

BOARD REPORT

NO. 17-162

DATE August 9, 2017

C.D. 6

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MID-VALLEY INTERGENERATIONAL MULTIPURPOSE CENTER –
INSTALLATION OF A MURAL PROJECT; CATEGORICAL EXEMPTION FROM
THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA), PURSUANT TO
ARTICLE III, SECTION 1, CLASS 1(1) OF THE CEQA GUIDELINES
(MODIFICATIONS OF AN EXISTING PARK FACILITY WITH NO EXPANSION
OF USE)

AP Diaz _____
*R. Barajas CSD
H. Fujita _____

V. Israel _____
N. Williams _____


General Manager

Approved _____ Disapproved _____ Withdrawn _____
Report Continued X

RECOMMENDATIONS

1. Approve the installation of a mural project at Mid-Valley Intergenerational Multipurpose Center (Mural Project);
2. Authorize the Department of Recreation and Parks (RAP) to issue the appropriate Right-of-Entry (ROE) permit;
3. Find that the Project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1 (1) of the City CEQA Guidelines, and direct RAP staff to file a Notice of Exemption;
4. Authorize RAP's Chief Accounting Employee to prepare a check to the Los Angeles County Clerk in the amount of Seventy-Five Dollars (\$75.00) for the purpose of filing a Notice of Exemption; and,
5. Authorize RAP's Chief Accounting Employee to make technical corrections as necessary to carry out the intent of this Report.

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SUMMARY

Mid-Valley Intergenerational Multipurpose Center (Intergenerational Center) is a 2.66-acre park located at 9540 North Van Nuys Boulevard within the Mission Hills-Panorama City-North Hills Community Plan Area. This facility includes a 2,500 square foot building that has an open-plan interior as well as a snack room, office space, restroom access and outdoor picnic area.

The Mid-Valley Intergenerational Multipurpose Center Project was initially built utilizing Proposition K funding. The City of Los Angeles (City), through its Percent-for-Art policy, mandates that all Public Works Capital Improvement Projects undertaken by the City must allocate funding, in an amount equal to one-percent (1%) of total construction project costs, for the purpose of creating public art projects in compliance with the City's Public Works Improvements Arts Program, implemented and administered by the Department of Cultural Affairs (DCA). Since the construction of the new Mid Valley Intergenerational Multipurpose Center was originally funded by Proposition K funds, funds have been set aside for the installation of an art component as part of the overall Intergenerational Center Project scope.

DCA, in their role as administrators of the City's Public Works Improvements Arts Program, issued a Request for Qualifications to establish a RAP Roster of Pre-Qualified Artists to be eligible to receive public art commissions as a part of new RAP Facilities. A panel of professional arts representatives from DCA and RAP reviewed six hundred (600) submissions and shortlisted nineteen (19) artists to develop the pre-qualified list. DCA selected three artists based on the appropriateness of their artwork, and asked them to develop a proposal for the Mural Project. In March 2013, a selection panel comprised of the Project architect, a Department of Public Works, Bureau of Engineering (BOE) project manager, a RAP representative, and two (2) artists reviewed the three (3) artists' proposals and interviewed the applicants. That panel selected the artist team Mara Lonner and Kim Schoenstadt to receive the public art commission based on their proposal, presentation, artistic merit, and appropriateness of past work.

The design of this untitled mural, by Lonner and Schoenstadt, is based both upon the surrounding community's distinct architecture and its indigenous plant and wild life. The images strive to embody the area's past and contemporary life, serving as a metaphor for intergenerational activity. The following is a sample of the elements which are included in the design:

- Rodriguez House, R.M. Schindler Architect, 1941
- Sunkist Building, A.C. Martin Architect, late 60's
- Details from the Busch Gardens theme park, 1966
- The Torrington Manufacturing Co., M. Breuer Architect, 1953
- Greer House, Lloyd Wright Architect, 1940
- Sign advertising the new development of Panorama City
- Walnut Grove
- Valley Oak Tree
- Guernsey cow

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- Jackrabbit
- Quail

These images are combined to create the final artwork using colors that are representative of the landscape of Southern California. The artist's intention is to create an artwork that complements the Intergenerational Center and which is playful and engaging both intellectually and visually. A didactic sheet will be provided by the artists for the public, placement of which will be determined by the facility director. Please see Exhibit A for mural renderings and location.

The artist is contractually required to provide to DCA and RAP a Maintenance Manual for the artwork. The artist is also required to apply an anti-graffiti coating to the mural for added protection. The City is responsible for the long-term care and maintenance of public artwork created through the Public Works Improvements Arts Program.

This Mural Project was presented to the Facilities Repair and Maintenance Task Force at its meeting held on June 7, 2017, at which time the Task Force recommended that the Mural Project be forwarded to the full Commission for consideration.

