

**CITY OF DANA POINT
PLANNING COMMISSION
AGENDA REPORT**

DATE: OCTOBER 25, 2021

TO: DANA POINT PLANNING COMMISSION

FROM: COMMUNITY DEVELOPMENT DEPARTMENT
BRENDA WISNESKI, DIRECTOR OF COMMUNITY DEVELOPMENT

SUBJECT: PUBLIC ART COMPONENT FOR PRADO WEST MIXED-USE PROJECT

RECOMMENDATION: That the Planning Commission adopt the attached Draft Resolution approving the proposed public art components for the Prado West Mixed-Use project.

OWNER: Raintree Partners

APPLICANT : Dylan Barreira, Raintree Partners

REQUEST: Approval of the public art component of the Prado West project.

LOCATION: 34135 Pacific Coast Highway/34201 Amber Lantern/24471 Del Prado (Building 1);
34137 Pacific Coast Highway/34200 Amber Lantern/24501 Del Prado (Building 2); and
34155 Pacific Coast Highway/34185 Violet Lantern/24591 Del Prado (Building 3).

NOTICES: Notice was provided pursuant to California Government Code Section 54950.

ENVIRONMENTAL: Pursuant to Section 15061 (b)(3) the proposed activity will cause no significant effect on the environment and is therefore not subject to the California Environmental Quality Act (CEQA).

ISSUES

1. Does the proposed public art component fulfill the purposes of the Art in Public Places Program to enhance the cultural and aesthetic environment of the City and encourage appreciation of the arts and our cultural heritage?

2. Is the proposed art an enhancement to the site, surrounding neighborhood and the City as a whole?

BACKGROUND

The Prado West mixed-use project was approved by the City Council on October 21, 2014 consisting of seven non-contiguous lots featuring 32,500 square feet of ground floor retail space, 109 residential units, and two levels of subterranean parking in two separate facilities: one under Buildings 1, 2, and Amber Lantern and the other under Building 3.

Art in Public Places Program

The “Art in Public Places” (AIPP) Program was instituted in 1994 with the purpose to enhance the City’s cultural and aesthetic environment in accordance with goals and policies of the Dana Point General Plan—Urban Design Element and the Dana Point Community Cultural Plan. The value of public art is also recognized in the Town Center Plan, as reflected in Policy 2.6: “Incorporate art features, including public art as an element of development and enhancements.”

The AIPP applies to all new development with total construction costs of over one million dollars, and the minimum value of the public art provided for a project shall equal one-half (0.50) percent of the project’s total construction costs. Though no specific themes are mandated for the public art component, the Zoning Code does list possible thematic content for the public art component of a project including coastal/marine lifestyle, history of the City of Dana Point, archaeology and paleontology of the natural environment of the area, and cultures of indigenous peoples of the area. Public art shall include but not be limited to sculptures, paintings, graphic arts, mosaics, photographs, fountains, decorative arts, film and video, and preservation of features or resources of historical, archaeological or paleontological significance and are encouraged to be representational and non-representational.

The public art should also be prominently placed within a development and oriented toward the pedestrian experience of the site with specific consideration given to making the public art accessible to people with disabilities. The design should also showcase the public art by providing viewing opportunities from many angles and utilizing site landscaping and lighting to complement and enhance the work.

The project’s total construction cost is approximately \$56,753,637 resulting in a minimum value cost requirement of \$283,768 for the public art component of the project.

The proposed art program was introduced to the Planning Commission on August 9, 2021, and the Arts and Culture Commission on October 13, 2021. No formal action was requested of the Commissions. Following a presentation from the applicant, each Commission asked clarifying questions. The Arts and Culture Commission expressed

general support for the concept, specifically as it relates to opportunities to support artist and offering of local music.

DISCUSSION

The applicant proposes the on-site installation of public art and cultural activities to meet the AIPP requirement for the Prado West Mixed-Use project. The project design focuses the public experience at the outdoor area created at the western most building on Amber Lantern, referred to as Prado Square. Therefore, two of the three art features are proposed within the area. The third art feature, a mural, would be located on Del Prado.



The applicant's proposal is included as Supporting Document 2 and is summarized below:

Rotating Art Halls (Halls of Public Expression – HOPE) – Featuring of nine 8' x 12' unique art pieces within the two halls that connect pedestrians from Pacific Coast Highway and Del Prado to the Public Square, providing an open-air experience. Art may include paintings, mosaics, graphic arts, or photographs. The project budget supports program implementation for a two-year period during which the art will be managed by Bryan Snyder, a Southern California arts curator. Mr. Snyder will curate the artists and information will be posted in the hallways on how artists can participate. The first three art installations will occur by the end of 2021 and will be rotated approximately quarterly. After being featured, the art piece will be auctioned, creating a potential revenue stream that could extend the project beyond two-years.

Music Performance Event – Raintree intends to partner with the Music Preserves Foundation to host a small-stage performance with ancillary interview and education opportunities within the Prado West Public Square at the end of 2023. But, the goal is to ensure a number of artists will be hosted at the site that will be part of the various community events that occur in Town Center, such as Re-do market.

Del Prado Lantern Mural – Located on the exterior wall overlooking Del Prado and the post office, the mural will be created by Artist Drew Merritt who is recognized for creating photo realistic pieces. The mural will be treated with a clear protectant coat to ensure the color and clarity of the mural is protected for approximately 15 years. A unique element of the mural is use of an Augmented Reality (AR) function that creates another dimension to the mural via a phone and QR code (to be displayed in a plaque located below the mural). The mural will depict a copper lantern, as shown below, but the AR would reveal ships and dolphins behind the lantern. The mural and AR are expected to be installed by the end of 2021.



Budget Allocation

The AIPP applies to all new development with total construction costs of over one million dollars, and the minimum value of the public art provided for a project shall equal one-half (0.50) percent of the project's total construction costs. The project's total construction cost is approximately \$56,753,637 resulting in a minimum value cost requirement of \$283,768 for the public art component of the project. Allocation of the required project budget detailed in Table 1.

Table 1
Proposed Budget Allocation

Art Feature	Expenditure
<u>Rotating Art Halls</u>	
- Installation & Infrastructure	\$32,970
- Art Curation & Management	\$18,000
- Art Installation	\$80,500
Total	\$131,470
<u>Music Preserves Foundation Performance</u>	
Total	\$14,500
<u>Del Prado Lantern Mural</u>	
- Art Plan – Design + Curation	\$6,900
- Artwork Installation	\$90,000
- Augmented Reality Curation	\$6,900
- Augmented Reality Installation	\$34,000
Total	\$137,800
TOTAL BUDGET	\$283,770

Since the rotating art halls and music performances are ongoing elements of the program, the project has been conditioned requiring Raintree to provide the City with documentation of expenses. If at the end of the two-year period the funds have not been fully expended, as determined acceptable to the City of Dana Point, continuation of the program will be evaluated. If the City determines that the program is not meeting the intent of the purpose of the AIPP detailed in Zoning Code Section 9.05.240, then the remaining funds shall be submitted to the City.

Zoning Code Section 9.05.240(e)(5) sets forth requirements and findings to be used as the basis for approving the public art component. The required findings are listed below with staff analyses:

1. That the work fulfills the purpose of the Art in Public Places Program.

The purpose of the AIPP Program is to enhance the cultural and aesthetic environment of the City, and to encourage creativity, education and an appreciation of the arts and Dana Point's cultural heritage. The proposed art

program offers a multisensory experience of music, art, and public engagement. Therefore, the proposed art installation and program fulfills the purpose of the “Art in Public Places” Program.

2. That the work is an enhancement to the site, surrounding neighborhood and the City as a whole.

The lantern mural is reflective of the City’s culture and history and is located at a prominent location on Del Prado, creating visual interest to passing motorists and pedestrians. The rotating art will draw pedestrians into the halls and into Prado Square, offering visual enhancements through the art pieces and cultural events. Therefore, the proposed public art components will enhance the aesthetic environment of the project, its immediate vicinity, and the City as a whole.

CONCLUSION

The proposed artistic enhancements to the Prado West Mixed-Use project comply with the AIPP Program. Artistic theme, material, placement and location will be enjoyed by pedestrians, bicyclists and motorists. The applicant has also complied with the required timing for the submittal and review of the proposed public art components and approval of said public art components satisfies condition of the original entitlements, which will be installed prior to final certification of occupancy for the new buildings. The cost of the implementing the program complies with the minimum amount required by the Zoning Code. Therefore, Staff recommends that the Planning Commission adopt the attached draft resolution, approving the public art program for the Prado West Mixed-Use Project.



