

TOWN OF LOS GATOS
Public Art in Private Development Application Form

Sections 25.70.010 through 25.70.140 of the Los Gatos Town Code require publicly accessible artwork for the following development project types:

- (a) All new commercial developments (including mixed-use projects), including new construction, and additions and remodels that add more than fifty percent (50%) square footage; and
- (b) All new residential projects of three (3) or more units, including new construction and additions and remodels that add more than fifty percent (50%) square footage.

The artwork can be provided on-site OR through payment of an in-lieu fee into the Public Art Fund. In either case the artwork or fee shall be equal to one percent (1%) of the construction value of the development project.

Development Project Address: 15650 & 15600 Los Gatos Blvd.

Applicant: Steve Lynch, Sand Hill Property Co.

Applicant Address: 2600 El Camino Real, Ste 410, Palo Alto, 94306

Phone: 650-344-1500 Email: slynch@shpco.com

Please check one of the following options:

- ☒ I will be placing public art on-site
- ☐ I will be paying an in-lieu fee to the Public Art Fund
- ☐ This project is exempt from this requirement under the following:
- ☐ Addition or remodel of less than 50% square footage
 - ☐ Historic renovation
 - ☐ Repair or reconstruction due to natural disaster
 - ☐ Seismic retrofit project
 - ☐ Single-family or two-family residential unit
 - ☐ Accessory dwelling unit or junior accessory dwelling unit
 - ☐ Project exempt by Federal or State law
 - ☐ Municipal facility
 - ☐ Building or structure primarily used for religious worship
 - ☐ Affordable housing development (100% below market). If affordable housing is a portion of the development, the valuation of the affordable units will be subtracted from the valuation of the project.

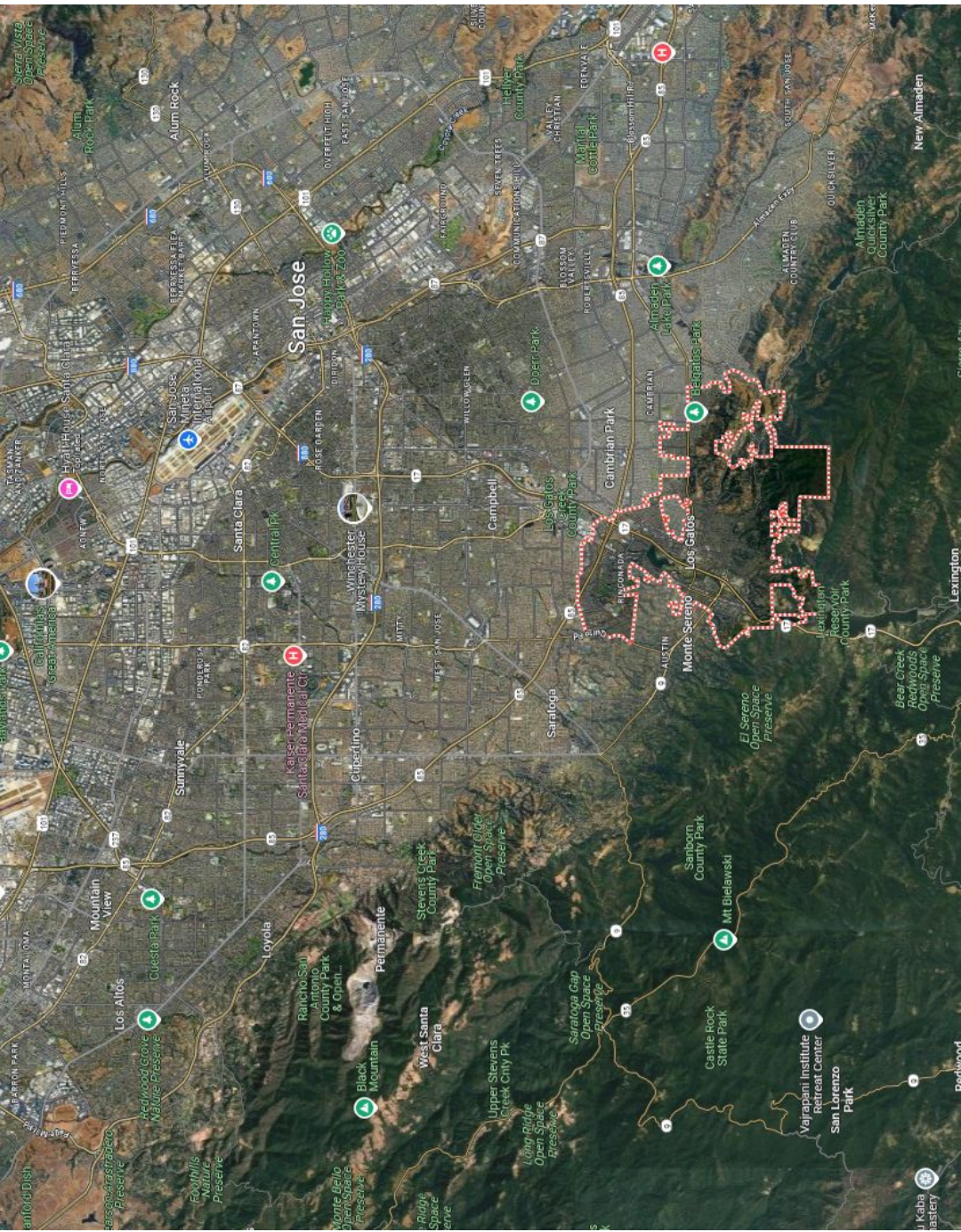
Estimated Construction Value: \$4,430,715.74

