



Application No. _____

Date Received _____

IMPORTANT! PLEASE CAREFULLY READ THE MURAL GUIDELINES AND PROCEDURES BEFORE COMPLETING THIS APPLICATION.

For a mural, it will be referred to the Visalia Mural Panel for consideration and action. The time required to process a mural application will vary but will be a maximum of 90 days from application submittal.

This MURAL APPLICATION must be filled out completely and with full answers to every statement and question. This application must be signed by the individual or group proposing the mural, the artist and the owner(s) of the property on which the mural is to be installed.

APPLICANT:

Name of Applicant: Valley Oak Credit Union Telephone: 800-635-7806
Address of Applicant: 600 W. Main St., Visalia, CA 93291 E-Mail Address: Marketing@valleyoak.org
Mural site is located at: Same place
Present zoning of property: business Present use of property: financial institution branch location

ARTIST:

Name of Mural Artist: Joseph Cabello Telephone: 559-801-8793
Address of Artist: 1367 E. Prosperity Ave., Tulare, CA 93274 E-Mail Address: jcabelloart@gmail.com

PROPERTY OWNER:

Name of Property Owner: Valley Oak Credit Union Telephone: 559-561-4471 x2100
Address of Property Owner: 40870 Sierra Dr., Three Rivers, CA 93271 E-Mail Address: alan.cortum@valleyoak.org
(headquarters, main location for administration)

2000

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

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Ideally, the mural will be completed by Monday, October 31, 2022. So ideally the start of the work will happen by mid-August 2022.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

5) Please explain who will be responsible for the murals maintenance.
Valley Oak Credit Union will be responsible.

Mural Application

1) Mural Detail - Please explain the nature of the mural including its size and materials to be used:

10.2' x 9.8'

Materials include :-Acrylic Paint
-Aerosol Paint

2) What is the purpose, meaning and/or significance of the proposed mural and why is it important to share with the community?

The proposed design is based on the theme "Rooted in Visalia". The image showed an adult hand passing a California poppy to a child's hand. The California Poppy is an iconic image to Californians, it was very important that the flower be the focal point of the image, not only in the color, but placement as well. The subtle roots growing into both hands help signify the passing of knowledge both being passed down through generations to the youth and the youth teaching those that came before them. This is an inclusive image that can be identify with by any age or any background. A great way to visually convey a message of connectivity in both past and future.

3) What is the timetable to commence and complete the subject mural?

4) Please give a brief biography of the individual(s), group(s) or organization(s) that will install the mural along with the artistic credentials of the artist who prepared the mural design:

Joseph Cabello is a local artist, native to the central valley. Cabello graduated from the Art Institute of Los Angeles with an undergrad in Media Arts/Animation. He's also attended Santa Monica City College & College of Sequoias where he's studied art fundamentals. Cabello lived in Los Angeles and San Francisco as a freelance artist working in many mediums including portrait work in oil, acrylic, graphite, and aerosol. Specializing in portrait work Cabello has won multiple awards in art competitions & tattoo conventions nationwide.

5) Please explain who will be responsible for the murals maintenance:

Mural Application

Please submit one, reproducible rendering (sketch or photo) of an elevation drawing, prepared to a 1:12 scale [1"=1 ft.0"], with dimensions, accurately depicting the mural to be painted.

Please refer to the Mural Guidelines and Procedures for additional information on the approval process and requirements for installing a mural in the City of Visalia.

Mural Proposal Submitted by:

Amy Herbig

Signed:

[Signature]

Date:

8/2/22

STATE OF CALIFORNIA

COUNTY OF TULARE

CITY OF VISALIA

WE, I, ALAN CORTUM, PRESIDENT/CEO VALLEY OAK CREDIT UNION being duly sworn, depose and say that (we are) (I am) the owner(s) of the property (site) involved in this application and that (we) (I) have been familiarized with the rules and regulations of the City of Visalia with respect to preparing and filing this application for a mural and that the foregoing statements and answers contained in this information on the attached materials thoroughly and completely to the best of (our) (my) ability present the arguments in behalf of the application herewith requested and that the statements and information above referred to are in all respects true and correct to the best of (our) (my) knowledge and belief.

Name of Owner(s): VALLEY OAK CREDIT UNION

Signed:

Alan Cortum, PRESIDENT/CEO

Date:

August 2, 2022

Return Application to:

Brandon Smith, Senior Planner
Visalia Planning Division
315 E. Acequia Avenue, Visalia, CA 93291
Email: brandon.smith@visalia.city
Phone: (559) 713-4636