

**APPROVED**

REPORT OF GENERAL MANAGER

NO. 14-139

DATE June 11, 2014

**JUN 11 2014**  
**BOARD OF RECREATION**  
**1 PARK COMMISSIONERS**

C.D. 7

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: FOX AND LAUREL PARK – INSTALLATION OF MURAL

<i>for</i> R. Adams _____	V. Israel _____
*R. Barajas <i>CSP</i> _____	K. Regan _____
H. Fujita _____	N. Williams _____

*[Signature]*  
 \_\_\_\_\_  
 General Manager

Approved \_\_\_\_\_      Disapproved \_\_\_\_\_      Withdrawn \_\_\_\_\_

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RECOMMENDATION:

That the Board grant approval for the installation of a mural within Fox and Laurel Park.

SUMMARY:

Fox and Laurel Park is a new pocket park project of approximately 0.4 acres located in the Pacoima neighborhood at 14353 West Fox Street and is one of the 50 Parks Initiative parks. This park is the result of collaboration between the Department of Recreation and Parks (RAP) and the Los Angeles Neighborhood Land Trust (LANLT). LANLT facilitated the community input meetings on the design of the park and one component that was consistently requested is an art component that represents the community of Pacoima and the larger San Fernando Valley. LANLT was able to secure funding for the installation of a mural through a Community Development Block Grant.

LANLT established an application process which allowed experienced muralists to apply for the project. After interviewing the top applicants, LANLT determined that Kristy Sandoval was the most appropriate candidate to design and install the mural due to her previous mural experience and involvement with the San Fernando Valley. A copy of Miss Sandoval's resume is attached hereto as Exhibit A.

Miss Sandoval facilitated five (5) community meetings focused on the design elements within the mural. Community members expressed a desire for the mural to represent the past, present and future of Pacoima and the San Fernando Valley through culture, infrastructure, scenery and neighborhoods. The final mural design incorporates these elements. A rendering and description of the proposed mural is attached hereto as Exhibit B.

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The proposed mural would be installed on the interior wall of the park. In addition to providing the surrounding community with artwork that portrays a distinct sense of place it is anticipated that the mural will reduce the incidents of graffiti or vandalism on that wall.

Community members will be involved in painting the mural under the supervision of Miss Sandoval. The mural will be finished with an anti-graffiti coating. Miss Sandoval is contracted to maintain the mural for the first two (2) years following completion after which maintenance will be the responsibility of LANLT. Miss Sandoval has signed the Artist Waiver for Murals and Public Art which gives the City the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the mural at the City's discretion. A copy of this Waiver is attached hereto as Exhibit C.

This project has been approved by the Cultural Heritage Commission and reviewed by the Facilities and Maintenance Task Force.

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.

RAP management and staff have no objection to this project at Fox and Laurel Park.

FISCAL IMPACT STATEMENT:

Installation of the mural should have no impact on the RAP's General Fund as the cost of the mural would be funded through the Community Development Block Grant. Maintenance of the mural has been guaranteed by LANLT for the projected lifespan of the mural. Negligible costs may be incurred should the mural need to be removed due to lack of maintenance.

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

# K R I S T Y S A N D O V A L

## PUBLIC ART MURALS - COMMUNITY BUILDING

### PROFILE

#### Leadership

- Playing a vital role in the development of a cultural landmark located in the Northeast Valley.
- Successfully led the creation of several public art murals resulting in community advocacy.
- Working with a group of leaders in the design, logistics and execution of a socially conscious mural.
- Directed, maintained and supported growth in all administrative and operational aspects of a k-6 charter school.
- Coordinated stage design by integrating community, and schools.

#### Cultural Facilitation

- Maintain relationships with youth groups to promote the expansion of cultural programming in the Northeast valley.
- Facilitated 6-8 week workshops for several youth groups with varied levels of experience and exposure to art and design concepts.
- Introduced and Implemented Mural Design curriculum for several youth groups and schools.

#### Event Coordination

- Organized several social practice art murals amongst communities in the Northeast valley.
- Worked with staff in the planning of unveiling for a mural.
- Coordinated several art shows with auctions and fundraising opportunities.
- Executed a four-block art walk intergrading a youth visual art contest, paired with a practice art mentor.

### EXPERIENCE

11/2007- Present

**Independent Art Workshops**

Northeast Valley, CA

*Facilitator*

Introduce and demonstrate mural design concepts and practices to groups of all skill levels and exposure to art. Also, offer workshops in basic painting skills to various youth groups and communities.

- *KIPP Raices Academy, Boyle Heights.* Introducing and demonstrating a 4<sup>th</sup> grade mural design structure to teachers and youth.
- *Pacolma Beautiful, Pacoima.* Organizing social practice art among community youth.
- *Tia Chucha's Centro Cultural, Sylmar.* Facilitating a basic painting workshop to youth of varied skill levels.
- *El Nido Family Centers, Pacoima.* Organized social practice art through mural design with community youth.
- *Educare Foundation, San Fernando.* Facilitated an on-going art workshop, introducing mural design, stage design and painting.
- *Youth Speak Collective, Pacoima.* Developed and implemented a mural design curriculum to work with community youth.

