



Cultural Arts Commission

Staff Report

MEETING DATE: December 12, 2024

TO: Cultural Arts Commission

FROM: Planning Division

SUBJECT: Garey Underpass (Area 1) Art Call (Part B: Proposal) Review

ITEM TYPE: Discussion

STAFF RECOMMENDATION

Staff recommends the Cultural Arts Commission review public comments collected, review committee selection, and approve an artist for the Garey Underpass (Area 1) Art Call.

TENTATIVE TIMELINE

Call for Art Released	September 5, 2024
Call for Art Information Meeting	September 17, 2024, 12 - 1:30PM
Submission Deadline	October 3, 2024, by 5PM PST
Artist Selection- Part A	October 28, 2024, 5:30PM
Artist Selection- Part B	December 2, 2024, by 5PM PST Committee Review: December 9, 2024, 5PM
Project Execution	February 2025
Project Completion	May 30, 2025

BACKGROUND

The City of Pomona launched the Garey Underpass (Area 1) Art Call on September 5, 2024. The City received 8 eligible applications for Part A: Qualifications, and on October 28, 2024, the Cultural Arts Commission chose the following four Artists to submit proposals—

1. Timothy Smith
2. Hector Flores
3. Raoul Ghymel

For Part B – Proposals, each artist was asked to submit three professional references, description of project, project timeline outline, budget of project, and rendering of project.

All applicants needed to submit their proposals December 2nd, 2024, by 5PM PST. Each proposal will be reviewed by the residents of Pomona, the Ad-hoc Public Art Committee, and the Cultural Arts Commission.

On November 12, 2024, at 12PM, Staff met with all three artists virtually to discuss the next steps of their proposal. Each of the artists received access to an online folder that contained all discussed documents and supportive templates. Each artist was informed that the Community Responsiveness section did not need to include a community component of having community volunteers paint due to the location of the artwork being within a high traffic area.

On December 2, 2024, all three artists submitted their proposals for review.

ARTWORK LOCATIONS

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 Artist were informed that the theme for proposals should surround the history of Pomona. With North-bound imagery reflecting northern Pomona highlights and South-bound imagery reflecting southern Pomona highlights.

Area 1: Roadway Murals



These walls total approximately 8,278 SQFT.

PUBLIC REVIEW OF PROPOSALS

The City hosted an in-person review for the Garey Underpass Art Call Part B: Proposals in the lobby of City Hall (505 S. Gaery Ave., Pomona, CA 91766) from December 3 - 11, 2024. The form requests date and time, full name, full address, and sections to make comments for each artist before submission. As of December 11, 2024, at 8AM there were 43 submissions.

From the 43 submissions, a majority were Pomona residents—

Total	City
6	City Staff / City Hall
1	Claremont
1	Montclair
14	No Address given
21	Pomona

Public Comments are attached for review.

The general consensus of the public comments leans towards Artist Raoul Ghymel, with a close follow of Artist Timothy Smith.

COMMITTEE REVIEW OF PROPOSALS

This Ad-Hoc Public Art Committee consists of four (4) Public Art Ad-hoc Committee members—David Judah Oliver, Lucia Nagler, Alegria Martinez, and Rachel Boell.

On December 9, 2024, the Committee met to score, discuss, and provide their input for Commission on the artist selection. Committee Member Boell was not present for this meeting. Their scores and the general consensus of committee members show that the Artist Raoul Ghymel is the top choice.

Committee Member	Hector Flores	Timothy Smith	Raoul Ghymel
David Judah Oliver	830	825	985
Lucia Nagler	970	965	955
Alegria Martinez	950	1000	940
Rachel Boell	ABSENT	ABSENT	ABSENT
TOTALS	916.66	930	960

The Committee discussion revolved around cohesive imagery, colors, historical content and overall completion of the proposals. Below reflects general comments and direct comments from committee members regarding each artist—

Hector Flores

- The repetitiveness of using the “Antique Row” street way signage when the artwork is so close to it.
- The South-bound wall (cool-colored side) was lacking in imagery, but the North-bound wall (warm-colored side) was better; this presented too stark of a difference and not enough unity between the two pieces.

Timothy Smith

- The collaging of images felt overwhelming. The futuristic quality the mural takes on from the perspective is great, but poses difficulty to read in the space it’s going in.
- There was a lot of research done, but there was no tribal representation.
 - *NOTE: This Artist inquired about adding tribal representation with Staff and was informed that unless he could get accurate information from the local tribes in time to consider other forms of imagery.*
- Utilized a lot of recognizable places and events instead of people, not good nor bad connotations, but different.
- The most thorough application.

Raoul Ghymel

- Incorporation of different artist styles to pay homage to artists/arts colony was a great addition.
- The color spectrum was well received.

FISCAL IMPACT

While this project has a total funding amount of \$250,000.00, the proposed Garey Underpass Park Art Call would impact the Art in Public Places fund up to \$150,000.00. The other \$100,000.00 comes from a Clean California Local Grant managed by Public Works.

Respectfully Submitted:



Ata Khan
Deputy Director of Development Services



Jocelyn Ayala
Management Analyst - AIPP

ATTACHMENTS

1. The Garey Underpass (Area 1) Call for Art (General Information)
2. Garey Underpass (Area 1) Art Call (Proposal Information)
3. Hector Flores Proposal

4. Timothy Smith Proposal
5. Raoul Ghymel Proposal
6. Public Comments
7. Committee Scores