



CITY COUNCIL

STAFF REPORT

September 21, 2022

**ITEM TITLE: CONSIDERATION OF RESOLUTION NO. 2022-72 APPROVING POLICY NO. 618
A CITY COUNCIL POLICY- MURALS ON PUBLIC PROPERTY. (0410-95)**

ORIGINATING DEPARTMENT:

City Manager

EXECUTIVE SUMMARY:

The City of Imperial Beach supports artistic and cultural activities within the City and recognizes the aesthetic enhancement to the quality of daily life by placing murals in public areas, on buildings, and in parks owned by the City. Murals can become a recognized asset to the City's growth and image. In recent years, murals in the community have created a great deal of interest and excitement. The City wishes to approve a policy for murals on public property to be displayed as an expression of the City's sentiment.

RECOMMENDATION:

Staff recommends the City Council consider approving Resolution No. 2022-72 approving City Council Policy number 618 for murals on public property.

OPTIONS:

- Approve Resolution No. 2022-72 approving City Council Policy number 618 for murals on public property.
- Deny Resolution No. 2022-72.
- Provide specific direction to the City Manager to take another specific action.

BACKGROUND/ANALYSIS:

Murals are an integral part of the City of Imperial Beach community and have been even more impactful in recent years. The City of Imperial Beach is filled with a variety of artworks thanks to the Port of San Diego - Arts, Culture & Design Committee, and local non-profit Cultural and Arts organizations.

The City continues to receive requests to add murals in public areas, on buildings, and in parks owned by the City. Art is a fundamental element and defining characteristic of the City of Imperial Beach. The City promotes public art to facilitate and encourage attractive public spaces and to reduce graffiti and vandalism. The City also recognizes that murals can become a recognized asset to the City's growth and image. In recent years, murals in the community have created a great deal of interest and excitement.

Staff recommends that these requests be reviewed and considered by the City Council during a regular meeting. A City Council policy and guidelines have been developed along with an application process to facilitate the process. The public spaces and buildings where any public art will be placed are not intended to be forums for the free expression of ideas by the public. Rather any mural will be carefully selected by the City as a form of government speech.

The policy provides an opportunity for the City to prioritize mural designs that embody important City values and messages, or reflect a City goal or value. There are a wide range of possible design ideas. Those interested in collaborating with the City on a mural design simply need to explain how the design speaks to a value, goal or objective important to the City. Occasionally, the City may solicit designs with specific messages or values.

The policy includes the guidelines to be used. Proposed murals shall stimulate the vitality and economy of the City while enhancing public spaces, buildings, and parks. The mural should be accessible to the public, durable to the outdoor elements, safe to the public and compatible with the City's mission statement: *"To maintain and enhance Imperial Beach as "Classic Southern California": a beach-oriented community with a safe, small town, family atmosphere, rich in natural and cultural resources."* In addition to the City's mission statement, the murals must:

- Stimulate the vitality and economy of the City.
- Enhance the City of Imperial Beach as a leading cultural destination.
- Advance public understanding of the visual art.
- Improve the aesthetic character of daily life and provide a sense of place.

As the final product will represent the City's viewpoint, through the process outlined in this policy, the City Council will make the final determination on all aspects of the final design and production. Therefore, prior to including any mural on public property, the artist must obtain approval by the City Council via a resolution.

ENVIRONMENTAL DETERMINATION:

Not a project as defined by CEQA.

FISCAL IMPACT: No fiscal impact.

ATTACHMENTS:

ATT 1 – Resolution No. 2022-72

ATT 2 – Murals on Public Property Policy

ATT 3 – Mural Application