

5th Avenue Underpass Mural Project

Healthy Community Murals



Colectivo Cultural de NFO
Culture Collective of NFO



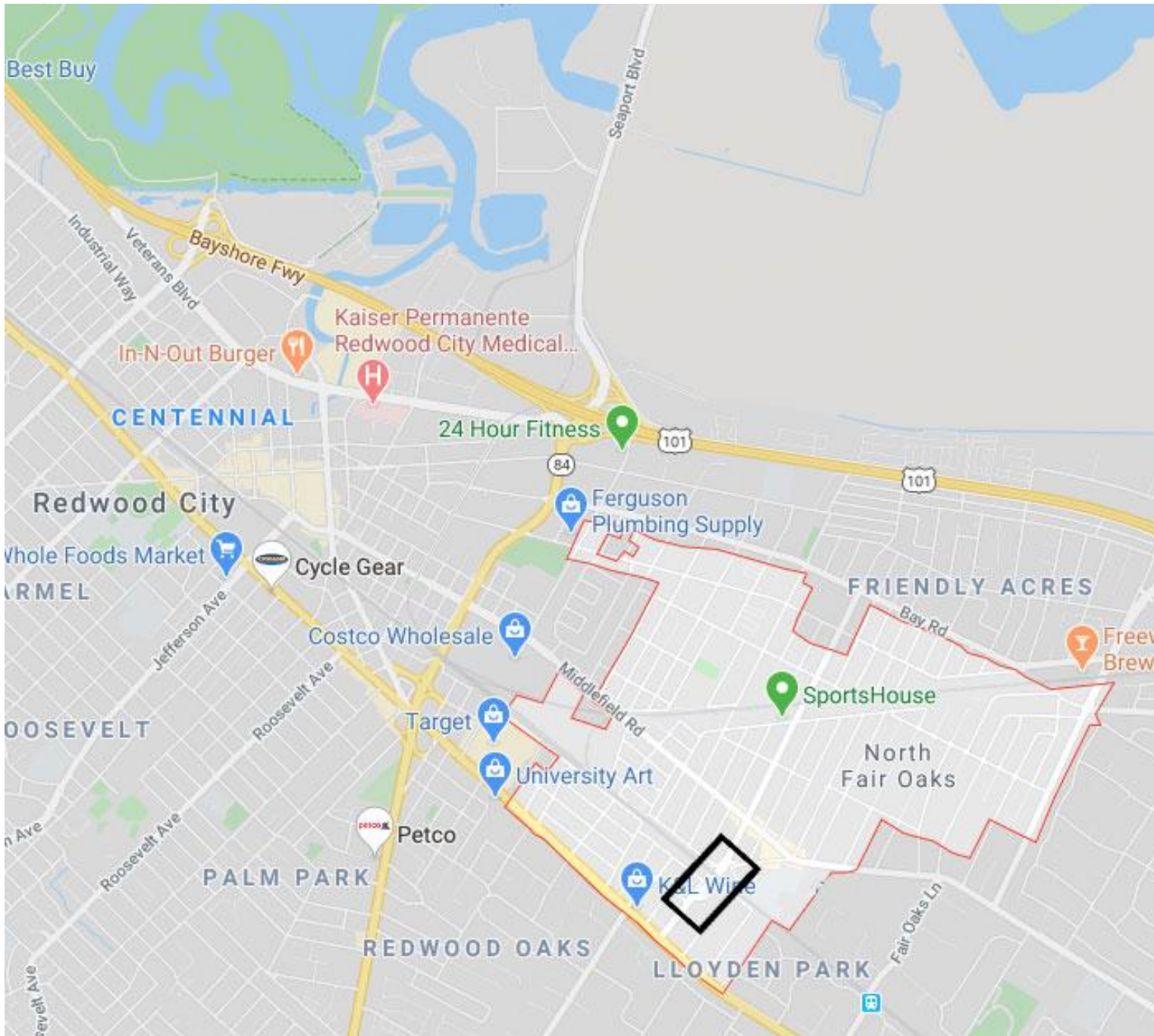
San Mateo County
Office of Arts & Culture