1% of Estimated Construction Valuation: \$44,307

Applicant Signature: Steve Lynch Date: 9.19.2025

Los Gatos *Whole* Foods: Public Art

15650 LOS GATOS BOULEVARD
LOS GATOS, CALIFORNIA
SAND HILL PROPERTY COMPANY
KENNETH RODRIGUES & PARTNERS, INC.









MAGILIGHT



MAGILIGHT



ILLUSTRATIVE SITE PLAN

15650 LOS GATOS BOULEVARD
LOS GATOS, CALIFORNIA
SAND HILL PROPERTY COMPANY
KENNETH RODRIGUES & PARTNERS, INC.

Mural Location

- KEYNOTES:
- 1 STONE VENEER CHALKBOARD
 - 2 WOOD SIDING
 - 3 PAINTED BRICK
 - 4 HERRINGBONE PATTERN WITH CLEAR GLAZING AND ALUMINUM FRAMES
 - 5 CLEAR GLAZING WITH ALUMINUM FRAMES
 - 6 CLEAR GLAZING AND ALUMINUM FRAMES
 - 7 WOOD AND STEEL GATES
 - 8 WOOD PANEL CHALKBOARD
 - 9 WOOD SIDING WITH STAIN BASE
 - 10 WOOD SIDING
 - 11 METAL CHAHOPT
 - 12 METAL PANEL CHALKBOARD
 - 13 YELLOW METAL DOOR PAINT TO MATCH ADJACENT WALL COLOR
 - 14 WALL METAL
 - 15 WOOD SIDING
 - 16 ROOF EQUIPMENT COVERS

- COLORS AND MATERIALS:
- A) ALUMINUM CLADDING, ALUMINUM, METAL PANEL
 - B) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - C) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - D) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - E) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - F) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
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 - K) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - L) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - M) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - N) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - O) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - P) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - Q) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - R) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - S) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - T) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - U) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - V) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - W) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - X) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - Y) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR
 - Z) CLEAR GLAZING, GUARDIAN GLASS, GUARDIAN ULTIMATE CLEAR

1 SOUTH ELEVATION (LOS GATOS ALMADEEN RIVIERA ELEVATION)

2 EAST ELEVATION

Mural Location

15650 LOS GATOS BOULEVARD

LOS GATOS, CALIFORNIA
SAND HILL PROPERTY COMPANY
KENNETH RODRIGUES & PARTNERS, INC.

BUILDING ELEVATIONS

36.654 08-14-2022

KEY MAP

0 10' 20' 30'

N

36.654 08-14-2022

A3.1

City Public Art Requirement

Town of Los Gatos Municipal Code:

[ARTICLE VII. - PUBLIC ART FUNDING Sec. 25.70](#)

Summary: Projects subject to this code must dedicate 1% of construction valuation toward on-site public art, or alternatively pay an in-lieu fee to the Town's Public Art Fund. Art must be publicly visible or accessible for at least 40 hours per week.

City Public Art Requirement: Eligible vs. Ineligible Costs

✓ Eligible Costs (can be covered by the 1%):

- Artist fees and assistants
- Design, fabrication, engineering, and installation
- Transportation, permits, insurance, and legal costs
- Art consultant fees
- Site prep specific to the artwork (e.g. pedestals)
- Project management and admin (up to **20%** of art budget)
- Plaque(s) for the artwork

✗ Ineligible Costs (cannot be counted):

- General development costs or land costs
- Marketing/promotions for artist or developer
- Dedication events or operational/maintenance costs
- Unrelated labor or materials not tied to the art itself

City Public Art Requirement: Approval Process

Early in Planning: Developer is notified of the 1% requirement during development review.

