

# APPROVED

Aug 04 2022

## BOARD OF RECREATION AND PARK COMMISSIONERS

**BOARD REPORT**

NO. 22-202

DATE August 04, 2022

C.D. 3

### BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: RESEDA PARK – APPROVAL OF MURAL INSTALLATION AT ONEGENERATION SENIOR ENRICHMENT CENTER

AP Diaz	_____	M. Rudnick	_____
H. Fujita	_____	<i>fur</i> C. Santo Domingo	<u>DF</u>
B. Jackson	_____	N. Williams	_____

  
 \_\_\_\_\_  
 General Manager

Approved   X                        Disapproved \_\_\_\_\_                      Withdrawn \_\_\_\_\_

### RECOMMENDATIONS

1. Grant retroactive approval of the installation of the “Neighborly Growth Mural” at the ONEgeneration Senior Enrichment Center at Reseda Park as depicted in Attachment 1 of this Report until October 25, 2025;
2. Authorize RAP's Chief Accounting Employee to make technical corrections as necessary to carry out the intent of this Report.

### SUMMARY

Reseda Park, located at 18411 Victory Boulevard, consists of a recreation center, tennis courts, a pool, basketball courts, baseball diamonds playgrounds, baseball fields and the Onegeneration Senior Enrichment Center, located at 18255 Victory Boulevard. On August 11, 2004, the Board of Recreation and Parks Commissioners (Board) approved a ten-year Lease Agreement No. C-109008 (Lease) with ONEgeneration (ONE) for the maintenance and operation of the Reseda Multipurpose Center (Report No. 04-230). The Board later approved a ten-year extension to the term of the Lease (Report No. 16-073), such that the end of the term of the Lease is October 25, 2025.

RAP was made aware of the installation of the mural “Neighborly Growth Mural” at the senior enrichment center on May 18, 2022 via email. ONE permitted the mural to be installed on the south facing cinderblock wall of the senior enrichment center facing Victory Boulevard by 11:11 A Creative Arts Collective.

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The installation of the “Neighborly Growth Mural” was completed in early May 2022 without prior written approval from RAP or the Board as required under the Lease. The “Neighborly Growth Mural”, designed by artist Jason Chang, is a representation of the growth of an oak tree, from sprout to fully grown. The mural measures approximately 116 feet in length and 15 feet in height. This takes many generations, and many different people to care for this Southern California native tree. Oaks also represent wisdom, longevity and knowledge. They are also said to symbolize the environment, as oak trees can support ecosystems within them. The mural depicts the changes in time and seasons. This mural is also about the importance of preserving this planet as much as we can, as the climate changes. The “Neighborly Growth Mural” is shown as Attachment 1.

Prior to the installation of the mural, the wall was cleaned of any debris. The medium used for this mural was mostly low sheen or satin latex paint and some aerosol paint. Anti-graffiti coating has been applied to the completed mural.

RAP is in receipt of the Public Art Application, the Art Waiver Form and additional documentation for the “Neighborly Growth Mural” that were provided on June 3, 2022 after the installation of the mural. The Public Art Application and the Artist Waiver Form are shown as Attachments 2 and 3, respectively.

The Department of Cultural Affairs’ (DCA) Cultural Affairs Commission (CAC) granted retroactive conceptual and final approval for the installation of the mural on May 11, 2022. See Attachment 4 for DCA’s staff report for the installation.

The applicant is requesting retroactive approval from the RAP Board so the mural may remain on RAP property until October 25, 2025. This request was presented to the RAP Facility Repair and Maintenance Commission Task Force (Task Force) on July 21, 2022, at which time the Task Force approved the matter to be forwarded to the Board for consideration.

### MURAL FUNDING

The City of Los Angeles Department of Cultural Affairs committed \$12,081.00 to 11:11 A Creative Arts Collective from a portion of the full Reseda Rising Mural Festival budget of \$73,000 through Arts Development Funds and Mural Funds. The funding provided by the Department of Cultural Affairs covered the cost of installation.

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### COMMUNITY OUTREACH

A mural proposal public meeting, facilitated by 11:11 A Creative Collective, was conducted on Tuesday, March 22, 2022. The community was also invited to participate by interacting through programming during the Reseda Rising Mural Festival. A virtual map of each location was developed and used to encourage public participation during the event. Each mural location had different artists and invited the public to partake in painting and interacting with the artists on site. Local schools participated through specialized tours. The festival concluded with the “Reseda Theater Mural Talk” for all participating muralists led by 11:11 and Valley Art Workshop.

On April 3<sup>rd</sup>, 2022, The Office of Council District 3 sent a letter to the Department of Cultural Affairs expressing approval of the mural and its funding.

