



ARTS COMMISSION

Monday, May 9, 2022

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:00 P.M.

- AGENDA -

- 1) Call to Order
- 2) Approval of Minutes
- 3) Chair's Announcements (Schwerner)
- 4) Commissioner, Council and Staff Communications
- 5) Public Communications - *In order to assist the Arts Commission in the timely completion of its business, speakers are asked to limit their presentation to three minutes or less.*
- 6) Items for Discussion and Action:
 - A. **935 Laguna Canyon Road (Sawdust Art Festival) Temporary Mural Installation** – Discuss and approve a temporary installation mural installation titled “Where the Canyon Comes Alive” by Ryan Gourley. (Staff)
 - B. **Laguna Canyon Channel Replacement Project – Walkway Mural** – Discuss and approve a public art project as part of the Laguna Canyon Channel Replacement Project. (Staff)
- 7) Adjournment

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the Arts Manager at 949-497-0722 or email art@lagunabeachcity.net. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.

cc: City Manager
City Clerk
Council Liaison Mayor Kempf
Assistant City Manager

Post through May 10, 2022



LAGUNA BEACH ARTS COMMISSION

Regular Meeting

Monday, April 25, 2022

Council Chambers

505 Forest Avenue, Laguna Beach, CA 92651

5:00 p.m.

Recap of Minutes

PRESENT: Commissioners: Donna Ballard, Suzi Chauvel, Michael Ervin, Pat Kollenda, Adam Schwerner, Karen Wood.
ABSENT: Commissioner: Laura Ford
COUNCIL: Mayor Kempf
STAFF: Sian Poeschl, Cultural Arts Manager and Michael McGregor, Arts Program Coordinator.

- 1) Adam Schwerner called the meeting to order at 5:00 p.m.
- 2) Minutes of the April 11, 2022, meeting were approved as presented. M/S Kollenda/Chauvel.
- 3) **Chair's Announcements:** Adam Schwerner encouraged the Commission to experience Gerard Striplings exhibit at the Laguna Art Museum.
- 4) **Commissioner and Staff Communications:** Karen Wood, Michael Ervin, Pat Kollenda, and Mayor Kempf congratulated the Commission on receiving the Art Stars Award for "2020 Best New Art Program." Suzi Chauvel suggested inviting 2020 Artist in Residence Pamela Madsen to provide an update regarding her planned performance. Staff Poeschl noted that meetings were still being held with Cultural Planning Group and a revised draft of the Public Art Ordinance and Policy might be expected in June or July 2022 for review. Staff noted the Artist Lofts located in Laguna Canyon were accepting applications for occupancy which the Artist Review Panel would be reviewing. Staff Poeschl thanked attendees of the Third Street mural dedication and noted providing a public art tour to City employees on April 15, 2022. Staff noted that Pamela Madsen was scheduled to perform on September 24, 2022, at the Festival of Arts. Staff McGregor noted that Sunset Serenades would begin on Friday, May 6, 2022, and requested Commissioners to introduce the performers. Staff noted the temporary sculpture "Call to Action" by Jeffrey Skarvan had been repaired. Staff noted the Artist Fund at Festival of Arts Board of Directors exhibition was on display at City Hall. Staff noted that three of the four completed Banner Competition banners had already been returned and the deadline was May 2, 2022.
- 5) **Public Communications:** None.
- 6) Items for Discussion and Action:
 - A) **2022-2023 Arts Commission Special Programs Budget** – Staff Poeschl presented the Arts Commission Special Programs Budget for 2022-2023 and noted there was a \$74,600 increase in the budget from the current year. Staff noted the budget and programming was nearing levels provided prior to the Covid-19 pandemic. Staff noted savings from the current year due to changed programming would be carried over and programs without designated funding could be funded by savings in the budget. Staff recommended certain proposed restoration projects remain unfunded until staff coordinates with Public Works. Pat Kollenda noted concerns over relocating "Canyon Chess and Checkers" by Marlo Bartels. Staff noted the request to relocate the sculpture came from the Police Department due to damage and disuse of the work by the public. Adam Schwerner asked how many light poles were available to display banners and holiday palettes. Staff McGregor noted that due to recent and

continued deaccessioning, there was room for palettes and banners to be added to the collection. Mr. Schwerner asked if there was budget available to improve the display of the holiday palettes. A motion was made to approve the recommended budget as presented. M/S Kollenda/Schwerner. Yeas: Ballard, Chauvel, Ervin, Kollenda, Schwerner, Wood. Noes: None.