Public Art Plan Submission: Artist's concept and value must be reviewed by the **Arts and Culture Commission (ACC)**.

Plan Must Include:

- Artist or artist selection process
- Visuals (sketches/photos/renderings)
- Estimated value and installation costs
- Location and compatibility with development
- Maintenance plan

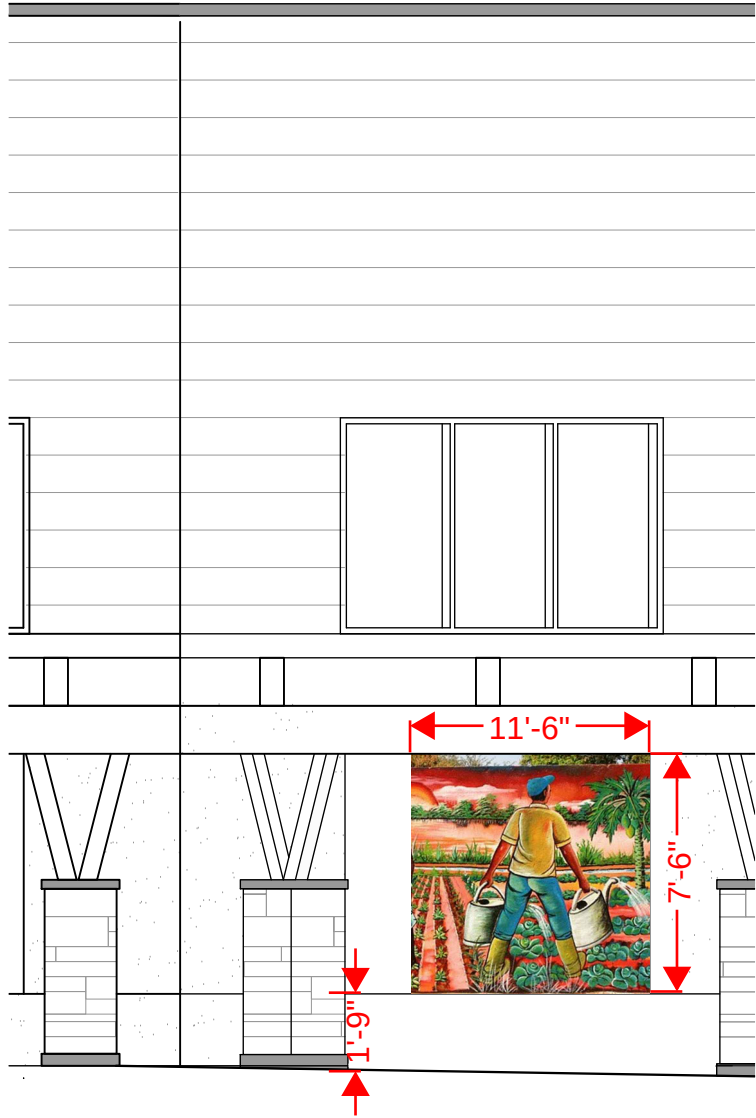
Note: The Town encourages selecting **Bay Area-based artists** and avoiding duplication of works already displayed in Los Gatos.

Budget Estimate

The 1% art budget is based on the estimated construction valuation at the time of entitlement application, with the final contribution determined when the building permit is issued.

The City of Los Gatos calculates this using only the building shell cost, which is currently valued at \$4,430,715.74

This resulting in our final arts contribution budget of **\$44,307**



Whole Foods Los Gatos / Concept One



American
Goldfinch



Eastern Spotted
Towhee



Scrub Jay



House Finch
(M&F)



Bid for Work

Description	Fee
Mural Art Design Fee / Four areas: \$3500 Onsite execution/ medium detail nature theme: \$9200 each panel Two coats of UV varnish over four panels \$2700 Contingency fee \$1300	\$44,300

Terms

Prices include labor and materials. A \$3500 design deposit is due upon acceptance of this proposal. A \$10,000 work deposit is due before onsite work begins. The remaining balance is due within thirty (30) days of completion of the project. The artist is available to begin onsite work in November of 2025, or at the next mutually preferable timeframe.



SAND HILL PROPERTY COMPANY

September 26, 2025

Erin M. Walters, Senior Planner
Community Development Department
Town of Los Gatos
110 E. Main St.
Los Gatos, CA 95030

RE: 15600 Los Gatos Blvd. Public Art Submission

Dear Ms. Walters,

Thank you for accepting our application for Public Art at the new Whole Foods Market. The exterior building shell is now complete, and we are ready to proceed with the wall murals for our public art requirement.

