



AGENDA SUMMARY EUREKA CITY COUNCIL

TITLE: Herrick Overpass Gateway

DEPARTMENT: Economic Development

PREPARED BY: Swan Asbury

PRESENTED FOR: **Action** **Information only** **Discussion/Direction**

RECOMMENDATION

Select and approve one artist for mural portion of the Herrick Overpass Gateway project.

FISCAL IMPACT

No Fiscal Impact

Included in Budget

Additional Appropriation

COUNCIL GOALS/STRATEGIC VISION

- *Strategic Arts Plan: Project 4.10, South Gateway*
- *2018 Strategic Visioning: Entrance Sign, Beautification of Broadway*
- *2017 Strategic Visioning: Strategic Directions, Enhancing Economic Vitality, Beautify City, Complete Broadway Beautification: F Street Arch, Entrance Sign, and Banners*

DISCUSSION

The City of Eureka, Caltrans, and the Eureka Street Art Festival are partnering to implement the first phase of a new welcome gateway art project at the Herrick Avenue overpass.

The project will have two phases; the first is the painting of a mural on the overpass during this year's Eureka Street Art Festival, held from July 30th through August 5th and the addition of new native, drought-tolerant landscaping which will be completed this fall. This portion of the project is being funded by Caltrans, through Clean California grant funding. The project's second and final phase will be the installation of "Welcome to Eureka" gateway signage along the railing of the overpass. The final phase of the project still needs to be funded and will be completed as resources become available.

Selection Process: To kickstart the initiative, on June 7th, a formal Request for Proposals was released for the mural portion of the project. The City of Eureka received 35 qualifying proposals representing a wide variety of artistic styles and subject matter.

These proposal submissions were initially reviewed by a 15-person committee which included representatives from the local business and arts community as well as representatives from both City and the County government. Participants included:

- Representing the Board of Supervisors:
 - Natalie Arroyo, Board of Supervisors, District 4
 - Rex Bohn, Board of Supervisors, Vice-Chair, District 1
- Representing Caltrans
 - Julia Peterson, Clean California Coordinator
- Representing Eureka's Art & Culture Community:
 - Marnie Atkins, Wiyot Tribe Cultural Center Director, Art & Culture Commissioner
 - Susan Bloch Welliver, Artist, Chair of the City of Eureka's Art & Culture Commission
 - Michelle Cartledge, Co-owner of Humboldt Cider Company, organizer of the Eureka Street Art Festival
 - Jenna Catsos, Owner of Pen + Pine, organizer of the Eureka Street Art Festival
 - Jemima Harr, Executive Director-Curator, Humboldt Arts Council, Art & Culture Commissioner
- Representing Eureka's Business Community:
 - Larry Doss, Owner of Ming Tree Realty, Chair of the Design Committee of the Eureka Main Street Board
 - Kate Newby, Property Manager, Bayshore Mall
 - Nancy Olson, President & CEO, Greater Eureka Chamber of Commerce
 - Jack Rieke, Owner of Shafer's Ace Hardware, Henderson Center Merchants Association
 - Gary Stone, Owner of Humboldt Bay Inn, Eureka Lodging Alliance
- Representing Eureka City Government:
 - Jennifer Eddy, Owner of Eddy Alexander, City of Eureka's Marketing Agency
 - Scott Ellsmore, City of Eureka, Transportation Project Manager

The committee narrowed the initial 35 submissions down to the top three selections that they believed best met the project goals as defined in the RFP (details of the Request for Proposals can be found [here](#)). Then, the community was invited to vote for their favorite option.

Public Poll: The selection panel narrowed the initial 35 submissions down to the top three, a public poll and press release was issued for public input on the top three selections. After the public poll was closed, staff removed any duplicate entries based off of email addresses. There was a total of 5,972 qualified votes:

Proposal	Votes	Percent of Votes
Proposal A- “Elements of the Lost Coast” by Carl Avery Studios	3,862	65%
Proposal B- “Guardian of the Salt Marsh” by Honeybrush	732	12%
Proposal C- “Eureka Rising” by Lucas Thorton	1,378	23%
Total	5,972	

In addition to voting, the public was able to share feedback on the three options (found in Attachment 2).

Art & Culture Recommendation: Following the public poll, the Art & Culture Commission held a Special Meeting on July 11, 2023 to make a recommendation for approval of one artist to City Council. By unanimous vote, the Art & Culture Commission recommend approval of Proposal A, “Elements of the Lost Coast” by Carl Avery Studios.

Attachments:

1. Herrick Overpass Mural Top Three Proposals
2. Herrick Overpass Mural Public Poll Results and Feedback

REVIEWED AND APPROVED BY:

- City Attorney
- City Clerk/Information Services
- Development Services
- Finance
- Fire
- Community Services
- Personnel
- Police
- Public Works