



STAFF REPORT

Meeting Date: February 17, 2015
To: Honorable Mayor & City Council
From: Steven Zoet, Director of Community Services
Subject: Direction Regarding a Proposed Veterans' Memorial in Beverly Gardens Park
Attachments: 1. Conceptual Rendering and Support Documentation

INTRODUCTION

A group of interested residents and local leaders conceived the idea to develop a Veterans' Memorial and to incorporate the memorial around the *Hunter and Hounds* sculpture located in Beverly Gardens Park. This area, centrally located in the Canon-to-Crescent block of the park, was selected due to the sculpture's ties to World War I and the committee's belief that this would be an easily accessible, highly visible and highly trafficked area that would provide good exposure. The sentiments of the committee, comprised of several members who also worked on the city's 9/11 Memorial, is to pay tribute to all of the city's residents, past, present and future, who have served in any of the five branches of military service.

This report transmits the proposed concept design of the Veterans' Memorial and seeks Council direction on proceeding with formal design and eventual award of contract to construct the memorial. The Beverly Gardens Council Ad Hoc Committee (Councilmembers Brien and Mirisch) reviewed the concept and concur with the proposed design.

DISCUSSION

The proposed Veterans' Memorial pays tribute to those who have served in the Country's five recognized branches of the military. The committee who originated the concept reached out to and has been working with Steven Gordon and the Friends of Beverly Gardens Park who have been supportive of the effort. Mr. Gordon has a donor for the memorial who has expressed a willingness to contribute a substantial six-figure sum. In order to secure that donation, staff is seeking City Council's approval of the Veterans' Memorial concept and its suggested location and design so that Mr. Gordon can share the proposed design and other details necessary to secure the pledge.

Should City Council approve the Veterans' Memorial and proposed design staff will work with Mr. Gordon and the Friends of Beverly Gardens Park to solicit additional donations

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if necessary to cover anticipated costs associated with the construction and installation of the memorial and its surrounding landscaping.

The committee and staff have met with and are discussing the proposed memorial with Mia Lehrer and Associates, who are the landscape architects of record for the park's improvements, and they are supportive of the concept and the proposed design. Ms. Lehrer's firm would be consulted and would play an active role in designing other intended improvements within the block which would be consistent with their vision for the block's planned restoration.

Staff and committee members met with City Council Ad Hoc members Brien and Mirisch who serve on the Beverly Gardens Park Restoration Project to solicit their feedback and direction on the proposed concept and design. Direction was given at the initial meeting, held on October 10th, to reduce the overall site impacts as originally proposed. Specifically, direction was given to contain the memorial to the area in and around the existing landscaped ellipse that houses the *Hunter and Hounds* sculpture and not to expand it into adjoining planter beds and turf areas as was originally conceived.

A revised design reflecting the current proposal was presented at a follow up meeting with the Ad Hoc on December 15th where the concept was approved. The attached concept drawing and related support documents show that the design fits within the existing defined area and complies with their direction.

The proposed concept will be presented and explained by current Architectural Commission member, local architect, and Veterans' Memorial volunteer Gidas Peteris. Gidas also volunteered his time in helping to bring the 9/11 Memorial to fruition and, as with it, is willing to volunteer his time, talent and professional services in helping to make the Veterans' Memorial a reality as well.

In recognition of anticipated donations, a discrete plaque incorporated within or adjacent to the memorial is suggested as a way of providing proper recognition and community thanks for helping to bring the project to fruition. Consistent with other donor plaques and recognition efforts associated with recent park improvements, direction from City Council will be sought with respects to this matter. The Ad Hoc committee recommended bronze plaques similar to those planned to be incorporated into the memorial and associated with the identified military branches of service.

FISCAL IMPACT

At this time, no financial contributions are being asked of the city to support the project. Soft costs, such as staff time, would be provided in support of the effort. All design and hard cost funds necessary to construct the memorial as proposed are anticipated to come from public donations. Wherever possible, financial contributions or in-kind donations would be sought by participating vendors and contractors for material and labor costs to help reduce overall project costs.

