



North Fair Oaks Community Council
San Mateo County Coordinated
Departmental Response



Date: 10/18/2016
NFOCC Meeting Date: October 27, 2016
Special Notice / Hearing: N/A
Vote Required: Majority

To: Members, North Fair Oaks Community Council
From: North Fair Oaks Public Art Workgroup via Victor Gaitan
Subject: Mural at 2890 Fair Oaks Avenue

RECOMMENDATION:

Approve the recommendation from the North Fair Oaks Public Art Workgroup for the mural design for the mural to be placed on the wall of a private business at 2890 Fair Oaks Avenue on the corner of Fair Oaks Avenue and Hampshire Avenue.

BACKGROUND:

The North Fair Oaks Community Plan envisions a vibrant, safe, and healthy community that includes public art highlighting the local history and cultural background of the community. A Call for Artists was released on September 1, 2016 inviting all artists to submit mural designs for the proposed mural project, although extra consideration was given to local artists. Installation of the art will be completed by a yet to be determined date in 2017 and a \$10,000 stipend will be awarded for the project.

DISCUSSION:

The selected artist, a resident of the City of San Francisco, submitted one design and 15 designs were considered in total by the Public Art Workgroup based on the following criteria:

- Artistic excellence, innovation and originality
- Documented potential and experience to complete the project successfully and within the required timeframe
- Level of community theme and involvement (although not required)
- Extra consideration was given to artists who live or work in North Fair Oaks, and/ or San Mateo County

Based on the majority vote of the Public Art Workgroup, the design on page 2 was recommended for the proposed mural at 2890 Fair Oaks Avenue.

FISCAL IMPACT:

The mural project will total a cost of \$10,000. The funds will be drawn from the Public Art Budget which was established using Measure A funds. The total cost of the project covers the artists' time as well as all material costs.

LOCATION:

2890 Fair Oaks Avenue, on the corner of Fair Oaks Avenue and Hampshire Avenue

