



City of San Diego Commission for Arts and Culture

PUBLIC ART COMMITTEE

AGENDA

San Diego Concourse – Silver Rooms 250-2

202 C Street, San Diego, California 92101

Friday, January 4, 2019

9:30 a.m. – 11:30 a.m.

9:30 a.m.	I.	Call to Order	Ben Meza, Chair
9:35 a.m.	II.	Non-agenda Public Comment	
9:45 a.m.	III.	Chair's Reports	
		A. Commission Business	
		B. ACTION – December 7, 2018 Minutes	
		C. Other Reports	
10:00 a.m.	IV.	ACTION - Temporary Exhibit of Artwork Proposal from Civic San Diego/North Park Main Street: <i>North Park Garage Banner Project</i> by Kris Moore and Don Masse	Christine E. Jones, Chief of Civic Art Strategies
10:25 a.m.	V.	Presentation – Schematic Artwork Proposal for Children's Park by Miki Iwasaki	Christine E. Jones
10:45 a.m.	VI.	Reports	Christine E. Jones
		A. Staff Reports	
		B. Committee Member Reports	
11:30 a.m.	VII.	Adjourn	

Meetings may be recorded. PUBLIC COMMENT: Any member of the public may address the Committee on any agenda item during agenda item public comment, or on any matter not presently pending or previously discussed at the Committee that is within the Committee's area of responsibility during non-agenda public comment. Each public comment speaker is limited to two (2) minutes and may be limited further by the Committee Chair if deemed necessary to allow the committee to conduct its business. Public comment speakers may allocate their time to other speakers. Public comment is non-debatable. To exercise this right, members of the public wishing to address the Committee under agenda item, or non-agenda, public comment must submit a Public Comment Request form and any presentational materials. Pursuant to open meeting laws, no discussion or action, other than a referral, shall be taken by the Committee on any issue brought forth under non-agenda public comment. The information contained in this agenda is available in alternative formats and can be requested by calling 619-236-6800 at least three (3) working days prior to the meeting in order to insure availability.



City of San Diego Commission for Arts and Culture

PUBLIC ART COMMITTEE (PAC)

MINUTES

Friday, December 7, 2018

Members Present

Vernon Franck, Chair
Ben Meza, Vice Chair
Derrick Cartwright
Julie Z. Cramer
Lawrence Herzog
Denise Rogers
Tiffany Wai-Ying Beres
Janet Poutré, Ex Officio

Members Absent

Michael Brown
Lara Bullock
Linda Caballero Sotelo

Staff Present

Christine E. Jones
Leticia Gomez Franco
Stephanie Teel

-
- I. Call to Order – Commissioner Vernon Franck called the City of San Diego (City) Commission for Arts and Culture’s Public Art Committee (PAC) to order at 9:50 a.m. at the office of the Commission for Arts and Culture (Commission), Civic Center Plaza, 1200 Third Avenue, Floor 9, Suite 924, San Diego, California 92101.
- II. Non-agenda Public Comment – None
- III. Chair’s Reports
- A. Commission Business – Commissioner Vernon Franck reminded PAC that the next Commission meeting is scheduled for December 21, 2018.
- B. **ACTION** – November 2, 2018 Minutes – Commissioner Vernon Franck introduced the item. **Julie Z. Cramer made a motion to approve the PAC minutes of November 2, 2018. Derrick Cartwright seconded the motion. The vote was 7-0-0; the motion passed.**
- Yea: Cartwright, Cramer, Franck, Herzog, Meza, Rogers, and Wai-Ying Beres (7)
- Nay: (0)
- Abstention: (0)
- Recusal: (0)
- C. Other Reports – Commissioner Vernon Franck reported on the recent installation of Mark Bradford’s new artwork, WHAT HATH GOD WROUGHT in the Stuart Collection at University of California San Diego. He praised the university for its continued commitment to public art.

