



Meeting of the Mural Panel of the City of Visalia

**Wednesday, February 24, 2021
10:00 a.m.**

Meeting Location: Internet utilizing Zoom platform.
Contact Brandon Smith, Planning Division at (559) 713-4636 or by email at brandon.smith@visalia.city to receive meeting invitation.

A G E N D A

1. Welcome

2. New applications

- a)** A mural application request from Downtown Visalians, for one mural proposed on the west-facing façade on the commercial building located at 101 E. Main Street.
- b)** A mural application request from Downtown Visalians, to renew the approval of one temporary mural originally approved by the City Council on January 6, 2020, located on the north-facing façade remaining from the fire-damaged structure located at 221 through 233 W. Main Street.

3. Panel and Staff Comments

4. Adjourn

About Murals and the Mural Panel...

The Mural Panel is a group of appointed individuals approved by the City Manager to review applications to place murals in public places prior to presentation to the City Council.

The Mural Panel is comprised of:

- one (1) representative from the Arts Consortium,
- one (1) representative from Arts Visalia, and
- one (1) representative appointed by the Mayor.

In all cases, the person appointed should have no involvement/conflict of interest with the mural under consideration.

For questions about this agenda or about murals in the City of Visalia, contact staff representative Brandon Smith by phone at (559) 713-4636 or by email at brandon.smith@visalia.city. More information can be found at the website:

http://www.visalia.city/depts/community_development/planning/mural_guidelines_and_application.asp

About this Meeting...

In compliance with the American Disabilities Act, if you need special assistance to participate in this meeting call (559) 713-4512 forty-eight (48) hours in advance of the meeting. For the hearing impaired, call (559) 713-4900 (TDD) twenty-four (24) hours in advance of the meeting to request signing services. For the visually impaired, if enlarged print or a Braille copy of materials is desired, please request in advance of the meeting and services will be provided as possible after the meeting.



Application No. _____

Date Received _____

IMPORTANT! PLEASE CAREFULLY READ THE MURAL GUIDELINES AND PROCEDURES BEFORE COMPLETING THIS APPLICATION.

You will be notified within thirty (30) days whether the application has been accepted. After filing a complete application for a mural, it will be referred to the Visalia Mural Panel for consideration and action. The time required to process a mural application will vary but will be a maximum of 90 days from application submittal.

This MURAL APPLICATION must be filled out completely and with full answers to every statement and question. This application must be signed by the individual or group proposing the mural, the artist and the owner(s) of the property on which the mural is to be installed.

APPLICANT:

Name of Applicant: Downtown Visalians Telephone: 559-732-7737
Address of Applicant: 120 S Church St Visalia, CA 93291 E-Mail Address: Steve@downtownvisalia.com
Mural site is located at: 101 E main st - East side of building on Court St.
Present zoning of property: Retail/commercial Present use of property: Pacific Western Bank

ARTIST:

Name of Mural Artist: Erik Gonzales Telephone: 1-408-515-8988
Address of Applicant: _____ E-Mail Address: erikgonzalez85@gmail.com

PROPERTY OWNER:

Name of Property Owner: Legacy Investments Telephone: 559-901-2622
Address of Property Owner: 11878 AVE 328 VISALIA E-Mail Address: JRS (S) SKranching.com

Mural Application

1) Mural Detail - Please explain the nature of the mural including its size and materials to be used:

The mural will be created with mural grade mixed media materials. Painted on Stucco on the property.

2) What is the purpose, meaning and/or significance of the proposed mural and why is it important to share with the community?

The mural was designed with the intention to build a sense of pride for the community, and provide a ~~public~~ public art piece for downtown guests to photograph. The mural is also intended to ~~beautify~~ beautify and welcome guests to the downtown area.

3) What is the timetable to commence and complete the subject mural?

Painting time of the mural will be scheduled upon approval within 20-30 days (possible sooner) from approved date. The mural will be completed within 7-10 days.

4) Please give a brief biography of the individual(s), group(s) or organization(s) that will install the mural along with the artistic credentials of the artist who prepared the mural design:

Erik Gonzalez has been painting professional murals throughout Central Valley for over 10 years, including City of Visalia. Erik is also the E.O. CEO of 'Urbanists' a public art curating organization producing projects throughout California. Urbanists was founded in Visalia and would be proud to participate.

5) Please explain who will be responsible for the murals maintenance:

A mural maintenance will be established. Urbanists will be contacted to repair any vandalized areas in the mural.

Mural Application

Please submit one, reproducible rendering (sketch or photo) of an elevation drawing, prepared to a 1:12 scale [1 "=1 ft.0"], with dimensions, accurately depicting the mural to be painted.

Please refer to the Mural Guidelines and Procedures for additional information on the approval process and requirements for installing a mural in the City of Visalia.

