



Agenda Item C.3
DISCUSSION/ACTION ITEM
Meeting Date: July 17, 2018

TO: Mayor and Councilmembers

FROM: Peter Imhof, Planning and Environmental Review Director

SUBJECT: Goleta Valley Community Center Mural Project

RECOMMENDATION:

Approve a proposal by the Goleta Valley Community Center (GVCC) for a public mural on the western wall of the GVCC.

DISCUSSION:

As outlined in more detail in the attached proposal, the GVCC is proposing a large, nature-themed public mural on the western wall of the GVCC and adjoining Alphie's Restaurant in Old Town Goleta. The mural project is intended to help beautify Old Town and to provide a positive team-building experience for local high school student artist volunteers, whom GVCC will recruit to complete the project. The mural project would include a protective coating that would protect the finished mural from the elements and graffiti.

Approximately half of the wall, where the mural is planned, is owned by Alphie's Restaurant. As included in the attachment, Alphie's has given its written permission to GVCC to proceed with the project. Because the GVCC mural project is proposed to be located in part on a City-owned property, approval by the City Council is also needed.

The General Plan's Visual and Historic Policies 3.1, 3.6, and 4.2 require that new development respect and enhance Goleta's visual character and encourage the installation of public art, especially in public spaces and Old Town.

Existing City zoning laws, including sign regulations, are silent regarding murals.¹ In the past, the City has not required approval of murals and at most has sought non-binding review of mural proposals by the Design Review Board (DRB). In 2014, for example, the City determined no formal review was required for the mural on nearby Santa Cruz Market in Old Town, since the mural did not function as a sign, did not result in physical changes to the building, and was consistent with the General Plan Visual and Historic

¹ The draft new Zoning Ordinance will address review requirements for murals and, as drafted, generally keeps murals exempt from review as long as they meet minimum requirements, e.g., that they do not function as a sign or advertising.

Policies. In 2016, the DRB commented on the Cajun Kitchen mural proposal, but in the absence of any permit authority did not take any action.

The Goleta Heritage District Architecture and Design Guidelines (GHDADG) similarly encourage public art as a way to build community and enhance Old Town. According to the GHDADG, art may be decorative, functional, educational and/or historical. The GHDADG also encourage art to be diverse in medium, style, and placement.

In City staff's estimation, the proposed mural project on the GVCC and Alphie's Restaurant is consistent with General Plan Visual and Historic Policies and the GHDADG. It would liven up a large, blank wall and add visual interest in Old Town in a way that respects and enhances Goleta's visual character. The proposed nature theme would be decorative, but could also have an educational function, if it incorporates Goleta-specific natural elements, such as Monarch butterflies, coastal bluffs or Santa Ynez mountain vistas.

GOLETA STRATEGIC PLAN

This GVCC mural project is consistent with Goleta Strategic Plan goals, including "Support programs that enhance quality of life in the Goleta community such as . . . cultural arts" and "Support the continued vigor and vitality in Old Town."

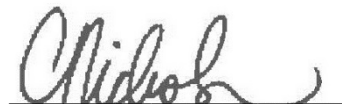
FISCAL IMPACTS:

There is no fiscal impact associated with this action. GVCC has separately applied for a grant of \$5,000 from the FY 2018-19 Goleta City Grant Program to support the mural project, and was awarded \$1,500 at the June 5, 2018 City Council meeting.

ALTERNATIVES:

The City could decline to approve the proposed mural project, if the Council considers the mural proposal inappropriate for Old Town or incompatible with the GVCC.

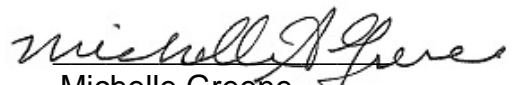
Reviewed By:


Carmen Nichols
Deputy City Manager

Legal Review By:


Michael Jenkins
City Attorney

Approved By:


Michelle Greene
City Manager

ATTACHMENT:

1. Goleta Valley Community Center Mural Project Application, including Alphie's Restaurant Letter of Agreement and Student Artist Application Announcement

Attachment 1

Goleta Valley Community Center Mural Project Application



May 9, 2018

Ms. Michelle Greene, City Manager
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

Re: **GOLETA VALLEY COMMUNITY CENTER PROJECT APPLICATION: *El Corazón de Goleta***

Dear Ms. Green:

The GVCC would like to refurbish the wall on the west border of the Community Center property by creating a large-scale public mural which would be the first ever public art project in Old Town. The City is working on improving walking, biking and parking infrastructure in Old Town. GVCC believes this mural/beautification project to be perfectly compatible with the City's vision.