IV. Presentations

- A. Americans for the Arts Public Art Network Year in Review 2018 –Chief of Civic Art Strategies Christine E. Jones. Jones presented the artworks recognized as the best public artworks of the year by the Americans for the Arts 2018 Public Art Network Year in Review. Commissioner Franck noted that as the size of project budget increased, it did not necessarily correlate to greater impact.
- B. Presentation and Discussion – Outcomes for Council Policy 900-11, Inclusion of Public Art in Selected Capital Improvements Program Projects Amendments –Christine E. Jones provided an overview of the City's 2 percent for art policy, Council Policy 900-11, Inclusion of Public Art in Selected Capital Improvements Program and Redevelopment Agency Projects. In addition to discussing the policy's history and content, she also indicated the need to more clearly define projects that are eligible for the 2% set aside and align the policy with the City's current operations and processes. She then asked PAC what outcomes they would like to see in revisions to the policy. Discussion topics included flexibility with funding and placement of artwork at sites where funds are restricted, definitions in the policy, site specificity, strategy for placement of artwork and geographic focus on where the city can use more public art, equity in distribution of artwork, and access to artwork. Staff anticipates many steps in the City's review of the policy and that this process will take time. Staff will engage PAC at different intervals during this review for their input. Later in the process, the recommendation related to proposed amendments to Council Policy 900-11 in concept will be presented to the full Commission for recommendation to the City.

V. Reports

- A. Staff Reports – None
- B. Committee Member Reports – None

VI. Adjourn – Commissioner Franck adjourned the meeting at 11.33 a.m.



Commission for Arts and Culture

STAFF REPORT

DATE ISSUED: December 28, 2018

ATTENTION: Public Art Committee

SUBJECT: Temporary Exhibit of Artwork Proposal from Civic San Diego and North Park Main Street: *North Park Garage Banner Project* by Kris Moore and Don Masse

REFERENCES: 1) Application from Civic San Diego and North Park Main Street for Temporary Exhibit of Artwork
2) [San Diego Municipal Code Section 26.0722 – Control of Artworks](#)
3) [Administrative Regulation 95.00 – Management of the Civic Art Collection](#)
4) [Commission for Arts and Culture Department Instruction 1.00 – Collection Management Policy for the Civic Art Collection](#)

STAFF CONTACT: Christine E. Jones, Chief of Civic Art Strategies

STAFF RECOMMENDATION:

Recommend to the City of San Diego Commission for Arts and Culture (Commission) that the Executive Director of the Commission approve the temporary exhibit of artwork titled *North Park Garage Banner Project* consisting of sixteen vinyl banners featuring digital reproductions of original artwork by artists Kris Moore and Don Masse for temporary exhibition on the exterior façade of the North Park Parking Garage, which is bounded by North Park Way, 29th Street and 30th Street, for up to a five-year period.

SUMMARY:

In November 2018, Commission staff received an application for a temporary exhibit of artwork from Civic San Diego and North Park Main Street (Applicant). The Applicant is proposing a temporary exhibit consisting of sixteen vinyl banners featuring digital reproductions of original artwork by San Diego-based artists Kris Moore and Don Masse. The seven banners featuring artwork by Kris Moore will depict abstracted details of architectural and streetscape photography, while the nine banners featuring artwork by Don Masse will depict figurative drawings of local architectural sites with digitally rendered, pixelated backgrounds. The banners will range in size from 8' h x 15' w to 44' h x 17' w. The proposed banners will replace the existing sixteen banners by artist Blair Thornley that were originally installed temporarily by the Redevelopment Agency of the City of San Diego in 2011. Commission staff evaluated the application utilizing the artwork criteria contained in the *City of San Diego Commission for Arts and Culture Department Instruction – Collection Management Policy for the Civic Art Collection*. The results of the Commission staff's analysis include:

RE: ARTWORK CRITERIA

Public Safety: If the banners are installed properly at the proposed location (i.e. approved methods and materials safe for the public) they are unlikely to pose hazards or threats to public safety or public health and/or are unlikely to pose a potential liability for the City in any other way.

Cost: The Applicant would be solely responsible for funding the temporary exhibit of artwork. This includes, but is not limited to: insurance, site preparation, transportation, assembly, installation, maintenance, repair, restoration, conservation, deinstallation, removal, site restoration and clean-up.

Availability of Resources: Commission staff is available to provide administrative services to the Applicant to process the application and execute a temporary exhibit of artwork agreement, if necessary.

Relevance: The temporary exhibit of artwork would provide an aesthetic and cultural experience for residents and visitors to North Park and activate and enhance the area surrounding the North Park Parking Garage. Due to the placement of the banners above a busy street that is active with vehicles and pedestrians, the artwork will serve to balance urbanization and development with humanizing elements. The artwork may stimulate discussion and the exchange of ideas about art and the neighborhood due to the highly visible location.

Excellence: The proposed artwork exemplifies an acceptable level of aesthetic quality and workmanship. While the conceptual content may not be at a level generally considered to be excellent, the content relates to the neighborhood and will add visual interest to the streetscape.

