



PUBLIC ART COMMISSION

Monday, August 10, 2020
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 – December 19, 2020
- C. NEW BUSINESS
 - 1. Welcome New Commissioners
- D. FINANCIAL REPORT – July 2020
- E. MURAL PROGRAM

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.

- F. ITEMS FROM COMMISSIONERS
- G. FUTURE AGENDA ITEMS
 - 1. Nomination and appointment of Chair
- H. 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 REGULAR MEETING OF THE
PUBLIC ART COMMISSION
December 9, 2019**

Call to Order: The regular meeting of the Public Art Commission was called to order at 3:03 p.m. by Chairman Tiedeman in the Council Chambers, 201 North Broadway, Escondido, California.

Commissioners Present: Chairman Tiedeman, Commissioner Velasco, Commissioner Spann, Commissioner Osvold, Commissioner Cowell.

Commissioners Absent: None.

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

Oral Communication: None

Minutes: Moved by Commissioner Spann, seconded by Commissioner Cowell to approve the minutes of the October 14, 2019, meeting as amended. Remove staff members Joanna Axelrod and Jay Petrek from the minutes. Motion carried with five yes votes.

Old Business:

Queen Califia Repairs, Signage and Benches: Danielle Lopez reported that an estimate of \$480,000 was submitted by Lech to repair the Queen. The Niki Foundation will split the cost with the City. We may choose another artist with Nike Foundation approval. The remaining budget is \$108,000. Commissioners agreed that the priority is large missing tiles and the snake walls. An arborist is looking at the trees by the benches. Quote for 13 various signs is \$3,470. Lopez suggested holding off on the interpretative sign and move forward on others. Lopez is doing more research and the Commissioners agreed. It was suggested that we refurbish the large sign. Lopez is looking into getting quotes from public works on new six foot benches.

Mural Program: Commissioner Velasco described her mapping system for the murals and suggested prioritizing sites. The Escondido Public Library was chosen as the number one choice. All Commissioners were tasked with looking at all locations on the map and being ready to discuss in the February 2020 meeting.

New Business:

Meeting with Niki Charitable Foundation: Lopez reported that repairs to the Queen would be split 50/50 between the Foundation and the City. The Foundation was supportive of fundraising and full support was given for an alternate artist for repair. The Foundation is strongly against using alternative materials. Foundation was in full support of us charging for admission to the sculpture?

Staff Liaison Report: Danielle Lopez spoke about Vinhenge repairs and asked for ideas on where to relocate the pillars.

Financial Report: November 2019.

Items from the Commissioners:

None.

Future Agenda Items:

Charging for admission to the Queen: fees? For what? Structure? Pricing of merchandise, brochure of swag.

ADJOURNMENT: Meeting adjourned at 4:55 p.m.

The next meeting is scheduled for April 13, 2020 at 3:00 p.m.

Danielle Lopez, Assistant Director
Community Services

Marty Tiedeman, Chairman

City of Escondido
Capital Project Balance
As of July 1, 2020

Agenda Item No.: D

Project	Description	Total Budget	Expenditures	Subtotal	Encumbrances	Balance
NEW	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	0	29,999	0	29,999
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	0	136,195	0	136,195
428901	Grand Avenue Art Project	250,000	0	250,000	0	250,000
	Public Art Fund	633,226	0	633,226	0	633,226

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.