Attached for the City's consideration, is GVCC's application and plan for the implementation of this project. Please let me know if you have questions or require additional information.

Sincerely,

Brian Larinan
President, Board of Directors
Goleta Valley Community Center



GOLETA VALLEY COMMUNITY CENTER PROJECT APPLICATION: *El Corazón de Goleta*

Introduction

The GVCC would like to refurbish the wall on the western border of the Community Center property by creating a large-scale public mural. The City is working on improving walking, biking and parking infrastructure in Old Town. GVCC believes this mural/beautification project to be perfectly compatible with the City's vision.

Project Description

The Community Center is the only property along Hollister Avenue in Old Town that has open space with grass and trees. The GVCC wants to bring more of nature into this corridor by designing the mural to be a beautiful garden with an abundance of flowers, trees, butterflies and animals. We propose including specific features designed to be backdrops for Instagram photos—such as angel or butterfly wings—to help draw visitors to the mural. There will be no people depicted—spectators will add the human element. Approximately half of the length of the proposed mural wall is owned by a private business, Alphie's Restaurant. The other half is owned by the City. The GVCC has secured permission of the owners of Alphie's to paint on their east side of their building (see attached letter agreement). In addition, Alphie's has pledged that the mural will not be destroyed or painted over for at least five years. By this application, the GVCC requests the City's permission to also paint the wall contiguous to the building owned by the Alphie's. Attached are illustrations showing the site plan and mural mock up. The actual artwork will vary from our initial mock up, but the theme and contents will not. We are soliciting the help of local high school artists to do the actual painting, so the selected students will be adding their input to the project.

Project Cost

The estimated cost of producing the mural is approximately \$20,000 including in-kind donations of classroom and storage space to be provided by the GVCC. A \$2,000 grant has been awarded by the Santa Barbara Arts Commission and a \$5,000 grant has been applied for from the City. Donations have been pledged by R G Painting (Ray Guerrero, owner) for time/materials for surface prep and priming and Sherwin-Williams for surface prep consultation/materials, primer, paint and the anti-graffiti coating. Other groups have expressed interest in aiding with or

funding the project including the Goleta Old Town Commercial Association and private citizens. Solicitation letters will be issued requesting monetary donations and additional in-kind donations of paint, supplies and services.

The Proposal

The GVCC plans to solicit volunteer, high school-aged youth to paint the mural. This would help bind the art to the community and give these young rising stars an opportunity to be part of a program that would not only provide instructional training for planning and producing a mural, but would expose them to positive team building and mentoring experiences. The aim would also be to help raise self-esteem and encourage participants to pay it forward to help others in their wake.

Artist Barbara Eberhart helped define the scope of the project, artist qualification standards and workflow and researched information on the anti-graffiti coating for the finished mural. Barbara also helped develop a curriculum for the program and donated T-shirts to be worn by the students during the production process.

The program will be open to high school juniors and seniors as of Fall 2018. Youth program participants will be selected based on their artistic talent and their motivation to participate in the program. Each program applicant must submit a completed application form, 2 photocopy samples of their own artwork sized to fit either an 8-1/2" x 11" page or an 8-1/2" x 14" page, and answers to 4 questions. Applications may be sent by Email or U.S. Mail to the Community Center and must be received by the June 1, 2018 5:00 pm deadline. Answers to the 4 questions can be typed or handwritten:

1. Are you willing and able to commit to the entire time period of this project?
2. Name one thing that you are really good at and love doing.
3. Why do you want to take part in this project?
4. What does Old Town Goleta mean to you?

Applications will be reviewed by GVCC board members, GVCC Staff, and artist Barbara Eberhart for artistic ability and level of motivation. Those deemed to have appropriate skills will move to the next round. Interviews will be conducted in groups to observe how they interact with each other and with adults. Secondary interviews may be conducted if deemed necessary. It is hoped that a pool of 24 students will be selected to work on the project.

Selected youth participants will be asked to sign a letter of intent to pledge their commitment to the entire span of the project. The minimum weekly time commitment is 4-8 hours. Participants will be able to log more time if they wish. They will be given

credit for their community service. Participants that complete the entire program will be awarded a certificate of completion.

