

# OCEANSIDE ARTS COMMISSION

Monday, April 7, 2014 at 3:00 p.m.

City Council Chambers

300 North Coast Highway

## Item

1. **Call to Order, 3:00 p.m.**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Public Communications**

### Items On the Agenda

Persons who wish to speak on items on the agenda may ask the Chair when the item is addressed, must provide their name and address, and have three minutes to speak.

### Items Off the Agenda

No action will be taken by the Commission on these items.

Written Requests to Speak (on items off the agenda; must be received in the Oceanside Public Library Administration Office no later than seven days prior to the Commission meeting; person has five minutes to speak): NONE RECEIVED

Oral Communications: persons who wish to speak on items off the agenda without advance request may complete and turn into the Recording Secretary a "Request to Speak" form, available at the door, and have three minutes to speak.

## **CONSENT CALENDAR ITEMS**

Consent Calendar items are considered routine and may be enacted by a single vote. There will be no separate discussion of any Consent Calendar items unless requested.

5. **Approval of Minutes:** Meeting of February 3, 2013
6. **Financial Report:** April 2013

## **ACTION ITEMS**

7. **Workplan Goals & Objectives**
  - a. Report by ad hoc committee (Fohrman, Jameson, Tawfilis)
  - b. Discussion
  - c. Recommendation – approve Workplan, with any modifications, for submission to Council
8. **Follow-up Actions for Workplan**
  - a. Report by ad hoc committee (Fohrman, Jameson, Tawfilis)
  - b. Discussion
  - c. Recommendation – allow Commissioners to study and consider Actions to work on individually or in groups, to revisit at June meeting

- 9. Public Art Funding Proposals**
  - a. Report by staff on previous Arts Commission approach to use of funds
  - b. Discussion of history/future of funding and any findings by Workplan ad hoc
  - c. Recommendation – pending outcome of discussion
  
- 10. Policy on Public Murals**
  - a. Report by Commissioner Jameson
  - b. Discussion
  - c. Recommendation – if follow-up proposed, form ad hoc to draft policy
  
- 11. Commissioner Reports on Community Meetings Attended**
  - a. Report(s) by Commissioner(s)
  - b. Discussion
  - c. Recommendation – pending outcome of discussion
  
- 12. I-5 Corridor Beautification**
  - a. Report by Commissioner Jameson
  - b. Discussion
  - c. Recommendation – if follow-up proposed, form ad hoc or Commissioner assignment(s) to prepare for Request to Speak for future Council meeting
  
- 13. Staff & Commissioner Status & Action Reports on Projects Not Already Reported**
  
- 14. Setting of Agenda for NEXT REGULAR COMMISSION MEETING –  
MONDAY, JUNE 2, 2014, AT 3:00 P.M. IN THE COUNCIL CHAMBERS**

In accordance with State law, this agenda has been posted at the Ditmar kiosk at 300 North Coast Highway 72 hours in advance of this meeting.

Under the Brown Act, California's Open Meeting Law, any citizens has the right to address the Art Commission on matters within the Commission's jurisdiction. However, the Commission may not discuss or take any action on any item not specifically listed on the agenda. Citizens who wish to have an item placed on the agenda may do so by contacting the Oceanside Public Library no later than one week prior to the date of the Commission's regularly scheduled meeting. The Arts Commission is a formally established Advisory Commission to the City Council, and as such is bound by the Brown Act. If you have special needs because of a disability that make it difficult for you to participate in the Arts Commission meetings, please contact the Oceanside Public Library at 330 North Coast Highway, Oceanside, California 92054, telephone: (760) 435-5560, at least 24 hours prior to the scheduled meeting so that staff can make arrangements to accommodate your disability.

