



# CITY COUNCIL AGENDA REPORT



**DEPARTMENT:** Community Development

**MEETING DATE:** July 2, 2024

**STAFF REFERENCE:** Craig Jimenez, Director

**AGENDA LOCATION:** AR-1

**GOVERNMENT CODE SECTION 84308 APPLIES:** Yes

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**TITLE:** Expenditure of Art in Public Places Funds in an Amount not to Exceed \$60,000.00 for Installation of the Route 66 Huntington Drive Pedestrian Bridge Art by Ryan Burch

**OBJECTIVE:** To approve the design and authorize the expenditure to create the Route 66 Huntington Drive Pedestrian Bridge Art Installation

**BACKGROUND:** In 2026, Route 66 will celebrate its centennial. Route 66 has a rich history in Monrovia, with the road originally running from Chicago to Los Angeles and passing through Monrovia. Arriving in town from the east along Huntington Drive, the route initially turned right on Shamrock Avenue, then left on Foothill Boulevard. After 1933, the road was realigned to continue straight on Huntington. There are a number of remaining buildings in Monrovia associated with Route 66, including the Aztec Hotel and the Flying A Service Station.

To celebrate this living piece of American history, the City is commemorating Route 66 with a large art installation on the pedestrian bridge located between 602 and 605 Huntington Drive. The goal of the art is to convey the historical and cultural significance of this roadway in Monrovia. To achieve this goal, a Request for Qualifications (RFQ) was released to artists in February 2024. Eleven artists submitted qualifications for consideration.

At their meeting on April 17, 2024, the Art in Public Places Committee reviewed the qualifications and selected three finalists to create designs for the Route 66 Art project, based on the artists' experience with large-scale art projects, examples of relevant art installations, and their approach to the challenges of working over a city street. The finalists were asked to provide proposals that included preliminary designs, including art media, the installation process, and project timeline. Furthermore, based on the direction of the Committee, the finalists were asked to have their designs reflect:

- Various Route 66 eras
- Incorporate "Route 66" and "Monrovia" in the design
- A vintage car
- Monrovia locations associated with Route 66, including the Aztec Hotel and the Flying A Service Station

The finalists were paid a \$1,000 stipend to create designs and given a six-week timeframe to finalize their proposals. The three finalists submitted their designs and completed their proposals, which met the requirements. Each proposal stayed within the allotted budget of \$60,000.

**ANALYSIS:** On June 12, 2024, at a Special Meeting, the Art in Public Places Committee unanimously selected the design (Image No. One, attached) submitted by Ryan Burch, founder of The Chosen Mural Company. While the Committee was impressed by all three submittals, the Committee felt Ryan Burch best captured the spirit of Route 66 and conveyed its historical significance in Monrovia. The Committee provided additional feedback to the artist to include in the final design, including:

- Redesign the Aztec Hotel to reflect the architecture of the actual building
- Redesign Monrovia High School to reflect the architecture of the actual building
- Redesign the Flying A Gas Station to reflect the architecture of the actual building
- Redesign the “desert and bronco area” of the art and replace it with an oak tree and enlarge the bear

The artist provided a revised design as shown in Image No. Two. Image No. Three shows what the art will look like on the Huntington Drive Pedestrian Bridge.

Ryan Burch is a Monrovia resident with several years of experience in outdoor visuals, with an expertise in murals and transforming public spaces. The artist’s vision is to showcase Monrovia’s natural beauty while incorporating modern colors and visually striking montages, highlighting recognizable Route 66 images that would be visually engaging to all who view it. The mural will be painted directly onto the two-sided 200 square foot bridge.

The final design will be presented to the Art in Public Places Committee at their July 17, 2024, meeting. Prior to the installation of the mural, staff will work with the artist and owner of the pedestrian bridge, Samuelson and Fetter, to determine all logistical details of the project. The owners concurred with the design selected by the Committee. Their request that the bridge clearance height on the bridge be maintained will be incorporated into the design. The project is slated for completion in Fall of 2024.

**ENVIRONMENTAL IMPACT:** Pursuant to the California Environmental Quality Act (CEQA) and the City’s local CEQA Guidelines, this action (“project”) is covered by the general rule that CEQA that applies only to projects that have the potential for causing significant effect on the environment. Since it can be seen with certainty that there is no possibility that the approval will have a significant effect on the environment, the activity is not subject to CEQA.

**FISCAL IMPACT:** The amount budgeted for the Route 66 Huntington Drive Pedestrian Bridge Art is \$60,000.00. This amount includes all project costs. Funding for the project is available in the Art in Public Places Budget and has been included in the Fiscal Year 2024-25 Budget.

**OPTIONS:** The following options are presented for consideration:

1. Approve the proposed design and authorize the expenditure in an amount not to exceed \$60,000 from the Art in Public Places budget for the creation and installation of the Route 66 Huntington Drive Pedestrian Bridge Art
2. Reject this project and provide staff with additional direction

**RECOMMENDATION:** The Art in Public Places Committee and staff recommend Option 1.

**COUNCIL ACTION REQUIRED:** If the City Council concurs, the appropriate action would be a motion to approve the proposed design and authorize the expenditure in an amount not to exceed \$60,000.00 from the Art in Public Places budget for the creation and installation of the Route 66 Huntington Drive Pedestrian Bridge Art and authorize the City Manager to execute the necessary documents in a form approved by the City Attorney.

Image No. One



Image No. Two



Image No. Three

