

**CITY OF SAND CITY**

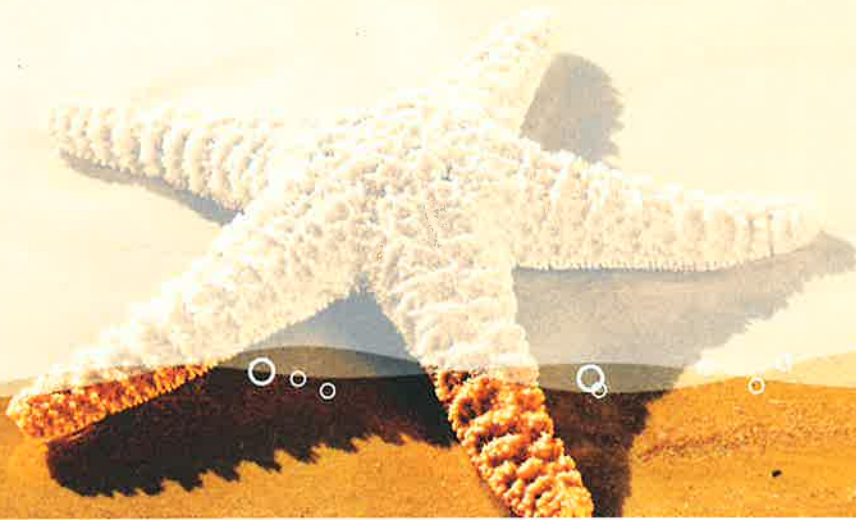
**ARTS  
COMMITTEE  
AGENDA PACKET**



**SAND CITY COUNCIL CHAMBERS**

**WEDNESDAY, OCTOBER 28, 2020**

**10:30 A.M.**





## **AGENDA**

### **SAND CITY ARTS COMMITTEE**

**Wednesday, October 28, 2020 10:30 A.M.**

**Sand City Hall, 1 Pendergrass Way, Sand City, CA 93955**

**THIS MEETING WILL BE HELD VIRTUALLY AND IS COMPLIANT WITH THE GOVERNOR'S EXECUTIVE ORDER N-29-20 ALLOWING FOR A DEVIATION OF TELECONFERENCE RULES REQUIRED BY THE BROWN ACT.**

**TO PARTICIPATE IN THE ZOOM ART COMMITTEE MEETING LIVE:**

**<https://us02web.zoom.us/j/81958859553>**

**Meeting ID: 819 5885 9553#**

**To participate telephonically by calling the number below: (669) 900-6833**

**Meeting ID: 819 5885 9553# If prompted to enter a participant ID, press #.**

#### **How to submit written Public Comments:**

If any member of the public would like to provide written comments at the meeting, please do as set forth below.

Written: All comments received before 8:00 am the day of the meeting will be posted on the City's website as "Correspondence" under the relevant agenda item and provided to the Committee members at the meeting. Please email your comments to [aaron@sandcityca.org](mailto:aaron@sandcityca.org).

Read Aloud During the Meeting: If you want your comment read aloud, prominently write "Read Aloud at Meeting" at the top of the email and your comments will be read into the record (not to exceed three minutes at staff's cadence).

DURING EACH MEETING members of the public may participate by calling and speaking live during the designated public comment period/time(s), subject to time limits that may be imposed pursuant to the Brown Act at the number provided above.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. ANNOUNCEMENTS BY COMMITTEE MEMBERS**

#### **4. PUBLIC COMMENT**

Members of the Public may address the Arts Committee on matters not appearing on the Arts Committee Agenda at this time for up to three minutes. In order that the Arts Committee Secretary may later identify the speakers' state their names. Public comments regarding items on the scheduled agenda will be heard at the time the item is being considered by the Arts Committee.

#### **5. ORDERS OF BUSINESS**

- a. Approval of Sand City Arts Committee minutes
  - i. August 27, 2020
  - ii. September 23, 2020
- b. Consideration of Proposed Private Mural Application: Wahine HQ located at 398 Shasta Avenue

#### **6. ADJOURNMENT**

*This is intended to be a draft agenda. The City reserves the right to add or delete to this agenda as required. If you have a request for a disability-related modification or accommodation, including auxiliary aids or services, which will allow you to participate in a Sand City public meeting, please call the City Clerk at (831) 394-3054 extension 222, or give your written request to the City Clerk at One Pendergrass Way, Sand City, CA 93955 at least 12 hours prior to the scheduled meeting to allow the City Clerk time to arrange for the requested modification or accommodation.*