- B) **2022 Council Chambers Banner Competition** – Staff McGregor presented the guidelines for the 2022 Council Chamber Banner Competition and noted that proposals would be accepted online via SlideRoom. Staff noted the competition was last held in 2018 and two banners were selected. Staff Poeschl noted that a City seal would be installed on the front of the dais and the deadline would allow the new banners to be installed at the same time. Pat Kollenda requested display rods also be installed at the base of the banners. A motion was made to approve the guidelines as presented. M/S Kollenda /Ervin. Yeas: Ballard, Chauvel, Ervin, Kollenda, Schwerner, Wood. Noes: None.
- C) **City Hall Exhibition Competition** – Staff McGregor noted there was a vacancy in the City Hall exhibition schedule from July 1 to July 29, 2022. Staff presented the guidelines for a juried exhibition to take place during the vacancy with a theme of “Environmental Awareness.” A motion was made to approve the guidelines as presented. M/S Ervin/Wood. Yeas: Ballard, Chauvel, Ervin, Kollenda, Schwerner, Wood. Noes: None.
- D) **Temporary Painted Magic Carpet Mural Competition** – Staff Poeschl presented competition guidelines for a painted temporary mural on the stage located at the Promenade on Forest. Adam Schwerner asked if digital designs could be considered. Staff Poeschl noted that due to issues with winners of previous competitions, designs should be hand-drawn or painted to demonstrate ability producing large-scale work. A motion was made to approve the guidelines as presented. M/S Kollenda/Wood. Yeas: Ballard, Chauvel, Ervin, Kollenda, Schwerner, Wood. Noes: None.

7) Adjourned at 5:45 p.m.

cc: City Manager, City Clerk, Mayor Kempf, Assistant City Manager

MEMORANDUM

DATE: May 2, 2022

TO: Arts Commission

FROM: Siân Poeschl, Arts Manager

SUBJECT: 935 Laguna Canyon Road (Sawdust Art Festival) Temporary Mural Installation (Item 7A)

On May 23, 2016, the Arts Commission unanimously approved an application for a temporary mural installation at 935 Laguna Canyon Road (Sawdust Art Festival). Annually, the Sawdust Art Festival (Festival) conducts a call for artists to its exhibitors for the temporary mural. This will be the seventh installation funded by the Festival.

The Festival is proposing to install a mural titled “Where the Canyon Comes Alive” by artist Ryan Gourley. The mural measures 50 feet in length by 8 feet in height, shielding the trash containers and faces Laguna Canyon Road. The artists will use latex and acrylic paints directly onto panels attached to the existing wall. The application notes that the temporary mural will be coated with a sealant. The installation will take seven days to complete and will be undertaken in May 2022. A pedestrian mitigation plan has been included in the application. If approved, the temporary mural will be on display through Spring 2023.

The City’s Municipal Codes Section 25.54.024 (B) (5) describes the review criteria as:

- (a) *Visual Enhancement. The proposed mural has attributes that enhance the site;*
- (b) *Artistic Excellence. The proposed mural exemplifies high artistic quality of original artwork;*
- (c) *Public Safety. The proposed mural does not create a public safety issue;*

The applicant is also requesting approval for lighting the mural, Section 25.54.024 (B) (6) of the code notes:

- (6) *Lighting. Proposed lighting of murals shall minimize glare and/or light spillage onto the public way or adjacent properties;*

Staff is recommending the Arts Commission review and approve the mural application for a 12 month exhibition.

If approved, Staff will prepare a memorandum to the City Council and Planning Commission on behalf of the City Manager. Upon review, members of the City Council or Planning Commission have 10 days in which to appeal the Arts Commission decision. If appealed the application would be reviewed by the Planning Commission.

