



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: MICHAEL OGILVIE

SUBJECT: SEE BELOW

DATE: September 20, 2024

Council District: 10

SUBJECT: Artist Paul J. Gonzalez Concept & Design Proposal for mural project at Snell Ave & Snell Way

RECOMMENDATION: Review and take action to approve artist Paul J. Gonzalez Concept & Design Proposal for mural project at Snell Ave & Snell Way

DATE OF ARTIST SELECTION: July 28, 2024

BUDGET: \$20,000 (Budget Document funded through Council District 10, BD 56 for Fiscal Year 2024-2025)

LOCATION: Snell Ave & Snell Way

PROJECT DESCRIPTION

The project is a mural to be painted at Snell Ave & Snell Way. The mural is intended to beautify the soundwall, as well as brighten up a blighted wall. The mural will create a sense of identity for the residents of Blossom Valley and reaffirms the District 10 council office key focus areas by cleaning up the neighborhood.

San José artist Paul J. Gonzalez was recommended for this project by the Blossom Comanche Valley Neighborhood Association. Gonzalez was chosen for his previous experience with public art projects, and his ability to depict a diverse range of subjects in a variety of styles.

CONCEPT AND DESIGN PROPOSAL

The main themes in the mural design reflect community input, and highlights the neighborhood agricultural past, with imagery that includes orchards, cherry blossoms, California poppies, and the surrounding landscape of Blossom Valley, depicted in a graphic design style. The mural will evoke a strong sense of place and identity for all who pass by, welcoming them with the words 'We love Blossom Valley'. It will serve as a vibrant reflection of the community's spirit, making everyone feel connected to the space.

PUBLIC ART COMMITTEE

September 23, 2024

Subject: Artist Paul J. Gonzalez Concept & Design Proposal for mural project at Snell Ave & Snell Way

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PUBLIC OUTREACH

Staff from the District 10 Council Office, Department of Transportation (DOT), and Department of Public Works (DPW) have been engaged in the project development since its inception. These includes Michele Dexter, Chief of Staff, District 10; Gema Escorcía, Council Community Relations Coordinator, District 10; Sal Kumar, Interim Deputy Director, DPW; Joe Provenzano, Senior Engineer, DPW; Lam Cruz, Division Manager, DOT; and Jessica Zenk, Deputy Director, DOT.

Meetings held in conjunction with this project:

<u>Date</u>	<u>What</u>	<u>Purpose</u>	<u>Location</u>	<u>Convener</u>
06/20/23	Key stakeholder meeting	Artist meets the community for inspiration	Online via Zoom	Artist
08/08/23	Key stakeholder meeting	Artist attends National Night Out to share mural design for input	On site in Blossom Valley Neighborhood	Blossom Comanche Valley Neighborhood Association
09/07/24	Key stakeholder meeting	Artist attends Blossom Comanche Valley Block Valley to share mural design and promote future volunteer painting days	On site in Blossom Valley Neighborhood	Blossom Comanche Valley Neighborhood Association

/s/
MICHAEL OGILVIE
Public Art Director