



Berryessa Quality Of Life
Local Artists Enriching Community

Susan Fowle

BCAC Wayfinding Banner Project Leader





BCAC - In Action To Improve Our Berryessa Quality Of Life

- President Locke and Treasurer Fowle Got a \$5,000 BeautifySJ Grant to Fund This Project
 - Banner Format Dictated by the City of San José
 - Titles and Design from the BCAC Board
 - Solicited Art from Members of the Community
 - Selected the Art for Display

The Banners Along Berryessa Road Show The Beauty Of Our Area

► Diya Patel is the Creator of “Discover Berryessa”

The reason I chose this design is because of a memory. When my family went to Disneyland, we saw a huge one-perspective drawing of Disneyland's community.

Berryessa is a wonderful community where everyone deserves to be helped or even supported. I've been living in the Berryessa community since I was born and attended four schools so far. The Berryessa community gives everyone an opportunity to achieve and be successful in their career life. All Berryessa teachers, staff and parents are willing to take time and help someone in need. I am glad I have access to Berryessa community facilities like the library, parks, and community centers. I love the Berryessa community and, in the future, I am ready to help the Berryessa Community.

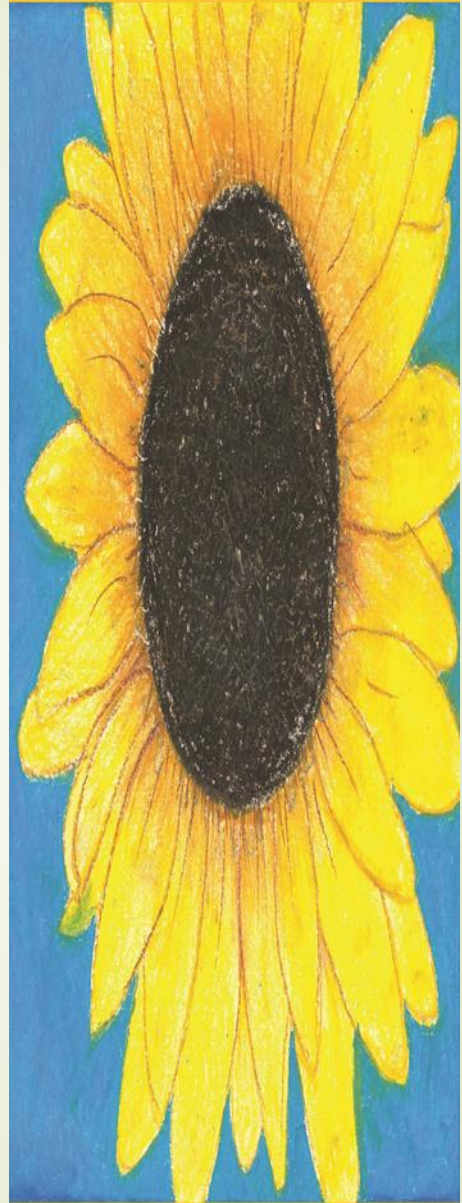


Welcome

The Banners Along Berryessa Road Show The Beauty Of Our Area

► Tierce Tiger is the Creator of “Sunflower”

The Berryessa community means a lot to me. It has great schools, people from different backgrounds, places that make it different from others. There are so many different cultures that we get to experience in this community, and I really enjoy them. All of the schools are so great and have amazing teachers. The Berryessa community is really amazing, and I am glad to be a part of it.



Berryessa

➤ Awaiting Artist's Inputs

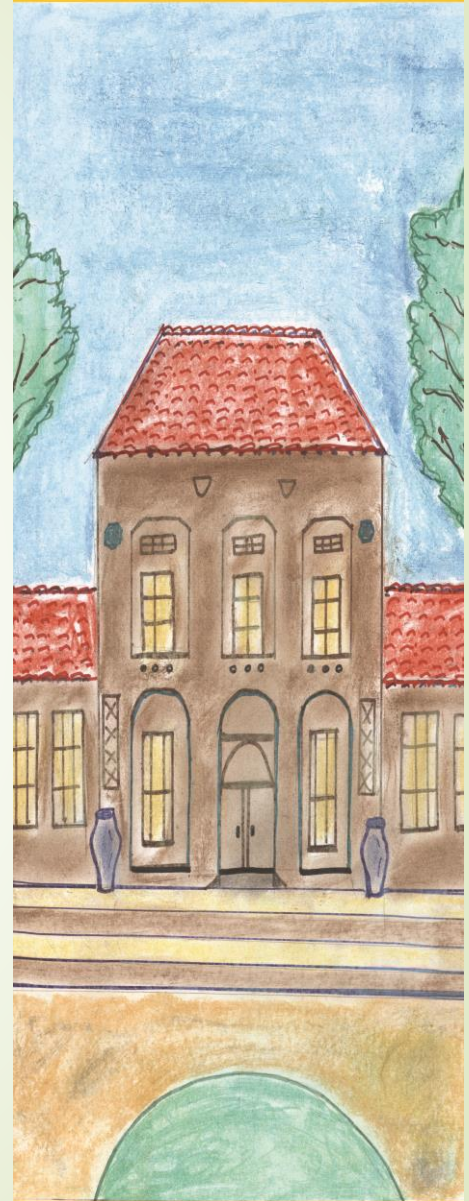


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► Ron Appleby is the Creator of “Old Berryessa School”

