



**To:** North Fair Oaks Community Council  
**From:** North Fair Oaks Public Art Workgroup via Ellie Dallman  
**Date:** November 13, 2015  
**Re:** Utility Box Mural Project – Fifth Avenue and Waverly Avenue

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Recommendation:

Approve the recommendation from the North Fair Oaks Public Art Workgroup for the mural design on the County-owned utility box located at the intersection of Fifth Avenue and Waverly Avenue.

Background:

The North Fair Oaks Community Plan envisions a vibrant, safe and healthy community that includes public art highlighting the local history and cultural background of the community. A Call for Artists was released on September 28, 2015 inviting local San Mateo County artists to submit mural designs for the County owned utility box located at Fifth Avenue and Waverly Avenue. Installation of the art will be completed by February 2016, and a \$500 stipend will be awarded for completion of the box.

Discussion:

The selected artist, a past resident of North Fair Oaks, has extensive art experience including creating designs for Hallmark Cards, Electronic Arts and KFOG event billboards. The Public Art Workgroup considered the designs based on the following criteria:

- Artistic excellence, innovation and originality
- Experience to complete the project within the required time frame
- Incorporation of local youth and student artists
- Preference will be given to artists who live or work in North Fair Oaks

Based on the majority vote of the Public Art Workgroup, the design on page three was recommended for the utility box located at the intersection of Fifth Avenue and Waverly Avenue. This design was chosen based on the originality of the design, celebration of uniqueness and diversity as well as extensive experience of the artist. The artist's statement of interest in addition to examples of past work are included on pages four and five.



Fiscal Impact:

An amount of \$500 from Measure A funds were allocated for the utility box mural project in North Fair Oaks. The funds are available in the 2015/2016 budget and will be encumbered for the following fiscal year. The cost for each box covers the artists' time as well as all material costs.

Utility Box Location	Cost
Fifth Avenue and Waverly Avenue	\$500
<b>Project Total:</b>	<b>\$500</b>

