

APPROVED
SEP 05 2012

REPORT OF GENERAL MANAGER

NO. 12-259

DATE: September 5, 2012

C.D. 4

BOARD OF RECREATION
PARK COMMISSIONERS

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK – HOLLYWOOD SIGN – DONATION OF MATERIALS AND SERVICES TO STRIP AND REPAINT THE HOLLYWOOD SIGN

R. Adams
H. Fujita
* V. Israel

K. Regan
M. Shull
N. Williams

[Signature]
General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Accept a donation from The Sherwin-Williams Company (SW) valued at \$140,674, and from the Hollywood Sign Trust (Trust) valued at \$35,000, (collectively referred to as Donors), consisting of materials and services collectively valued at \$175,674, to strip and repaint the Hollywood Sign (Project), as described in the Summary of this Report, and that appropriate recognition be provided to Donors; and,
2. Direct staff to issue a temporary Right-Of-Entry (ROE) permit to the Trust to authorize the Trust and their contractor to perform all work related to the Project, as described in the Summary of this Report.

SUMMARY:

The Hollywood Sign (Sign) is recognized as Los Angeles Historic-Cultural Monument #111. This historic monument is recognized world-wide; it is an icon of Southern California and the Motion Picture Industry. The Sign is located on the south-facing Mt. Lee area of Griffith Park. The Sign consists of nine (9) 45-foot high letters that span approximately 33 feet each. The Sign has three (3) generations, or layers, of paint. The first layer was applied in 1978 when the current structure was built. This layer is an oil base paint that has lost its adherence to the corrugated metal of the letters. The second layer is a latex paint that was applied in 1995. The third layer is an elastomer paint that was applied in 2006. The third layer does not have the proper "breathability" characteristics for this usage and thus is collecting large amounts of water and causing blistering that is bulging out from

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the letters. The Sign needs to be completely stripped of all layers of paint and repainted with a paint whose characteristics allow it to adhere to the metal letters and allow it to breathe properly.

The Donors collectively have committed to donating materials and services valued at \$175,674, pending the Board's approval, to strip and repaint the Sign at no cost to the City. A Right Of Entry (ROE) permit will be required to allow the Donor's contractor, Duggan and Associates, Inc. (Contractor), to carry out the services of the Project. The Project will take approximately eight (8) weeks to complete, although the ROE will allow four (4) months to account for any potential contingencies such as "inclement weather." The Contractor will work on the Project between 6:00 a.m. and 5:00 p.m., Monday through Friday.

The Trust is a 501(c)(3) non-profit group with the stated mission in its Declaration of Trust of, "...repairing, maintaining, refurbishing, and providing capital improvements to the Hollywood Sign or related thereto for the benefit of the public at large and so as to help preserve and maintain the image of Hollywood as the Worldwide Center of Motion Pictures and Cinema Arts." The Trust and Contractor will work with RAP's Forestry Division to gain access to the Sign and to ensure work is performed in a high-quality manner as to not detract from the historic integrity and character of the Sign to the satisfaction of RAP.

The Contractor is set to perform the work with a crew of ten (10) painters. Contractor will erect a safety system consisting of a rope rail system anchored to the ground above the Sign and a fall protection guardrail in front of and below the Sign. A swing stage system attached to the top of the structure columns will be utilized to access the front of the Sign and extension ladders will be utilized to access the backside of the Sign. All workers at eight (8) feet and above will utilize a fall protection harness system that meets OSHA requirements. The Risk Management Office of the City Administrative Officer has reviewed the project and set insurance requirements that will have to be met by the Trust and the Contractor.

The stripping of old paint from the Sign will be performed with the use of Smart Strip, a paint remover that its manufacturer, Dumond Chemicals, Inc., claims to be safe for the user, the substrate and the environment. It is classified as non-hazardous, is pH neutral, contains no methylene chloride, caustic or volatile organic compounds, and is 100% biodegradable. This water-based stripper is effective for removing multiple layers from virtually any surface including metal and can be used on intricate, carved, or molded surfaces.

Painting will be performed with a high volume low pressure spray machine that applies a uniform primer and finish to ensure that all cracks and joints receive proper thickness while containing and reducing overspray. Spraying will be halted when high winds prevail. Plastic protection will be placed under the Sign to contain stripping and painting debris.

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This donation adds to the long list of support which has been offered by and through the efforts of the Trust and the Chamber, and staff recommends approval with thanks to the Donors.

Staff has determined that the proposal to issue a ROE permit to the Trust to strip and repaint the Sign constitutes maintenance work that is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1 (14) of the City CEQA Guidelines.

FISCAL IMPACT STATEMENT:

This project is a gift of material and services valued at approximately \$175,674 for work which RAP is not budgeted to perform and, therefore, contributes beneficially to the City. There will be unknown but probably negligible costs associated with preparation of the permit and monitoring of the work.

This report was prepared by Joel Alvarez, Senior Management Analyst and Robert De Hart, Senior Recreation Director II, Partnership Division.