



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: MICHAEL OGILVIE

SUBJECT: See below

DATE: March 29, 2023

Council District: 5

SUBJECT: Selection of artist Carlos Rodriguez for design and creation of a mural on the existing restroom building at Plata Arroyo Park

DATE OF ARTIST SELECTION: March 22, 2023

ARTWORK BUDGET: \$25,000

LOCATION: Plata Arroyo Park, King Road and McKee Road, San José, CA

PROJECT DESCRIPTION: The project is a mural that is to be painted on an exterior of an existing restroom building at Plata Arroyo Park. It is centrally located, and a mural in this location would enhance the experiences of park visitors, especially the youth who frequent the adjacent skate park, and may help to remediate/reduce tagging in the area.

Plata Arroyo Park is a 10.6 acre triangular-shaped park at the corner of King Road and McKee Road with a skate park, playground, exercise machines, basketball courts, BBQ area and picnic tables, and a large grass field. Lower Silver Creek runs along the North-East border of the park. The restroom building was reconstructed in 2022 and repairs to the interior faucets were completed in early 2023. It has approximately 491 square feet of paintable surface on the four sides of the building.

Artists considered for this project are in the Public Art Program's Mural Artists Roster which features regional Bay Area artists. Sixteen were identified as possible candidates for this commission.

Artist Carlos Rodriguez was the Public Art Core Team's recommendation for this project. Rodriguez was chosen for his style of painting which is colorful, vibrant, playful, and highly detailed. The panel felt his range of style and approach to work were an excellent choice for this location. As an artist who grew up in the Plata Arroyo neighborhood, his connection to the community was of particular interest as was his ability to paint compositions with realistic figures and meaningful symbology.

Rodriguez is the co-founder of The Tracks, a studio space in the Spartan-Keyes neighborhood to help aspiring artists find their creative voice and develop their skills. He has created youth art programs at

MACLA, Mountain View Youth Center, Alum Rock Counseling Center, and has been involved with the City of San José’s gang prevention program. More recently, he started New Edge Creative Studios, a silk-screening studio that offers t-shirt print, design work, murals, and photography. The artist is honored to work with the community in the design and creation of this mural.

PUBLIC OUTREACH

A Public Art Core Team comprised of community members, artists, and arts professionals. The Team includes:

Andrew Espino	Arts Professional, 1Culture Gallery and City of San José resident
Danny Garza	D-5 Community Member
Jeffrey Gomez	Parks Manager - Parks, Recreation & Neighborhood Services (PRNS)
Rojana Ibarra	Art Education Program Manager, School of Arts & Culture; Artist; and D-5 Community member
Arturo Munoz	Jóvenes Activos Coordinator, SOMOS Mayfair; Artist and Poet
Joe Nieto	D-5 Community Member
Ruthie K. Yamada	Artist and City of San José resident

Staff from the District 5 Council Office and Parks, Recreation & Neighborhood Services (PRNS) have been engaged in the project development since its inception. These include Angel Madero, Chief of Staff, and Olympia Williams, MPA I Division Manager, PRNS.

Meetings held in conjunction with this project:

Date	What	Purpose	Location	Convener
03/22/23	Public Art Core Team meeting	Selection of an artist for the project.	Online via Zoom	SJPA

/s/
MICHAEL OGILVIE
Public Art Director