



## Design Review Subcommittee (DRSC)

Meeting Date: January 26, 2022

**STAFF:** Samantha Wylie, Beaches, Parks and Recreation Director

**SUBJECT:** Mural on Public Property, End of Pier Concession Building.

A request to install two murals on the north and south sides of the concession building located at the end of the San Clemente Municipal Pier proposed by PierPride Foundation.

### **BACKGROUND:**

In 2017, the City Council approved the Artwork on Public Property procedure. This policy allows for individuals or organizations to apply to create and establish artwork on public property by going through a formal review process, ending with City Council approval and acceptance. The mural request consists of two painted wall murals on the north and south walls of the end of pier concession building.

See Exhibit 1 for an image of existing site conditions.

### **Exhibit 1. Proposed mural locations**



The artwork has been designed by Dana Martino. Two murals are proposed, one on each side.

Mural 1 - on the south side, proposes a mural of the shoreline with pelicans.

Mural 2 - on the north side, proposes a whale tale coming out of the ocean.

The stated goal and significance of the artwork is: The murals are a part of the PierPride Art On The Pier program will add public artwork to the pier for community enjoyment.

**Exhibit 2. Proposed Mural Artwork**

Mural 1 - south side:



Mural 2 - north side:



### ***Why is DRSC Review Required?***

As per the City Council approved policy and procedure on artwork on/within public facilities, Design Review Subcommittee (DRSC) review is required to ensure the project is consistent with City policies and guidelines. Public facilities are often highly visible and accessed by large populations of the community and the addition of artwork could impact the overall experience at a facility. The DRSC's comments will be forwarded to the Beaches, Parks and Recreation Commission and then to the City Council, which is decision authority for these types of projects.

### **ANALYSIS:**

PierPride Foundation has submitted an application for public art, Attachment 2, to the Beaches, Parks and Recreation Department. A public notice was posted on January 11, 2022 on the proposed mural locations. No comments or feedback have been received from the public regarding the proposal. The Department sees no issues with the proposed project and supports the applicant's request.

Although the City does not have adopted design guidelines when it comes to public art, City art projects typically reflect the character of San Clemente, enhance the Spanish Village by the Sea character, and are consistent with the design of the surrounding community. This design is consistent with these measures.

### ***General Plan Consistency***

The project is consistent with related General Plan policies as shown in Table 1 below.

**Table 1 – General Plan Policies**

<b>Policy</b>	<b>Project Consistency</b>
<p><u>UD-1.02</u> Design of Public Plazas and Spaces. <i>“We require public plazas and spaces to be designed for safety, comfort, convenience and universal accessibility. They should be well-defined by surrounding buildings, located near the public street for good visibility and convenience and incorporate amenities such as seating, distinctive focal points, <u>public art</u>, shade trees and/or eating and entertainment facilities.”</i></p>	<p>Consistent. The project proposes a painted mural in a public space, adding public art consistent with the policy.</p>

