BOARD REPORT

DATE February 20, 2019

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SUNLAND PARK, LITTLE LANDERS PARK, MCGROARTY CULTURAL ART CENTER PARK, FEHLABER-HOUK PARK - INSTALLATION OF A PUBLIC ART PROJECT; CATEGORICAL EXEMPTION FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA), PURSUANT TO ARTICLE III, SECTION 1, CLASS 1 (1) OF THE CITY CEQA GUIDELINES (MODIFICATIONS OF AN EXISTING PARK FACILITY WITH NO EXPANSION OF USE) AND ARTICLE 19, SECTION 15301(A) OF CALIFORNIA STATE CEQA GUIDELINES

AP Diaz
R. Barajas
H. Fujita

V. Israel
S. Piña-Cortez
N. Williams

General Manager

Approved X Disapproved Withdrawn

RECOMMENDATIONS

1. Approve the installation of a public art project at Sunland Park, Little Landers Park, McGroarty Cultural Art Center Park, and Fehlaber-Houk Park for a length of time not to exceed one (1) year (collectively, "Project");

2. Authorize the Department of Recreation and Parks (RAP) to issue the appropriate Right-of-Entry (ROE) permits for the Project, subject to the provision of standard insurance requirements naming the City of Los Angeles as an additional insured to be maintained in effect throughout the Project installation period;

3. Find that the Project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), and direct RAP staff to file a Notice of Exemption (NOE);

4. Authorize the RAP's Chief Accounting Employee to prepare a check to the Los Angeles County Clerk in the amount of Seventy-Five Dollars ($75.00) for the purpose of filing an NOE; and,

5. Authorize RAP's Chief Accounting Employee to make technical corrections as necessary to carry out the intent of this Report.
SUMMARY

RAP has been approached by Scott Froschauer with a proposal to install a series of public art pieces at various parks in the Sunland area of the City. Entitled “The Word on the Street”, this project is comprised of a variety of pieces in the shape of standard street signs but including positive affirmations. This proposed project is intended to juxtapose positive messages on the visual language of street signs and installed with an ‘Easter Egg’ quality of locating an unexpected find in an outdoor area.

Fabricated to Department of Transportation (DOT) specifications, including anti-graffiti coating, four of the installations consist of one post and one sign and one of the installations consists of one post and five signs. The artist’s proposal, including the proposed installations and locations, is attached hereto as Exhibit A.

The applicant, Mr. Froschauer, is responsible for all costs associated with the proposed artwork, including installation and maintenance. Mr. Froschauer has submitted a signed Waiver of Rights as part of the application process and RAP reserves the right to remove the artwork if it is not maintained to RAP Standards.

RAP staff met on-site with the applicant to ensure suitability of the various installation sites. RAP staff has identified a potential removal cost of one-hundred dollars ($100) per installed sign. Mr. Froschauer has agreed to deposit the amount of Five-Hundred Dollars ($500) with RAP in case removal of the art becomes necessary due to vandalism or neglect. The Five-Hundred Dollars ($500) will be returned to Mr. Froschauer upon staff verification of the return of the installation areas to their pre-existing condition.

Mr. Froschauer met twice with the Sunland Tujunga Arts, Recreation and Culture Committee (STARC) regarding this proposed project. On February 27, 2018, STARC voted to send a letter to the Sunland-Tujunga Neighborhood Council (STNC) recommending that STNC support the proposed project with funding of $5,000. This Project was approved for funding by STNC at their regularly scheduled meeting on April 11, 2018. A copy of the meeting agendas and letter of support are attached hereto as Exhibit B.

The Recreation and Park Board of Commissioners (Board), Facilities and Maintenance Task Force reviewed this proposal at their regularly scheduled meeting on October 3, 2018. The Task Force granted conceptual approval of the proposed public art project and recommended that the proposal be forwarded to the full Board for consideration.

On October 10, 2018 the applicant received notice from the Department of Cultural Affairs (DCA) that they will not be reviewing the proposal due to its temporary nature.

The Office of Historic Resources (OHR) has affirmed that installation of the proposed artwork at Bolton Hall will not require OHR approval.