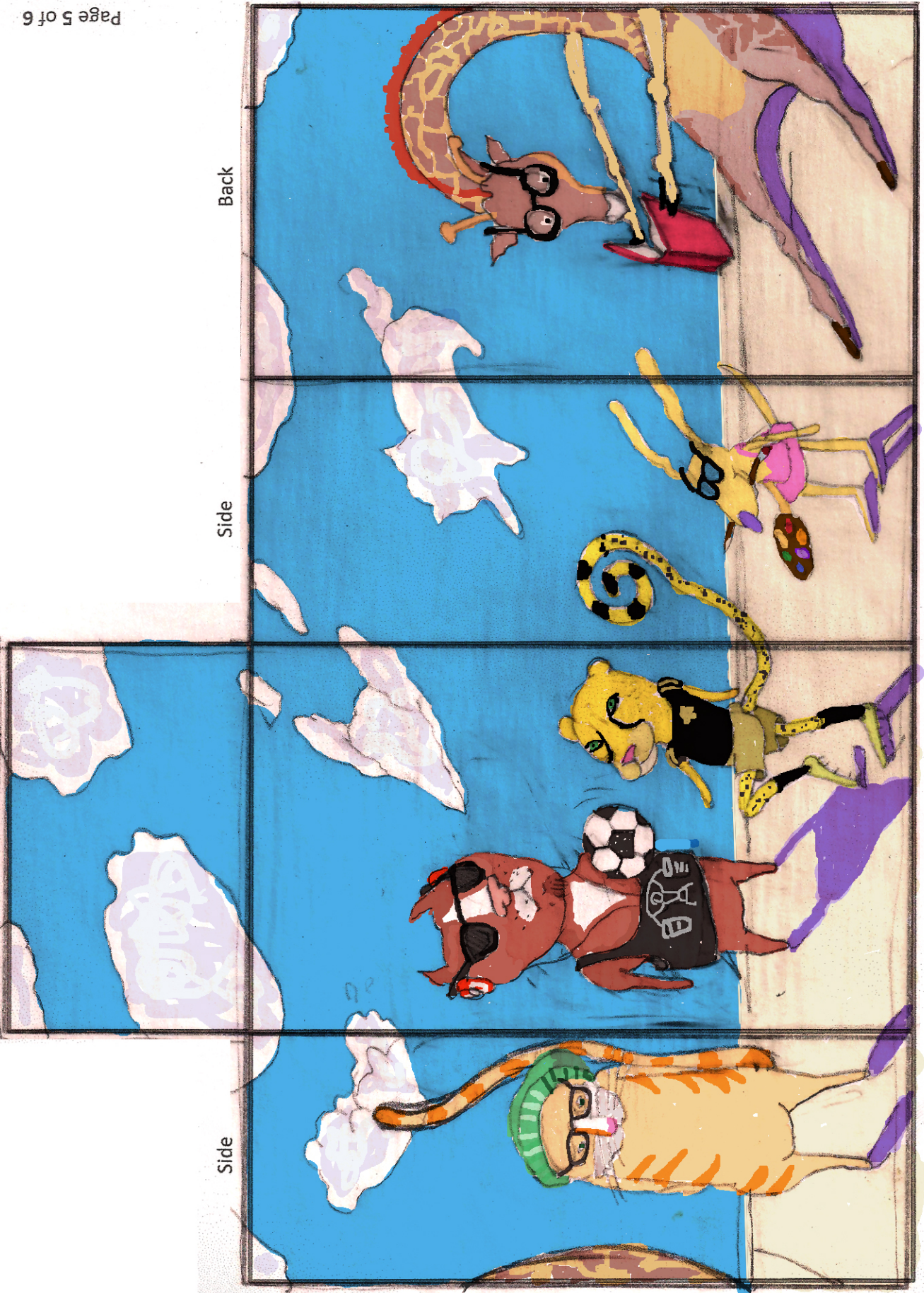
Top

Side

Side

Back

Front



## Artist Statement

I have been interested in painting one of these utility boxes since I noticed them popping up in San Mateo a few years ago. I love the 'life' they give to their surroundings.

I graduated from Cal State University, Long Beach with a BFA in Illustration. I have worked as an in-house artist for both Hallmark Cards and Electronic Arts. My largest public art project was having my artwork on a billboard for KFOG to advertise their Kaboom firework show. I have also done several auction items for schools including a rocking chair and large toy box that were painted in oils. I have a past and current connection with the North Fair Oaks Community. I lived in a house on 7<sup>th</sup> and Bay road for about four years and then moved nearby to Marsh Road for about another four years and I'm quite familiar with the neighborhood. Currently my daughter plays soccer for San Mateo Star and her home field is North Fair Oaks Elementary school where I love to roam the halls and look at the colorful mosaics and murals on the walls. I have also noticed the very large, brightly colored sculptures of people around town. I would love to contribute to that body of work.

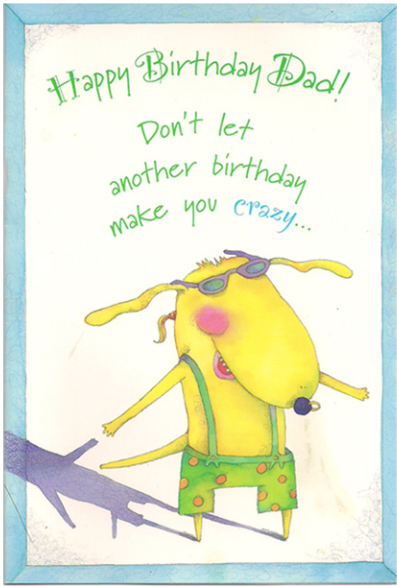
My artwork is very imaginative. I like to create worlds that aren't real, but with enough attention to detail that they could be. I believe my fun, colorful artwork would fit in well with this community and hopefully get people to stop smile and, perhaps, liven up their day.

# Examples of Work Nancy Simenc

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KFOG Fireworks



Birthday Greeting Card



'Jungle' Chair

