



Application No. _____

Date Received _____

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

You will be notified within thirty (30) days whether the application has been accepted. After filing a complete 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: Tulare County Farm Bureau Telephone: 559-732-8301

Address of Applicant: 737 N. Ben Maddox Way, Visalia, CA 93292 E-Mail Address: pstever@tulcofb.org

Mural site is located at: 737 N. Ben Maddox Way, Visalia, CA 93292

Present zoning of property: Service Commercial Present use of property: Farm Bureau office building

ARTIST:

Name of Mural Artist: Veyna Design Studios, Inc. Telephone: 559 730-1918

Address of Applicant: 1846 N. Millican Creek St., Lafayette, Oregon E-Mail Address: colleenveyna@comcast.net

PROPERTY OWNER:

Name of Property Owner: Tulare County Farm Bureau Telephone: 559-732-8301

Address of Property Owner: 737 N. Ben Maddox Way, Visalia, CA 93292 E-Mail Address: pstever@tulcofb.org

Mural Application

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

This mural will be approximately 14.625' x 4.5'. It will be painted on pellow material in studio and installed on site. The paint used is Nova paint and the glue will be Nova Gel from the company Nova Colors. Mural shield will be used for UV control and a wax for graffiti protection .

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

The mural is meant to be a patriotic and nostalgic look at farm life in Tulare County, with a hillside backdrop reflecting eastern Tulare County with oak trees, a rustic barn with a large American flag, and a multi-generational family working on old tractors while off in the distance a citrus grove undergoes cultural practices with a topping machine moving down a row. It's meant to symbolize the generations of farm life and how life continues on as knowledge and farm life passes down from one generation to the next.

We are also dedicating a new flag pole at the building, and would like this mural to be the backdrop to the new flag pole installed. We believe the farm community needs to be celebrated in more ways, and the generational knowledge and familial ties that bind farms together is an imagery worth sharing with our community. This would face on a south wall of our building, and beautify a brick wall that visitors pass daily.

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

The mural can be started in beginning of May 2025 and be installed by the end of July 2025.

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:

Colleen Mitchell-Veyna from Veyna Design Studios, Inc. will be painting the mural on pellow canvas.

Kelsey Gilles will be installing it.

Colleen has owned Veyna Design Studios Inc. 2005. The company has painted many murals throughout the central valley and elsewhere. Most of the murals are for businesses, facilities, cities, schools.

Kelsey Gilles has collaborated with Veyna Design Studios for the last 10 years or so. She and Colleen have collaborated on all murals completed within the last 10 years.

Farm Bureau began in Tulare County in 1917, and we are a non profit agricultural membership association representing family farms.

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

Tulare County Farm Bureau will be responsible for maintenance, with consultation from the artist. This is our second mural, we had Veyna Designs install one for our centennial in 2017, and it has been sealed and cleaned once every 5 years and continues to look amazing.

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:

Tricia Stever Blattler, Executive Director

Signed: Tricia Stever Blattler
Date: 3/27/2025

STATE OF CALIFORNIA

COUNTY OF Tulare

CITY OF Visalia

WE, I, Tulare County Farm Bureau. 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) (1) 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): Tulare County Farm Bureau

Signed: Tricia Stever Blattler
Date: 3/27/2025

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