



# MARIPOSA COUNTY

## Planning Department

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**Mariposa Gateway Elements:** Funded by a grant from the Caltrans Clean California grant program, this project implements the recommendations of the adopted Creative Placemaking Strategy (CPS) by installing public art in downtown Mariposa.

## KEY TAKEAWAYS

### FIRST PROJECT OF A WIDER COUNTYWIDE INITIATIVE

The CPS recommends implementing projects like this throughout Mariposa County so that each piece reflects part of the County's rich and diverse history. The intention is not for any one project to capture the County's entire story; this project is simply the first of many countywide. For example, the County is carrying out the Working Lands, Working Artists project. This project uses feedback from the stakeholder engagement process from the Agricultural and Working Lands Conservation Plan as the starting point for art that highlights agricultural heritage and landscape in West County. Also, the County is pursuing funding from Cycle 2 of the Clean California grant program to implement gateway elements in Coulterville.

### EXTENSIVE STAKEHOLDER ENGAGEMENT

This project is derived from the CPS, which had its own engagement. In addition to that feedback, this project required extra, specific engagement activities. These activities were focused on further details of the design and intent. The Mariposa County Arts Council was hired to complete this engagement work, which resulted in nearly 240 individual responses to shape the final recommended designs. This number of responses is higher than feedback for similar projects and activities. More information on the engagement and feedback is attached.

### ALIGNMENT WITH OTHER COUNTY PLANS

This project is based on priority recommendations from the Creative Placemaking Strategy. It is also closely connected to other county planning and visioning efforts, including the Mariposa Town Plan, Mariposa County Economic Vitality Strategy, Community Health Assessment, Mariposa County Strategic Plan, and the Mariposa Creek Parkway Master Plan.

### DEDICATED EXTERNAL FUNDING

This project is funded through a grant that is set aside for this specific scope of work. In other words, the funding must be used on activities related to the project. The funding does not affect the County's general fund and cannot be redirected to support other County initiatives. If we did not apply for and accept the funding, the money would go to another California community.

## FREQUENTLY ASKED QUESTIONS

**I thought this was an Arts Council project.** Actually, this is a County project. Adopted by the Board of Supervisors, the Creative Placemaking Strategy (CPS) is formal county planning document, and implementing its recommendations are county policy. The County was the applicant and is the recipient for the grant funds that are supporting the gateway elements project. The County used those resources in part to hire a public art consultant to lead the project (Atlas Lab), who used part of their fee to hire the Arts Council to conduct the stakeholder engagement activities included in the scope of work.

**Aren't there also murals associated with this project?** Yes there are! However, for accounting, project management, and contractual purposes, the murals are technically a separate project from the gateway elements. Though their development is influenced by the same stakeholder engagement process as the gateway elements, the final design and production of the murals is taking place on a parallel but slightly slower timeline. As such, they will be addressed separately.

**What's the connection with the Mariposa Creek Parkway?** Building on the recommendations of the Mariposa Creek Parkway Master Plan, Project 4 in the CPS prioritizes creative placemaking projects that activate the Parkway by interpreting its human and ecological identity. The gateway elements focus on the Northern flicker, a native bird that roosts in the Mariposa Creek corridor and has cultural value for many Mariposans. Additionally, the landscaping at the northern gateway includes native riparian plants that are being re-established in the creek corridor through the Parkway restoration projects.

## HISTORY

**1/16/2018**

**RES-2018-26**

- Established the Creative Placemaking Strategy Advisory Committee to provide guidance to the Board on creative placemaking issues, and help develop a creative placemaking strategy.

**11/26/2019**

**RES-2019-677**

- Approved a professional services agreement with Atlas Lab to serve as prime consultant for the development of the Creative Placemaking Strategy, which was funded through a grant from the National Endowment for the Arts' Our Town grant program.

**8/17/2021**

**RES-2021-487**

- Approved the CPS document, and authorized staff to pursue implementing its recommendations.

**6/14/2022**

**RES-2022-490**

- Approved and signed the cooperative agreement and transportation art agreement with Caltrans.

**8/23/2022**

**RES-2022-490**

- Approved a contract with Atlas Lab to serve as prime consultant of an interdisciplinary community design team for the Gateway Elements project, including significant community engagement activities to specify aesthetic qualities identified in the adopted CPS.