

PUBLIC ART Public Health Mural Project

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El Dorado County
Health and Human Services Agency
Public Health Division

Andrew Vonderschmitt

El Dorado Arts Council

July 10, 2018

Placerville City Council





PUBLIC HEALTH MURAL PROJECT OVERVIEW

- Collaborative effort between The Health and Human Services Agency, Public Health Division The El Dorado Arts Council, and The Boys & Girls Club.
 - Direct result of our Community Health Assessment and Community Health Improvement Plan.
 - Aligns with the County's Strategic Plan for Healthy Communities.




PUBLIC HEALTH AND ART?

- Prioritizing public art can lead to increased levels of community engagement and social cohesion and can function as a powerful catalyst for improved mental and physical health.
- A visual way for Public Health to increase awareness of our current health issues and approaches to addressing them.
- The mural represents four focus areas the community felt were a priority (Active Living, Healthy Eating, Access to Care, Behavioral Health)





PUBLIC HEALTH MURAL PROJECT FUNDING

- The Health and Human Services Agency set aside Public Health money for special projects that support objectives within the Community Health Improvement Plan. A small portion of that money is being used to fund the mural.
 - The project has also received funding from El Dorado Arts Council, El Dorado Community Foundation, Images of Hope and Placerville Rotary.
- 

PUBLIC HEALTH MURAL PROJECT

LOCATION, INSTALLATION & MAINTENANCE

- The proposed location of the mural is at the Mosquito Road underpass and pedestrian/bike path.
- The mural will have an approximate 20 year lifespan and is scheduled to be installed as early as the summer of 2018.
- Installation, maintenance and removal of the mural at the end of its lifespan will be taken care of by El Dorado Arts Council.



LARGER GOAL

- Bring awareness regarding the benefits of incorporating public art into built environment designs.
- Consider something like “Percent for Art” which sets aside funding for incorporating art into new construction projects.



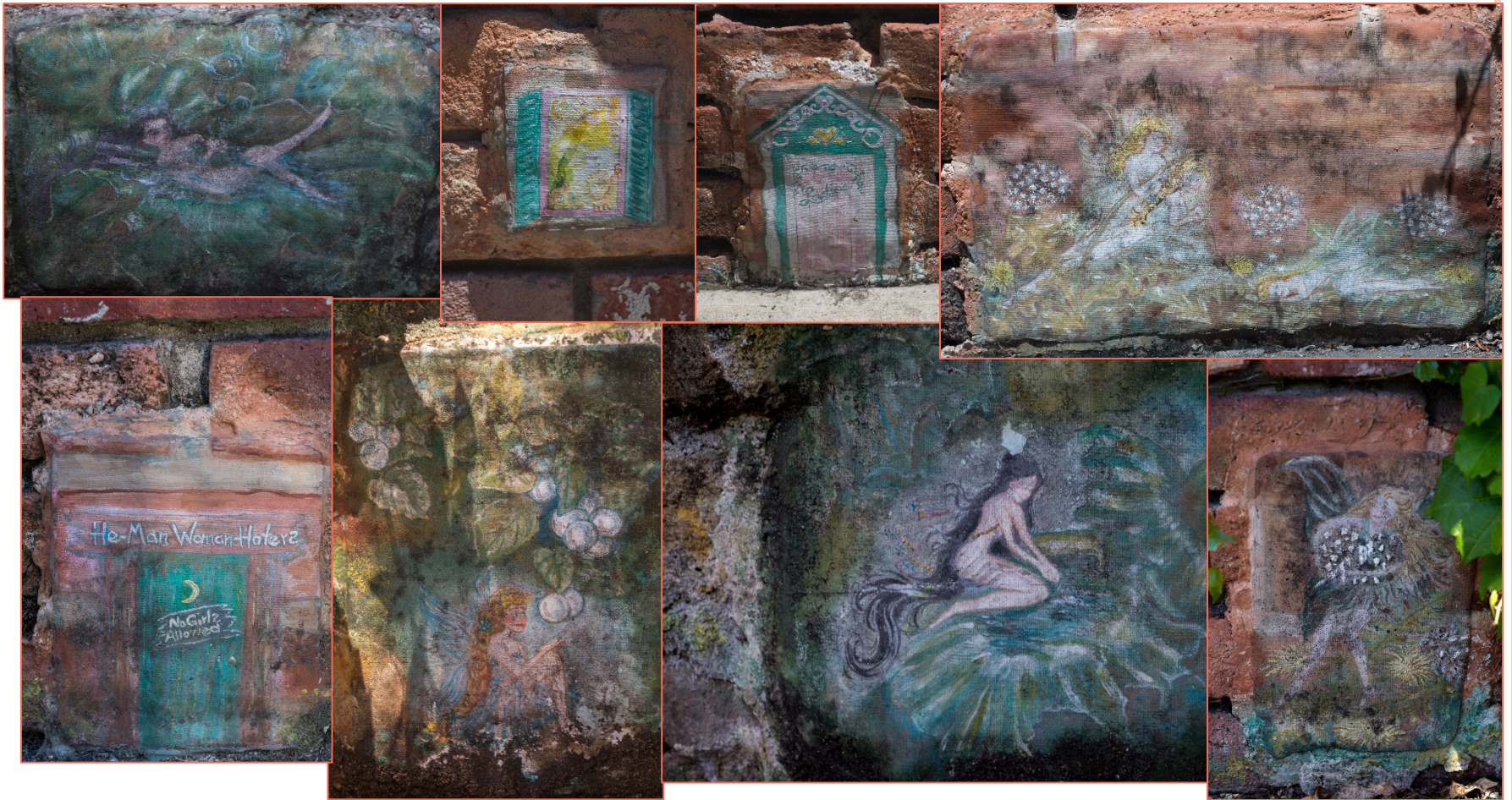
“Public art is a distinguishing part of our public history and our evolving culture. It humanizes the built environment and invigorates public spaces. It provides an intersection between past, present and future, between disciplines, and between ideas.” – Americans for the Arts