**MINUTES  
OCEANSIDE ARTS COMMISSION  
Monday, February 3, 2014 at 3:00 p.m.  
Council Chambers  
300 North Coast Highway**

**These minutes are an action summary of the Arts Commission's meeting and are not an attempt to provide a detailed account of the meeting.**

**Item**

- 1. **Call to Order** 3:06 p.m.
- 2. **Roll Call**  
**Commissioners Present:** Karen Williams-Graham, Ruth Jameson  
Jonathan Fohrman, Angela McDowell  
Joanne Tawfilis  
  
**Excused Absence:** Kathleen Hamilton  
  
**Unexcused Absence:** Tara Smith  
  
**Staff Present:** Brad Penner, Staff Liaison  
Karen McReaken, Recording Secretary  
  
**Council Member Present:** Jack Feller
- 3. **Audience Communications:** Stu Ridge

**CONSENT CALENDAR ITEMS**

*All items on the Consent Calendar are considered routine matters or reports covering previous Arts Commission instructions. The items listed on the Consent Calendar may be enacted by a single vote. There will be no separate discussion of any Consent Calendar items unless requested by members of the Commission or the public through submittal of a Request to Speak form prior to the commencement of this agenda item.*

- 4. **Approval of the Minutes:** Meeting of December 2, 2013.
- 5. **Announcements / Information Only**  
a. Financial Report – December 2013

The consent calendar items were approved unanimously.

**NOT OFFICIAL  
UNTIL APPROVED AT SUBSEQUENT  
MEETING BY ARTS COMMISSION**

## **ACTION ITEMS**

- 6. Approval of Art Donation/Loan Statement, Agreement and Criteria:** Commissioner Jameson suggested two revisions to the Statement. The wording for 3a should reflect that a limited edition reproduction is acceptable for three dimensional art only. The wording for 4d should state that the artist will have first right of refusal. Vice Chair Fohrman motioned to approve the documents with the revisions. Commissioner Tawfilis seconded and the vote in favor was unanimous.
- 7. Review of Commission's Workplan Goals & Objectives:** The commissioners discussed the goals. It was decided that an ad hoc be formed to more closely review the goals and any actionable items derived from them. Commissioner McDowell motioned for the committee to be formed, Commissioner Jameson seconded. Commissioners Jameson, Fohrman and Tawfilis volunteered for the ad hoc.
- 8. Public Art Funding Proposals:** The commissioners discussed the fact that funding was implicit in the goals. Chair Williams-Graham amended the previous motion to include a discussion of fiscal support in the ad hoc committee's meeting. Vice chair Fohrman seconded and the vote in favor was unanimous. Their findings will be reported at the April meeting.
- 9. Commissioner Reports on Community Meetings Attended:**

  - Commissioner Jameson: Cultural Consortium and Main Street
  - Commissioner Tawfilis: San Marcos Art Council and Gangland Ministries
  - Vice chair Fohrman: North County Higher Education Alliance
- 10. Commissioner Report on Public Art Collection / Art Registry:** Commissioner McDowell presented photographs of several paintings that are currently in City storage. The paintings were originally thought to be WPA panels, but research done in 1989 indicated that they are not. The Balboa Conservation Center has stated that they are not historically significant. The City Clerk's office had the paintings professionally photographed and will be bringing the photos to the City Council for direction on what to do with the actual paintings, as they no longer have room to store them. Commissioner Jameson asked that the Commission collaborate with the Artists Alliance and MiraCosta's Art Department to find a way to have the paintings restored and displayed. She would like that discussion added to the next agenda.
- 11. Commissioner Status & Action Reports on Projects not Already Reported:** Commissioners McDowell and Jameson asked that representatives from several arts-related groups (Artists Alley, Artists Alliance, Main Street, and OCAF) be invited to the next meeting to discuss the Commission's Goals & Objectives.
- 12. Adjournment:** The meeting was adjourned at 5:16 p.m.

