



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

FROM: City Manager

SUBJECT: Arts in Public Places Program

MEETING DATE: August 12, 2025

Item No. _____

RECOMMENDATION

The City Council will review the submitted artwork and consider selecting artwork

- a) Daniel Antelo - Brenda Villa Mural Proposal (\$44,930 option A and \$33,077 Option B) – 14x12 feet
- b) Jerome Castro – utility boxes murals, and shadow art (total cost for 10 locations \$9,500)
- c) Ruben Rojas – (4) Four Love Murals 14x20 feet at 5650 Jillson Street (total cost for four \$39,200)
- d) Nerv – Mural at 5281 Washington Blvd. for entire facade (\$12,000) – Welding Mural
- e) Alejandro “Man One” Poli Jr. (2) two mural proposals – (total cost - \$50,000)

BACKGROUND

The City of Commerce remains dedicated to enhancing the urban environment and cultivating civic pride through meaningful public art. The Arts in Public Places Subcommittee continues to explore impactful opportunities to collaborate with artists and bring creative expression to our shared spaces.

Recent efforts have focused on expanding mural installations and shaping a distinctive identity for the emerging Rosewood Arts District. In alignment with these goals, the Art in Public Places Subcommittee convened on August 11, 2025, to review submitted artwork and make determinations on proposed installations.

1. REVIEW OF SUBMITTED ARTWORK AND SELECTION OF ART

1 A. Daniel Antello is a muralist with over a decade of experience creating large-scale public art. He has submitted a proposal to install a mural on one of the City's walls in honor of Brenda Villa, a four-time Olympic medalist. The proposed mural would be placed on a 14' x 12' wall.

Option A - \$44,930



Option B - Total cost \$33,077



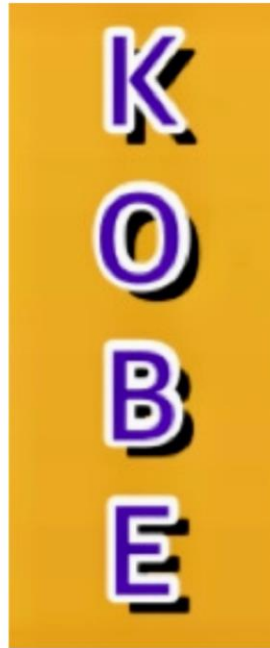
1B Jerome Castro

Utility and Post Office Box Art Proposal

This project aims to illuminate the City of Commerce by turning utility (murals) and post office boxes (shadow art on pavement) into eye-catching works of art. Through the use of pop art icons, geometric patterns, expressions of love, California-Mexican cultural elements, and other imaginative concepts, these installations will enhance the visual landscape of the city.

Location 1: 2000-2034 S. Atlantic Blvd (at point of Atlantic & Eastern)
*near Steven's Steakhouse and near flag pole

Title: KOBE
Cost:\$1,000



2000-2034 S Atlantic Blvd



Location 2: 5359-5399 Steven's PI (Across the street from Steven's Steak House)

Title: Chenchu

Design , Materials , Labor \$1,000

Location 3: Harbor St & Eastern Ave

Title: Día de Los Muertos

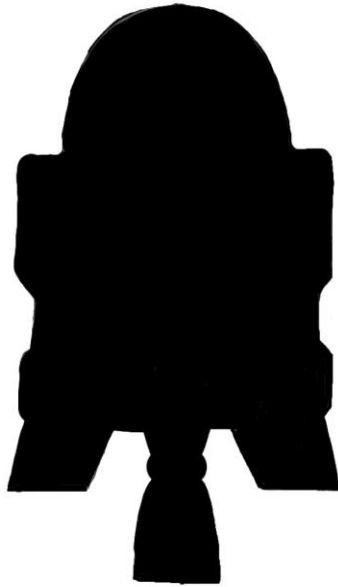
Design , Materials , Labor \$1,000

Location 4: 6121-6129 Telegraph Rd (In front of Commerce Casino)

Title : Deck of Cards and Chips

Design , Materials , Labor \$1,400

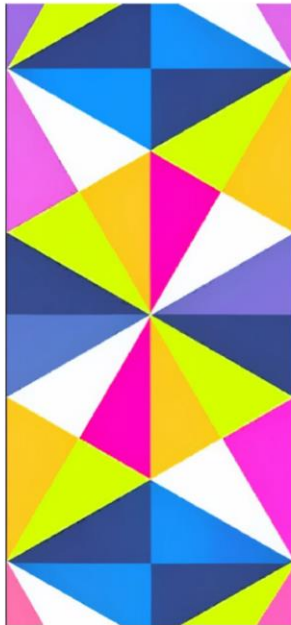
Location 5: City
Hall (Commerce
Way)
Title : R2-D2
shadow art
Cost: \$700



