

APPROVED
MAY 07 2020

**BOARD OF RECREATION
AND PARK COMMISSIONERS**

BOARD REPORT

NO. 20-067

DATE May 07, 2020

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

**SUBJECT: GRIFFITH PARK – BRONSON CANYON – MURAL INSTALLATION;
CATEGORICAL EXEMPTION FROM THE PROVISIONS OF THE CALIFORNIA
ENVIRONMENTAL QUALITY ACT (CEQA) PURSUANT TO ARTICLE III,
SECTION 1, CLASS 11(1) [ON PREMISE SIGNS] OF CITY CEQA GUIDELINES
AND ARTICLE 19, SECTION 15301(a) OF CALIFORNIA CEQA GUIDELINES**

AP Diaz	_____	<i>pc</i>	S. Piña-Cortez	_____
H. Fujita	_____		C. Santo Domingo	<i>DF</i>
V. Israel	_____		N. Williams	_____

M. Slu

General Manager

Approved X Disapproved _____ Withdrawn _____

RECOMMENDATIONS

1. Approve the installation of a mural project (Project) at Bronson Canyon at Griffith Park as depicted in Attachment 1 of this Report for a length of time of ten (10) years;
2. Determine that the proposed Project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11(1) [on premise signs] of City CEQA Guidelines and Article 19, Section 15301(a) of California CEQA Guidelines;
3. Authorize the Department of Recreation and Parks' (RAP) Chief Accounting Employee to prepare a check to the Los Angeles County Clerk in the amount of \$75.00 for the purpose of filing a Notice of Exemption (NOE);
4. Authorize RAP to issue the appropriate Right-of-Entry (ROE) permits for the Project.
5. Authorize RAP's Chief Accounting Employee to make technical corrections as necessary to carry out the intent of this Report.

SUMMARY

Bronson Canyon is located at 3200 Canyon Drive within Griffith Park, in the Hollywood community. Bronson Canyon provides two children's play areas and access to hiking trails.

BOARD REPORT

PG. 2 NO. 20-067

The Hollywood United Neighborhood Council (HUNC) is proposing the installation of a mural along the cinderblock wall adjacent to the upper playground that is on the west side of Bronson canyon. HUNC selected muralist Sophie Pleshette to design, install and maintain the mural. Sophie Pleshette is a local resident who specializes in children's art and previously designed and installed the mural at the Lake Hollywood Park playground. A depiction of the proposed mural at Bronson Canyon is attached hereto. (Attachment 1)

The mural was inspired by the flora and fauna of Griffith Park. The background of the mural shows the trees and hills of Griffith Park while the design and color choices of the artwork are meant to complement the natural beauty of the scenery. The geometric shapes incorporated into the mural's design are painted with chalkboard paint and chalk will be made available to make the installation an interactive piece. Labelling the animals within the mural will be a way of educating people of the park's many inhabitants. The design also acknowledges the Hollywood United Neighborhood Council as the sponsor of the mural.

Funding sources for the mural include \$2,000 from the Hollywood United Neighborhood Council for the installation of the mural. Maintenance of the mural will be funded by Ms. Pleshette. RAP has committed to pressure wash the walls prior to painting and to apply anti-graffiti coating. RAP identified an existing fund which is used for anti-graffiti activities throughout Griffith Park. Ms. Pleshette has signed the Artist Waiver and all parties are in agreement that the mural may be removed if not maintained to RAP standards.

HUNC approved the mural and its funding at its regularly scheduled meeting on February 10, 2020.

The proposed mural was presented to the Griffith Park Advisory Board for consideration on January 23, 2020. The Griffith Park Advisory Board unanimously supports the HUNC's donation and the proposed mural.

The proposed mural has also received letters of support from the Office of Council District 4, Hollywood United Neighborhood Council and the Oaks Homeowners Association. (Attachment 2)

ENVIRONMENTAL IMPACT

The proposed Project consists of the installation of a mural. As such staff recommends that the Board of Recreation and Park Commissioners (Board) determines that it is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11(1) of City CEQA Guidelines and Article 19, Section 15301(a) of California CEQA Guidelines. A Notice of Exemption will be filed with the Los Angeles County Clerk upon the Board's approval.

