



City of San Diego Commission for Arts and Culture

**PUBLIC ART COMMITTEE**

**AGENDA**

Hyperlink to attend the meeting at its scheduled time available [here](#)

**Friday, April 2, 2021**

**9:30 a.m. – 11:30 a.m.**

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|            |      |   |   |
|------------|------|---|---|
| 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. <b>ACTION</b> – February 5, 2021 Minutes   |   |
|            |      | C. Other Reports  |   |
| 10:00 a.m. | IV.  | <b>ACTION</b> - Intersection Mural Proposal from Downtown San Diego Partnership: <i>We Are Cortez</i> by Phoebe Cornog and Roxy Prima | Charles G. Miller, Senior Public Art Manager      |
| 11:00 a.m. | V.   | Reports   | Christine E. Jones, Chief of Civic Art Strategies |
|            |      | A. Staff Reports  |   |
|            |      | B. Committee Member Reports   |   |
| 11:30 a.m. | VI.  | Adjourn   |   |

Meeting will be live and recorded. PUBLIC COMMENT: Any member of the public may address the Committee on any subject in its area of responsibility on any matter not presently pending or previously discussed at the Committee. Pursuant to the provisions California Executive Order 29-20, Committee meetings will be held via teleconference until further notice. In lieu of in-person attendance, members of the public may submit their comments via a public comment [webform](#), or they may join the meeting as a “webinar attendee” at the link provided in the [Commission or Committee meeting website](#). For members of the public wishing to address the Committee under Public Comment via the [webform](#) prior to the meeting, instructions for word limitations and deadlines will be noted on the [webform](#). 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. As required by the Americans with Disabilities Act (ADA), requests for agenda information to be made available in alternative formats, and any requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting the City Clerk at (619) 533-4000 or <mailto:cityclerk@sandiego.gov>. The City is committed to resolving accessibility requests swiftly in order to maximize accessibility.



City of San Diego Commission for Arts and Culture

**PUBLIC ART COMMITTEE (PAC)**

**MINUTES**

**Friday, February 5, 2021**

Members Present

Ben Meza, Chair  
Jason Whooper, Vice Chair  
Linda Caballero Sotelo  
Anthony Graham  
Melinda Guillen  
Larry Herzog  
Eun Jung Park  
Doreen Schonbrun  
Tiffany Wai-Ying Beres  
Janet Poutré, Ex Officio

Members Absent

Staff Present

Lara Bullock  
Christine E. Jones  
Charles G. Miller

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- I. Call to Order | [View Here](#) – Commissioner Ben Meza called the City of San Diego (City) Commission for Arts and Culture’s Public Art Committee (PAC) to order at 9:32 a.m. via an online meeting platform pursuant to the provisions of California Executive Order 29-20.
- II. Non-agenda Public Comment – None
- III. Chair’s Reports
- A. Commission Business – [View Here](#)
- B. **ACTION** – January 8, 2020 Minutes | [View Here](#) – Commissioner Ben Meza introduced the item. **Eun Jung Park made a motion to approve the PAC minutes of December 4, 2020. Tiffany Wai-Ying Beres seconded the motion. The vote was 9-0-0; the motion passed.**  
Yea: Caballero Sotelo, Graham, Guillen, Herzog, Meza, Park, Wai-Ying Beres, and Whooper (8)  
Nay: (0)  
Abstention: (0)  
Recusal: (0)
- C. Other Reports – None
- [Larry Herzog and Linda Caballero Sotelo arrived at 9:36 a.m., Doreen Schonbrun arrived at 9:41 a.m.]
- IV. Presentations

A. Schematic Artwork Proposal for Fairmount Avenue Fire Station by Susan Logoreci | [View Here](#)

B. Art in Private Development by Lara Bullock, Civic Art Project Manager | [View Here](#)

V. Reports

A. Staff Reports – [View Here](#)

B. Committee Member Reports – None

VI. Adjourn – Commissioner Meza adjourned the meeting at 10:21 a.m.

DRAFT



# Commission for Arts and Culture

## STAFF REPORT

DATE ISSUED: March 29, 2021

ATTENTION: Public Art Committee

SUBJECT: Intersection Mural Proposal from Downtown San Diego Partnership: *We Are Cortez* by Phoebe Cornog and Roxy Prima

REFERENCES: 1) Mural Application from Downtown San Diego Partnership  
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: Charles G. Miller, Senior Public Art Manager

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### STAFF RECOMMENDATION:

Recommend to the City of San Diego Commission for Arts and Culture (Commission) that the Executive Director of the Commission approve the intersection mural titled *We Are Cortez* consisting of a mural by artists Phoebe Cornog and Roxy Prima for temporary exhibition within the traffic intersection of Third Avenue and Cedar Street in Cortez Hill, Downtown, for up to a five-year period.