ENVIRONMENTAL IMPACT STATEMENT

The proposed Mural Project involves the installation of a mural on interior walls of an existing park facility. This will not result in any expansion of the use of the facility. Therefore, RAP staff recommends that the Board determine that the subject project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1(1) of the City CEQA Guidelines. A Notice of Exemption will be filed with the Los Angeles County Clerk with upon Board's approval.

The Sixth Council District Office and RAP management and staff support the Mural Project at Mid-Valley Intergenerational Multipurpose Center.

FISCAL IMPACT STATEMENT

There will be a minimal fiscal impact to RAP as RAP is responsible for routine maintenance of the mural. Costs of the mural creation, installation, and anti-graffiti coating are included in the one-percent (1%) of the overall project budget dedicated to the Public Works Improvements Arts Program.

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

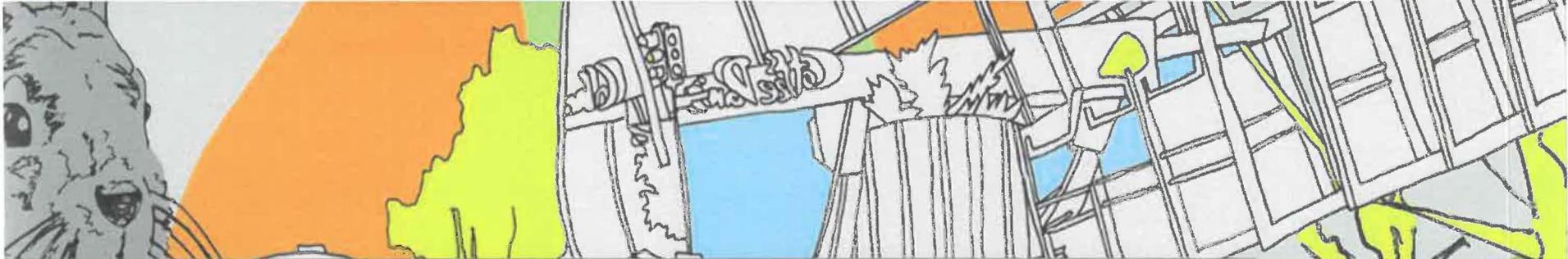
LIST OF ATTACHMENT(S)

