



City of Pomona

CULTURAL ARTS COMMISSION STAFF REPORT

ADMINISTRATION | OFFICE OF ECONOMIC BUSINESS AFFAIRS

July 28, 2025

TO: Cultural Arts Commission

FROM: Ata Khan, Deputy Director of OEBA
Jocelyn Ayala, AIPP Program Manager

SUBJECT: Mural Permit (MURAL-000527-2025) – 1321 E. Holt Ave.

STAFF RECOMMENDATION: Approval of the mural permit for 1321 E. Holt Ave. (MURAL-000527-2025).

PROJECT INFORMATION

Address	1321 E. Holt Ave.
Assessor's Parcel Number (APN)	8323-023-029
General Plan Designation	Neighborhood Edge
City Council District	District 4
Applicant	Cesar Chavez Foundation (Sofia Mier)

PROJECT DESCRIPTION

Applicant Sofia Mier of the Cesar Chavez Foundation has proposed a mural on the south exterior wall of the building at 1321 E. Holt Ave. The approximate size of the proposed mural is 20' x 12'. This mural would be directly painted onto the building.



The Applicant has stated in their permit that there will be a protective coating applied upon completion of artwork.

APPLICABLE CODE SECTIONS

Per Ordinance No. 4151, Section .5809-25(G), original artwork murals shall comply with the following:

1. The Original Artwork Mural must demonstrate the highest aesthetic qualities originality and artistic excellence.
2. The Original Artwork Mural is appropriate in scale, material, form, content and value with the immediate social and physical environment.
3. The mural shall be durable, permanent, and easily protected from vandalism and weathering. Substantial consideration shall be given to the structural and surface integrity and stability of the building façade, the permanence and durability of the mural, and the mural's resistance against weathering, theft, and vandalism.
4. The mural shall not have any unsafe features or conditions that may affect public safety; and
5. The mural shall not disrupt traffic, nor create any unsafe conditions or distractions to motorists and pedestrians.
6. The artist is capable of completing the work in accordance with the plans and specifications.
7. The information contained in the application regarding the durability and maintenance requirements of the mural is accurate.
8. The proposed materials to be used and the manner of application will not require excessive maintenance and repair costs by the owner.

ARTIST & RENDERING OF ARTWORK

The Applicant has chosen the Artist John Park for this mural.

Artist Portfolio is attached.

Mural Title: "Chris Hartmire and the Farm Worker Movement"

This vibrant mural pays tribute to Reverend Chris Hartmire, a pivotal yet often unsung hero in the struggle for farm worker justice. Set against a backdrop of lemon trees—symbolizing Pomona's agricultural roots—and bright skies of hope, Hartmire is depicted at the mural's heart, his posture joyful and prayerful, embodying his lifelong commitment to "servanthood."

Hartmire's hands, worn and clasped mid-applause, reflect decades of tireless organizing, spiritual leadership, and solidarity. He worked side-by-side with Cesar Chavez and early organizers even before the United Farm Workers (UFW) union was born. Through the California Migrant Ministry, Hartmire mobilized support from faith-based communities across the U.S. and Canada, a mission that sparked controversy but ultimately reshaped the national conscience.

Below him, a sea of UFW flags rises from a historic gathering of farm workers and supporters. This powerful scene recalls the grape strikes and boycotts that transformed the American labor landscape, and the quiet, radical faith that fueled them. The dove and olive branch flying above him symbolize the peace and justice Reverend Hartmire fought for through nonviolent means.

As the first director of the National Farm Worker Ministry, Chris Hartmire's legacy lives on. His work continues to inspire new generations to lead lives rooted in justice, humility, and radical compassion.



Attachments:

1. Attachment 1 - Draft Resolution (MURAL 000527-2025)
2. Artist Portfolio & Rendering