



REPORT OF GENERAL MANAGER

NO. 15-92

DATE May 6, 2015

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GLASSELL PARK – INSTALLATION OF PUBLIC ART SCULPTURE - GLASSELLAND

R. Adams	_____	V. Israel	_____
*R. Barajas	<u>CSDF</u>	K. Regan	_____
H. Fujita	_____	N. Williams	_____

M. Stadel  
General Manager

Approved as amended \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

- Grant approval for the installation of public art sculpture Glassell Park; and,
- Authorize staff to issue the appropriate Right-of-Entry Permit.

SUMMARY:

Glassell Park is located at 3650 North Verdugo Road in the Northeast Los Angeles community. This is a 12.69 acre facility, which includes a baseball diamond, outdoor basketball courts, community room, gym, children’s play area, barbeque pits, tennis courts, year-round pool and offers youth programming.

The Department of Recreation and Parks (RAP) has received a request from artist Justin Stadel to install a public art piece titled Glassellland within Glassell Park. Glassellland is a series of twelve (12) letters spelling the word Glassellland, each letter measuring approximately ten (10) feet high by five (5) feet wide, which is proposed to be attached to the existing chain link fence that separates the upper park from the lower park, visible primarily from the ballfields and swimming pool and North Verdugo Road. Each letter is to be affixed to the chain link fence at a minimum of eight (8) points. Glassellland is intended to give the surrounding community of Glassell Park a local landmark. The project application, complete with fabrication, installation and maintenance details, is attached hereto as Exhibit A.

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The artist, Mr. Stadel, has signed an Artist Waiver which grants the City the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the artwork at the City's sole discretion. A copy of this Waiver is included within Exhibit A. The artist will also have the responsibility of obtaining any required permits as well as the insurance necessary for the issuance of a Right of Entry Permit.

Community support for the proposed project is substantiated with letters of project support from both the Glassell Park Neighborhood Council and the Glassell Park Improvement Association. The project was funded through the crowd-sourcing website Indiegogo. The Council Office is also supportive of the project.

This project was<sup>5</sup> reviewed by the Facility Repair and Maintenance Commission Task Force on March 4, 2014 and recommended by that Task Force for review by the full Commission. While the initial project application requested an installation length of time of two (2) to three (3) weeks, subsequent conversation at the Task Force review led to an application revision to accommodate an installation period of up to six (6) months. Due to the temporary nature of the proposed installation the public art piece will not be reviewed by the Cultural Affairs Commission.

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 Glassell Park.

FISCAL IMPACT STATEMENT:

Installation of the public art will have no impact on the Department's General Fund as the cost of the installation, maintenance and eventual removal would be funded by the artist.

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

# Exhibit A

## Public Artwork Application

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

Justin Stadel

**Project Title/Description:**

GLASSELLLLAND

**Project Location/Street Address:**

Glassell Park: 3650 Verdugo Road, Los Angeles, California 90065

**Council District of Project Location:**

Council District 1

**Artist(s): (Name(s), address(es), email(s), telephone(s))**

Justin Stadel, 3651 Mimosa Dr. Los Angeles, CA 90065

[justinstadel@gmail.com](mailto:justinstadel@gmail.com) 626-644-6064

**Estimated Cost of Project (Materials, labor, insurance, etc.)**

\$150 for insurance. Production and installation has already been financed.

**Expected Length of Time for Installation:**

1 day

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

6 months

**Who is responsible for maintaining the project during its lifespan? (Name, address, email, telephone)**

Justin Stadel, Artist (see information above)

**Do you have a signed, written contract with the artist regarding the proposed project?**

**If yes, please attach one (1) copy of each contract.**

N/A

**Do you have a signed, written contract with the artist regarding the duration, maintenance, and/or removal of the project? If yes, please attach one (1) copy of each contract.**

N/A

## **Artist Waiver for Murals, Plaques 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]:**

Twelve wooden letters spanning ten feet high and five feet wide, each. These letters are plywood-faced with a white paint front and an anti-graffiti coating. They will be attached with the appropriate hardware to the chain-link fence that separates the upper park from the lower park. (See packet for more details.)

**Entitled [title of work]:** GLASSELLAND

**And located at [identify site, including interior location if applicable]:**

Glassell Park

3650 Verdugo Road

Los Angeles, California 90065

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

**Artist's Address for Notice:**

Justin Stadel

3651 Mimosa Dr

Los Angeles CA 90065

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.



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3/6/15

Artist Signature/Date

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Recreation and Parks Signature/Date

# GLASSELLAND

*A Civic Arts Project  
for Glassell Park*

## GLASSELLLAND

The Glassellland project weaves together fabricated history, a local community, and a destination landmark. In its previous location, on a hill overlooking the park and neighboring freeway, Glassellland provided a destination point for a community of hikers and dog walkers in the neighborhood.