This approach was successfully employed with the construction of the 9/11 Memorial and resulted in no direct costs being borne by the city. The same outcome is anticipated for the Veterans' Memorial.

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RECOMMENDATION

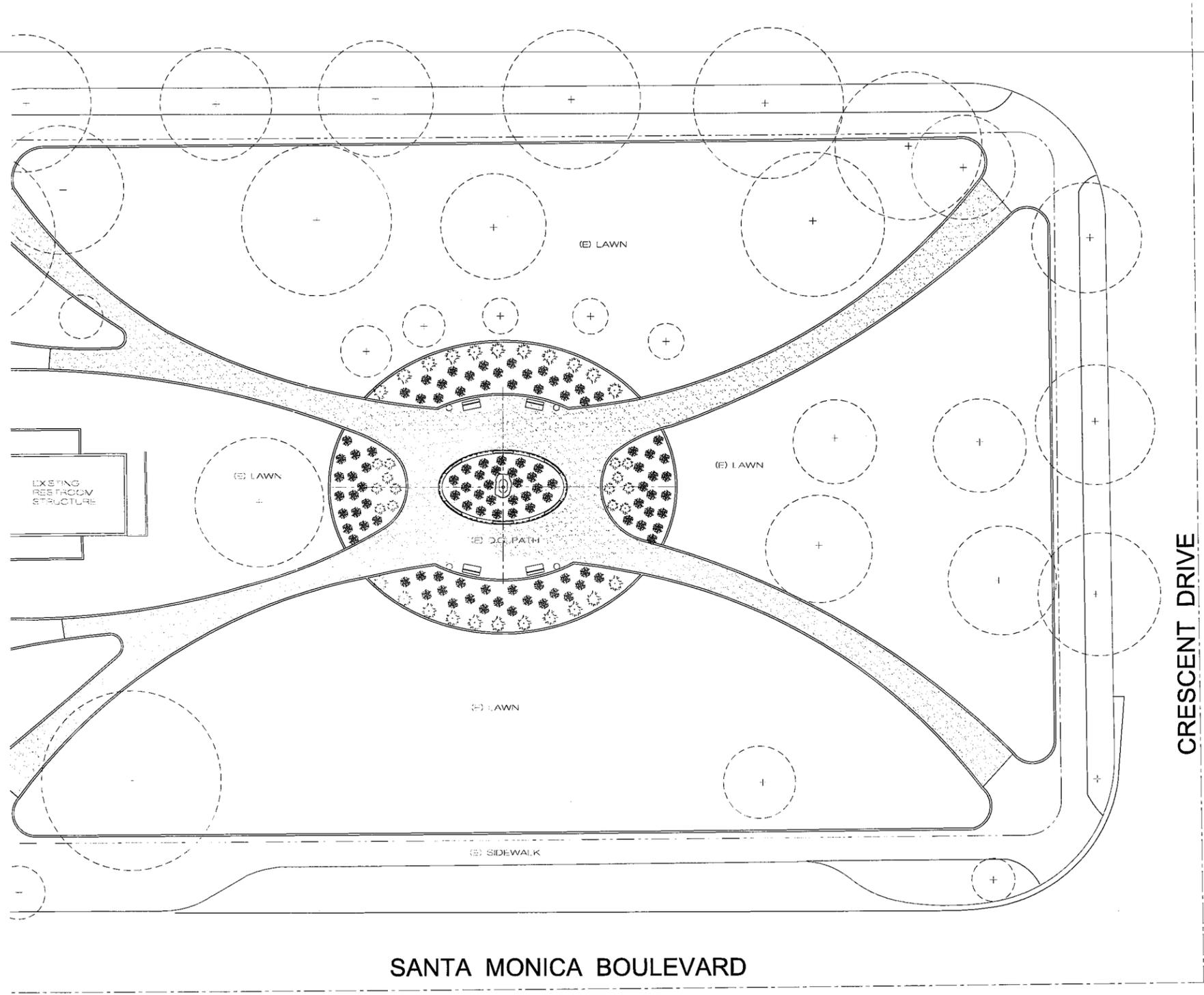
Staff seeks direction from City Council regarding the construction and placement of the proposed Veterans' Memorial within the identified location of Beverly Gardens Park. If approved, staff recommends that all direct costs be financially supported by public donations such that no new city funds would be required to construct the project.