Mural Proposal Submitted by:

Downtown Visalians

Signed: 

Date: 2/1/21

STATE OF CALIFORNIA

COUNTY OF Tulare

CITY OF Visalia

WE, I, _____ being duly sworn, depose and say that (we are) (I am) the owner(s) of the property (site) involved in this application and that (we) (1) have been familiarized with the rules and regulations of the City of Visalia with respect to preparing and filing this application for a mural and that the foregoing statements and answers contained in this information on the attached materials thoroughly and completely to the best of (our) (my) ability present the arguments in behalf of the application herewith requested and that the statements and information above referred to are in all respects true and correct to the best of (our) (my) knowledge and belief.

Name of Owner(s): JR Shannon
Legacy Investment

Signed: 

Date: 2/1/21

Return Application to:

Brandon Smith, Senior Planner
Visalia Planning Division
315 E. Acequia Avenue, Visalia, CA 93291
Email: brandon.smith@visalia.city
Phone: (559) 713-4636

*Welcome to
Downtown*



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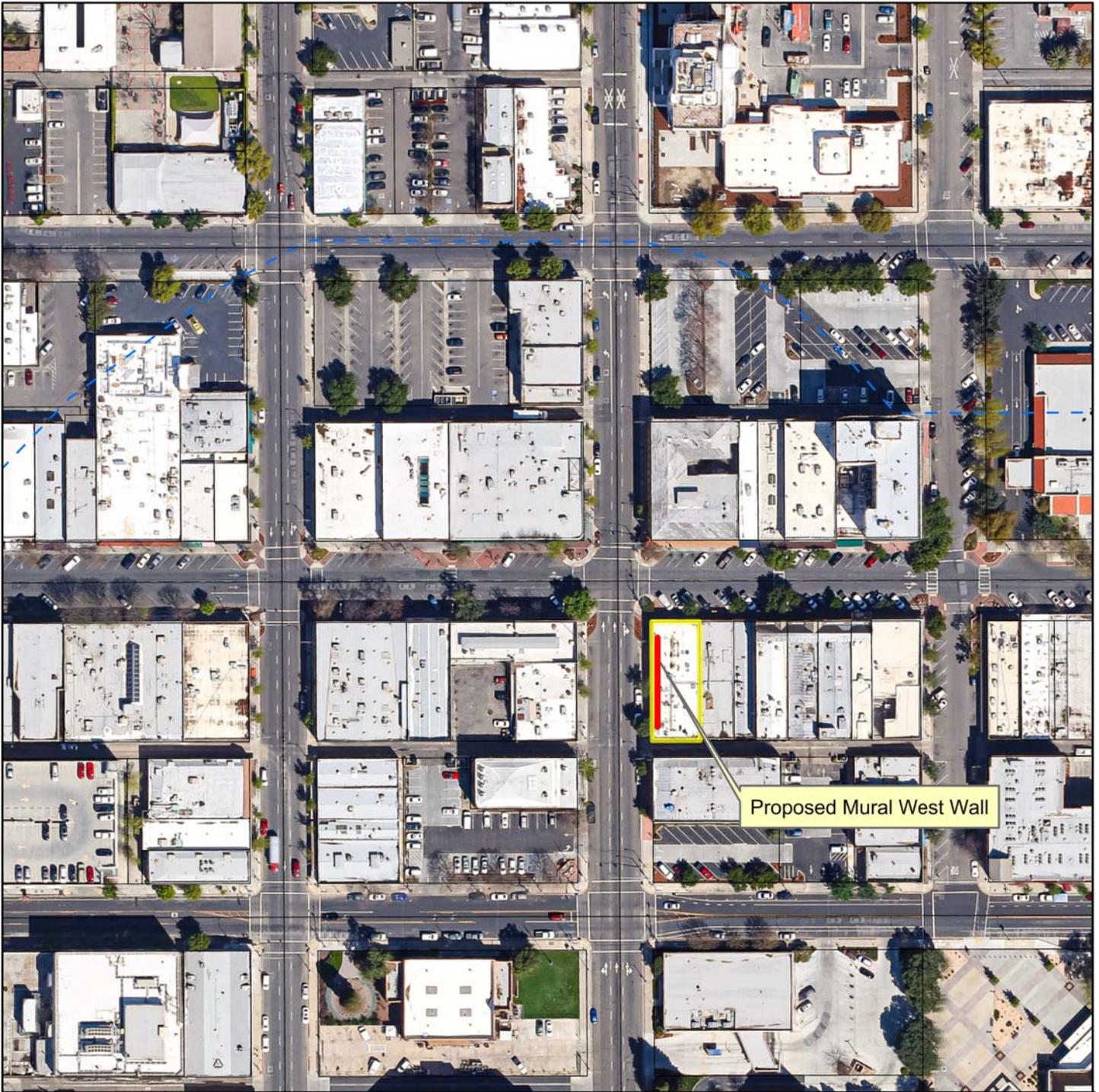
WELCOME TO
DOWNTOWN

VISALIA



Main & Court Mural

The project site is located on the west-facing façade of the commercial building located at 101 E. Main Street.