### MURAL MAINTENANCE

RAP has been advised by DCA staff that there was an error in the CAC staff report and that DCA will not be responsible for the mural’s maintenance. ONE has agreed to maintain the mural until the end of the term of the Lease, which is October 25, 2025. The letter from ONE committing to mural maintenance is shown as Attachment 5. The applicant has submitted a signed Waiver of Rights as part of the application process and RAP reserves the right to remove the mural if it is not maintained to RAP Standards.

### FISCAL IMPACT

The approval of this Report will have no fiscal impact on RAP’s General Fund.

### STRATEGIC PLAN INITIATIVES AND GOALS

Approval of this Board Report advances RAP’s Strategic Plan by supporting:

**Goal No. 1:** Provide Safe and Accessible Parks

**Outcome No. 2:** All parks are safe and welcoming

**Result:** The installation of an interactive mural will enhance the park users’ experience.

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This Report was prepared by Meghan Luera, Senior Management Analyst I, Planning, Maintenance and Construction Branch.

List of Attachment(s)

- 1) Attachment 1 – Images of “Neighborly Growth Mural”
- 2) Attachment 2 – Public Art Application
- 3) Attachment 3 – Executed Artist Waiver
- 4) Attachment 4 – Department of Cultural Affairs Staff Report
- 5) Attachment 5 – Letter from ONEgeneration re: Mural Maintenance

**ATTACHMENT 1 - Images of “Neighborhood Growth Mural” at ONEgeneration Senior Enrichment Center**



## ATTACHMENT 2

### CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS

#### Planning, Construction, and Maintenance Branch

#### Public Art Application (Rev. 08/2014)

Date: June 3rd, 2022

1. Applicant: (Individual name or organization, address, email, telephone):

Addy Gonzalez Renteria, 11:11 Projects, 17644 Hatteras St., Encino, CA 91316 addy@1111projects.art, 818-447-0242

2. Project Title/Description (attach separate sheet if required):

See Attached DCA application with Project Title/Description

3. Project Location/Street Address: 18255 Victory Blvd., Reseda, CA 91335

4. Council District of Project Location: Council District 3

5. Artist(s) Information (attach separate sheet for multiple entries, if required):

Name: Jason Chang aka RFX One Address: 831 S. Stonemason Ave., Apt E, Alhambra, 91801

Email(s): iam@rfx.one Telephone(s): 818-441-1938

6. Estimated Cost of Project (Materials, Labor, Insurance, etc.): \$12,081

7. Expected Length of Time for Installation: 5 months

8. Expected Lifespan of Project: (3 years, 5 years, 7 years, other,) 10 year maximum: 5 Years

9. Who will be responsible for maintaining the project during its lifespan? (attach separate sheet if required)

Name: Debbie Ortiz Address: 201 N. Figueroa St., Suite 1400, LA, CA 90012

Email: debbie.ortiz@lacity.org Telephone: 213-202-5500

10. Do you have a signed contract with the artist regarding the proposed project? **Yes** Y or N

11. Do you have a signed contract with the artist addressing the duration the project will remain in place, project maintenance, and/or removal of the project from park property? Y or N

12. If "Yes" to either of 10 or 11 above, please attach one (1) copy of each contract.

13. See "Required Documentation" sheet for additional information and requirements.

## CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS

### Planning, Construction, and Maintenance Branch

#### **Public Art Proposal Required Documentation (Rev. 08/2014)**

All requested items and copies of requested documents must be submitted to RAP before an application can be processed and scheduled for an initial review.

- A. Application Form; **Done- Attached**
- B. Artist(s) Resume(s) – please be sure the resumes list other past public art projects the artists have done, with descriptions, locations, and dates of each project. **Done- Attached**
- C. Relevant Press – one review (one page maximum) of the artist’s work or the applicant’s work. **Done-attached**
- D. Written Narrative (maximum two pages) – in the order they appear below. Please address and include a description of the following items: **See DCA Application for all information below**
1. Funding Source(s) – Identify all funding sources such as grants, fund-raised monies, or donations and include whether these funds are committed or proposed.
  2. Artist Selection Process – How was the artist selected? How many artists were interviewed/considered?
  3. Design – How was it derived?
  4. Community Context – How does the design fit within the existing environment in terms of size, color, surrounding building types, materials, theme, community culture or architectural design, etc.
  5. Production Process – How will the proposed wall/area be prepared? What type of medium will be used? Who will do the actual production – the artist, the artist and assistants, or the artist and students?
  6. Maintenance – Identify (name, address, email, telephone) the individual who will arrange to have the project cleaned and/or repaired. With what funds and for how long is this maintenance commitment? Describe the process you have developed to maintain the installation over its lifespan. Attach a signed letter or other documentation from the individual responsible for this maintenance commitment indicating his/her acceptance of this responsibility.
  7. Agreement Regarding Anti-Graffiti Coating – Application of an anti-graffiti coating is mandatory. Attach a letter or other correspondence showing that an anti-graffiti coating has been arranged.
- E. Detailed Sketch and/or Drawing – Colors and details must be accurately indicated and rendering must be to scale. Indicate the precise area of the park where the project is proposed. Provide a photograph of the proposed location with an overlay of the proposed project at scale. (7 copies)  
**Done- see DCA Application**
- F. Color Photographs of the Site and Surroundings – Show adjacent buildings, buildings across the street, and local landmarks that indicate the flavor of the neighborhood. (7 copies)  
**Done- See attachment**



