



# CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



2760 N. Studebaker Road, Long Beach, CA 90815-1697  
(562) 570-3100 • FAX (562) 570-3109  
[www.LBParks.org](http://www.LBParks.org)

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December 20, 2018

## 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 documents necessary with the Public Corporation of the Arts Long Beach, dba Arts Council for Long Beach, a California non-profit corporation, to enter Houghton Park for the production and maintenance of a mural on the bleacher stand of the Baseball Field at Houghton Park for a term of five-years, with two, five-year options to renew at the discretion of the Director. (District 9)

### DISCUSSION

Houghton Park is located at 6301 Myrtle Avenue. The park includes three baseball diamonds, a soccer field overlay on the baseball diamonds and a separate soccer field, a playground, tennis courts, basketball courts, and a skate park built in 2004. Renovation of the baseball fields, playground, and sports field lights occurred with funding from the Los Angeles County Safe Neighborhood Parks Bond Acts of 1992 and 1996. The Arts Council for Long Beach (Arts Council) is requesting access to Houghton Park (Park) to create a mural on the bleacher stand.

This project is a part of the Creative Corridor Challenge, which is a community engagement effort that seeks to engage local artists, residents and stakeholders to identify and work together to enhance blighted walls in North Long Beach's corridors. The theme is "The Uptown Renaissance," and fits in perfectly with the current renovations happening at Houghton Park Community Center. The Arts Council and California State University of Dominguez Hills (CSUDH), have selected 10 students from the CSUDH mural arts class, to engage in a process of creating mural designs, doing community outreach and executing a mural installation. The students will develop 2-3 preliminary designs and present them at a large community meeting. The Director of Parks, Recreation and Marine will have the final approval of the Mural design.

The Arts Council is requesting use of the Park to be able to access the bleacher wall to paint the mural and for temporary Park storage for paint and supplies. The Arts Council will provide all funding to create the mural. Once the mural has been completed, the Arts Council will provide all funding and labor for mural maintenance, including graffiti removal in a timely manner.

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Parks and Recreation Commission approval is requested to authorize the Department of Parks, Recreation and Marine (Department) Director to issue to a Right of Entry Permit (ROE) to Arts Council for Park access. The proposed ROE shall include the following significant terms:

Location: Houghton Park, 6301 Myrtle Avenue.

Mural: The mural, painted on the bleacher stand, will face community center and will be approximately 55 feet tall by 18 feet long.

Term: The term for the mural creation and maintenance shall be five years, January 1, 2019 through December 31, 2023, subject to advance written permission by the Arts Council. It is expected that the mural will be completed by about March 30, 2019.

Options to Renew: Two, five-year options to renew the ROE, at the discretion of the Director.

Termination: Either party may terminate the ROE with 90 days advance written notice.

Safety: The Arts Council, its artist(s), and its agents must receive pre-approval for the placement of any of the Arts Council, company or personal equipment (i.e., ladders, scaffolding, etc.) within the Park. The Arts Council, its artist(s), and its agents may not provide personal ladders, scaffolds or other equipment unless it has been inspected by Department or City Safety Officer and meets CAL OSHA safety specifications.

Funding: With the possible exception of some utilities, all funding for the creation, painting, and mural maintenance shall be provided by the Arts Council.

Utilities: If easily accessible within the Park, the Department shall pay for any electricity or water used during the painting or maintenance of the mural.

Maintenance and Rights: As the sponsoring, hiring and funding entity, Arts Council affirms that it shall cover or cause to be covered, all on-going maintenance of the mural. Notification of blight/graffiti or environmental damage by any cause must be repaired or cause to be repaired within 72 hours of damage report or provide written notice to the Department as to when repairs will be fully completed. If murals are not maintained to the satisfaction of the Director, both the Arts Council and its artist(s) agree that the mural may be removed/painted out with a 90-day advance notification as per regulations of the public art removal requirements of the California Civil Codes 980-989 and Federal Visual Artists Right Act 17 U.S.C. 106A and 113.

Insurance: The Arts Council and its agents will maintain all applicable insurance and endorsements, as required and approve by the City Risk Manager.

### FISCAL IMPACT

There is no fiscal impact from the recommended action.