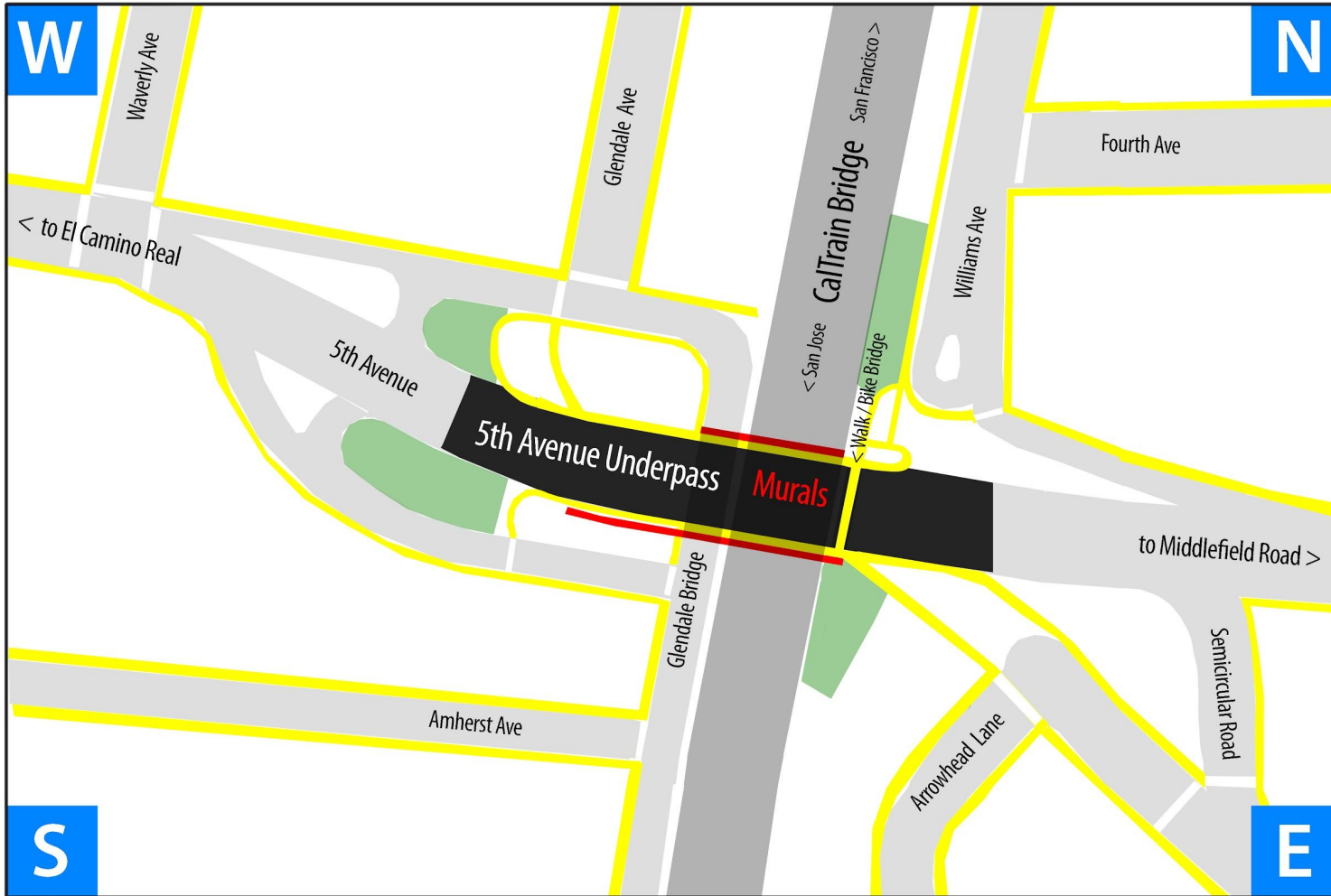
5th Avenue Underpass Mural Project

Healthy Community Murals



- Community inspired murals under the 5th Avenue bridge on 19 existing panels.
- The mural concept *Healthy Community* was developed in 2017.