DEPARTMENT OF CULTURAL AFFAIRS  
*City of Los Angeles*

# RESEDA RISING MURAL FESTIVAL

## “Neighborly Growth”

### Application for Approval of Public Art Work



ONEgeneration  
18255 Victory Blvd Reseda, CA91335



RFX1

# Table of Contents

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13. Contact Info



City of Los Angeles – Department of Cultural Affairs - Public Art Division

Application for Approval of Public Artwork

# Application

**Applicant:** (Individual Name or Organization Name, Address, Phone Number)

11:11 A Creative Collective

**Proposed Meeting/Hearing Date:** (Refer to Public Art staff for the meeting schedule)

4/13/22

**Project Location/Street Address:** (Also list major cross street in parentheses)

ONEGENERATION SENIOR ENRICHMENT CENTER  
18255 VICTORY BLVD, RESEDA, CA 91335.

**Location/Project Owner:** (Name, Address, Phone Number)

JENNA HAUSS MSW, PRESIDENT & CEO - CITY OF LA

**Location Contact Person:** (Name, Address, Phone Number)

JENNA HAUSS MSW, PRESIDENT & CEO - CITY OF LA

**Council District of Location:**

3

**Project Amount/Funding Source(s):**

\$73K FROM DEPARTMENT OF CULTURAL AFFAIRS. 1 OF 7 MURALS

**Artist:** (Name, Address, Phone Number)

JASON CHANG 831 S STONEMAN AVE APT E, ALHAMBRA, CA , 81801, 818 441 1938

**Project Title:**

RESEDA RISING MURAL FESTIVAL - ONEGENERATION

**\* This completed Application must accompany all materials submitted to the Public Art Division for both the Public Art Committee and Cultural Affairs Commission.**



### **DESIGN CONCEPT:**

"Being that ONEgeneration is a Senior Enrichment Center, I was inspired by the the idea of many generations caring for a common theme: their planet, together. I grew up in a multi-generation Korean household. I remember my youth being impacted by the fact that there were three generations in one house caring for a common theme: family.

This mural is supposed to depict the growth an oak tree, from sprout to fully grown. This takes many generations, and many different people to care for this oak So Cal native tree. Oaks also represents wisdom, longevity and knowledge; it is said to symbolize the environment, as it can support an ecosystem within it. The mural depicts the changes in time and seasons. This mural is also about the importance of preserving this planet as much as we can, as the climate changes." - Artist Jason Chang aka RFX1

