



To: North Fair Oaks Community Council
From: North Fair Oaks Public Art Workgroup via Ellie Dallman
Date: June 25, 2015
Re: Utility Box Mural Project

Recommendation:

Approve the recommendation from the North Fair Oaks Public Art Workgroup for the mural design on the County-owned utility box located at the intersection of Middlefield Road, 8th Avenue, and Semicircular Road.

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 April 17, 2015 inviting local San Mateo County artists to submit mural designs for three County owned utility boxes on Middlefield Road and 5th Avenue. Installation of the art will be completed by August 2015, and a \$500 stipend will be awarded for each box. Two designs were approved at the North Fair Oaks Community Council meeting on May 28, 2015, and the Council requested an additional design submission for the third box

Discussion:

The selected artist, a Redwood City resident and student at De Anza Community College studying art, submitted two additional designs that incorporate youth in the execution as requested by the North Fair Oaks Community Council. Designs were considered by the Public Art workgroup based on the following criteria:

- Artistic excellence, innovation and originality
- Experience to complete the project within the required time frame
- Incorporation of local youth and student artists
- Preference will be given to artists who live or work in North Fair Oaks



Based on the majority vote of the Public Art Workgroup, the design on page three was recommended for the utility box located at the intersection of Middlefield Road, 8th Avenue, and Semicircular Road.

Fiscal Impact:

For the utility box mural project, \$1,500 of the Measure A funds were allocated for public art in North Fair Oaks. The funds are available in the 2014/2015 budget and will be encumbered for the following fiscal year. The cost for each box covers the artists' time as well as all material costs.

Utility Box Location	Cost
Middlefield Road & 5 th Avenue	\$500
5 th Avenue & Semicircular Road	\$500
Middlefield Road, Semicircular Road & 8 th Avenue	\$500
Project Total:	\$1,500

Location: Intersection of Middlefield Road, 8th Avenue, and Semicircular Road

