

June 22, 2023

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Authorize the Director of Parks, Recreation and Marine to execute a Right-of-Entry Permit, and any other necessary documents, with MuralColors Inc., a California corporation, to enter Bixby Park for mural production and maintenance purposes, for a term of 14 months, from July 1, 2023, through August 31, 2024, with three (3), three-year options to renew through August 31, 2033, at the discretion of the Director. (District 2)

DISCUSSION

“LA vs Hate” is an anti-hate initiative implemented by the Los Angeles County Commission on Human Relations to create a community-centered system designed to support all residents and communities targeted for hate acts of all kinds in Los Angeles County. LA vs Hate seeks to address the normalization of hate and inspire people to stand up to it; build understanding about what constitutes a hate act and how to report it; and support individuals and communities as they heal from the trauma of hate.

In May 2023, LA vs Hate launched the “Summer of Solidarity” campaign to continue to build awareness of the initiative and 211LA services available to anyone in the county reporting bias-motivated hate acts. The Summer of Solidarity campaign features a series of events, including a mural-a-month program to uplift diverse communities across each of the County’s five Supervisorial districts. LA vs Hate has partnered with the Office of Vice Mayor Cindy Allen, the Long Beach LGBT Center, and the Museum of Latin American Art (MOLAA) to create a mural that reflects the history and experiences of Long Beach’s LGBTQIA+ community and has requested Parks and Recreation Commission (Commission) approval to install and maintain this mural in Bixby Park.

Bixby Park, 130 Cherry Ave., is a 16.7-acre park that includes a playground, historic bandshell, skate park, volleyball court, dog park, fitness loops, and a community center. The community center features a historical mural of the park on the west side of the card room and restroom, painted by Parks, Recreation and Marine Department (Department) Mural Arts Program artist Guillermo Avalos in 2007. The proposed mural will be located on the south-facing wall of the main community center building and will not impact the existing mural (Attachment A).

To create and maintain the proposed mural, LA vs Hate partnered with MuralColors Inc., a minority and women-owned business based in Los Angeles, that produces high-quality art and

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architectural materials that have a low impact on the environment and works to restore and preserve murals. The mural will be created by Myisha Arellano, a queer artist living in Long Beach who has designed, painted, and led multiple private and public murals across the county. Arellano, who was selected by the project partners, designed the proposed mural through a community-led process facilitated by MuralColors that included an initial online community workshop to inform a preliminary design and a follow-up in-person workshop in which participants provided additional feedback. The proposed mural will be painted on Mural Cloth, an engineered textile that is fire rated and designed for outdoor use. It will be marouflaged, or affixed to the building, using Mural Gel acrylic adhesive. Should there be a need to remove the mural in the future, it will be possible to relocate the artwork without compromising the integrity of the mural or building. The Mural Gel is a waterproofing acrylic polymer that requires no additional maintenance. Water intrusion will be reduced by installing new parapet caps at the top of the building over the top seam of the Mural Cloth. (Attachment B).

Installation of the mural and maintenance for a period of one year performed by MuralColors is being provided by public funding through the LA vs Hate initiative. The proposed 14-month initial term reflects this direct maintenance period. MuralColors intends to sponsor long-term maintenance through a donation to the Partners of Parks mural maintenance fund.

An unveiling event, hosted by Vice Mayor Allen's Office and LA vs Hate, is anticipated to be held at Bixby Park on Saturday, August 5, 2023.

Parks and Recreation Commission approval is requested to authorize the Department Director to issue a Right-of-Entry Permit, and other necessary documents, to MuralColors. The proposed Permit shall include the following significant terms:

- Permittee: MuralColors Inc., a California corporation.
- Premises: Bixby Park, 130 Cherry Avenue, on the south-facing wall of the community center building (Attachments A and B).
- Term: 14 months, July 1, 2023, through August 31, 2024.
- Renewals: Three (3), three-year options to renew, through August 31, 2033, for mural maintenance, at the discretion of the Director.
- Termination: Either party may terminate the Permit with 30 days' written notice.
- Funding: Permittee shall provide funding for mural supplies, artist, and maintenance of the mural. The department shall not provide any funding, supplies or staff support, other than overall park supervision, unless approved in advance and in writing by the Department Director. Should the Permittee obtain funding through donations and/or

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sponsorships, the City reserves the right to approve any recognition of funders on the mural in advance and in writing.