**Arts Committee**

**AGENDA ITEM**

**5a (i)**

## **MINUTES**

### **SAND CITY ARTS COMMITTEE**

**Thursday, August 27, 2020 10:30 A.M.**

**Sand City Hall, 1 Pendergrass Way, Sand City, CA 93955**

### **THIS MEETING WAS HELD VIRTUALLY AND IS COMPLIANT WITH THE GOVERNOR'S EXECUTIVE ORDER N-29-20 ALLOWING FOR A DEVIATION OF TELECONFERENCE RULES REQUIRED BY THE BROWN ACT.**

1. **CALL TO ORDER:** The meeting called to order by Chairperson Gregory Hawthorne at 10:35 a.m.
2. **ROLL CALL:** Committee Members Present: Chairperson Gregory Hawthorne, Shelby Hawthorne, Brian Clark, Kristen (KRIMP) Fuentes, and Dawn Peters. Absent: None. Others: City Manager Aaron Blair, Mark Baer, Don Davis, Shelby Gorman, Hunter Stevens, and Pat Milbery.
3. **ANNOUNCEMENTS BY COMMITTEE MEMBERS:** Hawthorne expressed concerns over any sort of fundraising going on by the Sand City Art Foundation, and whether it was a legal non-profit entity. He wanted to make sure that citizens didn't think they were donating to a City organization. Blair stated that he will share the concern with the City Attorney.
4. **PUBLIC COMMENT**  
There was no public comment.
5. **ORDERS OF BUSINESS:**
  - a. Discussion and selection of a mock-up from the "Call for Artist".  
Blair reminded the committee that a local call for artist was published on August 19, 2020. It was posted the "Call for Artists" on all of our social media channels (Facebook, Twitter, and Instagram @SandCityCA), on the City website, and posters were posted in all of the City public announcements locations. A media release was sent to all local papers, all local news stations, and most local schools. The "Call for Artists" was shared by several local art and non-art related organizations including the Arts Council for Monterey County in their Arts Connection e-newsletter on 8/7/2020, and of course on their social media. Members of our Sand City Art Committee also shared it with their local contacts, and Blair personally shared it individuals in in the West End. Blair stated that if anyone has any

additional ideas on how we could have better shared the information that he would love to hear them so we can improve as a City. Blair then shared the location for the call for artist mural wall location. He stated the wall location was selected because it would be the first mural to go into the proposed art park, and it was a manageable wall for a local artist that would not require the use of a lift. Blair shared the process for selecting a mural design which included over 3000 public online votes. He shared that “Electric Life” and “Lady Sand City” received the most votes by far. Blair went through all of the nine local submissions with the Committee. The committee discussed the submissions and made the recommendation to select “Lady Sand City” for the art park wall, and also recommended that Sand City artist Hanif who submitted “I am Honey Bee” be included on a outside wall somewhere within the WestEnd. On a motion by Hawthorne and seconded by Peters it was unanimously supported to make this recommendation to the City Council.

- b. Discussion and Approval of a property owner approved we. mural mock-ups.
  - i. 679 Redwood – Artist: Casey Kawaguchi + Nathan Brown
  - ii. Art Park Wall (Exterior) Redwood - Kenton Hoppas + Bryan Gage
  - iii. 1676 Contra Costa St - Amanda Valdez + Hannah Eddy
  - iv. 698 Redwood - Detour + Hiero

Milbery went through four of the we mock-ups with the Committee. The committee had a lengthy discussion on the submitted mock-ups, and shared their comments with Milbery on the designs. Overall, the Committee fully supported the designs, and asked Milbery to share the minor comments and positive reactions with the artists. Milbery said he has had a lot of positive interactions with the public and business owners within Sand City over the past several months. He stated that the excitement for the murals is high, and each of the artists are very excited. There was a brief discussion about future murals, and how to improve the process. On a motion by Peters and seconded by Hawthorne, the mock-ups were unanimously supported with a recommendation to approve to be forwarded to City Council. Blair mentioned that he has had a couple individuals reach out to him about volunteering for the mural installations.

6. ADJOURNMENT:

On a motion by Clark and seconded by Hawthorne, the meeting was adjourned at 12:40 p.m.