Brenda Wisneski, Director
Community Development Department

ATTACHMENTS:

Action Document

1. Draft Planning Commission Resolution No. 21-10-25-XX

Supporting Document

2. AIPP Proposal Handbook

ACTION DOCUMENT 1: Draft Planning Commission Resolution No. 21-10-25-XX

RESOLUTION NO. 21-10-25-XX

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF
DANA POINT, CALIFORNIA, APPROVING THE PUBLIC ART
COMPONENT FOR THE PRADO WEST MIXED-USE PROJECT.**

The Planning Commission for the City of Dana Point does hereby resolve as follows:

WHEREAS, Raintree Partners (the "Applicant") is the owner of real properties 34135 Pacific Coast Highway/34201 Amber Lantern/24471 Del Prado (Building 1); 34137 Pacific Coast Highway/34200 Amber Lantern/24501 Del Prado (Building 2); and 34155 Pacific Coast Highway/34185 Violet Lantern/24591 Del Prado (Building 3) (the "Properties"); and

WHEREAS, the Applicant has made an application for the on-site installation of public art and cultural activities in compliance with the Art in Public Places (AIPP) program at the Properties; and

WHEREAS, said verified application constitutes a request as provided by Title 9 of the Dana Point Municipal Code; and

WHEREAS, Pursuant to the California Environmental Quality Act (CEQA), the project is categorically exempt per Section 15061 (b)(3) of the CEQA Guidelines – in that the proposed activity will cause no significant effect on the environment and is therefore not subject to the California Environmental Quality Act (CEQA); and

WHEREAS, the Planning Commission did, on the 25th day of October, 2021, hold a public meeting to consider said request; and

WHEREAS, at said public meeting, upon considering all testimony and arguments, if any, of all persons desiring to be heard, said Commission considered all factors relating to the Art in Public Places component for the Prado West Mixed-Use project approved by the City Council on October 21, 2014.

NOW, THEREFORE, BE IT HEREBY RESOLVED by the Planning Commission of the City of Dana Point as follows:

- A) The above recitations are true and correct and incorporated herein by this reference.
- B) Based on the evidence presented, the Planning Commission adopts the following findings and approves the public art components of the Gloria Dei Lutheran Church remodel and expansion project, subject to conditions:
 - 1. That the work fulfills the purpose of the Art in Public Places Program (AIPP) **in that the purpose of the AIPP Program is to enhance the cultural and aesthetic environment of the City, and to encourage creativity, education and an appreciation of the**

arts and Dana Point's cultural heritage. The proposed art program offers a multisensory experience of music, art, and public engagement. Therefore, the proposed art installation and program fulfills the purpose of the "Art in Public Places" Program.

2. That the work is an enhancement to the site, surrounding neighborhood and the City as a whole in that the lantern mural is reflective of the City's culture and history and is located at a prominent location on Del Prado, creating visual interest to passing motorists and pedestrians. The rotating art will draw pedestrians into the halls and into Prado Square, offering visual enhancements through the art pieces and cultural events. Therefore, the proposed public art components will enhance the aesthetic environment of the project, its immediate vicinity, and the City as a whole.

Conditions:

- 1) Approval of this application is to allow the on-site installation of public art components as depicted in Supporting Document 2 of the October 25, 2021, staff report for this request and in compliance with condition of approval number 145 of Resolution 14-10-21-03, and in accordance with Section 9.05.240 ("Art in Public Places" Program) of the Dana Point Zoning Code (DPZC) for the Prado West Mixed-Use project. The project's total construction cost was estimated to be \$56,753,637; resulting in a minimum value cost requirement of \$283,769 for the public art component of the project.
- 2) Failure to abide by and faithfully comply with any and all conditions attached to the granting of this permit shall constitute grounds for revocation of said permit.
- 3) The applicant or any successor-in-interest shall defend, indemnify, and hold harmless the City of Dana Point ("CITY"), its agents, officers, or employees from any claim, action, or proceeding against the City, its agents, officers, or employees to attack, set aside, void, or annul an approval or any other action of the City, its advisory agencies, appeal boards, or legislative body concerning the project. Applicant's duty to defend, indemnify, and hold harmless the City shall include paying the City's attorney's fees, costs and expenses incurred concerning the claim, action, or proceeding.

The applicant or any successor-in-interest shall further protect, defend,

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indemnify and hold harmless the City, its officers, employees, and agents from any and all claims, actions, or proceedings against the City, its officers, employees, or agents arising out of or resulting from the negligence of the applicant or the applicant's agents, employees, or contractors. Applicant's duty to defend, indemnify, and hold harmless the City shall include paying the City's attorney's fees, costs and expenses incurred concerning the claim, action, or proceeding.

The applicant shall also reimburse the City for City Attorney fees and costs associated with the review of the proposed project and any other related documentation.

- 4) The applicant and applicant's successors in interest shall be fully responsible for knowing and complying with all conditions of approval, including making known the conditions to City staff for future governmental permits or actions on the project site.
- 5) The applicant and applicant's successors in interest shall be responsible for payment of all applicable fees along with reimbursement for all City expenses in ensuring compliance with these conditions.
- 6) The maintenance of the public art for the Prado West Mixed-Use project shall be the responsibility of the applicant (Raintree Partners) and the applicant's assigns and successor's-in-interest.
- 7) Prior to the issuance of a Certificate of Use and Occupancy for at least one of the three buildings for the Prado West Mixed-Use project, the applicant shall install the Del Prado Lantern Mural and the infrastructure for the rotating art program.
- 8) The applicant shall submit quarterly reports to the Community Development Department detailing project implementation and documenting project expenses.
- 9) If by December 2023, the project budget has not been expended in accordance with this approval, remaining funds shall be submitted to the City of Dana Point as an in-lieu art fee as defined by DPZC 9.05.240.

PASSED, APPROVED, AND ADOPTED at a regular meeting of the Planning Commission of the City of Dana Point, California, held on this 25th day of October 25, 2021, by the following vote, to wit:

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AYES:

NOES:

ABSENT:

ABSTAIN:

Eric Nelson, Chairman
Planning Commission

ATTEST:

Brenda Wisneski, Director
Community Development Department

SUPPORTING DOCUMENT 2: AIPP Proposal Handbook

ATTACHMENT



P R A D O W E S T

D A N A P O I N T , C A

ART IN PUBLIC PLACES

SUBMITTED 09.15.21

RAINTREE
P A R T N E R S

AIPP PRESENTATION OVERVIEW

Part 1: Our Concept

- Preliminary preview
August 9th Planning
Commission
- Objectives of AIPP at
Prado Square

Part 2: Presentation

- Complete concept
and application
presented 09/23/21

Part 3: Installation

- Fall 2021
- Prado Square
opening event Winter
2021

IMAGINE THE POSSIBILITIES

Activated by **art, music and education**, Prado Square's community art halls and open-air stage, provide Orange County's first **outdoor gallery** experience – accessible for all and powered by our community *for good.



ART AND CULTURE AT THE HEART OF DANA POINT

OUR PRADO SQUARE

- HALL 1 ROTATING ART CANVAS
- HALL 2A ROTATING ART CANVAS
- HALL 2B ROTATING ART CANVAS
- PUBLIC SQUARE MUSIC AND EVENTING
- PRADO LANTERN MURAL- illuminating a welcome to our ART & CULTURE public square



NTS - location plan of AIPP program in its entirety

DANA POINT AIPP CRITERIA

- A** Rendering or model of proposed work
- B** Colors or materials
- C** Landscape or lighting
- D** Statement detailing how work fulfills purpose
- E** Copy for plaque or narrative
- F** Estimate of construction cost

A Rendering or model of proposed work

B Colors or materials

C Landscape or lighting

D Statement detailing how work fulfills purpose

E Copy for plaque or narrative

F Estimate of construction cost

LANTERN MURAL

World Renowned Artist, Drew Merritt

B Colors or materials

Merritt's work is globally recognized for its mind blowing photos realistic abilities. Colors and tones of the mural will be on par with copper lanterns, sun kissed glass and realistic skin tone and fabrics that capture the museum quality art work.

