



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: Michael Ogilvie

SUBJECT: SEE BELOW

DATE: April 3, 2018

Approved

Date

SUBJECT: MURALS ON UTILITY BOXES

RECOMMENDATION

Review and approve the mural design by Ed Pope for District 5 Neighborhood beautification project and the Mt. Pleasant Neighborhood Association.

BACKGROUND

The Mt. Pleasant Neighborhood Association has had a long-standing interest in on-going visual improvements to the urban environment. They applied for and received a BeautifySJ grant in the amount of \$1,350 to beautify City owned utility boxes at:

S. White Rd. between Story Rd. and Marten Ave.

S. White Rd. include: Mt. Vista Ave., Mt. McKinley Dr., Rocky Mt. Dr., Marten Ave. and Story Rd.

The Mt. Pleasant Neighborhood Association already has an artist in mind for the project – Ed Pope. No Capital Improvement Project (CIP) funding is being used for this project, as such formal Public Art procurement policies and practices regarding hiring artists did not occur. The artist will be required to sign a Right of Entry prior to painting the mural and will also be responsible for maintenance to the mural.

ANALYSIS

The artwork design is to be presented to the Public Art Committee on April 3. The Public Art Committee has the authority to approve any artwork on City property and will review and advise accordingly.

EVALUATION AND FOLLOW-UP

The artist or neighborhood association will need to handle the necessary maintenance for the mural over the life of the murals.

PUBLIC OUTREACH

The Neighborhood Association has driven this project from its inception and have worked with the Councilmember to help realize it.

COORDINATION

This memorandum has been coordinated with the Vice Mayor Carrasco, and the Office of Cultural Affairs.

A handwritten signature in black ink, appearing to read "Michael Ogilvie", with a long horizontal flourish extending to the right.

MICHAEL OGILVIE
Public Art Director