11/2007- Present

**Public Art Murals**

Los Angeles, CA

*Lead Muralist*

*A Cultural Leader who specializes in murals with a socially conscious message. Creating community advocacy through public art projects. "Public art is for the public."*

- "Decolonized", 24x22 ft. mural, completed July 2013, Location: 13083 Van Nuys Boulevard, Pacoima. Self funded
- "Freedom Fighter", 12x40 ft mural, completed January 2013, Location: 13161 Van Nuys Boulevard, Pacoima. Self funded.
- "Mi Vida; Mi Cultura" 12x40 ft mural, completed July 2012, Location: 13171 Van Nuys Boulevard, Pacoima. Sponsored by El Nido Family Center's Gang Reduction Youth Development program.
- "Who's Going to Start it?" 10x60 ft mural, completed July 2011, Location: Roger Jessup Park, Pacoima. Sponsored by Youth Speak Collective
- "Live Positive" 12x30 ft mural, completed, October 2010, Location: 13040 Glenoaks Boulevard, Sylmar. Sponsored by Sylmar High School.
- "College Bound" 10x15 ft mural, completed, July 2010, Location: 11133 O'melveny Avenue, San Fernando. Sponsored by Educare Foundation.
- "Stand up for Peace" 10x15 ft mural, completed, April 2009, Location: 12502 Van Nuys Boulevard, Pacoima. Sponsored by El Nido Family Centers and Youth Speak Collective
- "Daydreams" 10x20 ft mural, completed October 2009, Location: 10641 San Fernando Road, Pacoima. Sponsored by Youth Speak Collective and Meeting Each Need with Dignity.
- "The Heart of the Valley" 25x30 ft. mural, completed July 2008, Location: Sepulveda Park, Panorama City. Sponsored by City of Los Angeles Mayor's Office, and World Wide Entertainment.
- "Project Youth Green" 12x25 ft mural, completed November 2007, Location: Roger Jessup Park, Pacoima. Sponsored by Youth Speak Collective.

11/2007- Present **Project Youth Green** Pacoima, CA  
*Art Director*

Initiated the development of cultural programming in a community garden facility. Created public art murals including the creation of an always-changing mural currently with more than 20 layers of paint.

- Lead volunteers in the creation of a public art mural every 3-4 months.
- Recruited, engaged and mentored youth in public art projects throughout the garden space.

06/2011-07/2013 **Celestiy Palmall Charter School** North Hollywood, CA  
*Director of Operations*

Responsible for inputting, reporting and managing all data for the opening year of a k-5 Charter School and ultimately supporting its growth. Implemented protocols, policies and procedures to support the mission of the organization.

- Maintained good relationships with teachers, staff.
- Worked with teachers and parents to create a cultural presence in the school through set design and art curriculum.
- Maintained good relationships with Neighborhood Council, LAUSD School faculty, and community.

03/2011 **American Cancer Society** San Fernando, CA  
*Art Event Advisor- Volunteer*

Participated in the production of a four- block art walk and youth art contest.

- Recruited practicing artists mentors and paired them with community youth contestants in a competition where youth were challenged to create a 4x4 ft piece using limited supplies and time.
- Recruited community leaders to participate on a judge's panel and select winners using a scoring system to critique elements of art piece.
- Organized live mural painting created by participants of Relay for Life San Fernando.

## SKILLS

Bilingual and Bicultural In Spanish	Design, Painting, Public Art Murals	Microsoft Office
Facilitating, Project Management	Photography	Adobe Photoshop and Illustrator

## AWARDS

07/2011 **Relay for Life San Fernando** San Fernando, CA  
Certificate of Appreciation for excellent service as Art Event Advisor.

10/2010 **Assemblyman Felipe Fuentes** Los Angeles, CA  
Certificate of Recognition for dedication to organizing "Spirit of Sylmar Week".

