

APPROVED
JUN 17 2009

NO. 09-171

REPORT OF GENERAL MANAGER

DATE June 17, 2009 BOARD OF RECREATION
and PARK COMMISSIONERS C.D. 13

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: BARNSDALL PARK - GIFT OF AN IDENTIFICATION SIGN

R. Adams	_____	J. Kolb	_____
H. Fujita	_____	F. Mok	_____
S. Huntley	_____	K. Regan	_____
V. Israel	_____	*M. Shull	<u>Mf</u>

Deborah Adams
General Manager

Approved / Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board

1. Accept, with gratitude, a gift consisting of an identification sign for Barnsdall Park from the Barnsdall Art Park Foundation (BAPF), Hollywood Arts Council (HAC), and Community Redevelopment Agency (CRA), collectively referred to as "Donors", valued at \$164,999; and,
2. Direct Staff to issue a right-of-entry permit to Donors' contractor for the installation of the identification sign

SUMMARY:

On November 15, 1995, the Board of Recreation and Parks Commissioners approved Barnsdall Park Master Plan which included an identification sign for Barnsdall Park (Board Report No. 483-95). The funding was made possible through the Donors, and Assembly Bill 1290 funds obtained through the efforts of Council District 13, Councilmember Eric Garcetti, and Council District 4, Councilmember Tom LaBonge.

The Department has been informed that the necessary funds for the gift are now available and the contract between the Donors and the installation contractor is in place. The sign was designed to compliment Frank Lloyd Wright's Hollyhock House, the predominant feature of Barnsdall Park.

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This generous gift, valued at \$164,999, which includes the cost of materials and installation, is funded through the following sources:

- Barnsdall Art Park Foundation \$50,000
- Hollywood Arts Council \$40,000
- Community Redevelopment Agency \$50,000
- Assembly Bill 1290 funds \$24,999

The Donors are not requiring an agreement for this gift to the City of Los Angeles; the sign will be installed by Donors' contractor at no cost to the City, pursuant to a right-of-way to be granted to Donors on customary terms.

The design of the identification sign includes components of Frank Lloyd Wright's signature architecture, including metal lattice work, slanting concrete, colors and significant forms often found in the body of his work as with the Hollyhock House. The scale of the sign set prominently adjacent to the street at the northern border of the park is consistent with the scale of the buildings on site. The sign reaches a height of twenty-four (24) feet and a length of more than twenty-seven (27) feet. The sign's tower is a beacon with internal illumination that rises above the top of the sign where the park's name, Barnsdall Park, is prominently displayed at night with bold dimensional dark silhouette letters against a warm illuminated background. The names of the major facilities on the site are called out in the design illuminated in a light box with crisp white letters against a field of green that will be easily seen from vehicular traffic on Hollywood Boulevard. The design elements of the sign will withstand Southern California's climate and weather conditions as well as allow easy maintenance. The height of the base, nearly fourteen (14) feet, by design discourages climbing and is painted in order to facilitate cleaning. Proposed landscaping is intended to screen and protect the base as well as connect the edifice with its environment. Attached hereto, as Exhibit-A, is a rendering of the sign's design.

Department of Recreation and Parks' in-house forces will extend the electrical connection to the sign and provide the adjustments to the irrigation and landscaping necessary to accommodate the sign.

The Office of Council District 13, the Assistant General Manager of Operations East and the Superintendent of Griffith-Metro Region are in favor of the recommendations contained in this report.

Staff has determined that the subject project will consist of the placement of accessory structures and signage in an existing park and, therefore, is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1k, Class 11(1, 6) of the City CEQA Guidelines.

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FISCAL IMPACT STATEMENT:

This project will not have any fiscal impact on the Department's General Fund, as all costs and expenses will be paid solely by Donors. Maintenance costs for the sign should be minimal since only a minimal amount of graffiti is expected in this area and the sign will be provided with long-life LED lighting.

This report was prepared by Gregory Clark, Management Analyst II, Real Estate and Asset Management Section.

