



## CITY OF MARTINEZ

## CITY COUNCIL AGENDA April 20, 2011

**TO:** Mayor and City Council  
**FROM:** Mitch Austin, Recreation Manager  
**SUBJECT:** Main Street Plaza Mural  
**DATE:** April 12, 2011

### **RECOMMENDATION:**

Adopt resolution authorizing the placement of the proposed mural design/improvements in the Main Street Plaza and providing mural funding in the amount of \$7,200.

### **BACKGROUND:**

Main Street Martinez recently developed a proposal for a mural shown in **Exhibit A** to be placed on the Main Street Plaza wall area facing Main Street. The design was created pro-bono by Mario Alfaro. The PRMCC reviewed the mural in the fall and approved the recreated design at their February meeting with some minor changes.

There are funds earmarked from a previous budget allocation for improvements to the Main Street plaza. The requested funding will go toward: (1) the painting of the mural estimated at \$7,200; (2) labor and supplies needed to remove the plants in front of the existing wall; and, (3) cement in the exposed area leaving a tree well for the small tree to remain. Further, two benches will be added to create a small public space for people to enjoy the mural.

The City asked Main Street Martinez to support the effort by finding sponsors or providing funding for the new benches. These benches would be the same type of benches as the ones recently installed on Marina Vista Avenue. It is being recommended the tree be preserved to provide some shade for people sitting on the bench. Main Street Martinez has agreed to help fund the two new benches. These benches would be installed facing one another as to limit the impact of viewing the mural.

The wall at the main street plaza (shown in **Exhibit B**) has been a source of concern because of its stark appearance. The planter area in front of the wall was an attempt to disguise the Spartan like nature of the wall. There were plans at one point to remove the wall all together. The installation of the mural would no longer necessitate the need for the plants. Keeping the plants would obscure the work of the mural.

The plaza is a central focal point for events in Martinez and is ground zero for a number of Main Street and City events. The proposed mural reflects the City's rich heritage with images of Joe DiMaggio, John Muir, Alhambra Water Company, John Muir House and other images. The design and artwork are professional grade and were done pro-bono by Mario and Yvette Alfaro, at a \$2,000 value. A summary of gallery display by the artist is included in **Exhibit C**.

The artist would prepare the wall prior to adding the paint. The preparation of the paint to be used is absorbed within the concrete with a technique that has proven to be long lasting. The elements may fade over time (15 yrs) give the exposure of natural elements (sun, rain, cracked cement, etc.), but the painting itself can be easily repaired. The artist is willing to commit to any repairs that may be needed over time. Also a special varnish will be applied at the final stage painting which allows for cleanup of graffiti should this occur. The City has had a good track record for public art projects withstanding exposure to the general public without significant incidents of graffiti.

Main Street would be commissioning the work on the mural and managing the installation of the mural. All actions with the mural installation and timing would be coordinated with the City. The City is being asked to provide the stipend to Main Street so they can pay for the installation of the mural.

**FISCAL IMPACT:**

City staff time to remove plants, materials cost of approximately \$1,000 to pour concrete and mural installation cost of \$7,200. These costs are already included in this year's budget.

**ACTION:**

Adopt resolution authorizing the placement of the proposed mural design/ improvements in the Main Street Plaza in an amount not to exceed \$7,200.

Attachments:

Resolution to approve mural placement and funding

Exhibit A- Mural Design

Exhibit B- Location of Mural

Exhibit C- Artist and Mural Information



**APPROVED BY:** City Manager

RESOLUTION NO. -11

ADOPT RESOLUTION AUTHORIZING FUNDING FOR THE PLACEMENT OF THE  
PROPOSED MURAL DESIGN/IMPROVEMENTS IN THE MAIN STREET PLAZA  
AND MURAL FUNDING REQUEST NOT TO EXCEED \$7,200  
MADE BY MAIN STREET MARTINEZ