**PUBLIC ART CAPITAL IMPROVEMENT PROGRAM**

907743200503

FY 2012-13		Budget	Encumbered	Expended	Balance	Date	Note
<b>CULTURAL PROGRAMS</b>							
Harbor Art Walk Reception		\$3,194.10	\$0.00	\$0.00	\$2,059.35	11/1/2010	Remaining balance verified
Architects in the Making				(\$289.00)		1/14/2010	Santino's Pizza
2010 Sculpture Competition - Judges Stipend			(\$500.00)	(\$150.00)		1/10/2011	approved by AC
Banner Display				(\$195.75)		3/16/2011	approved by AC
						6/24/2011	North County Printers & Signs
<b>FUND REMAINING TOTAL</b>					<b>\$2,059.35</b>		

**PUBLIC ART DONATIONS**

(101) 2090.0023

CARRYFORWARD		Budget	Encumbered	Expended	Balance	Date	Note
Balance Forward - July 2009					1151.43		
Donations collected at Art Traxx					62.00	6/10/2010	
Donations collected at Buddy Todd Concert					444.00	7/13/2010	
Donations collected at Buddy Todd Concert					85.47	7/22/2010	
Donations collected at RDO Concert					503.00	8/19/2010	
Donations collected at Sculpture Competition					70.00	9/1/2010	
2011 Concerts in the Park				(\$1,000.00)		1/10/2011	approved by AC
Banner Purchase					100.00	5/2/2011	
Expenses for Rex Martin Proclamation				(\$52.83)		4/1/2012	
<b>FUND REMAINING TOTAL</b>					<b>\$1,363.07</b>		

**CITY OF OCEANSIDE**  
**ARTS COMMISSION**  
**FY 2014-2016 WORKPLAN**

**MISSION STATEMENT**

The mission of the City of Oceanside Arts Commission is

- to foster the development and enjoyment of performing, visual, cultural and other arts in the City of Oceanside;
- to make recommendations to the City Council on the development and promotion of practices and policies pertaining to the Arts; and
- to work cooperatively with City entities and other advisory commissions to include an Arts element in as many areas of City planning and development as possible.

**INTRODUCTION**

“Arts” has been defined broadly and inclusively to encompass traditional arts including but not limited to visual, performing and cultural arts, newer art forms (e.g., graphic arts), and the artistic element inherent in many human endeavors.

The City seeks to enhance the quality of life for residents and tourists alike through exposure to a wide variety of artistic visions, viewpoints, perspectives, sounds and voices, thus enhancing the identity of Oceanside as a unique community. The Arts goals described in this document were developed to serve Oceanside’s culturally diverse community with the intention that the initiatives be woven into the physical and social fabric of the City. The initiatives depend upon an expected and continual breadth of community input, close cooperation with other City entities, and involvement by artists and art professionals.

In developing the goals and objectives that make up this Workplan, the Commission was interested in assisting the City to integrate Arts objectives with its other primary objectives such as economic development, jobs, education, public safety, etc., with the ultimate goal being to build a unique, world-class city. The Commission will periodically review this Workplan and make recommendations to the City Council regarding changes, if necessary, to accomplish its goals.

**COMPOSITION OF COMMISSION**

The Commission is composed of nine (9) regular voting members and two (2) alternate members appointed by the City Council. One regular member represents MiraCosta Community College, and a second regular member represents the Oceanside Museum of Art. A standard term for regular members is three years, staggered to ensure that not all expire at the same time. A standard term for alternate members is two years.

## **GOALS AND OBJECTIVES**

**Goal 1: Assist the City and City Council in identifying and carrying out Public Art and Aesthetic Enhancement [abbreviated as “Public Art” hereinafter] projects; and, when requested by the City or other public or private sector entities operating within the City, provide similar assistance on non-City sponsored Public Art projects.**

Objectives:

- A. Provide on-going assistance with art selection and design, incorporating public input regarding Public Art in all City-sponsored projects and endeavors.
- B. Identify additional opportunities where the City and other public entities operating within the city could add new Public Art projects (including suggesting public/private partnerships if applicable).
- C. Identify and promote Public Art projects that would be visible to the citizens and visitors to Oceanside, but would be created by private sector entities and individuals.