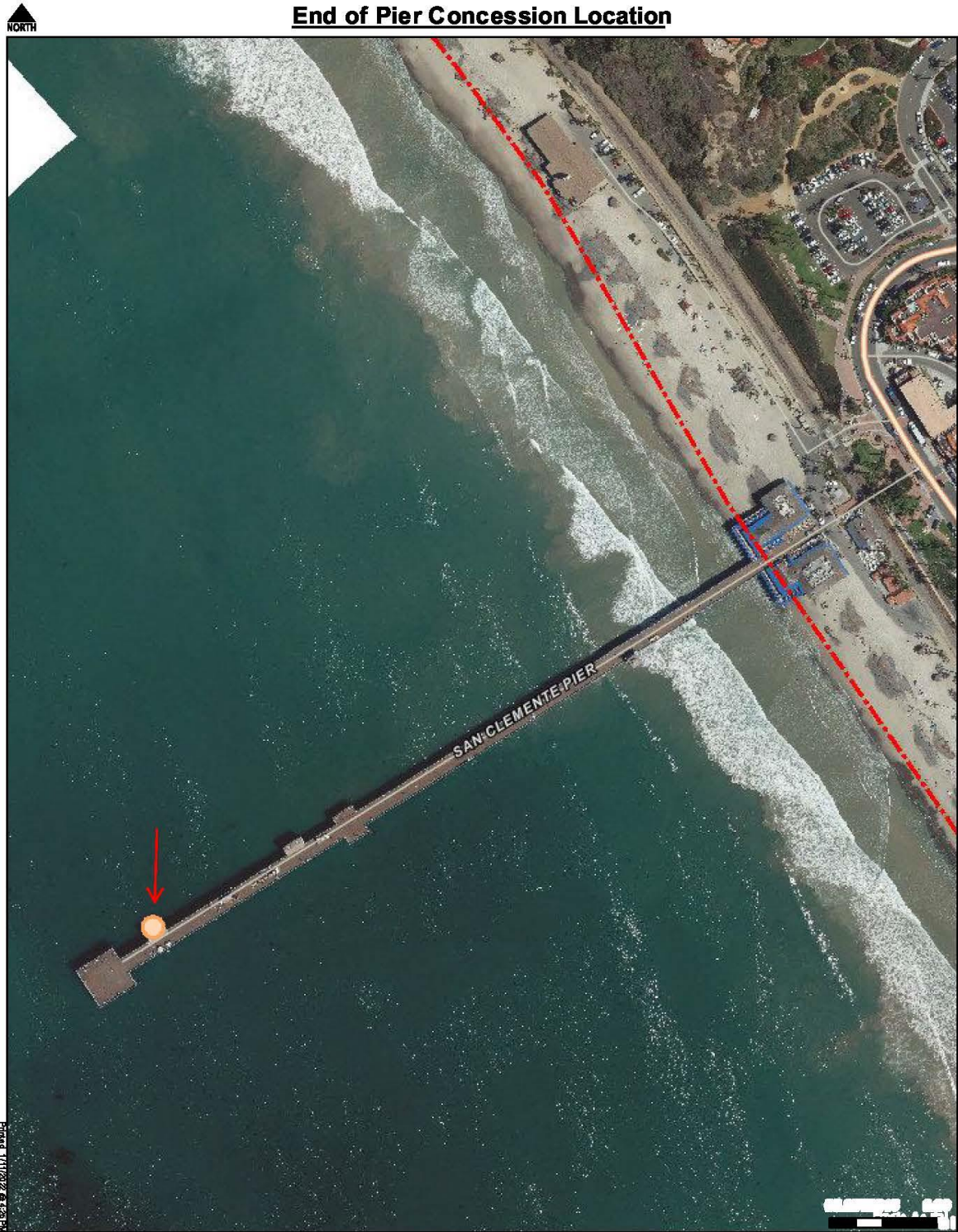
### **RECOMMENDATIONS:**

Staff seeks DRSC’s feedback and comments on the proposed artwork. If no further DRSC review is necessary, this item will be forwarded to the Beaches, Parks and Recreation Commission.

### **ATTACHMENTS:**

1. Location Map
2. Public Art Application – PierPride Foundation

**End of Pier Concession Location**



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**City of San Clemente**  
**Beaches, Parks and Recreation Department**  
 100 N. Calle Seville, San Clemente, California 92672  
 Phone: (949) 361-8264 | Fax: (949) 361-8280

## ART ON CITY-OWNED PROPERTY APPLICATION

Please review the procedure guidelines before completing this application. The donor/owner must complete and sign this application form. If the donor/owner is not the artist who created the artwork, the artist must also sign this Application below. In order to process your application as quickly as possible, the application must be submitted to the Recreation Division in complete form. Incomplete applications will be delayed in the review process and are grounds for denial.

APPLICANT INFORMATION			
Donor/Organization Name:	PierPride		
Primary Contact:	Amber Gregg	Phone:	
E-mail Address:			
Mailing Address:			
Non-Profit ID #:	32-0515984	SC Business License #:	

ARTWORK INFORMATION			
Title of Artwork:			
Artist Name/Company:	Dana Martino		
E-mail Address:		Phone:	
Mailing Address:			
Proposed Location:	Sides of Pier Shack Shake		
Description of Work: <i>(Attach additional drawings, models, photographs or other graphic depiction which will help more clearly define the artwork)</i>	<p>Two murals are proposed, one on each side.</p> <p>Mural 1 - on the south side, proposes a mural of the shoreline with pelicans.</p> <p>Mural 2 - on the north side, proposes a whale tale coming out of the ocean.</p> <p>Please see attached visual of the murals on the shack.</p>		
Goal of the artwork/significance to the community:	The murals are apart of the PierPride Art On The Pier program will add public artwork to the pier for community enjoyment.		
Materials/Medium:	Paint	Dimensions:	Entire side of shake
Appraised Value:			
Is the artwork commissioned?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Is the artwork donated?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If commissioned, please provide the artist's SC Business License #:			

**ACKNOWLEDGEMENT OF APPLICATION AND EXPECTATIONS**

By signing this Application below and in consideration for participating in the City's Art on City-Owned Property program, the artist/owner acknowledges and understands that upon completion and installation of the artwork, and upon its acceptance by the City Council, the work shall become the property of the City of the San Clemente. The City retains the right to remove or relocate the artwork in its sole discretion as the interest of the public welfare, health and safety may require.

If the artwork is damaged, defaced, altered or destroyed by human acts or by acts of nature, the City retains the right to remove, restore, repair or replace the artwork at any time in keeping with the artist's original design intent, without consulting the artist, or his or her heirs or assigns. The City will make reasonable efforts to contact the artist, or if unavailable, another design professional, to advise or assist in any restoration work.

I have read, understand and accept the terms herein and represent that I am the \_\_\_\_\_ of the artwork which is the subject of this Application. *(owner, artist, or owner/artist)*

<b>Amber Gregg</b>	<b>Amber Gregg</b>	<b>1/6/21</b>
<i>Print Name</i>	<i>Signature</i>	<i>Date</i>

Digitally signed by Amber Gregg  
Date: 2022.01.06 20:23:57  
-08'00'

I have read, understand and accept the terms herein and represent that I am the \_\_\_\_\_ of the artwork which is the subject of this Application. *(owner, artist, or owner/artist)*

<hr/> <i>Print Name</i>	<hr/> <i>Signature</i>	<hr/> <i>Date</i>
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Please make a copy of the application for yourself, prior to submitting it to the Recreation Division. Your application will be circulated to all additional approval bodies and required City departments.

**SUBMISSION CHECKLIST**

- Application
- Copy of City of San Clemente Business License (plus, artist's if applicable)
- Photo of proposed location
- Design Concept & Drawings

Please submit this application to the City of San Clemente Recreation Division by email at [recreation@san-clemente.org](mailto:recreation@san-clemente.org) or mail to 100 N. Calle Seville, San Clemente 92672. For questions, please contact Recreation at (949) 361-8264.



# PIERPRIDE

*Preserving a Uniquely San Clemente Experience*

Art On The Pier  
Snack Shack 2021



Dana Martino

South Side of  
Pier



Dana Martino

North Side of Pier