Significance: The application does not indicate that the artwork would be of special significance in either of the artists' bodies of work.

Condition: Not applicable.

Maintenance: The Applicant will be responsible for maintenance, conservation, restoration, and repair of the banners for the duration of the exhibit period.

Security: The Applicant indicated that the banners would be installed in a highly visible and difficult to access area on the exterior of the parking garage. No additional security measures have been recommended by the Applicant.

Relationship to Site: The banners are to be sited on the exterior façade of the North Park Parking Garage, bounded by North Park Way, 29th Street, and 30th Street. The artwork contains imagery that references surrounding neighborhood sites and the community and would serve to activate this busy thoroughfare.

Legal and Ethical Considerations: If the temporary exhibit of artwork is authorized, it will be formalized in a temporary exhibit of artwork agreement between the Applicant and the City, if necessary. The artists have provided a royalty-free license to reproduce images of the artwork for non-commercial purposes and waiver of rights conferred under the Visual Artists Rights Act and California Art Preservation Act.

Timing: The Applicant is proposing a five-year exhibition period, from March 2019 through March 2024. If the temporary exhibit of artwork is authorized, the proposed dates for the exhibition will be specified in the agreement between the Applicant and the City.

Selection Process for the Artist: The artists were chosen for the project by the North Park Main Street Design Committee through an open competition. The artists are being compensated by the Applicant for their participation in the project.

Community Feedback: The Applicant collected letters of support for the project from the North Park Community Association, the North Park Planning Committee, Urban Solace (a local restaurant in the area), F45 Training North Park (a gym in the same building as the North Park Parking Garage), and Trilogy Real Estate Management.

Restrictions: Not applicable.

Commemorative Significance: Not applicable.

Fair Exchange: Not applicable.

Fair Purchase Price: Not applicable.

RE: SITE SELECTION CRITERIA

Ownership: The City owns the North Park Parking Garage, which is recommended for siting the temporary exhibit of artwork. The garage is managed by Civic San Diego and operated by Ace Parking.

Public Safety: If the banners are installed properly at the proposed location (i.e. approved methods and materials safe for the public) they are unlikely to pose hazards or threats to public safety or public health and/or are unlikely to pose a potential liability for the City in any other way.

Security: The City is patrolled by the San Diego Police Department. However, theft and vandalism still occur from time to time.

Maintenance: The proposed site is maintained by Ace Parking through an agreement with Civic San Diego.

Accessibility: The City complies with the Americans with Disabilities Act of 1990 and Council Policy 100-04 Americans with Disabilities Act/City Contractors. Prior to installation, City staff will review the placement of the banners for ADA compliance, if necessary.

Context: The banners are to be sited on the exterior of the North Park Parking Garage. The temporary exhibit of artwork will serve to further activate this busy thoroughfare and the surrounding community.

Support of City Departments: Commission staff will route the temporary exhibit of artwork proposal with the analysis and recommendation from the Commission to relevant City departments for any additional feedback and recommendations about the proposal.

Community Support: Commission staff will determine with other relevant City departments, a process for gathering input and feedback from community, if necessary, on the recommended siting of the proposed temporary exhibit of artwork on the North Park Parking Garage.

Adherence to Relevant Plans: The City adheres to existing community plans and land use plans, such as the City's General Plan. The proposed project is also consistent with the vision and policies contained in the North Park Community plan.

Evaluation criteria the Public Art Committee (PAC) will use to decide whether to recommend to the Commission authorization of the proposed temporary exhibit of artwork may include all or some of those given in the *City of San Diego Commission for Arts and Culture Department Instruction – Collection Management Policy for the Civic Art Collection*.

The Executive Director of the Commission will consider the recommendation from Commission staff, other relevant City staff, the Public Art Committee, the Commission, and any other pertinent stakeholders before making the final decision on whether to authorize the proposed temporary exhibit of artwork.

FISCAL CONSIDERATIONS:

Should this temporary exhibit of artwork be authorized, Civic San Diego will be responsible for all costs.



THE CITY OF SAN DIEGO

APPLICATION FOR TEMPORARY EXHIBITS OF ARTWORK ON CITY OF SAN DIEGO PROPERTY

Thank you for your interest in temporarily exhibiting artwork on property owned by the City of San Diego. Please complete and submit this application to the City of San Diego Commission for Arts and Culture, ATTN: Public Art Program, 1200 Third Avenue, Suite 924, San Diego, CA 92101. Contact City staff at (619) 236-6800 for assistance. Additional sheets may be attached as needed. The City reserves the right to request additional information in order to process an exhibition proposal.