However, Glassellland has meant more than a simple marker. In a neighborhood bounded by Mt. Washington to the East, an intersection of freeways to the south, a river to the west, and Glendale to the north, Glassell Park has been buried in relative obscurity. Neighboring communities all seem to have some kind of landmark to help define each area. Echo Park has its lake, Mt. Washington has its hill, Silver Lake has its reservoir, and Eagle Rock has its eagle-shaped rock. These landmarks provide residents with a sense of belonging to coalesce around.

Alongside the Glassellland installation is a history of the landmark that dates back to 1926. At the site of the project, hikers could call a phone number written on the back of one of the letters and listen to a recorded history. During a campaign to fund a bigger and better version of the project, viewers could watch a video that went into even greater historical depth. Although its history is a stretch of the imagination, suggesting that the landmark was originally constructed as a prize to Andrew Glassell for winning a tunafish sandwich eating contest, the tale pulls from real histories in the area.

The installation includes twelve wood letters, each measuring roughly ten feet high and five feet wide, spelling out the name, "GLASSELLLAND." The fabrication of the letters has already been funded by members of the community through a crowdfunding campaign. The letters are currently in storage and are ready to be installed.

The proposed installation in the park will be located past the outfield of the northern baseball field, on the elevated section of the park. It will be attached to the chain link fence that separates the upper park from the lower park, and visible from the baseball field and swimming pool.

**Fabrication:**

The letters have already been constructed and paid for by a crowdfunding campaign within the community of Glassell Park. Each letter is constructed with CNC-routed half-inch plywood at Ball-Nogues architectural studio. With twelve letters in total, each measures 118 by 58 inches (roughly 10 by 5 feet), with the A's measuring slightly wider at 64 inches. The plywood is framed with kiln-dried 2 by 2 studs and sealed with two coats of primer/sealant and two coats of non-sacrificial anti graffiti paint typically used for school walls and government buildings.

**Installation:**

The elevated section of the park is separated from the lower park with a six-foot high chain link fence, spanning roughly 150 feet. The letters will be carried through the back of the park from the upper-level entrance off of Ackerman Drive. Each letter can be carried by two people and positioned to face the baseball field on the northwest-facing side of the fence. From there, each letter will be positioned to attach to the fence from at least eight points, with metal straps and tamper-resistant Torx screws. The letters will attach wherever possible to the horizontal and vertical supporting poles that span the fence with metal pipe saddle straps. Additional support and advising during installation will be provided by local structural engineers, Alpha Structural.

The installation of the letters will occur within the span of a day. The day will be coordinated with Recreation and Parks and the park director. Preferably, this installation will occur during a weekday leading up to the weekend, so as not to interfere with sports or heavy park attendance. The installation is planned to last three weeks and then will be removed within the course of a day.