### **WALL DIMENSIONS:**

116' wide x 17' high

### **LIST OF MATERIALS:**

See page 8

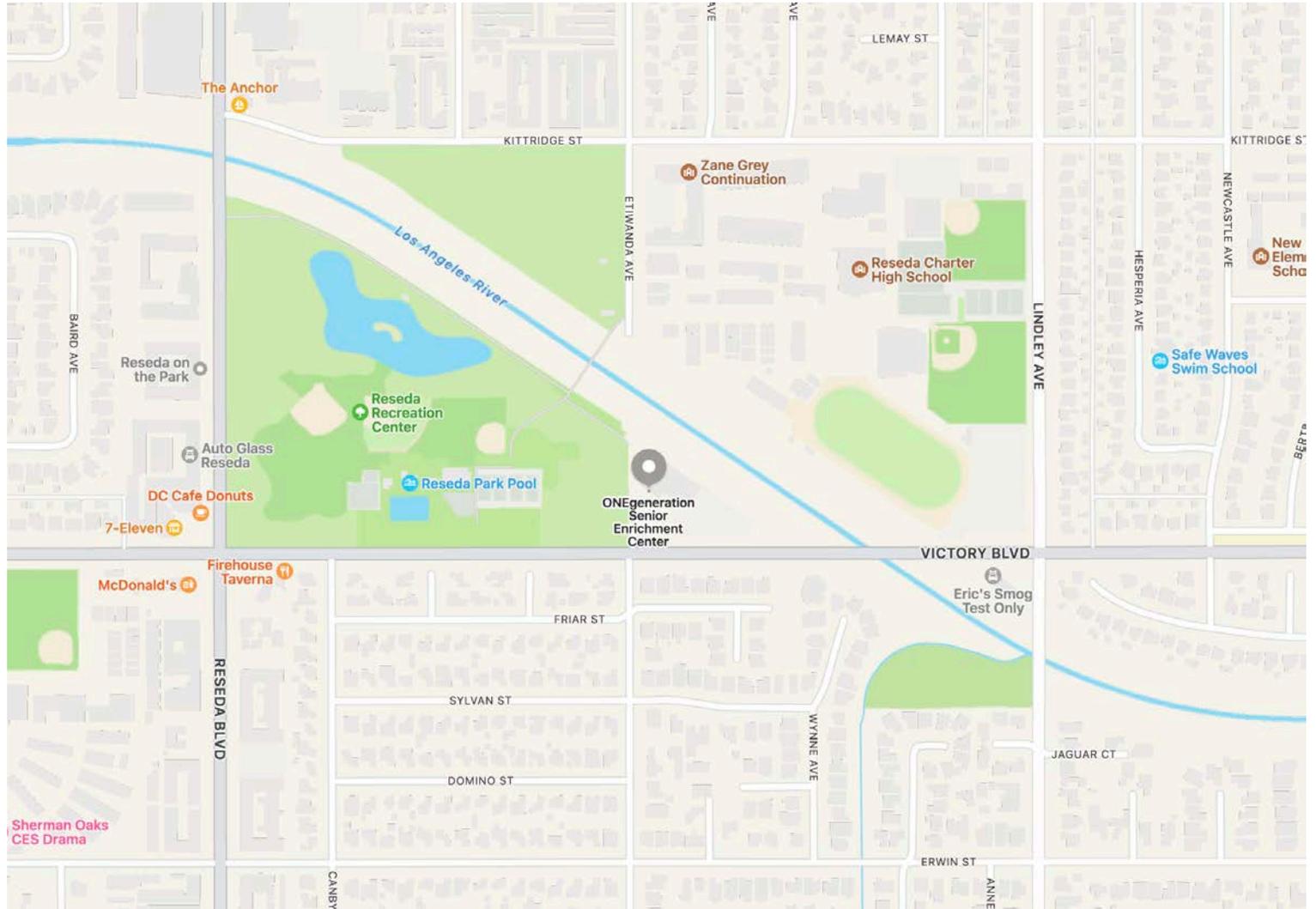
### **ARTIST SELECTION PROCESS:**

A wide-spread call for submissions was released to the San Fernando Valley and Reseda community network. All artists went through an application process where they submitted pertinent information including examples of previous murals. The 11:11 curatorial team chose artists based on experience level, location, technical ability, and enthusiasm to participate. 11:11's curatorial team also ensured that there was various representation of artists from different ethnic groups that make up the San Fernando Valley area.

# Written Narrative



# Location Map





# Color Rendering & Overlay





# Color Samples



**Dunn Edwards**  
- All Low Sheen, Evershield

**Greens:**

- Get Up and Go DE5636 – 1 gallon
- Leprechaun DEA126 – 1 gallon
- Artificial Turf DE5635 – 1 gallon
- Snow Pea DE5634 – 2 qt
- Weekend Gardener DE5633 – 2 qt
- Creamy Mint DE5632 – 1 gallon
- Misty Lawn DE5631 – 1 gallon
- Lucky Clover DEA130 – 1 gallon
- Billiard Table DEA178 – 2 qt
- Deep Pine DEA180 – 2 qt
- Later Gator DE5678 – 1 gallon
- Jungle DE5677 – 1 gallon
- Vegetation DE5676 – 1 gallon
- Sprig of Mint DE5675 – 1 gallon
- Pale Cactus DE5673 – 1 gallon
- Golf Course DE5601 – 2 qt
- Palm Tree DE5600 – 1 qt
- Jealousy DE5598 – 2 qt
- Chive DE5559 – 2 qt

**Light greens:**

- Snow Pea DE5634 – 2 qts
- Celery DE5557 – 2 qt
- Rolling Hills DE5606 – 2 qt
- Garden of Eden DE5607 – 1 qt
- Pale Jade DE5681 – 1 qt
- Mint-o-licious – 2 qt
- Wasabi DE5578 – 1 qt