RAP management and staff have no objection to the proposed project.
ENVIRONMENTAL IMPACT STATEMENT

The proposed project consists of the installation of art elements in four (4) existing public parks. As such, RAP staff recommends that the Board determine that the Project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1(1) of City CEQA guidelines and to Article 19, Section 15301(a) of California CEQA Guidelines. A Notice of Exemption will be filed with the Los Angeles County Clerk upon Board’s approval.

FISCAL IMPACT STATEMENT

There will be minimal fiscal impact to RAP as cost of creation, installation, anti-graffiti coating, removal, and any non-routine maintenance of the artworks are the responsibility of the applicant.

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

List of Attachment(s)

1) Exhibit A – Art Renderings and Locations
2) Exhibit B – STARC and Sunland-Tujunga Neighborhood Council Agendas
Proposal for
Sunland-Tujunga

“The Word on The Street”
# Proposal for Sunland-Tujunga
## The Word on The Street

## Table of Contents

- Overview of the Work 3
- Proposed Locations 4
  - Proposal Guidelines 4
  - 1- Sunland Park 5
  - 2 - Little Landers Park 6
  - 3+4 - McGroarty Cultural Center Park 7
  - 5 - Fehlaber-Houk Park 8
- Pricing 9
Overview of the Work

By utilizing the materials and visual language of street signs, but replacing the traditional negative proclamations (Stop, Do Not Enter…) with positive affirmations, “The Word on the Street” seeks to provide something that is missing from our daily visual diet. By the very nature of the materials, it is also perfectly suited to long term, outdoor installations.

The goals of this work are to surprise and delight viewers by giving them a positive and reassuring message in a place where they are used to seeing negativity and control. The work is designed to be possibly invisible to viewers, even furthering the delight of those who recognize it as out of the ordinary while “hidden in plain sight.” The work also places a thought in the mind of the viewer that additional pieces might be “hidden” anywhere in their daily lives. In this way the work aims to change how the viewer interacts with the world at large.

Additionally, this project looks to encourage exploration of the various amazing parks Sunland-Tujunga has to offer. The work has an Easter Egg hunt quality to it, which inspires visitors to find more signs at other locations.

I propose the installation of 5 signs from my “The Word on the Street” series in public spaces around Sunland-Tujunga. The signs are fabricated from Department of Transportation specification materials (including anti-graffiti coating) and are installed in the same manner, using the same theft prevention materials and techniques, that the municipality has already approved for it’s own street signs.

Installations consist of one [1] post (8’ - 10’ galvanized telescoping square stock) and either one [1] sign (in most cases) or five [5] signs (in the case of the “Peace Signs” installation).
Proposed Locations

I propose placing five signs in four parks around Sunland-Tujunga. Placements are chosen to be clear of pedestrian traffic. To avoid any chance that a driver would be inclined to react to them, the signs are proposed at a distance from any road or parking lot and presented in a direction that faces away from any nearby vehicular traffic. All installations will be confirmed to be clear of any irrigation or other underground utilities.

Red dots indicate proposed parks:

Proposal Guidelines

Installation locations must fit the following guidelines:

1. Installations must be out of the sight line of active motorways. The nature of the work makes it potentially distracting to drivers.

2. Installations must not create an obstacle for normal maintenance such as landscaping.

3. Installations must not interfere with pedestrian traffic.
I propose the installation of one “Dream” sign on one [1] 1.75” Telespar post.

Positioning it close to the parking lot and the playground will maximize the number of visitors who will experience it.
Little Landers Park and Bolton Hall represent the historic soul of Sunland-Tujunga. I propose the installation of one set of “The Peace Signs” which consists of five [5] signs mounted to one [1] 1.75” Telespar post, 8’ tall.

The placement of this piece is in front of Bolton Hall, highly visible to those entering the park, also showcasing the historic building in any photos taken of the piece.
McGroarty Cultural Center Park is the front yard to the artistic heart of the Foothills, and I propose the installation of two [2] complete signs to celebrate this important location. As a pair these two installations read “Wonder” and “Wander.” Each piece is installed on one [1] 1.75” Telespar post, 10’ tall.
I propose the installation of one “Yield Heart” piece installed on one [1] 1.75” Telespar post, 10’ tall. This placement is on a small hill, visible as visitors enter the park and as they walk along the path.
Pricing

This proposal includes five [5] individual installations at four [4] different locations.

The cost for this proposal is $5,000 for five [5] installations. Including all materials and installation.