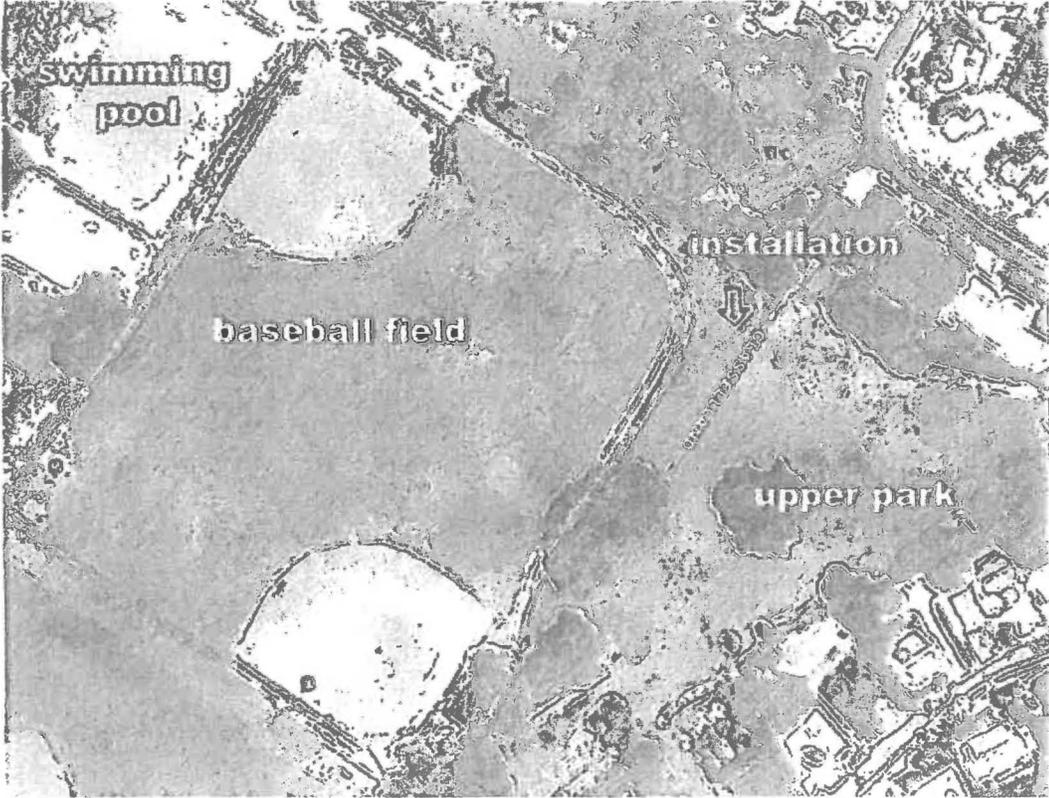
**Maintenance:**

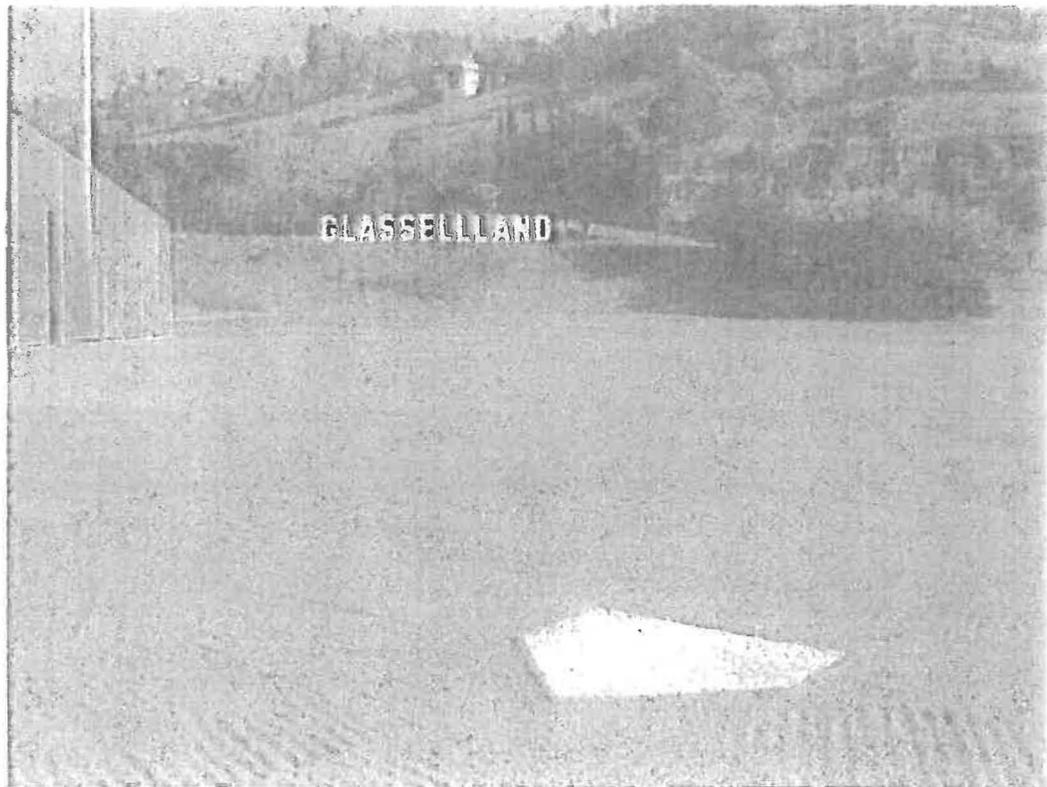
The artist lives adjacent to the park, sharing a boundary line with the upper level of the park. From this position, the artist will have easy access to the park for regular check-ups and maintenance. The artist has also formed strong relationships with GPIA and GPNC members, and local dog walkers, many of whom frequently visit the park and share contact information, should any problems arise with the installation.

**Funding and Budget:**

The materials and fabrication have been paid for by the community through a crowdsourcing campaign generating \$3,752. The installation costs at the park will be covered by the artist.

