



REPORT to the MAYOR and MEMBERS of the CITY COUNCIL
From the CITY MANAGER

DATE: September 10, 2024

SUBJECT: CONSIDERATION AND POSSIBLE APPROVAL OF
CONCEPT DESIGNS FOR PUBLIC ART

DESCRIPTION: FOR THE WALKWAY OF THE STARS AND LEMON
AVENUE PARKING LOT MURAL PROJECTS

ISSUING DEPARTMENT: Community Services

SUMMARY:

Issues:

Should the City Council approve the concept designs for the Walkway of the Stars and Lemon Avenue Parking Lot mural projects?

Recommendation:

That the City Council approve the concept designs for the Walkway of the Stars and Lemon Avenue Parking Lot mural projects.

City's Strategic Goals:

- Maintain a community where residents and visitors feel safe.
- Invest in infrastructure to serve the needs of the community.

BACKGROUND:

On March 28, 2023, the City Council approved Resolution 2023-029 - Policy for Public Arts, that provides guidelines for the display of arts in public spaces and the purpose of public art in La Mesa which is to:

- Create more visually pleasing public spaces
- Reflect the rich history and culture of La Mesa; to define its past; and imagine its future

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- Increase public access to and enjoyment of the arts
- Enhance neighborhood identity
- Invite community participation and interaction with public spaces
- Encourage economic development
- Support the local arts community

As part of the Arts and Culture Commission's 2023 work plan, three sites were identified for mural projects in public spaces (Walkway of the Stars, Lemon Avenue Parking Lot, and Collier Park). At the January 23, 2024, meeting City Council approved funding for the three projects.

The "Walkway of the Stars" is a pedestrian walkway located between the Allison Avenue municipal parking lot and La Mesa Boulevard that was transformed into an urban park in the downtown village in 2003. The walkway features decorative stone stars with the names of volunteers who have given 10,000 hours or more of service to the City and eight (8) community murals painted in 2003. The current Walkway of the Stars mural project will renovate the space and create eight (8) new murals honoring La Mesa's tradition of volunteerism.

The Lemon Avenue Parking Lot mural project will add a mural to three sides of the new concrete block trash enclosure to deter graffiti and add color to the public space.

DISCUSSION:

In accordance with the Policy for Public Arts, the City issued a Call for Artists seeking proposals for artists to create murals in the Walkway of the Stars. A committee comprised of three (3) members of the Arts and Culture Commission, two (2) art professionals (one representing the La Mesa Village Association), and one (1) City of La Mesa employee, reviewed the applications, using a rating system of Very Qualified (3 points) to Unqualified (0 points) to determine an applicant's eligibility. Artists were rated on the following qualifications:

- Strong artistic ability displayed in the artist's portfolio
- Proven ability to execute projects successfully within provided timelines and budgets
- Demonstrated connection between the artist's past work and the art current opportunity
- Artistic merit of body
- Strong conceptual skills with innovative and effective approaches demonstrated in other creative projects

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- Ability to design artwork that is sensitive to social, environmental, economic, historical, and/or other relevant contexts
- Effective communication and organizational skills
- Work complies with the Arts and Culture Commission artwork guidelines
- Completeness of application
- Connection to the City of La Mesa

The top nine (9) artists were selected for the Walkway of the Stars and the Lemon Avenue Parking Lot mural projects and entered into Professional Services Agreements with the City. Artists were assigned mural spaces based on their ranking during the selection process. Five (5) of the concept designs were forwarded for approval by City Council, approved on August 13, 2024. Tonight, the remaining three (3) concept designs for the Walkway of the Stars mural spaces and the Lemon Avenue Parking Lot enclosure are submitted for approval. The Lemon Avenue Parking Lot design was also presented to the Parking Commission at their meeting on August 20, 2024, as an informational item and was received enthusiastically.

CONCLUSION:

In accordance with the Policy for Public Arts, the Arts and Culture Commission has convened to review proposed mural designs and recommends that City Council approve the three (3) concept designs for the Walkway of the Stars and the Lemon Avenue Parking Lot mural projects presented today.

Reviewed by:



Greg Humora
City Manager

Respectfully submitted by:



Susan Richardson
Director of Community Services

Attachments:

- A. Mural Project Concept Designs