**Goal 2: Encourage community participation in the decision-making processes regarding Arts and Arts-related endeavors.**

Objectives:

- A. Inform citizens of arts initiatives, projects and programs under consideration and request their assistance and participation.
- B. Advocate citizen involvement in civic issues related to the Arts.
- C. Involve local community residents when a specific Public Art project is being proposed for a specific area in the city.

**Goal 3: ~~Overlay an arts and cultural enhancement element on various aspects of the City and encourage a similar approach by other public and private sector interests affecting the City.~~ Foster the integration of the arts throughout the City.**

Objectives:

- A. Develop a Master Plan for the Arts that will optimize their potential to enrich the life, identity, and economy of the City.
- B. Encourage all vested interests (public and private) in and around the City to better understand and appreciate the crucial link between Arts initiatives and economic prosperity, quality of life, improved jobs, etc.
- C. Encourage all such interests to consider both of the following in all of their decisions including:
  - i. the impact their decisions have on meeting the City’s Arts goals
  - ii. the power of a pervasive Arts element itself to raise the quality of life and the economic status of our City.
- D. Identify a limited number of high-priority, current and upcoming projects/initiatives where a strong Arts element would have significant, widespread impact, and make recommendations to the appropriate parties regarding such projects/initiatives.

**Goal 4: Link the City's Arts strategy with public and private sector business and job recruitment programs and with the City's tourism strategies.**

Objectives:

- A. Identify and carry out various linking strategies through consultation with appropriate City departments, educational institutions and other resources.
- B. Recommend and implement City Council-approved strategies.

**Goal 5: Promote public and private infrastructures designed to support and enable Arts and Arts-related endeavors for all age groups, heritages, etc., and in all areas of our City.**

Objectives:

- A. Identify and promote both public and private infrastructures that help artists and Arts-related businesses operate successfully in Oceanside.
- B. Promote enhancements to the City's policies, procedures and processes related to the Arts, artists and Arts-related businesses to more effectively support the City's arts and cultural enhancement goals.
- C. Encourage new Arts and Arts-related venues and the enhancement of existing venues within the City to better meet the needs of community organizations, citizens and visitors. Work with the appropriate public and private entities immediately to address high priority venue areas (e.g., pier-amphitheater).
- D. Promote the expansion of Arts and Arts-related initiatives, projects and programs into all parts of the City and among all groups and communities.

**Goal 6: Increase collaboration, coordination and communication among Arts and Arts-related groups and other stakeholders, and the promotion of all Arts and Arts-related initiatives, events and projects.**

Objectives:

- A. Assist in the identification and implementation of various collaborative efforts and partnerships related to arts and cultural enhancement initiatives with the intent of enhancing efficiency, avoiding overlap, providing the City with much broader feedback on projects and policies, and supporting a more cohesive identity for the City:
  - i. both public-to-private collaboration (e.g., volunteers, not-for-profits, religious and secular groups, companies, etc.); and
  - ii. public-to-public collaboration (e.g., with public entities such as educational, military (Camp Pendleton), transportation, surrounding cities, Sister Cities, etc.)
- B. Provide Arts-related advice and support to key public and private entities on policies, issues and projects within the Commission's purview.
- C. Assist in the design and implementation of a comprehensive communication and promotion strategy regarding all aspects of Arts in Oceanside.
- D. Assist in obtaining community participation and buy-in with regard to the City's Arts identity and strategies, and promoting a clear understanding of the true value of Arts in Oceanside.
- E. Help recognize and promote the accomplishments of outstanding local artists.



