AGENDA

ART IN PUBLIC PLACES ADVISORY COMMITTEE

TUESDAY, OCTOBER 10, 2017
5:00 PM
CONFERENCE ROOM A
CITY HALL WEST
11333 VALLEY BOULEVARD

OPENING OF MEETING

1. Call Meeting to Order
2. Flag Salute
3. Roll Call

ITEM FOR CONSIDERATION

1. Garvey Square (Art in Public Places No. 03-17) “El Monte Flower Designs”
   - Applicant: Garvey Peck, LLC
   - Address: 11401 Garvey Avenue
     (Northeast corner of Peck Road and Garvey Avenue)
   - Artist: Bunnie Reiss, These Days
   - Description: Two (2) exterior painted murals
   - Dimensions: 15'-6" by 15'-6"

2. Committee Comments

3. Adjourn
TO:       ART IN PUBLIC PLACES ADVISORY COMMITTEE
FROM:     MINH THAI
          ECONOMIC DEVELOPMENT DIRECTOR
          JASON C. MIKAELIAN, AICP
          CITY PLANNER
BY:       REBECCA CONTRERAS
          CONTRACT PLANNER
SUBJECT:  ART IN PUBLIC PLACES NO. 03-17
          (EL MONTE FLOWER DESIGNS)
LOCATION: 11401 GARVEY AVENUE
APPLICANT/
PROPERTY OWNER: GARVEY PECK, LLC
            335 N. BERRY STREET
            BREA, CA  92821
ENVIRONMENTAL DETERMINATION: ARTICLE 19. CATEGORICAL EXEMPTIONS – CLASS 3,
                             SECTION 15303 (NEW CONSTRUCTION OR
                             CONVERSION OF SMALL STRUCTURES) IN
                             ACCORDANCE WITH THE REQUIREMENTS OF THE
                             CALIFORNIA ENVIRONMENTAL QUALITY ACT OF 1970
                             AND THE CEQA GUIDELINES
RECOMMENDATION: RECOMMEND CITY COUNCIL APPROVE ART IN PUBLIC
                PLACES NO. 03-17

DESCRIPTION OF REQUEST

The applicant requests the approval of Art in Public Places No. 03-17. The proposed art project “El Monte Flower Designs” is in connection with the new Garvey Square mixed-use development at the northeast corner of Garvey Avenue and Peck Road and will comply with Art in Public Places Program Chapter 15.07 of the El Monte Municipal Code (EMMC).

The mixed-use project includes a commercial building at the street corner, a vertical mixed-use building and 114 townhouse units. The art pieces will consist of two (2) murals by Bunnie Reiss, These Days. The murals will be hand-painted using fade-resistant, high quality mural paint. The large-scale public art will be 15'-6” x 15'-6” each and will be located on the exterior wall of the commercial building’s east elevation. According to the artist, the mural was inspired by the colorful indigenous flowers of the
western San Gabriel Valley such as Wild Hyacinth, Clarkia, Wishbone Bush and Desert Columbine. The design is the artist’s stylized version of the colorful flowers and will be painted on the wall to give a wallpaper effect. The mixed-use development was approved by the City Council in September 2014 and is currently under construction.

**STAFF ANALYST**

This will be the third public art project that the Committee has reviewed in 2017. The other art projects included a fountain at the Santa Fe Trail Plaza (northeast corner of Valley Boulevard and Santa Anita Avenue) and a bronze sculpture at the Magellan Gateway project (on the west side of Temple City Boulevard). The proposal mural for the Garvey Square project will expand the program to include a different type of art (painted murals) in a new portion of the City (the southeast).

The modern colorful design of the murals will complement the building architecture and will incorporate colors that will be exhibited in the project’s landscaping. The murals will be located on the building’s east elevation, framing both sides of a main building entrance. Building signage along that elevation will be minimal, avoiding any possibility of visual clashing. The southern mural will be placed in front of a small outdoor plaza area (as conditioned by staff). Although a parking area will be to the east of the murals, they will be highly visible from Garvey Avenue and placed behind a pedestrian plaza to better connect the corner commercial building to the rest of the mixed-use project (as it will directly face the vertical mixed-use building to the east).

**CONDITIONS OF APPROVAL**

Staff recommends the following conditions of approval for the Public Places No. 03-17:

1. The project shall substantially conform to Art in Public Places No. 03-17 project plans presented to the Art In Public Places Committee on October 10, 2017 and City Council on __________, and as conditioned herein.

2. The Art in Public Places No. 03-17 approval shall be effective for a period of twelve (12) months from the date of effective approval thereof unless the applicant has obtained building permits or has timely requested a time extension.