Clear protectant top coat:

MasterClear Supreme is a water base self-crosslinking acrylic/aliphatic polyurethane protective topcoat that dries quickly to a crystal clear finish. It has outstanding gloss retention and clarity with added UV Blockers and Absorbers that greatly reduce the sun's graying and fading effects on painted surfaces, keeping them looking fresh for years. The Innovative Low VOC Formula has very little odor and exceeds all National and Regional VOC category requirements!

A Rendering or model of proposed work



Art subject to artist availability and timing of approval

- A Rendering or model of proposed work
- B Colors or materials
- C Landscape or lighting
- D Statement detailing how work fulfills purpose
- E Copy for plaque or narrative
- F Estimate of construction cost

LANTERN MURAL

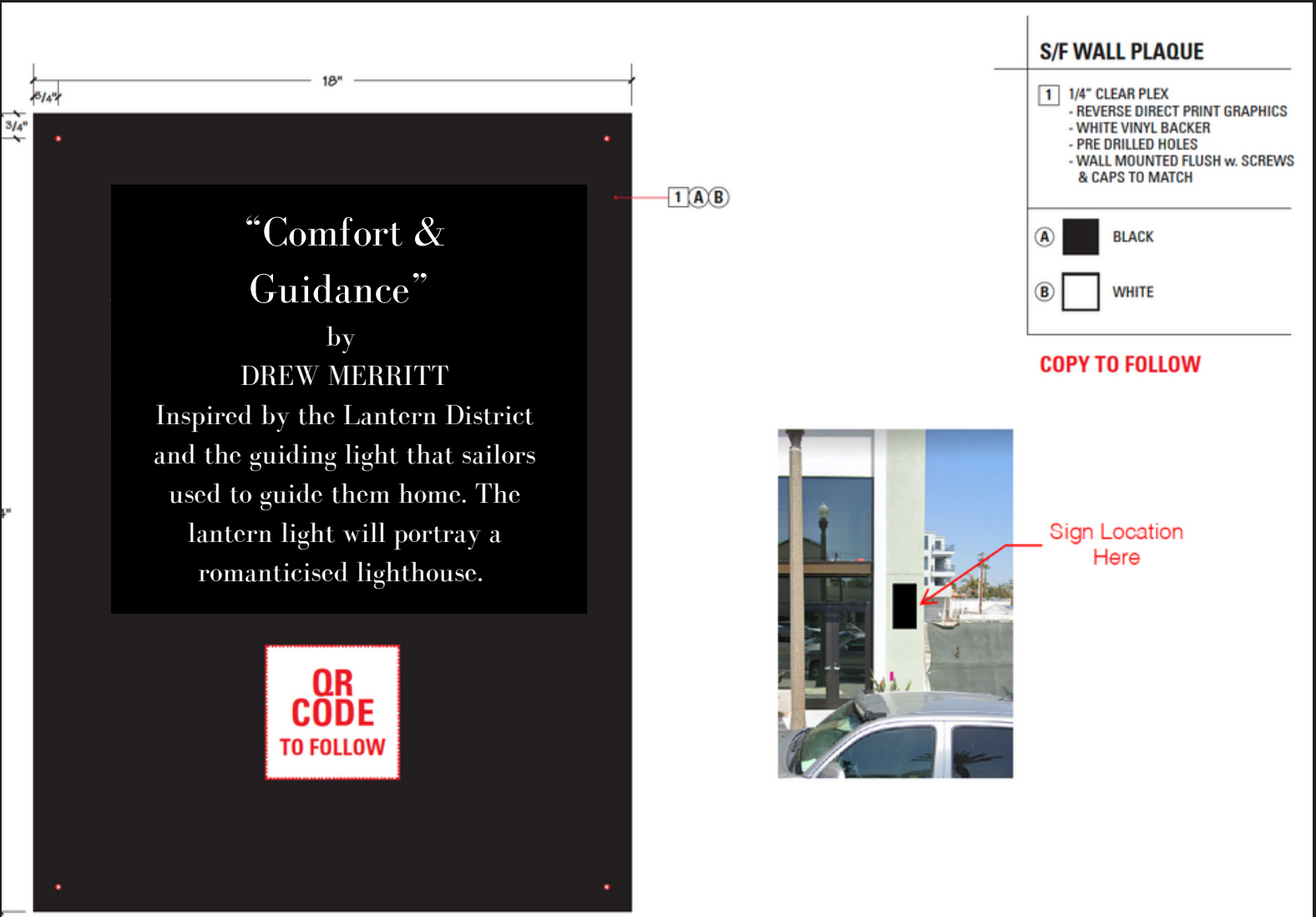
World Renowned Artist, Drew Merritt

- D Statement detailing how work fulfills purpose

Serving as a beacon of light for seafarers and community members, the lantern will serve as beacon and point of arrival for downtown Dana Point residents and visitors.

Honoring the history of the lantern district and the symbol of illumination for explorers and seafaring lovers of the marine heritage and exploring all the new cultural experiences to be had at prado Square.

AIPP AT PRADO SQUARE 080921



- E Copy for plaque or narrative

ARTIST: DREW MERRITT

“Comfort & Guidance”
 Inspired by the Lantern District and the guiding light that sailors used to guide them home. The lantern light will portray a romanticised lighthouse.

A Rendering or model of proposed work

B Colors or materials

C Landscape or lighting

D Statement detailing how work fulfills purpose

E Copy for plaque or narrative

F Estimate of construction cost

AIPP AT PRADO SQUARE

A Rendering or model of proposed work

B Colors or materials

C Landscape or lighting

HALL GALLERY

HOPE Halls of Public Expression

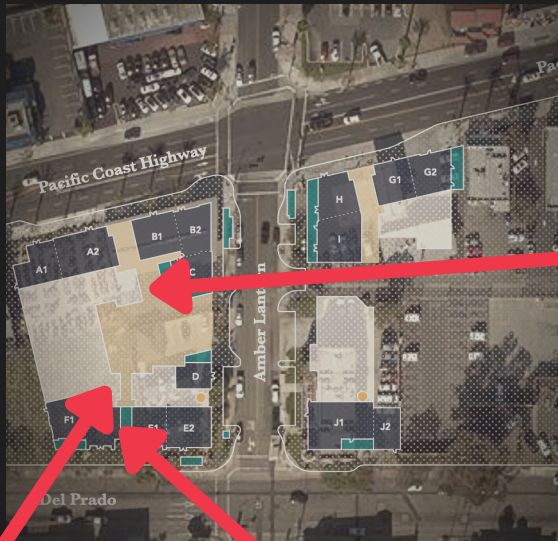
- 8' x 12" rotating art system will be located in Hall 1 and 2.
 - 3 TOTAL GALLERY WALLS
 - HALL 1 (OFF PCH ENTRANCE)
 - HALL 2A OFF COURTYARD NEAR PRADO SIDE
 - HALL 2B DIRECTLY OFF OF PRADO
- The system will allow for the artists to work at a studio or on site.
- Panels will then be attached to wall support system on finished edge MDO panels.
- Finished standouts will support a protective cover for preservation of the art.
- Each hall over-head illuminated during AM PM hours and accessible



