



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center & Gardens
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MEMORANDUM

TO: The Governing Board

FROM:  Joseph T. Edmiston, FAICP, Hon. ASLA, Executive Officer

DATE: June 4, 2014

SUBJECT: **Agenda Item VIII: Consideration of resolution authorizing a contract to supply artistic tiles for Marsh Street Park Project.**

Staff Recommendation: That the Governing Board adopt the attached resolution authorizing a contract to supply artistic tiles for Marsh Street Park Project in an amount not to exceed \$6,458.

Background: The Marsh Street Park project is northeast of downtown Los Angeles along the Los Angeles River and is currently under construction. One of the project's funding sources is a grant from the California Department of Parks and Recreation through their Statewide Park Development and Community Revitalization Program of 2008 (AB 31). A requirement of that grant is a community engagement process that lets residents and youth participate in design of a park element. To fulfill that grant requirement, custom ceramic tiles were incorporated into the design of the park's outdoor classroom. These tiles, featuring illustrations of native plants and animals, will be embedded into the concrete seatwalls, adding both educational content and a new artistic element to the park. Many of MRCA's prior river park projects have incorporated custom artist work, such as fencing, mosaics, and gateways, and these artistic tiles will continue that tradition.

Over the course of three MRCA interpretive public programs on the river in early 2014, adults and children from the Marsh Park community selected their favorite images of native plants and animals of the Upper Los Angeles River watershed. The top chosen images will be converted into twenty-six custom hand-painted art tiles. The process of creating these tiles is complex, lengthy, and labor intensive. It includes first cropping the photographs of varying sizes and orientations into a large-format 8"x 8" square, then converting the images into artistic stylized linework and selecting colors. This artwork will be reviewed and approved by MRCA staff, during which multiple rounds of revisions are anticipated. Once the artwork is approved, the tiles will go into production where these one-of-a-kind images will be hand-painted. Attached is a visual representation of the artistic process from photo selection to artwork to final tile. The images of native plants and animals that will be

used at Marsh Park will mimic the style of these tile images.

The MRCA has previously worked with California Pottery & Tile Works to produce the decorative tiles used on the *placitas* at the newly opened Pacoima Wash Natural Park in San Fernando. Staff was satisfied with the workmanship, creativity, customer service and cost-effectiveness provided by the company.

California Pottery & Tile Works was established in 1994, with the primary goal of continuing the tradition of California tile making and decoration perfected by the Malibu and Catalina Potteries in the early decades of the 20th century. The traditional, custom-made tiles are produced in an environment capable of meeting high-volume, time-sensitive needs of today's architectural, design, and building industries. Their projects span many scales from commercial to public art to small-scale residential.

Consideration: The contract will not exceed \$6,458. California Pottery & Tile Works has submitted a proposal for \$5,870.64 (attached). Staff recommends that the Board approve 10% more than the price quote amount to allow for contingencies and conditions that may not currently be evident.