**CITY OF OCEANSIDE**

**ARTS COMMISSION  
FY 2014-2016 WORKPLAN WITH FOLLOW-UP ACTIONS**

**MISSION STATEMENT**

The mission of the City of Oceanside Arts Commission is

- to foster the development and enjoyment of performing, visual, cultural and other arts in the City of Oceanside;
- to make recommendations to the City Council on the development and promotion of practices and policies pertaining to the Arts; and
- to work cooperatively with City entities and other advisory commissions to include an Arts element in as many areas of City planning and development as possible.

**INTRODUCTION**

This document provides specific follow-up actions that the Commission intends to take in order to implement key elements of its official 2014-2016. These actions have been collaboratively developed in order to support the achievement of the Workplan. Not all objectives have been paired with a proposed action since some objectives refer to ongoing duties which are responsive to specific needs that are raised with the Commission. This Action Plan only seeks to establish actions as needed according to the nature of the objective and the collective capacity of the Commission to carry multiple initiatives forward concurrently.

**Goal 1: Assist the City and City Council in identifying and carrying out Public Art and Aesthetic Enhancement [abbreviated as “Public Art” hereinafter] projects; and, when requested by the City or other public or private sector entities operating within the City, provide similar assistance on non-City sponsored Public Art projects.**

Objective	Actions
A. Provide on-going assistance with art selection and design, incorporating public input regarding Public Art in all City-sponsored projects and endeavors.	A. Propose the reestablishment of a Design Review Committee.
B. Identify additional opportunities where the City and other public entities operating within the city could add new Public Art projects (including suggesting public/private partnerships if applicable).	B. Propose City funding to support Public Art projects, beginning with the allocated space at the corner of Freeman and Mission. i. If funding is secured, facilitate RFP process, and the selection of a project to recommend to the City. Explore additional sites for further

	projects (e.g., the front of the pending Regal Cinema).
C. Identify and promote Public Art projects that would be visible to the citizens and visitors to Oceanside, but would be created by private sector entities and individuals.	C. Work with community stakeholder groups to explore the possibilities for a mural project.

**Goal 2: Encourage community participation in the decision-making processes regarding Arts and Arts-related endeavors.**

Objective	Actions
A. Inform citizens of arts initiatives, projects and programs under consideration and request their assistance and participation.	A. Develop website and social media in terms of content and presence to facilitate communication and active citizen engagement.
B. Advocate citizen involvement in civic issues related to the Arts.	N/A (ongoing)
C. Involve local community residents when a specific Public Art project is being proposed for a specific area in the city.	N/A (ongoing)

**Goal 3: Foster the integration of the arts throughout the City.**

Objective	Actions
A. Develop a Master Plan for the Arts that will optimize their potential to enrich the life, identity, and economy of the City.	A. Initial steps will involve defining the desired scope of such a plan, and a process for development.
B. Encourage vested interests (public and private) in and around the City to better understand and appreciate the crucial link between Arts initiatives and economic prosperity, quality of life, improved jobs, etc.	N/A ongoing advocacy and support
C. Encourage such interests to consider both of the following in their decisions including: <ul style="list-style-type: none"> <li>i. the impact their decisions have on meeting the City's Arts goals</li> <li>ii. the power of a pervasive Arts element itself to raise the quality of life and the economic status of our</li> </ul>	N/A ongoing advocacy and support

City.	
D. Identify a limited number of high-priority, current and upcoming projects/initiatives where a strong Arts element would have significant, widespread impact, and make recommendations to the appropriate parties regarding such projects/initiatives.	Exploration of possible projects could include: International Sculpture Garden at El Corazon Senior Center, revitalization of the Pier and Amphitheater, the establishment of a community arts center.