- 1) Exhibit A – Mural Renderings and Location



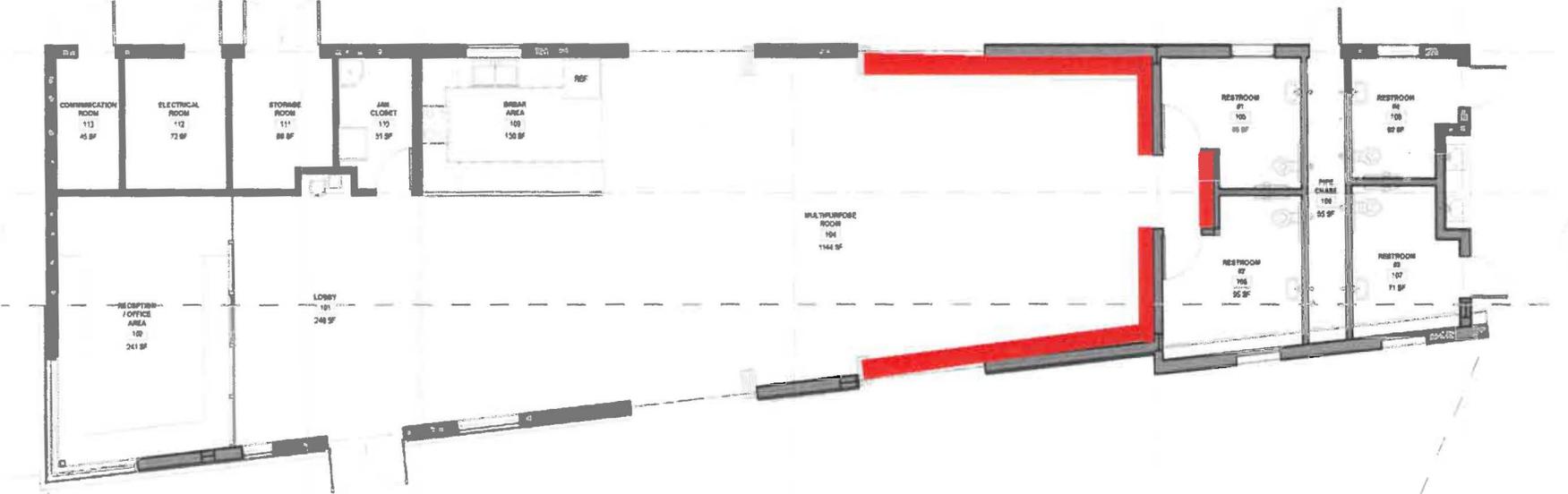
Exhibit A

**Mid-Valley
Intergenerational Center**



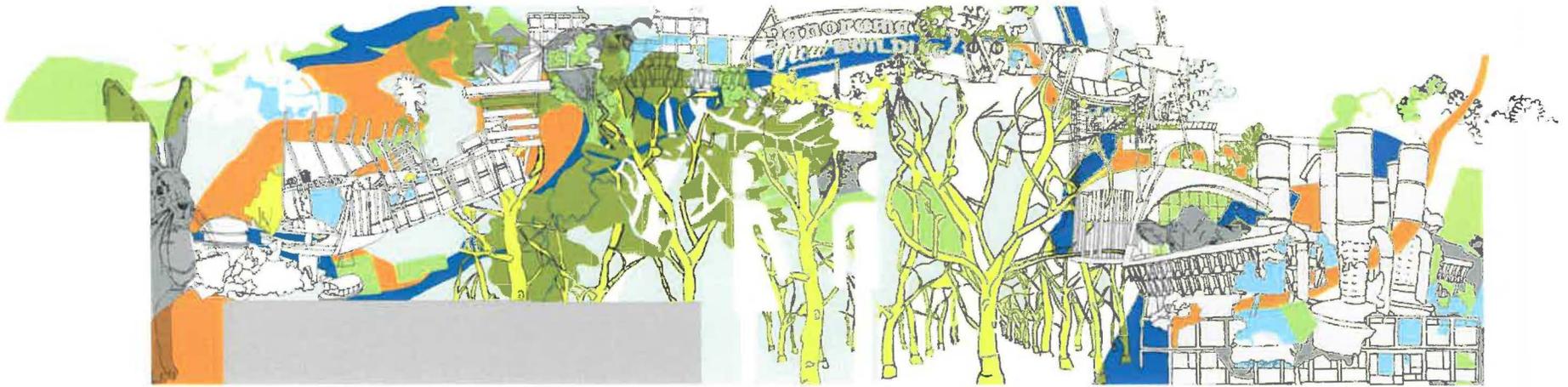
**Interior artwork by
Mara Lonner & Kim Schoenstadt**