**Arts Committee**

**AGENDA ITEM**

**5a (ii)**

## **MINUTES**

### **SAND CITY ARTS COMMITTEE**

**Wednesday, September 23, 2020 2:30 P.M**

**Sand City Hall, 1 Pendergrass Way, Sand City, CA 93955**

### **THIS MEETING WAS HELD VIRTUALLY AND IS COMPLIANT WITH THE GOVERNOR'S EXECUTIVE ORDER N-29-20 ALLOWING FOR A DEVIATION OF TELECONFERENCE RULES REQUIRED BY THE BROWN ACT.**

1. CALL TO ORDER: The meeting was called to order at 2:37 p.m.
2. ROLL CALL: Committee Members Present: Chairperson Gregory Hawthorne, Shelby Hawthorne, Brian Clark, Kristen (KRIMP) Fuentes, and Dawn Peters. Absent: None. Others: City Manager Aaron Blair, Mark Baer, and Don Davis.
3. ANNOUNCEMENTS BY COMMITTEE MEMBERS: Peters shared that she has been sharing a lot of information on the Sand City Arts Instagram page. She said she stopped into Post No Bills to make sure they were aware of the mural installations. Hawthorne mentioned that he stopped by and met with local artists Bryan Gage and Kenton Hoppas, and shared their excitement to be part of the we murals.
4. PUBLIC COMMENT  
Baer mentioned that he submitted some images to Blair and Milbery, and expressed interested in participating in the future.
5. ORDERS OF BUSINESS:
  - a. Approval of Sand City Arts Committee minutes
    - i. July 28, 2020
    - ii. August 6, 2020
    - iii. August 17, 2020

On a motion by Peters, seconded by Clark the minutes were approved.

- b. Private Mural Application 613 Ortiz Ave

Blair went through the private mural application details, and shared the submitted mock-up. He stated that the application was complete as far as the requirements of the public art policy. Clark stated that given that the existing mural is apparently somewhat



controversial, and since the residents of the Independent are impacted the most by the design, should the committee ask the applicant to submit a sign off from the residents of the Independent. S. Hawthorne mentioned that she didn't personally like the mural design or execution, and expressed concerns about the quality of the installation. Clark shared that he didn't care for the design, but thought it would be best to let the public weigh in. Peters shared that when the initial mural went in that she received a lot of complaints from residents at the independent, and that she cannot support approval of the mural based on that. Fuentes mentioned that since she is included as one of install artists that she will abstain from voting. S. Hawthorne mentioned that she prefers the other design that the applicant submitted for 1738 Hickory better, and hoped for something like that. Peters mentioned that viewing the walls from the Independent you can see that the side wall where the mural has already been installed has much taller trees and is a larger wall. She mentioned that the front of the building has a dropped roof line that makes the wall much smaller. Peters shared that you have tall trees on the side in the existing mural, and then you will have half-sized trees across the front which is throwing the scale of the mural design off. Hawthorne shared that he feels like the design and quality of the installation is poor, and he cannot support extending the existing mural to the front of the building. He recommended that the applicant do something different on the front. Fuentes mentioned that the artist has some really amazing older designs, and she wondered if the committee should ask the applicant to bring forward a different design from the artist. Hawthorne agreed; it was a worthy idea, and that he has known the artist of design for a long time as a sculptor not a painter. He suggested asking the applicant to get a design from another Sand City artists instead to add diversity to the murals within the West End. Peters shared that she thought since this artist of design has an amazing legacy maybe it would be better to do a 30-day show showcasing her work at the art park. Blair asked the committee if they would be ok with him asking the applicant to submit a different design based on the positive comments Fuentes made about some of her older designs. Hawthorne shared that again that the artist of design does amazing sculptures, but he still would like to see a design from another Sand City artist. S. Hawthorne mentioned that she feels that someone who is a professional muralist should always be involved to ensure professional and safe installations. Blair said that he will share the feedback to the applicant to see if a new design can be submitted. Clark mentioned that a big concern isn't so much the design, but that the execution on the original mural is poor. Clark made a motion to deny the application based on a poorly scaled design. Clark mentioned that there has been a good amount of negative public feedback due to the poor installation of the existing mural. He said he would like to support the applicant's desire to add more public art thus he would like to encourage the applicant to bring forward a new design from the artist or another Sand City artist. Peters shared

that we should strongly encourage the applicant to attend the meeting to share their vision for the mural. Hawthorne seconded the motion, and the motion passed with Fuentes abstaining.

- c. Discussion and consideration of a property owner approved we. mural mock-up.  
Artist: Pat Milbery + Frank Signs.

Blair shared all the mural locations and artists assignments. He shared that the goal was to increase walkability and to draw attention to local businesses like Sweet Elena's and Post No Bills. He shared that some of our local artists have asked to start a couple days early to ensure that they can complete their work on time. Blair shared a couple photos of the progress that the local artists who started early have made. He stated that City staff and So-Gnar staff have been putting in a lot of time preparing for the installations, and making sure that all the proper precautions are in place for the event. Blair shared some of the site poster designs, artists site bio posters, walking maps, and branding items. He stated that long-term plaques will be placed on the murals with a QR code that is connected to artist video interviews.

