

APPROVED
JUL 08 2015

REPORT OF GENERAL MANAGER

NO. 15-163

DATE July 8, 2015

BOARD OF RECREATION
AND PARK COMMISSIONERS

C.D. 9

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: CENTRAL AVENUE JAZZ PARK – INSTALLATION OF MURAL

R. Adams

CSD

V. Israel

fier R. Barajas

K. Regan

H. Fujita

N. Williams

M. [Signature]

General Manager

Approved ✓

Disapproved _____

Withdrawn _____

AS AMENDED

RECOMMENDATIONS:

That the Board:

1. Grant approval for the installation of a mural within Central Avenue Jazz Park; and,
2. Authorize staff to issue the appropriate Right-of-Entry Permit.

SUMMARY:

Central Avenue Jazz Park is a pocket park approximately 0.19 acres in size located in the South Los Angeles neighborhood at 4222 Central Avenue. This park is an unstaffed park which contains a children's play area and a band shell.

The Department of Recreation and Parks (RAP) has been contacted by the Department of Cultural Affairs (DCA) on behalf of Council District Nine (CD9) with a request to expand an existing tile mural located on the wall of the park behind the band shell. DCA and CD9 are acting as joint applicants for this project as a part of the Private Percent-for-Art policy which governs the expenditure of Arts Development Fee (ADF) funds for the provision of cultural and artistic services in publically accessible places. CD9 has chosen to expend a portion of this fund on the expansion of an existing mural at Central Avenue Jazz Park. Due to this funding source the mural expansion will be included in the City's Mural Program. The existing mural consists of ten (10) tiles while the proposed expansion would add an additional eight (8).

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The existing mural is widely considered to be both culturally representative of, and an asset to, the surrounding community. The 20th Annual Central Avenue Jazz Festival is a free community festival which begins on July 25, 2015 on Central Avenue between 42nd and 43rd Streets. In keeping with the theme of the existing mural, and the jazz history of the community, this mural expansion proposes to install images of jazz musicians. An artist rendering, musician biographies, and funding confirmation are attached hereto as Exhibit A. Due to its inclusion in the City's Murals Program as administered by DCA the maintenance of the mural will be the joint responsibility of DCA and CD9.

CD9 and DCA have worked jointly to contract with the original artist for this mural to execute its expansion. The artist, Robin Strayhorn, installed the original mural in 2005 to honor the Central Avenue Jazz Scene as approved through Report No. 05-151. Community members will be involved in painting the mural tiles under the supervision of Ms. Strayhorn. The mural will be finished with an anti-graffiti coating. Ms. Strayhorn 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.

This project has been approved by the Cultural Heritage Commission and was reviewed by the Facilities and Maintenance Task Force at a special meeting held ~~June 18, 2015~~ July 8, 2015.

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 Central Avenue Jazz Park.

FISCAL IMPACT STATEMENT:

Installation of the mural should have no impact on the Department's General Fund as the cost of the mural would be funded through the ADF funds. Maintenance of the mural is guaranteed though its inclusion in the City's Murals Program.

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

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: May 18, 2015

Attn: Melinda Gejer MS
 Department of Recreation and Parks

From: Yami M. Duarte MS 380
 Public Art Division
 Department of Cultural Affairs

SUBJECT: WRITTEN NARRATIVE

Request to Extend the "Central Ave. Jazz Park Mural" at Department of Recreation and Parks
 Central Ave. Jazz Park, 4222 Central Ave, Los Angeles, CA 90011

Funding Source

This project is facilitated by the Department of Cultural Affairs, Public Art Division, pursuant to the Private Percent-for-Art policy by allocating Arts Development Fee Program funds for the provision of cultural and artistic services in publicly accessible places. DCA is contracting with the artist to design, fabricate and install the project. Total payment is broken up into milestones of 15% 30% 40% 15%. Each milestone requires a set of deliverables from the artist.