**WHEREAS**, at the Main Street Martinez works collaboratively with the City to enhance the community; and

**WHEREAS**, the Main Street Plaza wall is a focal point of the plaza and has been an aesthetic concern; and

**WHEREAS**, Main Street Martinez has taken up the cause of this area and secured a vibrant and relevant design; and

**WHEREAS**, the Parks Recreation Marina Cultural Commission have reviewed the design elements and mural extensively and recommend the design shown in Exhibit A and associated plaza changes; and

**WHEREAS**, Main Street Martinez is willing to partner in the effort by commissioning the artist and securing funding for two benches; and

**WHEREAS**, the partnership of the City and Main Street Martinez will help enhance a vital community space making it a focal point for the Main Street Plaza; and

**NOW, THEREFORE, BE IT RESOLVED** that the City Council adopts a resolution authorizing the placement of the proposed mural, associated improvements, and the funding request not to exceed \$7,200 made by Main Street Martinez.

\* \* \* \* \*

**I HEREBY CERTIFY** that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 20<sup>th</sup> day of April, 2011, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK  
CITY OF MARTINEZ



Exhibit A

Exhibit B



**Mural/Sign Experience/Resume**

Mario Alfaro's past experience includes, 17 years of working for a Central American based company called, TACA Transportes Aerios, Centroamericas. As an employee of this company he was responsible for installing/painting custom murals prior to the usage of computer graphics. Through this company, projects were made throughout the following countries:

El Salvador, Costa Rica, Nicaragua, Panama, Honduras, Peru, Mexico, Miami Florida. Under TACA Transportes Aerios, some of the companies he was sent to make murals for include:

Vallas Espectaculareo De America  
Ea Vallas Publiktarias  
Publigrfico  
Arte Commercial.

Murals for indoor/outdoor display and sizes ranged. Large murals 36ft. x 40ft. were displayed at the following Stadium's:

- Estuadio Cuscatlan - De El Salvador
- Estadio Mateo Flores Oe Guatemala.

**Mural Specifications:**

Estimated time to complete mural, minimum of 30 days if elements allow.

Process description:

- 1) Sand and remove cement sealing.
- 2) Prepare to waterproof walls.
- 3) Apply adhesive, protective primer.
- 4) Install overhead protective cover for mural to remain until project is finished.
- 5) Begin sketch & painting.

Note: We are not using commercial paints, but a time proven custom technique that Mario has learned from past experience which allows for longer lasting brighter colors.

- 6) Apply Sealant 1/16" with a brush, not spray. This will protect the mural from elements as well as damaging painting under sealant from Graffiti, etc.

**Graffiti**

Should graffiti/Natural disaster occur to mural that has damaged the original painting underneath sealant we will repair at an hourly rate of \$30.

**Tile**

If painting image are to be used to be placed on tile, copyright usage will be \$2500. (Not including tiles or installation)

**Payment Schedule**

50% deposit for materials/labor. 50% remaining due upon completion

**Additional Elements**

To add historical symbolic figures (river, beaver) can be added to the pre-existing mural for an additional \$1000.

Cost for Mural \$6200 (including cost for additional images)

Thank you,

Yvette Tipton (510) 695-1153, Mario Alfaro (510) 688-4957

Marioi Alfaro past art experience include the following Art Galleries:

**2005 - 2010 USA**

Aspect Gallery - San Francisco, California  
Driftwood Salon - San Francisco, California  
Code Brew - Brentwood, California  
Arron Brothers Art - Celebration of Art, Pinole, California  
Tipton Arts Studio- Display - Martinez, California  
Riverfront Art Gallery, Juried Show - Petaluma, California  
Alameda Art Association, Group Exhibitions - Alameda, California  
Shadelands Antique Show, Display - Walnut Creek, California  
4th Street Studio, Group Exhibitions - Berkeley, California

**2004**

Galeria Encantada - New York

**1991- 2003 Central America**

Casa De La Cultura - De Juayua, El Salvador  
Patronato Pro Patrimonio Cultural - El Salvador  
Galeria Espacio, - San Salvador, El Salvador  
Galeria Nacional De Arte -Nicaragua  
Quinto Palmares Diplomat - El Salvador  
Galeria De Arte Moderno - Costa Rica  
Segunda Viena De Pintura Joven - Panama