



KSPG PUBLIC ART MURAL

SCOPE OF WORK



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CREATIVE CONSULTING



KSPG PUBLIC ART MURAL

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THANK YOU.



ARTIST'S INTENT

I am a local artist with a passion to beautify my hometown, support local business, and provide welcoming and safe spaces for the people who live and visit here.

The Keller Street Parking Garage is an asset to business owners and a convenience to patrons, yet it's constantly threatened by vandalism. Even when painting crews come in to paint over the "tagging", the color variation leaves an indelible scar on the building's facade. The crews just can't seem to get there fast enough as there is always inappropriate graffiti. Unsightly vandalism and tagging rob the local area of both aesthetics and a sense of safety. Citizens, business owners, and visitors do not feel safe in such a space that shows signs of abandonment and lack of supervision.

I am proposing a mural concept with a recommended and preferred location of Telephone Alley. The concept of the mural represents an abstract landscape of California. The backdrop colors suggest a sunset that glows over the rolling hills inspired by Sonoma Country and my hometown of Petaluma. Influences of nature and other native element were incorporated into the design.

The benefit of creating murals is multifold. It weaves Petaluma culture and history through local spaces for all to enjoy, it creates a welcoming atmosphere for residents and visitors, and it hides the unceasing, unsightly marks of street vandalism. Taggers are less likely to paint on a mural created by a local, respected artist than they are to claim a blank, unowned wall, prime for the taking.