EXHIBITOR

Name(s)

Civic San Diego and North Park Main Street

Address

401 B Street, Suite 400

City

San Diego

State

CA

Zip Code

92101

Country

United States of America

Phone

Fax

Email

Credit Line - Provide the exhibitor's name as it should appear in labels, publications and publicity.

Kris Moore and Don Masse

Conflict of Interest - Disclose whether the exhibitor has any active contracts with the City or is involved in any stage of negotiations for a City contract.

Not applicable.

EXHIBITION

Title of exhibition

North Park Garage Banner Project

Proposed dates

March 2019 - March 2024

(Optional) Proposed City-owned site for placement

Description of exhibition

Two artists will develop sixteen original illustrations or similar media that will be digitally photographed and reproduced onto high-quality, oversized, vinyl banners installed in tracking systems on the exterior panels of the North Park Parking Garage for public display. The first artist Kris Moore, will be developing artwork on the north facing and east facing sides of the garage and the second artist Don Masse, will be developing artwork on the south facing and west facing sides of the garage.

Description of installation plan with a timeline

The artwork will be fabricated by A7D Creative Group, Inc., (2867 University Avenue, San Diego, CA 92104) who will also install the artwork utilizing a boom truck while acquiring the proper permits. It is anticipated that the installation of the sixteen banners will take approximately 3-4 days.

Is the exhibitor willing to provide evidence of fine arts insurance if the City approves the exhibition?

Yes

NOTE: If the City approves the exhibition, the exhibitor will be required to meet the City's insurance requirements for commercial general liability, auto liability and worker's compensation.

EXHIBITION HISTORY

List the exhibition history including venues and dates for each.

There is no exhibition history, but the exhibition is anticipated to have a lifespan of approximately five years, from Spring 2019 - Spring 2024.

List all publications about and references to the exhibition.

N/A

COPYRIGHT

Does the exhibitor have the authority to give the City of San Diego a non-exclusive, irrevocable, royalty-free license to reproduce artworks in the exhibition for non-commercial purposes?

Yes

If not, will the exhibitor assist the City of San Diego in obtaining a non-exclusive, irrevocable, royalty-free license to reproduce artworks in the exhibition for non-commercial purposes?

OTHER REQUIRED MATERIALS

Please submit the following materials along with this completed form.

- Digital, color images of the artworks in the exhibition
- Digital, color images of the exhibition as installed, if applicable
- Qualifications of the exhibitor including examples of past exhibits
- (Optional) Images of proposed site for placement of the exhibition
- Itemized list of any costs to be borne by the City for transportation, installation, exhibition, operation, maintenance, conservation, and/or security
- Exhibition catalogs, publications and/or references, if available
- Any other information relevant to the exhibition

ADDITIONAL COMMENTS (OPTIONAL)

EXHIBITOR'S AUTHORIZATION TO INITIATE REVIEW OF AN EXHIBITION PROPOSAL

Authorized signature

Title

Sr. Project Manager - Parking and Mobility
Civic San Diego

Print name

Ben Verdugo

Date

11/2/2018

COMMISSION STAFF ONLY

Received by

Date

12/1/18

Proposed Site

Seven banners with artwork by Kris Moore to be sited on north and east sides of the garage, facing University Avenue and 30th Street.



Nine banners with artwork by Don Masse to be sited on the south and west sides of the garage, facing North Park Way and 29th Street.