Location 6: 5461 Telegraph Rd (In front of Sherwin Williams)

Title: Kaleidoscope

Cost: \$1,000



Example

Location 7: 5817-5839 Telegraph Rd
Title: Greetings in Various Languages
Design , Materials , Labor \$1,000



Location 8: 6073-6079 Telegraph Rd
 Title: Lion
 Design , Materials , Labor \$1,000

Location 9: 5817-5839 Telegraph Rd
 Title : Retro Phone Booth
 Cost: \$1,000



5817-5839 Telegraph Rd

Artwork by J.Castro



Example

Location 10: 5400-5420 Telegraph Rd

Corner of Telegraph & Atlantic

(Near Mitsubishi dealership)

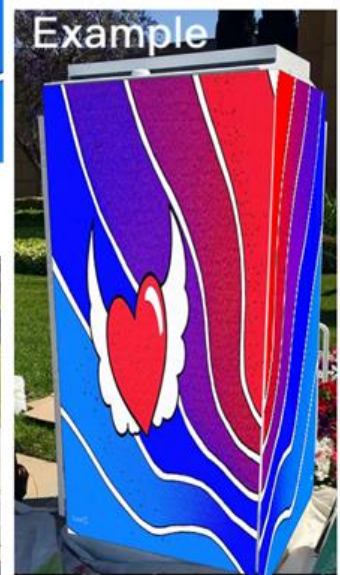
Title : Unconditional (Heart with Wings)

**Both Large and Small Boxes
Small box would be the same
theme as large box**

Cost: \$1,400



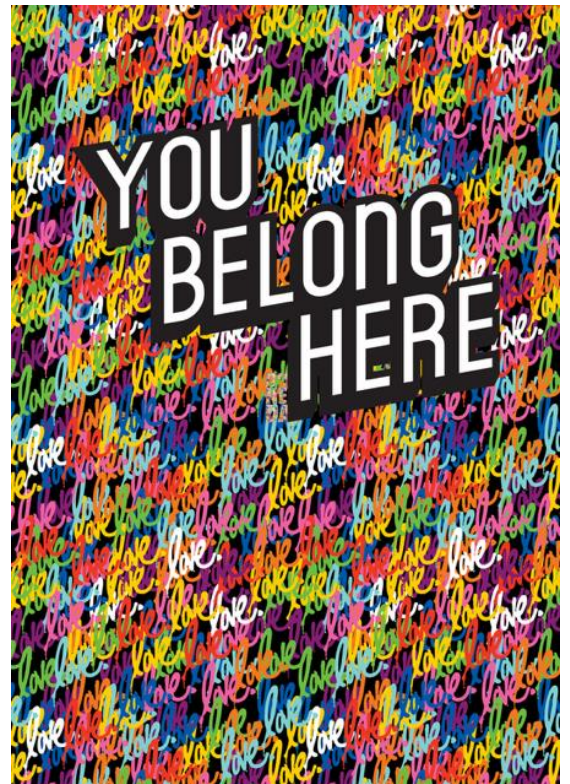
5400-5420 Telegraph Rd



Example

Artwork by J.Castro

1.C Ruben Rojas – These four murals (14x20) will be located on a large wall at 5650 Jillson Street



1.D Installation of a public mural by artist Nerv at 5281 Washington Blvd.

Nerv has submitted a proposed mural design for the entire façade at 5281 Washington Boulevard, with a total project cost of \$12,000. Funding for the mural will be provided through the Arts in Public Places program, and the property owner has confirmed their commitment to hosting the mural on the building.