Proposed Mural West Wall



Vicinity Map

Location Map

0 100 200 400 600 Feet

- WATERWAYS
- RAILROADS
- CITY LIMITS
- PARCELS





Application No. _____

Date Received _____

IMPORTANT! PLEASE CAREFULLY READ THE MURAL GUIDELINES AND PROCEDURES BEFORE COMPLETING THIS APPLICATION.

You will be notified within thirty (30) days whether the application has been accepted. After filing a complete application for a mural, it will be referred to the Visalia Mural Panel for consideration and action. The time required to process a mural application will vary but will be a maximum of 90 days from application submittal.

This MURAL APPLICATION must be filled out completely and with full answers to every statement and question. This application must be signed by the individual or group proposing the mural, the artist and the owner(s) of the property on which the mural is to be installed.

APPLICANT:

Name of Applicant: Steve Nelsen Telephone: 559-732-7737

Address of Applicant: 120 S. Church St. Visalia 93291 E-Mail Address: steve@downtownvisalia.com

Mural site is located at: 221-233 W. Main St

Present zoning of property: Retail/Commercial Present use of property: vacant, bare land

ARTIST:

Name of Mural Artist: Erik Gonzales Telephone: 408-515-8988

Address of Applicant: _____ E-Mail Address: erikgonzales85@gmail.com

PROPERTY OWNER:

Name of Property Owner: Marc Dwelle Telephone: 559-284640

Address of Property Owner: _____ E-Mail Address: _____

Mural Application

1) Mural Detail - Please explain the nature of the mural including its size and materials to be used:

The mural will be created with mural grade mixed media materials. Painted on wood panels currently blocking the property previously damaged by fire.

2) What is the purpose, meaning and/or significance of the proposed mural and why is it important to share with the community?

The mural was designed with the intention to build a sense of pride for the community of Visalia and provide a public art piece for downtown guests to photograph. The mural is also intended to beautify and bring hope to the space and people affected by the fire.

3) What is the timetable to commence and complete the subject mural?

Painting time of the mural will be scheduled upon approval within 20-30 days (possibly sooner) from approved date. The mural will be completed within 2 days.

4) Please give a brief biography of the individual(s), group(s) or organization(s) that will install the mural along with the artistic credentials of the artist who prepared the mural design:

Erik Gonzalez has been painting professional murals throughout Central valley for over 10 years, including city of Visalia. Erik is also the E.D./CEO of Urbanists, a public art curating organization precluding projects throughout Calif. Urbanists was founded in Visalia and would be proud to participate.

5) Please explain who will be responsible for the murals maintenance:

A mural maintenance will be established. Urbanist will be contracted to Repair any vandalized areas in the mural.

Mural Application

Please submit one, reproducible rendering (sketch or photo) of an elevation drawing, prepared to a 1:12 scale [1"=1 ft.0"], with dimensions, accurately depicting the mural to be painted.

Please refer to the Mural Guidelines and Procedures for additional information on the approval process and requirements for installing a mural in the City of Visalia.

Mural Proposal Submitted by:

Steve Nelson

Signed: Steve Nelson

Date: 2/17/21

STATE OF CALIFORNIA

COUNTY OF Tulare

CITY OF Visalia

WE, I, _____ being duly sworn, depose and say that (we are) (I am) the owner(s) of the property (site) involved in this application and that (we) (I) have been familiarized with the rules and regulations of the City of Visalia with respect to preparing and filing this application for a mural and that the foregoing statements and answers contained in this information on the attached materials thoroughly and completely to the best of (our) (my) ability present the arguments in behalf of the application herewith requested and that the statements and information above referred to are in all respects true and correct to the best of (our) (my) knowledge and belief.

Name of Owner(s): Marc Dwelle

Signed: [Signature]

