



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

FROM: City Manager

SUBJECT: Arts in Public Places Program

MEETING DATE: April 22, 2025

Item No. _____

RECOMMENDATION:

It is recommended that the City Council:

1. Receive a presentation from acclaimed artist Arturo Gonzalez.
2. Approve the installation of murals by artist Nerv at multiple locations, including Rosewood Park, the Mitsubishi site, 5310 Washington Blvd., 5255 Washington Blvd., and the City Hall parking lot, at a total cost of \$34,000.
3. Approve the creation and installation of four (4) murals by Paul Botello on the Atlantic and Goodrich Bridge at a total cost of \$34,410.

BACKGROUND

The City of Commerce continues to support and promote public art as a means to enhance the urban environment, celebrate cultural identity, and strengthen community spirit. Recognizing the transformative power of art, the City has empowered the Arts in Public Places Committee to work collaboratively with local artists and stakeholders to identify meaningful art opportunities across the city.

The Arts in Public Places Subcommittee recently met with two artists, Nerv and Paul Botello, to evaluate potential mural locations. Several key areas were identified, including the opposite side of the Atlantic and Goodrich Bridge, as well as various public and private properties within the Commerce Arts District.

As a result of ongoing efforts, the Committee has successfully engaged property owners and business stakeholders to secure multiple mural sites. These efforts have culminated in two proposed public art initiatives for City Council consideration:

- **Murals by Nerv:** These will be installed at five prominent locations within the City:
 - Rosewood Park

- Mitsubishi location
 - 5310 Washington Blvd.
 - 5255 Washington Blvd.
 - City Hall Parking Lot
- Total Cost: \$34,000**

- **Atlantic and Goodrich Bridge Murals:** Four murals to be painted on the opposite side of the existing artwork by Paul Botello.
Total Cost: \$34,410

The proposed installations are part of a broader initiative to revitalize and promote the Commerce Arts District, with additional sites under consideration for future phases.

These mural projects reflect the City's commitment to supporting public art and creating visually engaging spaces that reflect the culture and creativity of the Commerce community. The proposed installations will contribute significantly to the visual landscape and identity of the Arts District and other public areas.

FISCAL IMPACT

Funding for these mural projects, totaling **\$68,410**, will be allocated from the Arts in Public Places, pending Council approval.

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

1. Arturo Gonzalez – Artist introduction



CITY OF COMMERCE ROSEWOOD PARK WALLS

ARTIST



EAST SIDE OF THE RIVER
ARTURO GONZALEZ



EXIDE RESIDENTIAL CLEANUP



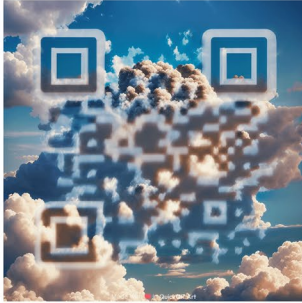
COMMERCE CALIFORNIA RUNAWAY TRAIN DERAILMENT JUNE 21ST, 2003



QR Codes



QR CODE



A QR code will be placed on each mural. When scanned It will direct you to the cities website for artist name, bio, location, and information on the mural.



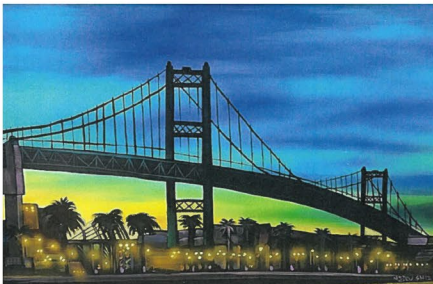
2. Mural Artist - Nerv

Locations throughout the City, including:

5310 Washington Blvd.



CITY OF COMMERCE 5310 WASHINGTON BLVD



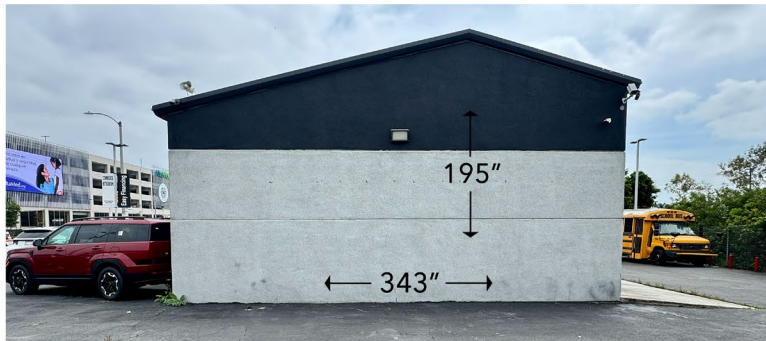
Mitsubishi Dealer – Proposed Possible Options



