



CLEAN CALIFORNIA

A transformative initiative to remove litter,
create jobs and beautify California

State Route 25 HOLLISTER Pinnacles National Park Highway Beautification

DISTRICT 5 California Department of Transportation





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A transformative initiative to remove litter,
create jobs and beautify California

Assembly Bill 149 was signed by Governor Newsom on July 16, 2021. This bill authorized the Clean California State Beautification Program of 2021.

Four goals were identified in the bill:

1. Reduce the amount of waste and debris within public rights-of-way, tribal lands, pathways, parks, transit centers, and other public spaces.
2. Enhance, rehabilitate, restore, or install measures to beautify and improve public spaces.
3. Enhance public health, cultural connection, and community placemaking by improving public spaces for walking and recreation.
4. Advance equity for underserved communities.

Special funding was set aside by the California State Legislature for the Clean California program to install beautification enhancement projects, transportation art enhancement projects, and safety measure enhancement projects across the State with the goal of beautifying and transforming the highway right of way and public spaces and generating jobs.



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Project Community Selection

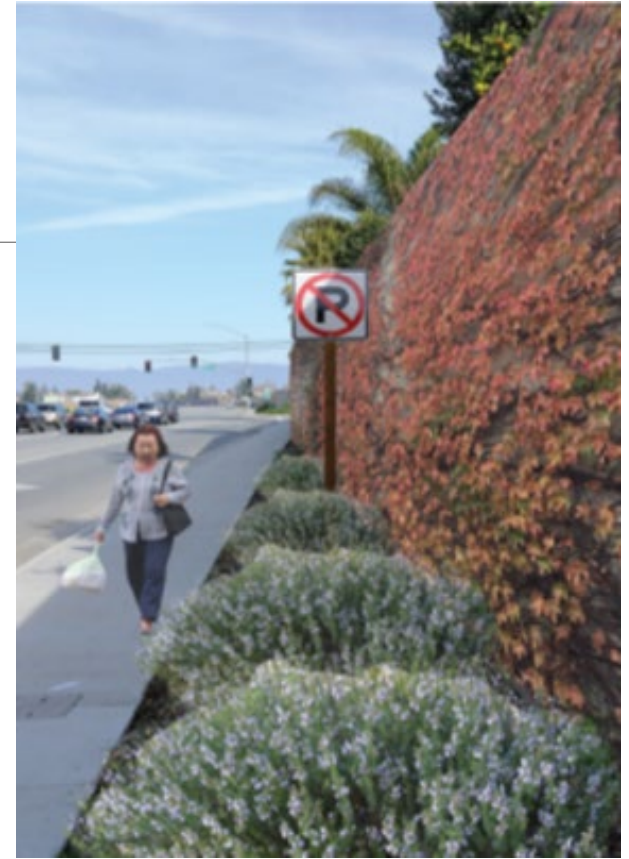
The City of Hollister was determined to be eligible for consideration according to goals of the Clean California program to advance equity in underserved communities by implementing transformative beautification projects on the State Highway system by improving the aesthetics of public spaces on the public right of way.

Hollister was one of just 12 communities in Caltrans District 5 chosen to receive special Clean California Beautification funding to implement sustainable beautification projects that improve safety and transform dividing highways into spaces that unify communities.

Clean California beautification projects followed a streamlined project delivery process which resulted in being out to construction in record time.



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Computer simulations of landscaping concepts. Plants will be installed in Spring 2024
Landscape and Irrigation Design by Katherine Brown and Tobin Hook



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Landscaping will include a variety of plants with colorful seasonal foliage or flowers.