**Yellows:**

- Highlighter DE5404 – 1 gallon
- Chickadee DE5403 – 2 qts
- Goldenrod DEA120 – 1 gallon
- Yellow Summer DEA118 – 1 gallon
- Honey grove DE5383 – 1 qt
- Arts and Crafts Gold DET477 – 1 qt
- Martian DE5475 – 2 qt
- Radiant Sunrise DE5397 – 1 qt
- Confident Yellow DEA117 – 2 qt

**Oranges:**

- Flash of Orange DEA116 – 2 qts
- Peachtree DE5129 – 2 qts
- Orange Burst DEA113 – 2 qts
- Burning Tomato DEA111 – 2 qts
- Fairytale Dream DE5113 – 2 qt
- Savanah Sun DE5165 – 2 qt
- Bright Mango DE5195 – 1 gallon
- Spiced Nectarine DE5193 – 2 qt
- Marigold DE5291 – 1 qt
- Ripe Pumpkin DE5307 – 2 qt
- Clay Terrace DE5229 – 2 qt
- Apple Cider DE5270 – 2 qt
- Sundown DE5268 – 2 qt
- Harrison Rust DET467 – 2 qt

**Magentas:**

- Flamingo Feather DE5037 – 2 qt
- Crushed Berries DE5026 – 2 qt
- Fuchsia Blush DE5025 – 1 qt
- Exotic Violet DE5003 – 1 qt
- Amethyst Show DE5990 – 2 qt
- Lavender Sweater DE5998 – 1 qt
- Spring Lilac DE5001 – 1 qt

**Blues:**

- Port Hope DE5731 – 2 qt
- Seafoam DE5695 – 1 qt
- Pale Jade DE5681 – 1 qt
- Polished Aqua DE5724 – 1 qt
- Cornflower DE5864 – 2 qt
- Safe Harbor DE5865 – 2 qt
- Astral DE5856 – 1 qt
- Wild Blue Yonder DE5855 – 1 qt
- Postwar Boom DET584 – 1 qt
- Blue Intrigue DE5928 – 1 qt
- Bachelor Blue DE5878 – 1 qt
- Sanctuary Spa DE5843 – 1 gallon
- Country Air DET581 – 1 qt

**Whites:**

- Evening Shadow DEW376 – 1 qt
- Ivory Charm DEW323 – 1 qt
- Regular White – 1 gallon

**Black:**

- Regular Black – 1 gallon



DATE	ACTIVITY
January 10 - March 1	Artist Open Call
March 5-15	Finalizing artist designs
March 22	Public meeting
April 21	Mural production begins
April 28 - May 1	Event Days
May 1 - May 7	Finalizing all murals

# Installation Timeline / Budget

## Overall Mural Festival Budget

Reseda Rising Mural Festival						
Funding		Received		Expenses		
Funding Source	Amount	Date	Amount	Description	DCA Funding Amount	CD3 Mural Funding
DCA	\$ 64,000	11/10/21	\$ 19,200	Artist Stipends	\$ 15,000	\$ 3,000
CD3 Mural Fund	\$ 9,000			Materials	\$ 12,000	\$ 2,400
<b>Total</b>	<b>\$ 73,000</b>			Equipment	\$ 5,250	\$ 1,050
				Permits/ Insurance	\$ 1,750	\$ 350
				Project Marketing & Promotion	\$ 3,550	\$ 500
				Video production	\$ 7,100	
				Unveiling Event Production	\$ 3,350	
				Project Management	\$ 12,800	\$ 1,250
				Contingencies	\$ 3,200	\$ 450
<b>Total Funding</b>	<b>\$ 73,000</b>		<b>\$ 19,200</b>	<b>Total</b>	<b>\$ 64,000</b>	<b>\$ 9,000</b>
				<b>GRAND TOTAL</b>	<b>\$</b>	<b>73,000</b>



# OneGeneration Budget

## OneGeneration Wall Budget

Expenses				
Description	DCA Funding Amount	CD3 Mural Funding	Actual	Notes
Artist Stipends	\$ 15,000	\$ 3,000	\$ 1,000	Lead Artists: \$1,000 each
			\$ 1,500	Assistant Artists: \$500 each
Materials	\$ 12,000	\$ 2,400	\$ 2,362.12	
Equipment	\$ 5,250	\$ 1,050	\$ 1,008.64	Hern Lift rental
Permits/ Insurance	\$ 1,750	\$ 350		
Project Marketing & Promotion	\$ 3,550	\$ 500		Included in the Reseda Theater Mural
Video production	\$ 7,100		\$ 2,000	
Unveiling Event Production	\$ 3,350		\$ 670	all costs associated with the production of unveiling event - printed signage, launch of website,
Project Management	\$ 12,800	\$ 1,250	\$ 2,810	11:11 admin
Contingencies	\$ 3,200	\$ 450	\$ 730	5% of total project cost held for contingencies
<b>Total</b>	<b>\$ 64,000</b>	<b>\$ 9,000</b>	<b>\$ 12,081</b>	

