

October 15, 2020

MEMBERS OF THE PARKS AND RECREATION COMMISSION  
City of Long Beach  
California

**RECOMMENDATION:**

Receive and file the Parks Mural Toolkit (Citywide).

**DISCUSSION**

Murals help make Long Beach a more dynamic and creative city, engage people, and stimulate dialogue and the exchange of ideas. In parks and beaches, murals improve the visual quality, design, and experience of these spaces, and foster connection between artists and communities.

Section 21.15.1835 of the Long Beach Municipal Code defines a mural: "Mural is used in regard to signs and means a graphical image, with or without text, that covers all or a portion of a building façade, and does not contain any advertising message, but consists of an artistic representation of a subject not for the purposes of creating a sign or billboard, as defined in this Title." Currently, there are twenty-three park murals at fifteen Long Beach parks and beaches. With two recent Commission mural approvals at Pan American Park and McBride Park, the total mural count will increase to 25 park murals. Typically, mural in parks are privately funded but can be publicly funded as well, and are initiated by community organizations, friends-of-parks groups, philanthropic organizations, or local arts groups. These groups identify an artist, secure the Department's support, engage park users and neighbors, and are issued a park right-of-entry permit to gain access to park property to paint the mural.

To further encourage art in parks to enhance the visitor experience, the Department seeks to proactively communicate the available locations for murals, demystify the steps to propose a park mural, clearly define roles and responsibilities of the Department and the partner group, and create a clear and user-friendly process to facilitate the approval of murals in Long Beach parks. The Parks Mural Toolkit (Toolkit) is a user-friendly document design to provide a roadmap to help applicants navigate the process with Department staff. The Toolkit provides all parties involved with a clear idea of what to expect and ensures that murals are installed in areas that are publicly accessible and visible. Outlined in the Toolkit are ten steps that include: (1) Build a coalition and community support, (2) Identify mural site and location, (3) Artist selection, (4) Application, (5) Intake and review of the application, (6) Commission approval, (7) Obtaining the Right-of Entry Permit, (8) Pre-installation site-inspection, (9) Site preparation and painting, and (10) Maintenance. Additionally, the Toolkit provides a comprehensive overview of roles and responsibilities and an inventory of available sites for future parks murals. Many of the standards listed

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in the Toolkit ensure that each mural is durable and long-lasting as well as appropriate, culturally competent, multigenerational, and designed with all viewers and park users in mind.

The development of the Toolkit included documenting the Department's existing process, reviewing best practices from other cities (including San Diego, Chicago, Pomona, New York and the County of Los Angeles), a review by Department staff who oversee PRM art programs at Homeland Cultural Center/MacArthur Park, and a peer review by the Arts Council of Long Beach. The proposed exterior locations included in the Toolkit were identified by Department staff, and additional interior locations or pavement locations are anticipated to be added as they are identified.

Parks and Recreation Commission is responsible for authorizing the issuance of permits and agreements related to leisure activities in public parks and recreational facilities, including murals (Municipal Code Article IX, Sec. 902). It is requested that the Parks and Recreation Commission receive and file the Toolkit, providing support of the Department process for murals in parks. Any future proposed mural will follow the process outlined in the Toolkit and be brought before the Commission for consideration of a right-of-entry permit for the mural installation.

### FISCAL IMPACT

There is no fiscal impact from the recommended action.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully Submitted,



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COMMUNITY RECREATION SERVICES



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APPROVED:



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