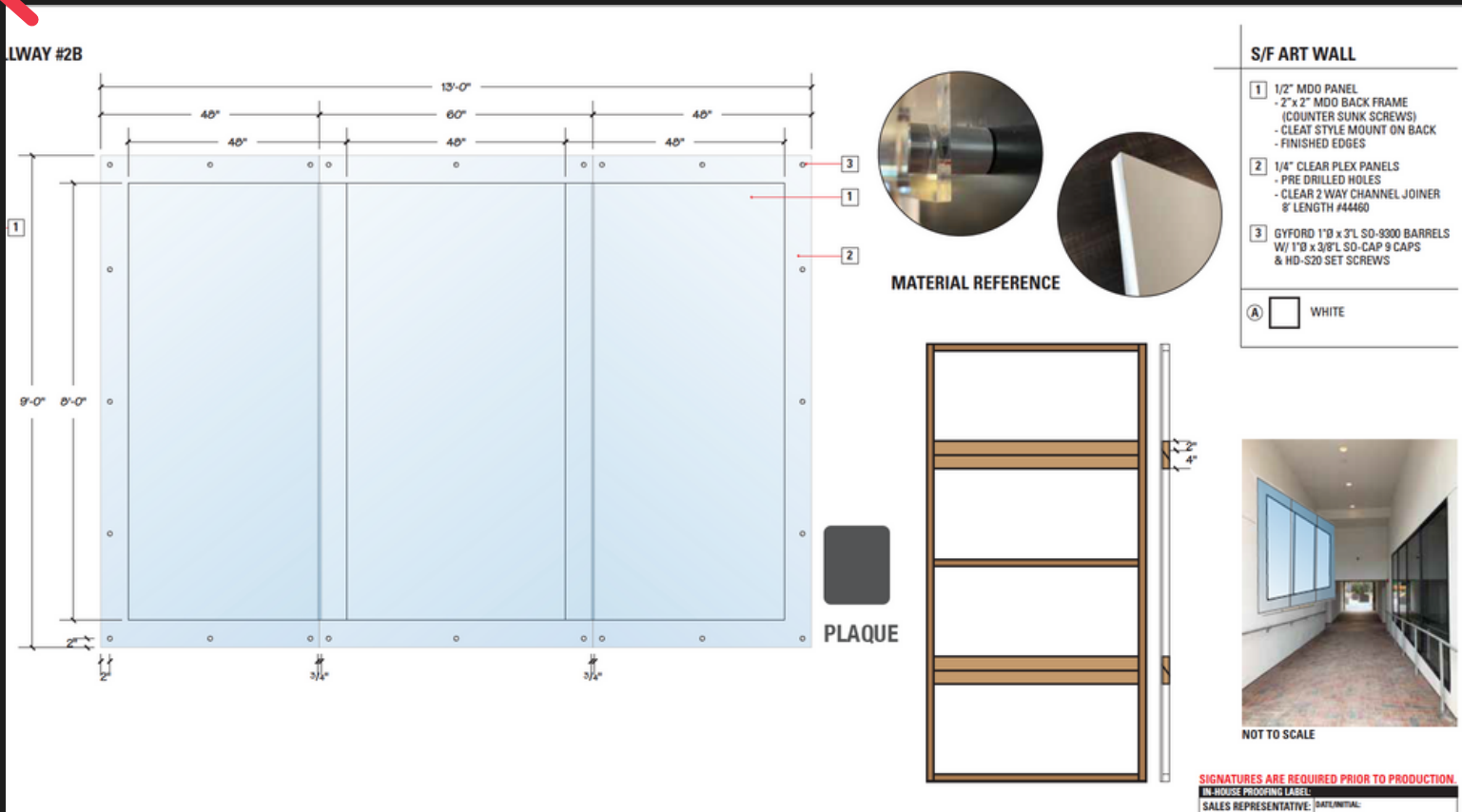
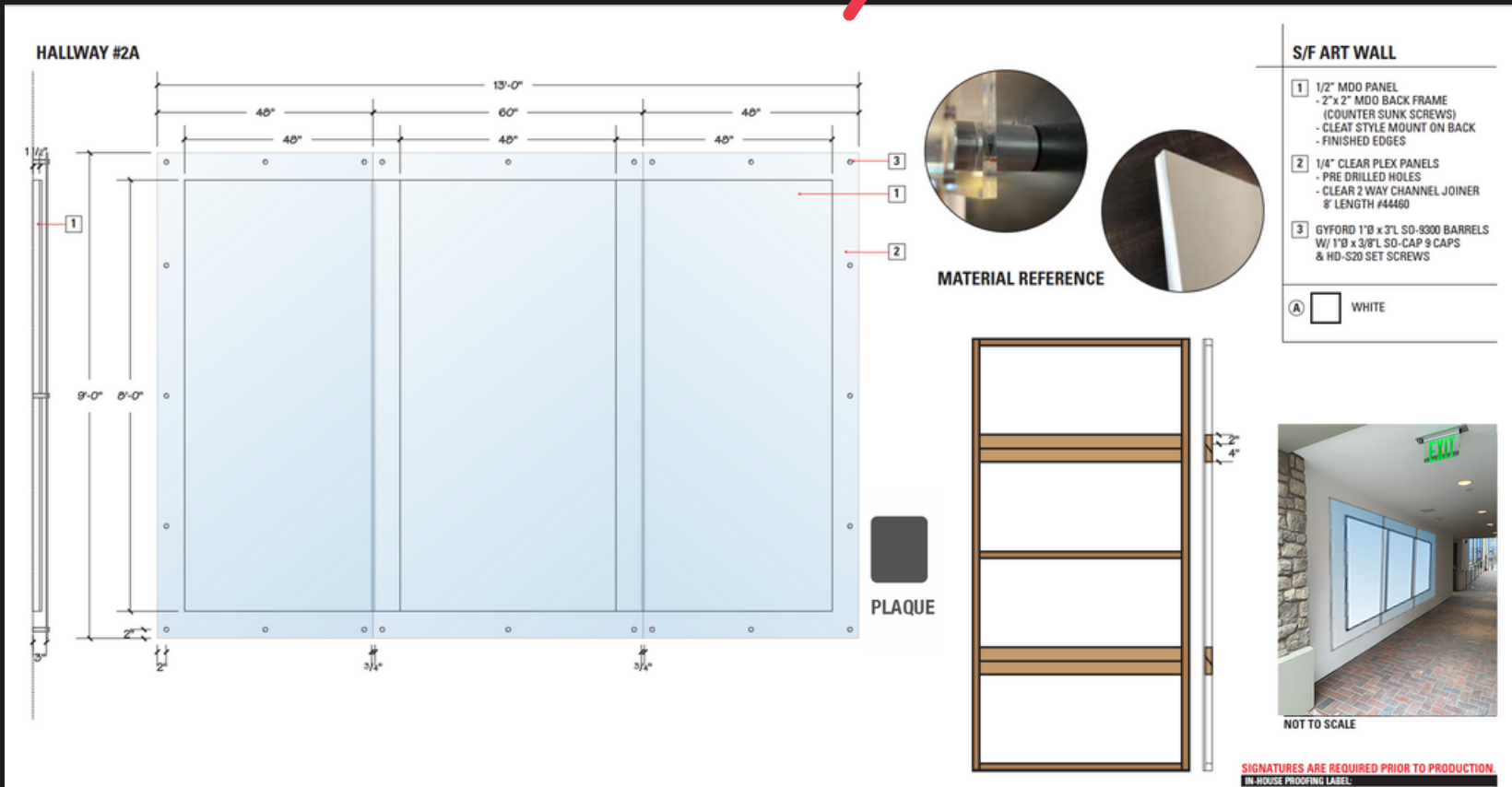
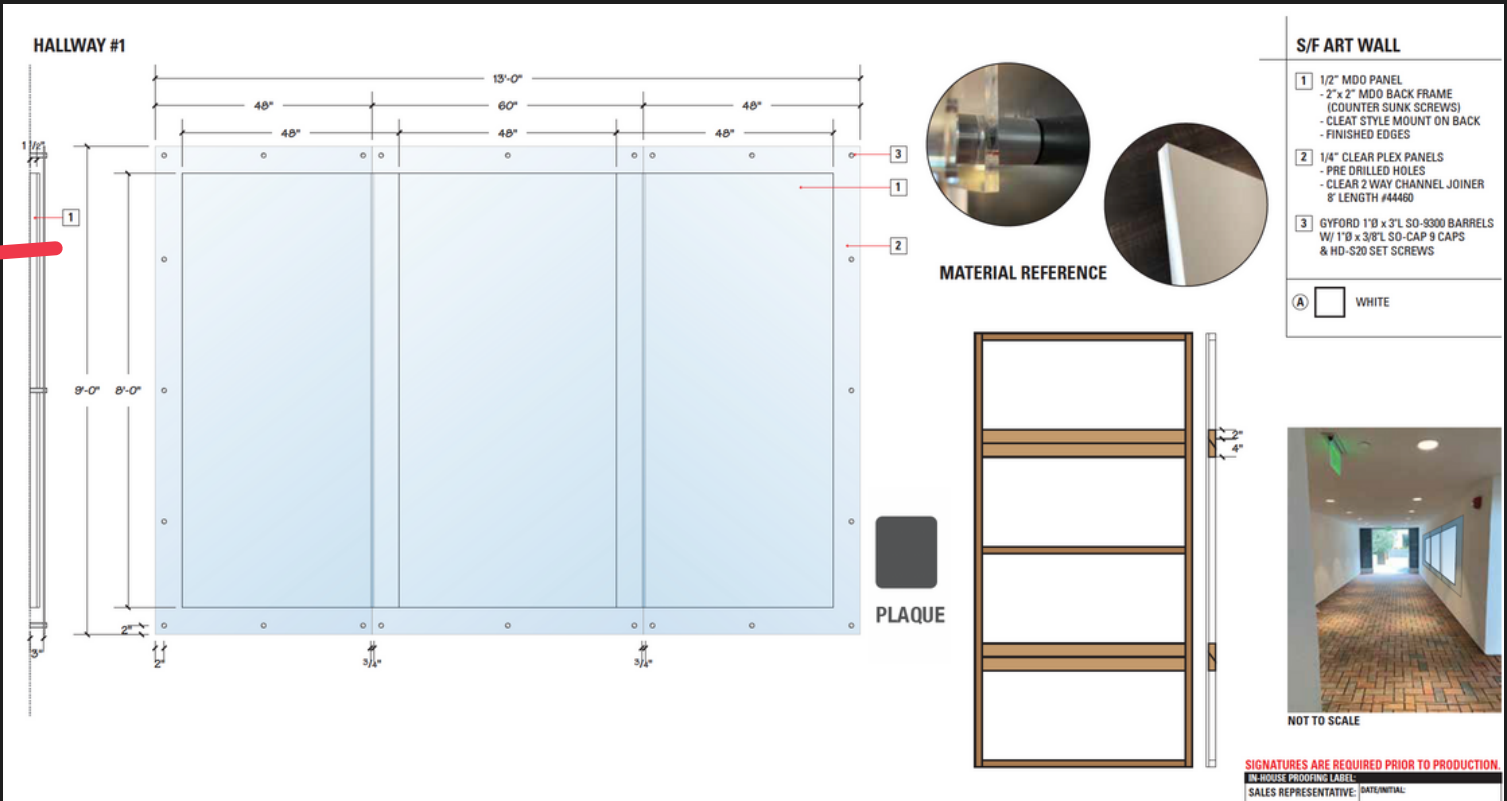
- A Rendering or model of proposed work
- B Colors or materials
- C Landscape or lighting
- D Statement detailing how work fulfills purpose
- E Copy for plaque or narrative
- F Estimate of construction cost