Artist Selection Process

The Council Office selected the artist's proposal as part of a district-specific art project to be facilitated by the DCA. Council District 9 requests an extension of the ceramic tile mural titled "Central Ave. Jazz Park Mural" on Department of Recreation and Parks property at 4222 Central Ave. Original artist, Robin Strayhorn, will collaborate with local non-profits to fabricate the mural with a youth art workshop component.

Design

The design expands the existing mural's Central Ave. Jazz theme with various jazz musician's portraits. The style remains colorful, stylistically graphic, and the portraits are back dropped with a Mexican motif to represent a segment of the changing and current Hispanic cultural makeup of the community. Portraits are inspired by Bette Yarbrough Cox's historical book "Rise and Fall of Central Avenue" which pays tribute to the lesser known of the Jazz greats:

Biographies of Central Avenue Musicians In Jazz Park Mural

Marshal Royal, Jr. (May 12, 1912 – May 9, 1995) was an American clarinetist and alto saxophonist best known for his work with Count Basie.

Dorothy Donegan (April 6, 1922 – May 19, 1998) was an American classically trained jazz pianist primarily known for performing in the stride piano and boogie-woogie style.

Wardell Gray (February 13, 1921 – May 25, 1955) was an American jazz tenor saxophonist who straddled the swing and bebop periods.

Benjamin David "Benny" Goodman (May 30, 1909 – June 13, 1986) was an American jazz and swing musician, clarinetist and bandleader, known as the "King of Swing".

William James "Count" Basie (August 21, 1904 – April 26, 1984)^[1] was an American jazz pianist, organist, bandleader, and composer.

Britt Woodman (June 4, 1920, Los Angeles – October 13, 2000, Hawthorne, California) was a jazz trombonist.

Clara Bryant (born May 30, 1927, in Denison, Texas) is an American jazz trumpeter.

Kitty White (July 7, 1923 – August 11, 2009) was a jazz vocalist, who for years was a nightclub favorite among audiences in Los Angeles, known for her sophisticated songs with well-traveled lyrics.

Arthur Edward Pepper, Jr. (September 1, 1925 – June 15, 1982) was an American alto saxophonist and clarinetist.

Emma Smock (4 June 1920–1995), better known as Ginger Smock, was a violinist, orchestra leader, and local Los Angeles television personality.

Melba Doretta Liston (January 13, 1926 – April 23, 1999) was an American jazz trombonist, musical arranger, and composer. The first woman trombonist to play in big bands during the 40s and 60s.

Ernie Andrews (born December 25, 1927, Philadelphia) is an American jazz, blues, and pop singer.

Horace Elva Tapscott (April 6, 1934 – February 27, 1999) was an American jazz pianist and composer.

Elvira "Vi" Redd (born September 20, 1928) is an American jazz alto saxophone player, vocalist and educator.

Production Process

Fence Preparation & Installation-

The Council Office will coordinate with City agencies to remove the graffiti and ivy that has grown over the fence.

Layout- The Artist will layout the design to prepare the tiles for glazing.

Workshop- Two groups of students, from local non-profits, middle school through high school ages, will participate in the glazing process. All tiles will be glazed under the artist's supervision. 12 workshops at 2 hours per workshop with 4-5 Artworx LA students (Mon.-Wed.) & 10 All Peoples Community Center students (Tues.-Thurs.).

Glaze Firing- The artist will contract with a kiln firing service to fire the tiles.