Blair went through the we mock-up with the Committee. The Committee had a discussion on the submitted mock-up, and shared their comments with Blair on the designs. The Committee was excited to see the collaboration between Frank Signs and Milbery. On a motion by Peters and seconded by Clark, the mock-up was unanimously supported with a recommendation of approval to be forwarded to City Council.

Clark mentioned that he supports the idea of Mark Baer participating in a future mural installation. Peters mentioned that she loves what Hunter from So-Gnar creative has been doing with the social media. Hawthorne confirmed that all of the t-shirts will say Sand City on them. Blair confirmed that is true.

6. **ADJOURNMENT:**

On a motion by Clark and seconded by Peters, the meeting was adjourned at 3:40 p.m.

**Arts Committee**

**AGENDA ITEM**

**5b**

# MEMO



**To:** Art Committee Members  
**From:** Aaron Blair, City Manager  
**Date:** October 22, 2020  
**Re:** Proposed Private Mural Application

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The process outlined in our public art policy is below;

## **B. Murals on Private Property, not sponsored by City**

Any Sand City private property owner wishing to create/install a mural at his/her own expense, but which will be visible from any public place within the City, shall submit a written description of the proposed mural to the City Manager, including the following information ("Application"):

- a. Proposed location of the artwork, including which wall on the location.
- b. Photo, plans, model or other visual representation of proposed artwork.
- c. Description of the artwork, including dimensions, and color.
- d. Name of Artist and if possible, Artist's biography.
- e. Documented approval by building owner.

1. The City Manager will forward the Application to the Arts Committee and the City's Planning Department.

2. The City's Planning Department shall review the Application in consideration of any applicable City ordinances (e.g., sign and design review requirements) and forward a recommendation to the City Manager and the Arts Committee.

**3. The Arts Committee shall review the Application and any recommendations from City Planning Department to ensure the proposed mural does not include subject matter that is apparent representation of violence, inappropriate nudity, denigration of individuals or cultures, or desecration of significant cultural symbols. The Committee will schedule the application to be reviewed by the City Council.**

4. The City Council shall approve, conditionally approve, or deny the request to install the mural based on these guidelines, with consideration of recommendations from the

Art Committee, Planning Department and the City Attorney (in the case of any First Amendment implications or other legal issues).

5. The City Manager will notify the applicant of the City Council's decision.

**Details:**

- a. Proposed location of the artwork, including which wall on the location.  
**Wahine HQ located at 398 Shasta Avenue. Corner of Shasta and Catalina. NE roll-up door that is approximately 24' wide by 30' tall.**
- b. Photo, plans, model or other visual representation of proposed artwork.  
**Attached as Exhibit A.**
- c. Description of the artwork, including dimensions, and color.  
**The inspiration behind the serape is protection. Wahine HQ is a Safe Place. Serape brings, warmth, protection, comfort, recognition of culture. Approximately 24' wide by 30' tall.**
- d. Name of Artist and if possible, Artist's biography.  
**The artists are local artists Jessica Carmen and AugieWK. Both just recently finished the Lady Sand City mural as part of the we. fest.**
- e. Documented approval by building owner.  
**Pending. Verbal Approval given. Written authorization will be submitted by 10/23/2020**

**Planning Department Review:**

The Planning Department recommendation is attached as Attachment 1. Recommendation to approve.

**Staff Recommendation:**

The applicant has submitted enough information, which is attached, to satisfy the public art policy requirements. The attached application is for your review and recommendation which will be sent to the City Council to approve, conditionally approve, or deny the request to install the mural based on these guidelines.

Staff recommends approval of the submitted mural application.



## CITY OF SAND CITY

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### STAFF REPORT

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OCTOBER 22, 2020  
(For Art Committee on October 28, 2020)

**TO: Sand City Art Committee**

**FROM: Charles Pooler, City Planner**

**SUBJECT: Planning Dept. Review of Proposed Mural at 398 Shasta Avenue**

#### **BACKGROUND**

An application was submitted to the City of Sand City (the "City") by The Wahine Project (the "Applicant"), for approval of an art mural on the roll-up door facing Catalina Street of an existing commercial building (the "Project") at 398 Shasta Avenue (APN 011-197-015) in Sand City (the "Subject Property"). The Applicant has a conditional use permit application currently being processed and scheduled for City Council public hearing on November 3, 2020. The Subject Property has a non-coastal General Plan land use designation of Mixed Land Use (MU-D) and Zoning Map designation of "Mixed Use" (MU-P). The application of an art mural onto an existing building qualifies for a categorical exemption, under State CEQA (California Environmental Quality Act) Guidelines, Section 15301.

