



Agenda Report

MEETING DATE: Monday, July 19, 2021

TO: PARKS & RECREATION COMMISSION

FROM: Adriana Flores, Sr. Administrative Analyst

SUBJECT: Approve the Final Vertical Section and Horizontal Images of the Watsonville Brillante Art Project on City Property

STATEMENT OF ISSUES:

Review and approve final images for the Watsonville Brillante Project located at the 2nd Street Parking Garage.

RECOMMENDED ACTION:

Staff recommends that the Parks and Recreation Commission approve the large vertical image "Flower Grower" from artist Juan Fuentes for the *Watsonville Brillante* Project and all of the smaller cultural heritage images for the horizontal sections at the 2nd Street Parking Garage.

DISCUSSION:

Background

In the spring of 2018, the City received a proposal from Kathleen Crocetti, a local artist, for a project titled *Watsonville Brillante*. In 2017, Ms. Crocetti designed and installed the sidewalk mosaic medallions on Main Street, titled "Celebrating the Diversity of Labor." The stated mission of *Watsonville Brillante* is to "Build community through creative place making" by transforming the Rodriguez Street Parking Garage into "a landmark artwork, while empowering and employing the youth of Watsonville."

On September 14, 2018, Kathleen Crocetti provided a presentation to the Council outlining her initial proposal for this project. Since then, staff have met with Ms. Crocetti to discuss project details, including resources needed to execute the project, costs to the City and project maintenance.

On February 12, 2019, the City Council approved Ms. Crocetti's project *Watsonville Brillante* Resolution No. 18-19 (CM).

On August 5, 2019, the Parks and Recreation Commission approved the first image "Strawberry Picker".

On March 2, 2020, the Parks and Recreation Commission approved the second and third images for the project named “Apple Picker” and “Hermanita” that were the top two chosen through community voting.

The Project

The goal of *Watsonville Brillante* is “to transform our community through creative place making, while empowering and employing the youth of Watsonville.”

The concept of this project is that over a period of five years, the Rodriguez Street Parking Garage in downtown Watsonville would be covered with mosaics creating a monumental artwork with the theme of “Vibrancy, Diversity and Connectedness in Watsonville.” Per Ms. Crocetti’s proposal, the project’s outcomes include the transformation of “one of our downtown civic buildings into a landmark artwork. This work will be completed in a free, open art space for teens and community members to come make art and to transform our community and ourselves together.”

The Artist

The four vertical sections will be black and white images by Juan Fuentes. Juan Fuentes was raised in Watsonville, he graduated from Watsonville high school in 1969. He is a renowned local Chicano artist.

The horizontal sections come from a two-year open "Call for Artists" which resulted in 390 entries from 345 individuals. 325 of the submissions were from local middle and high school students. In April and May of 2021 a curated selection of these images were offered to the community for voting. The voting was conducted online through survey monkey as well as hard copy voting at the library. The chosen images were then arranged in order of immigration to Watsonville and placed into architectural drawings to form the timeline.

Project Timeline

The project has been broken out into ten (10) phases, four of which have been approved by this body. The images for the next six phases, Phases 5-10, is what is before the Commission for approval through this report:

- Phase 1: 1,200 square feet of mosaics installed in April of 2020 (Strawberry Picker)
- Phase 2: 1,200 square feet of mosaics installed in October of 2020 (Apple Picker)
- Phase 3 & 4: 2,400 square feet of mosaics to be fabricated in March- August of 2021, installed in September & October of 2021 (Hermanita)
- Phase 5: 1,200 square feet of mosaics to be fabricated in August-March of 2022, installed in March of 2022 (Flower Grower)
- Phase 6: 1,200 square feet of mosaics to be fabricated in March- August of 2022, installed in September & October of 2022 (Native People-Europeans) 2nd Street
- Phase 7: 1,200 square feet of mosaics to be fabricated in August-March of 2023, installed in March of 2023 (Europeans-Mexico) Left Side, Rodriguez St.
- Phase 8: 1,200 square feet of mosaics to be fabricated in March- August of 2023, installed in September & October of 2023 (Mexico-South America) Right Side, Rodriguez St.

- Phase 9: 1,200 square feet of mosaics to be fabricated in August-March of 2024, installed in March of 2024 (South America-Polynesia) Right Side, Rodriguez St.
- Phase 10: 1,200 square feet of mosaics to be fabricated in March- August of 2024, installed in September & October of 2024 (Polynesia-East Asia) Alley facing the Post office.

Facility Maintenance

The Fireclay tiles that will be used for this project will be installed by Rinaldi Tile and Marble's union tile installers. Rinaldi has performed outdoor tile installations on various large-scale projects across California. Their recommended and anticipated long-term maintenance post installation consists solely of cleaning/pressure washing as needed. Maintenance beyond cleaning is not anticipated. The expected life span of the art is as long as that of the structure itself.

The proposed images for Commission approval are "Flower Grower", an image of an Asian woman with roses as the last image by Juan Fuentes to be installed on the final vertical section of the garage as well as the 90 horizontal sections that represent the cultural heritages of the people who have immigrated to Watsonville, placed in order of their arrival to Watsonville.

FINANCIAL IMPACT:

Core expenses for this project include materials, labor and installation. All of these expenses are funded through sponsorships and grants obtained by the artist. The City will contribute in-kind donations of a lease agreement for use of Muzzio Park Community Center, access to limited portion of the garage with adequate signage and blockades from public access and water and electricity in the garage during installation. In addition, the City will prepare the exterior walls of the garage for installation of the mosaics. The City also waived the Building Permit and Planning fees for the installation of the project in the amount of \$10,500.

ATTACHMENTS AND/OR REFERENCES (If any):

Attachment A: Images

Attachment B: Individual Entries for Horizontal Sections, Part 1

Attachment C: Individual Entries for Horizontal Sections, Part 2