Interior site locations highlighted in RED



FLOOR PLAN



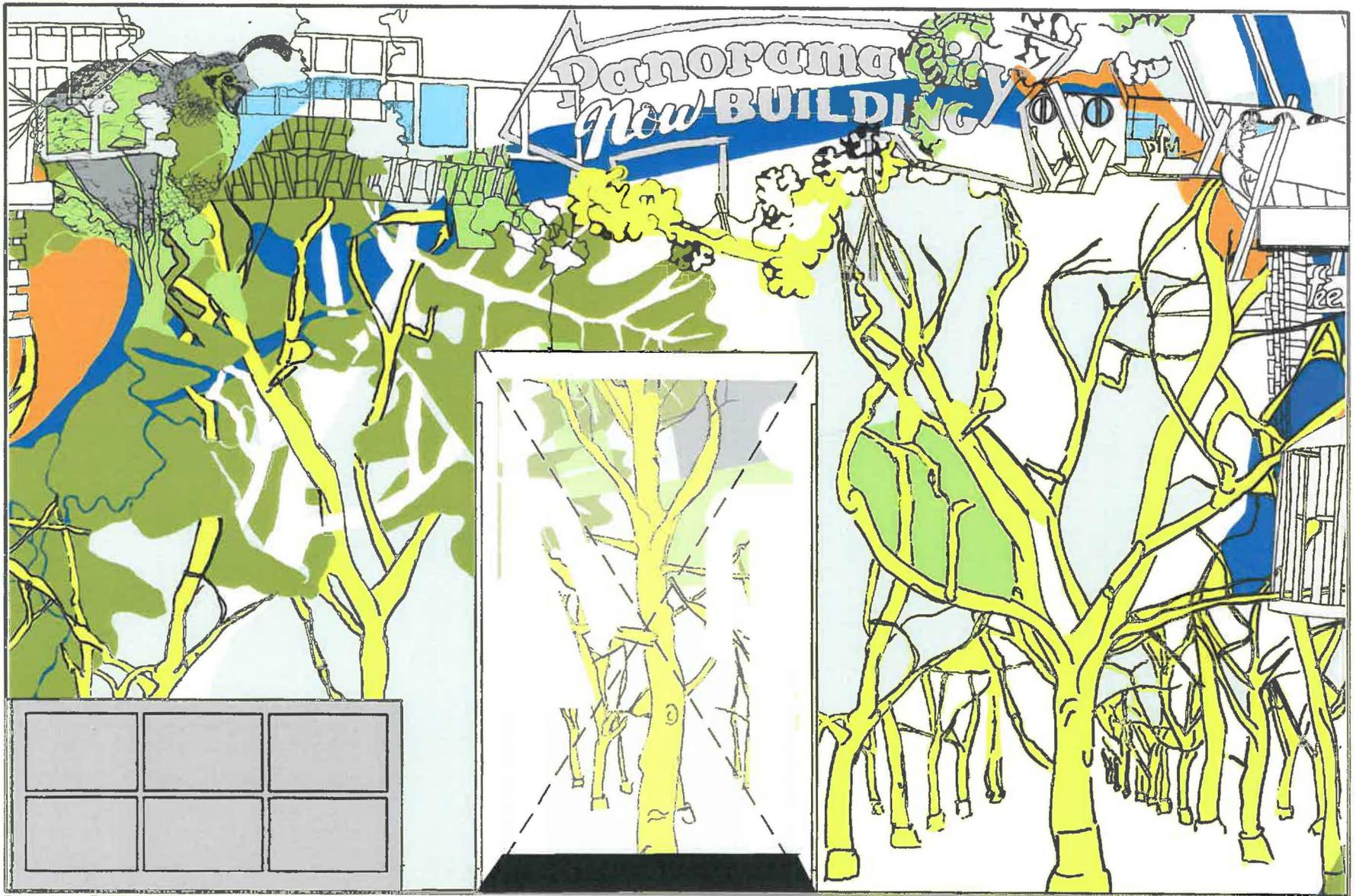


Artwork Overview



North Wall Elevation

Wall Dimension: 13' high x 22' 12" wide