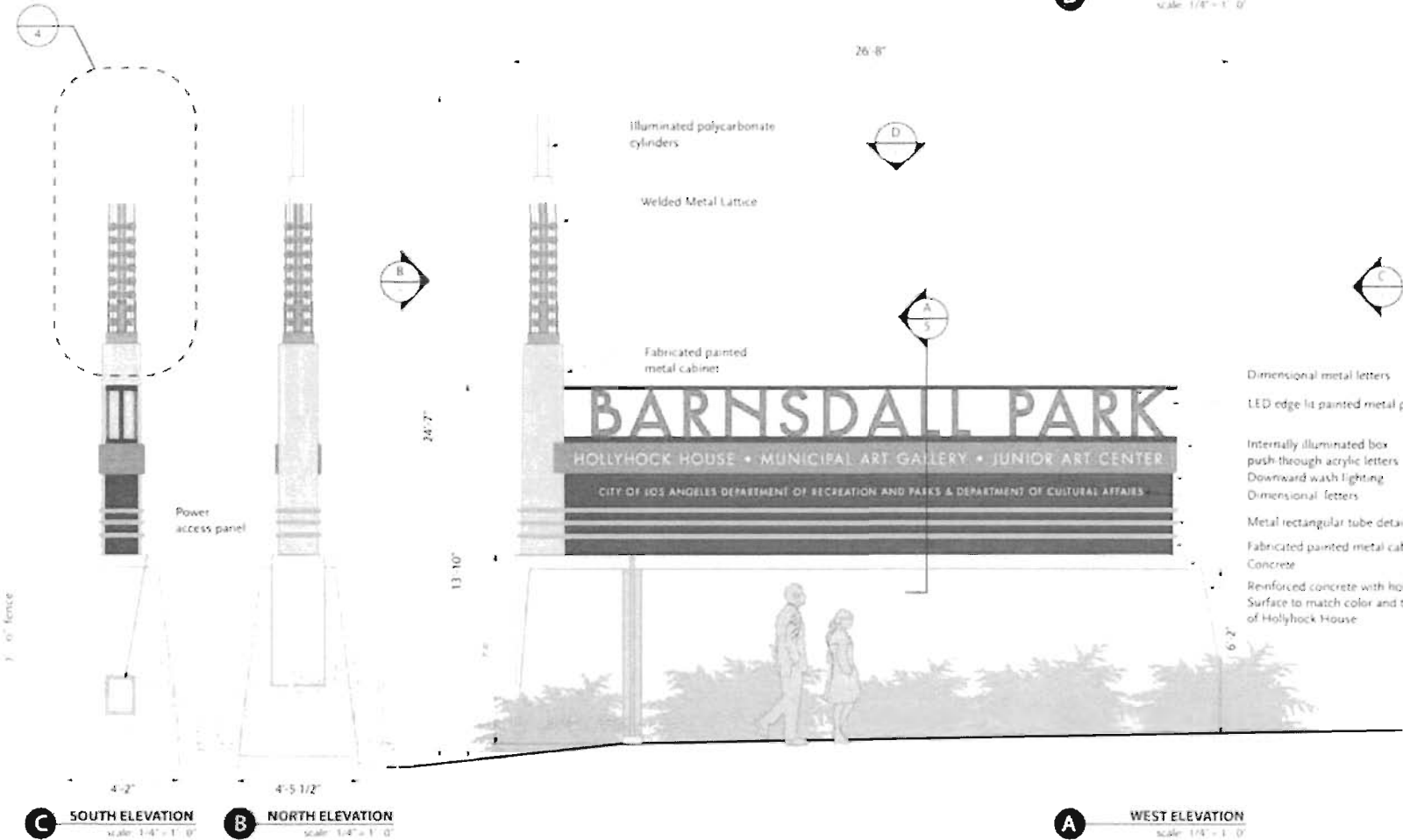
EXHIBIT - A

Project: 437.20

Barnsdall Park
Identification Sign



D PLAN
scale: 1/8" = 1'-0"



C SOUTH ELEVATION
scale: 1/4" = 1'-0"

B NORTH ELEVATION
scale: 1/4" = 1'-0"

A WEST ELEVATION
scale: 1/4" = 1'-0"

Sign Type:
Park ID

Description:
Sign Elevations
and Plan

Phase:
Design Development

Scale:
As Noted

Issue/Date:
12/23/08
03/03/09
03/19/09

Sheet Number:

