



Scope of Work Peelz Citrus Mural at 301 Van Ness Ave (Bekins) HP#70 Updated 9.6.2024

Project Overview:

Peelz Citrus is requesting to renew and replace the existing artwork on The Peelz Citrus Mural project at 301 Van Ness Ave (HP#70). The project aims to continue to support our community with a local brand, while honoring and celebrating the Fresno community. The mural is to be in place from November 2024 through November 2029.

Scope of Work:

1. Design and Conceptualization:

- Peelz Citrus has developed new graphics that match the aesthetic of their new branding and would be applied via vinyl graphic, the same method that currently exists.
- Final art will be provided during the permitting process.

2. Regulatory Compliance:

- Obtain all necessary permits and approvals required for mural installation in compliance with local regulations, where applicable.
- Ensure adherence to any historic preservation guidelines or community standards, where applicable.

3. Materials and Equipment:

- Procure all materials, including vinyl, scaffolding, and safety equipment required for mural creation.
- Equipment: Suspended scaffolding system
- Materials: Mactac street wrap vinyl or 3M conform vinyl

4. **Site Preparation:**

- Surface to be pressure washed 5 days prior to installation
- Set up safety measures to protect workers during the installation.

5. **Mural Creation:**

- Execute the mural design on the northwest-facing side of the building with attention to detail and artistic quality.
- Manage and supervise the mural creation process, including all artistic and technical aspects.

6. **Maintenance and Restoration:**

- Maintain the mural in good condition throughout the authorized period (November 2024 to November 2029).
- Restore the wall to its original condition at the conclusion of the project, replicating the current logo.

7. **Preservation of Building:**

- Includes low-pressure washing of display wall surface prior to applying new graphics. No penetrations into existing building material. No alterations to be made to the existing building finish. Any wall repair required will use materials and finishes to match the historic finish of the building. Guidelines set forth in The Secretary of the Interior's Standards for the Treatment of Historic Properties With Guidelines For Preserving, Rehabilitating, Restoring & Reconstructing Historic Buildings (source <https://www.nps.gov/orgs/1739/upload/treatment-guidelines-2017-part1-preservation-rehabilitation.pdf>)
- To comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties - Preservation of Concrete No alterations will be made to the existing building conditions. No penetrations made to existing building conditions. Any repairs/refinishes needed on the building shall be physically and visually compatible to the original finish (source: <https://www.nps.gov/orgs/1739/upload/treatment-guidelines-2017-part1-preservation-rehabilitation.pdf>)

8. **Timeline:**

- September 2024: secure historic preservation commission approvals and permits, if needed
- November 4 - November 15, 2024: Wall prep
- November 18-November 27, 2024: Installation: vinyl graphics to be applied over the existing vinyl print, no changes to integrity of the wall
- November 2029: Remove graphics and restore building to original condition

Deliverables:

Upon completion of the project, the following deliverables will be provided:

- A fully executed mural in accordance with the approved design.
- Documentation of all necessary permits and approvals.
- Restoration of the wall to its original condition at the conclusion of the project.

Project Contact:

Kiah Ruvalcaba | kiah@fowlerpacking.com | 559-840-7148