



# THE GAREY UNDERPASS ART CALL



## AREA 1: ROADWAY MURALS

**Deadline to Apply: October 3, 2024, by 5PM PDT**

The City of Pomona seeks artist for public art installation of a sign to represent entering Downtown Pomona.

**Budget:** \$250,000.00

**Location:** Between Monterey Avenue and First Street

### PROJECT OVERVIEW

The City of Pomona ("City") was selected as a Clean California Local Grant recipient for a proposal to "increase cleanliness, safety, accessibility, and beauty in the Holt Avenue Corridor." A part of this grant is a public art component for a \$100,000.00 large-scale project along the Garey Underpass, which flanks the Holt Corridor.

The City will be releasing three Call for Arts for three different areas of the Garey Underpass. These areas will include a mural (Area 1), a sign for entering downtown (Area 2), and the install of an outdoor gallery (Area 3). This Call is exclusively for Area 1: Roadway Murals that will be along the walls from Monterey Avenue to the underpass as depicted in the project site location.



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**ARTWORK LOCATION**

**The City of Pomona:** The City of Pomona is located on the eastern most edge of Los Angeles County approximately 30 miles east of the Los Angeles downtown area. With a population of 151,713, the high-density City (approximately 23 square miles) is the fifth most populous city in the County and the fifth oldest. It is located at the confluence of the I-10, SR-57, SR-71 and SR-60 freeways as well as two Union Pacific/Metrolink rail lines, and 10 miles west of Ontario International Airport.

**Downtown Pomona:** Located in the center of the City, Downtown is bisected by the east-west Union Pacific/Metrolink rail corridor and parallel east-west Holt Avenue, and north-south by Garey Avenue, both major arterial roads. Holt Avenue is lined with a multitude of businesses, medical offices, restaurants, multifamily, and some single-family housing, Village Academy High School, and Garfield Park and Community Center, and links residents to Garey Avenue. Garey Avenue is the main street of Downtown, an activity center with historic character and destinations such as the Pomona Transit Center and pedestrian bridge, The School of Arts and Enterprise (The SAE), the Arts Colony, Thomas Street, the Glass House, the Fox Theater, and Western University of Health Sciences.

**Garey Underpass:** Garey Avenue Underpass (between Monterey Avenue and First Street) is a below-grade tunnel crossing to travel under the Union Pacific/Metrolink railway at the Pomona Transit Center, open 24 hours a day, 365 days a year and serves as the primary north gateway to Downtown. The Project will activate the under-utilized Garey Avenue Underpass with lighting to increase pedestrian safety. Artwork will be applied in three different locations of the Garey Underpass.



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**ARTWORK LOCATION (continued)**

**Area 1: Roadway Murals**



We strongly encourage you to visit the site, and get an understanding of the size in which these murals will encompass.



These walls total approximately 8,278 SQFT.



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**ELIGIBILITY**

·Artists residing or working in the Greater Los Angeles Area: Los Angeles County, Orange County, Ventura County, San Bernardino County, and Riverside County. Artists who have worked on at least one large scale mural project (more than 5,000 square footage). Artists who lack the experience with artworks of this scale are encouraged to form artist teams.

*Artists will not be eligible to apply if they have been previously commissioned for a public artwork project by the City’s Cultural Arts Commission in the last three years, whose budget was equal to, or exceeds, \$100,000. Artists who currently have contracts with the City will need to complete all projects before the deadline of Part A: Submission of Qualifications takes place to be considered.*

**SCOPE OF WORK**

**PART A: Evaluation of Artist Qualifications**

The Cultural Arts Commission will select up to three qualified Artists.

**PART B: Artwork Proposals**

The three chosen qualified Artists shall prepare an artwork proposal to be reviewed by City Staff, the Public Art Committee, and the Cultural Arts Commission. Only one Artist proposal will be chosen to move forward for installation of their artwork.

- Artist shall develop and oversee a community engagement event that collects community input for design.
- The Artist rendering will be on display in City Hall and different City events to support community engagement.

**Themes/Imagery**

These murals should showcase Pomona’s historical monuments, places, and development. The viewer would be able to see that as they went South (into downtown Pomona) the imagery would reflect the history of the Southern half of Pomona, and then going North (out of downtown Pomona) the imagery would reflect the history of the Northern half of Pomona.



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**SCOPE OF WORK (continued)**

**PART C: Fabrication, Installation and Project Closeout**

The commissioned Artist shall oversee the fabrication, delivery, and installation of their artwork. The Artist will be responsible for—

- Submitting all the necessary documents for execution of an agreement.
- Complying with submitting requested documents (project report that shares a timeline of events thus far with photos of artwork progression and budget expenditure report with all original receipts) for each phase of funding that is allocated after the initial phase of funding has been released.
- Submitting closeout project documents, which include an artwork maintenance and conservation plan, finalized artwork description, artist biographies, photographs of final artwork, and the final budget expenditure report.

**For more details on the project's scope of work, please review the City's sample artist agreement.**

**BUDGET**

The maximum all-inclusive project budget is \$250,000.00.