The cost of this proposal has been funded by the Sunland Tujunga Neighborhood Council.
General Meeting Agenda
Wednesday, April 11, 2018 – 6:30 PM
North Valley City Hall
7747 Foothill Blvd., Tujunga, CA 91042

Code of Conduct

2. Raise hand and wait to be acknowledged by chair to speak.
3. No side conversations, please. Keep to subject matter on the agenda.
4. Keep language and tone appropriate and respectful.
5. Present issues in a way that promotes mutual discussion and resolution.
6. Treat on another with dignity and respect.
7. Show respect for time and opinion.
8. Think, speak and act in the best interest of the community and stakeholders.
9. Assume positive intent.

1. Call to Order and Pledge of Allegiance (2)
2. Announcements, Roll Call and Quorum (2) (Swear in new STNC member Sevada Hemelians)
3. Event Announcements- 1 min per speaker (10)
4. Public Comment on Non-Agenda items within the Board’s subject matter jurisdiction. 2 min per speaker
5. Public Official and Community Representative Announcements (20)
6. PRESENTATION: Local High Speed Train Update- David DePinto and Kelly Decker (20)
7. DISCUSSION/ACTION: Appointment of Group Representative position. (According to Bylaws: Any stakeholders or board members interested in filling the vacant position will be asked to submit a statement announcing their desire to fill the vacancy and their qualifications to do so. These may be submitted in person to the STNC office or by email to secretary@stnc.org. They must be submitted at least 24 hours in advance of the next General Meeting. Stakeholders must provide proof of membership in a group that falls into the category they wish to represent. That group must possess a facility and/or hold regular meetings within the boundaries of the STNC, and the candidate must regularly attend meetings at that branch of the organization; and the candidate must live within the STNC boundaries. Furthermore, the Candidate must provide proof that the organization/group affirms that he/she is their representative.)
8. ANNOUNCEMENT OF AVAILABLE BOARD POSITION: We need a new Region 2 Group Representative. Region 2 is North of Foothill from Mt Gleason east to Commerce/ Seven hills. (Two (2) Geographical Representatives shall represent each region. Geographical Representatives shall represent the interests of the community stakeholders within their region. Geographical Representative shall maintain lines of communication with the various neighborhoods, businesses, and other organizations operating within their districts. Geographical Representative Representatives shall actively outreach to community stakeholder groups and individuals within their regions.)
9. Neighborhood Council Board and Committee Reports including Discussion/Possible Action
   b. Report from representatives of VANC, LANCC or other NC Coalitions or Alliances
   c. Region & Group Representatives
   d. Land Use Committee
e. Outreach Committee
f. Youth Advisory Council
g. Sunland-Tujunga Arts, Recreation and Culture Committee (STARC)
h. Women Empowering Sunland-Tujunga (WEST) Committee
i. Sunland-Tujunga Emergency Preparedness (STEP) Committee
j. Beautification Committee
k. Animal Issues Committee
l. Education Committee
m. Safe Streets Ad-Hoc Committee

10. DISCUSSION/ACTION: Approve Consent Calendar Items: Committee Member Confirmations
   a. STEP Committee
   b. Rep Ad Hoc Safe Streets Committee
   c. Budget Committee
   d. Outreach Committee

11. DISCUSSION/ACTION: Approve Consent Calendar Items: LUC recommendations:
   b. Community Impact Statement 13-1357-S4 - Re: Affordable Housing Trust Fund - The Sunland-Tujunga Neighborhood Council opposes the use of the Affordable Housing Trust Fund as a source of funding for loan programs geared toward assisting property owners in fulfilling seismic retrofit requirements. The Affordable Housing Trust Fund should be used for what it was intended for and voted on by the voters, Affordable Housing. (copy of latest motion included)
   c. Support hardship regarding setback requirement for new single-family residence at 9739 Samoa, Tujunga.
   d. Comment letter to Dept. of City Planning regarding support for change of use and new signage at 9917 Commerce Ave., Tujunga.

12. DISCUSSION/ACTION: Approve CIP- Community Improvement Project- STARC Committee and Scott Proschauer- Approve 5,000 for a special art project “Word on the Street” for Sunland Tujunga.