# Community Meeting

Post Date 3/1/22

## RESEDA COMMUNITY NETWORK

### MURAL PROPOSAL PUBLIC MEETING

TUESDAY, MARCH 22 @ 11AM-NOON

Mural Location 1:  
ONEgeneration  
18255 Victory Blvd  
Reseda, CA 91335

Mural Location 2:  
Reseda Theater  
18443 Sherman Way  
Reseda, CA 91335



Mural Description:  
Being that ONEgeneration is a Senior Enrichment Center, I was inspired by the idea of many generations caring for a common theme: their planet, together. I grew up in a multi-generation Korean household. I remember my youth being impacted by the fact that there were three generations in one house caring for a common theme: family.

This mural is supposed to depict the growth an oak tree, from sprout to fully grown. This takes many generations, and many different people to care for this oak So Cal native tree. Oaks also represents wisdom, longevity and knowledge; it is said to symbolize the environment, as it can support an ecosystem within it. The mural depicts the changes in time and seasons. This mural is also about the importance of preserving this planet as much as we can, as the climate changes.

Mural Description:  
The Reseda Theater community mural is a combination of 8 local artists designs depicting their version of ART TO EMPOWER. It includes artists of diverse backgrounds celebrating their heritage, the planet, local So cal native animals and plants, and tributes to the culture of the San Fernando Valley.



Structurally, the side of the Reseda Theater is sectioned into 8 panels making up the full wall. 6 artists were given a letter, making up the word RESEDA.

Contact:  
Erin Stone | 11:11 Projects | 818.689.1778  
erin@1111projects.art



Public Notice Flyer  
Shared with Council Office  
Reseda Neighborhood Council  
11:11 ACC network

Subject: Re: RCN Meeting 3/22

Hi All! Just a quick note here to ensure everybody has the information for 2 special arts & culture events coming up in Reseda.  
April 28 - May 1 - [Bob Blumenfeld's Reseda Rising Mural Festival](#) here are some [promotional materials](#) to share if you see fit.  
July 9 - 10 - Getty 25 (see attached for the "save the date")

Also attached is more information about the mural festival. Please connect with any questions or collaboration opportunities!  
Thank you, have a wonderful rest of the week!

TG Tessa Graham 4:23 PM  
RE: RCN Meeting 3/22  
To: Erin Stone, Cc: Addy Gonzalez (addy@1111projects.art) <addy@1111projects.art> Details

Hi Erin,

Thank you so much for attending the Reseda Community Network meeting to share the news about these exciting events. The RCN is looking forward to collaborating and participating in these events. We will be in touch about the next steps.

Thank you,  
Tessa

Tessa Graham, MS, MFT, BCBA  
Co-CEO  
Child Development Institute  
18050 Vanowen Street  
Reseda, CA 91335  
(818) 888-4559  
[www.cdikids.org](http://www.cdikids.org)

This email may contain confidential information belonging to the sender that is legally privileged. The information is intended only for the use of the individual or entity named in the e-mail address. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this information is strictly prohibited. If you have received this e-mail in error, please reply to this e-mail and indicate that you are not the intended recipient. Please destroy this communication and all attachments immediately and delete the message. Thank you.

Public meeting email confirmation  
(Internal Document)



**BOB BLUMENFIELD**  
Councilmember, Third District

April 3, 2022

Current President  
City of Los Angeles, Cultural Affairs Commission  
201 North Figueroa Street, Suite 1400  
Los Angeles, California 90012

Re: 11:11 A Creative Collective Murals Proposed for West Valley Municipal Buildings:  
ONEgeneration - 18255 Victory Blvd, Reseda, CA 91335  
Reseda Theater - 18443 Sherman Way, Reseda, CA 91335

Dear Mr. Wirfs and Cultural Affairs Commission members,

As the Councilmember representing the West San Fernando Valley in the City of Los Angeles' Third Council District, I wish to express my support for an environmentally themed mural on the facade of the ONEgeneration Senior Enrichment Center, and a group mural on the side of the Reseda Theater that will be produced by the 11:11 A Creative Collective dba 11:11 Projects. These murals are part of *Bob Blumenfield's Reseda Rising Mural Fest* taking place at the end of April, 2022.