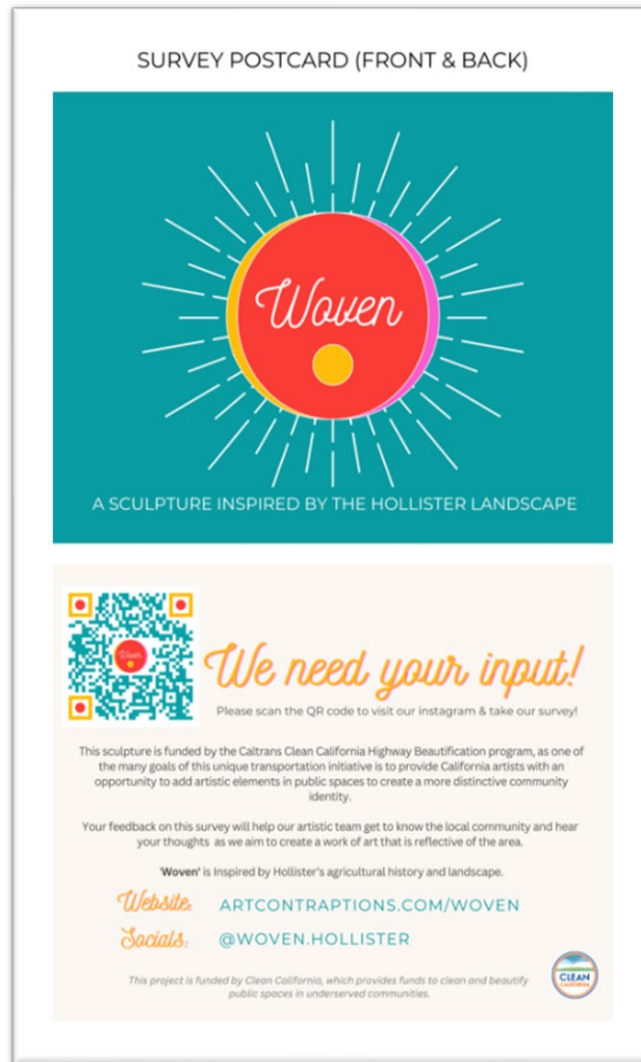


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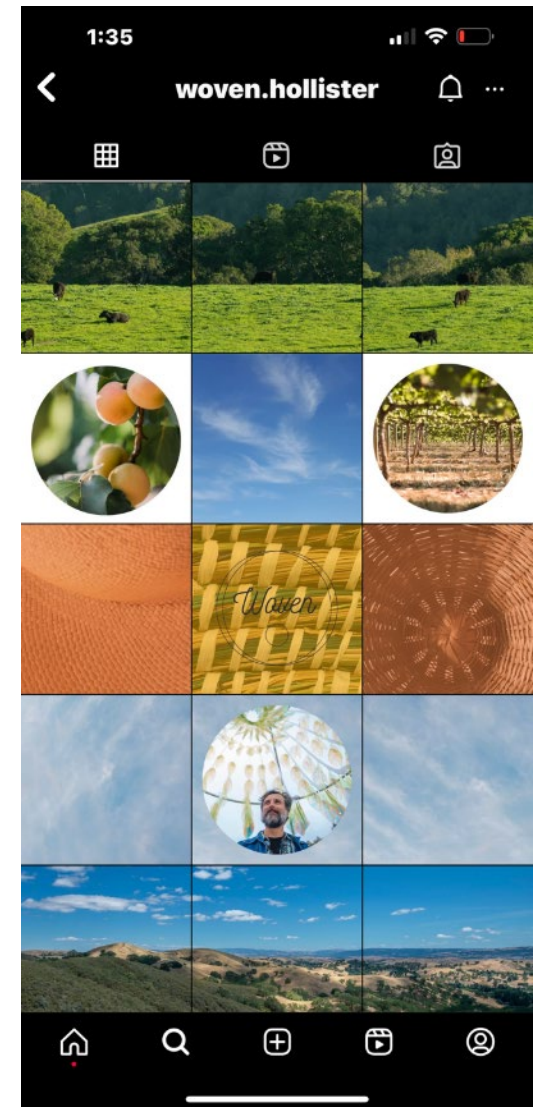
State Route 25 HOLLISTER
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Highway Beautification

Community Outreach

- Online Community Survey
- Postcard Handouts
- Instagram Page
- On-Site QR Code
- Community Art Gallery Event and Artist Talk
- Government meeting presentations
- Clean CA Litter Pick-Up Day



Community surveys, postcards, social media posts, in-person events, and public presentations were all used to engage the public in the project. Outreach materials were provided in both English and Spanish.





