

CITY OF LOS ANGELES  
CALIFORNIA



ANTONIO R. VILLARAIGOSA  
MAYOR

EL PUEBLO DE LOS ANGELES  
HISTORICAL MONUMENT

ROBERT L. ANDRADE  
GENERAL MANAGER

ARMANDO X. BENCOMO  
COMMISSION EXECUTIVE ASSISTANT

125 PASEO DE LA PLAZA, SUITE 400  
LOS ANGELES, CA 90012

TEL: (213) 485-6855  
TDD: (213) 473-5535  
FAX: (213) 485-8238

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DATE: June 26, 2008

TO: Arts, Parks, Health & Aging Committee  
c/o: Erika Pulst  
Office of the City Clerk  
City Hall, Room 395  
Los Angeles, California 90012

FROM: Robert L. Andrade, General Manager  
El Pueblo de Los Angeles Historical Monument

*Antonio R. Villaraigosa - AGM*

<b>SUBJECT:</b>	<b>COUNCIL REQUEST FOR FEASIBILITY REPORT ON ANTONIO AGUILAR STATUE ERECTION AT EL PUEBLO DE LOS ANGELES HISTORICAL MONUMENT</b>
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On August 7, 2007, Council adopted the Huizar/Cardenas Motion C.F. 07-2510 (see Exhibit A) instructing El Pueblo Historical Monument Department (El Pueblo) to report on the feasibility of erecting a statue in honor of Antonio Aguilar somewhere on the monument site. The matter was referred to the Arts, Parks, Health and Aging Committee (Committee).

On February 6, 2008 and on May 21, 2008, the Committee continued the item until July 2, 2008.

**Summary**

In October 1997, the Board of El Pueblo de Los Angeles Historical Monument Authority (Commission) adopted a policy on monuments proposed to be erected on El Pueblo de Los Angeles Historical Monument property (see Exhibit B).

JUN 27 2008  
ARTS, PARKS, HEALTH & AGING



The Commission's policy was adopted in response to requests received from individuals and organizations for permission to place a permanent monument to an individual, organization, or event on El Pueblo Monument property and to protect the historic designation as required via California State Senate Bill 53 (1987), which conveyed "all the right, title and interest" of the State to the City of Los Angeles. Upon Conveyance, by Ordinance, the City of Los Angeles created the Department to enforce the standards regulated by the State of California to protect, restore, operate and enhance the 27 historic buildings, and to interpret the themes of the unique areas located within the Monument boundaries consistent with the Secretary of the Interior's Standards for Historic Buildings as stipulated in the General Plan for the Monument.

Due to the uniqueness of the Monument's designation as a National Historic location, every reasonable effort shall be made to provide a compatible use for the property that requires minimal alteration of the buildings, structure, or site and its environment, or to use the property for its originally intended purpose as required under the Secretary of the Interior's Standards for Historic Preservation Projects and the General Plan for the Monument.

"Monuments" within the Monument can generally be classified as statues, designation plaques, or historical markers. When properly planned and displayed, they provide simplified interpretation and furnish the general public with essential knowledge in capsule form. They are quickly read and understood; and they require no full-time interpretive personnel. Collectively, they provide enhanced public interest in the Monument. There are presently four statues and thirty-nine bronze plaques at El Pueblo, which are classified as monuments. They are located throughout the monument site, but are found primarily in the Plaza area and on Olvera Street.

It is the policy of the Commission individuals and/or organizations must request permission to place a monument on El Pueblo property in advance to the Commission after a thorough review and recommendation by staff has been completed. The policy defines classifications of monuments including; designation plaques, historical markers and statues. Further, the policy delineates eligibility requirements and terms and conditions for consideration of requests. The basic requirements for a monument's consideration are:

## Basic Conditions for Approval

1. **Proposal Eligibility:** The proposed monument must relate to and support El Pueblo's mission of celebrating both the City's founding and El Pueblo's History and multi-cultural legacy;
2. **Recognition:** Considered only if the individual being honored is deceased and has made a material contribution to founding of our City or the history of El Pueblo;
3. **Cost:** The entire project is to be funded by the requesting organization or party, including but not limited to pre-design, demolition and excavation, design, fabrication and installation; and,
4. **Maintenance:** The requesting party is obligated to fund maintenance and any necessary repair for the monument for ten years.

Relevance to El Pueblo's mission, Secretary of the Interior's Standards for Historic Preservation Projects, CEQA, General Plan and funding are primary conditions for consideration. Most recent estimates from staff indicate that an average bronze-cast statue, 25 feet in height would cost approximately \$125,000 to \$250,000 or more with an average yearly maintenance cost of \$500 to \$1,000.