Proposed Timeline and Curriculum

Application deadline: Friday, June 1, 2018

Evaluation and Selection: June 2-15, 2018

1. Orientation: Education/Training – *Tentatively scheduled for June 16, 2018*
 - a. Code of Conduct and teamwork
 - b. Mission statement mural theme, design and style—what it's all about
 - c. How to prepare a wall to accept a mural
 - d. How to enlarge a design from concept to actual size
 - e. Demonstration tips and hands on practice working with the mural style
 - f. Cleaning up, storing and taking care of materials
 - g. Importance of Recordkeeping and documenting the project materials and processes
2. Wall Surface Preparation – *This may be completed prior to the selection of artists depending upon the donating contractors' available time.*
 - a. Scrape loose paint making sure that any remaining paint is tight to the base substrate
 - b. Fill all cracks and holes, smooth out rough edges and touch up needed areas so that the surface is as uniform as possible.
 - c. Prime the entire wall surface with an elastomeric primer and apply a base coat of good quality exterior house paint to create a solid foundation that will help the mural endure for as many years possible.
3. Design, Planning & Layout
 - a. June: Saturdays 9:00 am-1:00pm and 2 weekday sessions of 2 hours each.
 - b. Brainstorm content and imagery in proportion to the shape of the wall.
 - c. Create sketches of the imagery, arrange the composition and consider what will be in the foreground, middle ground and background to create depth of field.
 - d. Finalize the design and submit to the City for approval.
 - e. Divide the mural into sections. Using a grid system, enlarge the design onto actual size practice sheets to finalize the composition.
4. Transfer Design & Calculate Color Needs
 - a. July: Saturdays 9:00 am-1:00pm and 2 weekday sessions of 2 hours each.
 - b. Transfer the designs from the practice sheets to the wall.
 - c. Calculate color needs, premix and label paint colors. This will streamline the operation and help assure that there is enough paint in specific colors to complete the mural and perform any touch ups, planning for 2-3 coats per color.
5. Painting the Mural
 - a. July-August, schedule determined by the group
 - b. Starting with the background and painting toward the foreground.
 - c. After sections are painted add in the fine lines and shadows to give depth and embolden the shapes.

6. Sealing the Finished Mural

- a. August-September, schedule determined by the group
- b. After the mural is completed and the paint has cured, apply an isolation clear coat.
- c. Apply 2 coats of an anti-graffiti coating to seal and protect the work from vandals as well as from the elements.

7. Maintenance and Conservation

- a. As the project progresses, compile an inventory of information documenting all materials used to create the mural and detailing the different layers of paint and finishes. This will provide credible information to future conservationists.
- b. Keep the area around the mural swept and clean, plantings maintained at a safe distance, gutters maintained to protect against water damage and repair any wall damage as soon as it is detected. In the event of graffiti over painting, the damage should be removed as soon as possible to discourage additional tagging.
- c. A portion of the funds raised for the mural will be set aside for future repairs and maintenance.

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May 9, 2018

Mr. and Mrs. Ely Tagatac
Alphie's Restaurant
5725 Hollister Avenue
Goleta, CA 93117

Re: Letter Agreement: *El Corazón de Goleta* – Old Town Goleta's First Public Art Project

Dear Mr. and Mrs. Tagatac:

The Goleta Valley Community Center would like to refurbish the wall on the west side of the Community Center property line by creating a large-scale public mural for the pleasure and enjoyment of our community. The City is working on improving walking, biking and parking infrastructure in Old Town. GVCC believes this mural/beautification project to be perfectly compatible with the City's vision.

The Community Center is the only property along Hollister Avenue in Old Town that has open space with grass and trees. The GVCC wants to bring more of nature into this corridor by designing the mural to be a beautiful garden with an abundance of flowers, trees, butterflies and animals. We propose including specific features designed to be backdrops for Instagram photos—such as angel or butterfly wings—to help draw visitors to the mural. There will be no people depicted—spectators will add the human element. Attached are illustrations showing the site plan and mural mock up as well as the project plan. The actual artwork will vary from our initial mock up, but the theme and contents will not. Since we are soliciting the help of local high school artists to do the actual painting, the selected students will be adding their input to the project.


Approximately half of the length of the proposed mural wall is owned by your business, Alphie's Restaurant. GVCC hereby seeks Alphie's permission to paint a mural on the east side of its building which faces the Community Center. There will be no cost to Alphie's.

Re: Letter Agreement: El Corazón de Goleta – Old Town Goleta’s First Public Art Project
Mr. and Mrs. Ely Tagatac
Alphie’s Restaurant
May 9, 2018

The only caveat we ask is Alphie’s pledge that the mural will not be destroyed or painted over for at least five years. GVCC will apply an anti-graffiti finish coat to help protect the finished mural from potential tagging and perform repairs as needed to help maintain the integrity of the mural.

We are excited and proud to be part of the first public art project in Old Town Goleta and look forward to working with you to make this dream come true.

