



CALL FOR ARTISTS

PARAMOUNT PAINTS – MURAL PROGRAM

HAY TREE PUBLIC MARKET AND PARAMOUNT MUSEUM

The City of Paramount is seeking applications from artists for a public art opportunity through the Paramount Paints program at the upcoming Hay Tree Public Market and Paramount Museum.

The property is located at **16494 Paramount Boulevard**. The project consists of three exterior mural sections located on the building: two sections facing Harrison Street (side street on the south of the property) and one section on the opposite side of the building, visible when traveling southbound on Paramount Boulevard and facing a public park (site of the Hay Tree).

The Hay Tree Public Market and Paramount Museum is envisioned as a unique community destination that celebrates Paramount's history while providing space for food, gathering, community events, and activities. The murals will be an important visual component of the new facility and will help connect the building's historic and cultural purpose with its role as a community gathering place.

Eligibility

This opportunity is open to experienced artists living and working in Southern California – Los Angeles, Orange, San Bernardino, Riverside, Ventura, San Diego, and Imperial Counties. Artists may submit proposals for one, two, or all three mural sections. The City may select one artist or artist team to complete all three murals or select separate artists or artist teams for individual murals.

Building History

The building is immediately adjacent to the Hay Tree, California Historic Landmark No. 1038. The Hay Tree was a gathering location for hay sellers from the early 1930s through the early 1960s. The peak of the hay and dairy industry in the township of Hynes (now Paramount) began in 1932. Hynes was the largest volume hay market in the United States, followed by Kansas City and Minneapolis/St. Paul.

The building was originally an automobile repair garage called Schilling's Garage. By 1940, Western Consumers Feed Company, a dairy supplier, acquired the property and operated for decades from this location. By the early 1980s, Ted Mosier Sales, Inc. owned the property and operated a construction material and general merchandise wholesale business with a public scale at the front of the building. Paramount Saw operated from the property from 2001 to 2023.

Description

The City is seeking three original murals that collectively celebrate Paramount's history, food, and community while complementing the character and purpose of the Hay Tree Public Market and Paramount Museum. Artwork should have a historical or vintage-inspired aesthetic that complements the museum component of the facility and creates a cohesive visual identity across the three mural locations. One possibility (but not a requirement) is to frame the art in a "postage stamp" design.

The artwork should be original work of the artist and appropriate and complementary for this publicly accessible location. Upon selection, the artist(s) and the City of Paramount will execute a contract formalizing terms, price, and schedule for completion, consistent with the City's existing mural program.

The selected artist's name and social media handle will be included on the mural, listed on the City's website, and included on applicable marketing materials featuring the selected artist's work. The artist should also be available for a brief interview.

Each mural will have a distinct theme:

Mural 1 – Local Commerce on Harrison Street

This mural should celebrate local commerce. Artists are encouraged to develop imagery that to some degree conveys concepts such as local culture, hospitality, or the experience of gathering over food. With the exception of inactive/historic images more than 50 years of age, advertisements of any brands or logos will not be accepted.

Mural 2 – Community & Events Mural on Harrison Street

This mural should celebrate community gatherings and event, whether historic or current. The artwork should convey a sense of connection, activity, celebration, and community. Artists are encouraged to consider Paramount's residents, families, community traditions, entertainment, events, and other such imagery.

Note: Because the two Harrison Street murals will be viewed together, proposals for these panels should be visually complementary. It is recommended that artists submit a coordinated concept for both Harrison Street murals.

Mural 3 – Paramount History Mural facing Hay Tree

This mural should celebrate the history and identity of Paramount and will be located on the side of the building visible while traveling south on Paramount Boulevard. Artists are encouraged to draw inspiration from Paramount's history, including its people, places, industries, agriculture, neighborhoods, landmarks, and other elements that have contributed to the City's development and identity.

Budget

The project budget is based on a rate of \$35 per square foot of mural area. Each mural panel is anticipated to be approximately 10 feet high by 30 feet wide, or approximately 300 square feet. Based on these estimated dimensions, compensation would be approximately \$10,500 per mural, for an estimated total project budget of \$31,500 for all three murals.

The budget is inclusive of all costs associated with design, planning, materials, installation, including an anti-graffiti protective coating, completion of the project, and all related incidental expenses. The budget also includes all possible travel costs and insurance. This project is funded by the City of Paramount's Public Art Fund (comprised of fees from private development).

