



PUBLIC ART COMMISSION OF TRUCKEE STAFF REPORT

Date: January 3, 2023

To: Public Art Commission of Truckee

From: Laura Dabe, Associate Planner

Subject: Truckee Tahoe Lumber Mural Project (Town of Truckee Application #2022-00000098); 11001 Soaring Way; APN 019-620-063-000

Requested Action: That the Public Art Commission of Truckee (PACT) review the proposed mural design for the Truckee Tahoe Lumber Mural Project and provide feedback to the Community Development Director.

Project Description: The Town Planning Division has received an application from the Truckee Tahoe Lumber Company (TTL) for the after-the-fact review of a mural project located at its lumberyard location at 11001 Soaring Way (APN 019-620-063-000). The mural installation has been partially completed on the exterior of a concrete wall on the private property, which is visible from the public right-of-way along Soaring Way. (See Attachment #1 for existing site photo.)

The artist for the mural project is Callie Whiting, a local high school student. The design features a painting of Rainbow Bridge on Old Highway 40, which takes up approximately half of the portion of the wall that has been prepared for a mural (6 feet by 21 feet in size), with designs proposed for the two additional wall sections that have been prepared but that do not yet have a mural painted. (See Attachment #2 for existing and proposed mural designs.) According to the artist, the final dimension of the mural is 6-6 1/2 feet by 40 feet. A maintenance agreement has been signed by the artist and TTL identifying that the mural will be maintained on a bi-annual basis for five years. (See Attachment #3 for a project description and Attachment #4 for a copy of the maintenance contract.)

Background/Discussion: The Truckee Tahoe Lumber Company project was approved by the Community Development Director in March 2018 under Town of Truckee Application #2017-00000155. The project included approval of a Zoning Clearance for construction of the new lumberyard location on a 4.36-acre parcel on Soaring Way. Construction was completed in October 2020 of a 2,003 sq. ft. retail/showroom building, 11,088 sq. ft. enclosed storage building and 30,492 sq. ft. covered storage building. A mural was not included in the original project application and requires approval by the Community Development Director as a minor change to an approved project.

The Town does not have an established process for the review of mural projects. Due to the increased interest in public art installations by the community, staff would like to create clearer criteria for the review of public art. Prior projects such as the Brockway Trail retaining wall design have been reviewed through the Public Art Commission, with input from an Historic Preservation Advisory Commission (HPAC) representative. Prior to the formation of the PACT, projects within the right of way (e.g., the band in Brickelltown, bicycle racks, mountain flowers in the Pioneer Trail roundabout) have been reviewed and approved by the Town Council through the Capital Improvement Project process. Recently, a mural at the Community Arts Center in Downtown Truckee was approved by the Community Development Director upon a recommendation of approval by the HPAC.

Per the Town of Truckee Public Arts Master Plan, public art is defined as follows:

“Artwork of any media, for example sculpture, painting, mural, live performance or performing art (i.e. musical or dance), drawings, photographs, and other similar forms of art, whether temporary or permanent, that is either owned by a public agency and placed on public property, or owned by private entities and placed in public spaces or owned by private entities, placed on private property but viewable by the public.”

Due to the fact that the TTL mural project is visible from the public right-of-way, the Community Development Director is requesting that the PACT review the existing and proposed mural designs and provide feedback to the Director prior to the Director making a final decision regarding the potential approval or denial of the mural project.

Staff also notes the following proposed condition of approval:

- Graffiti removal shall be addressed in the maintenance plan in addition to cracks and peels. If for some reason the mural cannot be restored in the future, the wall shall be restored to its original pre-mural condition through sandblasting or equivalent procedure.
- If art is not completed within one year of the approval, applicant shall restore the wall to its original pre-mural condition through sandblasting or equivalent procedure.
- Adjacent property owners letter of support must be submitted.

Staff Recommendation: Staff requests that the PACT review the existing TTL mural and proposed additional mural sections and provide a recommendation to the Community Development Director on whether or the PACT believes the Community Development Director should approve the mural.

Attachments:

1. Existing site photo
2. Proposed mural designs
3. Applicant letter
4. Maintenance agreement