3. The project shall comply with the El Monte Art in Public Places Program, Chapter 15.07 of the El Monte Municipal Code (EMMC), including but not limited to the following:
   a. The art work shall be maintained by the property owner in a safe, clean and orderly manner acceptable to the city. The art work shall also be maintained in good repair.
   b. Prior to the issuance of building permits, the property owner shall execute and record with the Registrar-Recorder/County Clerk for the county of Los Angeles, covenants, conditions and restriction in the form and content approved by the Economic Development Director and the City Attorney providing, among other things:
i. That the property owner, its successor and assigns and all subsequent owners of the underlying real property shall maintain the art work as required by subsection 15.07.050(G) of the EMMC;

ii. That the property owner shall indemnify, defend and hold the city, its elected and appointed officials, officers, employees, volunteers and related parties harmless from any and all claims or liabilities arising out of the art work; and

iii. That owner shall provide the City Clerk’s office with a certificate of public liability insurance naming the city as an additional insured including such coverage and liability limits as may be specified by the Economic Development Director.

4. The art work shall be displayed in an area that is open and freely accessible to the public for at least ten (10) hours each day or displayed in a manner which otherwise provides public accessibility in an equivalent manner based on the characteristics of the art work or its placement on the site.

5. A marker or plaque shall be installed in the vicinity of the mural. The marker or plaque shall include the following: the art title, artist, the date installed and identify that the art is part of the “El Monte Art In Public Places Program.”

6. Provide a lighting plan for the murals. The lighting should be on an automatic timer.

7. The applicant shall work with staff to incorporate a plaza/open space area in front of the southern mural to provide seating and landscape areas.

8. The project’s camera security plan shall incorporate features to secure/protect the new plaza area and murals.

RECOMMENDATION

Staff recommends that the Art in Public Places Advisory Committee evaluate the proposal and consider the following Action:

1. Adopt a Categorical Exemption under Section 15303 (Class 3 – New Construction or Conversion of Small Structures) pursuant to the California Environmental Quality Act and Guidelines, as amended, and;

2. Adopt the Finding of Facts to recommend the City Council approve Art in Public Places No. 03-17, subject to the conditions of approval.

ATTACHMENTS:

A. Application
B. Project Plans
ART IN PUBLIC PLACES APPLICATION (FORM A)

(This Section for Planning Use Only) Received By: Cristina  Date Received: 3-28-17  Case No. APP. 03-17

Applicant's Name: Garvey Peck LLC
Address: 335 N. Berry Street,  Telephone Number: (714) 990-5677  Fax Number: (626) 243-4823
City: Brea  Zip Code: CA 92821  Email: tajenlee@yahoo.com

Contact Person: Jeff Lee
Address: 335 N. Berry Street,  Telephone Number: (626) 255-7441  Fax Number: (626) 243-4823
City: Los Angeles  Zip Code: CA 90067  Email: tajenlee@yahoo.com

Property Owner's Name: Garvey Peck LLC
Address: 335 N. Berry Street,  Telephone Number: (714) 990-5677  Fax Number: (626) 243-4823
City: Brea  Zip Code: CA 92821  Email: tajenlee@yahoo.com

Project Address: North East corner of Peck Road and Garvey Street  Assessor's Parcel Number: 8566-011-031 & 8566-033-032
Present Use of Property/Existing Improvements: Vacant Land

Title of Art Piece: See Attached  Selling Price (Includes Consultant Fees):
Artist: Bonnie Reiss  Media: Painted Wall Murals
Description of Art Piece: See Attached

Location of Art Piece (Be specific): 2 Murals on corner Retail Building East Elevation (See Attached)
Description of Art Foundation or Base (If applicable): Smooth Stucco Wall
Distance Between Public Street and Art Place: 30 Feet  Anticipated Installation Date: Oct 2017
# Proposed Budget

1. Valuation of Project (To be obtained from the Building Division)  
   $20,402,129.00

2. 1% Art in Public Places Minimum Requirement  
   $204,021.29

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<th>Item</th>
<th>Description</th>
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<tr>
<td>A</td>
<td>Artist Design</td>
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<td>B</td>
<td>Artwork Material</td>
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<tr>
<td>C</td>
<td>Fabrication</td>
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<td>Subtotal (Items A through C)*</td>
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<td>Art Consultant</td>
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<td>E</td>
<td>Transportation of Artwork</td>
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<td>F</td>
<td>Contractor or Base</td>
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<td>H</td>
<td>Lighting/Electrical</td>
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<td>J</td>
<td>Art Appraisal</td>
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<td>K</td>
<td>Other Expenses (List Below):</td>
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<td>Protective Polymer Shield</td>
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<td></td>
<td>Protective Scaffold + Fence</td>
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*NOTE: Subtotal of Items A through C must equal or exceed the amount in Item 2.*
September 28, 2017

Garvey Peck, LLC
335 N Berry Street
Brea CA 92821

PROJECT
Large-scale public art commission for two 15'6"x15'6" exterior building walls of the Garvey Square Retail Development. The El Monte project is a redevelopment opportunity situated at the intersection of Peck Road and Garvey Avenue in the city of El Monte, CA. This site is designated MMU (Mixed / Multi-Use) which allows for a flexible, site-specific installation.