PUBLIC ART COMMISSION

Agenda Item No.: E
Date: 08-10-19

TO: Public Art Commission

FROM: Danielle Lopez, Assistant Director of Community Services

SUBJECT: City of Escondido Mural Program

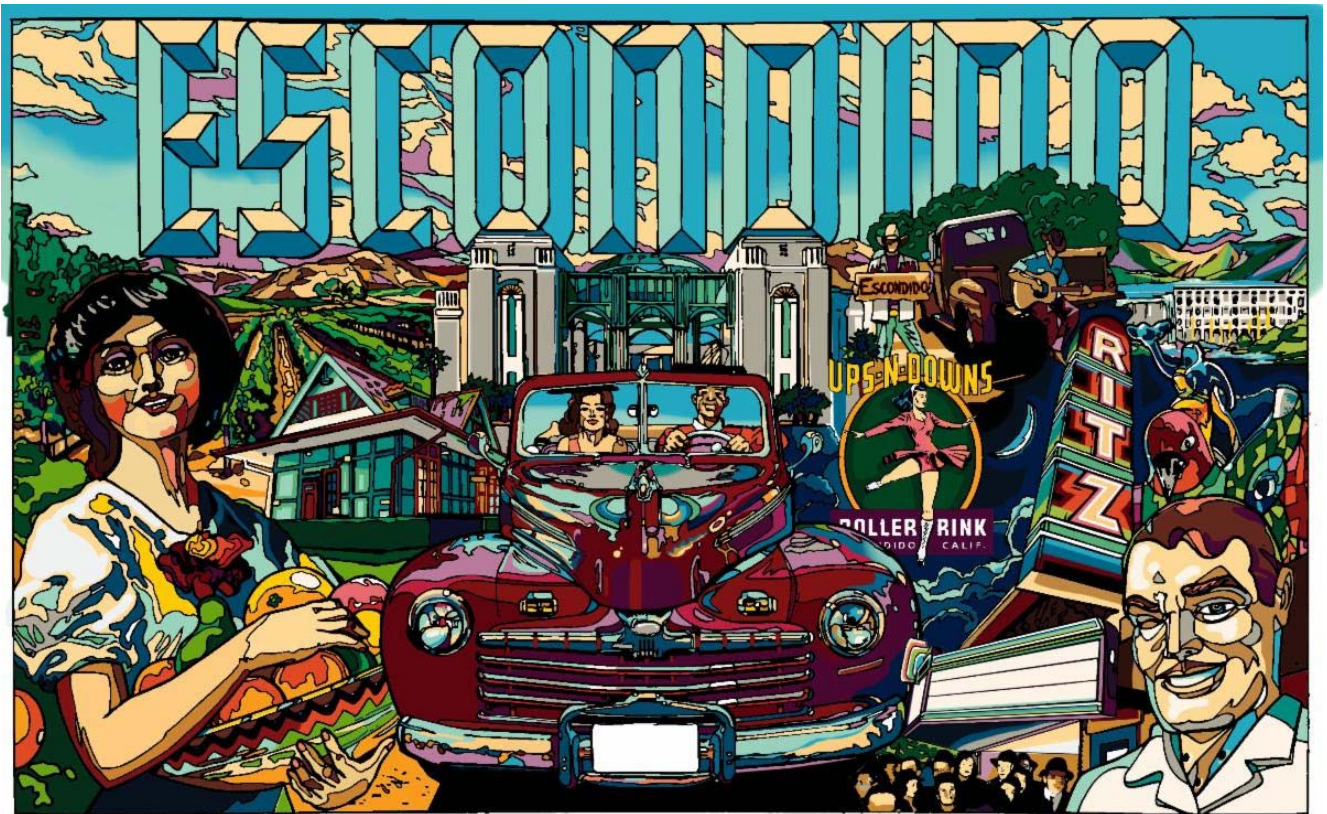
CITY OF ESCONDIDO MURAL PROGRAM

The City of Escondido Mural Program is designed to enrich Escondido, promote civic pride, and bring beauty to unexpected places. The mural program will also act as a form of economic development, acting as a catalyst, providing quality improvements and enhancements to the exterior appearance of properties and neighborhoods.

We have allocated \$30,000 to the program in the 2020-2021 Capital Improvement Program (CIP) budget, and an additional \$135,000 is projected to be allocated through fiscal year 2025.

Please review the attached draft policy in advance of the 8/10/2020 Public Art Commission meeting, and come prepared to discuss any questions or suggestions you have.