13. DISCUSSION/ACTION: Approve up to $1,000 to the Neighborhood Council Congress ($750) and Budget Advocates ($250)

14. DISCUSSION/ACTION: Approve NPG-Neighborhood Purposes Grant- ST Chamber 2018 4th of July Fireworks Show- $10,000

15. DISCUSSION/ACTION: Approve boundary adjustments to By Laws.

16. DISCUSSION/ACTION: Approve CIS opposing the proposed Tree Replacement In-Lieu Fee; Council File 16-0461

17. DISCUSSION/ACTION: Approve minutes from February Board Meeting

18. DISCUSSION/ACTION: Approve minutes from March Board Meeting

19. DISCUSSION: Current state of the STNC Budget

20. DISCUSSION/ACTION: Approve February 2017 Monthly Expenditure Report (MER)


22. Closing Comments, Acknowledgements, and Adjournment. (1)
PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS – The public is requested to fill out a “Speaker Card” to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.

PUBLIC POSTING OF AGENDAS - STNC agendas are posted for public review as follows:

- At Sunland Tujunga Neighborhood Council Office, 7747 Foothill Blvd #101, Tujunga, CA. 91042
- At www.stnc.org
- You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at https://www.lacity.org/subscriptions

THE AMERICANS WITH DISABILITIES ACT - As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting Sevada Hemelians, Board Secretary, at (818) 951-7411 or email via secretary@stnc.org.

PUBLIC ACCESS OF RECORDS – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: stnc.org or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Sevada Hemelians, Board Secretary, at (818) 951-7411 or email via secretary@stnc.org.

RECONSIDERATION AND GRIEVANCE PROCESS – For information on the STNC’s process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the STNC Bylaws. The Bylaws are available on the STNC.org website or at EmpowerLA.org.

SERVICIOS DE TRADUCCION – Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte, STNC Secretary, al (818) 951-7411 o por correo electrónico secretary@stnc.org.”

Թարգմանական ծառայություններ: Հետազոտողական պահպանքի ապահովությունների համար, պարզապես պատկանելուհի դասական համար 818-951-7411 հետախուզության 72 ժամանակ: 818-951-7411 հետախուզության 72 ժամանակ:
TO: Sunland-Tujunga Neighborhood Council  
RE: Proposal for “Word On The Street” art installation  
DT: March 27, 2018  

Dear STNC Council Members,

The members of STARC Committee have reviewed and support the attached proposal of local artist Scott Froschauer. We wholeheartedly recommend the council consider adopting the proposal for financial support.

“Word On The Street” is a physical art installation in the form of common street signs but with enlightening and positive messages rather than the typical negative declarations (e.g. Stop, Do Not Enter). Mr. Froschauer has installed similar art pieces in the city of Glendale and is currently contracted to do so in Laguna Beach. STARC feels an installation of this type would bring joy and introspection to the viewer and notoriety to our district as positive as the messages depict.

STARC recommends the council fully fund the proposal of $5,000. It would reflect our community’s desire to be included in the distribution of public arts money and to be first with innovative ideas. A project of this nature will garner media attention and thus promote STNC as an advocate for community enhancement and fresh thinking.

Well aware of the demands and constraints on the budget, it is the hope of every member of STARC that the council review and consider supporting this proposal at whatever level is feasible.

Very Truly Yours,

Joe DeCenzo  
STARC Committee Chair
Arts, Recreation & Culture Committee Meeting (STARC)
Tuesday, January 23, 2018 @ 7:30 PM
In Attendance: Joe DeCenzo, Dawn Jenkins, Gerardo Barrientos, Bill Skiles, Abby Daimond.
Guests: Eve Sinclair, Michelle Ramage, Melissa Arvanitaki

MINUTES (APPROVED)

1. CALL TO ORDER: Introductions; Approval of Minutes/ Joe DeCenzo: Meeting convened at 7:37 pm. The minutes from the December meeting were reviewed. Dawn Jenkins moved to approved the minutes as written. Gerardo Barrientos seconded. Motion passed 5-0

2. PUBLIC COMMENTS: for non-agenda items Michelle Ramage attended the meeting on behalf of the Rotary Club. She requested STARC support their request from STNC to provide up to $1,500 for golf cart rentals for the 2018 4th of July Parade. Michelle also mentioned that the Rotary Club has yet to receive the $1,000 promised them by STNC for the 2017 Parade. She also announced the grand marshals for the 2018 parade will be fire stations 24 and 74. Melissa Arvanitaki introduced herself to the committee and spoke of her connection to the community.