Sincerely,



Brian Larinan
President, Board of Directors
Goleta Valley Community Center

AGREED TO AND APPROVED BY
ALPHIE’S RESTAURANT

By 
ELY TAGATAC
OWNER, ALPHIE’S RESTAURANT

DATE 5-11-18

By 
OPHELIA TAGATAC
OWNER, ALPHIE’S RESTAURANT

DATE 5-11-18



CALL FOR student ARTISTS!

**Participate in the First Public Art Project in Old Town Goleta
Summer 2018**

Goleta Valley Community Center

seeks students ages 16-18 as volunteer artists to help
create a mural on the western border wall of the
Community Center property in Old Town Goleta

Art Director—Mural Artist Barbara Eberhart
GVCC Contact—Jo Merit - Administrative Assistant
jmerit@thegvcc.org
(805) 967-1237

Application Deadline June 1, 2018 at 5:00 pm

Details and Application Instructions are on the Back of this Flyer



230-ft Mural Mock Up
El Corazón de Goleta
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Public Art in Old Town Goleta: Mural Project – *El Corazón de Goleta*

The Goleta Valley Community Center has developed a plan to refurbish a neglected wall on the western border of the Community Center property in Old Town Goleta by creating a large-scale public mural—a beautiful garden with an abundance of flowers, trees, butterflies and animals. The GVCC is soliciting volunteer, high school-aged youth to paint the mural. This program will provide instructional training for planning and producing a mural, and will expose young artists to positive team building and mentoring experiences. Mural Artist Barbara Eberhart will direct the project.

Location

Goleta Valley Community Center
5679 Hollister Avenue, Goleta.

Students are responsible for their own transportation to and from the Community Center.

Eligibility

City of Goleta and City of Santa Barbara students ages 16-18 are eligible to participate. All are welcome to apply regardless of race, gender, socioeconomic status or other factors.

Project Timeline

June 1 Applications Due

June-August Class Workshops and Mural Painting – Approximately 8 hours per week

September – Ribbon Cutting, date TBD

Cost

Participation is free of charge. The mural will be painted by the students as a public art project for the pleasure and enjoyment of the community.

How to Apply

Applicants must submit a completed application form, written answers, and artwork, **and they must be received by the GVCC on or before the *June 1, 2018 5:00 p.m. deadline*** to be considered.

Selection is based on interest, commitment, poise and potential to benefit from participation.

Finalists will be interviewed by GVCC Staff members and program Art Director, Barbara Eberhart, as part of the acceptance process.

Please Send:

1. Application form
2. Answers to Four Questions
3. Two Artwork Samples – **Photocopies Only** 8 ½ x 11 or 8 ½ x 14

By email:

imerit@thegvcc.org

With the subject line “El Corazon de Goleta Application”

-or-

By Mail:

Goleta Valley Community Center
5679 Hollister Avenue
Goleta, CA 93117



APPLICATIONS MUST BE RECEIVED BY THE GVCC BY 5:00 PM ON JUNE 1, 2018 TO BE CONSIDERED.

Summer 2018 GVCC Student Mural Project Application

Eligibility: City of Goleta or City of Santa Barbara students ages 16-18 are eligible to participate.

All are welcome to apply regardless of race, gender, socioeconomic status or other factors.

APPLICATIONS MUST BE RECEIVED BY 5:00 PM ON JUNE 1, 2018

Complete this form and answer questions 1-4 on a separate piece(s) paper. Send the completed form, the answers to questions 1-4 and 2 photocopy samples of your artwork sized 8 ½" x 11" or 8 ½" x 14" to:

Goleta Valley Community Center

Email: jmerit@thegvcc.org

U.S. Mail: Goleta Valley Community Center

5679 Hollister Ave.

Goleta, CA 93117

Student Name	<input type="text"/>	Age	<input type="text"/>
School	<input type="text"/>	Grade	<input type="text"/>
Address	<input type="text"/>		
City / Zip Code	<input type="text"/>		
Student Email	<input type="text"/>		
Student Phone	<input type="text"/>		
Parent Name	<input type="text"/>		
Parent Email	<input type="text"/>		
Parent Phone	<input type="text"/>		
Emergency Contact	<input type="text"/>		
Emergency Phone	<input type="text"/>		

Answer these 4 Questions on a separate piece(s) of paper:

1. Are you willing and able to commit to the entire time period of this project?
2. Name one thing that you are really good at and love doing.
3. Why do you want to take part in this project?
4. What does Old Town Goleta mean to you?

Be sure to include 2 photocopy samples of your artwork sized 8 ½" x 11" or 8 ½" x 14"