CONCEPT 1

ABSTRACT LANDSCAPE

CONCEPT 1 EXPLORE



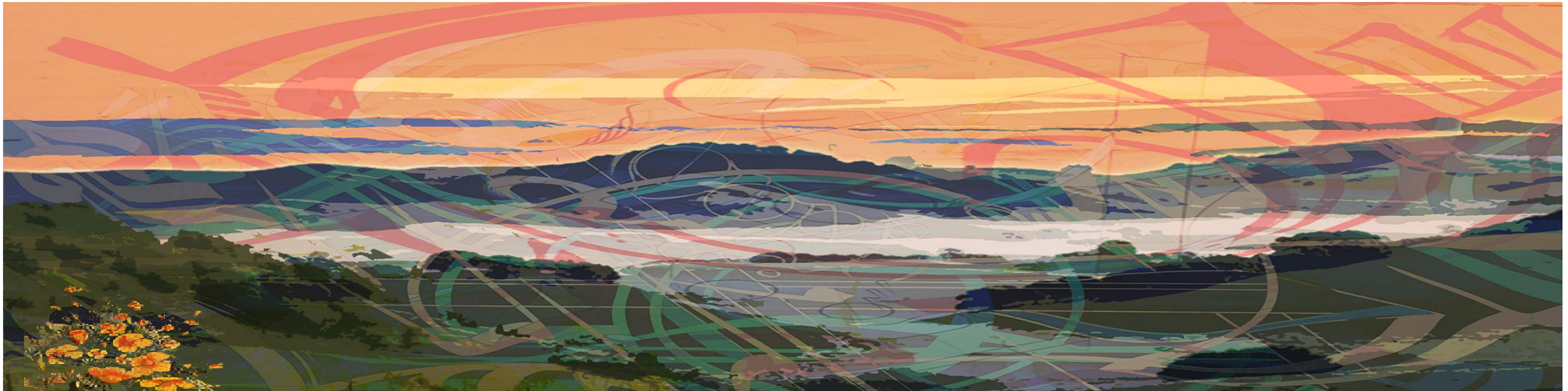
ABSTRACT LANDSCAPE OF PETALUMA + SONOMA COUNTY

ABSTRACT DESIGN ELEMENTS INFLUENCED BY THE ICONIC
LANDSCAPE AND THE ESSENCE OF PETALUMA

ROLLING HILLS
SUNSET COLORS
SOFTER COLOR PALETTE



MURAL CONCEPT 1



PLEASE NOTE* THIS IS A DIGITAL RENDERING ONLY AND ACTUAL MURAL MAY SLIGHTLY VARY



PROPOSED SPACES

TELEPHONE ALLEY

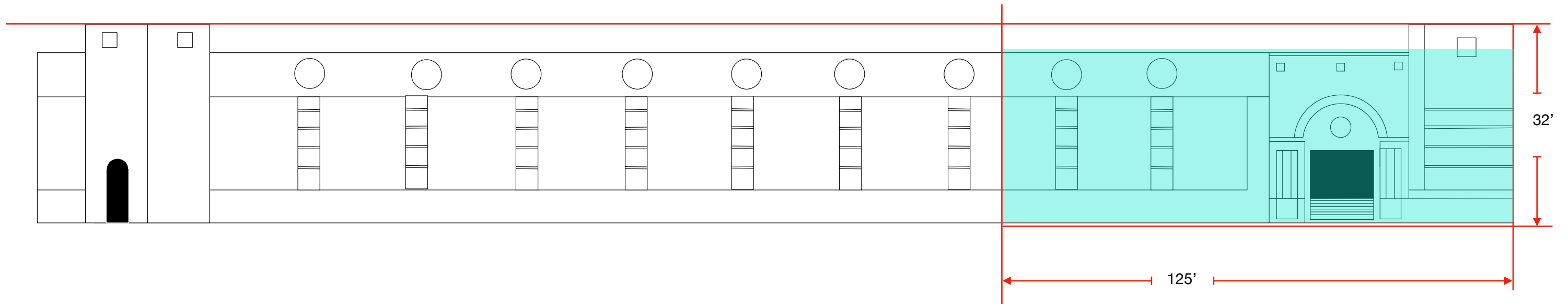
BACK OF KELLER STREET PARKING GARAGE



PROPOSED SPACE

GOLDEN CONCOURSE

TELEPHONE ALLEY (NORTHERN SIDE) BACK OF KELLER STREET PARKING GARAGE



MEASUREMENTS ARE APPROXIMATE



TELEPHONE ALLEY - NORTHERN SIDE OF ALLEY AT WESTERN AVE



- THE MURAL WILL EXTEND TO THE TOP OF THE PARKING GARAGE WALL AND COVER APPROXIMATELY 1/3 OF THE ALLEY WALL



ADDITIONAL VIEWS



ALLEY VIEW



KENTUCKY STREET VIEW

PLEASE NOTE THIS IS A CONCEPT RENDERING AND ACTUAL COLORS AND DESIGN WILL SLIGHTLY VARY