Our staff has been working closely with 11:11 to oversee the mural's development and we are happy to move forward with this project that will add value to and beautify our community. Additionally, we are proud to be partnering with 11:11 in creating jobs for local artists and engaging our youth in both learning about and creating apprenticeship opportunities in mural making and environmental stewardship and beautification.

Funding for the Mural Festival, including these two murals, is through the City of Los Angeles' Department of Cultural Affairs.

Should you have any questions or concerns, please feel free to contact Tricia Robbins, my Economic Development Director, at [tricia.robbins@lacity.org](mailto:tricia.robbins@lacity.org) or (213) 572-9598.

Sincerely,

BOB  
BLUMENFIELD  
Councilmember  
City of Los Angeles

BB:tdr

# Letter of Support



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# Maintenance Plan

- 11:11 will work with city's graffiti abatement team to apply the correct brand/product of the anti-graffiti coating
- 11:11 will provide and apply the anti graffiti coating to the mural immediately upon completion.
- Should the mural be vandalized, 11:11 does not do the actual removal of the tagging. We look to the contracting agency/city partners, in this case the council office and their contracted graffiti abatement team to do the removal. 11:11 ACC and the contracting agency work together to coordinate removal of graffiti with the identified abatement team.
- If the removal of graffiti has damaged the artwork and it needs to be touched up, the artist is contracted for a period of two years to maintain their mural. The artist will be notified and asked to repaint the part of their mural that is damaged only IF removing the graffiti affects their mural or is unsuccessful. If more than 25% of the mural is damaged, the artist will need to be additionally compensated by the property owner for their time.



---

# Contact Info



**Addy Gonzalez-Renteria**  
addy@1111projects.art  
818.447.0242



**Erin Stone**  
erin@1111projects.art  
818.689.1778

1111projects.art

11:11 ACC is 501(c)3 organization  
FEIN 38-3918744

**ATTACHMENT 3**

**CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS**

**Planning, Construction, and Maintenance Branch**

**Artist Waiver for Public Art, Murals, Monuments, and Memorial Plaques (Rev. 08/2014)**

*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 abd 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]:

This is a mural done with mostly low sheen or satin latex paint and some aerosol paint.

Entitled [title of work]: Neighborly Growth

And located at [identify site, including interior location if applicable]: OneGeneration Senior Enrichment Center  
18255 Victory Blvd. Reseda, CA 91335

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

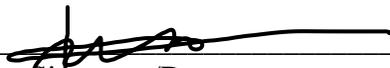
Artist’s Address for Notice:

Jason Chang

831 S. Stonemason Ave. Apt. E

Alhambra, CA 91801

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 400, Los Angeles, CA 90012.

 6/3/2022  
Artist Signature/Date

 7/26/2022

Recreation and Parks Signature/Date

## ATTACHMENT 4

### STAFF REPORT TO CULTURAL AFFAIRS COMMISSION

HEARING DATE/TIME: May 11, 2022, 1:30 pm

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PROJECT NAME	Neighborly Growth
LOCATION	ONEgeneration Senior Enrichment Center, 18255 Victory Blvd., Reseda 91355
OWNER	ONEgeneration Senior Enrichment Center, Jenna Haus, MSW, President and CEO
COUNCIL DISTRICT	3, Councilmember Bob Blumenfield
ARTIST(S)	Jason Chang (aka RFX1)
PROJECT AMOUNT	\$12,081
FUNDING SOURCES	Arts Development Fees (ADF)
RECOMMENDATION	Conceptual and Final Approval
STAFF CONTACT	Debbie Ortiz, Arts Associate
HISTORY	Public Art Committee: None

#### PROJECT SUMMARY

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### PROJECT BACKGROUND

Councilmember Bob Blumenfield of the 3rd Council District and the Department of Cultural Affairs (DCA) have commissioned artist Jason Chang (aka RFX1), to create a mural titled “ Neighborly Growth”. The mural is painted on the exterior south wall of the ONEgeneration Senior Enrichment Center. The mural measures 160’ in length and 15’ in height and is one of eight (8) murals featured during the Reseda Rising Mural Festival produced by 11:11 A Creative Arts Collective.

