



PUBLIC ART COMMISSION

Monday, February 8, 2021

VIDEO CONFERENCE

3:00 p.m.

201 N. Broadway, Escondido, CA 92025

The Brown Act provides an opportunity for members of the public to directly address the legislative body on any item of interest to the public, before or during the legislative body's consideration of the item. If you wish to speak regarding an agenda item, please fill out a speaker's slip and give it to the minutes clerk who will forward it to the chairman who will allocate each speaker 2-5 minutes to address the commission. If you wish to speak concerning an item not on the agenda, you may do so under Oral Communications.

The City of Escondido recognizes its obligation to provide equal access to public services to those qualified individuals with disabilities. Please contact the ADA Coordinator (760) 839-4643 with any requests for reasonable accommodation, to include sign language interpreters, at least forty-eight (48) hours prior to the meeting.

A. CALL TO ORDER

B. APPROVAL OF MINUTES – **November 30, 2020**

C. NEW BUSINESS

1. Grand Avenue Vision Plan Phase 1
2. Proposal to move "Shifting Threshold" from Valley Parkway to Grand Avenue
3. Proposal to issue an RFP for a sculpture at West Grand and Quince Street

D. LIASON REPORT

E. FINANCIAL REPORT – **December 31, 2020**

F. SUBCOMMITTEE UPDATES

1. Mural subcommittee
 - a. Policy
 - b. Library Mural
 - c. Washington Park

2. Queen Califia Subcommittee

G. ITEMS FROM COMMISSIONERS

Under state law, all items under Oral Communications can have no action, and will either be referred to staff for administrative action or scheduled on a subsequent agenda.

H. FUTURE AGENDA ITEMS

I. ADJOURNMENT

COVID-19 PUBLIC SERVICE ANNOUNCEMENT

Pursuant to Governor Newsom’s Executive Orders, including N-25-20 and N-29-20: Certain Brown Act requirements for the holding of a public meeting have been temporarily suspended and members of the Escondido City Council and staff will participate in this meeting via teleconference. In the interest of reducing the spread of COVID-19, members of the public are encouraged to submit their agenda and non-agenda comments online at the following link: <https://www.escondido.org/agendaposition.aspx>. Council Chambers will be closed.

Public Comment: To submit comments in writing, please do so at the following link: <https://www.escondido.org/agenda-position.aspx>. If you would like to have the comment read out loud at the meeting (not to exceed three minutes), please write “Read Out Loud” in the subject line.

**CITY OF ESCONDIDO
MINUTES OF THE SPECIAL MEETING OF THE
PUBLIC ART COMMISSION
November 30, 2020
VIRTUAL MEETING**

Call to Order: The meeting was called to order by Commissioner Velasco at 3:09 p.m. Assistant Director noted that the meeting is broadcasted live on the City’s website, Cox channel 19, and ATT Uverse channel 99 is rebroadcasted on Sunday and Monday following the City Council meeting broadcast.

Commissioners Present Virtually: Commissioner Velasco, Commissioner Spann, Commissioner Ryan, Commissioner Cowell and Commissioner Vargas.

Commissioners Absent: None.

Staff Present: Assistant Director of Community Services Danielle Lopez, Administrative Coordinator Janet L. Rulien.

Oral Communication: None

Approval of Minutes: MSC to approve minutes of October 12, 2020, Vargas/Cowell, as amended, 4/0.

Presentation by EUHSD Student Mural Participants: Commissioner Vargas introduced the participants of the mural program from the Escondido Union High School District - Del Lago Academy, Escondido High School and Orange Glen High School. The students presented their mural artwork for the Commissioners virtually. The Commissioners thanked them for their presentation and expressed enthusiasm for their project.

Financial Report: Assistant Director Lopez provided an overview of the Financial Report. The Commissioners posed different questions to Ms. Lopez.

Nomination of Chair and Vice Chair: Commissioner Ryan nominated Commissioner Ana Marie Velasco for Chair and Commissioner Vargas for Vice-Chair. MSC Ryan/Vargas to appoint Ana Marie Velasco as Chair and Juan Vargas as Vice-Chair. 5/0

Subcommittee reports:

Mural Committee: Commissioner Velasco reported that seven members joined the subcommittee from the community and feel they have a great mix of people. They would like to centralize the opportunities for murals throughout the city. They spent time revising the mural policy and hope to bring it to the next meeting. They also want to schedule a meeting with the Library and look the wall and then set a date for the installation.

