ITEM NO. 25

STAFF REPORT

CITY OF OCEANSIDE

DATE: September 12, 2007

TO: Honorable Mayor and City Councilmembers

FROM: Library Department

SUBJECT: **APPROVAL OF THE ARTIST SELECTION FOR THE PACIFIC STREET BRIDGE PUBLIC ART PROJECT AND AUTHORIZATION FOR STAFF TO IMPLEMENT THE PROJECT**

SYNOPSIS

The Arts Commission presents its selected art proposal for consideration with the recommendation that the City Council approve the art proposal from Jun Blanco for the Pacific Street Bridge Public Art Project and authorize staff to implement the project.

BACKGROUND

The Public Art Policy for the City of Oceanside specifies that all Capital Improvement Projects include public art as a visual arts design element with 1 percent of the City's cost of the project dedicated to the public art element. Under this policy, the Pacific Street Bridge Project is eligible for a Public Art element.

After reviewing the bridge design, staff and the Arts Commission determined that a public art element could be located on the North retaining wall of the bridge, oriented towards the harbor shops and parking lot. The wall is 663 feet in length, 12 feet high at its highest point and tapers to either side. The top section will be the most visible, with the bottom five feet partially hidden by shrubs and parked vehicles. An ad hoc subcommittee of the Arts Commission was appointed to create a selection panel to review submissions and make a recommendation for the full Arts Commission's approval.

On May 7, 2007, the Call for Artists brochure was widely distributed to artists throughout the San Diego region and was also posted on the City Web site. A selection panel was assembled composed of three local community and artistic professionals, staff members from the Harbor and Beaches Department and the Engineering Division of Public Works, and two members of the Arts Commission.

The selection panel reviewed and rated the artist submissions using standard objective criteria, and four proposals were selected for personal artist interviews. These artists were given an additional time period to prepare detailed, site-specific concepts and were interviewed on July 23, 2007. One finalist, Jun Blanco, was selected for presentation to the full Arts Commission on August 6, 2007.

ANALYSIS

At their meeting on August 6, 2007, the Arts Commission unanimously approved the selection panel's choice and voted to bring the recommendation to the City Council for approval. The artist's proposal was praised for his creative vision of a beach community and for the material which will be used in his composition.

The artist has taken into consideration the circumstances of a project completely exposed to the elements, and has demonstrated flexibility and responsiveness in responding to questions and suggestions from the Arts Commission. His proposal is within budget.

A press release was issued to inform the public of the recommended selection, and renderings of the proposed project were available for public review in the Civic Center for two weeks prior to City Council consideration.

FISCAL IMPACT

The total funding available for the project is $25,000. The artwork is estimated at $20,000 with the remaining funds set aside to cover all necessary expenses of the selection process and a contingency for any additional requirements. These funds are already allocated in the project's CIP budget (account number 501.737556) for the public art element of the Pacific Street Bridge, and no additional funding is required.

COMMISSION REPORT

The Arts Commission recommends that Jun Blanco be awarded the project for the following reasons:

- His proposal draws on artistic elements from the recreational environment of a beach community.
- The artwork is visually interesting with details and designs that complement the location of the bridge.
- The artist is a highly regarded professional who has done other work in the San Diego County area.
- The artist meets all eligibility requirements and the proposal is within budget.

CITY ATTORNEY'S ANALYSIS

The referenced documents have been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

The Arts Commission recommends that the City Council approve the art proposal from Jun Blanco for the Pacific Street Bridge Public Art Project and authorize staff to implement the project.

PREPARED BY:

Deborah Polich
Library Director

SUBMITTED BY:

Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs-Lawrence, Deputy City Manager

Paul Bussey, Interim Financial Services Director