Attachment: Municipal Code Chapter 25.54
Sawdust Art Festival Application

(B)

City of Laguna Beach

ARTS COMMISSION APPLICATION

Name: Sawdust Art Festival

Address: 935 Laguna Canyon Road Laguna Beach, CA 92651

Phone / Fax: 949-494-3030

Date: April 28, 2022 Contact person: Ryan Gourley and Franky Duschane

Art in Public Places – required by the Municipal Code

Property Information:

Location: 935 Laguna Canyon Road Laguna Beach, CA 92651

Property owner: Sawdust Festival Corporation

Description of Project: (Additional information may be attached. Please include materials, maintenance schedule, site drawing, colored drawing of installation and photograph of location.)

"Where The Canyon Comes Alive," a mural by current exhibiting Sawdust artist Ryan Gourley, will be located at the rear entrance of the Sawdust Art Festival along Frontage Road on a perimeter fence measuring 50 feet in length by 8 feet in height. The mural will be painted onsite in May 2022 as a temporary installation and will remain erected for one year, through Spring 2023. Please refer to detailed information enclosed within this application.

Dimension of site: 50' ft length x 8' ft height

Dimension of proposed art work: 50' L x 8' H

Estimated cost: \$2,500 - compensation to artist

Maintained by: Sawdust Festival Corporation

This form must be submitted to the Cultural Arts Department for consideration at an Arts Commission meeting.

Signature: *Franky Duschane*

For Cultural Arts Department Use

Date received: _____ Arts Commission agenda date: _____

Application # _____

Date _____

April 28, 2022

935 Laguna Canyon Road

Ryan Gourley is a multimedia artist known for his diversity of style and endless imagination. His ability to interpret concepts and turn them into reality has led to many extraordinary projects that have spanned over five decades.

Ryan first exhibited at the Sawdust Art Festival in 1970 with ceramics and leather goods. Over time, his experimentation developed a gamut of artistic skills that encompass everything from painting and soft sculpture, to window displays and custom fine art installations.

Having been born and raised in Southern California, the inspiration behind Ryan's art is derived from what he calls a "surfer's perspective," a reflection based not just from surfing itself, but from capturing the magic and kinetic energy of SoCal's local surf culture.

Ryan's work is visible around Laguna Beach, its surrounding counties, and nationally. Notable murals include locations at Orange Inn at Crystal Cove, Point Conception at Long Beach Convention Center, Laguna Beach Boardriders Club, Laguna Beach Cigar Cellar, Pediatrics, Hogwarts Laguna Beach, CHOC Children's Hospital in Texas, and Under the Ruby Moon in Kauai, Hawaii.

Several of Ryan's designs have also been chosen for posters and marketing campaigns at the Sawdust Art Festival over the years; most notably, the Magic of Art in 1990, Sawdust at Night in 2004, and The Brush Can in 2013.

His art can be found in both private and public collections around the world.

