



# Santa Clara Valley Water District

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**File No.:** 22-0490

**Agenda Date:** 5/10/2022

**Item No.:** \*2.6.

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## BOARD AGENDA MEMORANDUM

### **SUBJECT:**

Review and Approve Pilot Mural Art Project design for Blossom Hill Annex Building.

\*PREVIOUSLY LISTED AS ITEM 8.1

### **RECOMMENDATION:**

- A. Review and approve the artwork design for the Pilot Mural Art Project for the Blossom Hill Annex Building, 1020 Blossom Hill Road, San Jose; and
- B. Review and approve a Youth Commission signature in the Pilot Mural Art Project design to commemorate the 2021-2022 Youth Commissioners.

### **SUMMARY:**

The Youth Commission's Public Art Working Group has worked with local artist/muralist Paul J. Gonzalez to develop a mural artwork design that meets this Board's previously approved design criteria. The design was developed using initial ideas from the Youth Commission, Santa Clara Valley Water District (Valley Water) staff and the local artist.

In alignment with the approved design criteria, the artwork design incorporates the following elements:

- the Valley Water logo is incorporated and showcased on a water tank;
- timeless and visually pleasing imagery of nature, water infrastructure, water-efficient actions, Valley Water professions, and the community;
- many aspects of Valley Water's mission are shown, including an earthen reservoir and dam, water pipelines, water tank, snowy mountain ranges, native plants and animals, diverse Valley Water professionals, a diverse community, and water-efficient actions;
- the Valley Water professionals and community members shown in the design reflect the diversity of Santa Clara County and incorporate a wide range of age, gender, and ethnicity/race. The concept of diversity is also symbolized by the rainbow image;
- showcase of Valley Water's technology and innovation illustrated through a modernized imported water pipe and a recycled water (purple) pipe;
- the design reflects the characteristics of the surrounding native habitat of the Blossom Hill Annex location, which is next to Guadalupe River.

The Santa Clara Valley Water District Youth Commission attempted to meet, via special meeting, on April 13, 2022 and April 15, 2022; however, neither meeting obtained a quorum, so no official action was taken on the design and signature by the Youth Commission. Nonetheless, during the April 15 meeting, those Youth Commissioners in attendance provided their own feedback on the design, which staff and the artist incorporated into the final design, shown in Attachment 1.

To commemorate the Youth Commissioners who worked on the Pilot Mural Art Project in 2021-2022, a signature could be included in the corner of the design. An example is: "Youth Commission 2021-2022." A similar signature was incorporated into the Youth Commission's prior Pilot Adopt-A-Bench Project artwork. Staff will work with the Commissioners and artist/muralist to develop the signature and incorporate it into the final artwork design.

### ***Background***

Valley Water's Public Art Program works in collaboration with community stewards and local artists to beautify and repurpose Valley Water infrastructure through expressive artwork. After successfully working with the Youth Commission to implement the Pilot Adopt-A-Bench Project which revitalized seven benches throughout Santa Clara County with artwork, the Pilot Mural Art Project is the commission's next Public Art Project.

On April 27, 2021, the Board of Directors (Board) approved the Youth Commission's recommendation to participate in the Pilot Mural Art Project to paint a mural at the Blossom Hill Annex building at 1020 Blossom Hill Road, San Jose, CA.

On June 22, 2021, the Board approved the Youth Commission's recommended design criteria for the Pilot Mural Art Project. The approved design criteria require that the artwork:

1. Include Valley Water's logo;
2. Have an expected life and relevancy of 15-25 years; and
3. Include style, theme and imagery that are in accordance with Board Governance Policy E-1, are related to Valley Water's mission and include an interactive element.

### **Board Governance Policy E-1:**

As standard practice, all work products shall be visually pleasing, sustainable, cost-effective, culturally appropriate, equitable across all communities and reflect the characteristics of the surrounding urban setting and natural habitat using appropriate materials, colors, shapes, art works, vegetation, and surface treatments. This includes the naming of facilities in a manner that is respectful of all diverse communities.

### **ENVIRONMENTAL JUSTICE IMPACT:**

There are no Environmental Justice impacts associated with this item.

### **FINANCIAL IMPACT:**

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Staff estimates a \$25,000 expenditure associated with approval of this item which includes project planning, design time, rendering of the mural, supplies and materials. Funding for this item is included in the FY22 budget under project 26061020 and 60171002.

**CEQA:**

This project is exempt from CEQA Guidelines Section §153001, existing facilities. The Project would result in a minor alteration to the existing Valley Water Blossom Hill Annex facility. The Project would consist of painting a Valley Water-themed mural and would not result in any adverse impacts to the environment. No exceptions to the use of a Categorical Exemption under CEQA Guidelines §15300.02 would apply.

**ATTACHMENTS:**

Attachment 1: Pilot Mural Art Project Design

**UNCLASSIFIED MANAGER:**

Marta Lugo, 408-630-2237