<b>Goal 4: Link the City's Arts strategy with public and private sector business and job recruitment programs and with the City's tourism strategies.</b>	
Objective	Actions
A. Identify and carry out various linking strategies through consultation with appropriate City departments, educational institutions and other resources.	A. Conduct community outreach to identify areas of opportunity.  Foster or facilitate the development of an arts calendar.
B. Recommend and implement City Council-approved strategies.	N/A

<b>Goal 5: Promote public and private infrastructures designed to support and enable Arts and Arts-related endeavors for all age groups, heritages, etc., and in all areas of our City.</b>	
Objective	Actions
A. Identify and promote both public and private infrastructures that help artists and Arts-related businesses operate successfully in Oceanside.	A. Ongoing outreach and engagement with the arts community. Exploration of potential for a City or North County Arts Council.
B. Promote enhancements to the City's policies, procedures and processes related to the Arts, artists and Arts-related businesses to more effectively support the City's arts and cultural enhancement goals.	(Already noted above: Recommend reestablishment of a Design Review Committee)
C. Encourage new Arts and Arts-related venues and the enhancement of existing venues	B. Explore possibilities for enhancement of Top Gun house, including a project geared towards the military community, annual events.

<p>within the City to better meet the needs of community organizations, citizens and visitors. Work with the appropriate public and private entities immediately to address high priority venue areas (e.g., pier-amphitheater).</p>	<p>C. Work with stakeholders to develop a plan to revitalize and optimize the potential of the Pier-Amphitheater.  D. Continued support for the Artists Alley and Arts Walk initiatives.  E. Seek the designation of the City Plaza for art events.</p>
<p>D. Promote the expansion of Arts and Arts-related initiatives, projects and programs into all parts of the City and among all groups and communities.</p>	<p>F. Foster the establishment of arts programs at parks.  G. Explore possibilities for showcasing art on local buses.  H. Support cultural heritage events, identify possibilities through expanded outreach.  I. Explore possibilities for a mural program which would reach out to at-risk youth, as well as the wider community.</p>

**Goal 6: Increase collaboration, coordination and communication among Arts and Arts-related groups and other stakeholders, and the promotion of all Arts and Arts-related initiatives, events and projects.**

Objective	Actions
<p>A. Assist in the identification and implementation of various collaborative efforts and partnerships related to arts and cultural enhancement initiatives with the intent of enhancing efficiency, avoiding overlap, providing the City with much broader feedback on projects and policies, and supporting a more cohesive identity for the City:</p> <ul style="list-style-type: none"> <li>i. both public-to-private collaboration (e.g., volunteers, not-for-profits, religious and secular groups, companies, etc.); and</li> <li>ii. public-to-public collaboration (e.g., with public entities such as educational, military (Camp Pendleton), transportation, surrounding cities, Sister Cities, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>A. Identify obvious and possible stakeholder groups.</li> <li>B. Enhance community outreach, specifically reaching out to identified stakeholder groups.</li> <li>C. Ongoing engagement with the Cultural Consortium.</li> <li>D. Expand information sharing with other local arts commissions, and consider a joint workshop/retreat.</li> </ul>
<p>B. Provide Arts-related advice and support to key public and private entities on policies, issues and projects within the Commission’s purview.</p>	<p>N/A (ongoing)</p>

<p>C. Assist in the design and implementation of a comprehensive communication and promotion strategy regarding all aspects of Arts in Oceanside.</p>	<p>As already noted: enhance Web and social media presence, and foster the development of an arts calendar. 1. Explore possibilities for exposure via KOCT.</p>
<p>D. Assist in obtaining community participation and buy-in with regard to the City's Arts identity and strategies, and promoting a clear understanding of the true value of Arts in Oceanside.</p>	<p>F. Ongoing outreach / institute regular presentations at Arts Commission meetings by artists and groups, conduct similar presentations to groups at their meetings.</p>
<p>E. Help recognize and promote the accomplishments of outstanding local artists.</p>	<p>G. Explore instituting an annual recognition award for local artists. H. Expand engagement in Art Walks.</p>