Mural Title

Ryan Gourley, Sawdust Art Festival

April 28, 2022

935 Laguna Canyon Road



Where the Canyon Comes Alive by Ryan Gourley

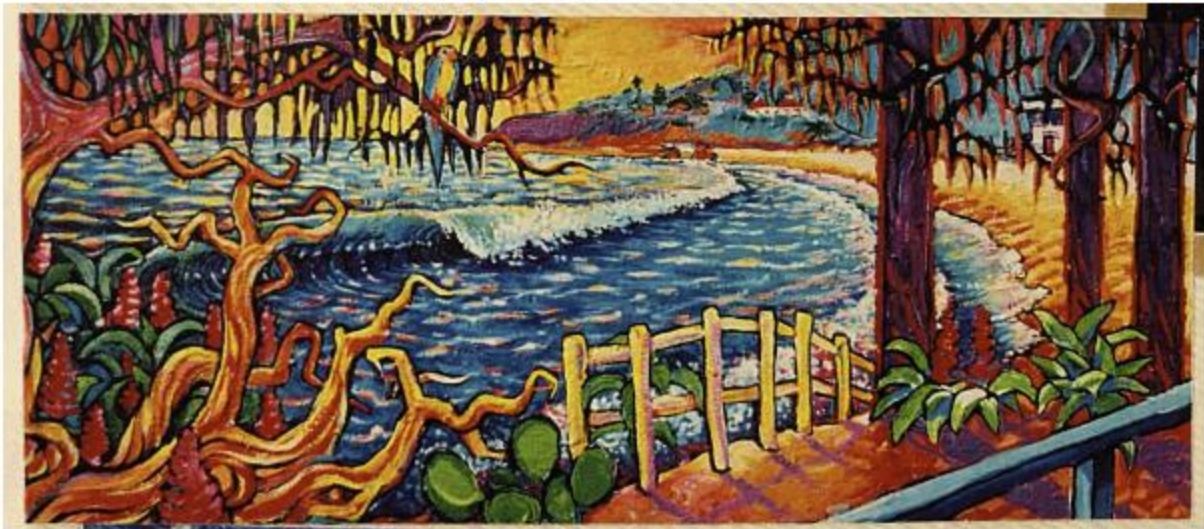
Mural Statement

Ryan Gourley, Sawdust Art Festival

April 28, 2022

935 Laguna Canyon Road

“Where the Canyon Comes Alive” is the meta creation of Ryan Gourley's life as an artist at the Sawdust Art Festival. It is a reflection of where his art was created, and is intended to be an abstract expression of what it's like to step into an artist's shoes. Transmuting life experiences into whimsical creations for others to enjoy has allowed Ryan the ability to share his creative perspective, and he hopes others can find inspiration from his colorful point of view.

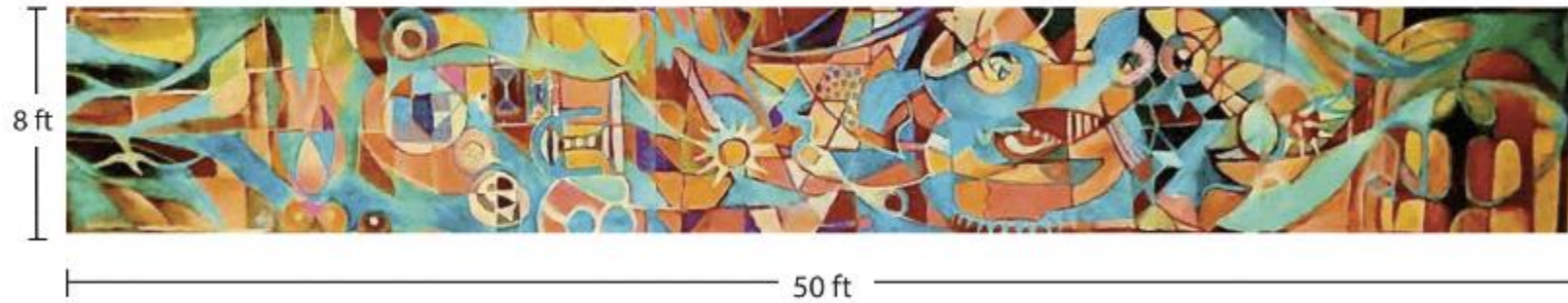


Identified Scale

April 28, 2022

Ryan Gourley, Sawdust Art Festival

935 Laguna Canyon Road





LIGHTING

Two fluorescent LED photocell lights will be mounted above the mural to provide sensed lighting when day transitions to night. Proposed lighting shall minimize glare and light spillage onto Frontage Road.

SURFACE MATERIALS

Latex paint, acrylic paint, and sealant.

CONSTRUCTION MATERIALS

The perimeter fence will be prepped with half inch or quarter inch ACX plywood sheeting with minimal cuts and caulked seaming to ensure an ideal, smooth canvas for paint application.

PEDESTRIAN MITIGATION PLAN

The mural will be painted on-site adjacent to a sidewalk, over a one-week period in May 2022. The sidewalk itself will be protected with tarps and/or drop cloths, and pedestrians will be temporarily diverted around the artist and his work zone by foot traffic delineators.

PROTECTANT

The completed mural will be finalized with a coat of anti-graffiti sealant.

MAINTENANCE

The Sawdust Festival Corporation will monitor and be held responsible for maintaining the mural.

City of Laguna Beach Municipal Code

Chapter 25.54 Sign Regulations

“Mural” means an original work of art that is applied or attached to an exterior wall. (At the discretion of the arts commission a mural may be considered a wall sign, if it contains words, logos, trademarks or graphic representations of any person, product or service that identify a business.)