BOARD REPORT

PG. 3 NO. 20-067

FISCAL IMPACT

There will be minimal fiscal impact to RAP's General Fund as the cost of the mural installation is being funded by the Hollywood United Neighborhood Council and maintenance of the mural will be funded for a period of ten years by Ms. Pleshette. RAP has identified existing funding (Fund 302 Dept. 88 Account 003160 WO# RAPX2000) available to prepare the wall for mural installation and will be responsible for removal of the mural if not maintained or at the end of its lifespan.

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.

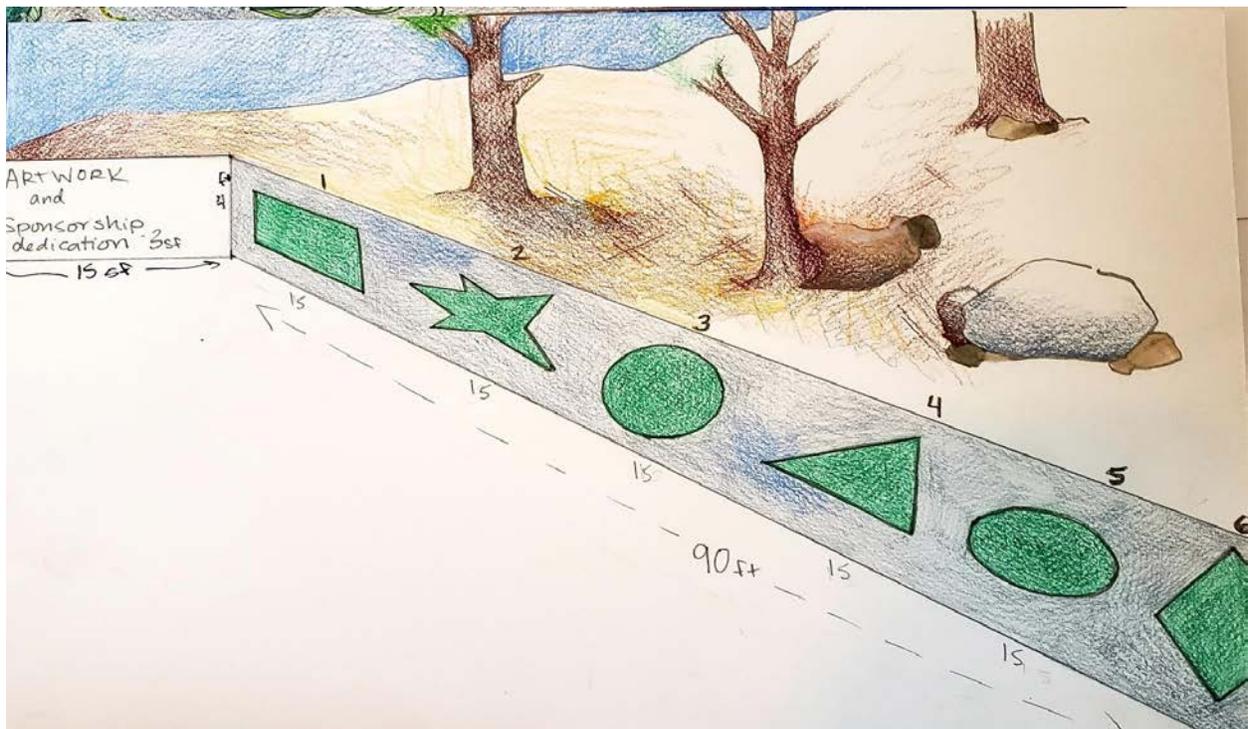
This Report was prepared by Ligaya Khennavong, Management Assistant, Planning, Maintenance and Construction Branch.

List of Attachment(s)

- 1) Mural Location and Renderings
- 2) Letters of Support

Mural Location and Renderings

Long wall with multiple shapes



Short wall with sponsorship panel



Elements for the long wall





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HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL
Certified Neighborhood Council #52
P.O. Box 3272, Los Angeles, CA 90078
Email:info@myhunc.com

March 1, 2020

To: City of Los Angeles
Department of Recreation and Parks
Board of Recreation and Park Commissioners

Re: Bronson Park Mural

The Hollywood United Neighborhood Council's Board of Directors at their February 10, 2020 regularly scheduled meeting approved funding of up to \$2,000 for a mural near the Bronson Canyon Playground for fiscal year 2020 to be painted by Sophie Pleshette.