Berryessa has been my community since 1975. I have been a BCAC member since 2003 and on the board for the last 4 years. My children and grandchildren attended Berryessa Eastside schools. Berryessa is a great community and I want to keep it that way and hopefully even make it better.

I was a history teacher at Independence Adult Center for 12 years. The most prominent historical building in Berryessa is the old Berryessa School on North Capitol Ave. near Berryessa Road. I felt a banner design honoring that building would be the best contribution I could make for this project.

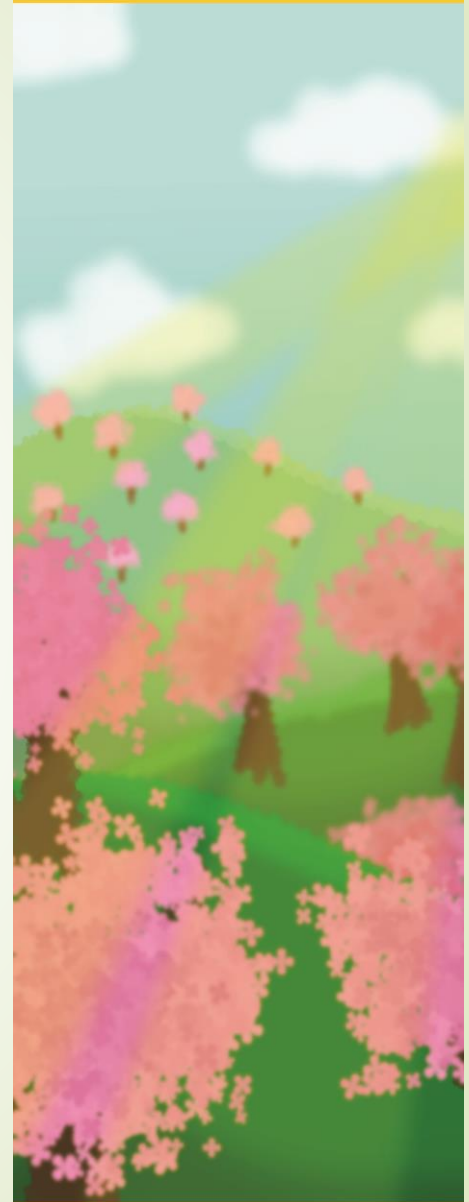


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► Kaylene Wang is the Creator of “Blooming Orchards”

My family has been living in the Berryessa Community since 2000. This is our first home that we've lived in since I was born. I've always played at the Berryessa Community playground and took walks with my family and this community is everything I've had. Taking walks and playing at the Penitencia Creek Park was always memorable to me, with the ducks in the pond and the turtles peeking their heads out. It's truly a beautiful place to live. I'm going to school in this district, I've made friends here, and this has been my home for thirteen years. This community has been pretty much all I've known in my whole life and I'm thankful for being able to live in this community.

I chose my design of the banner because my mom told me that Berryessa used to be full of orchards. I also read the information about Berryessa in the Community Center when I was performing in my school orchestra. The theme for the banner was heritage and I figured drawing the orchards would be perfect to represent the heritage of the Berryessa Community. So, I imagined how the cherry orchards in the past would look like and I drew it out the image of a vivid orchard. The reason behind my banner design is quite simple, but it went a long way in the end.



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► Charity He is the Creator of “Asian Fan”