North Fair Oaks Beautification Project

- Phase 1: Landscaping the center divide and sides of the 5th Avenue roadway **Completed 2021**
- Phase 2: 5th Avenue Underpass Murals
- Phase 3: Micro parks with community gathering areas and public art

*“I would like this project to be
the gateway to North Fair Oaks
and a destination for art”*

Mike Callagy, 2017

Healthy Community Mural Topics:

One topic for each of 19 mural panels

- Promote preventative health practice and community safety
- Eat healthy and exercise
- Be kind and develop compassion
- Cultivate family
- Participate in your community
- Advocate for housing and equitable labor practices
- Love to learn
- Recycle and reuse
- Advocate for social justice
- Support local businesses
- Visit parks and enjoy nature
- Create opportunities for self empowerment
- Encourage walking, biking & public transportation
- Cultivate creativity & enjoy the arts (music, dance, theater)
- Start a garden
- Share your story
- Create intergenerational partnerships
- Promote youth participation
- Respect ecosystems
- Embrace diversity

Community Benefits of Mural Project:

This project will:

- Unite a community divided by the Caltrain Tracks.
- The upgraded corridor will encourage neighborhood cross-fertilization.
- Encourage walking & biking to the transportation corridors of Middlefield Road and El Camino Real.
- Serve as a gateway to downtown North Fair Oaks.
- Beautify the area by reducing litter and graffiti.
- Increase safety by reducing the perception that this corridor is unmaintained and scary.
- Engage and educate the NFO community on issues important to health and well-being.
- Provide pride and a sense of ownership to the community.
- Encourage recreation and healthier habits.

Community Involvement:

Community participation is key to this project.

How to Contribute

- Join the 5th Ave Underpass Mural Project Committee
- Attend one of our upcoming workshops
- Volunteer time
- Donate funds to support the project

Community Workshops or Convivios

These workshops will bring together our community to develop ideas for each of the 19 mural topics. Our ideas and sketches will be shared with the selected mural artist for inspiration. The muralist will then develop the 19 picture narratives based on the ideas that “we as a community” generate.

Workshops 1 & 2

- Small group workshops at schools, libraries, churches, organizations and neighborhoods.
- The workshops are sequential. Each workshop takes about 30 minutes.
- The two workshops can be scheduled as a single 1 hour activity.

Workshop 3

- Large group workshop at the Fair Oaks Community Center with live broadcast on the internet.
- Two pre-selected mural artists will present their mural design proposals.
- One artist will be selected to advance their proposal.

Workshop 4

- Large group workshop at the Fair Oaks Community Center with live broadcast on the internet.
- One artist will present their finished mural designs for feedback.

Workshop 1: Idea Development

At this workshop, you will learn how to generate ideas using brainstorming techniques.

