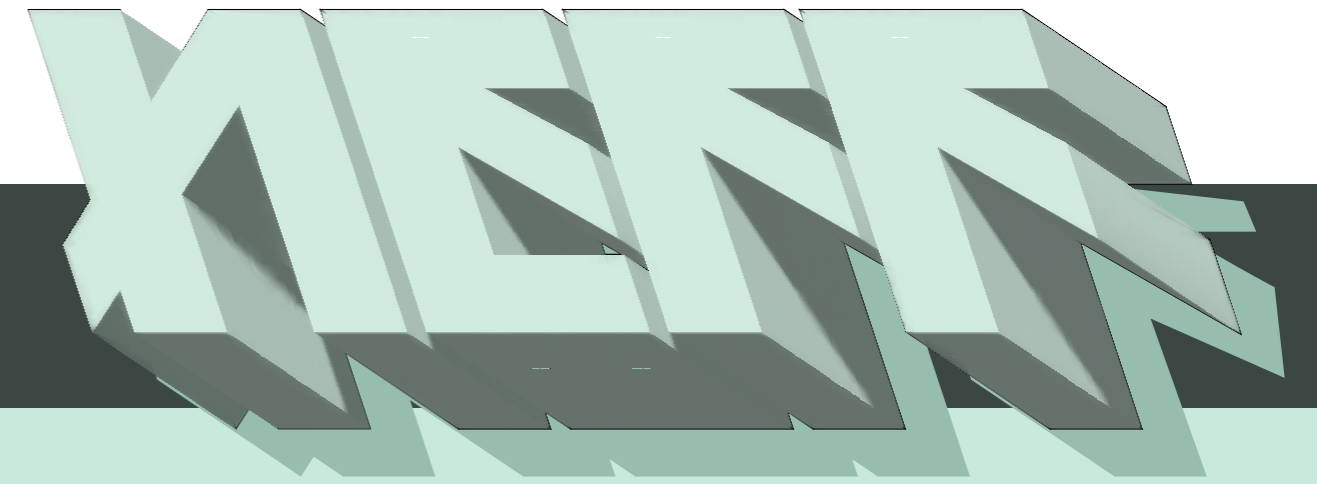


**PROJECT OVERVIEW**

**LOVE, MAR VISTA MURAL**



**NEFFINK.COM**



**HELLO, IM DJ NEFF.**

I'm a local artist based in Mar Vista, and over the years I've had the privilege of creating public art projects that celebrate and strengthen our community.

Today, I'm excited to share a proposal to restore and preserve the LOVE, MARVISTA mural located at the Council Thrift Shop and USPS parking lot, a piece that has become a recognizable landmark and point of pride for the neighborhood.



## ORIGINAL MURAL

Completed in April 2021, the LOVE, MAR VISTA mural transformed the Mar Vista Post Office parking lot into a vibrant public landmark for residents and visitors alike.

Created with the same craftsmanship and care that has defined my mural work for more than 25 years, the project quickly became a symbol of community pride and local identity.

Over time, however, unforeseen structural and environmental issues began impacting the mural's longevity.



## DAMAGE

Over time, the mural experienced significant deterioration caused by a combination of structural and environmental factors.

Moisture intrusion from roof leaks caused the stucco substrate to crack and separate from the wall surface.

Existing cracks and openings allowed water to penetrate the wall, accelerating peeling, wear, and structural failure across large portions of the mural.

The anti-graffiti coating may have also contributed by trapping moisture beneath the paint layer.



## THE CYCLE OF DECLINE

As the mural began to deteriorate, it became increasingly vulnerable to graffiti and vandalism.

Once the surface started failing, the visual decline accelerated rapidly, creating a cycle of continued damage and neglect.

In partnership with Council District 11 and the office of Traci Park, we recognized the importance of intervening before the deterioration became irreversible.

# STARTING THE CLEANING

# SURFACE ASSESSMENT

The true condition of the wall only became clear once restoration work began.

During the original budgeting process, the full extent of the substrate damage was impossible to assess prior to pressure washing and removing the failing paint layers.

After weeks of scraping, cleaning, and surface preparation, it became evident that the wall was in far worse condition than anticipated. Large sections of stucco were unstable, with widespread cracking, separation, and material failure throughout the surface.

At that stage, we understood that meaningful restoration would require substantially more labor and materials than originally planned.





## PATCHING AND RESURFACING

Our priority became stabilizing and protecting the wall to ensure the long-term success of the restoration.

This process included removing failing paint, repairing damaged stucco, patching compromised areas, and resurfacing the wall with a reinforced sealing system designed to improve durability and moisture resistance.

The restoration ultimately required significantly more time, labor, equipment, and materials than originally budgeted. However, completing this foundational work correctly was essential to preventing future failure.

WHY WE NEED YOUR HELP

- The condition of the wall proved to be far more severe than initially anticipated, requiring a substantial reallocation of the existing project budget toward restoration work, surface repair, and extended equipment rentals.
- Support from MVCC, alongside the continued partnership of Councilmember Traci Park's office, will help bridge the remaining funding gap and allow the project to be completed ahead of Venice Fest.
- The return of the LOVE, MAR VISTA mural represents more than the restoration of a public artwork. It is an investment in community identity, neighborhood pride, and the long-term vitality of this shared public space.
- With your support, we can ensure this mural is restored properly and built to endure for many years to come.

## FUNDING REQUEST BREAKDOWN

The following are the items that we will be applying the funds:

\$1250 Exterior Paint and Supplies Approximately 25 Gallons - Sherwin Williams

\$750 Nova Gel Medium Varnish - Used for Sealing Wall

\$750 Scissor Lift Rental

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\$2750 Total

**THANK YOU!**