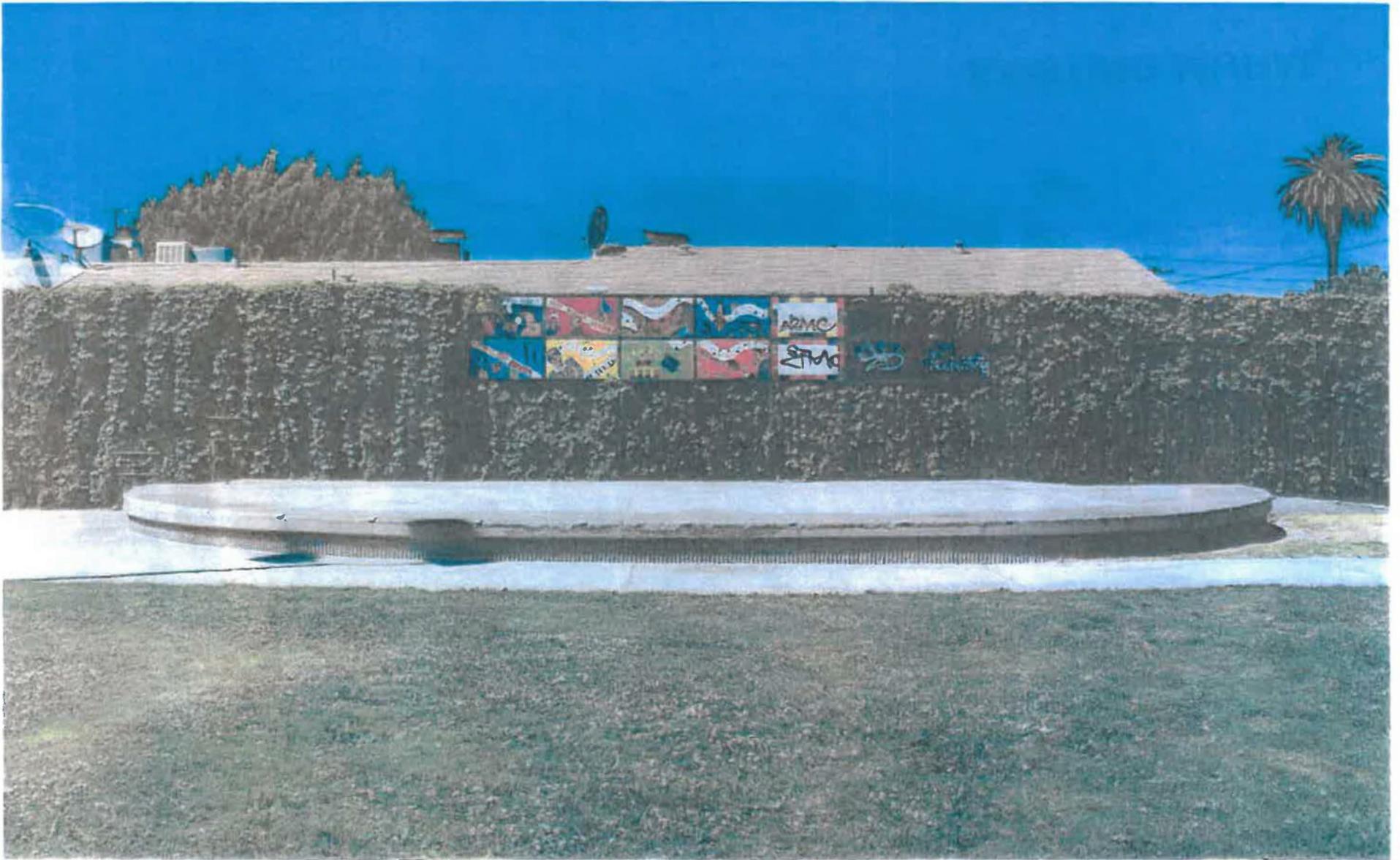
Installation- The artist will contract with the same installers used for the existing mural. Installer sets the tiles into units that fit into the framework of the fence. The process includes welding metal framing to existing fence and applying treated plywood and hardy backer board screwed to the framing.