HOPE LOCATIONS

HOPE Halls of Public Expression



AIPP AT PRADO SQUARE



CRITERIA D



Enhances the site and surrounding neighborhood



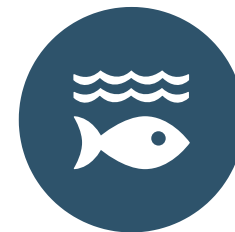
Accessible



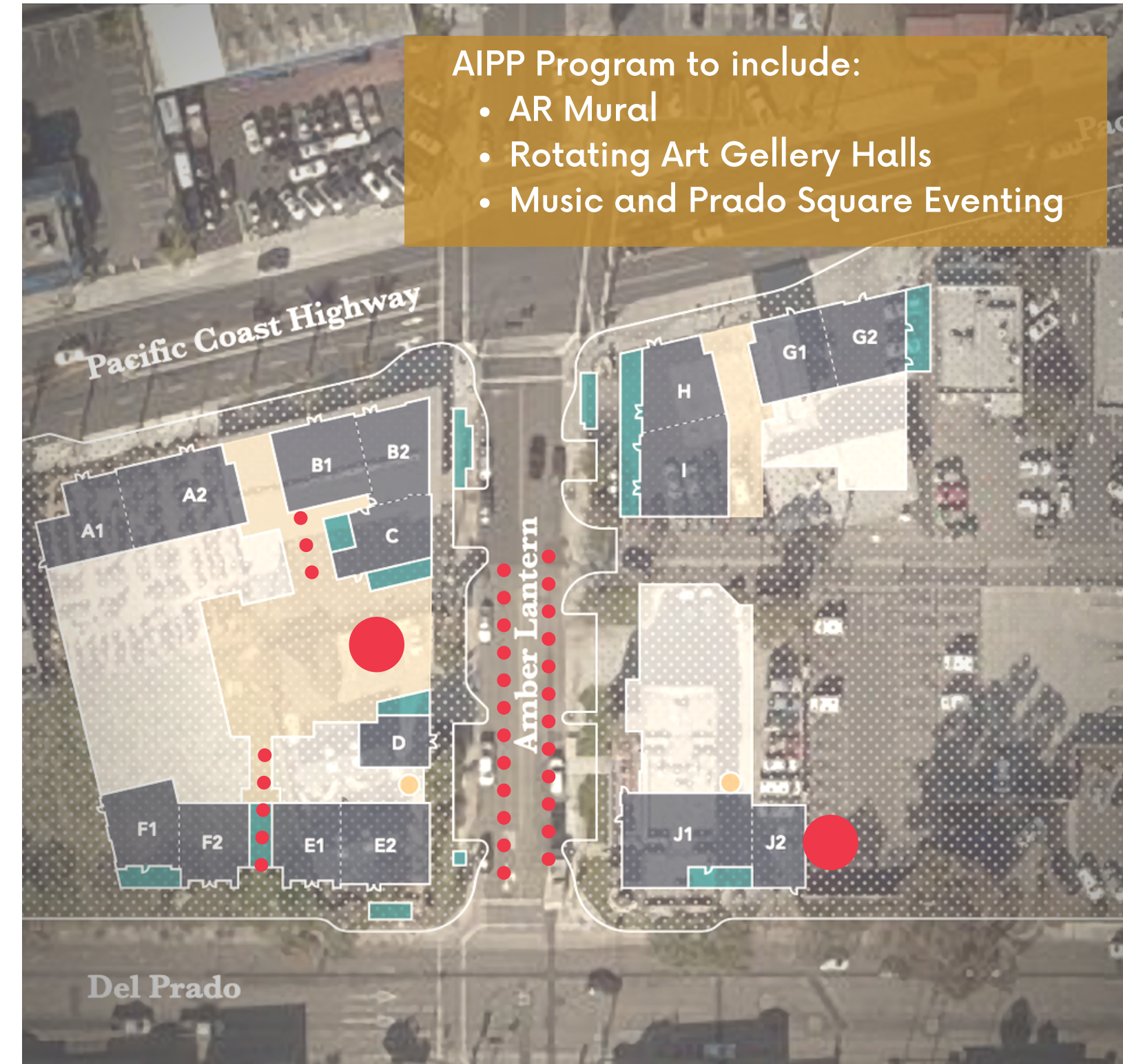
Regenerative



Educational



Honors Local Culture & Heritage



*Note this is an overview - expanded details to be shown during September application presentation

- A Rendering or model of proposed work
- B Colors or materials
- C Landscape or lighting
- D Statement detailing how work fulfills purpose
- E Copy for plaque or narrative
- F Budget

BUDGET

Prado West Construction Permit Valuation: \$		56,753,637
Public Art Fee (0.5%): \$		283,769
ART IN PUBLIC PLACES - Proposed Budget Allocation		
<u>Permanent Mural (Del Prado):</u>		
Art Plan - Design + Curation	\$	6,900
Artwork Installation	\$	90,000
Augmented Reality Curation	\$	6,900
Augmented Reality Installation	\$	34,000
	\$	137,800
<u>Rotating Arts Program (Prado Square):</u>		
Rotating Mural Installation & Infrastructure	\$	32,970
Art Curation & Management	\$	18,000
Art Installation	\$	80,500
	\$	131,470
<u>Music Preserves Foundation Performance:</u>	\$	14,500
Total Budget:	\$	283,770

THANK YOU....NEXT STEPS

Part 1: Our Concept

- Preliminary preview
August 9th Planning
Commission
- Objectives of AIPP at
Prado Square

Part 2: Presentation

- Complete concept
and application
presented 09/23/21

Part 3: Installation

- Fall 2021
- Prado Square
opening event Winter
2021

END OF PUBLIC PRESENTATION

G. ADDITIONAL INFORMATIONAL ITEMS

G. BRYAN SNYDER - ARTS CURATOR

Bryan Snyder is a community and visual artist specializing in artist management, public art, interactive projects and community outreach. For the past 15 years, he has facilitated a wide-variety of projects with the goal of encouraging the development of an artistic culture, promoting and stimulating local economic growth and building community through art making.

Snyder is founder and curator of the Carlsbad Art Wall, a rotating mural wall that has changed every two months since March 2015. Since its inception, Snyder has curated 30+ artists. Snyder's newest project is called the Alley Art Wall which will be a collaboration mural wall of 15+ artists as well as Carlsbad's first Recreation Mural Space for the youth.

Snyder is a member of the City of Carlsbad Arts Commission, member of the Carlsbad Music Festival Board, founder and curator of the Carlsbad Art Wall, Founder and curator of the Alley Art Wall and professional visual artist, creative marketer and multimedia artist.

