



CITY OF COMMERCE AGENDA REPORT

Item No.: _____

TO: Honorable City Council

FROM: City Administrator

SUBJECT: CITYWIDE ART BEAUTIFICATION PROGRAM

MEETING DATE: November 20, 2018

RECOMMENDATION:

Approve and adopt a resolution which will authorize staff to begin a citywide Art and Beautification program and issue a Request for Proposals to local professional artists to;

- a. Design large-scale murals/art ideas for 6 of the railroad bridges located within the City of Commerce and
- b. Beautify vacant lots by decorating fences with various art ideas

BACKGROUND:

The Citywide Art Beautification Program is intended to create artwork that contributes to the beautification, diversification, and economic vitality of the City of Commerce. The Program will fund artwork that is vibrant and unique while also preserving the neighborhood's cultural heritage. It is intended to enrich the community with a sense of its history, culture, and tradition while creating a vision and a brand for its future.

The objectives of art beautification projects typically are to beautify and activate the public realm, create public art, enhance the public's experience of and appreciation for the arts, and invite economic development through creating and enhancing the community's unique brand. The citywide art beautification program proposed in the City of Commerce would be implemented with these same objectives.

ANALYSIS:

The citywide art beautification program would include the creation of a large scale, exterior artwork/mural for 6 of the railroad bridges located within the City of Commerce and the beautification of fences at vacant lots along Washington Blvd and Atlantic Blvd. For the Bridge murals, the artwork designed by the artist will be printed on graffiti-resistant vinyl wrap and transferred on to the bridge. The beautification of fences at vacant lots is a relatively inexpensive way to deliver public art and beautify the area while the lots are vacant.

The Citywide Art Beautification Program is designed to transform railroad bridges and fences at vacant lots in the City, into distinctive works of art, creating a more vibrant, attractive cityscape. The program also aims to celebrate local artists and their artwork, acts as a deterrent to graffiti, and involves the City and County residents in contributing to the beautification of the city.

All artists, over 18 years old, residing in the City of Commerce or Los Angeles County are eligible. The proposal states that all art must be the original design and artwork of the entrant and suitable for viewing by all ages.

While there is no specific theme required for proposed artworks, it is requested that the proposed installations be mindful of the community in which they are being placed. The City has an interest in artwork submissions that are vibrant and unique while also preserving the neighborhood's historical character and enriching a community with a sense of its history, culture, and heritage and a unique approach to the future.

See attached Request for Proposals for examples of murals on railroad bridges and beautification of fences.

ALTERNATIVES:

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

FISCAL IMPACT:

For the railroad bridge mural design, artists will be awarded a \$2,000 stipend, for the creation of their design which is to be installed on a railroad bridge by graffiti-resistant wrap, this is inclusive of all artist fees, changes requested by the Beautification Committee, and final digital design in high resolution (required resolution will be determined by wrap company). Upon selection and execution of the Artist Agreement, artists will receive an initial disbursement of funds at 50% (\$1,000), with the remaining

50% (\$1,000) paid upon completion of the project.

For the beautification of fences at vacant lots, artists will be awarded a stipend, amount to be determined based on project scope, this amount will be inclusive of all artists fees, changes requested by the Beautification Committee, paints, and materials. Upon selection and execution of the Artist Agreement, artists will receive an initial disbursement of funds at 50%, with the remaining 50% paid upon completion of the project.

The final budget amounts will be determined upon receiving of the proposals. The funding needed will be from the Measure AA Beautification Funds.

RELATIONSHIP TO STRATEGIC GOALS:

The issue before the Council is applicable to the following Council's strategic goal:
"Improve and maintain infrastructure and beautify our community"

ATTACHMENTS:

1. Resolution
2. Call to Artists RFP

Recommended by: Maryam Babaki, Director of Public Works & Development Services

Reviewed by: Vilko Domic, Finance Director

Approved as to form: Noel Tapia, City Attorney

Respectfully submitted by: Edgar PCisneros, City Administrator