

PUBLIC ART COMMISSION

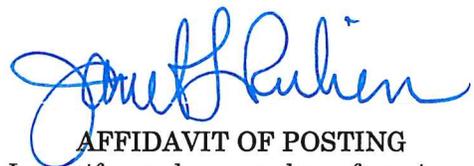
Public Art Commission
Monday, October 14, 2019
3:00 p.m., Council Chambers

AGENDA

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: – July 8, 2019
 - C. OLD BUSINESS
 - 1. Mural Program – Provide feedback
 - D. NEW BUSINESS
 - 1. Meeting Schedule – Increase frequency of meetings from quarterly to bimonthly
 - 2. Meeting with the Niki Charitable Foundation
 - E. STAFF LIAISON REPORT – Written
 - F. FINANCIAL REPORT – September 2019
 - G. ORAL COMMUNICATIONS
- 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. ITEMS FROM COMMISSIONERS
 - I. FUTURE AGENDA ITEMS
 - J. ADJOURNMENT



AFFIDAVIT OF POSTING

I certify under penalty of perjury,
that I am employed by the City of
Escondido and I post this agenda on
(10/11/19) at (11:40/AM)

**CITY OF ESCONDIDO
MINUTES OF THE REGULAR MEETING OF THE
PUBLIC ART COMMISSION
July 8, 2019**

Call to Order: The regular meeting of the Public Art Commission was called to order at 3:00 p.m. by Chairman Tiedeman in the Council Chambers, 201 North Broadway, Escondido, California.

Commissioners Present: Chairman Tiedeman, Commissioner Velasco, Commissioner Spann (arrived at 3:17 p.m.) Commissioner Cowell, Commissioner Osvold.

Commissioners Absent: None

Staff Present: Assistant Director of Community Services Danielle Lopez, City Clerk Zack Beck.

Oral Communication: Anna Volante from the California Center for the Arts shared that the center is looking to utilize augmented reality for the mural program as opposed to a painted mural. They are considering a painted mural on the side of the arts center.

Minutes: Moved by Commissioner Cowell, seconded by Commissioner Osvold, to approve the minutes of the April 8, 2019, meeting. Motion carried unanimously. 4/0 (Commissioner Spann - absent)

Old Business: Danielle Lopez provided an update regarding the mural program.

New Business: Danielle Lopez discussed media coverage of Queen Califia by Channel 10 News and GSTV. Commissioners discussed repairs that are needed at Queen Califia, including signage that needs to be replaced on site. Commissioners requested to have volunteer applications on site at Queen Califia. Request for Chair Tiedeman for a second bench to be placed at the Queen Califia site.

Staff Liaison Report: Danielle Lopez discussed the written report that was submitted as part of the agenda packet.

Financial Report: Commissioner Velsco requested that finances for the Pedestrian Pathfinder program could be allocated to the mural program. Commissioner asked about the amount of funds being allocated to the fund for the building program.

Items from the Commissioners: None

Future Agenda Items: Mural Program. Procedures for artists to present a project to the Public Art Commission.

ADJOURNMENT: Chairman Tiedeman adjourned the meeting at 4:00. The next meeting is scheduled for October 14, 2019 at 3:00 p.m.

Danielle Lopez, Assistant Director Community
Services

Marty Tiedeman, Chairman

City of Escondido Public Art Mural Program

Process and Guidelines



Introduction

A mural is a large scale artwork, painting or mosaic, applied or mounted directly to an exterior surface of a building or other structure and usually in a visible location. Murals are primarily artistic in nature.

The main purpose of the Public Art Mural Program is to enrich Escondido's community through using public funds to commission art in public places. The program would also promote private investment that results in quality improvements and enhancements to properties in Escondido, acting as a catalyst for improving the exterior appearance of a property/neighborhood. The improvements must substantially enhance the aesthetic of the area in which the property is located and must be vetted through both the Public Art Commission and the Appearance Committee.