Included in this submission, please find the following documents:

- Formal application
- Artist's draft concept
- Artist's proposal and portfolio samples
- Artist's budget
- Artist's references
- Building elevations
- RFP used to select artist

Please let us know what other materials you or the committee may need for their review.

Sincerely,

Steve Lynch
Director of Planning and Entitlements
Sand Hill Property Company



July 22, 2025

Kai Kamehiro Stockwell
Project Manager
Sand Hill Property Company
2600 El Camino Real, Suite 410
Palo Alto, CA 94306
(650) 772-4334

Re: Exterior mural series for Whole Foods Los Gatos

Dear Kai,

Thank you for reaching out regarding art for the street facing walls at Whole Foods Los Gatos. I have been a professional mural artist for 25 years, and a licensed paint contractor since 2014. I have worked on dozens of large commercial and public projects including collaborations with the City of San Jose, Google.org, and Stanford University. During my tenure as a professional artist, with over 50 public mural projects in the Bay Area, I have seen the long tail of appreciation and visual impact the investment in beautiful art can have.

This proposal includes three distinct design directions, any of which could shine as an inviting community landmark. I will incorporate your feedback and design preference into an expanded design that would be cohesive across all four areas available for art during the design phase of the project.

I look forward to being part of the icing on the cake of this important community hub.

Warm regards,

A handwritten signature in black ink that reads "Morgan". The script is fluid and matches the style of the logo above.

Morgan Bricca
Morgan Mural Studios
California State Contractors License #994746

Area Under Consideration



Sample Design Concepts

Concept One: Oversized wildflowers and bird compositions

I have painted many murals in this theme, including 15 public murals in the Azores, Portugal featuring endemic species.



Examples of wildflowers from a recent local hike that could be used as source images

Examples of work in this subject



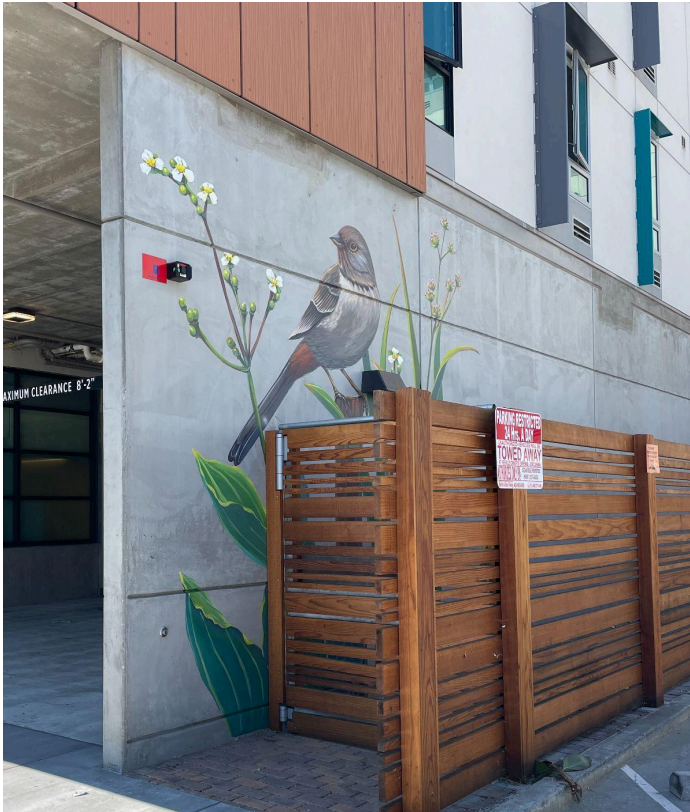
Utility boxes at Stoneridge Creek Retirement Community in Pleasanton, CA



Nuthatch and California thistle, garage entry of Solaire Apartments in San Jose, CA