- Safety: Artist must receive pre-approval for the placement of any personal equipment (e.g., ladders, scaffold, paint sprayer, etc.) at Bixby Park and must place a protective barrier around the area of the mural, and under artist's equipment and paint to not impact the adjacent areas with paint overspray. MuralColors, its artist and its agents may not provide personal equipment unless it has been inspected by the Department or a City Safety Officer and meets Cal/OSHA safety specifications.
- Utilities: The Permittee shall provide all utilities used by the artist during the painting and maintenance of the mural.
- Storage: Permittee and/or its artist may store limited art supplies at Bixby Park based on availability of space and approved in advance by the Park Supervisor.
- Preservation: Permittee/artist may be required to provide a special graffiti coating to the finished mural to protect the mural from graffiti, as approved in advance by the Director.
- Ongoing Maintenance and Rights: As the sponsoring, hiring and funding entity, Permittee affirms that it will cover or cause to be covered all maintenance of the mural during the initial term. If the Permit is renewed, Permittee affirms that it will cover or cause to be covered all ongoing costs for maintenance or removal of the mural, either directly or through a \$5,000 donation to Partners of Parks, which will be used to cover the City's cost for maintenance. Notification of blight/graffiti or environmental damage by any cause must be repaired or cause to be repaired by Permittee or its artist within 72 hours of damage report or provide written notice to the Department as to when repairs will be fully completed. If the mural is not repaired or maintained to the satisfaction of the Department Director, both Permittee and Permittee's artist agree that the mural may be removed by the Department.
- Waiver of Permittee and Artist Rights: The Permittee and artist shall sign a waiver stating they waive any and all claims or rights, under any circumstances, against the City of Long Beach. The Permittee and artist understand and agree that the mural may be subject to destruction, distortion, mutilation, or other acts and that the City shall have discretion to remove the mural at any time.
- Insurance: The Permittee and artist shall maintain and provide all applicable insurance and endorsements as required and approved by the City's Risk Manager.
- Laws and other Permits: The Permittee shall apply, pay for, and follow all applicable local, regional, state and federal laws, codes, regulations, requirements, and health orders.

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FISCAL IMPACT

An unknown amount of staff and utilities costs related to mural maintenance may be incurred following the initial term of the Permit, to be reimbursed through Permittee's donation to the Partners of Parks mural maintenance fund.


SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS



NANCY VILLASEÑOR
MANAGER
PARK PLANNING & PARTNERSHIPS

APPROVED:

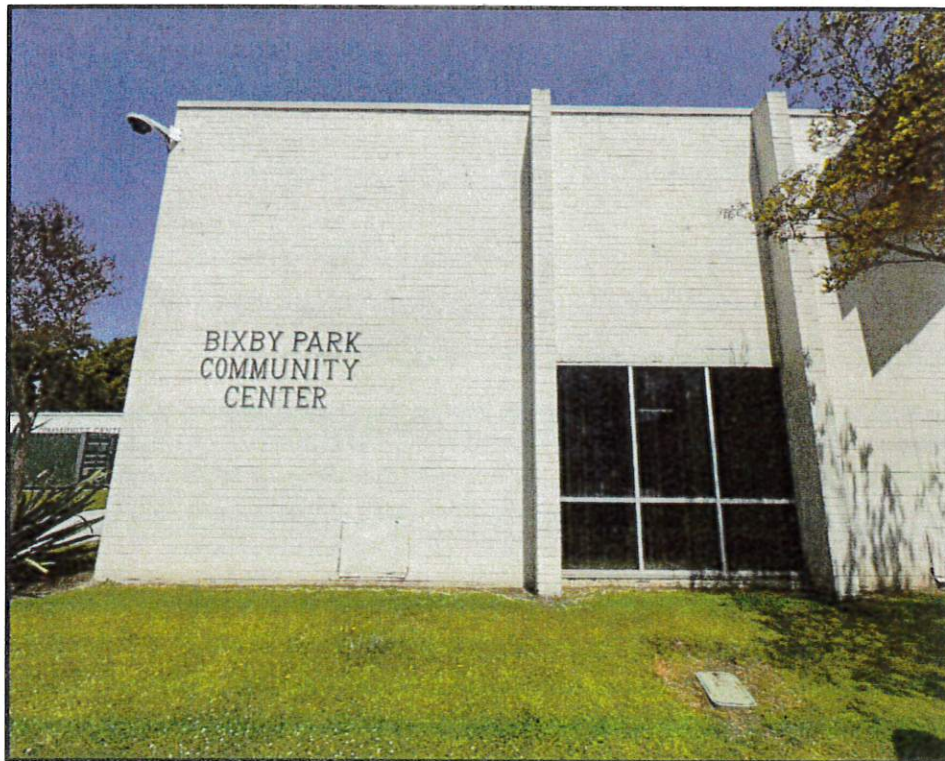


BRENT DENNIS
DIRECTOR

BD:SS:GK:HO:NV:SB:LC:jr
ATTACHMENT A – Proposed Mural Location
ATTACHMENT B – Proposed Mural Design

