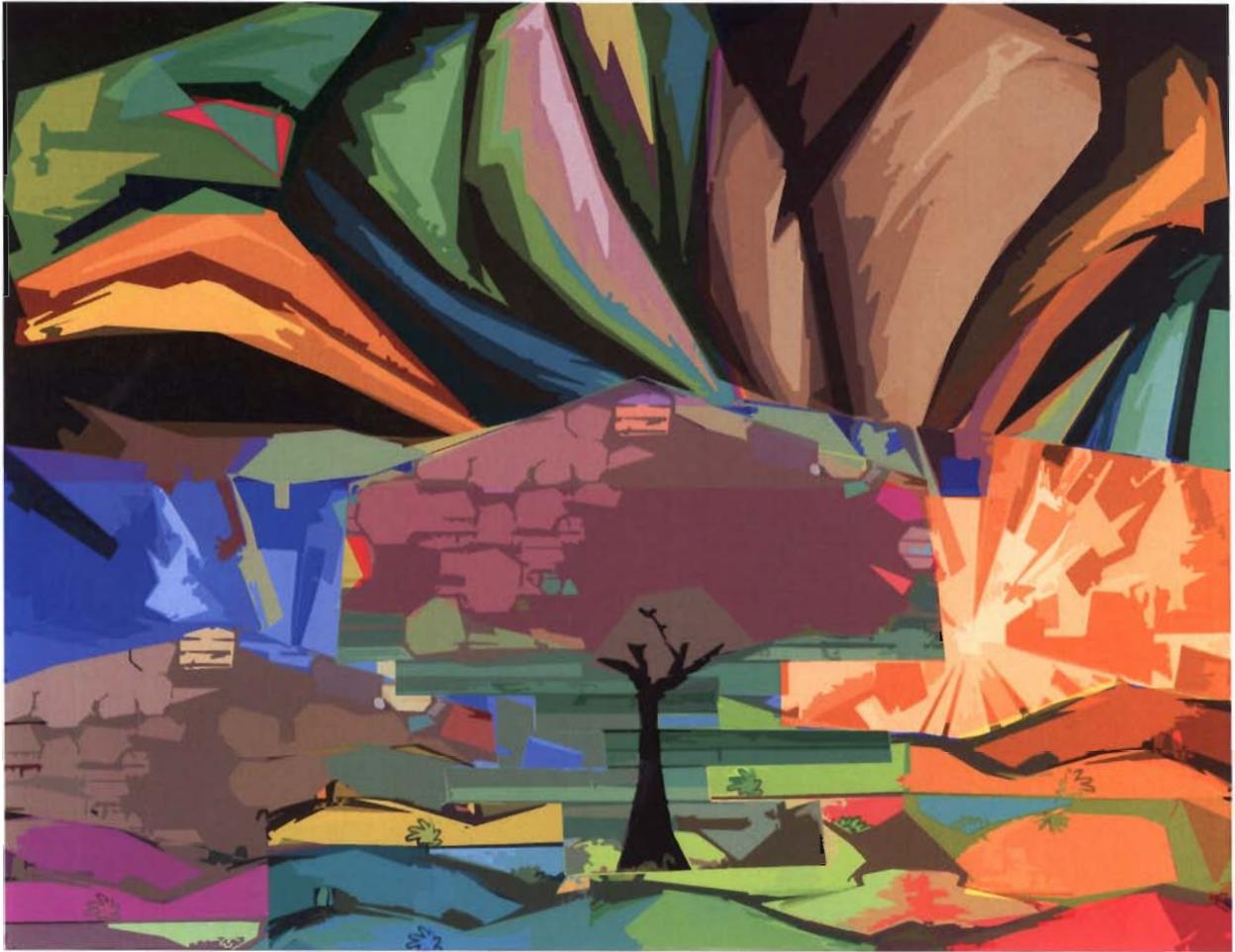
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FISCAL IMPACT STATEMENT:

This project will not have an impact on the Department's General Fund as the mural will be funded by a grant from LANI to JBAC-LA and JBAC-LA has committed to ongoing maintenance of the mural.

This Report was prepared by Melinda Gejer, City Planning Associate, Planning, Construction and Maintenance.

Exhibit A



Mario Ramirez

Public Art Projects

- 1993** "Water of Colors," Venice & Helms
- 1995** "Flowers," Pico & La Brea
- 1997** "Rooms," Sun Villie
- 1998** "Sk8," Shop wall, Venice Beach
- 2004** "Clouds of Dogtown," Hollywood Blvd.
- 2004** "Coca Cola," Venice Beach
- 2005** "Survival Art," Vineyard & Washington
- 2006** "Pollo Pepe," East L.A.
- 2008** "Sea Beast," Venice Beach
- 2008** "Mexico," Vermont & Melrose
- 2008** "Art Lives," Loungebeach
- 2010** "Paint is Alive," Landmark Shop
- 2010** "Blaze Modelz," Hollywood, Ca.