- SEE VIDEO OF BRYANS WORK NEXT SLIDE*

IMPACT OF ROTATING ARTS /



G. MUSIC PRESERVES



Founders Patti Compton and Anthony Small teamed up to create a music foundation to inspire a deeper level of appreciation for American music and the musicians who created America's art forms.

Patti Compton has an extensive background in entertainment marketing and public relations, working with major entertainment clients such as CBS Television, Universal, and Paramount. As the Public Relations Director for the Doheny Blues Festival, Patti has worked closely with artists, artist managers, festival producers, media and tourism entities. Passionate about music and music history, Patti has built a reputation for deeply caring about the preservation of original American musical art forms, creating educational content and live radio segments on KX FM. She develops impactful educational music programs that benefit the community.

Anthony Small is a member of the City of Dana Point Arts and Culture Commission, Dana Point Times columnist, and local musician. For years, Anthony has encouraged and promoted artists and created programs for the cultural enrichment of the community. Anthony is a member of the Orange County chapter of the Association of Fundraising Professionals and holds a Certificate of Arts Management from UC Irvine (Merage School of Business and Trevor School of the Arts).

G. *ADDITIONAL*

PAINT DETAIL IN FOLLOWING PAGES

Product information | TECHNICAL DATA SHEET

MTN 94. Solid Colors. Matt paint, low pressure, high coverage and fast drying times.
400 ml, 11 Oz, 312 g.

GENERAL DESCRIPTION

This is a spray paint with a matt finish. It is made with next generation modified alkyd resins and has been developed to meet the highest demands from the graffiti and fine arts market, and is also adaptable to the needs of interior and exterior decoration. Designed and formulated with the highest quality products, with the focus always being on color consistency, fast drying, and without forgetting respect for the user and the environment. Its name is in honor of the year in which the company was founded.

FEATURES

- Low pressure.
- Fast drying.
- Good hardening.
- Excellent flexibility.
- Strong resistance to scratching once the film is polymerized.
- Does not contain lead nor other heavy metals.
- Good covering capability.
- Color durability.
- Easy to apply and repaint.
- Very good resistance to the sun and rain.
- Very good resistance to UV light (see chart).

INSTRUCTIONS FOR USE

- Shake the aerosol well before using, approximately for one minute after hearing the sound of the mixer.
- Apply to clean, dry surfaces. On rusty metallic surfaces remove rust with a wire brush and prepare an anti-rust primer if considered necessary. Apply an anchor layer on plastics and polyesters.
- For best results apply in thin layers. Three thin layers are always better than one thick one, and may be repainted within fifteen minutes with the same paint.
- Turn the aerosol upside down to clean out the valve after use.
If the nozzle becomes blocked replace it with a new one.
- Never apply to equipment that is plugged in and use in well ventilated areas.
- Request safety datasheets.

PHYSICAL PROPERTIES

Low pressure:	Polyvalent female valve
Propellant:	Butane / Propane / Mix
Type of liant:	Modified alkyd
Color:	See chart
Shine 60° (ASTM D-523 ISO 2813):	15-25% matt
Dry to the touch (ASTM D-1640 ISO 1517):	10'
Completely dry (ASTM D-1640 ISO 1517):	24 h
Thickness of dry layer (ASTM D-823 ISO 2808):	15 micras/layer
Adherence (ASTM D-3359 ISO 2409):	0 B
Theoretical yield (continuous painting):	3 m² for 400 ml
Thinner:	Ethyl acetate
Product life:	(Well Stored) 10 Years
Condition for application:	Minimum room temperature 8°C Surface temperature 5°C a 50°C Max humidity 85% R.H.P
Heat resistance of paint:	100°C

* All of the adherence tests have been carried out on iron plates.

APPLICATIONS

Due to the product's features we recommend its use in precision jobs and given its matt finish and thus its anti-reflective qualities, we would especially recommend it for photographic and artistic jobs. May also be used in:

- DIY
- Gardening
- Transport
- Fine arts
- Graffiti
- Sign painting
- Plumbing
- Industry
- Muralism

APPEARANCE



LABEL



CAP SYSTEM



CAUTION



COLORS 216 Colors



Due to technical reasons this color chart might not reproduce the real colors. For accurate color reference see the spraycan's Donut. © Montana Colors 2019.

PACKAGING

Low pressure.
Nominal capacity 400ml.
Heat resistance of packaging: <50°C
Propellant: GLP – HC C₃-C₄

Box (6 units)
205 X 140 X 200 mm.



DISPLAY RACK

Height / Width / Depth
205 x 98,50 x 50 cm
Capacity: 546 sprays.
References: 91
SPAT2405007



MasterClear® Supreme Clear Coat

A Multi-Surface, Interior and Exterior, Acrylic/Aliphatic Poly

- Self-Crosslinking Technology
- Ultimate UV Protection
- LEED Specified – EQ Credit 4.2
- Exceeds All National and Regional VOC Regulations



Sheens Available

- Matte (MCS901)
- Satin (MCS902)
- Semi-Gloss (MCS903)
- Gloss (MCS904)

MasterClear® Supreme is a water base self-crosslinking acrylic/aliphatic polyurethane protective topcoat that dries quickly to a durable clear finish. **Advanced Resin Technologies** protect **Interior Surfaces** against abrasion, scuffing, chipping, water, alcohol, household chemicals, plus it protects **Exterior Surfaces** from oxidation, salt air, chlorine, acid rain, bird droppings, mildew, etc. **MasterClear Supreme** has outstanding gloss retention and clarity with added **UV Blockers and Absorbers** that greatly reduce the sun's graying and fading effects on stained wood and painted surfaces, keeping them looking fresh for years. The **Innovative Low-VOC Formula** has very little odor and exceeds all National and Regional VOC category requirements!

Sheen Levels:

Matte - measured 10-20 @ 60°

Satin - measured 25-35 @ 60°

Semi-Gloss - measured 50-60 @ 60°

Gloss - measured >80 @ 60°

Where To Use:

Interiors: Protects painted surfaces, wallpaper, bare wood, oil and water based stained wood, doors, columns, cabinetry, window sills, mantels, wainscot, wood paneling, crown molding, baseboards, chair rails, furniture and picture frames. It is a perfect clear coat for faux marble and wood grained surfaces.

Exteriors: UV and weather resistant, it extends the life of previously painted surfaces, stained or unstained wood and aluminum surfaces such as doors, porch surrounds and supports, decorative moldings, painted facades, murals, garage doors, anodized aluminum

window casings, aluminum paneling, outdoor furniture and garden ornaments.

MasterClear Supreme is not recommended for surfaces painted with Metallic Paint Collection™, white or light colored surfaces or for use on floors.

Surface Preparation – Painted Surfaces should be fully cured prior to application, clean, dry and free from dust, rust, stains, grease, oil, mildew, wax, efflorescence and other contaminants.

Bare Wood should be prepared by first sanding the surface smooth, removing dust with a vacuum and then wiping the surface clean with an oil-free tack cloth. Moisten the wood surface with a wet towel or sponge and allow it to dry. When dry, sand the raised grain with fine sandpaper until smooth, then vacuum and wipe clean with the oil-free tack cloth.

Oil Base or Water Base Stained Wood: Follow stain manufacturer's instructions for application and dry times for clear coating with a water based poly. Make sure the stain has been wiped off the surface completely and has dried a minimum of 24 hours before applying **MasterClear Supreme**.

Aluminum: Clean the aluminum. The amount of cleaning will depend on the condition of the anodized aluminum. If window frames or extruded anodized aluminum is just dull or faded, it can be washed with mild soap and water. Use microfiber cloths which are inexpensive and will clean the metal very effectively. If the anodized aluminum is pitted or stained, use a no-scratch cleanser or synthetic steel wool made by 3M (do not use regular steel wool, small pieces can remain on window frames and will rust). Rinse well. Let dry. If any oxidation remains, wipe with the microfiber cloth. Finally, wipe down the anodized aluminum with

denatured alcohol and wear neoprene gloves to protect your hands.

Application – Stir thoroughly before use, do not shake. *MasterClear Supreme can be brushed, rolled or spray applied. Sand between coats to achieve the smoothest finish. Optimal conditions are 60°F/16°C to 80°F/27°C and 30% to 60% relative humidity. Do not apply in temperatures below 55°F/13°C or above 95°F/35°C.*

Brushing: Use a high-quality synthetic bristle brush.