Hangtown Mural, Downtown





Fairies on Main Street





Mural on Raymond's Liquor
on Broadway





Bluebird, Broadway





Snowshoe Thompson, Main Street





Tortilla Flats,
Main Street





Chamber Building, Main Street





Retaining Wall,
Big Lots





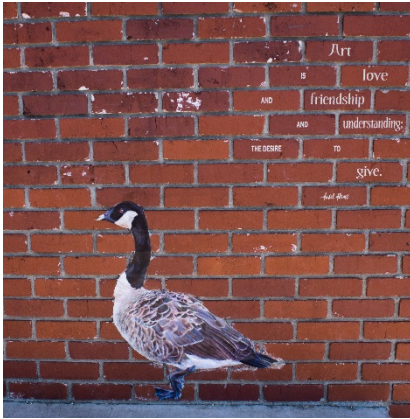
Mice Near Tortilla Flats

Main Street



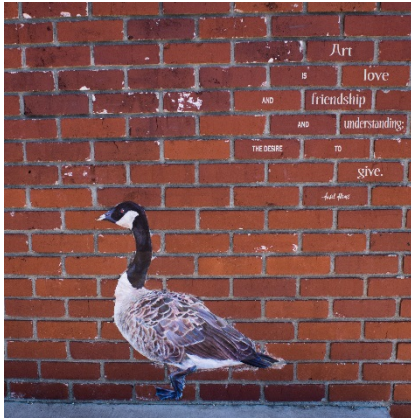
And Many More...





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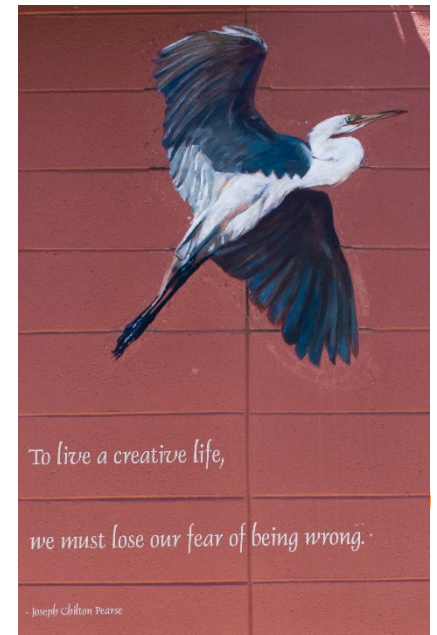


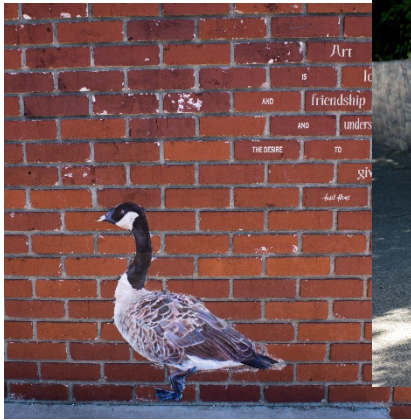
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To live a creative life,
we must lose our fear of being wrong.

— Joseph Chilton Pearce



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Public Art is for Everyone



Public Input...