Sincerely yours,

George Skarpelos*
President
*signed electronically



DAVID E. RYU

COUNCILMEMBER, FOURTH DISTRICT

February 14, 2020

Mike Shull
General Manager
Department of Recreation and Parks
221 N Figueroa St, 3rd Floor
Los Angeles, CA 90012

Re: Bronson Canyon Park Mural

Mr. Shull:

I am writing to express my support for the Bronson Canyon Mural. I believe that art can transform spaces and build community, including in outdoor green spaces. Griffith Park is one of the greatest gems of the City, and being within it, Bronson Canyon Park is a staple of Council District Four and the City of Los Angeles. Each day, countless Angelenos and visitors explore this park for urban wilderness and fresh air.

The mural itself, painted by Sophie Pleshette and sponsored by the Hollywood United Neighborhood Council, reflects the beauty of our urban wildlife and enhances the playground space. This project is important, not just for the beauty it brings to the neighborhood, but for the message it provides – that Los Angeles will continue to be a place of creativity, exploration, and community.

This letter is to acknowledge that my office is aware of the pending application from Sophie Pleshette for a mural at Bronson Canyon Park. In conjunction with the support of the Hollywood United Neighborhood Council and the Oaks Homeowners Association, I strongly encourage you to prioritize and approve the application for a Bronson Canyon Park mural.

Sincerely,

David E. Ryu
Councilmember, District Four





Friends of Griffith Park

P.O. Box 27573

Los Angeles, CA 90027-0573

friendsofgriffithpark.org

February 7, 2020

Mr. Joe Salaices
Superintendent, Griffith Section
Department of Recreation and Parks

Dear Joe,

Friends of Griffith Park supports the interactive mural proposed for the larger of the two playgrounds in Bronson Canyon. The general plan and design, including renderings of the art by Sophie Pleshette, was presented to our board. The mural will show native flora and fauna, interspersed with chalk board areas to encourage the creative skills of young children.

A discussion of sponsor recognition signage for projects of this type ensued at our recent board meeting. It is our recommendation that the recognition signage be as discrete as possible. The artist should sign her work, and Hollywood United Neighborhood Council (HUNC) should be acknowledged for advancing this community support project.

We appreciate the planning work HUNC has shouldered to make this project possible. It is valuable to the recreational and educational experience for children in Griffith Park.

Sincerely,

Marian Dodge
President

Cc: Hollywood United Neighborhood Council via email

Friends of Griffith Park promotes the enlightened stewardship of Griffith Park so it can survive and thrive well beyond the 21st century. Through advocacy, support, education and service, Friends of Griffith Park works to preserve Griffith Park as L.A.'s signature green and open space, place of free recreation, and linchpin in the survival of Southern

California's native ecosystems.

Advocacy • Support • Education • Service



January 23, 2020

Attn: Joe Salaires, Griffith Section Superintendent, Los Angeles Department of Recreation and Parks

Dear Joe,

The Oaks Homeowners Association is pleased to support the interactive mural proposed for the “big kids” playground in Griffith Park’s Bronson Canyon, per the details provided to us. As explained, art representing the park’s flora and fauna will be combined with areas for chalk art by children.

At a recent meeting with Sheila Irani and the artist, Sophie Pleshette, we provided thoughts about using muted tones that blend with the natural surroundings. We trust that the native concrete block wall, without a smoothed stucco finish, will be a workable canvas for the paint. We have asked that the artist remain in touch with us as the final design details unfold. We are happy to help.

The Oaks Homeowners board voted unanimously to approve this letter of support for the mural and added the hope that the HUNC sponsorship signage be discrete, not prominent (we’re sensitive to the introduction of additional signage into the park).

We very much appreciate the hard work directed to this community project which we feel will be both an aesthetic and educational enhancement to the Bronson playground.

Sincerely,

Holly Purcell

President

Cc: Hollywood United Neighborhood Council PO BOX 29155 LOS ANGELES CA 90029-0155