The City's municipal code, which includes the zoning ordinance (Title 18), does not specify specific requirements for art murals; nor are there any adopted design guidelines regarding murals within the zoning code. Therefore, in the absence of such regulations and/or guidelines, review of the Project is subject to the Art Committee's discretion.

#### **Site Description:**

The Subject Property is 100-foot wide fronting Shasta Avenue and 75-foot deep fronting Catalina Street (7,500 square feet), facilitating a 3,850 square foot floor area of a 2-level commercial metal clad building fronting Catalina Street, measuring 75-foot long and 32-foot wide with four separated units. The Applicant proposes to inhabit Unit C and D, which is the end unit of this commercial building; Unit C on the ground floor space and Unit D on the upper level area above. The Applicant's Unit C has a roll-up door facing Catalina Street while units A and B have roll-up doors facing west into the property and parking area. A commercial sign for the tenant of Unit B within the subject building has recently been approved by the City's Design Review Committee to be installed on the north building elevation, not in conflict with the Applicant's mural proposal.

## DISCUSSION

### Project Description:

The Applicant's mural design consists of a multitude of colors in thin horizontal lines that appear to match the width and height dimensions of the roll-up door's interlocking slats. The mural is located only on the approximately 12-foot wide and 14-foot tall roll-up door and not the building walls according to the submitted illustration. The Applicant refers to the mural as a "serape", which is defined as "a long blanket-like shawl, often brightly colored and fringed at the ends". (source: Wikipedia)

### How do you define a "Mural"?:

Murals are important in that they bring art into the public sphere. However, a mural should be defined as more than just a paint scheme on a structure, otherwise any and all color applications on a building would fall into the definition of a "mural". Historically, murals have functioned as a means of communication or expression for and between members of a community. Even illegal and unsightly graffiti generally expresses some message (Note: staff is not endorsing graffiti). Taking that into account, a mural should portray a message, emotion, and/or statement. If a mural is intended only as decoration, then the question stands "*what differentiates a mural from being just an architectural treatment?*"; and if a decorative application is just architectural treatment, then it should be considered as such and not considered as 'art'.

The Applicant explains in the submitted material that a serape (see definition above) brings warmth, protection, comfort, and recognition of culture; and that the inspiration for this mural was the idea of "protection", which could be interpreted as the feeling one gets when wrapped in a serape. The purpose of the Applicant's non-profit organization (The Wahine Project, headquartering at the Subject Property) is to provide safe and comforting access and opportunities for young girls and women to surf. Though this meaning of the mural is difficult to infer without the Applicant's provided description, there is a message and emotion presented that would satisfy the criteria for a 'mural' as discussed above.

### Art Incorporated as Architecture:

Art is subjective. As the saying goes, "Beauty is in the Eye of the Beholder". It is difficult to apply architectural standards to public art; however, basic architectural rules of integration and balance can be applied that provide a harmonious design and experience.

- 1) Integration: Does the mural integrate into the building's architectural elements? If a new building were proposed, the application of materials and colors are architectural elements that are considered. Part of an architectural analysis would be to ask "Are there too many materials/colors?", "Do the proposed materials/colors integrate with a building's mass and shape?", and "Is there a balance or consistency in the use of materials and colors?". In that respect, murals should also be evaluated as to how they integrate into a building's architecture. The Subject Property is in need of aesthetic improvement and an attractive mural would be a potentially valid solution; but the question remains, "Does the proposed mural integrate in with the building as to improve its architectural appeal?"



The proposed mural is intended to be applied to the roll-up door of the Applicant's unit, a physically defined and integral part of the building. The border of the mural is outlined by the frame of the roll-up door; therefore, the mural is definitely integrated into the building's architectural design. A distinguishing characteristic of mural paintings is that the architectural elements of the given space are harmoniously incorporated into the picture or illustration of the mural. It is planning staff's position that the proposed mural design does achieve architectural harmony through its visual enhancement of the roll-up door, a physical feature of the structure; and thus as a result, does enhance the building's architecture.

- 2) **Balance:** Is there a balance between the mural's scale and design with the building's mass and form? The proposed mural is intended to be applied to the roll-up door, a defined and integral part of the building, that in itself, has scale and balance with the building. Therefore, it is planning staff's position is that the proposed mural is in balance with the building's mass and form.

