

City of Los Angeles Department of Recreation and Parks
Policy on Public Art, Murals, Monuments and Memorial Plaques on Park Property

A. Background:

The Department of Recreation and Parks (RAP) regularly receives unsolicited proposals from outside entities for the installation of public art, murals, monuments, and memorial plaques on City parkland. The existing RAP Memorial Plaque Policy, approved by the Board of Recreation and Park Commissioners (“Board”) on October 18, 1995 (Report No. 416-95), only addresses requests for the installation of memorial plaques. Given the similarity of the underlying nature of public art, murals, monuments, and memorial plaques, which traditionally revolves around commemorating or memorializing an event, notable individual, social movement, message, or a vision for the future, and recognizing the need to expand and update RAP’s 1995 Memorial Plaque Policy, RAP developed this Policy on Public Art, Murals, Monuments, and Memorial Plaques on Park Property (“Public Art Policy”), to establish guidelines and procedures for responding to public art proposals on a consistent basis. This Public Art Policy sets forth the protocols and criteria for the evaluation and approval of proposed public art projects, including the installation of murals on RAP structures, the construction of monuments, and the installation of memorial plaques (collectively referred to herein as, “Public Art”).

B. Definitions:

- Applicant: An individual, organization, or business entity submitting a proposal for the installation of Public Art on City of Los Angeles park property under the jurisdiction of RAP.
- Public Art: The term “public art” refers to works of art in any media that have been planned and executed with the specific intention of being sited or staged within the physical public domain accessible to all. The term also applies to art which is exhibited in publicly accessible buildings, such as a recreation center.
- Mural: A “mural” is a subset of public art that refers to artwork painted or applied directly on an interior or exterior wall, ceiling or other large permanent surface.
- Monument: A monument is a structure erected in remembrance of a person or event, such as a statue, defined stone, sculpture, or other lasting evidence or identifying mark.
- Memorial Plaque: A memorial plaque can also be considered a subset of public art, but is generally informational in nature. Pursuant to the RAP Sponsorship Recognition Policy, approved by the Board on June 5, 2013 (Report No. 13-160), plaques may be used as a form of recognition in acknowledging a donor, supporter or sponsor for monetary, in-kind, and/or capital contributions made to RAP, which are distinct to memorial plaques. Therefore, for purposes of this Public Art Policy, memorial plaques shall not include plaques associated with or related to a sponsorship or donor project.

C. Policy:

RAP recognizes that public art, murals, monuments, and plaques, referred to herein as “Public Art”, can be a benefit to a community and, if executed properly, can support RAP’s mission to enrich the lives of

the residents of Los Angeles by providing safe, welcoming parks and recreation facilities. Any approved Public Art on RAP controlled property must fit within the surrounding community context, have community support, and be appropriate for the suggested location. Under no circumstances will such Public Art be approved that promotes or overtly includes any religious, commercial, sex or violence, drug or alcohol, or gang- associated message.

D. Guidelines:

Proposals submitted to RAP for the installation of Public Art on park property shall be evaluated by RAP on an individual basis, and if found appropriate in accordance with this Public Art Policy, will be submitted to the Board for consideration. All Public Art project designs will be subject to review and approval by RAP's Planning, Construction, and Maintenance Branch ("PCM"), the Facilities and Maintenance Task Force of the RAP Board of Commissioners, and the full RAP Board of Commissioners. The following guidelines are provided to assist those preparing to submit a proposal to RAP:

1. Murals may be made of paint, tiles, mosaics, etc, and should be applied directly to the project wall or surface, and should not extend or protrude beyond the depth of the approved mural material.
2. A mural may be installed on the interior or exterior of a building or wall with a finished surface. Murals are not allowed on walls made of stone, or unpainted brick. There shall be no new installation or construction of any freestanding or additional structures to accommodate the proposed Public Art project.
3. Mural areas should not be painted on, nor obscure any architectural features such as, windows, doors, pilasters, cornices, doors, or other building trim, feature bands, and/or other recessed or projecting features.
4. All Public Art project installations must be designed and constructed of a material that is appropriate for park placement, with minimal or no potential design-related liability risk, and offers no safety hazards.
5. Memorial Plaques must be made of bronze, installed in a secure fashion, with a maximum size of 12" x 18". Plaque content, including design, text font, verbiage, illustration or graphics, and scope, is subject to Staff review, recommendation and approval.
6. RAP shall bear no cost for the installation or the maintenance of any Public Art project.
7. Any Public Art placed within a RAP owned property becomes the property of the City of Los Angeles. Therefore, if a Public Art installation is approved by the Board, the Applicant shall be required to sign a Waiver of Proprietary Rights.
8. Maintenance: The Public Art proposal must specify the lifespan of the proposed project, during which time the Applicant shall be responsible for the ongoing maintenance of the Public Art installation.
 - a. All Public Art must be treated with an anti-graffiti coating.
 - b. If during the agreed upon Public Art lifespan, the Public Art is not maintained, RAP reserves the right to remove it at the Applicant's expense. Removal procedures shall be outlined in the application and approval process.