Proposed Site

Artwork by Kris Moore



Artwork by Don Masse



Kris Moore Proposal: Alley facing University Avenue

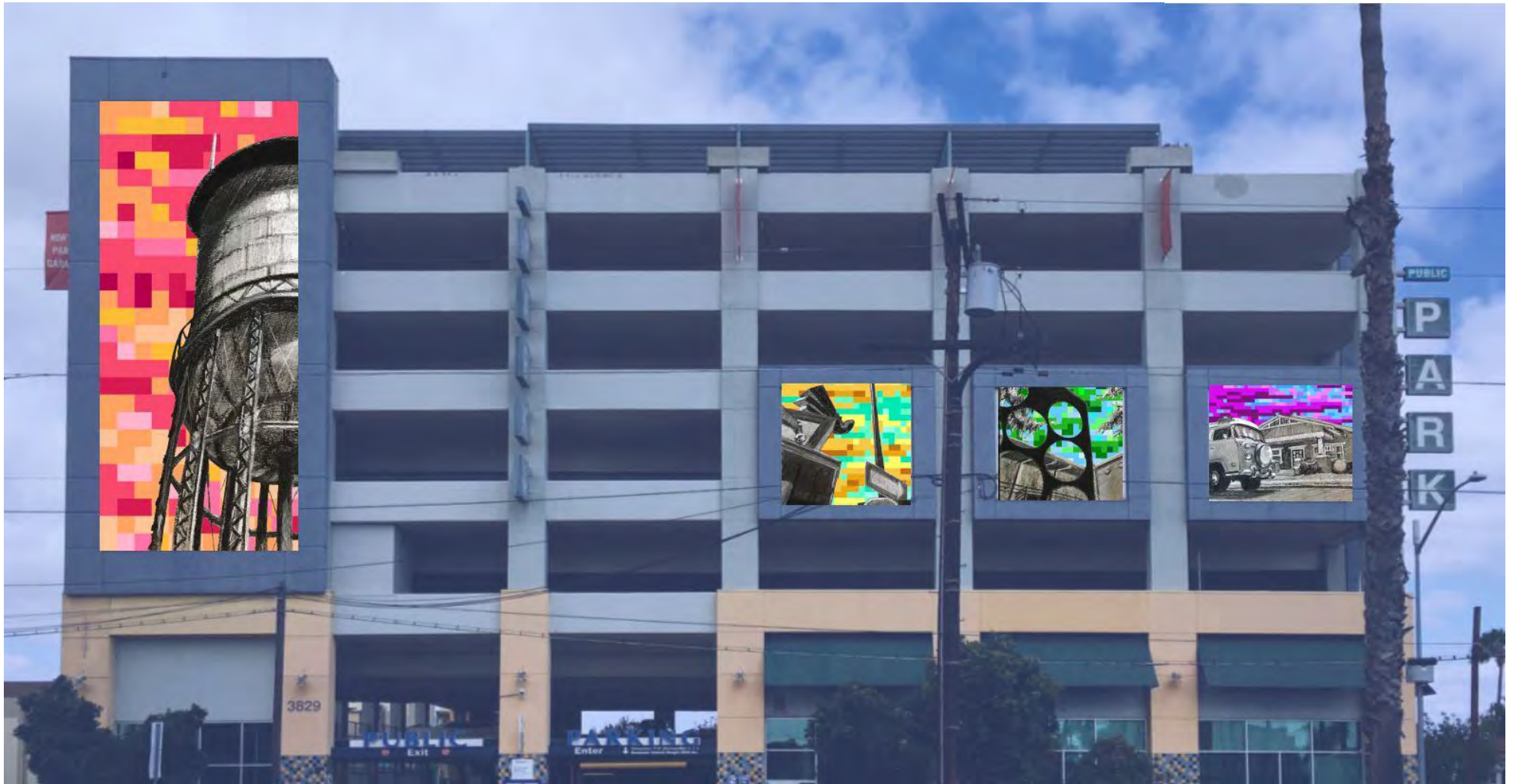
H. 14' x W. 15' (3)



Kris Moore Proposal: 30th Street

H. 10' x W. 13' (3)

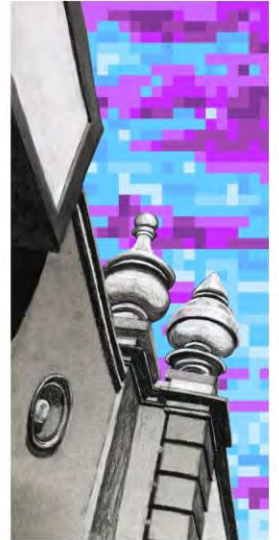
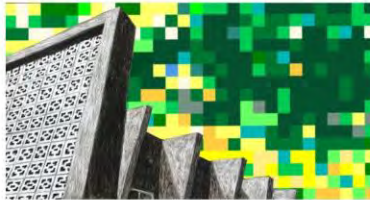
H. 20' x W. 16.75' (1)



Don Masse Proposal: 29th Street

H. 44' x W. 17' (1)

H. 13' x W. 11' (3)



Don Masse Proposal: North Park Way

H. 36' x W. 12' (1)

H. 25' x W. 12' (1)

H. 8' x W. 15' (3)