List Making

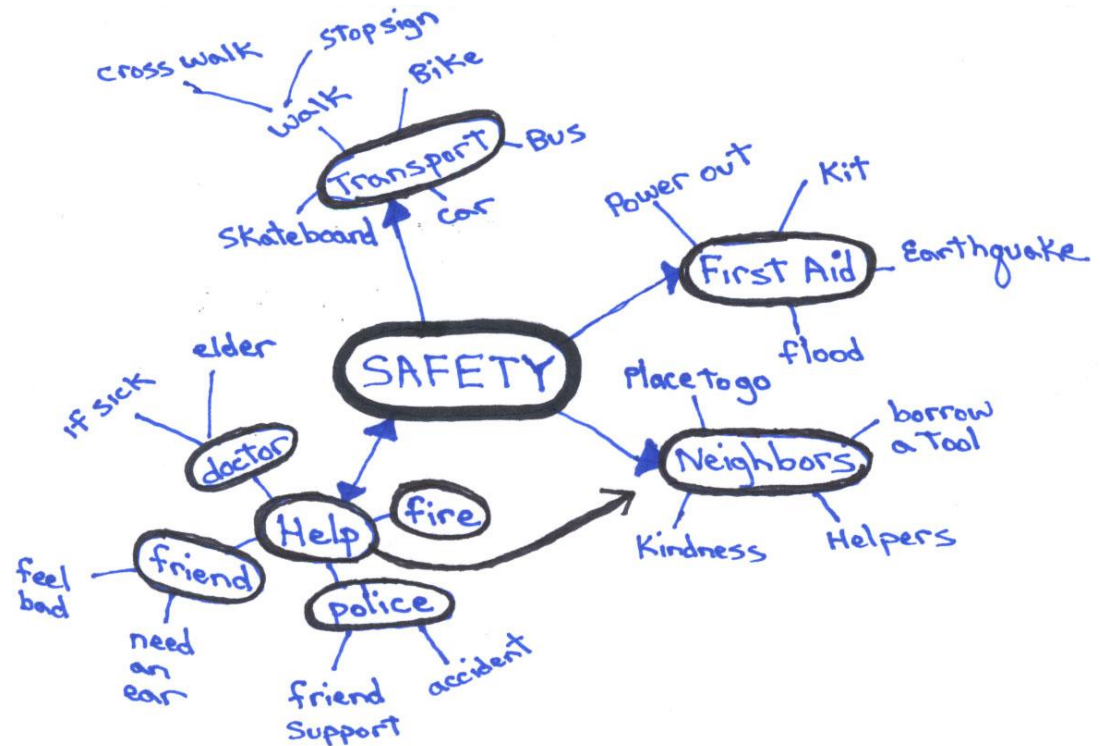
TOPIC

Think Safety in the Community

COMMUNITY STRATEGY

- Know your neighbors and look out for each other
- Understand Basic first-aid
- assemble an earthquake preparedness kit
- Know who to call for help
- form neighborhood associations
- drive respectfully for the safety of pedestrians and bicyclists
- be aware of your surroundings