Submission Requirements

- Artwork. Submit a color sketch for each mural for which you would like to be considered. Clearly identify the proposed mural as:
 - **Mural 1 – Local Commerce**
 - **Mural 2 – Community & Events**
 - **Mural 3 – Paramount History**

A proposal does not need to be a finished piece but should be as detailed as possible to represent what you intend to create. Artists may submit murals for one, two, or all three murals. Artists submitting multiple murals should indicate whether the designs are intended as a coordinated series or whether each design may be considered independently. **AI-generated proposals are discouraged.**

- Contact Information. Please include full name, social media handle, mailing address, telephone, and email. Teams must identify one artist to be the primary contact, as well as contact information for each artist on the team.
- Resume or CV. Current professional resume or curriculum vitae (CV), detailing relevant past projects and providing professional references.
- Digital Images of Past Work. Four digital images (JPG or PDF format) of previously completed artwork. List date, size, location, and description of work.
- Letter of Interest. This one-page letter should indicate why you are interested in the Hay Tree Public Market and Paramount Museum mural project and describe your

creative approach, including how your proposed artwork responds to the theme of the mural(s) for which you are applying.

- **Community Value (Optional but Preferred).** Submit a one-page letter describing how your project will engage or reflect the Paramount community. Preference will be given to proposals that demonstrate a meaningful connection to Paramount's history, residents, neighborhoods, or community identity and/or provide opportunities for community participation. Suggestions for participation include the general public, nearby neighbors, the Paramount Historical Society, and the developer of the Hay Tree Public Market.

Note: Upon final selection and approval, the artist(s) will be required to submit final agreement documents, IRS W-9 form, artist biography, and artist statement.

Mural Location Specifications

The project consists of three exterior mural panels at the Hay Tree Public Market and Paramount Museum at 16493 Paramount Blvd.

Harrison Street Murals

- **Mural 1 – Local Commerce**
- **Mural 2 – Community & Events**
 - Approximate mural dimensions: 10 feet × 30 feet
 - Preference will be given to proposals from a single artist or artist team for both murals to ensure a cohesive design and visual connection between the two panels.



Hay Tree-facing Mural

- **Mural 3 – Paramount History**
 - Approximate dimensions: 10 feet × 30 feet
 - Prominently visible while traveling south on Paramount Boulevard



Aerial View of Hay Tree Market and Paramount Museum



How to Enter

Submissions can be sent electronically to askplanning@paramountcity.gov. Digital files should be in PDF or JPG format.

Physical copies of artwork can be mailed or delivered to:

Paramount City Hall
16400 Colorado Avenue
Paramount, CA 90723
Attn: Tara Reyes

Please contact Tara Reyes at planning@paramountcity.gov or 562-220-2064 if you have questions.

Selection Process

Please review all submission rules and requirements throughout this Call for Artists document carefully. Failure to meet any one of these requirements may result in your submission being disqualified from the jurying process.

Proposals will be reviewed by the Paramount Public Art Advisory Committee. Upon committee selection of the artwork finalist(s), the Paramount City Council will provide final review and approval, following the City's existing selection process.

The City reserves the right to select one artist or artist team to complete all three murals; one artist or artist team to complete the two Harrison Street murals and another to complete the Paramount Boulevard mural; or separate artists or artist teams for individual murals.

Selection will consider artistic quality, demonstrated experience, responsiveness to the designated mural theme, connection to Paramount, compatibility with the Hay Tree Public Market and Paramount Museum, incorporation of the desired historical/vintage aesthetic, suitability for the proposed location, and overall community value.

Schedule

Completed application materials and proposed mural design(s) must be received no later than 5:00 p.m. PST on Friday, October 30, 2026. The anticipated project schedule is:

- Monday, October 4, 2026. Call for Artists release date.
- Friday, October 30, 2026. Deadline for receipt of all required submission materials.
- Thursday, November 19, 2026 (tentative date). Public Art Advisory Committee review of artist work.
- Tuesday, December 8, 2026. City Council selects final artist(s).
- Friday, December 11, 2026. Deadline for selected artist to submit required agreement documents with signature.
- Monday, January 11, 2027. Artist(s) begins the mural installation.
- Friday, January 29, 2027. Mural completion date.