

Mural Project Outline: Train Depot

Location:

Train Depot Building, Mountain View

Purpose:

To create a vibrant and visually engaging mural that reflects the diverse values, cultures, and communities of Mountain View while welcoming both residents and visitors. The artwork will serve as a cultural landmark, enhancing the aesthetic of the depot and celebrating the city's inclusivity and unity.

1. Art's Mountain View donation

- On behalf of Arts Mountain View, I would like to donate art in the form of a mural to be placed on the Train Depot building in accordance with the City Council Policy K-06).

2. VTA Grant

- Arts Mountain View has been awarded a grant of \$15,000 from the VTA for a mural at the Mountain View train station
- Arts Mountain View has a year to execute the project (September 2024-2025)

3. Cost and Scope

- Arts Mountain View estimates the cost for an artist will be approximately \$5,000.
- The cost for each vinyl panel will be approximately \$2,500.

4. Concept and Theme

- In adherence to the VTA contract with Arts Mountain View - The mural will feature a dynamic representations of Mountain View's cultural diversity.
- The design brief will include a request for imagery celebrating our history and incorporate welcoming elements, such as imagery of diverse communities, landmarks, and symbols that represent unity, inclusion, and connection.

5. Color Palette

- In adherence to the VTA contract with Arts Mountain View - The mural will feature a bright color palette that can be seen from the train and provide a visual reference for passengers arriving to the station.

6. Sustainability and Materials

- Approximately 6 vinyl panels
- The vinyl panels will be durable and weather-resistant, designed to withstand varying outdoor conditions.
- The vinyl comes with a UV protectorate but does not come with anti-graffiti coating

7. Working with the VAC:

- On behalf of Arts Mountain View I would like to request to work with a sub-group of the Visual Arts Committee (VAC). This sub-group would be responsible for finalizing the design concept, choosing an artist, and selecting the art to be placed on the building.
- The sub-committee will go back to VAC for discussion.

8. Scope/Schedule:

Mural timeline	Prerequisite	Elapse (weeks)	Stakeholder
Approval to start		Decision	City of Mountain View
Identify potential artists	Approval	2 weeks	Anita/VAC Sub-group
Create creative brief	Approval	2 weeks	Anita/VAC Sub-group
Reach out to potential artist(s)	Identify	X week(s)	Anita
Receive artist samples	Contact artist	X week(s)	Artist
Approve design	Artist Samples	X month(s)	VAC + City
Get Permit/send contract	Approve design	X week(s)	Anita
Signed contract	Send contract	X week(s)	Artist
Receive design	Signed contract	X week(s)	Artist
Schedule Vinyl company to install	Receive design	2 weeks	Anita/City
Celebration	Weekend after design is completed		Anita

4. **Photo:** Photo of the depot. Shaded section is potentially where the mural(s) will be located. Murals are located between doors and windows. Optionally the non-Savvy Cellar selection of the building, including doors and windows, can be vinyl wrapped – like a bus.

Castro Street (back side of train station)



Central Ave/train track facing (front side of the building)

