

May 19, 2022

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 the Office of Sustainability, to enter Willow Springs Park, for the production of a mural for a term of one year, from June 1, 2022, through May 31, 2023, with three (3), three-year options to renew through May 31, 2032, for mural maintenance purposes, at the discretion of the Director. (District 5)

DISCUSSION

The City of Long Beach, Office of Sustainability, is requesting access to Willow Springs to install and maintain a mural (Attachment A). The Office of Sustainability, located at Willow Springs Park, was created to facilitate the process of developing and implementing model sustainability programs and provide leadership and support for practical solutions to improve the environment. As part of their educational program, they have partnered with a community group, Puente Latino Association, to install and maintain a mural at Willow Springs Park (Attachment A).

The proposed mural features the flora and fauna present at Willow Spring Park and provides awareness of the ecological and cultural issues intertwined with white sage. This educational mural will provide an opportunity to discuss poaching of native species in Southern California. The proposed location of the mural is at the northside neighboring the cemetery wall (Attachment A). The wall is 1,219 feet long and varies from 4-6 feet tall. The mural itself is 300-500 square foot long. The objective of the mural is to foster community awareness about the importance of land restoration, provide further access to the programs that are offered to the community and activate the park as a safe urban green space. Additionally, the mural will provide a creative visual for the community to engage and learn more about the park and native habitat of California that Willow Springs Park has to offer. The mural is funded by the Arts Council Long Beach grant of \$500 and by the South Coast Native Plant Society who provided \$2,000 in funds. The Artists, Belinda Le Wells and Casey Denina are both part of the Arts Council for Long Beach Art Registry. The Registry connects local artists with their community and help the community connect with the artists who have the shared mission of making Long Beach a more vibrant and expressive place to live.

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Commission approval is requested to authorize the Director of Parks, Recreation and Marine to issue a Right-of-Entry Permit (Permit) to the Office of Sustainability (Permittee). The proposed terms for the agreement with the Arts Council include the following:

- Permittee: The Office of Sustainability, City of Long Beach.
- Premises: Willow Springs, 2745 Orange Ave, Long Beach 90806
- Term: One year, June 1, 2022, through May 31, 2023.
- Renewals: Three (3), three-year options to renew, through May 31, 2032, for mural maintenance at the discretion of the Director.
- Termination: Either party may terminate the Permit with 30 days' written notice.
- Funding: Permittee will provide funding for mural supplies, Artists, and mural maintenance. 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 PRM Director. Should the Permittee obtain funding through donations and/or sponsorships, the City reserves the right to approve any recognition of funders on the mural in advance and in writing.
- Safety: The Permittee and its agents must receive pre-approval for the placement of any company or personal equipment (e.g. ladders, scaffold, paint sprayer, etc.) at both locations and must place a protective barrier around the area of the mural and under artist's equipment and paint to protect the concrete walkway and adjacent areas from paint overspray. The Permittee, its Artists, 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.
- Utilities: If available, the Department shall provide all utilities used by the Artists during the painting and during Permittee's maintenance of the mural.
- Storage: The Permittee will provide the ability for its Artists to store limited art supplies.
- Preparation/Preservation: Permittee and/or its Artists shall properly prepare the wall for mural painting as required and approved by the Department prior to

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mural painting. Permittee/Artists 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 ongoing costs for maintenance of the mural, either directly and/or through the City's Percent for Public Art Program mural restoration fund. Notification of blight/graffiti or environmental damage by any cause must be repaired or cause to be repaired by Permittee or its Artists 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 Artists agree that the mural may be removed/painted out by the Department.
- Waiver of Permittee and Artist Rights: The Permittee and Artists 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 Artists understand and agree that the mural may be subject to destruction, distortion, mutilation, or other acts and that the City of Long Beach shall have discretion to remove the mural at any time.
- Filming/Publicity: The City of Long Beach shall be entitled to photograph and film the Artists painting the mural for use in publications, educational materials, and/or promotion in the form of print media, as well as the Internet, film, and all other forms of electronic or other media, including third-party works. The Artists will retain rights to the image created by the Artists.
- Insurance: The Permittee and Artists 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.

FISCAL IMPACT

There is no fiscal impact to the Department as a result of this action.

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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

Attachment A: Mural Rendering

Attachment B: Support Letter



ATTACHMENT A
WILLOW SPRINGS PARK PROPOSED MURAL
2745 ORANGE AVE



MURAL DESIGN BY ARTISTS BELINDA LE WELLS AND CASEY DENINA :





ATTACHMENT B

LLB Board of Directors

2020-21

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We are a catalyst that informs, activates, and connects community leaders to more meaningfully serve Long Beach

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Dear LB Parks, Recreation and Marine,

For the past year, Leadership Long Beach (LLB) has been working with the Office of Sustainability to help promote community awareness of the restoration efforts at Willow Springs. The Office has hosted a variety of educational programs for our origination's youth programs and our participants now have a growing connection to this space. In addition, we are continuing our partnership with the office and are planning working together throughout 2022 and in the years to come.

We would like to take this opportunity to make known that Leadership Long Beach is in full support for the proposed mural project. Through the work of the Office of Sustainability, our organization's participants recognize the ecological significance of this space and would like to do our part to support this effort in any way that we can.

Yours in Service and Gratitude,

Sean D. Devereaux
Executive Director Leadership Long Beach
execdirector@leadershiplb.org
562-997-9194