### SUMMARY:

Commission staff has received a mural application for an intersection mural from the Downtown San Diego Partnership (Applicant). The Applicant is proposing an intersection mural by San Diego-based artists Phoebe Cornog and Roxy Prima. The mural is proposed for installation within the intersection of Third Avenue and Cedar Street in Cortez Hill, Downtown and would be 32' x 32' square. Commission staff evaluated the application utilizing 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 mural is painted and installed properly within the proposed location of the traffic intersection (i.e. City approved methods and materials safe for the public) it is 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 intersection mural. This includes, but is not limited to, insurance, permitting, site preparation, transportation, installation, maintenance, repair, restoration, conservation, deinstallation, removal, site restoration and clean-up.

Availability of Resources: City staff is available to provide administrative services to the Applicant to process the application and execute a temporary artwork maintenance and removal agreement.

Relevance: The mural would provide an aesthetic and cultural experience for residents and visitors to Cortez Hill and activate and enhance the area surrounding the intersection of Third Avenue and Cedar Street. Due to the placement of the mural at a busy intersection that is active with vehicles and pedestrians, the mural will serve to balance urbanization and development with humanizing elements. The mural may stimulate discussion and the exchange of ideas about art and the neighborhood due to the highly visible location.

Excellence: The proposed mural exemplifies an acceptable level of artistic merit and quality of workmanship.

Significance: Not applicable.

Condition: Not applicable.

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

Security: Not applicable.

Relationship to Site: The mural is to be sited on the pavement within the intersection of Third Avenue and Cedar Street. The mural would serve to activate this busy intersection.

Legal and Ethical Considerations: If the mural is authorized, it will be formalized in a temporary artwork maintenance and removal agreement between the Applicant and the City. 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: If the mural is authorized, the Applicant will be responsible for proposing a date for mural installation and commencing work in compliance with the agreement between the Applicant and the City.

Selection Process for the Artist: The artists were chosen for the project by the Applicant. The artists are being compensated by the Applicant for their participation in the project.

Community Feedback: The Applicant collected a letter of support for the project from the Cortez Hill Active Residents Group (CHARG). A mural was a recommendation from a 2019 pedestrian study conducted by CHARG.

Restrictions: Not applicable.

Commemorative Significance: Not applicable.

Fair Exchange: Not applicable.

Fair Purchase Price: Not applicable.

## RE: SITE SELECTION CRITERIA

Ownership: The proposed site of the mural is in the City's public right-of-way. The Applicant provided signed consent forms from all adjacent property owners.

Public Safety: If the mural is painted and installed properly within the proposed location of the traffic intersection (i.e. City approved methods and materials safe for the public) it is 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. The Applicant would be required to submit plans to the City's Development Services Department for review and approval and obtain all permits to close the intersection and install and maintain the private encroachment in the public-right-of-way.

Security: Not applicable.

Maintenance: Traffic intersections are managed by the Street Division of the City's Transportation and Storm Water Department. However, the Street Division only maintains standard public right-of-way elements.

Accessibility: Not Applicable.

Context: The mural is to be sited on the intersection of Third Avenue and Cedar Street. The mural will serve to further activate this busy intersection and the surrounding neighborhood.

Support of City Departments: Commission staff consulted with relevant City departments to confirm eligibility for the proposed site and will route the mural proposal with the analysis and recommendation from the Commission to relevant City departments for any additional feedback and recommendations about the proposal.

Community Support: The Applicant collected a letter of support for the project from the Cortez Hill Active Residents Group (CHARG). A mural was a recommendation from a 2019 pedestrian study conducted by CHARG.

Adherence to Relevant Plans: The City adheres to existing community plans and land use plans, such as the City's General Plan.

Evaluation criteria the Public Art Committee (PAC) will use to decide whether to recommend to the Commission authorization of the proposed mural 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 mural.