Steven Zoet
Approved By

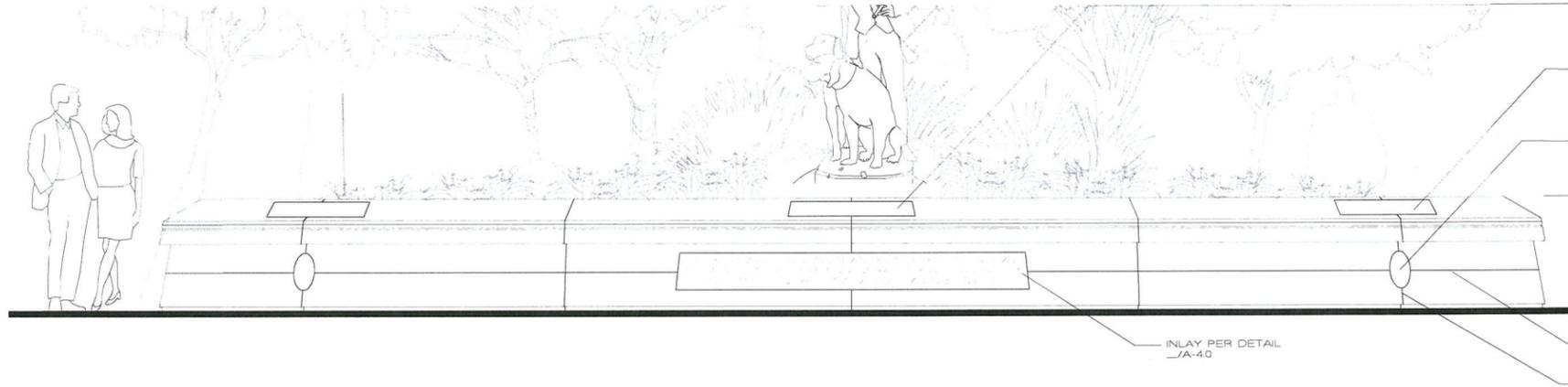
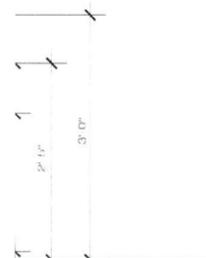
A handwritten signature in black ink, appearing to read 'Zoet', written over a horizontal line. The signature is stylized with a large loop at the bottom.

Attachment 1





MILITARY SERVICE SEALS 2" DIAMETER
 1/8" TO FACE OF
 VESTONE SURFACE



MILITARY SERVICE SEALS



ARMY
 MOTTO: THIS WE'LL DEFEND



NAVY
 MOTTO: SEMPER PARATI
 (ALWAYS STRONG)
 NON DIBI SED PATRIAE
 (NOT SELF BUT COUNTRY)



MARINES
 MOTTO: SEMPER PARATI
 (ALWAYS FAITHFUL)



AIR FORCE
 MOTTO: AIM HIGH
 FLY, FIGHT, WIN



COAST GUARD
 MOTTO: SEMPER PARATI
 (ALWAYS PREPARED)

TAIL

4

MEMORIAL GARDEN WALL FRONT ELEVATION (FRONTING SANTA MONICA BLVD.)

SCALE: 1/2" = 1'-0"