Maintenance & Agreement Regarding Anti-Graffiti Coating

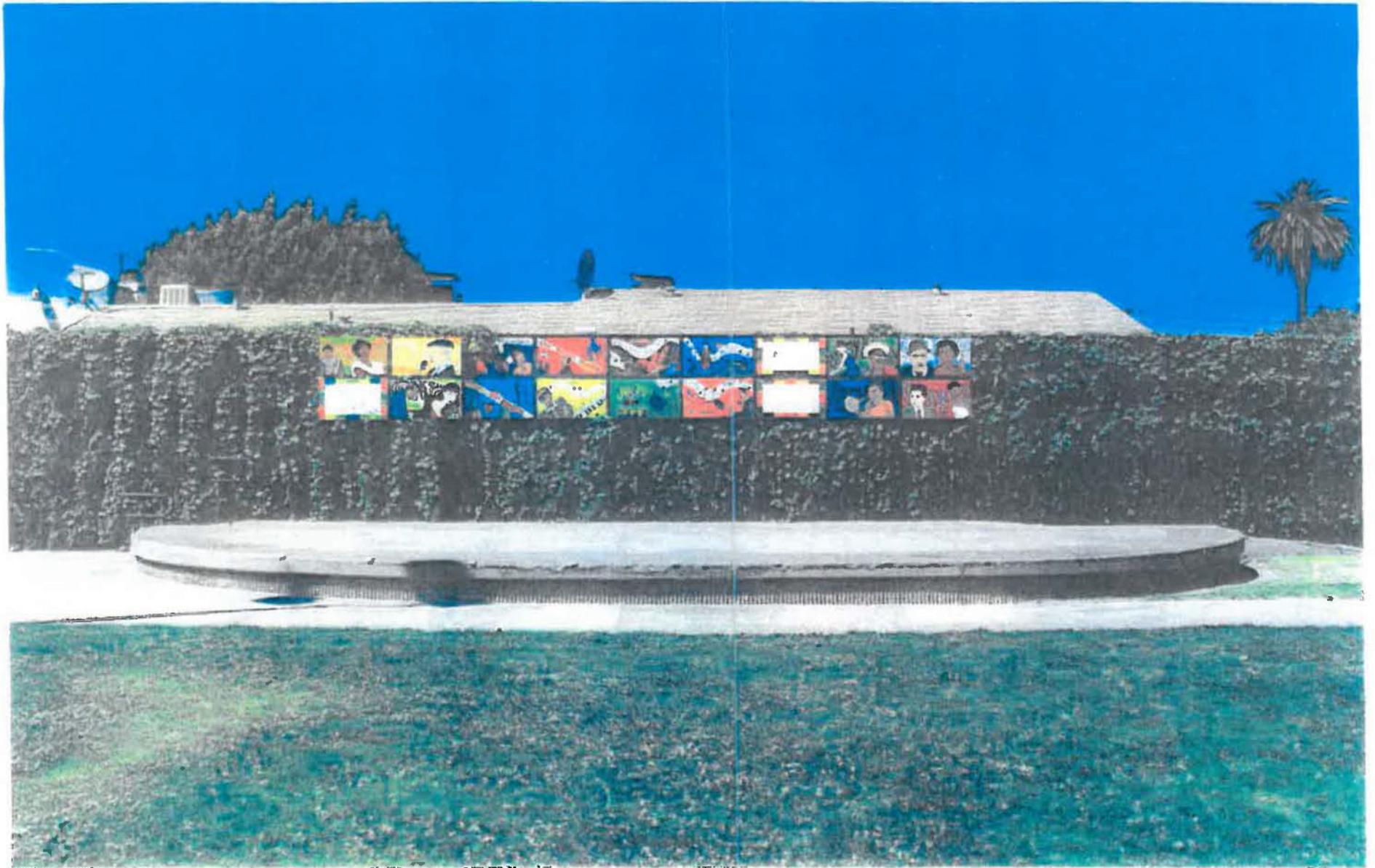
The artist is contractually required to provide a Maintenance Manual. The artist will be in consultation with an art conservator to evaluate material choices and maintenance of ceramic tiles. The mural will be jointly cared for by the Department of Cultural Affairs and Council District 9 through the City's Murals Program. The City's Office of Community Beautification will be contacted for graffiti removal.



EXISTING MURAL



EXISTING MURAL



NEW MURAL PROPOSAL



NEW MURAL

EXISTING MURAL

NEW MURAL