### FISCAL CONSIDERATIONS:

Should this mural be authorized for temporary installation, the Applicant will be responsible for all costs.

# APPLICANT

## MURAL APPLICATION

### ORGANIZATION CONTACT INFORMATION

|  |        |       |     |
|--|--------|-------|-----|
| Name : Downtown San Diego Partnership  |        |       |     |
| Address :  | STREET | UNIT  |     |
|  | CITY   | STATE | ZIP |
| Website : <a href="http://www.downtownsandiego.org">www.downtownsandiego.org</a> |        |       |     |

#### PRIMARY CONTACT

|                |             |       |                           |
|----------------|-------------|-------|---------------------------|
| Name :         | Sean Warner | TITLE | Dir. of Community Enhance |
| Contact Info : | PHONE       | EMAIL |                           |

#### SECONDARY CONTACT

|                |              |       |                    |
|----------------|--------------|-------|--------------------|
| Name :         | Alonso Vivas | TITLE | Executive Director |
| Contact Info : | PHONE        | EMAIL |                    |

### ARTIST

|                                     |        |       |     |
|-------------------------------------|--------|-------|-----|
| Name : Roxy Prima and Phoebe Cornog |        |       |     |
| Contact Info :                      | PHONE  | EMAIL |     |
| Address :                           | STREET | UNIT  |     |
|                                     | CITY   | STATE | ZIP |
| Website :                           |        |       |     |

### PROPERTY OWNER

|                          |                |          |           |
|--------------------------|----------------|----------|-----------|
| Name : City of San Diego |                |          |           |
| Contact Info :           | PHONE          | EMAIL    |           |
| Address :                | STREET         | UNIT     |           |
|                          | CITY San Diego | STATE CA | ZIP 92101 |

### PROPERTY OWNER (if applicable)

|                |        |       |     |
|----------------|--------|-------|-----|
| Name :         |        |       |     |
| Contact Info : | PHONE  | EMAIL |     |
| Address :      | STREET | UNIT  |     |
|                | CITY   | STATE | ZIP |

# APPLICANT

## MURAL APPLICATION

### PROPERTY OWNER (if applicable)

|                |        |       |     |
|----------------|--------|-------|-----|
| Name :         |        |       |     |
| Contact Info : | PHONE  | EMAIL |     |
| Address :      | STREET | UNIT  |     |
|                | CITY   | STATE | ZIP |

### PROPERTY OWNER (if applicable)

|                |        |       |     |
|----------------|--------|-------|-----|
| Name :         |        |       |     |
| Contact Info : | PHONE  | EMAIL |     |
| Address :      | STREET | UNIT  |     |
|                | CITY   | STATE | ZIP |

### OTHER PARTNERS / COLLABORATORS

|                                    |        |       |     |
|------------------------------------|--------|-------|-----|
| Name :                             |        |       |     |
| Contact Info :                     | PHONE  | EMAIL |     |
| Address :                          | STREET | UNIT  |     |
|                                    | CITY   | STATE | ZIP |
| Title :                            |        |       |     |
| Relationship to proposed project : |        |       |     |

### OTHER PARTNERS / COLLABORATORS (if applicable)

|   |        |       |     |
|---|--------|-------|-----|
| Name : Ann Murphy   |        |       |     |
| Contact Info :  | PHONE  | EMAIL |     |
| Address :   | STREET | UNIT  |     |
|   | CITY   | STATE | ZIP |
| Title : President, Cortez Hill Active Residents Group (CHARG) |        |       |     |
| Relationship to proposed project : Partner                    |        |       |     |



# MURAL DETAILS

## MURAL APPLICATION

### MURAL LOCATION

|  |    |            |                |
|--|----|------------|----------------|
| Location : Third Ave. and Cedar St. Intersection |    |            |                |
| Proposed Mural Address :                         |    | STREET     | 350 Cedar St.  |
| CROSS STREET                                     |    | Third Ave. | CITY San Diego |
| STATE  | CA | ZIP        | 92101          |
| Council District : Three                         |    |            |                |
| Community Planning Area : Downtown               |    |            |                |
| Neighborhood : Cortez                            |    |            |                |
| Zoning : N/A                                     |    |            |                |