East Wall Elevation

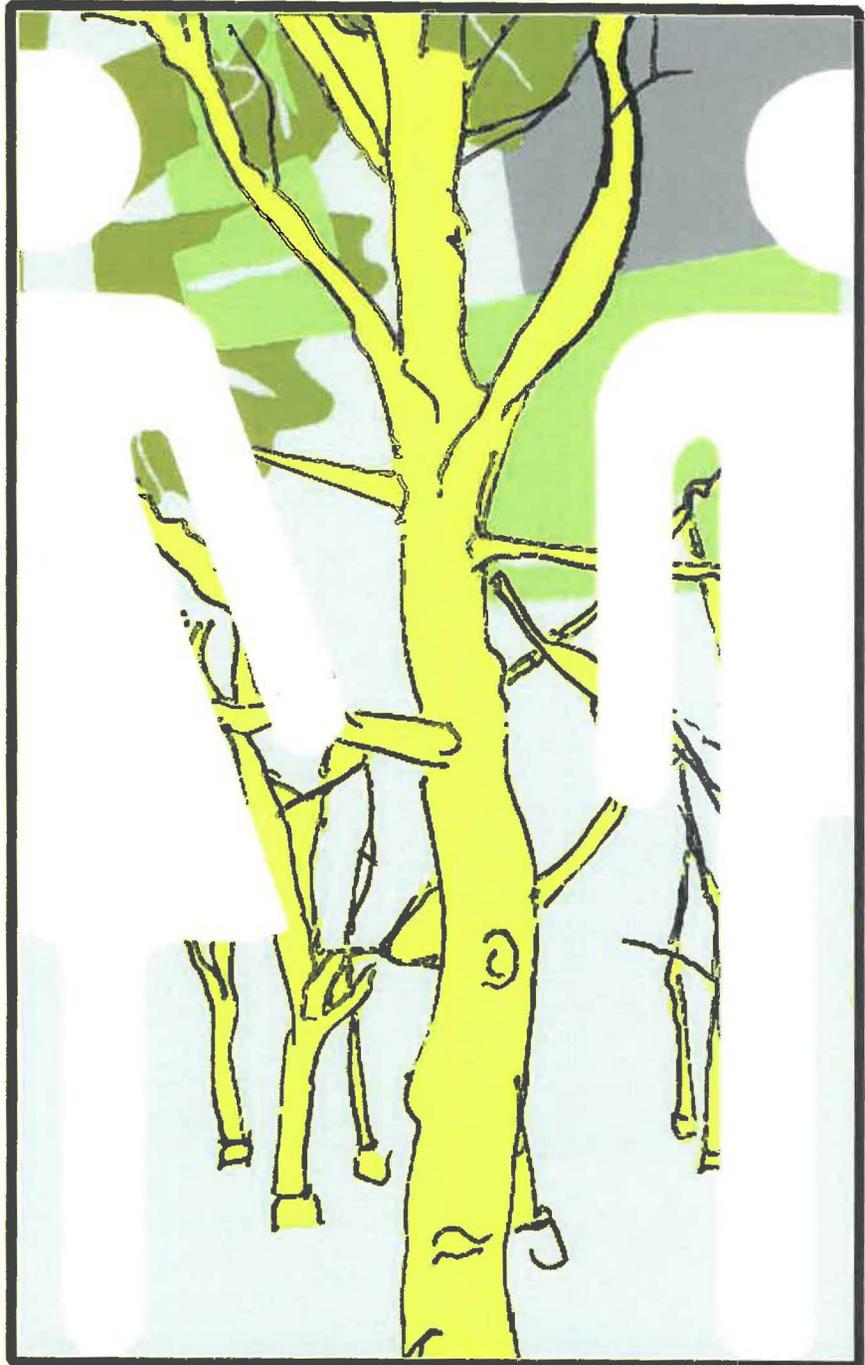
Dimensions: 13' high x 19' 10" wide

Door Opening: 8' high x 5' 1" wide

**East Wall
Bathroom Entry Wall Inset**

