



AGENDA REPORT

Department: City Manager's Office
Prepared by: Pedro Garcia, Economic Development Manager
Meeting Date: Tuesday, August 19, 2025
Approved by: Scott W. Huth, Interim City Manager

SUBJECT:

Approval of an Agreement with The Vision Culture Foundation for a Mural on the National City Public Works Building at 1720 Wilson Avenue.

RECOMMENDATION:

Adopt the Resolution Entitled "Resolution of the City Council of the City of National City, California, Authorizing the Mayor to Execute an Agreement with The Vision Culture Foundation for a Mural on the Public Works Building Located at 1720 Wilson Avenue."

BOARD/COMMISSION/COMMITTEE PRIOR ACTION:

On April 22, 2025, the Public Art Committee received a presentation on the proposed mural and voted to recommend approval of the project.

EXPLANATION:

The City of National City, in collaboration with local nonprofit Vision Culture Foundation, proposes to install a graffiti-style mural on two exterior walls of the Public Works building at 1720 Wilson Avenue, which faces the I-5 freeway and are regularly targeted by graffiti.

The mural seeks to:

- Deter ongoing vandalism through artistic activation of public space
- Beautify a highly visible corridor in the city
- Celebrate the City's diverse cultural identity and workforce

Scope of Work

Per the proposal from Vision Culture Foundation (Exhibit A), the mural will:

- Cover approximately 2,700 square feet across two walls
- Be painted by 6 artists working over the span of one work week (approx. 240 hours total)
- Feature a theme centered on community unity, history, and resilience
- Include materials such as spray paint, ladders, rollers, scaffolding, and artist supplies

Budget Breakdown:

- Artist honorariums (6 artists): \$8,280
- Paint and supplies: \$3,720
- Total Base Cost: \$12,000
- Optional Add-On: \$2,000 for a 2-year maintenance and touch-up plan
- **Total with Maintenance Option: \$14,000**

This project represents the first step in a broader beautification effort aimed at installing murals along the full stretch of freeway-facing walls in the area, including the Extra Storage facility. These walls are routinely targeted by graffiti, and the City intends to explore a phased approach to public art as a long-term solution to reduce vandalism and support the workload of graffiti abatement crews.

Funding will be provided by the City, and Vision Culture will serve as the creative lead. The City retains ownership of the mural.

FINANCIAL STATEMENT:

Project cost is \$12,000, with an optional \$2,000 allocation for ongoing maintenance. Funding for this project is available in the Facilities Maintenance Fund in account 626-10-31-31500-7299- (Contract Services).

RELATED CITY COUNCIL 2020-2025 STRATEGIC PLAN GOAL:

Parks, Recreation and Library

ENVIRONMENTAL REVIEW:

This is not a project under CEQA, and is therefore, not subject to environmental review. CCR15378; PRC 21065.

PUBLIC NOTIFICATION:

The Agenda Report was posted at least 72 hours before the Regular Meeting date and time, and 24 hours before a Special Meeting in accordance with the Ralph M. Brown Act

ORDINANCE:

Not Applicable

EXHIBITS:

- Exhibit A – Agreement
- Exhibit B – Scope of Services
- Exhibit C – Resolution
- Exhibit D – Mural Rendition