Sign(s) for commercial tenant(s):

Another issue to consider is the integration of commercial signs on the building for the commercial tenant(s) within the building. Signs for commercial tenants of the Subject Property are not included on the submitted mural illustration (see Exhibit D). Commercial tenants are entitled, consistent with City regulations under Chapter 18.66 of the City's Municipal Code, to have commercial signs on their building. How do commercial signs on the Subject Property integrate and/or conflict with existing or future commercial signs? As the mural is presented on the provided illustration, there is ample wall surface area of the building to allow non-conflicting application of commercial tenant signs along with the proposed mural; particularly since the proposed mural is confined to the roll-up door. Signs, as well as murals, should integrate into the building's architecture.

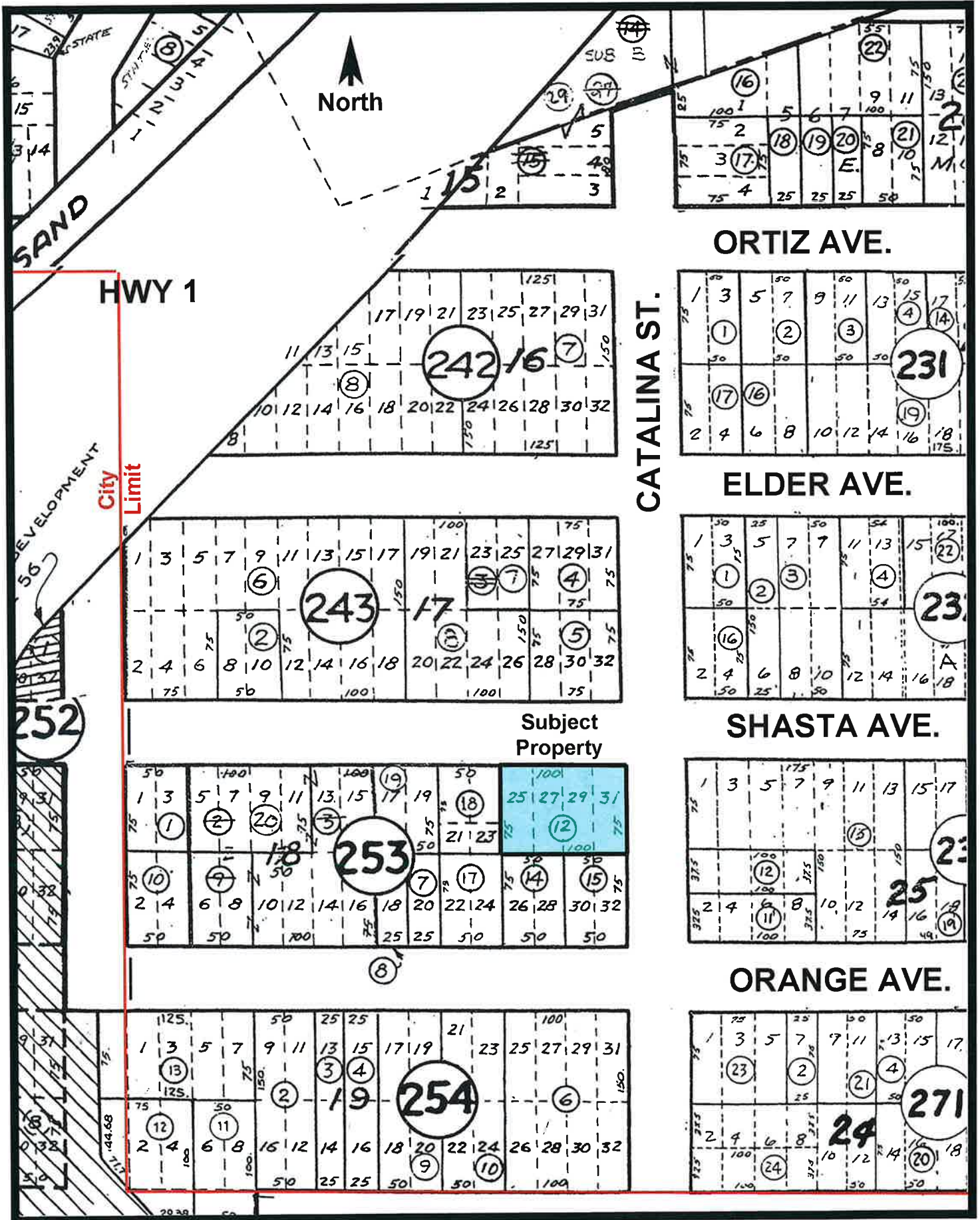
### **CONCLUSION**

Planning staff supports murals in general, and the Planning Department hereby supports the proposed mural design for the reasons discussed in this report and as summarized below:

- 1) The proposed mural design integrates and balances with the building's architectural elements and mass.
- 2) The proposed mural artistically communicates a message; though it is difficult to discern without the Applicant's explanation of the serape and intended message of "protection".
- 3) The proposed mural allows for the integration of commercial signs on the building.