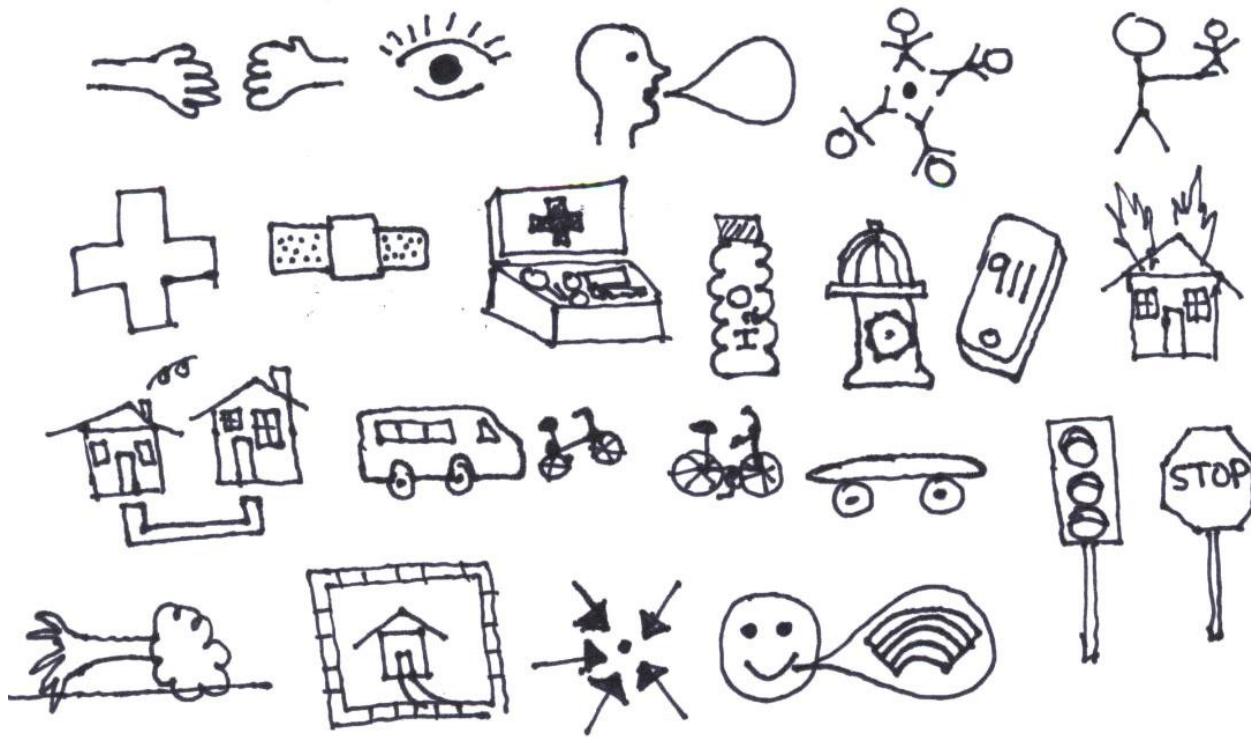
Mind Mapping



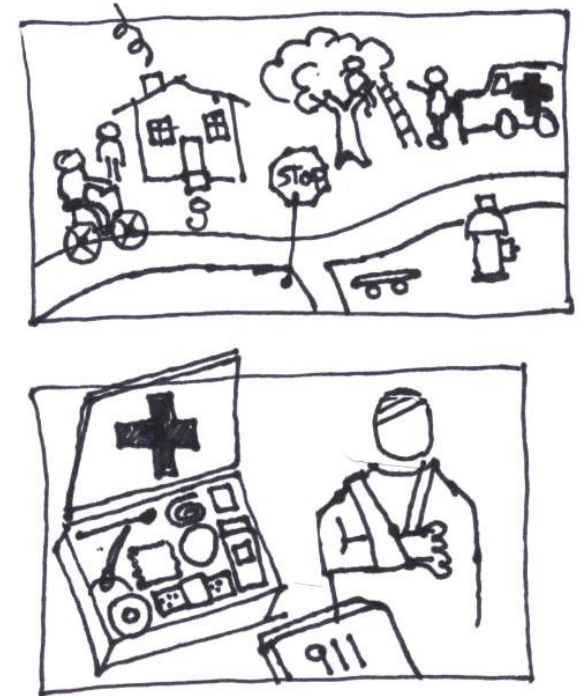
Workshop 2: Visual Brainstorming

At this workshop, you will learn how to sketch ideas for telling visual stories.

Visual Brainstorming Sketching



Mural Panel Sketching



Additional Information:

Artist Selection

RFQ Request for Qualifications

RFP Request for Proposals

Open “Call for Artists”.

From RFQ, select two artists to submit proposals.

One artist will be selected from public input at Workshop 3.

Underpass Murals Budget

\$80,000

Healthy Community Coloring Book

An independent project in the early development stage

Contact

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Co-Chair, 5th Ave Underpass Mural Project

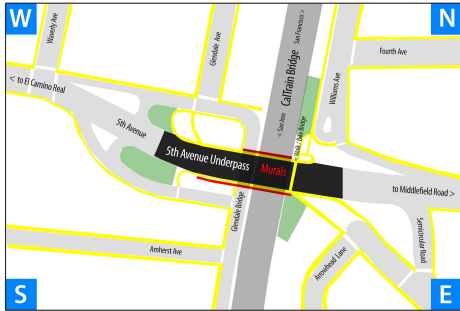
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Looking Ahead

Ideas for Phase 3 of the *North Fair Oaks Beautification Project* include:

- Micro parks with artist inspired benches and public art
- Decorated bridge
- Temporary community murals on upper levels

Possible name: *Paseo Artístico / Art Park*



THANK YOU

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