Wall Detail

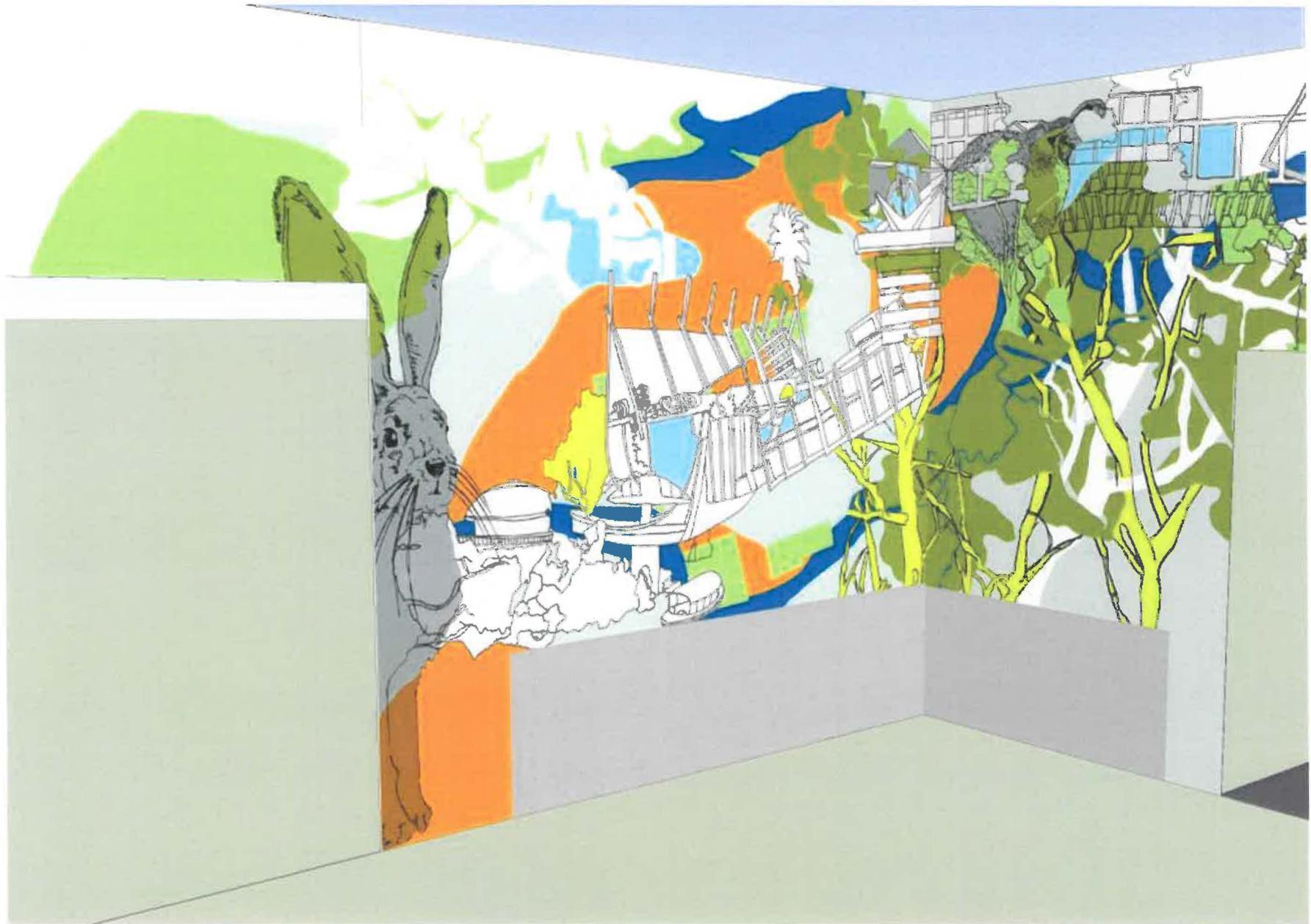
**Dimensions:
8' high x 5'1" wide**



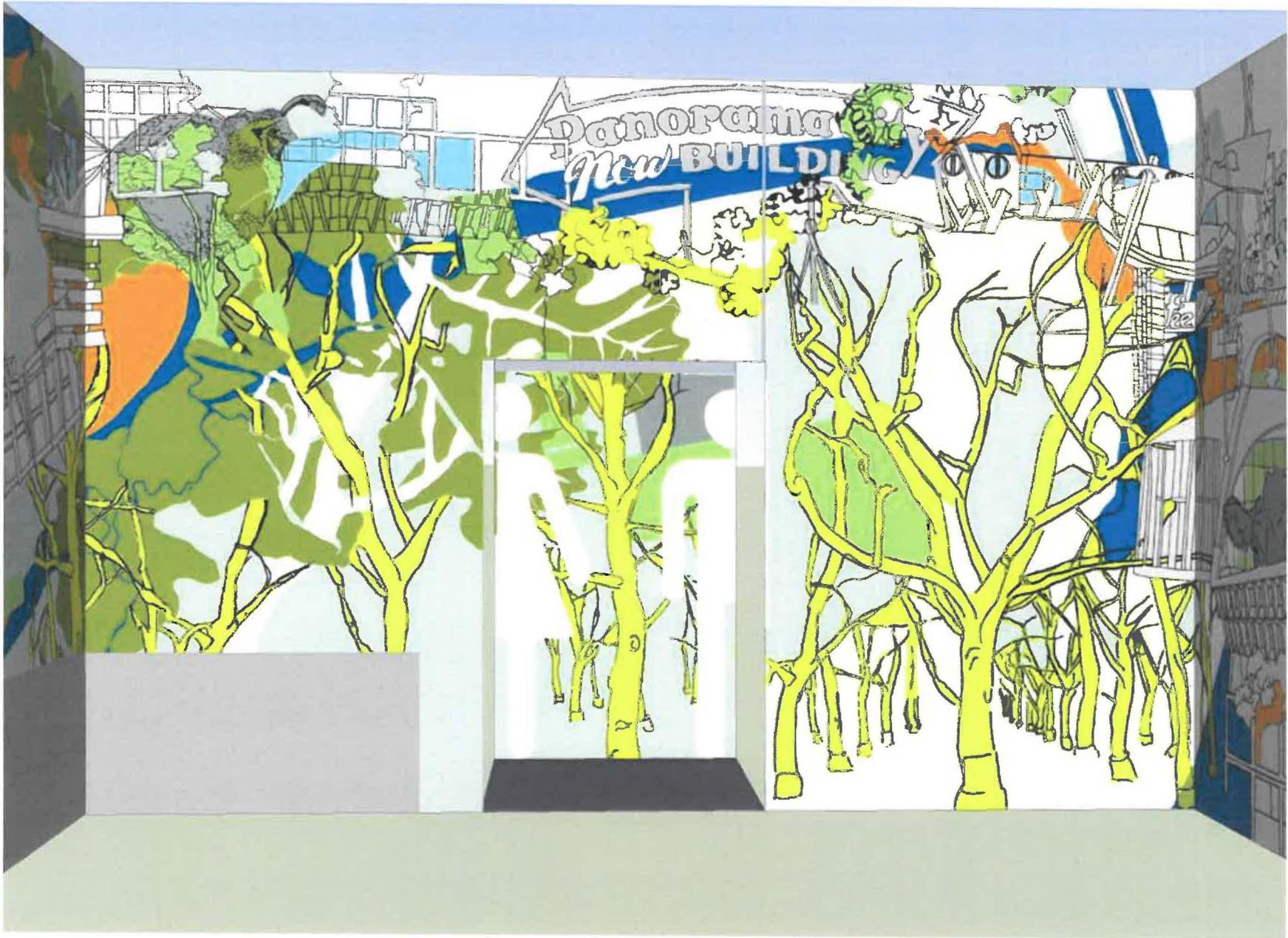


South Wall Elevation

