



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: October 25, 2016
TO: Community Development Committee
FROM: Marie Jones, Community Development Director
AGENDA ITEM TITLE: **Receive Report and Consider Making a Recommendation to City Council Regarding Establishment of a Mural Competition in Fort Bragg.**

ISSUE:

Johnathan Palmer, the local artist who completed the beautiful mural on the North Coastal Trail restroom, would like to hold a mural competition in Fort Bragg. He would like to open the competition up to four or five muralists from around the world to complete murals on larger vacant walls in Fort Bragg. Johnathan is seeking City Support for this project in the form of an official endorsement and funding for small stipends of \$2,000 for each muralist.

ANALYSIS

The City's adopted Economic Development Strategy for public art states the following;

Strategy 3.3 Encourage installation of "public" art throughout Fort Bragg (on both Public and Private Property)

Description The Mendocino Coast has a thriving arts community, and Fort Bragg is home to several galleries. However, art displays and arts education are generally limited to the classroom or studio. Public art, which consists of both publicly funded art and privately funded art that is visible from the public realm, helps to create an unforgettable sense of place. Public art can be commissioned as part of community infrastructure and other improvement projects or through private development. Public Art that is incorporated into private projects can improve the visual and architectural interest of private sector developments. The City of Fort Bragg can facilitate and encourage public art through various means, such as provision of planning incentives, encouraging public art through the Design Review process and funding public art projects. Support for public arts projects would in turn help to support and sustain the local arts community and would further enhance Fort Bragg's reputation as an arts community, thereby increasing visitation and arts sales.

Responsibility City of Fort Bragg, developers, arts community

Project Cost Paid for by project implementer.

Tactics

1. Research public art policies/programs in other communities and convene a meeting of arts and other community members to discuss opportunities for and interest in creating public art.
2. Investigate feasibility and opportunities for requiring public art as part of major public infrastructure and development projects.
3. Encouraging/requiring public art as part of Design Review for new development projects that have significant visual impacts on the community.

Staff implements this strategy primarily through tactics 2 and 3. For example staff has hired local artists to complete 15 artist benches on the coastal trail and two beautiful murals and the Brewery was required to install a mural on its tower as a condition of the Design Review for that expansion. In addition staff has:

1. Revised the zoning ordinance to make it more art friendly by allowing studio and industrial art activities in more zoning districts as a permitted use;
2. Revised the live-work requirements to make it easier to build live-work units;
3. Assisted the Noyo Print Works project in gaining access to a unutilized space in the gym, where they now successfully hold art classes and provide print making studio time; and
4. Assisted the Woodworkers at the Cow Shed project with planning assistance and pro-form analysis to help the entrepreneur develop his project concept and test it for feasibility.

Johnathan Palmer's proposal is an interesting one and would involve the City in a public-private approach to developing art projects in town. Staff and Johnathan Palmer developed the following potential approach:

1. Johnathan Palmer would:
 - a. Reach out to the mural artist community with an announcement and submission requirements for the Fort Bragg Mural Competition;
 - b. Set up a mural submissions review committee to select the top twenty mural submissions for further consideration; and
 - c. Work with local artists to set up free accommodations for the winning muralists.
2. City Staff would:
 - a. Identify building faces that are highly visible, but not particularly scenic, which would benefit from a mural (examples are included in attachment 1);
 - b. Work with business owners to obtain permission for the mural and a commitment from each business to pay at least \$1,000 to the muralist for completion of the mural;
 - c. Provide encroachment permits, administrative design review, and insurance coverage for the mural activities at no cost; and
 - d. Provide up to \$1,000 in funding per mural (the upper limit for public projects to be exempt from prevailing wage).
3. Building owners would:

- a. Select the muralist submission for their building from the top 20 submissions;
- b. Contribute at least \$1,000 to the cost of mural completion; and
- c. Agree to leave the mural in place for a minimum of five years.

Jonathan Palmer hopes to hold the mural competition in the early summer of 2017 and make it a tourist attraction, so that tourist could come and see the murals take shape over a weekend.

Additionally, Lia Wilson provided staff with an Alley Mural project concept and it is attached as attachment 2. This project could compliment the proposed Mural Competition project.

ATTACHMENTS:

Attachment 1- Potential Mural Locations

Attachment 2 – Fort Bragg Alley Art Project