The Public Art Mural Program is a City of Escondido program under the jurisdiction of the Public Arts Commission. The Mural Program has been established to encourage the beautification of existing buildings for business and/or property owners of retail, commercial, industrial, or office buildings. Applicants may include business/property owners interested in hosting public art and artists in search of canvases. Projects must be complete and collateral information must be provided to the program liaison before a grant will be processed for funding. Applicants will be eligible for a specified maximum matching grant based on the size and type of the proposed mural and the artist's estimated cost. The grant will match dollar for dollar of the applicant's contribution up to a maximum of \$5,000.

Note: The following criteria and specifications only apply to city-commissioned murals, and not private undertakings.

Eligibility and Processing

- The proposed property must be located within Escondido City limits
- The proposed property must be a retail, commercial, office, industrial, or residential use (except single-family residences)
- The proposed project must be in conformance with all applicable city codes and design standards
- Applicant must submit a completed grant application, with all requested collateral materials, to the program liaison
- Must be a permitted or conditionally permitted use; or a legal non-conforming use
- The proposed project must receive all necessary approvals before any work is started for which grant funds are being requested
- Applicant must submit original invoices stamped, paid, or accompanied by copies of canceled checks, or proof of payment for materials, or for work performed by others before receiving the reimbursement grant

Applicants may include:

- An individual artist or a group of artists
- A business or building owner

- A not-for-profit organization (neighborhood association, educational/community organization)

Artist Criteria

- An artist is considered to be a practitioner in the visual arts, and is generally recognized by critics and peers as a professional of serious intent and recognized ability

Note: To promote diversity in artists and styles, artists may only receive approval and/or funding once every two years

Mural Criteria

Mural approval will be based on the following factors:

- **Accessibility**
Projects must be easily visible from public view
- **Design**
The mural shall add to the appearance of the building and neighborhood, complementing the style of building, the site, and the City of Escondido. (see "Design Standards and Requirements" for more info).
- **Scale**
The mural shall work within the scale of the site
- **Feasibility**
The mural should have a realistic budget and timeline
- **Support**
The applicant must provide written evidence of support for the design (letter of support from the business and/or building owner, neighborhood association, etc.)
- **Durability**
Mural media should be weather-resistant and uphold at least 5 years

Design Standards

- Formulation of color palettes, renderings, and building plans will, in most cases, require professional design assistance
- Ideally, designs will complement the architectural, geographical, socio-cultural or historical context of the project location
- Designs must be original works of art
- Mural media may be plain or incorporate decorative, ornamental elements
- The mural may be illuminated, subject to City of Escondido requirements

Note: The mural must be topped with an anti-graffiti varnish to protect against vandalism

Eligible Costs

- Artist fees for design and execution of mural (including artist's transportation and liability insurance fees)
 - Artists may charge a flat rate per square foot of the mural
 - Artists may account for assistant fees

- Materials associated with creating and installing the mural (paints, mosaic tiles, lighting and electrical equipment, etc.)
- Other expenses pre-approved by the Public Art Commission

Note: The city will provide barricades or other equipment required to close off the mural's location during the design process

Ineligible Costs

- Art exhibitions
- Unveiling, publicity, security
- Photographs of completed work

Maintenance

The City of Escondido does not take responsibility for the maintenance or preservation of murals approved by the Public Art Commission. A mural placed on a private structure becomes the physical property of the building/property owner. As such, the building/property owner is responsible for periodically monitoring the condition of the mural and facilitating its maintenance by assuming any costs associated with its maintenance, repair, and/or removal. Murals not maintained properly may be subject to Code Compliance penalties and removal.

An Art Easement Agreement stating the rights and responsibilities of the city and business owner will be established and signed. This includes the business owner's statement of intent to preserve the mural for a specific number of years and to uphold a specific maintenance agreement.