**Miscellaneous Ideas for Future Projects:**

1. At Risk Youth Art Project & Program – could include Graffiti Art
2. Avenue of Heroes
3. Valor Art Center / Community Art Center
4. Pan Pacific Fair of Arts & Sciences
5. Pan Pacific Pavilion
6. International Sculpture and Galaxy Garden at El Corazon
7. Top Gun Days
8. Support for Art in Schools Programs
9. International Children's Exhibit or Museum

SFAC

Public Art & Civic Art Collection

## **PA05: Mural Design Approval Guidelines**

### **MURALS UNDER ARTS COMMISSION JURISDICTION**

**In accordance with City Charter Article V, Section 103. – The Arts Commission shall: Approve the design and location of all works of art before they are acquired, transferred or sold by the City and County, or are placed upon or removed from City and County property, or are altered in any way; maintain and keep an inventory of works of art owned by the City and County; and maintain the works of art owned by the City and County;**

The San Francisco Arts Commission must approve all:

1. Murals to be placed upon city owned property, and
2. Murals financed in whole or in part with city funds even if proposed for privately owned property.

### **REQUIREMENTS FOR MURAL DESIGN APPROVAL**

The Arts Commission reviews mural proposals to ensure aesthetic quality, design integrity and to determine that the work is appropriate to the setting, architecture, and social context. Scheduling of Art Commission review is contingent upon fulfillment of all requirements on the Checklist. To make an appointment for mural review contact Carol Marie Daniels, Project Manager, Civic Art Collection, at 415-252-2588 or [carol.marie.daniels@sfgov.org](mailto:carol.marie.daniels@sfgov.org).

Art in Storefronts and StreetSmARTS murals are exempt from this approval process. Please contact the Community Art & Education Program for more information (252-2598)

### **CHECKLIST**

1. Completed Mural Design Approval Information Form
2. Lead artist's resume/qualifications and examples of previous work.
3. Three (3) letters of community support for the project, e.g. letters of support from neighborhood associations, neighborhood petitions, individuals and businesses etc.
4. Signed letter or resolution approving the proposed mural from the property owner or city department with jurisdiction over the proposed site, including any additional requirements.
5. Signed Artist Waiver of Proprietary Rights for Artwork to be Placed on City Property or;
6. Signed Artist Waiver of Proprietary Rights for Artwork to be Placed on Private Property.
7. Maintenance Plan (Please indicate the individual or organization responsible for maintaining the mural.
8. Color image of mural design, including any text and mural dimensions.
9. One image of the proposed site; indicate location of mural on the proposed wall.

10. Images may be submitted as a hard copy or digitally as a standard .jpg
11. Digital images can be sent via email to [carol.marie.daniels@sfgov.org](mailto:carol.marie.daniels@sfgov.org)

## **MURAL DESIGN APPROVAL PROCESS**

1. If your mural is to be placed on city owned property you **must** obtain a letter of approval or resolution from the appropriate city department to proceed with the project **prior** to submitting a proposal to the Arts Commission. The Arts Commission will not review a proposal without a permission letter from the city department with jurisdiction over the proposed site.
2. Artists seeking funding through the Community Challenge Grant program must receive their grant notification **before** submitting any documents to the Arts Commission for approval. The Arts Commission will only review mural proposals after grantee has been notified of their CCG grant award. For more information contact the Challenge Grant Program Manager, Lanita Henriquez at [lanita.henriguez@sfgov.org](mailto:lanita.henriguez@sfgov.org) (415) 554-4830.
3. Mural proposals are reviewed by appointment with the Arts Commission staff. The lead artist and the project coordinator must attend the review meeting.
4. Following Arts Commission staff review and recommendation for approval, the proposed mural design is placed on the consent calendar of the Visual Arts Committee, (VAC) an Arts Commission subcommittee. The VAC meets on the third Wednesday of each month, on the lower level of 25 Van Ness Avenue, in Suite 70. The VAC will make a recommendation for approval to the full commission.
5. The full Arts Commission meets on the first Monday of each month in City Hall. Arts Commission approval is complete when the Commission approves the mural design by Resolution. Mural applicants are welcome to attend the Visual Arts Committee or full Arts Commission meetings; however, attendance is not required.
6. In determining the time frame for the approval process, artists should allow sufficient time for the mural proposal to be reviewed a second time by the staff in the event a recommendation is made for a design revision. Therefore, requests for approval should be received no later than 90 days prior to actual implementation of the mural.
7. Photographic documentation of completed projects is required for our records.
8. Please note that approval of mural design does not constitute acceptance into the Civic Art Collection, unless specifically commissioned by or acquired by the Arts Commission for the City and County of San Francisco.