Queen Califia: Commissioner Velasco did not accept the nomination to be on the Queen Califia committee. Commissioner Velasco said she would rather have Commissioner Spann head the committee with Marty Tiedeman as a member of that committee. Assistant Director Lopez will reach out to Marty

Tiedeman. Commissioner Ryan will reach out to Assistant Director Lopez to discuss this and Lopez will provide background on Queen Califa to Commissioner Spann and committee members.

Commissioner Velasco adjourned the meeting at 4:11 p.m.

Ana Marie Velasco, Chair

Danielle Lopez, Assistant Director

**PUBLIC ART
COMMISSION**

Agenda Item No.: C
Date: February 8, 2021

TO: PUBLIC ART COMMISSION MEMBERS
FROM: JULIE PROCOPIO, ENGINEERING SERVICES
SUBJECT: GRAND AVENUE VISION PLAN – PHASE I

In 2017, downtown merchants, property owners, residents and other key stakeholders came together to develop a vision to revitalize Escondido's historic Grand Avenue. Concept plans were developed and a public meeting was held on October 12, 2017 to receive community input on the concepts. The City Council approved the [Grand Avenue Vision Plan](#) on February 14, 2018.

In August 2019, SANDAG agreed to provide funding for the City's Grand Avenue Vision Project - Phase I, in the amount of \$1,443,161, and the City Council approved matching funds, in the amount of \$1,100,000. The project includes the following components:

- Narrowing of Grand Avenue to one lane in each direction between Escondido and Juniper, and restriping of parking lanes to include diagonal parking on at least one side of the street.
- Extension of the sidewalk on the north side of the street between Maple and Broadway to expand outdoor dining opportunities and increase walkable space.
- Installation of new street lighting and festoon lighting between Maple and Kalmia, and removal of the medians.

As design of the project has developed, an opportunity to incorporate a unique art concept into the streetscape of Grand Avenue has arisen. A digital kiosk that would display images of art selected by the Commission could be placed within the widened sidewalk area at the entry point to Maple Plaza. The kiosk could also serve as a starting point for an Art Walk with QR Code access and a map to allow visitors to tour downtown while learning about its public art features. The digital display could also serve as a gathering point and include announcements of local events.

Public Art Fees, in the amount of \$250,000, was previously designated to incorporate art within Phase II of the Grand Avenue Vision project; however, this phase was not funded. The cost of the digital art kiosk is estimated at \$150,000, including the cost of design and construction of an enclosure that fits within the historic downtown. The Art Commission is asked to consider allowing use of a portion of the funding set aside for the Grand Avenue Vision project to fund this digital art canvas.

City of Escondido
Capital Project Balance
As of December 31, 2020

Agenda Item No.: E

Project	Description	Total Budget	Expenditures	Subtotal	Encumbrances	Balance
420149	City Murals	30,000	0	30,000	0	30,000
420119	Niki de Saint Phalle Art	105,852	0	105,852	0	105,852
420801	Queen Califia Education	29,999	1,900	28,099	0	28,099
421001	Pedestrian Pathfinders	31,180	0	31,180	0	31,180
421301	Escondido Creek Art	50,000	0	50,000	0	50,000
427201	Maintenance Program Public Art	136,195	7,220	128,975	7,220	121,755
428901	Grand Avenue Art Project	250,000	0	250,000	0	250,000
Public Art Fund		633,226	9,120	624,106	7,220	616,886

Project Descriptions

City Murals – Funding for new Murals to be located throughout the City.

Niki de Saint Phalle Art: Funding for maintenance costs of Queen Califia.

Queen Califia Education: Funding for educational opportunities related to Queen Califia.

Pedestrian Pathfinders: Funding for the creation of a series of visual markers to direct pedestrians along the transit center/downtown corridor.

Escondido Creek Art: Funding for planning and construction of potential public art along the Escondido Creek Trail, in conformance with the Escondido Creek Master Plan.

Maintenance Program Public Art: Funding for maintenance of all public art pieces.

Grand Ave Art Project: Funding for planning and construction of potential public art in conjunction with the Grand Ave street Improvements.