The screenshot shows a crowdfunding campaign page for 'GLASSELLAND' on a platform like PledgeMusic. At the top right, there are links for 'Sign up' and 'Login'. The navigation bar includes 'EXPLORE', 'HOW IT WORKS', and 'START YOUR CAMPAIGN'. The main title 'GLASSELLAND' is prominently displayed, with a location tag for 'Los Angeles, California, United States'. Below the title, statistics show 'Story', 'Updates 4', 'Comments 22', and 'Funders 61'. A video player shows a landscape with the word 'GLASSELLAND' in large letters. To the right, the funding goal is '\$3,752 USD' with a progress bar at 780%. A 'CAMPAIGN CLOSED' banner is visible. At the bottom, there are profiles for 'Justin (Public Artist)' and 'Campaign Team', and a 'SELECT A PERK' button.









neighborhood council  
*Our Voice to the City*  
 SERVING THE COMMUNITY

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 NEIGHBORHOOD  
 COUNCIL  
 OFFICERS

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 CHAIRPERSON

MARK BUNICK  
 VICE CHAIR

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 SECRETARY

ANNE SAMARAK  
 TREASURER

BRENDA KING  
 MEMBER AT LARGE

CITY OF LOS ANGELES  
 CALIFORNIA



ERIC M. GARCETTI  
 MAYOR

GLASSELL PARK  
 NEIGHBORHOOD COUNCIL  
 3752 N. Verdugo Road  
 Los Angeles, CA 90038  
 (818) 258-0761 or 833-6366  
 WWW.GPNC.CITYOFLO.SG

LIST OF BOARD MEMBERS:  
 LORENZO EDGAR - AREA 1  
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 PAUL BLANKET - AREA 12  
 CELIA PATE - AREA 13  
 BRYAN WELLS - AREA 14  
 MONTE DIX - AREA 15

Danielle Brazell  
 General Manager  
 Department of Cultural Affairs  
 201 N. Figueroa Street, Ste. 1400  
 Los Angeles, CA 90012

Dear Ms. Brazell,

The Glassell Park Neighborhood Council supports local artist Justin Stadel in his effort to re-install his GLASSELLAND artwork on a private hillside lot overlooking our community.

As you may know, Glassell Park is a vibrant, diverse area of Los Angeles that has, nonetheless, been without a strong community identity. That changed when Justin Stadel's artwork appeared on our hillside. The pride of place it brought to our residents was undeniable, and its removal was met with an outpouring of dismay and calls to action.

In fact, within days of starting an IndieGogo campaign to raise the funds to put the artwork back up, Justin raised 750% of the amount he set as his goal. The community's support is a valid measure of the desire of residents to bring the artwork back to our area.

The LAPD has already implemented measures to address concerns of nearby neighbors by installing new street lighting and increased patrols. The ordinance prohibiting signs that was used to dismantle this art piece does not have bearing, since GLASSELLAND is not a sign and was never intended to be one.

The GPNC supports the GLASSELLAND artwork and we ask you to support it as well. This artwork is important to our community as it—quite literally—puts Glassell Park on the map.

Sincerely,

Molly Lynn Taylor  
 Chairperson



23 July 2014

Danielle Brazell  
General Manager  
Department of Cultural Affairs  
201 N. Figueroa Street, Ste. 1400  
Los Angeles, CA 90012

Dear Ms. Brazell,

I am writing on behalf of the Glassell Park Improvement Association to express our support for the Glassellland art installation on a private hillside lot overlooking our community.

While Eagle Rock has its rock and Echo Park its lake, Glassell Park has never had an identifying landmark. Justin Stadel's artwork is that marker. So much so, in fact, that local businesses—including restorers—are using photos and copies of the artwork in their advertising.

Recently Justin created an IndieGoGo campaign to raise the funds to put the artwork back up. Within days he raised 750% of the amount he set as his goal. This outpouring of community support should not be ignored. It quantifies the desire of residents to reinstall and maintain the artwork for our neighborhood.

While the GPIA is aware of the concerns of some nearby neighbors, those concerns are already being mitigated by new street lighting in the area and increased LAPD patrols.

As you know, Glassell Park has long been a drive-through community without a definite identity. Justin Stadel's artwork has given us a new sense of belonging, and it is the strong desire of a great majority to have it reinstalled.

Please support the Glassellland artwork. It is important to our community and—quite literally—puts Glassell Park on the map.

Sincerely,

Maggie Darst-Quinaz  
President GPIA

cc: Leslie Thomas

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GPIA / P.O. BOX 66881 / LOS ANGELES, CA 90066 / WWW.GPIA.ORG

**LOCAL SUPPORTERS**

**Molly Taylor, President  
Glassell Park Neighborhood Council**

**Maggie Daret-Quiroz, President  
Glassell Park Improvement Association**

**Alisa Smith, former President  
Glassell Park Improvement Association**

**Helen Jacobs, Vice President  
Glassell Park Seniors Association**

**Gil Cedillo, Councilman  
Los Angeles Council District 1**

**Mitch O'Farrell, Councilman  
Los Angeles Council District 13**

**Jose Hulzar, Councilman  
Council District 14**

**Tony Scudellari, Captain  
Kinney Street Neighborhood Watch**

**Benjamin Ball, Co-Owner  
Ball-Nogues Studio**

**Dave Tourje, Owner  
Alpha Structural**

**Fritz Haeg, Director  
Los Angeles Seminary for Embodied and Civic Arts**