

## **PUBLIC ART COMMISSION**

**Public Art Commission  
Monday, April 8, 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: – October 15, 2018
  - C. OLD BUSINESS
    - 1. Mural Program – Discussion
  - D. NEW BUSINESS
    - 1. CCAE Transition – Discussion
    - 2. Queen Califia
      - a. Security
      - b. Repairs
      - c. Signage
      - d. Volunteers
  - E. STAFF LIAISON REPORT – Written
  - F. FINANCIAL REPORT – January 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

**CITY OF ESCONDIDO  
MINUTES OF THE REGULAR MEETING OF THE  
PUBLIC ART COMMISSION**

**October 15, 2018**

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

**Commissioners present:** Vice-Chair Osvold, Chairman Tiedeman, and Commissioner Cowell.

**Commissioners absent:** Commissioner Velasco and Commissioner Spann.

**Staff present:** Karen Youel, Housing and Neighborhood Services Manager; and Kristina Owens, Associate Planner.

**ORAL COMMUNICATIONS** - None.

**MINUTES:** Moved by Commissioner Cowell, seconded by Vice-Chair Oswald, to approve the minutes of the July 9, 2018, meeting. Motion carried unanimously.

**OLD BUSINESS:**

1. Lighted Artwork at CCAE Tower – Discussion/Action

Rachel Kestner from the California Center for the Arts (CCA), stated that Beth Marino, the new Museum Manager, will be the main contact for the project and that they are undergoing a staffing transition at the museum. She indicated that they are not yet ready to present a proposal for lighted art on the tower to the Commission, but they have been meeting with a potential artist and others and hope to have a presentation ready for the Commission to review soon.

2. Status of Queen Calafia Schedule - Discussion

Karen Youel gave a brief overview of the recent vandalism at Queen Calafia and discussed plans for repairs. Commissioners discussed potential funding mechanisms, including a possible fundraiser, which may be easier due to the recent publicity.

Kristina Owens summarized the docent schedule for the remainder of the year. Queen Calafia will be closed on Thanksgiving Day, Christmas Day and New Year's Day. The Commissioners discussed other potential closure dates during the holidays. They agreed that Queen Calafia should be closed on the 4<sup>th</sup> Saturday of November, the 24<sup>th</sup>, due to its proximity to the Thanksgiving holiday. In order to

provide more times for visitors to come out to the exhibit, the Commission agreed to open Queen Califa on December 22 (the 4<sup>th</sup> Saturday of December) and on the other regularly open days during December.

### 3. Mural Program - Discussion

Kristina Owens indicated that staff had begun work on a draft for the mural program, including guidelines and an application, although a draft was not ready for review by the Commission. Chair Tiedeman wanted to continue working on the mural program and did not want the program tabled. The Commissioners discussed potential guidelines for the program and agreed that the program would be a great benefit for the City in attracting businesses and residents to the area. The Commissioners agreed that the program should be flexible and contain a cost-sharing element.

#### **NEW BUSINESS: None**

**DIRECTOR'S REPORT:** Karen Youel updated the Commission on the status of recent SANDAG grant applications with a potential public art component.

Karen Youel also updated the Commission on progress of restoration of public art pieces as part of the Housing Related Parks (HRP) grant project. Chair Tiedeman suggested returning the Monument to Time to the grassy area near the CCAE ticket office, where the Niki pieces on loan to the Center have been removed.

**STAFF LIAISON REPORT:** Received.

**FINANCIAL REPORT:** September 2018 - Received.

**WRITTEN COMMUNICATIONS:** None.

**ORAL COMMUNICATIONS:** None.

**ITEMS FROM COMMISSIONERS:** None

**FUTURE AGENDA ITEMS:** None

#### **ADJOURNMENT:**

Chairman Tiedeman adjourned the meeting at 3:50 p.m. The next meeting was scheduled for January 14, 2019.

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Karen Youel, Housing and  
Neighborhood Services Manager

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Marty Tiedeman, Chairman

## City of Escondido

### Mural Program

Agenda Item No.: C

#### **Purpose, Terms**

The Mural Program is a City program administered by the "Department," as part of the Public Art Program. The Mural Program has been established as an incentive for business owners and/or property owners of retail, commercial, industrial, office and residential properties located within the Escondido City limits. The grant is not for new "ground up construction" but for improvement of existing buildings. Projects must be complete and collateral information must be provided to the Program Administrator before a grant will be processed for funding; no advances will be made of grant funds. Applicants will be eligible for a specified maximum matching grant based on the size of the mural proposed 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.

The main purpose of the Program is to enrich the life of the community through art in public places. The program would also induce 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 environment of the area in which the property is located and must be vetted through both the Public Art Commission and the Appearance Committee.

#### **Mural definition:**

For the purposes of this program, a mural is defined as a large scale artwork, painting or mosaic, applied to or mounted directly to an exterior surface of a building or other structure and that is visible from the public right-of-way. Its primary intent is to be artistic in nature rather than purely information, creative signage or commercial signage.

Projects must be easily visible from public view. Grants will be given only for quality improvements done in a professional manner. A final inspection will be conducted to confirm the work has been completed and conforms to the approved plans, colors and/or materials.