SAN BENITO COUNTY ARTS COUNCIL
& CALTRANS presents

Clean California ART SHOW

**Opening Party | 6-7:30 pm, Sat.
April 1st**
Art Depot
35 5th Street, Downtown Hollister

ART * DJ MADMARTIGAN * ALL WELCOME
Food by El Guapo Kitchen * Wonder Cotton Candy

Featuring artworks by CleanCA project artists:
Ryan Sarfati & Eric Skotnes of Yancey x Zoueh
James Peterson of Art + Contraptions
Josh Liem * Enrique Luna * Makayla Magdelano
Clay Peer * Venecia Prudencio

Open Gallery Hours | 12-4 pm, Saturdays, Mar. 18- Apr. 15

www.sanbenitoarts.org |    @sanbenitoarts



SAN JUAN BAUTISTA
The City of History
HOLLISTER



San Benito County
arts
council
For more info
info@sanbenitoarts.org
www.sanbenitoarts.org



Public Art Coordination by the San Benito County Arts Council
Jennifer Laine, Executive Director

State Route 25 HOLLISTER
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“Woven”

Sculpture By Artist
James Peterson
Art+Contraption



ABOUT THE ARTIST

James Peterson is an artist and sculptor based in Los Angeles. A self-proclaimed materials and processes geek influenced by nature, geometry and the development of organic matter, James merges art and technology with sustainable resources and practices whenever possible.

To see more of James' work, please visit artcontraptions.com

ABOUT ARTIST GALLERY CONTACT SURVEY [f](#) [@](#)



A VISUAL ODE TO HOLLISTER'S HEARTLAND

CLICK HERE TO PARTICIPATE IN OUR SURVEY!

Inspired by Hollister's landscape, agricultural history, and the communal effort of tending to and harvesting from the land, 'WOVEN' is a geometric sculpture that interlaces painted aluminum panels to create a beautiful interplay of color, light and shadows.

Your feedback on this survey will help us attune to your community and finalize the development of this work of art into one that is reflective of your collective voice.

'WOVEN' is funded by Caltrans' Clean California State Highway Beautification Program, a unique transportation initiative that brings artists and communities together to transform public spaces and create a more distinctive community identity.

ABOUT ARTIST GALLERY CONTACT SURVEY [f](#) [@](#)



Day and night computer simulations of “Woven” - a major landmark sculpture inspired by indigenous native basketweaving traditions and agricultural harvest in the Hollister landscape. The concept by artist James Peterson of Art+Contraptions was chosen by a local community selection panel from over 30 statewide artist submissions.



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Pinnacles Murals



Local Artists:

1 Venecia Prudencio



2 Makayla Magdaleno



3 Josh Liem



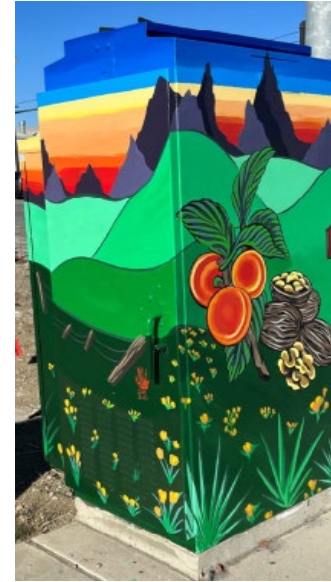
4 Enrique Luna



5 Clay Peer



*1 Passage to the Pinnacles
at Tres Pinos Rd*



*3 Pinnacles Sky
at Hillcrest Rd*



*2 Pinnacles Day and Night
at East Park St*



*4 Pinnacles Hawk
at Meridian St*



*5 Hollister Apricot, Cherry, Walnut
at Santa Ana Rd*



Landscape construction in progress
Spring 2024



One of five colorful Pinnacle-themed
Utility Box Murals



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Sculpture “Woven” - inspired by indigenous native basketweaving traditions and agricultural harvest in the Hollister landscape - is craned into place at the corner of Route 25 and Meridian Street on March 14, 2024.

Up lighting will be added to the sculpture and a variety of plants will be installed surrounding the sculpture.

A project celebration is being planned, details TBD.



Artist James Peterson (center) and assistants Josh (L) and Roo (R)



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