In addition to the basic requirements for approval listed above, the proposing party must submit their completed proposal the proposed monument or marker to the General Manager of El Pueblo. El Pueblo staff and the Commission will evaluate the validity of the proposal. The approval process is as follows:

### Approval Process

1. **Written proposal:** scholarly presentation to the General Manager that includes documentation/merits of the project's enhancement/contributions to the historical context the statue/monument will provide to the Monument, proposed location, renderings and/or models as required to sustain and maintain (maintenance plan) the proposed statue, plaque, and/or historical marker;
2. **Review committee:** composed of City Staff and outside experts, the committee authenticates the documentation, determines the validity and significance of the monument at El Pueblo and evaluates the size, shape and design;

3. **Conceptual Approval / Disapproval:** After review of the proposal, a report would be issued by the General Manager to the Commission with recommendations on the disposition of the request. The Commission would then hold a public hearing, during a Commission meeting, to obtain input from the public regarding the proposed monument.

If the Commission approves;

- The requesting party would need approval from Cultural Affairs Dept.;
- Complete or demonstrate full financing of the project;
- Prepare additional artwork as per the Commission instructions;
- Full compliance with the California Environmental Quality Act (CEQA), and;
- Obtain all required Building and Safety permits.

4. **Final Approval:**

Once all aforementioned requirements have been completed, the final proposal goes back to the Commission for a right-of-entry permit. The right-of-entry permit will allow the requesting party to physically install the monument at the predesignated site on El Pueblo property.

**Feasibility and Placement**

The feasibility and placement of the statue, plaque, and/or historical marker will be determined through the project evaluation process according to the Policy, General Plan and CEQA requirements. Once all relevant materials from the proposing party are submitted, El Pueblo will report back to the Committee on the status of the proposed monument which would include the appropriate location for the monument.

RLM:DM:jm

AUG 07 2007

EXHIBIT A

ARTS, PARKS,  
MOTION HEALTH & AGING

Antonio Aguilar was a performer who introduced much of the United States to a part of Mexican culture that had not been seen before. This traditional and proud aspect of Mexican culture is more commonly known as the Charreadas. This internationally famous Mexican Charro performed throughout the United States and abroad. His presentation at the White House for President Eisenhower was one of his most prized performances.

Antonio Aguilar was a pioneer for Mexican musical arts; fusing the art of rodeo with some traditional and non-traditional forms of Mexican vocal music. His production of 150 albums resulted in selling over 25 million records. Aguilar was also known for his resuscitation of Tambora music during the mid 1980s.

In the early 1930s, Antonio Aguilar came to Los Angeles and stayed at the Placita Olvera. At this time, Aguilar had no money and no food. He stayed at the Placita Olvera for three days and three nights. From that point on, he remembered his time at the Placita Olvera as a life-changing experience which would serve as a catalyst to his desire and passion to be a successful musician. Aguilar passed away from pneumonia on June 19, 2007. He was mourned throughout the world.

Mr. Aguilar is part of a special era of music that has seen a resurgence in popularity and will still be a significant part of global musical history. His story of starting from nothing, to achieving a life of musical success and a star on the Hollywood Walk of Fame shows the perseverance and determination which is the spirit of the City of Los Angeles.

I THEREFORE MOVE, in honor and recognition of Mr. Antonio Aguilar, that the El Pueblo de Los Angeles Historical Monument Department be instructed to report with recommendations on the feasibility of erecting a statue in honor of Antonio Aguilar for placement at Placita Olvera as soon as possible.

I FURTHER MOVE, that the exact location of the statue be part of a feasibility study, with an option being, but not limited to, the Kiosk.

PRESENTED BY: *[Signature]*  
JOSE HUIZAR  
Councilmember, 14<sup>th</sup> District

SECONDED BY: *Tony Cardenas*

AUG 07 2007

07-2510

*Me*

[Back to Results](#)[Search Again](#)**File Number****07-2510****Last Changed Date**

10/10/2007

**Title**

MR. ANTONIO AGUILAR

**Initiated by**

Huizar Mover 2007 / Cardenas

**Subject**

Motion - THEREFORE MOVE, in honor and recognition of Mr. Antonio Aguilar, that the El Pueblo de Los Angeles Historical Monument Department be instructed to report with recommendations on the feasibility of erecting a statue in honor of Antonio Aguilar for placement at Placita Olvera as soon as possible.