25.54.024 Murals.

- (A) Murals shall conform to the design standards and permit procedures outlined below; except that murals proposed in compliance with Chapter 1.09 (Art in Public Places) shall be governed by the design standards and permit procedures of that chapter, and mural proposals which are considered to be wall signs shall conform to the design standards applicable to wall signs. Signature(s) of the artist(s) shall be allowed and limited to a maximum of two square feet.
- (B) The following procedures shall govern the approval of mural proposals:
- (1) Applications. Applications for mural permits shall be submitted to the department of community development on an approved application form and shall be accompanied by the following: a site plan showing the lot and building dimensions and indicating the proposed location of the mural; a scale drawing and color photo of the building showing the proposed size and placement of the mural; a colored drawing of the proposed mural; and the proposed maintenance schedule.
 - (2) Arts Commission Review Required. The arts commission shall review and approve all proposed mural applications. If the proposed mural contains words, logos, trademarks or graphic representations of any person, product or service that identify a business, the arts commission shall determine whether the proposal is a mural or a wall sign.
 - (3) Heritage Committee Review Required. If a mural is proposed on a historic structure identified on the city’s historic resources inventory and/or city’s Historic Register, the heritage committee shall review and make a recommendation regarding the mural proposal prior to the review of the arts commission.
 - (4) Additional Review. All proposed murals located in the downtown may be appealed to the planning commission by a member of the planning commission or city council for review and approval.
 - (5) Criteria. In addition to the design criteria set forth in this chapter and Section 25.05.040 for design review, the following criteria shall be considered in the review of mural applications:
 - (a) Visual Enhancement. The proposed mural has attributes that enhance the site;
 - (b) Artistic Excellence. The proposed mural exemplifies high artistic quality of original artwork;
 - (c) Public Safety. The proposed mural does not create a public safety issue;
 - (6) Lighting. Proposed lighting of murals shall minimize glare and/or light spillage onto the public way or adjacent properties;
 - (7) Long-term Maintenance and Removal. The mural shall be maintained in good condition for the life of the mural according to the maintenance schedule and responsibilities approved by the arts commission. The removal or deaccession of murals shall comply with the deaccession policy established by the city council of Laguna Beach. (Ord. 1499 § 1, 2009; Ord. 1408 § 1 (Atth. A (part)), 2002).

MEMORANDUM

DATE: May 2, 2022
TO: Arts Commission
FROM: Siân Poeschl, Arts Manager
SUBJECT: Laguna Canyon Channel Replacement Project – Walkway Mural. (Item 7B)

During heavy storms in February 2019, approximately 265 feet of the Laguna Canyon channel wall closest to Laguna Canyon Road collapsed. The Laguna Canyon Channel Replacement Project is work being undertaken by the County of Orange to make repairs and improvements not only to the channel, but to sidewalks and pedestrian bridges. The scope of the project includes aesthetic features with the City funding decorative fencing.



One of the components of the redesign includes widening the pedestrian bridge leading from the City bus stop on Laguna Canyon Road to the entrance of the Sawdust Art Festival.



Currently existing either side of the pedestrian bridge are City owned public art installations “Wave Bench” by Doug Snider and “Bicycle Garden by Liz Avalon.

The Public Works and Cultural Arts Department have been discussing the inclusion of public art as part of the aesthetic improvements. An opportunity for a walkway mural on the bridge could create a conversation between the existing pieces and bring cohesion to the site. An example of how this has been achieved successfully is in Heisler Park by artists Naomi and Scott Schoenherr.



The Public Art sub-committee consisting of Donna Ballard, Suzi Chauvel and Adam Schwerner support Staff's recommendation to consider the site for a walkway mural installation. Staff recommends conducting a call for artists for qualifications and invite three finalists to develop a design proposal. Finalists would be paid a stipend for their proposal.

In 2020, the Arts Commission approved a mural installation at Main Beach. The site measured 12' by 5' and the artist was awarded \$80,000 for the design, creation and installation of the hand painted ceramic mural. The proposed walkway mural site measures 20' x 14'.

Staff recommends the Arts Commission:

- Develop a call for artists to submit qualifications for a walkway mural;
- Develop a scope of work and details of the project to include references to the existing public pieces; and
- Allocate a budget of \$100,000 from either savings in the Arts Commission Special Programs budget or from the Art in Lieu Fund or both.

Construction is scheduled to commence in September 2022, with the bridge anticipated to be available for the selected artist to install in January 2023.