



CITY OF POMONA

CULTURAL ARTS COMMISSION

SPECIAL MEETING

STAFF REPORT

Date: May 22, 2017 Agenda Item No. J.3

To: Chairperson and Members of the Cultural Arts Commission

Submitted by: Brad Johnson, Development Service Manager

Prepared by: Catherine Lin, Senior Planner

Subject: Discussion on Mural at Garey Avenue at First Street/Garey Avenue Bridge Underpass

SUMMARY

Recommendation – That the Cultural Arts Commission Citizens Advisory Committee provide direction to staff on the artist selection method and the scope of work for a beautification mural at Garey Avenue at First Street/Garey Avenue Bridge Underpass.

Previous Action – None

Fiscal Impact – No fiscal impact at this time. The ultimate fiscal impact to be charged from the Public Art In-Lieu Fee Fund will be determined at the conclusion of the artist selection process through an RFP, RFQ, or Invitational Competition.

BACKGROUND

Garey Avenue is one of the City's busiest major thoroughfares and its underpass at First Street/Garey Avenue Bridge is located at the heart of the City and entrance to the core of Downtown Pomona. It is in the City's Corridor Specific Plan Area and is immediately adjacent to the Downtown Pomona Metrolink Station, the Downtown Pomona Arts Colony and Antique Row, Western University of Health Sciences, the School of Arts and Enterprises, the recently completed Monterey Station Apartments development, as well as other important development sites. It carries a large volume of traffic daily and has long been a target for beautification.

Prior to the adoption of the City of Pomona Art in Public Places Policy and Guidelines Manual "Policy Manual", the Downtown Pomona Owner's Association (DPOA) had proposed a mural to the City Council for its consideration. However, that particular mural design did not receive approval from the City Council. Nevertheless, the opportunity to beautify the underpass with a mural continues to be a discussion topic at the Cultural Arts Commission and Cultural Arts Commission Advisory Committee meetings.

DISCUSSION

The underpass is approximately 300 feet in length and 125 feet in width. It has two divided levels of travel – the lower level is for vehicular traffic while the upper level is for pedestrian foot traffic. The lower level walls have smooth concrete finish which is more conducive for mural painting, while the walls along the pedestrian level have a rough sand stucco finish which is less favorable for mural painting. There are a number of large support columns in the center median with a smooth concrete finish where murals could also be painted. In addition, some surface areas at the base of the First Street/Garey Avenue Bridge could also be included in the overall project. Staff has attached photos of the underpass with this report (See Attachment 1).

If the Cultural Arts Commission Citizens Advisory Committee recommends to proceed with a beautification mural for the underpass, the project would be funded through the Public Art In-Lieu Fee Fund.

Part 2 Section VII of the City of Pomona Art in Public Places Policy and Guidelines Manual (“Policy Manual”) outlines the procedure for the approval of public art projects funded by the Public Art In-Lieu Fee Fund. It states that it is the Citizens Advisory Committee’s responsibility to select a location for placement of the artwork. In addition, Part 3 Section III.D and E. of the Policy Manual outlines that the artist selection must be carried out through a RFQ, RFP, or an Invitational Competition process directed by the Citizens Advisory Committee. Therefore, staff seeks direction from the Citizens Advisory Committee on the artist selection of approach from the aforementioned three methods.

Further, staff seeks directions from the Citizens Advisory Committee for the scope of the project. Staff requests that the Committee discuss and provide directions on the following:

1. Theme of the mural
2. Location of the mural
3. Areas to be painted
4. Special considerations such as nighttime lighting

After receiving direction from the Citizens Advisory Committee, staff will prepare the necessary documents to execute the Committee’s chosen approach (i.e. RFP, RFQ, or Invitational Competition) and present the draft documents at a future meeting for the Committee’s review.

Attachment:

1. Photos of the Garey Avenue at First Street