

REPORT OF GENERAL MANAGER

NO. 05-137

DATE May 18, 2005

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK - HOLLYWOOD SIGN - DONATION OF PAINT AND PAINTING SERVICES THROUGH THE EFFORTS OF THE HOLLYWOOD SIGN TRUST

J. Combs _____	J. Kolb _____
F. Mok _____	S. Huntley _____
*K. Regan <u>[Signature]</u>	B. Jensen _____
H. Fujita _____	

Robert Jensen (for)
General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board:

1. Accept the generous donation through the Hollywood Sign Trust of paint and related materials, and the services of a bonded painting contractor, to apply new paint to the Hollywood Sign (Sign) and to maintain the paint's condition for about one year; and,
2. Direct staff to issue a temporary right-of-entry permit to Bay Cal Commercial Painting, Inc., to accomplish the initial preparation and repainting work, and then for a period up to one year thereafter to perform touch-up and repairs as required to keep the new paint in good condition.

SUMMARY:

Over the past fifteen years, the Hollywood Sign Trust has endeavored to solicit and dedicate both funding and in-kind services toward maintenance and improvement of the Hollywood Sign. The majority of the Trust's funds have been directed beneficially to the Department through such projects as: installation of the first security system in the mid-1990s; replacement and upgrade of the security system in 2000 with successive additions of monitoring and recording equipment; repairs and repainting of the Sign; support of the annual Holiday Light Festival through sponsorship of Sign and filming scenes.

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The previous Sign painting, a decade ago, was the result of a donation by Dutch Boy Paints negotiated by the Hollywood Sign Trust. Although in moderately acceptable condition, the face of the Sign is chipped and shows areas repeatedly re-painted; the support structure and portions of both front and back are showing rust. The Hollywood Sign Trust worked with large commercial retail and building supply companies and smaller local distributors for a possible donation, but ultimately the organization which would commit to the paint project needed at the Sign was World Technology Group, of Carlsbad, California, a supplier of high-quality, water-based paints under the label Red Diamond Coatings. They will supply the paint at no cost to the City or the Hollywood Sign Trust, and will pay licensed and bonded Bay Cal Commercial Painting, Inc., of Oceanside, California, to paint the Sign and to make touch-up and repairs as needed for one year after the initial job begins. This donation of material and service is being made in part for the philanthropic purpose of helping to protect this world-renowned icon, and also in exchange for the right to refer to themselves and their product as having supported the Hollywood Sign Trust by painting the Sign.

The contractor is set to perform the work with a crew of only five to seven painters. They will carefully wash, prep, caulk, patch, prime, pre-obliterate graffiti, and paint the face bright white, under parameters stipulated by the painter supervisor for the Griffith Metro Region. The back of the Sign and its structural members will receive similar treatment as needed to obscure graffiti and correct damage such as rust. In as much as the Hollywood Sign is a recognized City Cultural-Historic Landmark (#111), all painting work will be conducted in a manner as to not detract from the historic integrity and character of the Hollywood Sign; all work must be performed in a non-invasive fashion, on weekdays during daylight hours. Further, the permit will require the contractor to take all necessary steps to capture and dispose any refuse or effluent from their operations and to properly handle, use and remove any hazardous materials necessarily used as part of the preparation or painting work.

The permission to enter Griffith Park to do the work will require insurance naming the City as an additional insured, with limits as requested by the City Risk Manager. Representatives of World Technology Group may join Bal Cay staff on occasion during the painting to take photographs of the painting application. Press releases about this donation and project are subject to approval by the Hollywood Sign Trust and the Department to prevent misunderstanding by the public about the activity at the Sign.

The Environmental Management staff has determined that the proposal to issue a right-of-entry permit to a contractor to paint the Hollywood Sign and perform other related services constitutes maintenance work that is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1 (1, 4, 14) of the City CEQA.

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

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FISCAL IMPACT STATEMENT:

This project is a gift of material and services valued at over \$85,000.00 to the Department of Recreation and Parks for work which we are not budgeted to perform and, therefore, contributes beneficially to the Department. There will be unknown but probably negligible costs associated with preparation of the permit and monitoring of the work and reporting damage or repainting needs on a timely basis during the one-year repair period.

Report prepared by Linda Barth, Administrative Resources Division