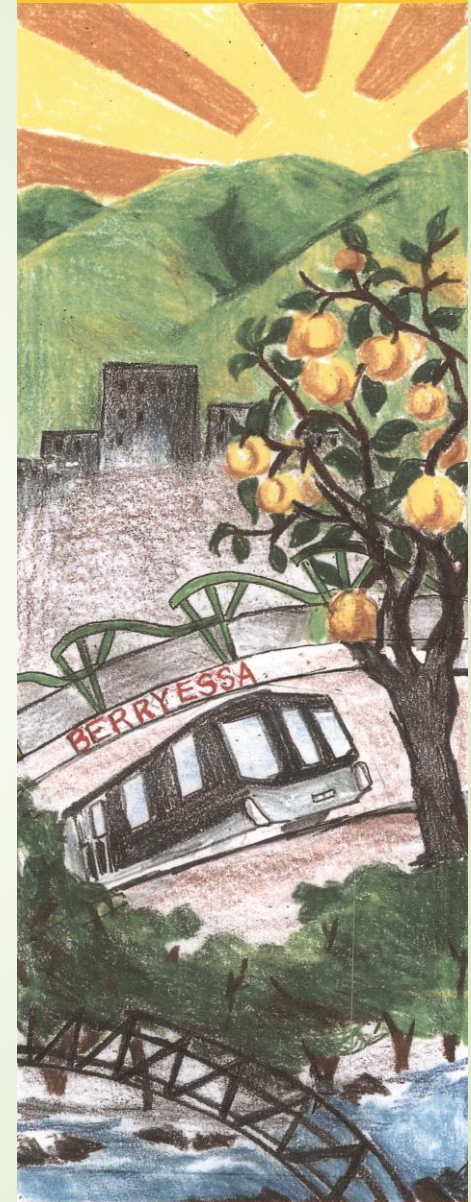
I was inspired by traditional Asian art. I have been learning to love my roots and be proud to be Chinese. The Berryessa Community is very diverse and where a lot of cultures are celebrated. I'm very proud to have been a part of it.



The Banners Along Berryessa Road Show The Beauty Of Our Area

- ▶ Lisa Blaylock is the Creator of “Yesterday, Today, and Tomorrow”

I am proud to have my artwork selected for the Beautify Berryessa project. Berryessa is the essence of Santa Clara Valley. My banner represents the rich history in agriculture represented by the apricot tree to the beauty of the mountains, sunny weather and natural historic Penitencia Creek. Today, we are embracing new and exciting changes with the progressive addition of BART, state of the art Bart Transportation Center, way finder banners, housing, technology and more. Berryessa offers the native residents and immigrants from around the world a welcoming place to call home for the generations past, present, and future. Never before have we seen the diversity that we have here today in Berryessa, yet we can all share in the common love for our sunshine, mountains, creeks, and parks. We look ahead to our changing future and as a community we appreciate, care and preserve the beauty together. As a long-time local resident and 35-year realtor in the Berryessa area, I look forward to seeing the 12 Beautify Berryessa Banners hanging along the roadway in our community. In addition, this is an exciting moment for me as an artist.



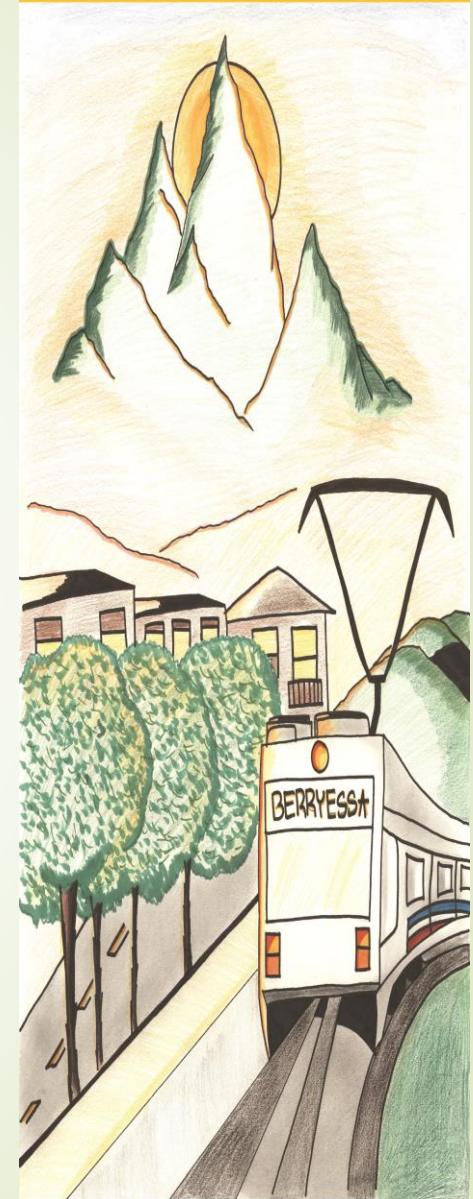
The Banners Along Berryessa Road Show The Beauty Of Our Area

► Jase Vasquez, creator of Berryessa Growing

From birth, I've lived in the beautiful and unique community of Berryessa. Since the age of five, I enjoyed playing baseball for the Berryessa little league, and continued to do so up until this past summer when I played my last year in Seniors. I have always enjoyed the nature at Penitencia Creek Park and seeing the beautiful mountains that surround our community.

Growing up in this area, a lot of the changes I've seen have been small. Unlike my grandparents who have lived here since 1968. They have told me stories of how they're home, which they still reside in, was once surrounded by fields and orchards. Whereas today, they are surrounded by new homes and the light rail station.