CITY OF COMMERCE MITSUBISHI DEALAR



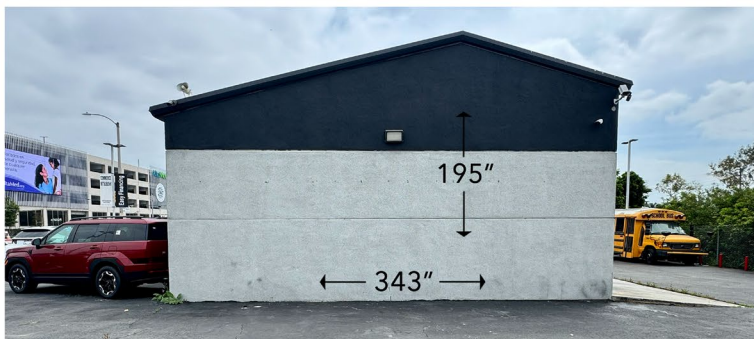
ARTIST



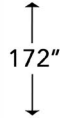
CITY OF COMMERCE MITSUBISHI DEALAR 2



ARTIST



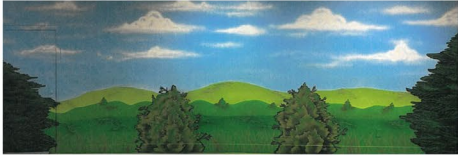
ARTIST **NERV SH**



5255 Washington Blvd.



CITY OF COMMERCE 5255 WASHINGTON BLVD BLACK FENCE



↑
94"
↓

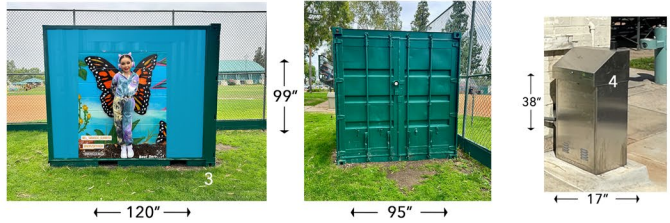
← 282" →

Rosewood Park multiple sites

Total cost for all murals by Nerv in various locations identified is \$34,000



CITY OF COMMERCE ROSEWOOD PARK



3. Mixmaster Proposal for (4) murals – by Paul Botello at Atlantic and Goodrich Bridge location



CITY OF COMMERCE MIXMASTER

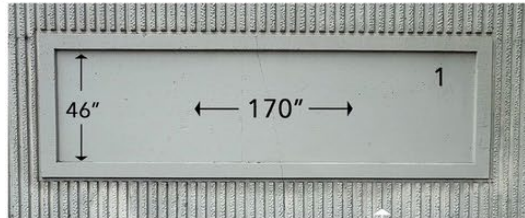


Total cost for (4) murals is \$34,410.

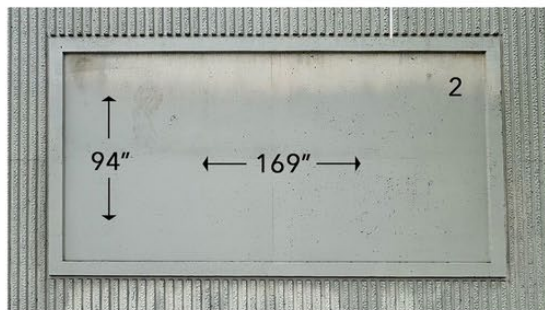
Cost Estimate - City of Commerce Underpass Murals Project
PAUL BOTELLO, Artist, earthlink.net, 323 337 6236
4008 E.Fisher St. Los Angeles CA 90063



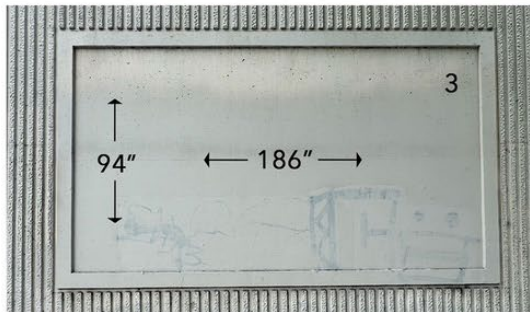
CITY OF COMMERCE MIXMASTER 2



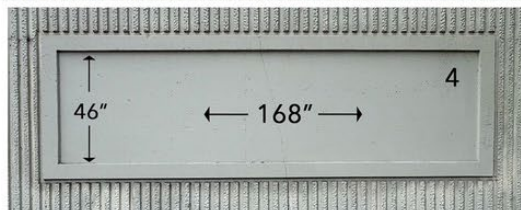
56 square feet



117 square feet



120 square feet



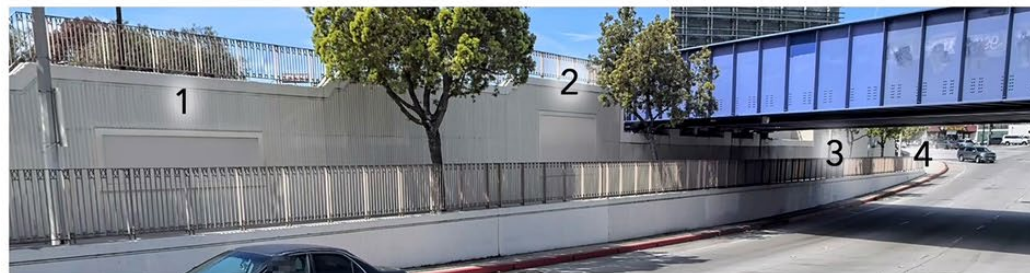
56 square feet

Cost includes:

- 4 murals painted directly onto the wall
- 2 million dollars liability insurance
- One million dollars workers compensation
- Scaffolding, equipment rental, paints, materials and supplies
- Paid assistants
- 4 copies of mural sketches
- 30 year primer/sealer
- Four layers of clear coats, with UV protection and graffiti protection
- Various meetings
- 5 year maintenance plan

TOTAL = \$34,410

TELEGRAPH RD



FERGUSON DR