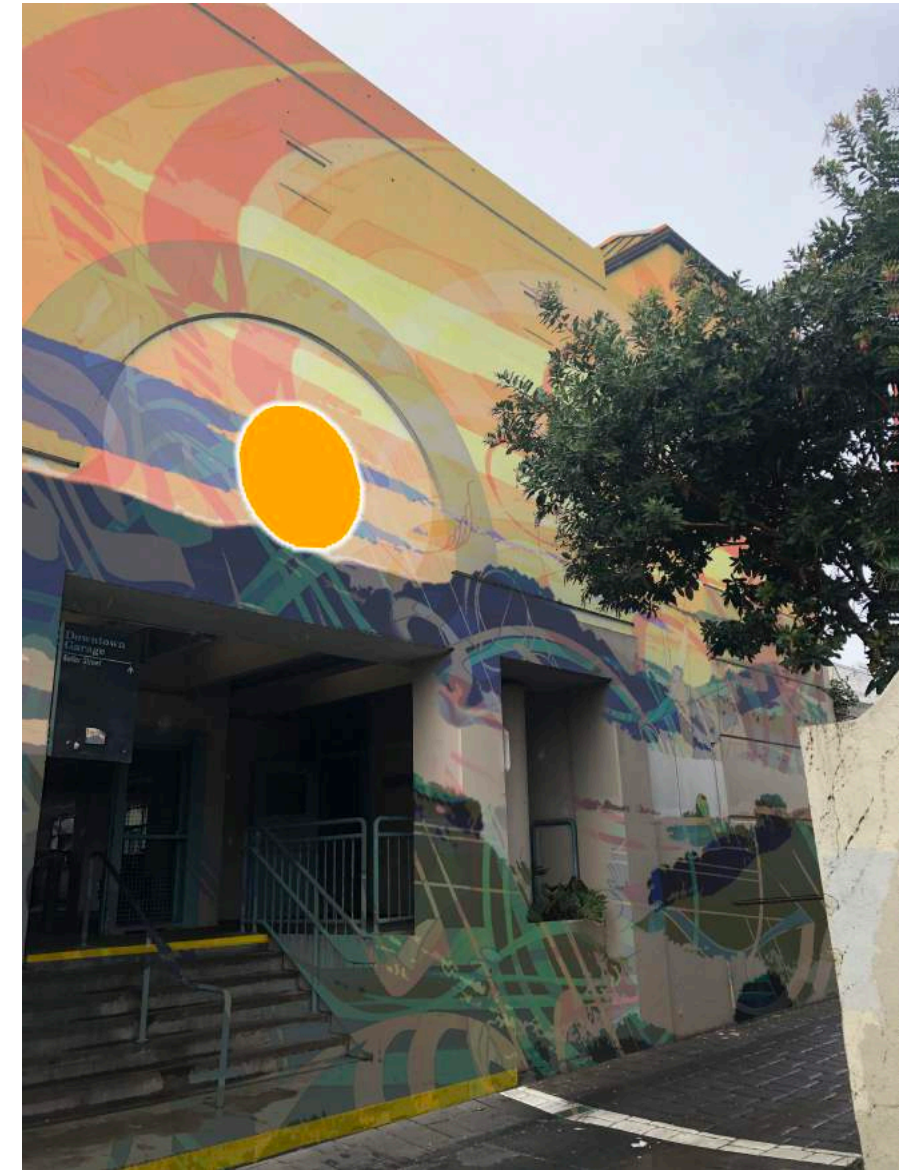
MURAL LOCATION 2 - VARIATIONS



V1 - SOFT PALETTE



V2 - BRIGHTER + RICHER COLORS



V3

PLEASE NOTE THIS IS A CONCEPT RENDERING AND ACTUAL COLORS AND DESIGN WILL SLIGHTLY VARY



PAC BUDGET AWARDED **\$25,000** - MURAL PRODUCTION COST

PROJECT BUDGETING

MURAL PRICING IS BASED ON THE TOTAL SQUARE FOOTAGE + THE COMPLEXITY OF FINALIZED DESIGN.

THIS PROJECT IS APPROXIMATELY: 32' X 125' = 4000 + **SQ FT. + DESIGNED AND PRODUCED WITH HIGH DETAIL LEVEL RATE**

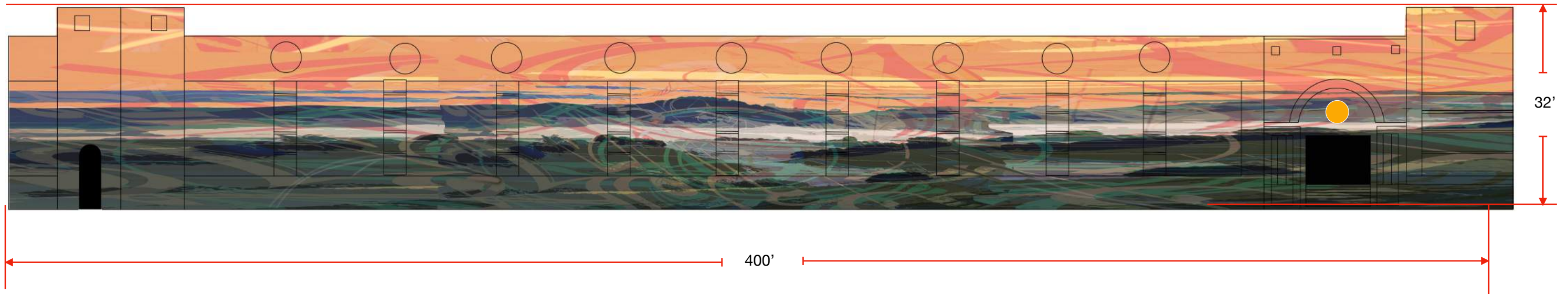
INCLUDES:

- CONCEPT AND DESIGN
- SITE PREP
- ALL LABOR
- ALL PAINTS & MATERIALS
- EQUIPMENT
- INSURANCE + ADDITIONAL INSURED

50% PROJECT DEPOSIT REQUIRED PRIOR TO START OF PRODUCTION

COMPLETE DATE - **TBD**

IDEALLY, OVER TIME HOPE AND INTENTION TO PAINT THE ENTIRE TELEPHONE ALLEY
(BACK OF KELLER STREET PARKING GARAGE)





THANK YOU

LOOKING FORWARD TO YOUR FEEDBACK