NARRATIVE
Historically, El Monte’s residents used to claim that anything could be grown in the area. This was mostly due to the location, at the end of the Santa Fe Trail, situated between the San Gabriel and Rio Hondo Rivers, where soil is rich and land is fertile. With Angeles National Forest backing up to the town, the area can at times be blanketed with some of Southern California’s most beautiful flowers.

Indigenous flowers such as Wild Hyacinth, Clarkia, Wishbone Bush and Desert Columbine are just some of the colorful flowers native to the area. Many different shades of purples, pinks, oranges sprinkle the hillside in the spring, and are vibrant against the blue skies. I wanted to highlight this image, and in a way honor it with a type permanency. Shapes have been stylized with my own creative eye to build a kind of wallpaper effect, blanketing the side of the building in a similar way the flowers sometimes tend to blanket the hillside.

INSTALLATION PROCESS
Mural will be hand-painted with fade-resistant, high-quality mural paint. In addition, it will be treated with a coating at the end to keep it extra weather resistant, graffiti resistant, etc.

LANDSCAPING
Mural colors have been chosen to work closely with the landscape, using complimentary colors to highlight areas. The yellows in the lantana hybrids, which will be part of the ground cover, will highlight the purples and the blues in the mural. The ‘Lily of the Nile’ shrub is a beautiful purple/blue, and will match the shades of the mural color palette.

THESE DAYS / WHO WE ARE
These Days is an art gallery located in downtown Los Angeles owned and operated by Stephen and Jodi Zeigler. Since 2010 the pair have presented over 25 gallery exhibitions, in addition to curating and producing numerous public art installations. They have been recognized by The Mural Conservancy of Los Angeles for their work on the historic “Indian Alley” project and have produced large scale installations for low income housing developers Clifford Beers Housing.

ARTIST STATEMENT / BUNNIE REISS
“I have always created to bring people together. Materials, community, cultures, experiences, the past and the present, are all part of my visual catalog. I consider my murals and larger installation work to be a spell, an offering, or a place for communities and people to gather. Since we have a real opportunity to build a unique visual history of what is going on with our world, I look at murals as modern day cave paintings. Our simple and deep need to communicate what we think is important, and what message we want to leave behind, is a primal need much bigger than ourselves. As technology advances and the human condition gets more confused on how it is we are supposed to interact with one another, murals and large public installation that bring people together are imperative to keeping this world going. I’d like to be a storyteller in part of that larger book. I’d like to be the time-traveler that helps people to remember to talk to one another. And most importantly, I want to use my skill as an artist to leave this world better than it was before I became a part of it.”
ARCHITECTS RENDERING

LANDSCAPE ARCHITECTS RENDERING
INDIGENOUS FLORAL INSPIRATION

Desert Columbine

Wishbone Bush

Wild Hyacinth

Golden Aster
CONFIDENTIALITY
Confidential information is that which relates to the Client or These Days’ research, development, trade secrets or business affairs and includes concepts presented to, but not selected by, the Client; it does not include information that is generally known or easily ascertainable by non-parties. These Days and the Client shall mutually respect and maintain each other’s confidential information and shall use it only to perform hereunder. All materials created by the Artist for These Days, including preliminary and final products, shall remain the property of the Artist and These Days. The Client will be granted use of the final product, as outlined, upon payment in full of the final invoice. No preliminary concepts or visuals may be used by the Client without These Days written permission.