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SUGGESTED ACTION:

Approve recommendation

Respectfully Submitted,



STEPHEN SCOTT  
DEPUTY DIRECTOR  
BUSINESS OPERATIONS MANAGER



HURLEY OWENS  
MANAGER  
MAINTENANCE OPERATIONS BUREAU



GLADYS KAISER  
MANAGER  
COMMUNITY RECREATION SERVICES

APPROVED:



GERARDO MOUET  
DIRECTOR

GM:SS:GK:HO:dr

Attachment: A - Arts Council for Long Beach Proposal  
B - Proposed Mural Project



350 ELM AVE., LONG BEACH, CA 90802 • 562) 435-ARTS (2787) • INFO@ARTSLB.ORG

Parks and Recreation Commission  
City of Long Beach  
Administration Offices  
2760 N. Studebaker Rd  
Long Beach, CA 908015

Dear Commissioners:

We are pleased to work with council district 9 and CSU Dominguez Hills on a mural for Houghton Park located at 6301 Myrtle Avenue for the Creative Corridor Challenge: The Sequel. We are requesting right of entry to the park in order to complete the mural.

**Project Description:**

- Concept: To uplift, highlight and celebrate the vibrant history and culture of Long Beach
- Wall: Northwest wall of the Bike Shop building
- Artists: CSU Dominguez Hills Art Faculty Member, Daniella Campins and 10 art students from CSU Dominguez Hills
- Timeline: January 2019-March 2019
- Maintenance: Arts Council for Long Beach will communicate with artists for repairs when needed.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Griselda".

Griselda Suarez

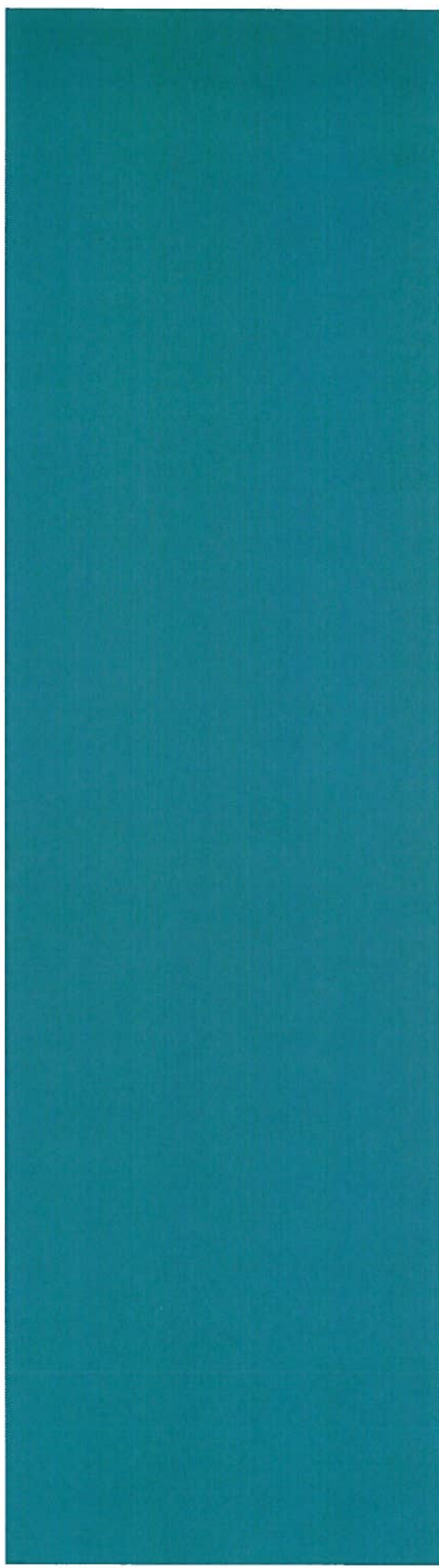


# Houghton Park Long Beach, CA District 9

Prepared by



# Proposed Project



# Mural Project

## Objectives:

- Beautify new park area
- Fulfill goal of commissioning a local artist
- Contribute to Long Beach public art in parks

## Timeline:

- Mural Installation begins January 2019
- Mural completion projected March 30, 2019



# Contract with Arts Council for Long Beach

## Project Description

District 9 has identified a wall at Houghton Park. District 9 office is working in partnership with David Gamboa from CSU Dominguez Hills. He will be working with students on concept, design and installation. Arts Council is commissioning the mural.

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# Location

One Artist/Collective per wall



**Wall faces  
Northwest  
onto  
Atlantic**



**Mural  
Dimensions**

55 FT (width) X 18 FT (Height)

# Example of Creative Corridor Murals 2018

