

APPROVED
JAN 11 2012
BOARD OF RECREATION
and PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 12-025

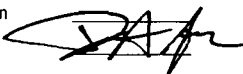
DATE January 11, 2012

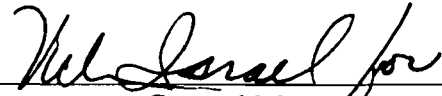
C.D. 3

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: ARROYO SECO PARK – HERMON PARK – RESCISSION OF PREVIOUS APPROVAL OF THE RIVER DOGS PROJECT AND GRANT CONCEPTUAL APPROVAL FOR INSTALLATION OF A SCULPTURE WITH PLAQUE

R. Adams _____
H. Fujita _____
V. Israel _____

K. Regan _____
*M. Shull  _____
N. Williams _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Rescind the conceptual approval of the 'River Dogs' project granted in Board Report No. 10-058 due to the applicant withdrawing that application; and
2. Grant conceptual approval for the installation of one sculpture with plaque at Arroyo Seco Park – Hermon Park.

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.

On March 3, 2010, the Commission granted a conceptual approval for the "River Dogs" project which was proposed for this beautification grant (Board Report No. 10-058). However, due to a lack of progress by the artist, The Friends of Hermon Dog Park subsequently withdrew the "River Dogs" application, intending to select a different sculpture for the park. This is the second proposal withdrawn by the applicant.

When insufficient progress had been made by the "River Dogs" artist the Selection Committee made the decision to transfer the remainder of the grant funds to a project that had been a top

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contender in the first selection round. The new artist is Jolino Bessera and the new sculpture is entitled "Hermon on the Ball." A rendering of the proposed sculpture is attached hereto 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 as Exhibit B. The proposal also seeks approval of an acknowledgement plaque , the proposed text of which is attached hereto as Exhibit C.

If conceptual approval of the revised sculpture and associated plaque is granted the appropriate community outreach would occur. To date, the revised 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 "Hermon on the Ball" proposal will need to be presented to, and approved by, the Cultural Affairs Commission.

As with all public art installations, safety is a primary concern. It is possible that the sculpture proposal may need to be modified through the community outreach process or through Department input. Modifications to the proposal may include sculpture size, material, and/or installation. Any modifications to the proposal would be detailed in a subsequent report to the Board.

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.

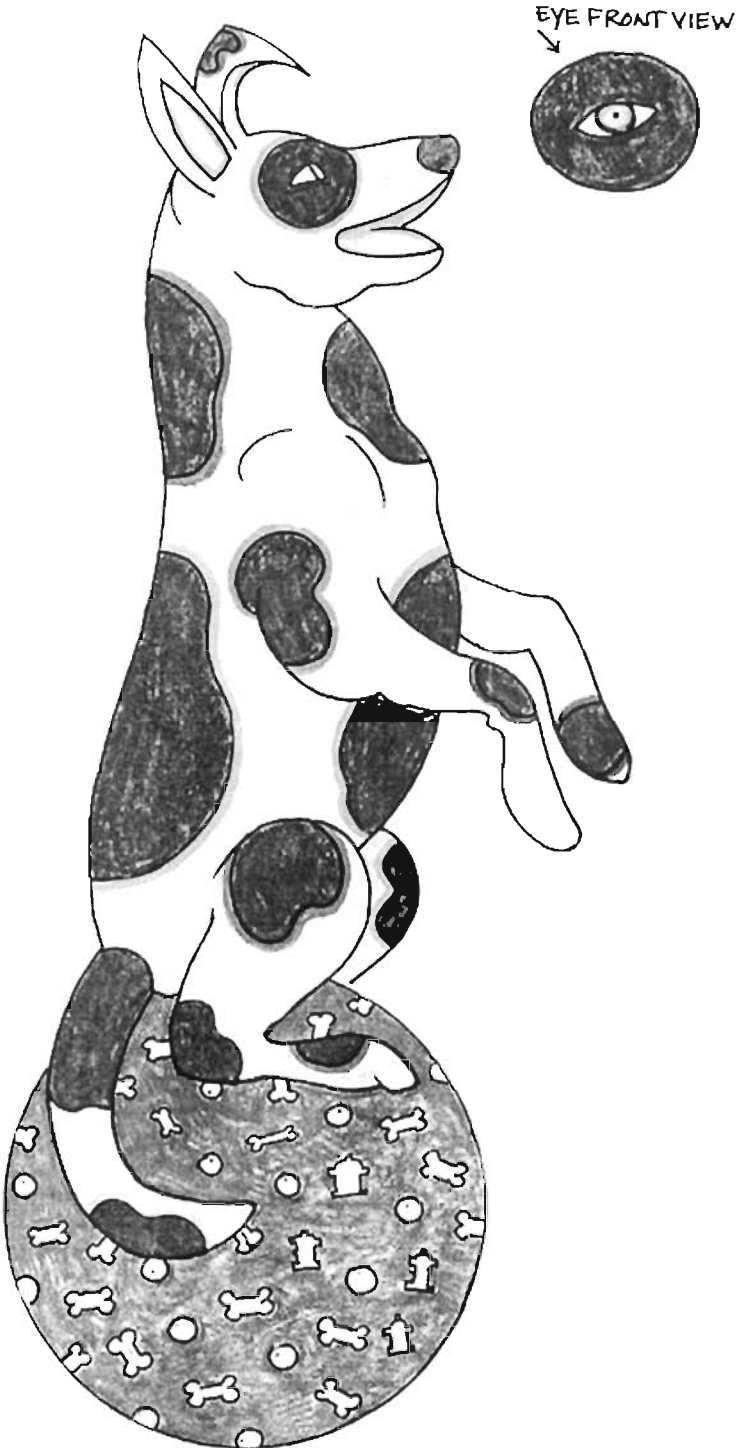
The Councilmember of the District and Metro Region management and staff have no objection to this project at Hermon Park in the Arroyo Seco.

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.

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

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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email: jolinobyrd@roadrunner.com

Web: <http://www.jolinoarchitecturalmosaics.com>

Exhibit C

(Draft text):

The sculpture of the dog, Hermon, at the top of the hill, "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, Department of Recreation and Parks, and Councilman José Huizar, Council District 14.

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

Quotes

Edgar Torres, Graphic Designer

Arcadia Sign Company

127 East St. Joseph Street

Arcadia, CA 91006

(626) 446-8738

Arcadia Sign, who we worked with extensively on the Hermon monument sign at Monterey Road and Avenue 60, would do layout and ship to a foundry they've worked with 18 years.

A solid brass, 9" x12" marker is \$381, plus \$75 for shipping. Total = approx. \$450.

A second bid from Ferdman Engraving at (310) 837-3424 was \$600.