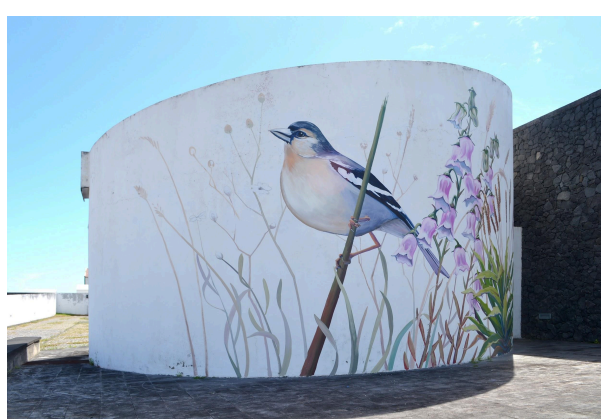
Nuthatch and California thistle, detail



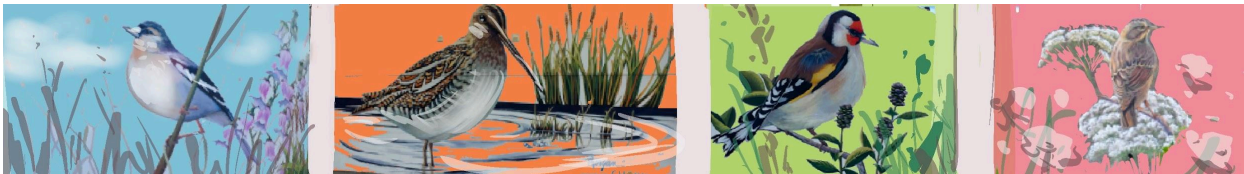
California Towhee street facing element mural



California Towhee street facing element mural, detail



These are four images from the Portugal birds project, and an example of how this concept might work in your space:



Concept Two: Landscape Murals

Use each panel as part of a series that includes different landscapes/ views of the Los Gatos vicinity

Examples of work in this theme

For the Lululemon retail store in Los Gatos I took hikes in the local area to develop concepts for four murals for their store, all executed in a soft color palette. Here is the source image at Lexington reservoir and the final artwork in the store:



In this mural series painted in Pleasanton, CA, the landscape shifted over season and time of day.





This 7 panel series was painted on a retaining wall at a private residence in Mountain View.



Morgan Bricca Sort Bio and Artists Statement

Short Bio

Morgan has been happily transforming ordinary walls into extraordinary works of art for over two decades. She has painted public murals for cities including San Jose, Palo Alto and Redwood City as well as private clients including Google, Lululemon, and Stanford University. Morgan uses her colorful and exuberant style to create murals that celebrate nature as well as vital narratives within a community. She stays curious about the evolving world of mural art through hosted conversations on her podcast, *If These Walls Could Talk*. Morgan wrote *The Mural Artists Handbook* to support emerging mural artists.

Artists Statement

Mural art can transform an eyesore, a nondescript wall, into a canvas that celebrates creativity and our shared humanity. A mural can inspire and connect people, and enhance a unique sense of place.

I have been a professional mural artist for over 25 years, and a San Francisco peninsula resident for the past 23 years. During that time I have painted over 450 murals, including projects for city governments, hotels, restaurants, retail and educational institutions. My passion is to create artwork that is transcendent enough to stop viewers in their tracks with a "wow". I aim to create murals that make people feel good just looking at them, and to create them in a way that builds engagement and celebrates what is beautiful about a community.

I believe that art has a powerful effect on how we feel, and can inspire the viewer to imagine new possibilities for their community. It is a privilege to share my belief in the world's beauty and resilience through art.

References

Project: *Freestyle in Raleigh*, at the Aquatic Management Group in Raleigh, North Carolina



"Morgan blew it out of the water. As a general contractor, I would say my decision to hire Morgan for this mural is one of the best decisions I have made in terms of impact of my work. Every kid will remember this mural as long as he or she shall live. Watching a child see the mural for the first time is an experience words can't describe. It's mesmerizing to them. Adults too, for that matter. It's a show stopper. So much better than I could have ever imagined."

I would go out of my very busy way to recommend Ms. Morgan Bricca on every possible level, with no hesitation. Please feel free to call me if you are considering hiring Morgan but can't quite take the leap. I will be glad to push you in."

Chris Carver, Aquatic Management Group in Raleigh, North Carolina

Project: *Dancing on the Square*, at the new San Mateo Credit Union branch, Redwood City

"Morgan offers a unique collaborative approach with her clients. On our project, she struck the perfect balance; she listened to our ideas and feedback but very much maintained her role as the creative expert, making us feel comfortable the entire time."

I would absolutely recommend Morgan with no hesitation. With all that she has done, she is going to find the right approach for just about any client."



Jonathan Meyer, VP, Marketing and Community Relations at San Mateo Credit Union

Project: *Tuesday Morning, 1720*, on Second Street in downtown Napa



"The mural you created for our building has been a major attraction for both locals and visitors in Downtown Napa. The transformation of an eyesore to a work of art has been nothing short of amazing."

Your attention to detail and sensitivity, and bringing the Wappo tribe into the process, unified Napa's residents with the beautiful story of our history. Every day, as I watch children and adults transported to an earlier time in the Napa Valley, I appreciate your ability to be the vehicle for their journey."

Michael L. Holcomb, Building Owner



REFILL ALARM