3. UPDATE/DISCUSSION: McGroarty Arts Center. Dawn Jenkins reported MAC is in the black and reviewing options to contend with declining class registration. She presented ideas about class surveys and invited the committee’s input. Joe Aguire has resigned as of January 1, and Laurelle Geils has accepted the position of Executive Director until further notice. MAC has the opportunity to accept a Spring Outdoor Festival grant. The festival will need to work the artists meaning promoting attendance and supporting sales of their work. April 22, Earth Day was suggested.

4. Redmont Pump Station: Letters to DWP, Abby Diamond: Nathan Sheagley is the new project manager. STARC has requested and is still waiting for support letters from STNC and Council District 7.

5. DISCUSSION/REVIEW: Scott Froschauer “Word on the Street,” Artistic Sign Project: Scott’s proposal was received. Some clarifications are still needed. Gerardo to follow up. Vote was tabled pending further discussion among committee.

6. STARC COMMITTEE ACHIEVEMENT LIST: Tabled

7. C.A.R.D. UPDATE: Discussion centered around internet web hosting options and funding. Committee also discussed whether the project falls within the purview of STARC as a city sanctioned committee. Paolina Milana will be contacted regarding use of the Sunland-Tujunga Logo.

ADJOURN: 9:08 P.M.
Arts, Recreation & Culture Committee Meeting (STARC)
Tuesday, February 27, 2018 @ 7:30 PM

MINUTES (APPROVED)

In Attendance: Joe DeCenzo, Gerardo Barrientos, Marlene Hitt, Lloyd Hitt, Dawn Jenkins, Lucy Berman, Abby Diamond

GUESTS: Scott Froschauer, David Abhari

1. CALL TO ORDER: Introductions; Approval of Minutes/ Joe DeCenzo: Meeting was convened at 7:39 pm. David Abhari introduced himself. He stated he moved to the area two years ago and recently had some of his work on exhibit at McGroarty Arts Center. David also offered to provide free lessons on the chromatic harmonica to anyone who desires. Marlene Hitt moved to approve the minutes of January 23rd. Gerardo Barrientos seconded. Minutes were approved 6-0

2. PUBLIC COMMENTS: for non-agenda items: Lucy Berman needs to confirm the date of December 10th, 2018 for the annual Hannukah In The Foothills with Rabbi Sobel. Marlene stated that Marsha Perloff has newly organized and now runs the gift shop at Bolton Hall. She has prominently displayed historic books by local authors as well as artwork by local artists. David A. discussed the crafts fair at New Hope Community Church and mentioned the Sunland Tujunga Crafters could use help with promotion.

3. DISCUSSION/REVIEW: Scott Froschauer “Word on the Street,” Artistic Sign Project: Scott led the discussion and clarified his proposal for the art installation. Abby Diamond moved for STARC to draft a letter of recommendation to STNC for their support of the project with funding of $5,000. Gerardo seconded. Motion passed 6-1

4. Redmont Pump Station: Letters to DWP, Abby Diamond presented an update of the letters of support for the entry gate. STNC president Dana Stangel was contacted by phone to secure the verbiage and delivery of the signed letter from the council.

5. San Fernando Valley Arts Council Report: Abby Diamond, Gerardo Barrientos: Abby and Gerardo both attended the last meeting of SFV Arts Council and reported on their experience. They discussed their desire to acquire a 7,500 s.f. site for the “Valley Relics Museum and Performance space” Gerardo moved that STARC recommend that STNC draft a letter of support addressed to the SFV Arts Council. Abby seconded. Motion passed 7-0

6. UPDATE/DISCUSSION: McGroarty Arts Center. Dawn Jenkins: Spring session begins April 2, 2018. MAC has sent out a call for artists for the June 9th Ceramics show which runs through the 29th. The spring festival outdoor grant event is likely to be held June 16th.

7. STARC COMMITTEE ACHIEVEMENT LIST. Marlene requested that the members send her a list of projects and achievements since inception of STARC.

8. C.A.R.D. UPDATE: Tabled

9. David Abhari played the meeting out with a soulful rendition of eden ahbez’ “Nature Boy.” It was said to be the most moving and appropriate conclusion of any meeting to date.

ADJOURN: 9:15 pm