CONTACT / THESE DAYS
JODI ZEIGLER
1 310 422 6231
jodi@thesedaysla.com
CURRICULUM VITAE / BUNNIE REISS

Artist Portfolio:
www.bunnierieiss.com

Education:
- June 2008 - May 2011: San Francisco Art Institute, San Francisco, California
  Master of Fine Arts, emphasis painting
  Valedictorian
- January 2008 - May 2008: Pont-Aven School of Contemporary Art, France
  Course work with focus on painting
- 1993-1997: University of Northern Colorado, Greeley, Colorado
  Bachelor of Liberal Arts, English/Journalism

Work:
- Working Artist, 2003-present
  Fine art painter, muralist, curator and installation artist, working and
  showing both nationally and internationally
- Low-Residency MFA Graduate Studio Monitor for Pacific Northwest College of
  Art and Design 2014-present
  Guided study and studio meetings with graduate students who
  attend the summer grad program at PNCA
- San Francisco Day School, 2011-2015
  Resident Artist
  Costume class instructor for after school program
  Mural class instructor for after school program
  Instructor for week-long summer camp 'Art Farts'
- Ruby The Art Van, 2009-2014
  One-on-one mobile art classes based on recyclable/reusable
  materials, taught out of my 1985 Volkswagen bus.
- One Hand, Freelance Artist, 2008-2014
  Set design, building and production of both small and large scale
  art projects.
  We are a group of artists who have been friends and working
  together for over a decade.

Mural Projects:
2016 Le Basse Mural Project, Manila, Philippines
Black Cat Alley Mural Project, Milwaukee, Wisconsin
Black Cat/Little Tokyo Mural Project for the LA Marathon, Los Angeles, California
Evel Twin Book Agency Mural Project, Philadelphia, Pennsylvania
2015 Recycle Here Mural Project, Detroit, Michigan
Wellington Court Mural Project, Queens, New York

Fellowships:
2008 San Francisco Art Institute Full Graduate Fellowship
2007 San Francisco Art Institute Full Merit Fellowship
2014

Residencies:
2015 PSKaufman LA Studio, AIR program, Los Angeles, California
Oaxaca Mural residency, Oaxaca, Mexico
2014 A-Typical Art Mural residency, Florence, Italy
The Viewing Box Drawing Campaign and residency, Oakland/Brooklyn/Detroit
San Francisco Day School, AIR program San Francisco, California
2013 St. Vincent Du Paul/Redux Studios & Gallery, AIR program, Oakland, California
2011 SFMOMA, AIR program, Education Department, San Francisco California
2009 Vermont Studio Center, AIR program, Johnson, Vermont

Solo Exhibitions:
2015 The Cosmic Child, Camline Gallery, San Francisco, California
2014 Pussy Cats & Their Friends, Reservoir, Oakland, California
Black-Gallery, Oakland, California
World Without End, Redux Studios & Gallery, Alameda, California
2013 The In Between, Redux Studios & Gallery, Alameda, California
2011 Elle a eu beaucoup de chance, Jellyfish Gallery, San Francisco, California
2009 The Little One’s, Bonebreakers, San Francisco, California
Various Works from Pont-Aven, The Press Club, Portland, Oregon
2007 All over the road, Sometime Gallery, Oakland California
Kitchen’s Ink, Denver, Colorado
2006 I’m over here, Cafe International, San Francisco, California

Group Exhibitions:
2016 Pretty/Peculiar, Alison Milne Gallery, Toronto, Ontario
Annual East Bay Art Stars, Nielsen Arts, Berkeley, California
Winter Group Exhibitions, Athen B Gallery, Oakland, California
Bestowed Upon Us, Alxeda Era Gallery, Chicago, Illinois
La Luz de Jesus, Los Angeles, California
Bestowed Upon Us, Alxeda Era Gallery, Chicago, Illinois
Magic Maker, Nooworlards Gallery, San Francisco, California
Hey Lades, Co-Lab Gallery, Los Angeles, California
Equillus, Flatcolor Gallery, Seattle, Washington
30th Annual Group Show, La Luz de Jesus, Los Angeles, California
East Bay East All Stars, Nielsen Arts, Berkeley, California
4%, Fecal Face Gallery, San Francisco, California
2, Good Mother Gallery, Oakland, California
Alchery, InnerSpace Gallery, Detroit, Michigan
Five & Diamond Annual Benefit Show, Five & Diamond Gallery, Los Angeles, California
PSKaufman LA Studio Show Design Show, PSKaufman, Los Angeles, California
Equillus, Flatcolor Gallery, Seattle, Washington
Natural Selection, Empire/ Studios, San Jose, California
La Luz De Jesus Corner Show, La Luz De Jesus Gallery, Los Angeles, California
Dark Paradise, East Projects, Los Angeles, California
Co-Lab, Athen B Gallery, San Francisco, California
December Holiday Show, Fecal Face Gallery, San Francisco, California
Oaxaca, Guadalajara, Mexico
Broad Spectrum, Empire Studios, San Jose, California
Binding, Butter Projects, Detroit, Michigan

(abridged)
BUILDING B EAST ELEVATION

SCALE: 8" = 1'-0"