



Agenda Report

Arts Commission

Item #: 23-1340

Meeting Date: 9/07/2023

TITLE: ART MURAL APPLICATION AT 1721 WHITTIER AVENUE
DEPARTMENT: PARKS AND COMMUNITY SERVICES
PRESENTED BY: LAURETTE GARNER, ARTS SPECIALIST
CONTACT INFORMATION: LAURETTE GARNER, ARTS SPECIALIST, (714) 754-5322

RECOMMENDATION:

It is the recommendation of staff that the Arts Commission review the completed mural on 1721 Whittier Avenue and offer any comments or suggestions.

BACKGROUND:

The Art in Public Places Report created by consultant, Arts Orange County was approved by the Arts Commission on April 6, 2023, to address aspects of the Arts and Culture Master Plan's Goal #2: Expand Public Art throughout the City.

Murals on private property procedures and requirements and art mural application document are part of Action 2.2: to develop a plan for more ambitious temporary and permanent public art. Murals and the Commissioning Process can also be found within the Art in Public Places Report beginning on page 29 (Attachment 1).

Action 2.2: Develop a plan for more ambitious temporary and permanent public art, including the identification of potential locations around the City, creation of policies with respect to selection and acquisition of artworks, and determination of the funding sources to be used.

The owners and operators of Zeus Beard, a private business on 1721 Whittier Avenue in Costa Mesa, commissioned artist Mikala Taylor to paint a mural on the south facing wall of the building, closest to W. 17th Street. The mural was completed before a City process was in place for permitting murals on private property. Zeus Beard has retroactively filled out a paper mural permit application and submitted the required photos (Attachment 2).

ANALYSIS:

The newly drafted Mural Permit Application and Review Process for Private Property will be part of a larger Public Art Policy document created by City staff in the coming months.

The first step of Action 2.2 was to establish Public Art Criteria and Guidelines to assist with new temporary and permanent public art projects in the future, which was brought to the Arts Commission on May 4, 2023. Murals on private property is one of the next steps in this process. In the coming months, a new policy for public art donations and criteria will be brought to a future Arts Commission meeting.

The Mural Permit Application is in process to be included in the citywide software sometime later in 2023. Currently applicants fill out a paper application with attached images of design/proposals to present at an Arts Commission meeting.

FISCAL REVIEW

There are currently no costs associated with this process.

LEGAL REVIEW

There is no legal review required for this report.

CONCLUSION:

Arts Commission will review the materials provided concerning the completed mural on 1721 Whittier Avenue and offer any comments or suggestions as part of a discussion.