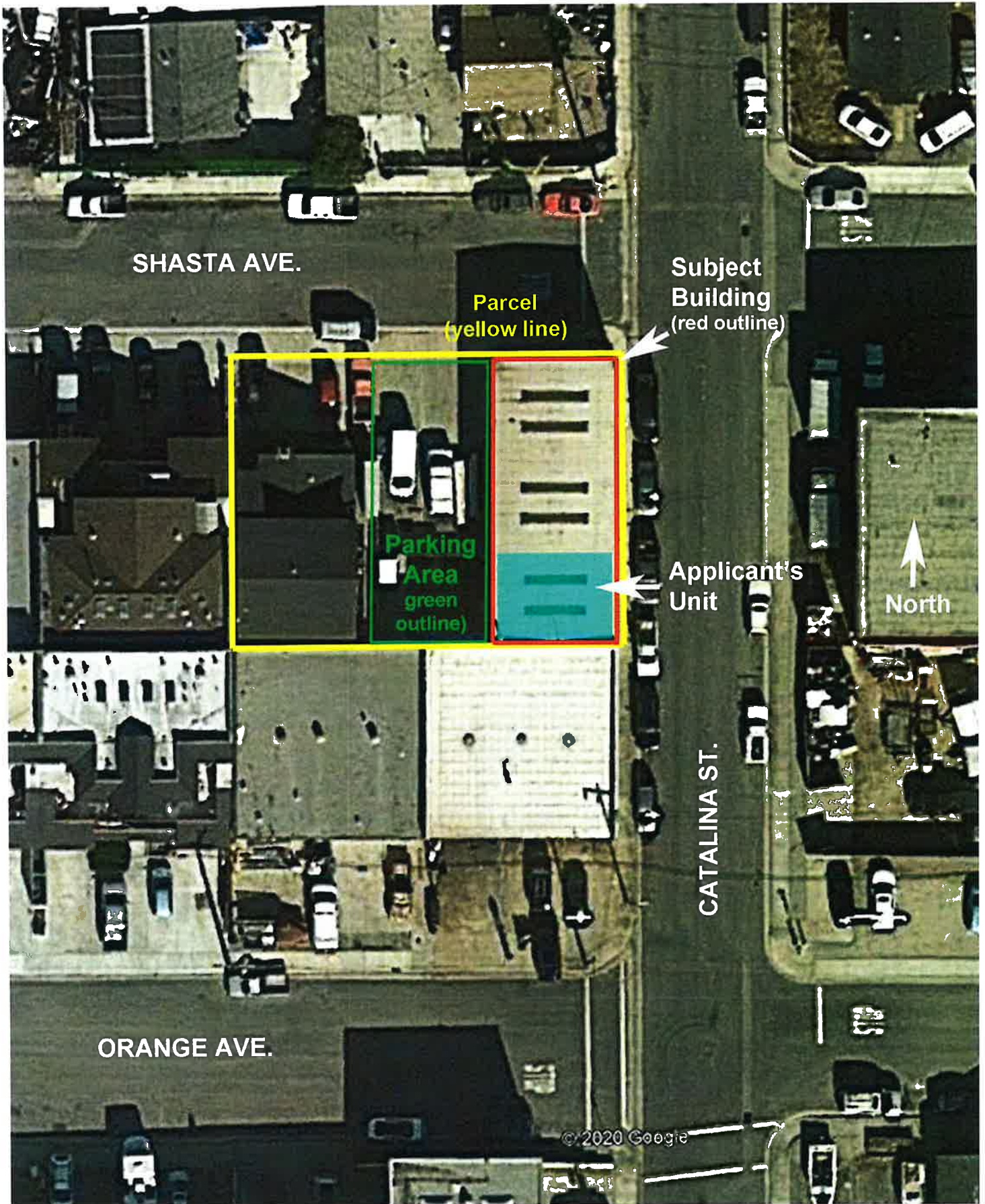
**Exhibits:**

- A. Location Map
- B. Aerial Map
- C. Site Photographs (via Google Earth - 2019)
- D. Applicant's Proposed Mural Design Illustration
- E. The Wahine Project - website mission statement



