

APPROVED
MAY 05 2010

REPORT OF GENERAL MANAGER

NO. 10-103

DATE May 5, 2010

**BOARD OF RECREATION
and PARK COMMISSIONERS**

C.D. 8

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MARTIN LUTHER KING JR. THERAPEUTIC RECREATION CENTER -
MURAL AT SNACK SHOP

R. Adams	_____	F. Mok	_____
H. Fujita	_____	K. Regan	_____
S. Huntley	_____	*M. Shull	<i>an for</i>
V. Israel	_____		

V. Israel for

General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board:

1. Retroactively approve a mural on the snack shop at Martin Luther King Jr. Therapeutic Recreation Center; and,
2. Retroactively authorize the Department to issue the appropriate right-of-entry permit.

SUMMARY:

A Chance For Children Foundation (CCF) is a non-profit organization that has served the community with their little league baseball programming at Martin Luther King Jr. Therapeutic Recreation Center (MLK Recreation Center) for more than fifteen years; their organization was formerly known as Camp Baywatch. CCF has provided a public benefit to the community by renovation activity at MLK Recreation Center. Currently CCF is using the little league baseball field without a written agreement but with the permission of Department staff assigned to the management of the facility. CCF is involved at this time in a specific schedule of improvements, several of which have been completed, others are in the works, and other improvements are pending. The value of these improvements is intended to be an in-kind payment of fees for a three-year operations agreement for the facility.

One of the proposed improvements to MLK Recreation Center is the painting of a mural on the snack shop. The proposed murals on the snack shop are intended to celebrate the tie between the community and the Los Angeles Dodgers. On March 3, the Commission conceptually approved the installation of the mural (Board Report 10-059). Originally one of the panels was to have

REPORT OF GENERAL MANAGER

PG. 2 NO. 10-103

been of Jackie Robinson, however, due to the necessity of gaining authorization from the Jackie Robinson Foundation in addition to the Los Angeles Dodgers, the Department, in conjunction with CCF decided to substitute the likeness of Maury Wills.

Department staff has met with the Dodger organization which is supportive of the project. A portion of the murals have already been painted, although the murals are not yet complete. The front of the snack shop has been painted with an image of Dodger's manager Joe Torre. The sides of the snack shop will be painted with images of Fernando Valenzuela, the only pitcher in baseball history to win both the Rookie of the Year and Cy Young award in the same year, and Maury Wills, the first player to steal over 100 bases in a single season. (See Exhibit A) All three men, Joe Torre, Fernando Valenzuela, and Maury Wills have agreed to have their likenesses used for this mural project.

The artist for the proposed mural is Hector Flores, a Los Angeles native, and graduate of Hollywood High School. Through his hard work and dedication, he has been recognized as one of Los Angeles' pioneer street artists by his peers, gallery owners, and fans around the world. Hector Flores is known for his voluntary contributions to building and improving the community around him with his skills and art, as well as for mentoring inner-city youth. Mr. Flores is currently pursuing a Bachelor of Arts degree in Graphic Design/Illustration from California State University at Fullerton.

The mural will be treated by the Department of Public Works, Office of Community Beautification (OCB) with an anti-graffiti coating. OCB has also agreed to be responsible for maintenance of the mural with graffiti removal as needed. These issues will be delineated in the right-of-entry permit, which will also 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 Cultural Affairs Commission reviewed and approved the proposed mural on March 4, 2010. However, due to the substitution of Maury Wills for Jackie Robinson the mural is scheduled to go back before that Commission on May 6, 2010. It is not anticipated that the Cultural Affairs Commission will reverse their approval of the mural.

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.

REPORT OF GENERAL MANAGER

PG. 3

NO. 10-103

Council District 8 and Pacific Region management and staff support this project at Martin Luther King Jr. Therapeutic Recreation Center.

FISCAL IMPACT STATEMENT:

Negligible impact due to anti-graffiti coating applied to mural and OCB responsibility for maintenance, cleaning, and graffiti removal.

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

Attachment A