Rolling: Use a high-quality short nap varnish roller

Spraying: To spray, thin with up to 10%, 12 fluid ounces/360 ml of water to one gallon/3.78 liters of *MasterClear Supreme*. Use an HVLP gun, conventional cup gun or airless spray system with a fine tip.

Taping – Use high quality, low-tack tape when taping over surfaces that have been previously painted and fully cured.

Dry Times – Dry-to-touch time is approximately 1/2 hour. Tack free in one hour. Recoat time is approximately 1-2 hours (drying times were recorded at 70°F and 50%RH): **Note:** Lower temperature and/or higher humidity will lengthen the dry and cure times.

Coverage – One gallon/3.78 liters will cover approximately 300 to 400 square feet/27 to 37 square meters, approximately 1 mil dry film thickness per coat. For best results and maximum protection apply a minimum of two coats and on surfaces in extreme weather conditions apply three coats.

Clean Up – Clean brushes, rollers, tool, and equipment with soap and warm water immediately after use. Do not reuse containers and properly dispose of empty containers.

Material VOC – Contains less than 50 g/L.

Handling & Storage – To avoid skinning, close container after each use. Keep lid tightly closed during storage. Keep away from excessive heat. Protect from freezing. If contents freeze, allow to thaw and come to room temperature before use. **Stir thoroughly before use.**

Disposal – Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

Health & Safety – Use in a well-ventilated area. Avoid contact with eyes. Wash hands thoroughly with soap and warm water after use. Do not take internally. When spraying or sanding, use a properly-fitting, NIOSH approved respirator per the manufacturer's instructions.

Skin contact: Thoroughly wash with soap and warm water before the coating dries. Individuals with sensitive skin may require gloves.

Eye contact: Rinse with clean water for 15 minutes. Seek medical attention.

Inhalation: To help prevent irritation, use only in well-ventilated areas. If irritation occurs, move to fresh air. If irritation persists, seek medical attention.

Ingestion: Do not induce vomiting. Seek medical attention.

Read the Material Safety Data Sheet for Additional Health and Safety Information.

Warranty – This product will perform as claimed if directions are followed. Directions are as complete as possible, but cannot encompass all conditions, applications, techniques, and/or surfaces, which are beyond our control. Warranty is limited to replacement or refund value of product actually used, if such product proves defective within two years of manufacture. No other warranty is expressed or implied.

Technical Assistance – For additional technical assistance contact our Technical Department at 818-683-0201 or e-mail technical@modernmasters.com.

Disclaimer: Modern Masters, Inc. believes, to the best of its knowledge, information, and belief, the information contained herein to be accurate and reliable as of the date of this material safety data sheet. However, because the conditions of handling, use, and storage of these materials are beyond our control we assume no responsibility or liability for personal injury or property damage incurred by the use of these materials and makes no warranty, expressed or implied, regarding the accuracy or reliability of the data or results obtained

Container Size	Container Weight Under
1 Quart	3 lbs.
1 Gallon	10 lbs.
5 Gallon	50 lbs.



September 22, 2021

Brenda Wisnewski
Community Development Director
City of Dana Point

Re: Prado West – Art in Public Places (“AIPP”) Application Submittal

Brenda:

Raintree Partners’ submittal of the Art in Public Places (“AIPP”) application is intended to comply with Condition of Approval #145 of Resolution 14-10-21-03, related to the requirement of an on-site public art component for Prado West.

Per section 9.05.240 of the Dana Point Municipal Code, Raintree Partners has developed an AIPP Program to enhance the cultural and aesthetic environment of the City of Dana Point, and encourages creativity, education, and appreciation of the arts and Dana Point’s cultural heritage.

The art fee to be satisfied by the program is estimated to be: **\$283,768.18**

Materials below and attached include Raintree Partners’ AIPP application and response to supplemental information requested to support the AIPP application per email dated September 17, 2021.

Sincerely,

Raintree Partners

A handwritten signature in black ink, appearing to read 'Dylan Barreira', with a stylized, flowing script.

Dylan Barreira



MEMORANDUM

To: Brenda Wizneski, Community Development Director
City of Dana Point
From: Raintree | Prado Square
Date: Monday September 22nd, 2021
Subject: Supplemental information to support AIPP
***Ref:** Information per email dated September 17th 2021
Provided follow-up information to support previous materials submitted for review

**note this memo is supplemental to the accompanying deck which details locations and other applications requirements*

1. **\$5,000 filing deposit –**
ACTION: TBD
2. **Cover letter stating that the submittal is intended to comply with Condition of Approval #145 of Resolution 14-10-21-03 which requires an on-site public art component per Section 9.05.240 of the Dana Point Municipal Code. Include the estimated art fee to be satisfied.**
ACTION: Provided in previous page
3. **Address how the program satisfies the findings of the Municipal Code which are basis of the Planning Commissions review and approval:**
 - a) **That the work fulfills the purpose to enhance the cultural and aesthetic environment of the City of Dana Point, and to encourage creativity, education, and an appreciation of the arts and our cultural heritage. The program also serves to implement a number of goals and policies of the Dana Point General Plan Urban Design Element and Town Center Plan**
ACTION: Response as follows

Purpose: To enhance cultural aesthetic and environment of the city of Dana Point

AIPP offering within Prado Square to enhance aesthetic and the environment via a multisensory experience of music, art, and community engagement.



Activated by art, music and education, Prado Square's community art halls and open-air stage, provide Orange County's first outdoor gallery experience. Accessible for all and powered by our community reflections on Dana Point heritage and locally inspired themes, including the following:

- Lantern and the lantern district
- Coastal and eco preservation in curated arts celebrating seafaring traditions and whale heritage site designation.
- Surf heritage
- Artistic expression via year-round rotating art gallery halls

Dynamic and multi located arts activation for the square will allow for easter eggs of art moments to attract, captivate, and capture foot traffic to Prado Square and the heart of Dana Point.

*Locations identified as the following: *note corresponding site map in complimentary deck – Page 4*

- HALL 1 ROTATING ART CANVAS
- HALL 2A ROTATING ART CANVAS
- HALL 2B ROTATING ART CANVAS
- PUBLIC SQUARE MUSIC AND EVENTING
- PRADO LANTERN MURAL- illuminating a welcome to our ART & CULTURE public square – Located overlooking Postal Service parking lot, serving as a welcome and icon for the lantern district.

Please note these halls are not traditional halls size and scale. The massing and volume is large in both width and height. The massing and volume can accommodate 2 way foot traffic and allow for some to pause and stop without impeding traffic flow.

b) That the work is an enhancement to the site, surrounding neighborhood, and the City as a whole.

ACTION: Response as follows

Prado Square AIPP offering will provide energy via sights and sounds to the existing areas by locating arts offerings throughout the project year-round. It is proven that arts and culture enrich community pride by creating memorable moments that encourage placemaking and attract foot traffic to commercial districts. Our 3-point program and offering is as follows:



Rotating Art Halls – will engage local and visiting artists to be featured in one of the 3 open-air gallery halls. These halls serve as arteries of connection that allow penetration and connection for pedestrians and guests from PCH to Del Prado through the lens of art.

Prado Square Public Square – Prado Square will be made available to organizations to host events such as RE-DO market and activate Amber Lantern with food, music, pop-up markets, and exposure to cultural events like the Chamber Car show as an example. This will also be home to art demonstrations as well as live music.

Lantern Mural – Serving as a visual beacon, welcoming locals and visitors alike, the lantern Mural, located on the wall overlooking Del Prado and the post office, will be a visual point arrival to our Lantern District and Prado Square cultural arts center.

This 3-point offering provides a shared benefit to all businesses alive by attracting guests to stop, look, listen, and stay awhile-- enjoying all the arts offerings and new visitors in Dana Point.

4. **Address how each program component meets the Municipal Code definition of “public art”. Potential issues may be public access to the rotating art and whether Music Preserves meets the definition.**
 - a. “Public art” shall include, but not be limited to, sculpture, paintings, graphic arts, mosaics, photographs, fountains, decorative arts, film and video, and preservation of features or resources of historical, archaeological or paleontological significance, located in or on a site open and accessible to the public. Public art may be either representational or non-representational (i.e., abstract).

ACTION: Response as follows

Rotating Art Halls – will comply with the code option of providing rotating arts by artists who will meet the options of: paintings, graphic arts, mosaics, and or photographs at any of the three gallery hall locations.