- c. Approved Public Art installations may be required to include deposited funds into an escrow account for possible maintenance and/or removal of the Public Art installation if deemed necessary and appropriate by RAP.

E. Procedures:

1. Any Applicant proposing the installation of Public Art on park property must complete and submit a Public Art Application form (“Application”) to RAP staff for processing. Applications can be submitted electronically at rap.projectideas@lacity.org or via mail: ATTN: Public Art Submittal, 221 North Figueroa Street, Fourth Floor - Suite 400, Los Angeles, CA 90012.
2. PCM staff will review the Application according to this Public Art Policy. The review process may include Staff input from the RAP Partnership Division, Operations Branch, Maintenance Division, and the City Council Office. The evaluation process may include but not be limited to analysis of: the Public Art subject matter and or contact, proposed park location, visual impacts, time-frame, impact on the park and/or community, materials to be used, project logistics, and potential community support or objections.
3. Upon determination of a favorable project evaluation, the Public Art proposal will be presented to the Board’s Facility Repair and Maintenance Commission Task Force (“Task Force”) for further discussion and guidance prior to possible consideration by the full Board.
4. Upon the Task Force granting the Public Art project conceptual approval, a community outreach process will be conducted, including but not limited to, the appropriate Park Advisory Board and/or the Neighborhood Council.
5. The Applicant must obtain approval from the Cultural Affairs Commission for any Public Art installation that is not temporary in nature. It is the responsibility of the Applicant to contact the Cultural Affairs Commission for their application form and procedures.
 - o Memorial Plaques do not require review or approval from the Cultural Affairs Commission.
6. Upon approval by the Cultural Affairs Commission, the Public Art proposal and related application will be presented for final consideration by the Board.
 - o For installations that are temporary in nature (ie: less than 12 months installed), an informational report may be provided to the Board in lieu of a report recommending a Board action.
7. Should the Board approve the Public Art proposal and approve the related project, the Board’s action will be followed by the appropriate RAP Staff with jurisdiction over the project area, issuing a Right of Entry (ROE) permit authorizing the Applicant’s access onto park property to perform the Public Art installation within the specified space. Regardless of whether the Public Art installation is permanent or temporary, prior to the ROE becoming valid, the Applicant must provide proof of insurance which names the City of Los Angeles as an additional insured.
8. If applicable, the Applicant must procure any required permits from the Department of Building and Safety, or any other governing agency, at the Applicant’s sole expense.
9. All Public Art installation costs will be the Applicant’s responsibility, with the City of Los Angeles bearing no project related cost or expense.

10. Upon completion of the project, PCM Staff will inspect the installation to ensure consistency with the Board's approval. At least one photograph shall be taken and placed in the application file for future reference.
11. Applicant must agree to sign the Artist's Waiver for Public Art, Murals, Monuments, and Memorial Plaques (08/2014) (*Waiver of Proprietary Rights for Artwork Placed upon City Property*) form. Applicant thereby agrees that any approved Public Art installation deemed by RAP to no longer be in compliance with this Public Art Policy, or any unauthorized installation, may be removed at RAP's discretion. Unauthorized installations include, but are not limited to, non-approved design, location, materials, or length of installation. RAP also reserves the right to remove artwork which has been defaced or is otherwise not maintained to RAP standards after notification to the Applicant with no action by Applicant. Removal may occur before the life span of the Public Art concludes or within the span of a temporary installation period.
12. The Board may require that the Applicant include a small expository plaque with information such as the name of the artist, the date of installation, purpose of the project or Public Art, etc. This would be the financial responsibility of the Applicant.