My banner design was based off of current day Berryessa, with the light rail being an iconic part of transportation in and out of our community, and the new apartments being built, bringing in more and more people. The Berryessa community is growing more and more everyday, bringing in new people of generations to come and memories that will last forever.



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- Rose Lu is the Creator of “Cruisin’ Through Time”

My banner design shows the changes that San José underwent in the last one hundred years, highlighting its transition from being an agricultural society to one of the world’s biggest tech-hubs.

I made this design because I think San José is a very unique city because of its transition. I had an idea of how I can portray and highlight this transition to show San José’s residents how rich the history is. San José started as a farming society, producing prunes, grapes and apricots. Eventually during World War II, the government ordered San José to produce various war technologies on its site. Over time, tech companies began to move into San José. During this process, San José became more industrialized and somewhat shed its agricultural skin. I wanted to capture the richness of San José’s history through my banner.



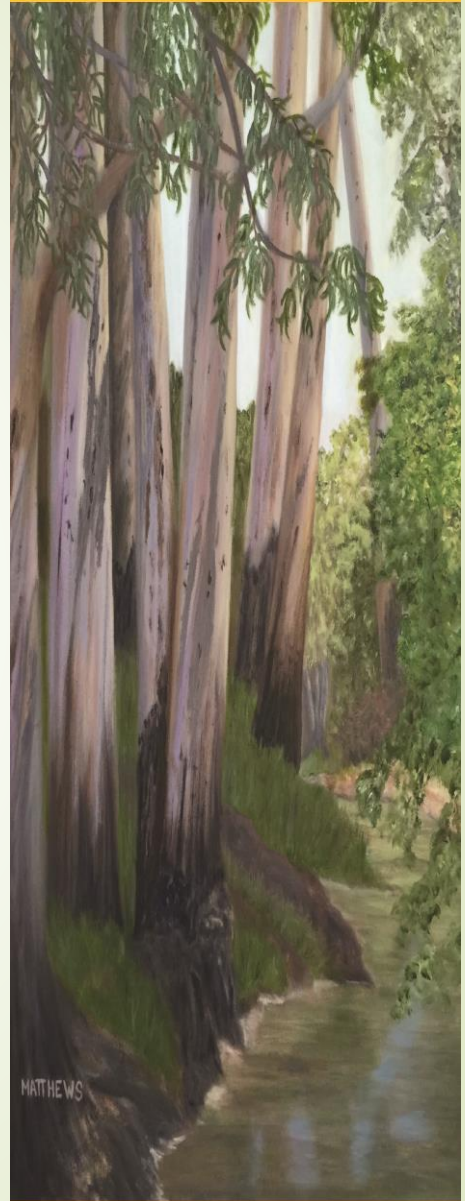
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➤ Margie Matthews is the Creator

I have lived in Berryessa for most of my adult life. While the orchards and strawberry fields have mostly disappeared, the beautiful foothills and natural creeks remain.

I raised my five children here in Berryessa and can't think of a better place for families. Good schools, great parks, access to downtown San José, and a diversity of people all make Berryessa a very good place to call home. It was also a very good district to speak for when I had the honor of representing it on the San José City Council.

When I was working, driving home to the beautiful foothills every evening was a relaxing way to end the day. Now that I am retired, I often enjoy the open space up close, walking the Penitencia Creek Trail and hiking into Alum Rock Park. I'm also enjoying painting Berryessa landscapes and favorite landmarks in the area. Berryessa, in some ways, is a hidden treasure of San José. Not only for its physical beauty, but also for the wonderful people who live here with respect for one another. I can't imagine living anywhere but Berryessa!



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► James Hill is the Creator of “For the Kids”

My wife and I always enjoy hiking on the trails in San José. I grew up in the Berryessa area and it continues to feel like home for me. There is so much beauty and using the trails shows me what Berryessa has to offer. It is what makes this area so great. Five minutes away and you feel you are away from the hustle of traffic, work stress and can be in nature. My kids, nieces and nephews enjoy the outdoors, and, with these trails being so close, it makes it easy for all of us to enjoy.



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➤ Sharon Root is the Creator of “Alum Rock Park”

I have lived in the Berryessa area for over 45 years and have enjoyed making memories in Alum Rock Park with my children and grandchildren over the years. Since it was founded in 1872, it is one of California's oldest municipal parks.

The 750-acre park has been a hidden gem that has evolved over the years since having mineral springs, indoor swimming pool, tea garden, restaurant, zoo and a dance pavilion. During the early 1900's, for a quarter, you could even ride on the Alum Rock Steam Railroad from downtown San José into the Park.

Currently the park's focus is on nature, wildlife and hiking. I produced the Alum Rock Park banner because I felt we needed to celebrate and showcase this unique and beautiful part of our community.