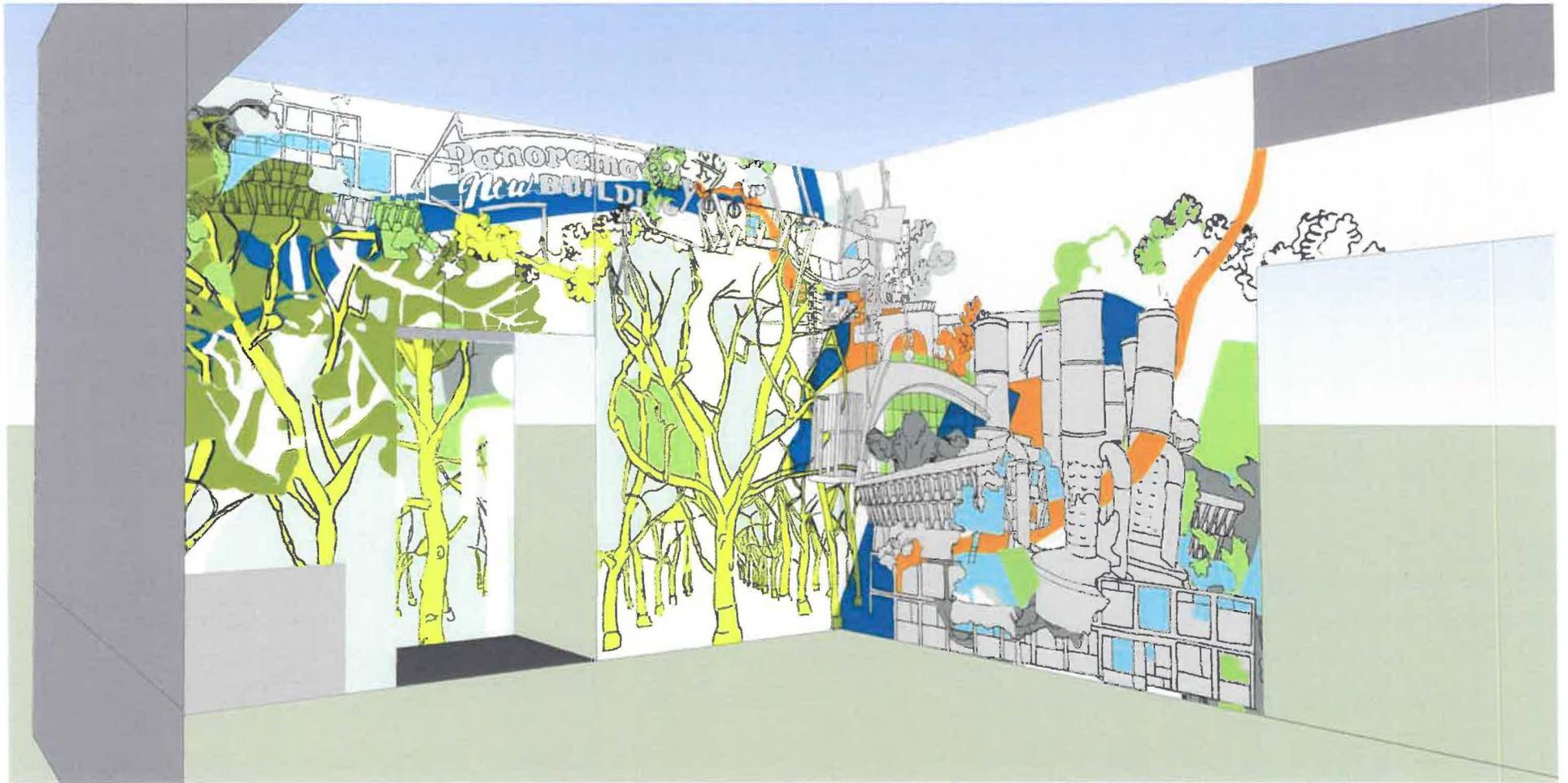
Dimensions: 13' high x 22' 12" wide



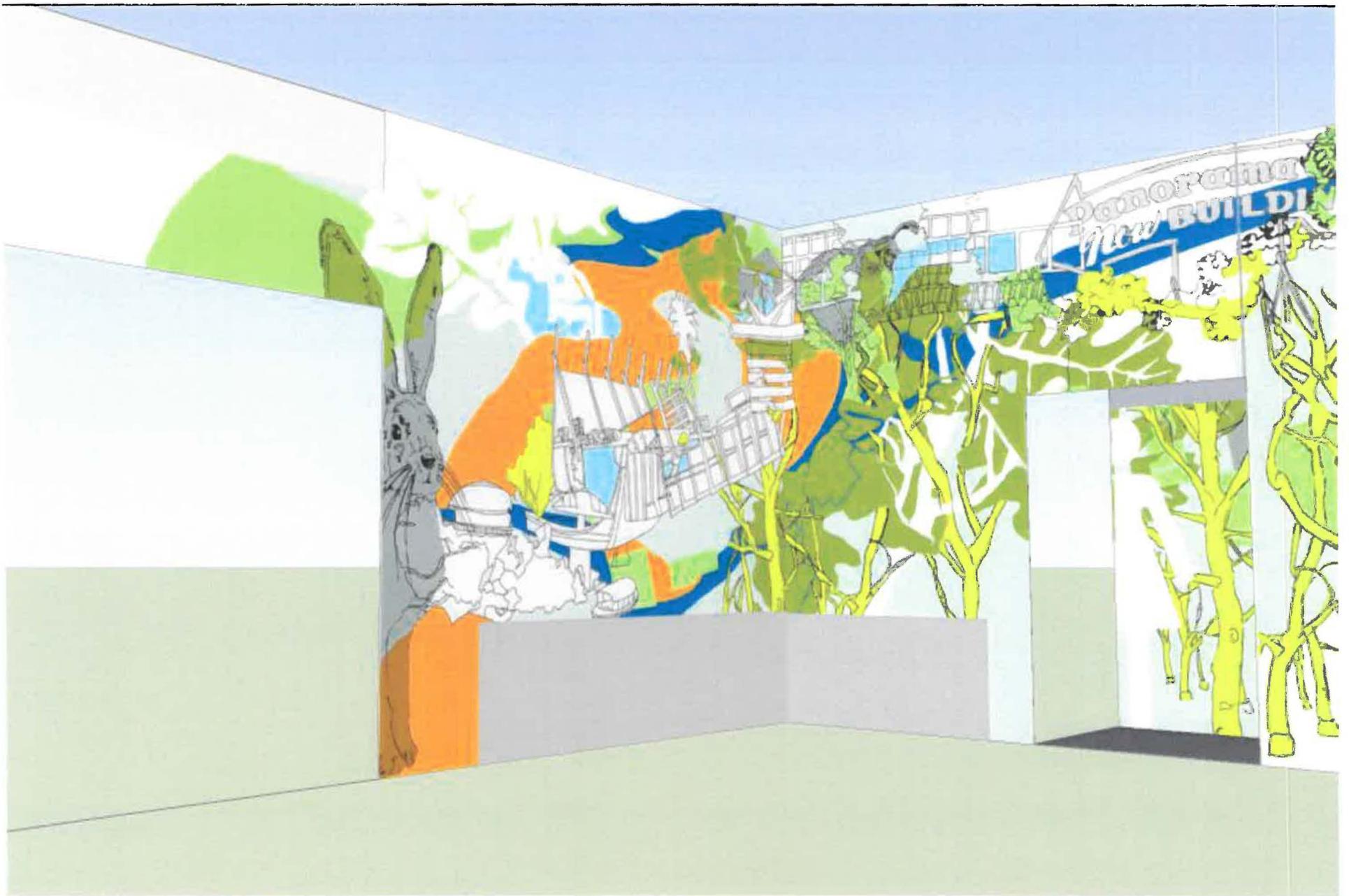
Digital visualization of artwork on walls- view of North and East Walls