Grants

- All grants are matching grants based on the projected cost of the mural as previously described
- Work must be completed within the time period specified in the Letter of Commitment; if work is not completed in the given time frame, the applicant can still receive a grant only if funds are available when they complete the work

Note: The city will be holding stringently to the time frame specified in the Letter of Commitment

Process

Artist Applicants	Business Owner/Organization Applicants
<ul style="list-style-type: none"> ● Applicant submits their resume and credentials to the program liaison <ul style="list-style-type: none"> ○ Applicant should submit at least 4 images highlighting their work as a muralist 	<ul style="list-style-type: none"> ● The applicant submits a property owner application to be added to a roster of eligible mural locations OR ● The applicant can seek out a qualified artist through the "Mural Artist Roster"

<ul style="list-style-type: none"> • If credentials are satisfactory, the program liaison will arrange a pre-application meeting, in which they will discuss the application and program requirements 	<ul style="list-style-type: none"> • Once an artist and property owner are matched, the artist will then arrange a pre-application meeting with the program liaison, in which they will discuss the application and program requirements
<ul style="list-style-type: none"> • The artist submits the application, including a preliminary budget and timeline for their project, and a proposed location and design (including a letter of support from the business owner) to the program liaison <ul style="list-style-type: none"> ◦ As the application and design process involves a significant amount of time, the artist will be paid a set design fee (\$500-\$1,000) while their project is in review • The program liaison and Public Art Commission will review the project, its compliance to code, and design • If approved, a Letter of Commitment will be sent to the applicant from the program liaison. The letter will specify the amount of the estimated grant funds to be set aside and a time frame in which the work must be completed by in order to receive the grant • Once the applicant has received all necessary approvals and permits, as advised by the Planning and Building Divisions, they can begin work • After the work is completed, the applicant submits receipts or paid invoices and high quality "after photos" to the program liaison. A final inspection will be conducted to confirm the work has been completed and conforms to the approved plans • If the work is satisfactory, the applicant will receive a check for the grant in the appropriate amount within 30 days. Work or modifications made that do not conform with the approved project plans will not receive a grant 	

Note: All murals are subjected to the "Policy for the Review of Proposed Murals Non-Residential Zones" (see attached)

Required Application Materials

1. Resume or bio of artist proposed to complete mural (including at least 4 images highlighting the artist's work as a muralist)
2. Digital images:
 - a. One color image of the proposed design
 - b. One color image of the proposed building and wall
3. If attaching panels to a wall, a materials list, drawing and attachment plan must be submitted
4. Detailed budget and timeline for the project

5. Letter of support from the business and/or building owner
6. Letter of support from one community partner or neighborhood association
7. Letter of intent to sign the Art Easement Agreement from the property owner

For Questions, contact:

Danielle Lopez, Public Art Program Administrator

Community Services

760-839-6269

dmlopez@escondido.org

Mural in a Weekend

Within the Public Art Mural Program, the Mural in a Weekend Program has been established to engage and unify the local community, while simultaneously beautifying Escondido. The same artist, mural, and design criteria, as well as the outlined eligible and ineligible costs, of the Public Art Mural Program still remain—however, applicants will be limited to interested and qualified muralists. Applicants will be eligible for a specified maximum matching grant based on the size and type of the proposed mural and the artist's estimated cost. The grant will match dollar for dollar of the applicant's contribution up to a maximum of \$5,000.

Prior to Painting
<ul style="list-style-type: none">● Applicant submits their resume and credentials to the program liaison<ul style="list-style-type: none">○ Applicant should submit at least 4 images highlighting the artist's work as a muralist and specify they are interested in the Mural in a Weekend Program specifically● If credentials are satisfactory, the program liaison will arrange a pre-application meeting, in which they will discuss the application, program requirements, and the program liaison's envisioned mural design● The artist submits the application, including a preliminary budget and timeline for their project, and a proposed location and design (including a letter of support from business owner) to the program liaison<ul style="list-style-type: none">○ As the application and design process involves a significant amount of time, the artist will be paid a set design fee (\$500-\$1,000) while their project is in review● The program liaison and Public Art Commission will review the project, its compliance to code, and design● Once approved, a Letter of Commitment will be sent to the applicant from the program liaison. The letter will specify the amount of the estimated grant funds to be set aside and a time frame in which the work must be completed by to receive the grant● Once the applicant has received all necessary approvals and permits, as advised by The Planning and Building Divisions, they can begin work
Painting
<ul style="list-style-type: none">● The artist will then paint an uncolored 'outline' of the mural for the community to paint● The artist will then direct a team of volunteer painters (where to paint, color choice, etc.) from 8 am to 5 pm on Saturday and from 8 am to finish on Sunday