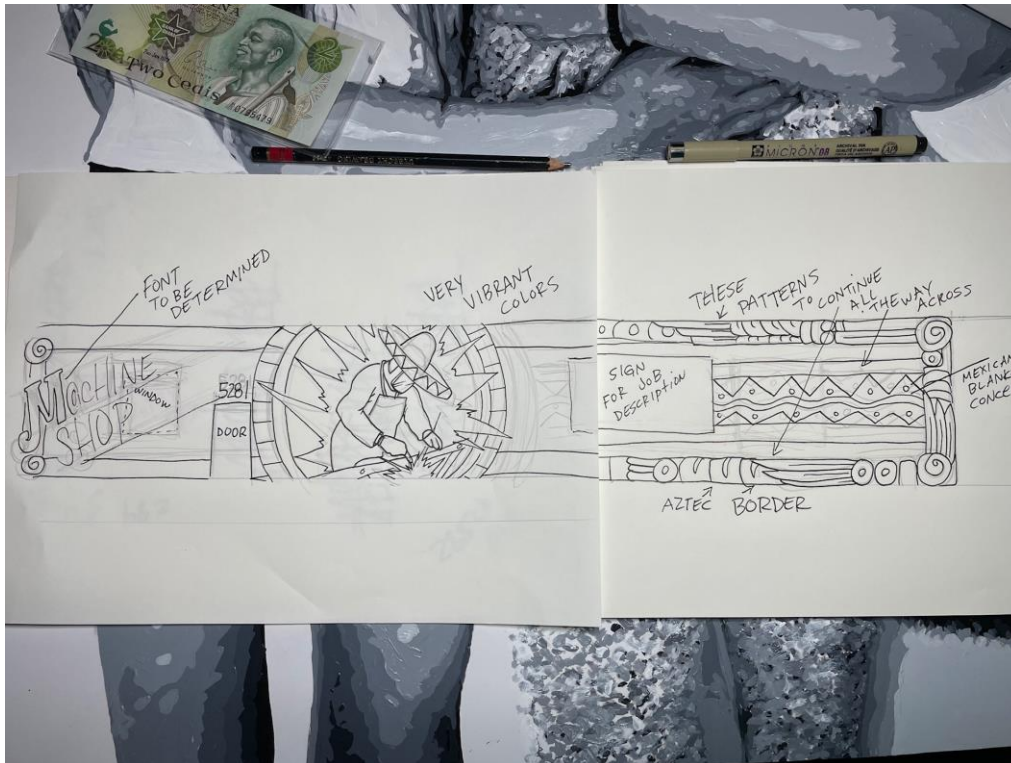
The current condition of the building is shown below



The proposed mural's color palette will incorporate the following hues



Proposed concept





1.E Alejandro “ManOne” Poli Jr. - Art Mural Proposal

Wall Location: Rosewood Park Artist: Man One

Title: Cosmos



The concept behind this mural is positive, playful and colorful. The image is based on the Aztec's winged serpent deity, better known as Quetzalcoatl. The creature has been updated in a contemporary street art fashion meant to instill pride and display cultural beauty within the community. The placement within the park invites viewers of all ages to get closer and

enjoy the color, the art, and the message, which is to use your imagination and fly through the cosmos.

Budget: \$25,000 Timeline: 7-10 days Availability: Immediate. *The budget includes all artist design fees, artist time and labor, artist assistants, all high-quality acrylic and spray paints, all materials and painting equipment, artist primer, UV clear coating, general liability insurance, video and photo documentation.

Wall Location: Veterans Park

Title Pelota



The concept of this mural is tied to the ancient Mesoamerican or Mayan game of “pelota”. I really like the juxtaposition of this wall next to the basketball courts at Veterans Park. The similarities of the use of a rubber ball and getting it through a “hoop” were what sparked my inspiration for this piece, and showing the connection of modern-day basketball with such an ancient game of pelota. The mural depicts two colorful indigenous characters with an ancient temple and stone walls in the background. This provides a perfect and colorful backdrop as kids actually play ball on the courts at the park in front of the mural. I hope the mural is inspiring, informative and enjoyable all at the same time.

Budget: \$25,000 Timeline: 7-10 days Availability: Immediate. *The budget includes all artist design fees, artist time and labor, artist assistants, all high-quality acrylic and spray paints, all materials and painting equipment, artist primer, UV clear coating, general liability insurance, video and photo documentation.



FISCAL IMPACT

Subject to the final art selection, funding is available in the FY 2025-26 budget in Account No. 32.1020.52001.

ALTERNATIVES:

1. Approve staff recommendation
2. Disapprove staff recommendation
3. Provide further direction to staff

RELATIONSHIP TO STRATEGIC GOALS:

This item is related to a specific 2016 Strategic Goal to “Develop and invest in infrastructure and beautification projects and support economic growth.”

Prepared by: Lena Shumway, Director of Administrative Services and City Clerk

Reviewed by: Alvaro Castellon, Finance Director

Approved as to form: Noel Tapia, City Attorney

Respectfully submitted: Ernie Hernandez, City Manager