Location Map





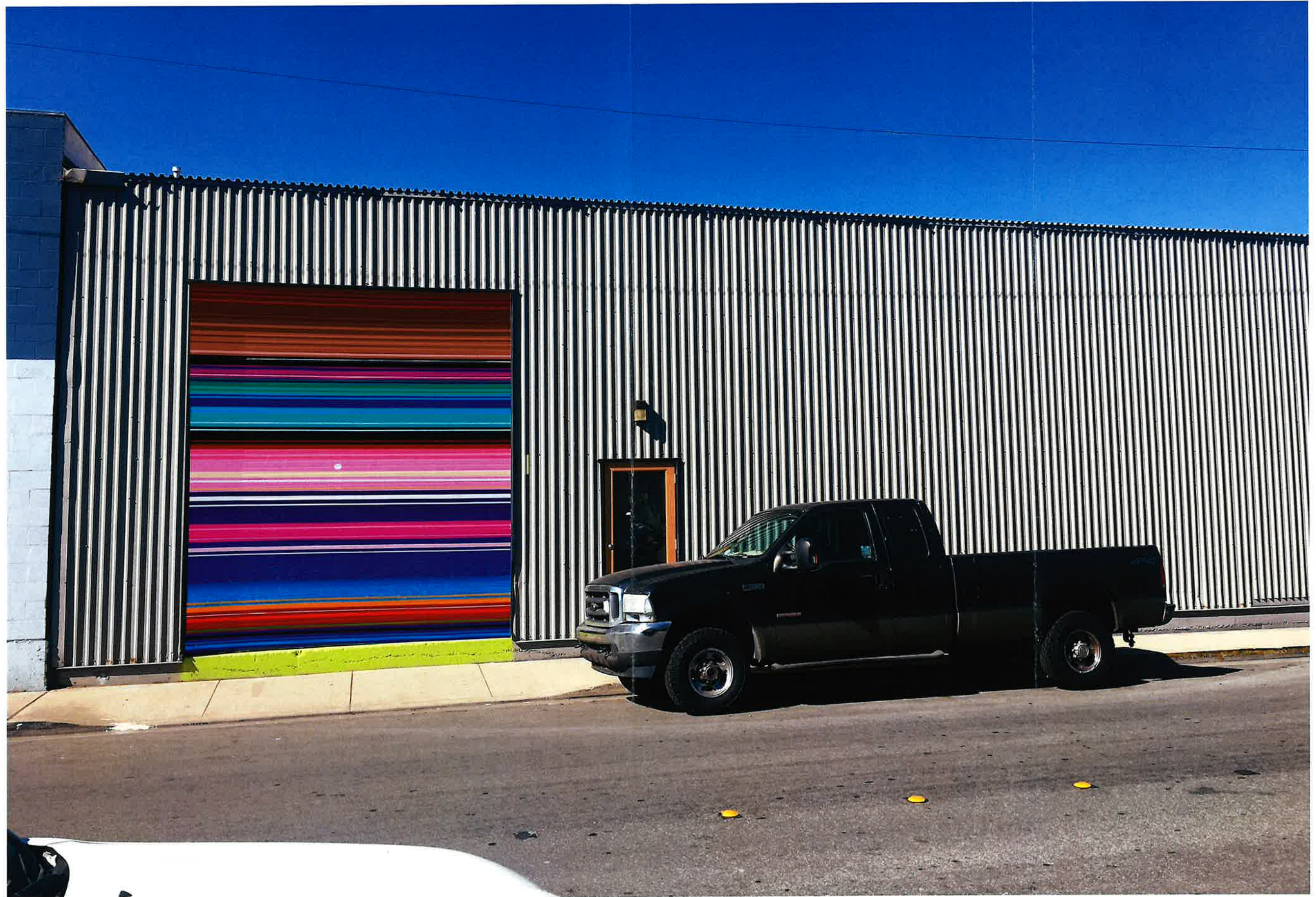
**Aerial Map** (via Google Earth)





Site Photograph (via Google Earth)





**Applicant's Proposed Mural**





## Mission Statement

Inspiring a global response that eliminates the barriers preventing a diversity of youth from a personal relation with the ocean and with one another

## About The Wahine Project



The Wahine Project was created in 2010 as an effort to reach young girls around the world who would otherwise not have access to the resources that would allow them to surf. Whether geographical, financial or lack of opportunity, The Wahine Project seeks to break down the barriers that prevent the participation of youth in ocean sports and provide them the opportunity to not only become proficient waterhumans but as a result of this relationship, increase their awareness to the vast possibilities of a future that will amplify their voice in climate change, environmental justice and give them a sense of social responsibility that the ocean uniquely provides.

In 2015 we began a partnership with Explore Corps that offers programming for Boys. To support the diversity of all youth in a Safe Space environment we encourage them to choose the program that is the most comfortable for them to participate in or take advantage of programs that are co-ed.

We do not have gender restrictions in any of our programs and support the gender expansiveness of each of our participants. We celebrate diversity and our hope is to inspire our participants to live out their healthiest and fullest lives and choose the program that will best support them in community.