### BUDGET

|                       |               |                   |                |                         |
|-----------------------|---------------|-------------------|----------------|-------------------------|
| Funding for Project : | SOURCE        | DSDP Foundation   | AMOUNT         | \$ 11,000               |
|                       | SOURCE        | DSDP Clean & Safe | AMOUNT         | \$ 2,000                |
|                       | SOURCE        |                   | AMOUNT         | \$                      |
|                       | SOURCE        |                   | AMOUNT         | \$                      |
| Total Budget : \$ TBD |               |                   |                |                         |
| Breakdown of Cost :   | MATERIAL COST | \$ TBD            | EQUIPMENT COST | \$ TBD                  |
|                       | OTHER COST    | \$ 11,000         | Specify:       | Design/Permitting/Admin |

### MURAL PROPOSAL

|                             |   |
|-----------------------------|---|
| Mural Title : We Are Cortez |   |
| Mural Description :         | This design is inspired by the movement of the streets of Cortez. The lines and dots are symbols used in maps and illustrate travel and paths crossing, which is what cars and people will be doing where the art will be installed. This abstract design has a feeling of sophistication which is also representative of the neighborhood. The colors are purple, which is inspired by the Jacaranda trees that line the street and the Cortez Hill signs, gold which is inspired by some of the flowers in the neighborhood as well as the sun, and white to contrast the street. |

# MURAL DETAILS

## MURAL APPLICATION

### MURAL PROPOSAL (continued)

Mural Dimensions : 32 ft. by 32 ft.

Medium : Traffic paint applied with stencils

#### Summary of Project :

The project builds on the efforts of the Downtown San Diego Partnership and the Cortez Hill Active Residents Group (CHARG) to enhance primary vehicular and pedestrian corridors in the neighborhood. Cedar Street is a gateway into Downtown for vehicles exiting Interstate 5 and also serves as a key pedestrian corridor connecting upper Cortez to lower Cortez and Little Italy. Recent improvement to this corridor include new corner planters and neighborhood pole banners.

#### Project goals / visions :

The project was envisioned by the residents of Cortez as a means to engender neighborhood pride and connection. The project will continue the current efforts to improve the pedestrian experience of residents and visitors.

Audience : The primary audience for the mural is residents of Cortez and the larger Downtown community.

#### Discuss the project outreach efforts and anyone else involved in the project :

The project was envisioned by CHARG in partnership with the Downtown San Diego Partnership. Over the past year the Downtown San Diego Partnership has conducted outreach to the community to gather input on the mural locations and design. This included presentations at CHARG community meetings and at the Downtown San Diego Partnership Clean & Safe Board of Directors meeting.

**CORTEZ HILL**  
**CROSSWALK MURAL FINAL DESIGN SPECS**

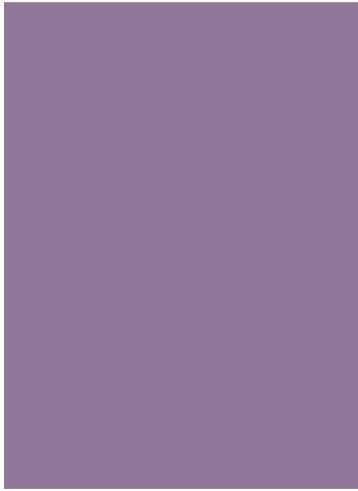






# COLORS

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PANTONE 7661 C

#907598

R: 144 G: 117 B: 152

C: 48% M: 57% Y: 22%  
K: 1%



PANTONE 7680 C

#512B76

R: 81 G: 43 B: 118

C: 84% M: 100% Y: 20%  
K: 7%

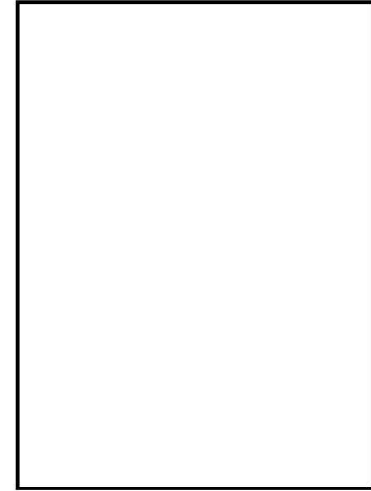


PANTONE 2008 C

#EBB873

R: 235 G: 184 B: 115

C: 7% M: 129% Y: 62%  
K: 0%



WHITE

Traffic Paint: Street bond 150. High performance premium coating of acrylic polymer.

# FINAL ARTWORK - 32ft x 32ft

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