

APPROVED

AUG 12 2009

REPORT OF GENERAL MANAGER

NO. 09-216

DATE August 12, 2009

**BOARD OF RECREATION
and PARK COMMISSIONERS**

C.D. 7

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SEPULVEDA RECREATION CENTER - MURAL AT BASKETBALL COURT

R. Adams	_____	J. Kolb	_____
H. Fujita	_____	F. Mok	_____
S. Huntley	_____	K. Regan	_____
V. Israel	_____	M. Shul	_____

*as amended
Revised sketch
attached
mf*

[Signature]

General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the installation of a mural on a wall at Sepulveda Recreation Center; and,
2. Authorize the Department to issue the appropriate right-of-entry permit.

SUMMARY:

In June, 2009, the World Wrestling Entertainment, Inc., (WWE) approached the Office of the Mayor about producing a service project to occur in late August 2009. On August 22nd and 23rd, the WWE will be holding their annual event "Fan Axxess" at L.A. Live. To kick off their weekend in Los Angeles, the WWE will participate in a Day of Service to install three murals in three regions of the City; Nickerson Gardens in Watts (on a wall owned by the Housing Authority), Roybal Learning Center in Pico Union/Westlake, and Sepulveda Recreation Center in Panorama City. On Friday, August 21, 2009 the Mayor along with executives and wrestlers from the WWE, other elected officials, and celebrities will tour all three locations and work with the youth and artists on the completion of the murals. After the murals are completed, lunch will be provided for the youth by the WWE at L.A. Live.

The concept for the Day of Service centers on the Mayor's Gang Reduction and Youth Development's Summer Night Lights (SNL) program. Each mural location is also the site of an SNL program. Each artist will be holding night meetings for young people and their families to discuss the mural and provide input before the mural is installed. Additionally, during the week

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of August 17th the artists will work during SNL to prep the mural with the help of SNL participants.

The mural's overall concept is "Reaching Out to Make One Los Angeles." Each muralist was asked to create a mural that depicts Los Angeles and incorporates landmarks from the other two areas. The landmarks are the Watts Towers, the skyline of Downtown L.A. as seen from the Pico Union/Westlake area, and the San Gabriel Mountains overlooking the Eastern San Fernando Valley. For the Sepulveda Recreation Center mural, artist Kristy Sandoval submitted a concept sketch with a wrestler in the foreground, the San Fernando Valley in the background, and depictions of the Watts Towers and Downtown skyline just over the San Gabriel Mountains. (See Attachment A) Mural details may be modified slightly based on community input.

The WWE has agreed to provide the funding for all three of the murals including supplies and artist stipends. The artists chosen to participate in the project were approached based on their previous work on community-based, public art projects. All three are well known, local artists who have deep ties to their communities and understand the importance of community input in the mural development process. The artist for the Sepulveda Recreation Center mural is Kristy Sandoval, a Los Angeles native, born and raised in the San Fernando Valley. Ms. Sandoval is an experienced artist with murals, and well-known in Los Angeles. She is an Art Director for a community garden in Pacoima, as well as an Art Consultant for several non-profit organizations in the area.

The mural will be painted directly on the wall at the basketball court. Anti-graffiti coating will be applied over the mural, when completed, to protect it. The Board of Public Works, Office of Community Beautification (OCB) has agreed to provide the graffiti coating for each mural, as well as cleaning and maintenance. Issues of maintenance will be delineated in the right-of-entry permit, which will provide for the mural's removal, if it is damaged and/or 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 Cultural Affairs Commission is scheduled to review this project at their meeting on August 20, 2009.

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.

The Council District 7 and the Valley Region management and staff support this project at Sepulveda Recreation Center.

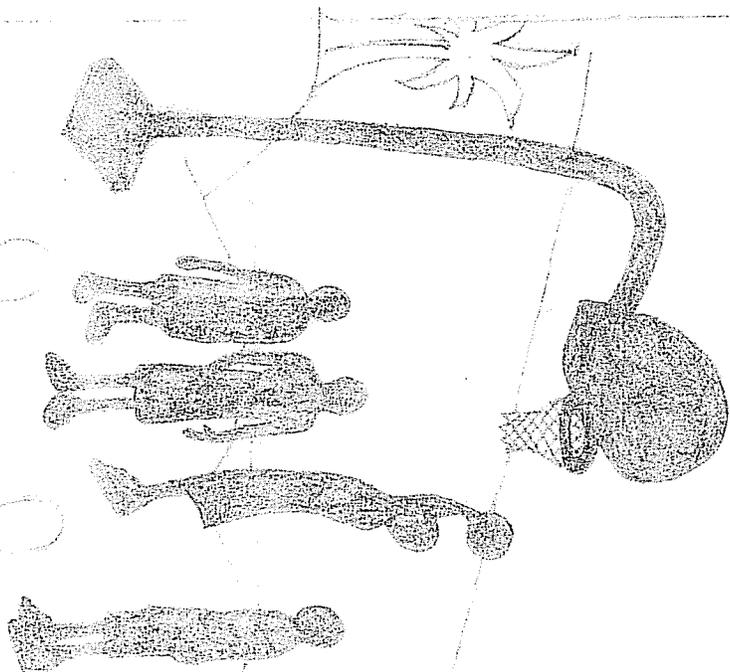
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FISCAL IMPACT STATEMENT:

There is negligible impact to the Department of Recreation and Park's General Fund due to the application of anti-graffiti coating to mural and OCB responsibility for cleaning and maintenance of the mural.

This Report was prepared by Camille Walls, City Planner, and Melinda Gejer, City Planning Associate, Planning and Construction.



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