The Reseda Rising Mural Festival was first developed in the summer of 2020 during the peak of the COVID-19 pandemic, as a social distancing safe alternative to the Reseda Rising Art Walk, which had become a signature event for the district and entire San Fernando Valley for the past four years (2016-2019). Constant safety regulations set forth by the County and City had created a challenge for the festival producer to obtain conceptual and final approval of the mural from the Cultural Affairs Commission in advance of the mural being completed. The festival producer continued to work diligently and engaged the Council Office, Department of Cultural Affairs and community in spite of the obstacles caused by the pandemic to create an inclusive, community event meant to enhance the environment and support working artists. It was in this spirit and intention that the Reseda Rising Mural Festival occurred with tremendous support from April 28, 2022 to May 1, 2022. As such, the project seeks the Cultural Affairs Commission’s retroactive Conceptual and Final approval for this mural.

The Reseda Rising Mural Festival showcased local, national, and international artistic talent and the valley’s vibrant neighborhoods in Council District 3. The festival brought murals on city and private walls of different sizes, engaging residents, business owners, and communities from across the San Fernando Valley and beyond. The festival achieved its goals of providing access to and education through the arts; cultivating artistic talent; celebrating equity, diversity and inclusion; and promoting the San Fernando Valley as a great place to live, work and visit.

## **ARTIST SELECTION**

A widespread call for submissions was released on January 10, 2022 to the San Fernando Valley and Reseda community network via newsletter, social media blast, and direct email campaign. All artists went through an application process where they submitted pertinent information including examples of previous murals. The call included all levels of experience from lead artist to apprentice with no previous formal experience necessary. The 11:11 curatorial team selected artists based on experience level, location, technical ability, and enthusiasm to participate. 11:11's curatorial team also ensured that there were various representations of artists from different ethnic groups that make up the San Fernando Valley area.

An open call to artists was distributed through several methods from January 10, 2022 to March 1, 2022. Once chosen, art designs were finalized from March 5 to March 15, 2022. A public meeting was held for feedback on March 22, 2022. Mural production began on April 21, 2022 and was open to the public for the Reseda Rising Mural Festival which took place from April 28, 2022 to May 1, 2022. Completion of the mural coincided with the close of the festivities on May 1, 2022.

## **DESCRIPTION**

The "Neighborly Growth" mural is located on the south-facing wall of the ONEgeneration Senior Enrichment Center on Victory Boulevard between Lindley Avenue and Reseda Boulevard. Artist Jason Chang describes his multi-generational Korean household as the inspiration for the piece, "I remember my youth being impacted by the fact that there were three generations in one house caring for a common theme: Family". The mural depicts an oak tree (SoCal Native), from sprout to fully grown, through time and seasons. The growth takes many generations, and people who tend to the tree. Oaks represent wisdom, longevity, knowledge, and environment.

The mural measures approximately 116 feet in length and 15 feet in height. Material used for the wall is Dunn-Edwards, Low Sheen Evershld acrylic paint as well as a non-sacrificial anti-graffiti coating.

## **COMMUNITY ENGAGEMENT**

A mural proposal public meeting, facilitated by 11:11 A Creative Collective, was conducted on Tuesday, March 22, 2022. The community was also invited to participate by interacting through programming during the Reseda Rising Mural Festival. A virtual map of each location was developed and used to encourage public participation during the event. Each mural location had different artists and invited the public to partake in painting and interacting with the artists on site. Local schools participated through specialized tours. The festival concluded with the "Reseda Theater Mural Talk" for all participating muralists led by 11:11 and Valley Art Workshop.

## **BUDGET**

The total budget for the "Neighborly Growth" mural was \$12,081 from a portion of the full Reseda Rising Mural Festival budget of \$73,000 through Arts Development Funds and Mural Funds. Costs were all-inclusive and covered artist stipends, materials, equipment, marketing, project management, and contingencies. Additional funds from the Council Office were dedicated to the project.

**MAINTENANCE**

11:11 A Creative Collective will be applying a sacrificial anti-graffiti coating required by the Department of Cultural Affairs to protect the mural. The Department of Cultural Affairs in partnership with the Council Office and Office of Community Beautification will be the primary stewards of the mural's maintenance.

**PROS**

The mural provides beautification, activates the public space, and instills neighborhood identity and pride in Council District 3.

**CONS**

None.

**STAFF RECOMMENDATION**

Provide retroactive Conceptual and Final approval.

**ATTACHMENTS**

"Neighborhoodly Growth" mural application by 11:11 A Creative Collective.

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July 14, 2022

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*Re: ONEgeneration/11:11 Mural Future Maintenance*

Hello,

ONEgeneration, the current lessee of the 18255 Victory Blvd., Reseda, CA 91335 property agrees to maintaining the existing mural, which includes but is not limited to graffiti removal and mural restoration throughout the remainder of our lease period which ends October 25, 2025, in the event that the artist (11:11) is not able to do so.

Please feel free to reach out if you have any questions.

Thank you,



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