Attachment A

Proposed Mural Location



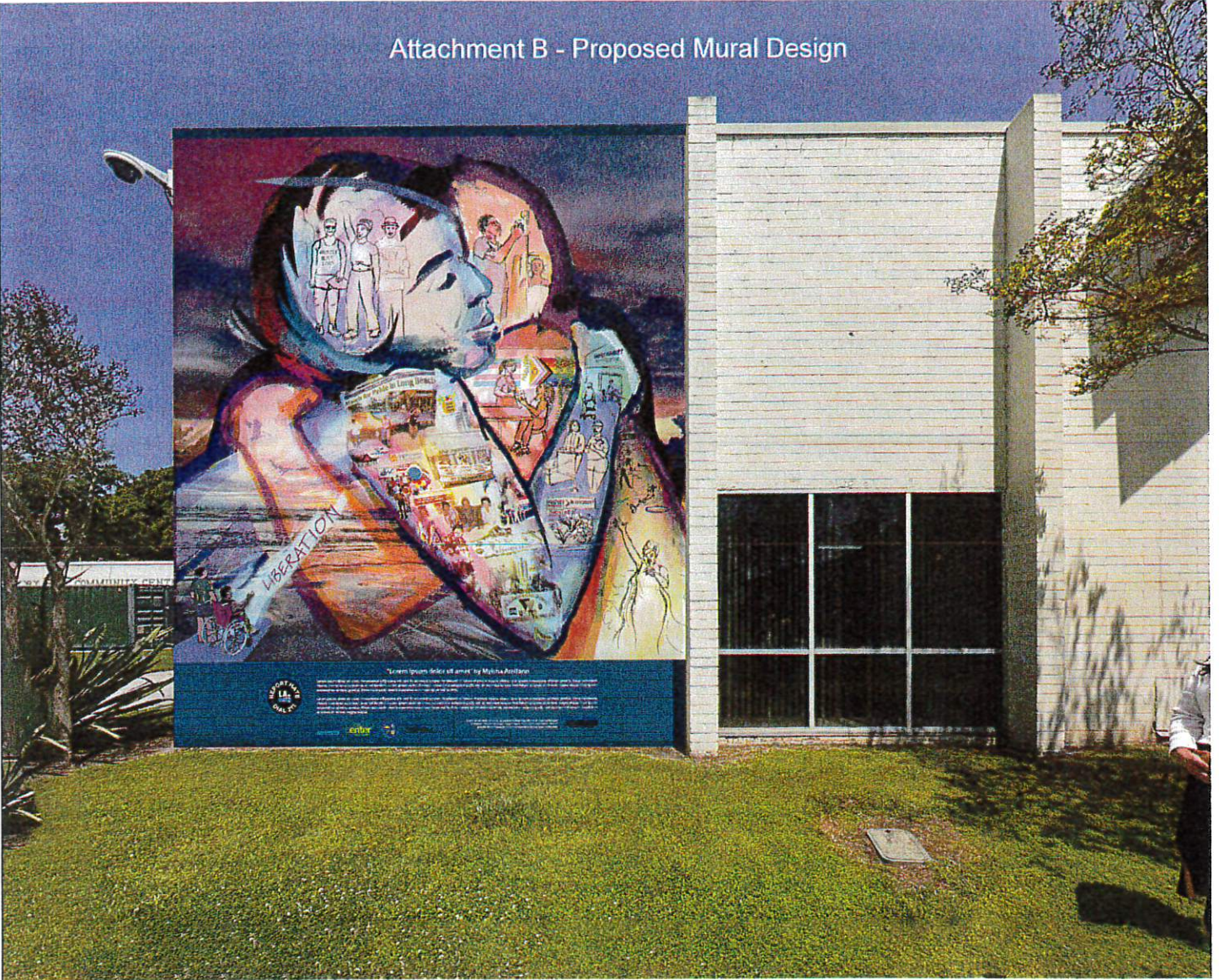
Bixby Park
Community Center
130 Cherry Ave.

Attachment B - Proposed Mural Design

LA VERDES WHITE SUMMER OF SOLIDARITY - LA COUNTY COMMISSION ON HUMAN RELATIONS
PROJECT: BUCKY PARK | ADDRESS: 130 CHERRY AVE., LONG BEACH CA 90802
ARTIST: MYSLIA ARELLANO
DATE: 4-28-2023

MURALCOLORS
3020 E LAS HERMANAS ST, COMPTON CA 90221
TEL: 562-891-1000 | WWW.MURALCOLORS.COM

MURALCOLORS
Durable Artist Materials



LA VERSUS HATE SUMMER OF SOLIDARITY - LA COUNTY COMMISSION ON HUMAN RELATIONS
PROJECT: BIKY PARK | ADDRESS: 130 CHERRY AVE., LONG BEACH CA 90802
ARTIST: MYNSIA ARELLANO
DATE: 4-25-2023

MURALCOLORS
3000 ELIAS HERMANNS ST COMPTON CA 90221
HELLO@MURALCOLORS.COM | 323-451-5661 | WWW.MURALCOLORS.COM

MURALCOLORS
Durable Artist Materials

Scale: 1 in : 24 in

PROPOSED
MURAL (TEAL)

234" H

229" W

49" H

DEDICATION PANEL
LOCATED ABOVE
GRASS AREA (BLUE)

