

Cultural Arts Commission Citizens Advisory Committee
STAFF REPORT

DATE: September 11th, 2023

TO: Cultural Arts Commission Citizens Advisory Committee

FROM: Planning Division

SUBJECT: Mural Permit (MURAL- 022138-2023) – 246 S. Towne Avenue

Recommendation

Staff recommends that the Cultural Arts Commission Citizens Advisory Committee (CACCAC) review the application (MURAL- 022138-2023) and make a recommendation to the Cultural Arts Commission.

Project/Applicant Information

Address	163 S. Towne Avenue
Assessor's Parcel Number (APN)	8335-003-047
Zoning District	N/A
Specific Plan	N/A
General Plan Designation	Urban Neighborhood
City Council District	District 3
Applicant	Gabrielle Leyva

Project Description

Artist Gabrielle Leyva has connected with the business owner of Las Chicas Fresas at 246 S. Towne Ave to paint a wall on their building. The proposed mural is to be located on the exterior wall that faces their alleyway. The approximate size of the proposed mural is 30ftx15ft.



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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.

Citizens Advisory Committee Evaluation Criteria

Per Ordinance No. 4151, Section .5809-25(I)(2), the Citizens Advisory Committee shall recommend approval of the application if all of the findings are made:

- a. The mural meets all of the development standards listed in subsection E and is consistent with subsection G
- b. The artist, or artist team, is capable of completing the work in accordance with the plans and specifications.
- c. The information contained in the application regarding the durability and maintenance requirements of the mural is accurate
- d. The proposed materials to be used and the manner of application will require excessive maintenance and repair costs by the owner.

Artist & Proposed Original Artwork Mural

From the Artist Gabrielle Leyva –

Born in Sacramento CA, from a young age my family always had to move around a lot, and with divorced parents I always seemed to be traveling; which continued into adulthood. At the age of 18 I graduated from the SAE here in Pomona after having transferred as a sophomore from my original high school a few miles away in Chino, soon after having to move out on my own.

I have been a self-proclaimed artist on and off since the age of 10, and it served as a tool to cope with life's struggles; most artists will say art saved their life, and it's true. Art has guided my life, and now at the age of 25 I even own my own art supply store.

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My identity has been a struggle almost all my life being mixed, white and first generation Mexican. Being light skinned and not speaking Spanish in the Mexican-American communities of southern California has been confusing on its own, and without having a close tie to my Latin roots, it has caused damage to my self-confidence. However, in recent years I have made great strides in strengthening those ties, not only with family but with my lost heritage; I think creating this mural will not only boost my own confidence but the communities' and all the kids like me.

For this project the business owner and I agreed on the image of 3 Latina elders and native flora of Mexico. Las Chicas Fresas being a Mexican restaurant with a focus on natural ingredients and healthy eating, the Latina women were chosen to pay respects and homage to the matriarchs of the familiar Latin home. For many in our community, these women brought comfort and love to their families through their home-cooked meals. In addition, native flora is incorporated into the design as a reminder of where these meals originated and nourished those before us. The color scheme was chosen based around the bright yellow of the building, and the common vibrant colors seen in many cities in Mexico.



Respectfully Submitted:

A handwritten signature in black ink, appearing to read 'Ata Khan'.

Ata Khan
Planning Manager

A handwritten signature in black ink, appearing to read 'Jocelyn Ayala'.

Jocelyn Ayala
Public Arts Coordinator

Attached:

GabrielleLeyva_Portfolio