**The Arts Commission does not take responsibility for maintenance or preservation of artworks approved by this body which are not included in the Civic Art Collection.**

### **Mural Guidelines:**

- PA05: Mural Design Approval Guidelines
  - PA05.1: Mural Design Information Form
  - PA05.2: Visual Artists Rights Act
  - PA05.3: California Art Preservation Act
  - PA05.4: Artist Waiver for Murals

Printer-Friendly

**In this section**

- PA05: Mural Design Approval Guidelines
  - PA05.1: Mural Design Information Form
  - PA05.2: Visual Artists Rights Act
  - PA05.3: California Art Preservation Act
  - PA05.4: Artist Waiver for Murals

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<http://www.sfartscommission.org/pubartcollection/mural-guidelines/pa05-mural-guidelines/#printpreview>

**Print Version** - [Click here](#) to return to the normal view



## COAST NEWS

### Art, plantings aim to mitigate visual impact of I-5 widening

By [Jared Whitlock](#)

Mar 28, 2014 • 181 views • 1 comments



A mural on the Lomas Santa Fe freeway in Solana Beach. Encinitas will consider artwork to offset the visual impact of the Interstate 5 expansion. Photo by Jared Whitlock

ENCINITAS — The city's Arts Commission will further look into attaching artwork to retaining walls and other structures that are part of the planned Interstate 5 widening.

Council directed the commission to recommend suitable artwork and suggest where it might be placed to make the expansion more pleasing to the eye.

In addition to artwork, trees and other landscaping will be placed near freeway work to beautify the surrounding areas, according to plans.

Mike Strong, associate planner with the city, said Caltrans would likely pay for the I-5 enhancements. The agency had previously funded murals on the Lomas Santa Fe freeway interchange in Solana Beach, at a price of \$160,000.

However, Caltrans has said the city would be required to maintain any artwork and landscaping.

Councilwoman Kristin Gaspar worried the city would be on the hook in case Caltrans funding doesn't cover the entire cost of enhancements.

"Unless we're being smart about putting money aside to allow for some of these enhancements, I just can't trust that someone else will fund them," Gaspar said.

Gaspar also expressed concern over the city having to paying ongoing maintenance costs for landscaping.

Strong said the city staff will bring back an agenda item on the tradeoff between artwork and maintenance costs for council consideration at a later date. He added the city will have a better idea of those costs once the scope and type of artwork is determined.

Resident Francine Filsinger, who is on the Arts Commission, said the commission has already begun examining spots for I-5 artwork, and that adding art would significantly benefit the project.

Councilman Tony Kranz said he's hopeful that Caltrans would pay for enhancements. In case it doesn't fund all of the artwork and landscaping, that's one reason the city should consider dedicating 1 percent of the cost of municipal construction projects to public art.

Kranz noted several cities currently have that policy in place.

The widening would add four express lanes — two lanes in both directions — between La Jolla and Oceanside. The lanes would be open to buses, carpoolers, motorcycles and solo drivers willing to pay a fee. A construction timeline has yet to be announced.

Several speakers brought up concerns related to soundwalls, an issue that's expected to be taken up sometime in April or May. Council will address other topics related to the widening over the next two months.

<https://thecoastnews.com/2014/03/art-plantings-aim-to-mitigate-visual-impact-of-i-5-widening/>