Date: 2/17/21

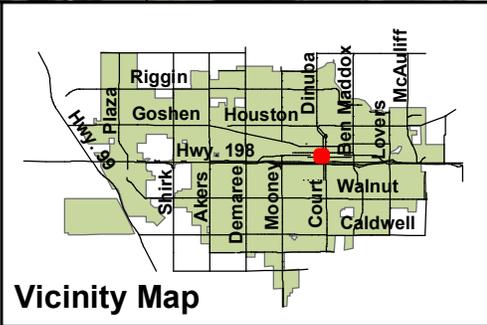
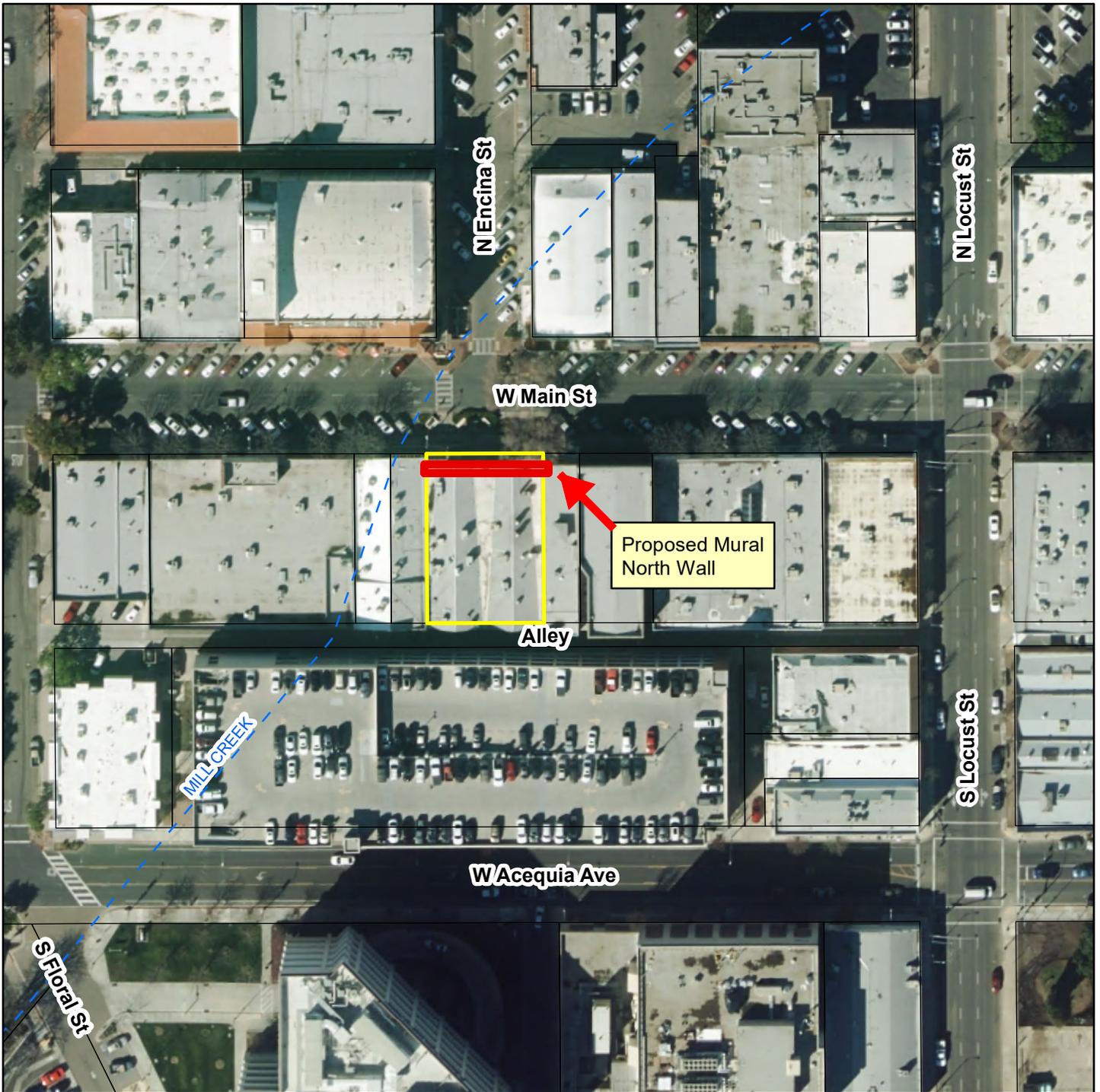
Return Application to:

Brandon Smith, Senior Planner
Visalia Planning Division
315 E. Acequia Avenue, Visalia, CA 93291
Email: brandon.smith@visalia.city
Phone: (559) 713-4636

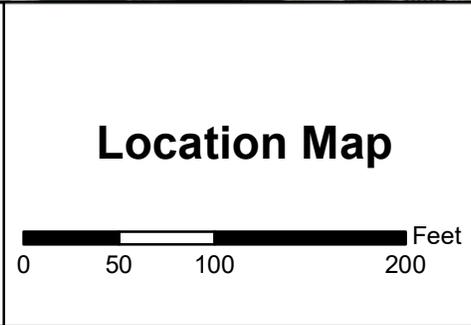


Main & Encina Temporary Mural

The project site is located at the north-facing façade remaining from the fire-damaged structure located at 221 through 233 W. Main Street.



Vicinity Map



Location Map

