



City of Pomona

CULTURAL ARTS COMMISSION STAFF REPORT

DEVELOPMENT SERVICES | **PLANNING DIVISION**

May 15, 2025

TO: Cultural Arts Commission

FROM: Ata Khan
Deputy Director of Development Services

Jocelyn Ayala
Management Analyst – AIPP / Cultural Arts

SUBJECT: Mural Permit (MURAL-000370-2025) – 255 W. Mission Blvd.

STAFF RECOMMENDATION: Approval of the mural permit for 255 W. Mission Blvd. (MURAL-000370-2025).

PROJECT INFORMATION

Address	255 W. Mission Blvd. <small>*Note: original application has the address 235 W. Mission Blvd. This address was not officially designated as an address for the site. This is being resolved, but the APN remains the same.</small>
Assessor's Parcel Number (APN)	8341-008-024
General Plan Designation	Transit Oriented District: Core
City Council District	District 2
Applicant	Pomona Valley Pride (Frank Guzman)

PROJECT DESCRIPTION

Pomona Valley Pride has proposed a mural on the south exterior wall of the building at 255 W. Mission Blvd. The approximate size of the proposed mural is 32' x 56'. This mural would be installed onto the concrete building through 8 sections of 4'x7' plywood being mounted with bolts/anchors.



The Applicant has stated in their permit that there will be an anti-graffiti coating for protection. They have received permission from the property owner for installation of this mural.

APPLICABLE CODE SECTIONS

Per Section .1320 of the Pomona Zoning and Development Code, 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.

It is important to note that as there is no longer a Citizen's Advisory Committee as a separate Brown Act body, the provisions in the code pertaining to their review are inapplicable.

ARTIST & RENDERING OF ARTWORK

The Applicant has chosen the Artist Eric Rauseo / Eric Michael for this mural.

Artist Portfolio is attached.



Attachments:

1. Draft CAC Resolution
2. Artist Portfolio & Rendering