- A mural dedication ceremony will take place Sunday at 5 pm to celebrate the art and honor both volunteers and the artist

After Mural Completion

- After the work is completed, the applicant submits receipts or paid invoices and high quality “after photos” to the program liaison
- If the work is satisfactory, the applicant will receive a check for the grant in the appropriate amount within three weeks

Volunteers

- To participate in the program, all volunteers must sign a liability waiver
- The number of volunteers will be limited per the artist’s recommendation (i.e. 12-20), to prevent crowding
- No experience necessary to volunteer

**PUBLIC ART
COMMISSION**

**Agenda Item No.: E
Date: October 14, 2019**

TO: Public Art Commission
FROM: Danielle Lopez, Assistant Director of Community Services
SUBJECT: Staff Liaison Report

TRANSITION OF THE PUBLIC ART COMMISSION TO THE CALIFORNIA CENTER FOR THE ARTS

At this time there is no further information on the transition; staff expect more information in November.

QUEEN CALIFIA

Repairs – Lech Juretko has provided a comprehensive quote for repairs to the sculpture garden. City staff will be meeting with the Niki Charitable Art Foundation during the week of October 21, date to be determined, to discuss the quote received, and develop a strategy for executing the repairs.

GRAPE DAY PARK - GRAPE SLIDE AND VINEHEDGE

The City is currently working with Nature Works to repair a section of mosaic tiles, located on the grape slide, as well as multiple sections of the vinehenge play structure located in Grape Day Park. Once the contract has been executed, the repairs are expected to take 3-4 days, and the estimated cost is \$8,000.

COMMISSION APPOINTMENTS

The following commission members have terms expiring on 3/31/2020:

- Thomas Osvold
- Marty Tiedeman

During January and February of even-numbered years, the City of Escondido solicits applications from persons interested in actively participating in local government. Interviews are conducted by the full Council and each application is carefully reviewed before an appointment is made. The commission terms of office are four-years, and it expires on March 31 of even numbered years.

Applications are accepted throughout the year, in case additional appointments need to be made due to resignations or other unforeseen circumstances. With very few exceptions (i.e., allowing persons that own a business in Escondido or have a certain expertise), applicants must live within the geographic boundaries of the City's General Plan.

Commission requirements vary (for example, the Public Arts Commission encourages their membership to be involved in the arts; Historic Preservation requires representation from a variety of historic perspectives), but a genuine interest in the commission's mission and in serving the community are the principal requisites for service.

City of Escondido
Capital Project Balance
As of September 30, 2019

Agenda Item No.: F

Project	Description	Total Budget	Expenditures	Subtotal	Encumbrances	Balance
420119	Niki de Saint Phalle Art	105,852	0	105,852	0	105,852
420801	Queen Califia Education	30,613	0	30,613	0	30,624
421001	Pedestrian Pathfinders	150,115	0	150,115	0	150,115
421301	Escondido Creek Art	63,335	0	63,335	0	63,335
427201	Maintenance Program Public Art	136,195	0	136,195	0	136,195
428901	Grand Avenue Art Project	300,000	0	300,000	0	300,000
Public Art Fund		786,110	0	786,110	0	786,110

Unallocated Public Art Fund \$180,550. This is a projected amount based on Development Impact Fees

Project Descriptions

Public Art - Administration: Funding for administrative costs associated with the public art program.

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.