FURTHER MOVE, that the exact location of the statue be part of a feasibility study, with an option being, but not limited to, the Kiosk.

**Date Received**

08/07/2007

**File History**

8-7-07 - This day's Council session

8-7-07 - Ref to Arts, Parks, Health and Aging Committee

8-7-07 - File to Arts, Parks, Health and Aging Committee Clerk

10-3-07 - Communication submitted in committee from Councilmember Huizar, dated October 2, 2007, relative to requesting that El Pueblo de Los Angeles Historical Monument assess the feasibility of erecting a statue honoring Antonio Aguilar at Placita Olvera - is attached to Council file.

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## **EXHIBIT B**

# **EL PUEBLO DE LOS ANGELES HISTORICAL MONUMENT AUTHORITY DEPARTMENT**

## **POLICY REGARDING MONUMENTS**

### **INTRODUCTION**

From time to time, requests are received from individuals and organizations for permission to place a permanent monument to an individual, organization, or event of El Pueblo property. Monuments can generally be classified as status, designation plaques, or historical markers. When properly planned and displayed, they provide simplified interpretation and furnish the general public with essential knowledge in capsule form. They are quickly read and understood; and they require no full-time interpretive personnel. Collectively, they provide enhanced public interest in the Monument. There are presently four statues and thirty-nine bronze plaques at El Pueblo, which are classified as monuments. They are located throughout the facility, but primarily in the Plaza and on Olvera Street.

### **POLICY STATEMENT**

It is the policy of the El Pueblo de Los Angeles Historical Monument Authority Department that all requests from individuals and organizations for permission to place a monument on El Pueblo property must be approved in advance by the El Pueblo Commission after a thorough review by staff.

### **BASIC CONDITIONS FOR APPROVAL**

- 1. Eligibility:** All proposed monuments must relate to and support El Pueblo's mission of celebrating both the City's founding and El Pueblo's history and multi-cultural legacy.
- 2. Cost:** The cost of design, fabrication, installation, *and* maintenance of the monument must be financed by the requesting party.
- 3. Maintenance:** The requesting party must agree to provide professional maintenance of the proposed monument for at least 10 years.
- 4. Recognition of Individuals and Groups:** Recognition of individuals will be considered only if he or she is deceased. Only those who have made a material contribution to the founding of the City of Los Angeles or the history of El Pueblo de Los Angeles Historical Monument will be considered

## APPROVAL PROCESS

1. **Written Proposal:** Organizations and individuals who request permission to place a monument on El Pueblo must submit written proposal with complete scholarly documentation as to why El Pueblo is an appropriate site. Additionally, a map identifying the proposed site of the monument within the boundaries of El Pueblo must be included. Sketches, artist renderings, and/or models of the proposed monument will be required.
  
2. **Proposal Review:** A review committee comprised of staff members of the History Division, a member of the El Pueblo Merchants Advisory Committee designated by the Chair, and other knowledgeable individuals from government or the private sector will meet to review the proposal for the purpose of determining the validity and significance of allowing the requested monument to be placed at El Pueblo. The review committee will also authenticate all information presented by the request party regarding justification for placement of the monument at El Pueblo and evaluate the appropriateness of its size, shape, and design.
  
3. **Conceptual Approval or Disapproval:** Upon completion of review, a report will be forwarded to the commission by the General Manager recommending either conceptual approval or that the request be denied. The Commission will hold a public hearing, during a Commission meeting, to obtain public input regarding the proposed monument. Should conceptual approval be granted, the requesting party would then be required to complete the following steps before requesting final approval:
  - A. Obtain approval from the Cultural Affairs Department as required by the City Charter.
  - B. Complete financing or fund raising activities.
  - C. Prepare any additional artworks required as part of the Commission's conceptual approval.
  - D. Obtain all required permits for installation of the monument after it has been fabricated, including a building permit from the Department of Building and Safety in required.

4. **Final Approval:** Once all the requirements listed above have been completed, staff will return the proposal to the Commission for final approval and issuance of a right-of-entry permit. The right-of-entry permit will allow the requesting party to physically install the monument at the pre-designated site on El Pueblo property. Prior to issuance of the right-of-entry permit, the requesting party will be required to provide documentation concerning the name of the foundry, the type of coating and patina, and the artist's intent. The requesting party will also be required to provide photographic documentation of the monument immediately after installation.

**NOTES:** 1. The Policy Regarding Monuments was originally approved by the Commission on November 20, 1997.