This budget includes all costs associated with completion of the project deliverables including (when applicable) community engagement expenses, artist design fee, travel expenses, project assistant(s), administrative costs, production, consultant fees as necessary (architect, engineer), conservation services, auto and liability insurance, materials, artwork fabrication, storage, equipment, art installation costs, permit and inspector fees (as necessary), display costs, site preparation, professional photography, and contingency.

The City of Pomona may elect to revise the budget to address changes in the Scope of Work, price, or any term and condition. This will be a deliverables-based contract, with payments made as deliverables are completed and approved. In the event there are unspent funds in the budget after completion of the project, the City of Pomona may, at its sole discretion, choose to contract with the Artist for additional services.



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**SUBMISSION MATERIALS**

**1. Resume/CV**

1 – 2 pages (per artist), PDF Format only.

Must include—

- Name, mailing address, phone number(s), email and website (if applicable).
- Related work, art or program experience similar to the proposed project.
- Education/training and other related credentials.
- Resumes should not exceed two (2) pages.
- For Artist Teams, all resumes must be submitted for Lead Artists and include a brief 1–page (maximum) biography describing your collaboration.

**2. Portfolio of Work**

PDF format only.

Applicants Portfolio must detail and feature the following—

- Five (5) – Ten (10) past projects most applicable past works.
- 1-2 photos of each project (showing different angles or details of artwork if applicable).
- Details of each project – title, date of completion, medium, dimension, type of commission, commissioning agency or client (if applicable), artist collaboration (if applicable), project budget, brief description of project, location of artwork
- If applying as an artist team, combine works of all artists and be sure to identify which work belongs to each artist.

**3. Description of Interest**

In 800 words or less, please provide responses to the following:

- What is your connection to Downtown Pomona and/or to the City of Pomona?
- Why does this project interest you?
- Brief description of your artistic practice, your sources of inspiration, and your method of developing high quality, innovative and meaningful artwork.



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**SELECTION PROCESS**

**PART A: Evaluation of Artist Qualifications**

Cultural Arts Commissioners will review artist qualifications and select up to three artists to submit proposals.

Applications will be scored using the following criteria (100 points):

- **Artistic Merit:** Past works and creative practice reflect a high level of aesthetic quality and technical execution. There is a clear connection to community in these projects. (up to 45 points)
- **Suitability for the Project:** Artist work samples and interests demonstrate suitability for the artwork themes and goals in work sample projects. (up to 55 points)

**PART B: Artwork Proposals**

After finalists have been identified, they will be invited to submit an artwork proposal. Artist proposals will be evaluated in two steps, the first will be by the Public Art Committee. The second evaluation step will be final review and award by the Cultural Arts Commission.

Applications will be scored using the following criteria (100 points):

- **Artistic Merit:** Artwork Proposal reflects incorporation of the given art references in a high level of aesthetic quality and still captures a uniquely original design. (up to 40 points)
- **Suitability for the Project, Site, Community and Artist Engagement:** Artwork Proposal demonstrates suitability for the themes and goals of the project, including site and community. The Artwork Proposal engages the community through a community event that allows participation in the installation of artwork on site to facilitate meaningful artwork. (up to 40 points)
- **Budget, Schedule and Project Management:** Project budget and schedule are clear, specific and detailed, indicating the artwork can be fully implemented. Artist demonstrates the ability to successfully provide project management of the scope of work including budgets, management of artwork installer and/or contractor, administrative logistics, and ability to engage with the community. (up to 20 points)



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**TENTATIVE TIMELINE**

<b>Call for Art Released</b>	September 5, 2024
<b>Call for Art Information Meeting</b>	September 17, 2024, 12 – 1:30PM
<b>Submission Deadline</b>	October 3, 2024, by 5PM PST
<b>Artist Selection- Part A</b>	October – November 2024
<b>Artist Selection- Part B</b>	November – December 2024
<b>Project Execution</b>	February 2025
<b>Project Completion</b>	May 30, 2025

Call for Art Information meeting is highly recommended for all artists applying for this project. Artists will learn more about the project's goals, the application process, and ask questions. Please sign up by Thursday, September 17, 2024, before 10AM to receive the meeting link.

🔗 Form: <https://cityofpomona.typeform.com/to/Dey6aknA>

**TO APPLY**

**ONLINE APPLICATION:** All interested artists are invited to apply online through Typeform using the following [link on our website](#).

No account is necessary to fill out the form, however, note that you cannot upload multiple files into one question, please separate your files into single file forms as requested per question.

Only applications submitted on time and completed will be reviewed.

**ADDITIONAL INFORMATION**

- For questions, please contact us at [PublicArt@pomonaca.gov](mailto:PublicArt@pomonaca.gov).
- Incomplete or late submissions will not proceed for review.
  - The City of Pomona reserves the right to accept or reject any and all proposals received.
  - The request for qualifications and proposal submissions does not constitute an offer to contract or promise of remuneration, recognition, or any other thing.
  - The information provided by each Call may be changed, amended, modified, canceled, revoked, or abandoned without notice at any time and for any reason in the sole discretion of The City of Pomona.