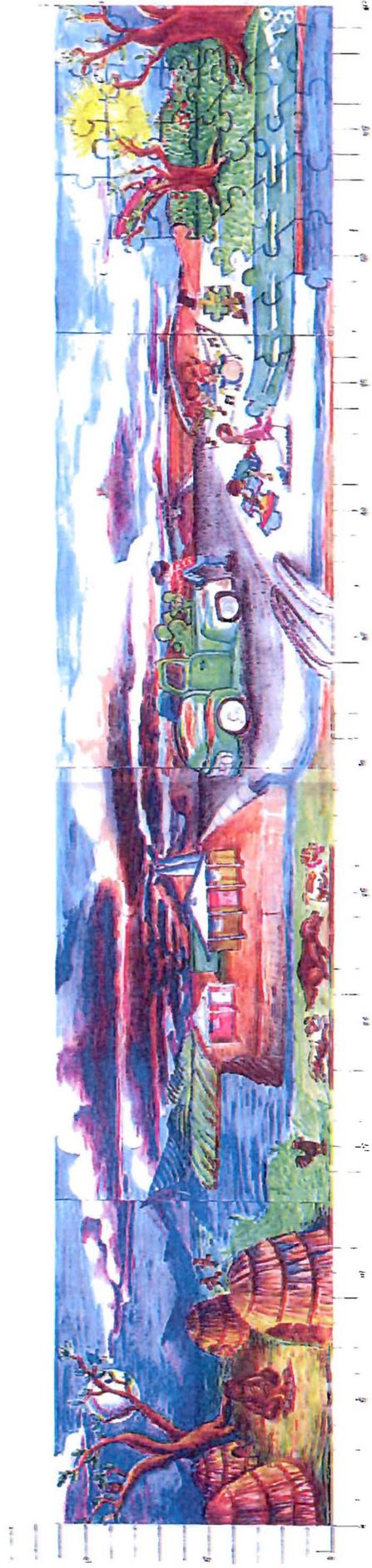
10/2010 **Board of Education Member Nury Matinez** Los Angeles, CA  
Certificate of Recognition for appreciation in outstanding and inspirational contributions to the students of Sylmar High School.

12/2009 **Councilmember Richard Alarcon** Los Angeles, CA  
Certificate of Recognition for Participation and dedication in Youth Speak Collective's Project Youth Green.

## EDUCATION

2006 **Academy of Art University** San Francisco, CA  
Interactive Media Design  
Illustration

Exhibit B



© 2011 by Fox and Laurel Park

**Fox and Laurel Park Mural**



# Fox and Laurel Park Community Mural

## Description:

The mural as a whole represents the history of Pacoima and the changes the landscape has gone through. Pacoima, which means Rushing Waters, begins to tell us the story of the land. From before the Spanish colonization to the current times and to the future, the story of Pacoima is seen through the currents of the river.

On the far left the time is set to when the Tataviam tribe occupied the land. Setting up homes by the river that is filled with water from the mountains, they lived off the land and used resources available to them to survive. The scene is set at night with a woman cooking by the fire and kids playing in the distant background. There is an owl in the tree representing wisdom and intuition.

The river then continues on to a time after the colonization showing the farmland and orchards in the distant hills before it shows the image of Pacoima during the industrialization of the area, showing factories that have been built and the pollution in the air that were caused by them, as well as the cementing and narrowing of the river. The homes are older style homes that were built in the early 20<sup>th</sup> century. In the forefront, you see a rooster that ties back to the farming and 3 stray dogs running toward the future view of Pacoima.

After industrialization not much changed, but you see an older style truck that is being fixed up representative of the cruising culture that was once popular and you can also see the freeway in the background. The man is pulling out puzzle pieces from the back of the truck that will be a part of a future, more green Pacoima. You can also see a boy painting one of the puzzle pieces to add his own vision and a woman laying down the bike lane next to the river. In the background you can also see community youth playing music and having fun.

The far right of the mural is a vision of Pacoima in the future. With community members working together to build it by putting together puzzle pieces that will form a healthier, greener, self-sustaining Pacoima.

Other parts that will be included will be Monarch butterflies flying from left to right symbolizing the freedom of migration. There will also be more animals on the right side in the trees, grass and sky as well as more people.

The second adjoining wall will have the sun in the background and people farming the land (there are garden plots at the bottom of the wall). This will look like people of different ages will be farming the plots.

Exhibit C

Artist Waiver for Murals and Public Art

Waiver of Proprietary Rights for Artwork Placed upon City Property

The provisions of this paragraph shall apply to modify Artist’s rights of attribution and integrity as set out in the Visual Artists Rights Act, 17 U.S.C. §§106A and 113(d) (“VARA”), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 (“CAPA”), and any rights arising under United States federal or state law or under the laws of another country that convey rights of the same nature as those conveyed under VARA and CAPA, as against the City of Los Angeles (“City”) and its agents.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the [describe the artwork/project: mural, sculpture, etc. and medium]:

Painted mural of the history of Pacoima and the San Fernando Valley. The mural represents how the area has changed and progressed and how the community imagines a different future.

Entitled [title of work]: Fox and Laurel Park Mural

And located at [identify site, including interior location if applicable]: 14353 W. Fox St.

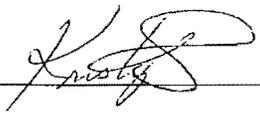
San Fernando, CA 91340

In whole or in part, in City’s sole discretion.

Artist's Address for Notice:

Kristy Sandoval:  
121 N. Huntington St.  
San Fernando, CA 91340

Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Department of Recreation and Parks, Planning, Construction and Maintenance Branch, 221 N. Figueroa Street, Suite 100, Los Angeles, CA 90012.

      1/23/14

Artist Signature/Date

\_\_\_\_\_

Recreation and Parks Signature/Date