

APPROVED  
SEP 05 2012

REPORT OF GENERAL MANAGER

NO. 12-248

DATE September 5, 2012

BOARD OF RECREATION  
AND PARK COMMISSIONERS

C.D. 14

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: ARROYO SECO PARK – HERMON PARK – INSTALLATION OF SCULPTURE WITH PLAQUE

R. Adams	_____	K. Regan	_____
H. Fujita	_____	*M. Shull	<u>anf</u>
V. Israel	_____	N. Williams	_____

[Signature]  
General Manager

Approved as amended                      Disapproved \_\_\_\_\_                      Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Grant final approval for the installation of one sculpture with plaque at Arroyo Seco Park – Hermon Park; and,
2. Direct staff to issue the appropriate Right-of-Entry (ROE) permits.

SUMMARY:

Hermon Park is a sub-area of the larger Arroyo Seco Park. The dog park at Hermon Park is a valued community asset. The Friends of Hermon Dog Park, a local support group for this park area, was successful in obtaining a Public Works Community Beautification \$10,000 Grant from the City of Los Angeles for the installation of a public art project.

The artist is Jolino Bessera and the sculpture is entitled “Hermon on the Ball.” A rendering of the proposed sculpture is attached hereto and incorporated herein as Exhibit A. The proposed sculpture would be approximately five (5) feet tall and covered in a tile mosaic pattern. The grout would be covered with an anti-graffiti coating to facilitate maintenance. The ball portion of the sculpture would be made of tile and mementos from local residents including pieces of dog bowls and dog tags. A resume for Mr. Bassera is attached hereto and incorporated herein as Exhibit B. The proposal also seeks approval of an acknowledgement plaque the proposed text of which is attached hereto and incorporated herein as Exhibit C.

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There has been extensive community outreach regarding this proposal. To date the project has been presented to the Arroyo Seco Neighborhood Council, patrons of the Hermon Dog Park, fund-raiser guests, and information regarding the project status has been emailed in "Tails from Hermon Dog Park", an e-newsletter with over 400 subscribers. The Department has received no public comments regarding this project.

The "Hermon on the Ball" proposal was presented to, and approved by, the Cultural Affairs Commission at their regular meeting held on March 15, 2012.

Since the conceptual approval of the "Hermon on the Ball" sculpture on January 11, 2012 (Board Report No. 12-025) the applicant and the artist have worked closely with Department staff to identify an appropriate installation location which provides for both visual access and public safety. A concurrence was reached that the statue would be best placed at the entrance to the dog park near to the dog park identification signage. A rendering of the proposed placement is attached hereto and incorporated herein as Exhibit D. If final approval is granted it will be the responsibility of the applicant to secure all appropriate permits for the statue installation. The responsibility for permitting, along with issues of installation, maintenance and removal will be delineated in the ROE permit.

Staff has determined that the subject project is exempt from the provisions of the California Environmental Quality Act (CEQA), pursuant to Article III, Section 1, Class 11 (6), of the City CEQA Guidelines.

The Councilmember of the District and Metro Region management and staff have no objections to this project at Hermon Park in the Arroyo Seco.

### FISCAL IMPACT STATEMENT:

Installation of the sculpture and associated plaque will have negligible impact on the Department's General Fund, as the cost of the sculpture and plaque will be funded by the Beautification Grant. Required maintenance for the upkeep of the sculpture and the plaque will be the responsibility of the Friends of Hermon Dog Park. An agreement addressing issues regarding installation and required maintenance of the sculpture will be developed by staff.

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

Exhibit A



Hermon on the Ball – Rendering of Proposed Sculpture

## Exhibit B

### JOLINO BESERRA • PROFESSIONAL HISTORY

BORN: 1957 • East Los Angeles, CA • Raised: Temple City, CA

EDUCATION: 1975 --- Arroyo High School, El Monte, CA

1976-1978 ---- Pasadena Community College, Assoc. Degree

1978-1982 ---- Art Center School of Design, BFA Illustration

#### 1984 – 1990

- Formed *Byrd-Beserra Studios* in Los Angeles with poster artist David Edward Byrd creating graphics for the Entertainment Industry.

#### 1990 – PRESENT

- 2011 -- 6 foot Mosaic sculpture of a dog balancing on a ball for The Hermon Dog Park will begin in December with an estimated completion in Spring 2012.

Residential mosaics for residence in Tuxedo Park, New York: ongoing.

Mosaic installation for the South Pasadena Library's Children's Room.

Mosaic Stripes for Cal. King Snake path in Maywood for The Trust For Public Land opening in November 2011.

- 2010 -- Residential installations in Beverly Hills and Los Angeles

- 2009 -- Created residential Installations in Los Angeles and Toluca Lake and a Sculptural/Functional work for a group show in Philadelphia, Pa.

- 2008 -- Created entry portal and information desk column for Children's Room at The Alhambra Civic Center Library.

- 2006 -- Began work on two 20-foot tiled columns and a 30-foot tiled bench for The Camarillo Public Library completed in June 2007.

- 2000-05 -- Created custom mosaic work for several residential kitchens in Los Angeles area.

- 1998 -- Created a tiled & jeweled box as a prop for the indie film, "The Unknown Cyclist".

- 1995 -- Created a broken tile mosaic poster for director Taylor Hackford's film "Blood In, Blood Out".

- 1993-95 -- A series of tiled tables, jardinières and smaller pots were featured at New Stone Age Gallery in Los Angeles.

- 1992 -- My own kitchen design and counter installation was a prizewinner in Metropolitan Home Magazine's 1992 "Home of the Year" issue. This kitchen was also featured in Sunset Magazine's October 1992 issue.

- 1990 – Began creating custom pique-assiette mosaic installations & functional art pieces.

#### PUBLICATIONS:

- Los Angeles Times Home Section Feature Article "Piece By Piece" 2011

- Guild Source Book 24 – Page 135

- Mosaic Arts Yearbook 2009

- Mosaic Arts Yearbook 2010

- Creating Curb Appeal 2009 Schiffer Books

## **Exhibit B (Continued)**

**EDUCATION:** Workshops for non-profit "Piece By Piece" in Los Angeles 2011  
Home studio workshops: 2010/2011

### **EXHIBITIONS:**

- Snyderman/Works Gallery – Philadelphia, PA – Found-Objects Show 2009/2010
- Mosaic Art Now • Exhibition in Print 2010
- SAMA Mosaic Arts International Show 2010
- SAMA Mosaic Arts International Show 2008

### **JOLINO BESERRA**

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## Exhibit C

*(Draft Text)*

**The sculpture of the dog, “Hermon on the Ball”, was imagined and created by artist Jolino Beserra, with gratitude to Friends of Hermon Dog Park, and the City of Los Angeles Office of Community Beautification, the Department of Recreation and Parks, and Councilmember Jose Huizar, Council District 14.**

**Friends of Hermon Dog Park    Dedicated this day: Month Day, 2012**

**Exhibit D**



**Hermon on the Ball – Proposed Placement of Sculpture**