Accessibility: These halls are located within public thoroughways and walkways on the site. They are lit and wide enough to comply with accessibility requirements.

Prado Square Public Square – will comply with the code option of providing events hosted by community organizations and also providing arts entertainment via music.



Not limited to Music preserves and open to other local musicians. This option of music is encouraged as cited here:

Per 9.05.240 “Art in Public Places” Program, Item C General Requirements Number 3 – Media, it is specified that: “(3) Media: The media used in the public art component of a new development project may include any of the features or element described in subsection (b)(5) above. The media employed should be appropriate to the artwork and the immediate physical surroundings. The media chosen should also incorporate non-visual elements (i.e., texture, sound, etc.) wherever possible for the benefit of the visually impaired.”

Accessibility: The square located on Amber Lantern and in public thoroughways and walkways on the site. The site is lit and wide enough to comply with accessibility requirements.

Lantern Mural – will comply with the code option of providing the options of: paintings, by world renowned artist drew merit. Please note this is Art and not graphic design. Artistic expression of the lantern as shown in the presentation is not subject to non-artist direction as it is fine art not graphic design or design by committee.

Accessibility: This wall is located within the City of Dana Point public realm and public sidewalks allow for visibility of vehicular and pedestrian traffic via Prado.

5. Narrative explaining each art program, specially include:

- a. Rotating Art – how will the program be implemented and managed? How will artists & content be selected? How often will the art rotate? What is the duration of the program? Since the halls are not readily visible from the public area, how is the public made aware of the art? Justifies the funds spent on the program.**

ACTION: Response as follows:

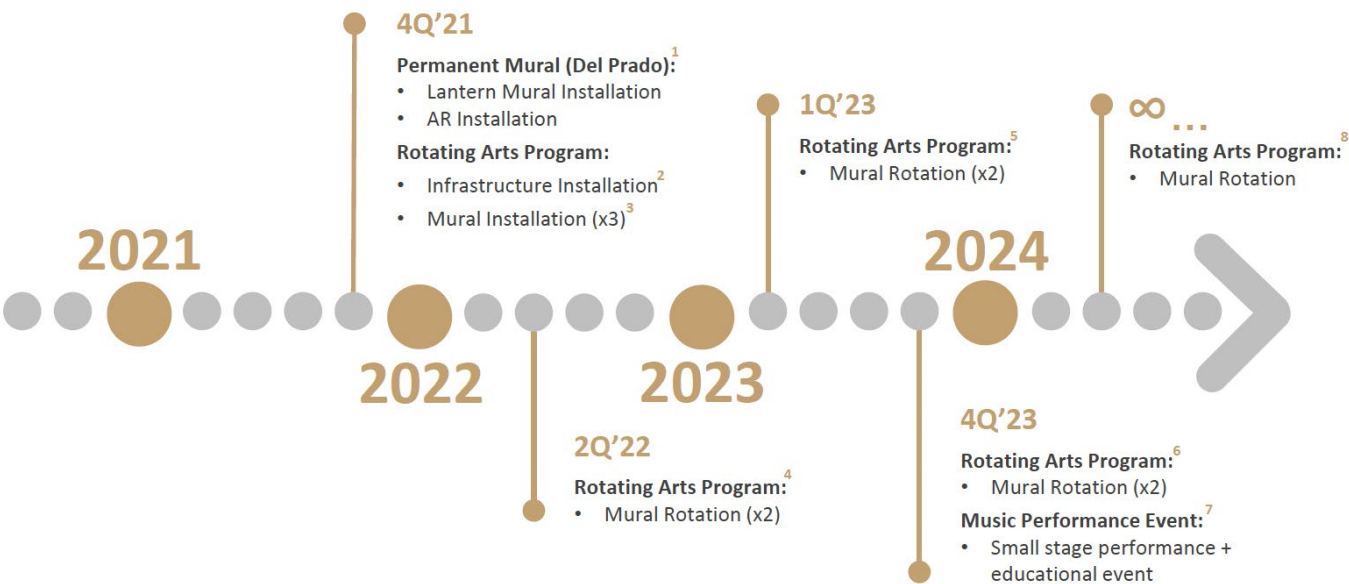
The halls are in fact accessible as they are in publicly accessible walkways that allow for penetration of site and experience of Prado Square from PCH to Del Prado. Note these halls are open on either end and the benefit of a roof allows for comfort and lingering to take place and for halls to host art that transcends traditional mural mediums and waterproofing. For example, an artist could theoretically use textiles or other dimensional medium so long as it stays behind protective barrier of 2 inches. These are true open-air galleries of fine art.



Art will be managed for the first two years by Bryan Snyder - a Southern Californian arts curator whose background credentials and community impact is demonstrated in his bio in supplemental deck and in the video also within deck.

The art will rotate via the schedule noted below: Please note that the infrastructure and art program will ensure that there is never more than a single day or less without art installed at each of the three sites. We will keep art in place on wall mounts while the MDO panels of new art are being delivered to site for replacement of existing art piece.

SCHEDULE:





1. Installation of Del Prado Lantern Mural on façade J2 of Prado West overlooking USPS parking lot (Slide 4) and installation of the Augmented Reality function of the mural to be accessed via phone/tablet and QR code.
2. Installation of gallery wall mounts (8'x12'), standouts, protective covers, and plaques (slide 8+9).
3. Inaugural installation of "Halls of Public Expression" (HOPE): Total of 3 murals to be painted and installed in hallway gallery mounting system.
4. First mural rotation for HOPE: 2 murals to be replaced with new murals. Artwork being replaced to be auctioned off with proceeds going towards the continuation of the HOPE program.
5. Second mural rotation for HOPE: 2 murals to be replaced with new murals. Artwork being replaced to be auctioned off with proceeds going towards the continuation of the HOPE program.
6. Third mural rotation for HOPE: 2 murals to be replaced with new murals. Artwork being replaced to be auctioned off with proceeds going towards the continuation of the HOPE program.
7. Musical performance to be held in Prado Square. Raintree intends to partner with the Music Preserves Foundation to host a small-stage performance with ancillary interview and educational opportunities.
8. HOPE Program to continue using regenerative funds from previous artworks sales. Number of mural rotations and length of program dependent on proceeds from artwork sales.

- b. Mural – describe “augmented reality”. How will the mural be maintained? What is the life of the mural? Explain the expenses for the mural.**

ACTION: Response as follows

The Lantern mural has been a process of interviewing and securing a world renowned artist who had experience honoring oceanographic heritage and demonstrating world class art. Drew Merritt, is indeed a world renowned artist who has been a part of conservation efforts via [Pangeaseed](#), which inspires ocean stewardship through science education and activism.

AR equates to Augmented Reality and offers a way for a viewer to engage with a work of art using phone technology to see another dimension through a phone screen. This technology is new and will be accessible via a QR code nested on the plaque located on the building below the mural.

The life of the mural is 15 years + barring natural disaster or change of building.



The expenses for this effort are attributed to curation, installation, protection of the artwork through protective barrier. Note that spec sheets for paint and protective barrier are also provided in the accompanying deck.

c. Music Preserves – what is the program? how will the funds be used?

ACTION: Response as follows

Music preserves is one option for music. Our goal is to ensure a number of artists versus one single cost inhibitive source of music. Music Preserves is a local group that has familiarity with the City, and we are committed to providing an offering in the public square that allows for music to be an element within the fabric of the three-part art and culture experience of sight, sound, and education through exposure to all kinds of artists.

Note that music will be a part of other community hosts who use the site for eventing and pop-up experiences. Example: Re-do market.

6. Condition of approval. Since the rotating art and music program are on-going, a condition of approval will be created to discuss what happens if the program is not implemented.

ACTION: Response as follows

This activated square and repositioning of Prado West as **Prado Square** is a long-term, permanent commitment to engage and enrich arts and culture in our community of Dana Point. There is no wavering from our efforts as they will in fact support businesses, economic vitality via community spirit by bringing foot traffic and buzz factor to our downtown.

Raintree is committing to a two-year rotating art program as described herein in accordance with our proposed AIPP fee use. Raintree will use any proceeds from the sale of these rotating art pieces to continue to the program for an undetermined amount of time. Further, Raintree will provide the City with confirmation of AIPP fee use including payments made in connection with the AIPP proposed program to ensure that our funding requirement is met. Should any funds remain after the two-year operating period and Raintree elect to discontinue the program, any remaining AIPP fee balance will be returned to the City.