City Council Meeting, March 13, 2018



Social Media



Social Media



Social Media

 You know you grew up in Placerville Ca ***
AKA Hangtown ca if....
March 13 · 🌐

The City Council considers another step towards a modern urban look for Placerville. The vote is for a giant mural on the side of the Mosquito Road underpass that would be up there for 20 years. I don't remember anything like it while growing up here - Do you? It's item 12.1 on tonight's agenda and here is an illustration of this new look should they approve it.



 No that does not
Like · 15w

 Council meets in twenty minutes. You are welcome to tell them what is on your minds. Never done that before? This might be a good time!
Like · 15w 2

 It looks like a mural of people helping people in the community... all the while there are homeless people living behind that concrete wall. If they do paint something I hope it would be to symbolize our historic history.
Like · 15w 8

 If someone gets offended by this they have really big issues!!!!
Like · 15w 2

 No Kelvin we want Placerville history up there gold rush poney express
Like · 15w 5

 I'm not offended by the painting...
I'm offended money isn't being spent elsewhere. 5



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I'm not offended by the painting...

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Leave the wall alone
Why do you want to become a city like Sacramento or L.A God forbid!!!

Like · 14w

I have lived here most of my life love the Sierra Foothills. Keep this wonderful area cozy and the magical quality that has made it a destination for millions. Just make it and keep it the same. Nature of this area is ALL you need to doll it up do not soil it for just the ideas of a few. Take a break from this and catch the fun of March Madness. basket ball Classic I'm enjoying it MY



Like · 14w

Looks like it belongs in an inner city setting in Stockton.

Like · 14w

No!

Like · 14w

Why are they trying to trash our beautiful town? I've been reading the comments and I haven't seen any that want this monstrosity, hope officials are paying attention. Smh...

Like · 14w

most of the people want the roads fixed!

Like · 14w

[View more replies](#)

Social Media

view previous comments

[My response to a letter in today's Mountain Democrat.] Why the public outrage? People don't like things done it what appears to be a sneaky fashion.
The design should have been made public long ago rather than buried in a stack of papers with t... See More
March 13 · 6
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Like · 14w
Placerville not modern urban, let the people decide!
Like · 15w
Did they solicit submissions by local artists and then give the public voting rights as to what they would like to see in this mural? Nothing goes up without community approval if you ask me.
Like · 15w · Edited
Nope!
Like · 15w
I see the mural depicted is generic nothing about Placerville. If they are going to put a mural up it should depicted the history of Placerville.
Like · 15w
DITTO!
Like · 15w
trash our streets and I hope officials
Like · 2
people want
Like · 2
37



Social Media

view previous comments

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shared a link to the group: [Debating El Dorado County Local Politics.](#)

March 11 · 🌐

Surprise! Look at Tuesday night's City County agenda, Item 12.1 in particular. A project pushed by one of the city council members, to have a very large mural placed in the Mosquito Road underpass is being presented. The council is being asked to approve a 20-year contract. That's right, a mural that none of you has seen before is supposed to go up there for 20 years. Do you care?

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20 Comments 3 Shares

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Comment

Like

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No objection to murals, as long as local artists are involved, and the goals stated are also developed and promoted!

Like · Reply · 15w

Yeah, but how about an objection to voting on a design few have previously seen and under terms of a long contract. The agenda report says that it was presented to the Placerville Downtown Association.

Like · 15w

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Social Media



Meetings with Passionate Community Members



WHAT DID WE LEARN?

- More reference to community of Placerville
- Too busy/bright
- More reference to history
- Looks too 'urban'



WHAT DID WE DO WITH THAT INFORMATION?

- Compile list of comments from City Council, Social Media etc.
- Rank list according to how many times that particular thing was mentioned
- Triage list according to what we could accomplish while still communicating the focus areas
- Implement ideas into design process



ORAN MILLER

- Took suggestions back to studio
- Came up with tangible ideas to address suggestions/concerns
- Created design options that clearly addressed issues
- Designed a cohesive mural which celebrates Placerville while communicating focus areas





Orchard
Baseball





Harvest Gold





Family
Doctor





Winter
Sunrise





Strolling
the Vines



PUBLIC HEALTH MURAL PROJECT

IMMEDIATE NEXT STEPS

- Request support from the City
- Request that the City adopt a resolution supporting the proposed Transportation Art
- Submit draft proposal to Caltrans
- City submits encroachment permit application with resolution for Caltrans permit review
- Caltrans approves and issues permit
- Maintenance agreement and copyright assignment statement



PUBLIC HEALTH MURAL PROJECT

CONTACT INFORMATION

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