Digital visualization of artwork on walls- view of East Wall and Bathroom entrance.



Digital visualization of artwork on walls. View of East Wall, Bathroom entrance and South wall.



Source Materials

Image Sheet #1



Busch Gardens, 1966



Van Nuys Savings, Panorama City,
W.Sarmiento, Architect, 1957



Coffee Dan's,
W. Krisel Architect, 1957



Greer House,
Lloyd Wright Architect, 1940



Sign at the border between
Panorama City and Van Nuys



Rodriguez House,
R.M. Schindler Architect, 1941



Phil Ahn's Moongate Restaurant, 1954



Sunkist Building,
A.C.Martin Architect, late 60's



Kaiser-Burns home from the
original Panorama City development

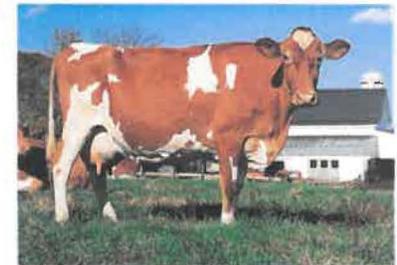
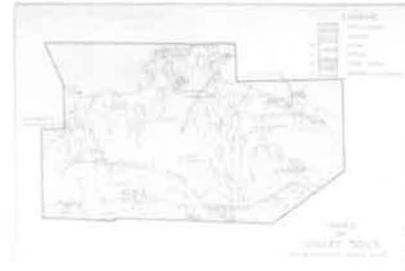


The Torrington Mfg. Co., M. Breuer Architect, 1953



Source Materials

Image Sheet #2



The inspirations for our public art project at the Mid-Valley Intergenerational Center are the community of Panorama City and its history, landscape and architecture. We searched for images that embody the area's past and bridge into contemporary life.

The following are included in the final design:

- Rodriguez House, R.M. Schindler Architect, 1941
- Sunkist Building, A.C.Martin Architect, late 60's
- Details from Busch Gardens theme park 1966
- The Torrington Mfg. Co., M. Breuer Architect, 1953
- Sign advertising the new development of Panorama City
- Kaiser-Burns home from the original Panorama City development
- Walnut Grove
- Guernsey cow
- Jackrabbit
- Quail
- Valley Oak Tree leaves and flowers
- Graphics of soil and irrigation conditions of the area from the 1930's
- Smudge pots used in citrus groves
- Coffee Dan's, W. Krisel Architect, 1957
- Phil Ahn's Moongate Restaurant, 1954
- Greer House, Lloyd Wright Architect, 1940
- Sign at the boarder between Panorama City and Van Nuys
- Van Nuys Savings, Panorama City, W.Sarmiento, Architect, 1957

These images are then combined to create the final piece with colors that are culled from the sky and landscape of Southern California.

Our goal is an artwork that compliments the building and enlivens the experience of its users. We strive to create work that is playful and engaging both intellectually and visually.

Materials List and Maintenance Plan:

Anti Graffiti Coating:

Sherwin Williams 2K Waterbased Urethane Anti-Graffiti Coating

Paint:

Golden Artist Colors, High Flow Acrylic

Dunn-Edwards Suprema (Eggshell finish) Ultra Premium Interior Paint