The "Department" will administer the grant program. The Planning and Building Divisions will handle project approval, processing and permitting. No commitment of funds will be made until the "Department" has evaluated the project for code compliance, receives a complete project application and advises the Program Administrator that it is appropriate to proceed.

### **Eligible Costs**

- The work of art itself; and
- Materials associated with creating and installing the mural

### **Ineligible Costs**

- Art exhibitions;
- Unveiling, publicity, security;
- Photographs of completed work; and
- Repainting "blank" walls.

### **Artist Selection**

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.

The artist credentials must be approved by the Public Art Commission prior to final design approval.

### **Mural selection**

The mural shall add to the appearance of the building and neighborhood, complementing the style of the building, the site and the City of Escondido.

- The mural shall work within the scale and nature of the site.

- o The selected mural shall be of quality materials.
- o Mural media may be paint or other decorative, ornamental elements.
- o Mural may be illuminated, subject to City of Escondido requirements.

## **Maintenance**

The City of Escondido does not take responsibility for 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 care and maintenance, assuming any costs associated with its maintenance, repair and/or removal. Murals not maintained properly may be subject to Code Compliance penalties and removal.

## **General Information**

### **I. Eligibility & Processing**

The property must meet the following criteria:

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

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obtain application and program requirements. No commitment of grant funds will occur until the "Department" has determined that the proposed project will meet codes and design standards. "Department" will notify grant Program Administrator of pre-app meeting and include them when appropriate.

- o The applicant prepares a preliminary cost estimate for their project, estimates the time it will take to get the work done and gathers other submittal materials previously described.
- o The applicant submits the appropriate application and collateral materials(below) to the "Department".
- o On receipt of a grant application, the Program Administrator will review to determine completeness.
- o After the "Department" has reviewed the project and determined it is code compliant and meets design standards, a Letter of Commitment will be sent to the applicant from the Program Administrator. 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 to receive a grant.
- o The Mural is scheduled for review by the Public Art Commission at its next meeting.
- o The Mural is scheduled for review by the City Appearance Committee and/or any other required group as specified in the "Policy."
- o Once the applicant has received all necessary approvals and permits, they can begin work.
- o After the work is completed per the approved project plans, applicant submits proof of payment for work and materials and "after photos" to the Program Administrator. If the work is satisfactory, based on materials submitted and an on-site inspection, the applicant will receive a check for the grant, in the appropriate amount, within three weeks. Work done, or modifications made, that do not conform with the approved project plans, will not receive a grant.

#### Required Application Materials

1. Completed Mural Program application;
2. Resume or Bio for artist proposed to complete mural;
3. Digital Images:

- One color image of proposed concept;
  - One color image of overall building and wall;
  - Images of past work from the proposed artist.
4. If attaching panels to a wall, a materials list, drawing and attachment plan must be submitted
  5. Detailed budget for the project

**PUBLIC ART  
COMMISSION**

**Agenda Item No.: E**  
**Date: April 8, 2019**

**TO:** Public Art Commission

**FROM:** Joanna Axelrod, Director of Communications and Community Services  
Danielle Lopez, Assistant Director of Community Services

**SUBJECT:** Staff Liaison Report

**MONUMENTS TO TIME IN THE CORRIDOR OF LIFE, ART AND CULTURE**

Refurbishment of the four musical pieces located at the rear of City Hall began in November 2018, with the assistance of the Housing-Related Parks Program grant. The pieces are being repaired and re-painted by Sign Post in Escondido. There were some small delays due to the rainy weather and the amount of repairs needed, but it is anticipated that all four pieces will be completed by the middle of April. After refurbishment, the pieces will be returned to their location at the rear of City Hall, adjacent to the Mitchell Room. We are looking into what is needed to repair the musical components and we hope to have that started shortly after the pieces are in place.

**BLUE GRANITE SHIFT**

City staff approached Mathieu Gregoire, the artist of Blue Granite Shift, late last year about making some changes to the pieces located at the California Center for the Arts, due to ongoing maintenance issues. A few of the pieces are located on the Great Lawn and have a low profile, making them a trip hazard and an obstacle to maintenance personnel mowing the lawn. After discussions with the artist, the City Manager's Office and Public Works staff, it was determined that modifications would include moving the higher profile pieces to the decomposed granite area surrounding the citrus trees and raising the grade around two of the low-profile pieces. This will prevent damage to the art pieces, as well as to the maintenance equipment. We will also remove the plumbing from one of the water features where the pump is consistently broken, and fill it with decomposed granite (DG). A contract was executed with Mr. Gregoire to draw plans showing the desired location for the two pieces that will be moved. All work should begin as soon as plans are received from the artist.

City of Escondido

Capital Project Balance

As of January 31, 2019

Agenda Item No.: F

Project	Description	Total Budget	Expenditures	Subtotal	Encumbrances	Balance
420019	Public Art - Administration	34,665	15,972	18,693	0	18,693
420119	Niki de Saint Phalle Art	144,231	7,246	136,984	0	136,984
420801	Queen Califia Education	30,624	0	30,624	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
<b>Public Art Fund</b>		<b>859,164</b>	<b>23,218</b>	<b>835,946</b>	<b>0</b>	<b>835,946</b>