City of Escondido Public Art Mural Program



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. The City of Escondido Mural Program is designed to enrich Escondido, promote civic pride, and bring beauty to unexpected places. The mural program will also act as a form of economic development, acting as a catalyst, providing quality improvements and enhancements to the exterior appearance of properties and neighborhoods.

Applicants may include business/property owners interested in hosting public art, and/or artists in search of canvases. Applicants will be eligible for a matching grant that will match dollar for dollar of the applicant's contribution, up to a maximum of \$5,000.

Eligibility and Processing: *The following criteria and specifications apply to City-commissioned murals, and not private undertakings.*

- 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 application, and all requested collateral materials, to the program liaison;
- 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 proposed project must receive all necessary approvals before any work is started;

Applicants may include:

- A business or building owner
- A not-for-profit organization (neighborhood association, educational/community organization)
- An individual artist or a group of artists

Interested Business Owners/Not-for-Profit Organizations: Business Owners interested in receiving a City-commissioned mural on their property may:

- Request to be added to a roster of eligible mural locations;
- OR
- Seek out a qualified artist to partner with through the "Mural Artist Roster" (see "Process" for more details) and submit an application.

Maintenance

The City of Escondido does not take responsibility for the maintenance or preservation of murals placed on private structures. 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.

Interested Artists: Artists interested in city-commissioned murals should:

- Submit their resume and credentials to the program liaison to be added to a roster of mural artists (see "Process" for more details).
- OR
- Seek out a business/building owner to partner with and submit an application, and/or reply to city issued Request for Proposals (RFP).

Mural Criteria: Mural approval will be based on the following factors:

- **Accessibility/Location:** Proposed mural must be easily visible and in 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 pallets, 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;

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

Grants

- Artists must include a preliminary budget in their application;
- All grants are matching grants, based on the projected cost;
- Applicant must submit original invoices and proof of payment for materials, and/or work performed, in order to receive reimbursement;
- Work must be completed within the time period specified in the Letter of Commitment/PSA?. If work is not completed in the agreed upon time frame, reimbursement is subject to funding availability upon completion.

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, fencing, lighting and electrical equipment, etc.)
- Other expenses pre-approved by the Public Art Commission

Ineligible Reimbursable Costs

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

Process

Artist Applicants	Business Owner/Organization Applicants
<ul style="list-style-type: none"> • Submit resume and credentials to the program liaison to be added to a roster of mural artists OR • Seek out a business/building owner to partner with and submit an application; OR • Reply to city issued Request for Proposals (RFP) 	<ul style="list-style-type: none"> • Request to be added to a roster of eligible mural locations; OR • Seek out a qualified artist through the “Mural Artist Roster” • 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

- The artist submits the application, including a preliminary budget, timeline, and a proposed location and design (including a letter of support from the business owner) to the program liaison
 - 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 grant funds to be set aside and a time frame in which the work must be completed by in order to receive the grant funding.
- Once the applicant has received all necessary approvals and permits, as advised by the Planning, Building Divisions, and Public Works Department they can begin work.
- After the work is completed, the applicant shall submit 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 reimbursement in the appropriate amount within 30 days. Work or modifications made that do not conform to the approved project plans, will not be reimbursed.

Required Application Materials

- City of Escondido Mural Program Application;
- Resume or bio of the artist proposed to complete mural (including at least 4 images highlighting the artist’s work as a muralist)
- Digital images:
 - One color image of the proposed design
 - One color image of the proposed building and wall
- If attaching panels to a wall, a materials list, drawing and attachment plan must be submitted
- Detailed budget and timeline for the project
- Letter of support from the business/building owner and /or community partner or neighborhood association
- Letter of intent to sign the Art Easement Agreement from the property owner
- Any and all other information and materials in accordance with the Request for Proposal (RFP), if applicable.

Program information, application materials, and photos of existing murals will be maintained on the City's website at <https://www.escondido.org/public-art-program.aspx>

For Questions, contact:

Danielle Lopez,
Assistant Director of Community Services/Public Art Program Liaison
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dmlopez@escondido.org
