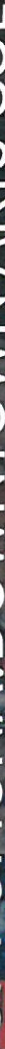


RETAIL DESIGN COLLABORATIVE

CINEMA DESIGN PACKAGE



CITY OF POMONA: DOWNTOWN ARTS COLONY

03.24.201

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VISION + GOALS

Enhance the variety of uses and the urban character of Downtown Pomona

Compliment and enrich the rich legacy of architecture and historic areas

Celebrate the environment and experience of the existing buildings and Improve the thematic strength of the Arts Colony

Use the International Modern Style of Architecture built Downtown as a basis for the new architecture

Provide a much needed cinema component for the Arts Colony district of downtown to increase the mix and theme of uses in Downtown Pomona

Attract local and visiting population to downtown as a means to increase night-time and weekend usage

SITE DESCRIPTION

ARTS COLONY DISTRICT

The Arts Colony District is delineated by Garey Av, White Ave, Second and Third Streets. It has been a district recognized by the City of Pomona dating back to the 1900's. The District has a rich history of building murals and mosaics and artistic events as identity elements. The Arts Colony currently seems to be composed mainly of independent galleries, shops and restaurants and as such relies upon sponsored events and larger local draws to provided visiting population to sustain itself. This situation will be improved as residential lofts and live come on line in the district. The Arts Colony will then become a local and regional gathering place.

CONTEXT

The Art Colony District is located in the heart of downtown Pomona, and is a part of the Downtown Pomona Specific Plan, a 380 AC portion of City of Pomona. The goal of the Downtown Pomona Specific Plan is to attract shoppers and visitors from the region, by intensifying and expanding the variety and number of uses within the district as well as providing opportunities for many full time residents. The Arts Colony and surrounding neighborhoods include many interesting examples of Deco, Streamline Modern, Google and International Modern style buildings, however a major strength of the area, however is its pedestrian ambience and scale created by building facades, landscape and streetscape elements.

AMENITIES

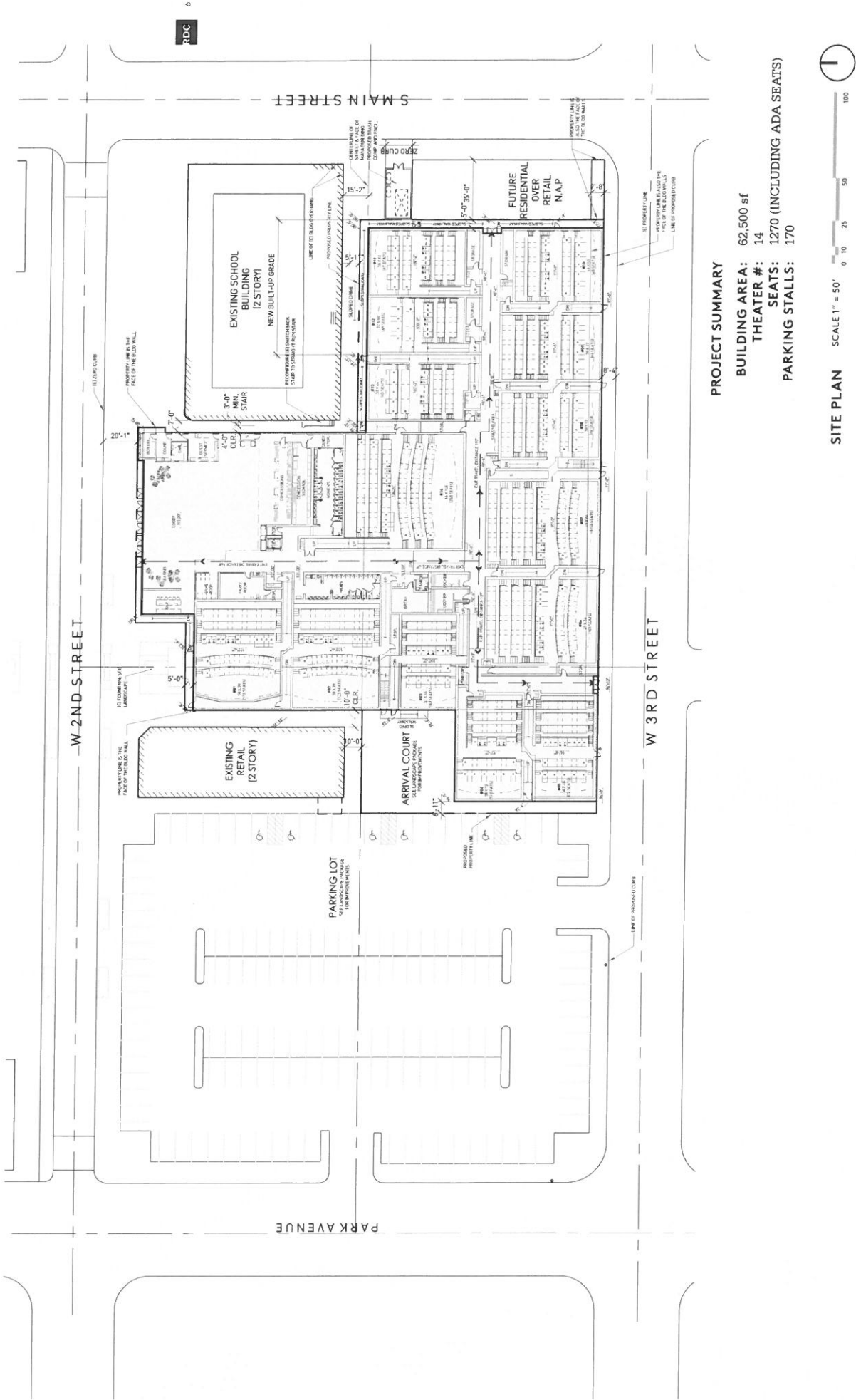
There is a rich selection of restaurant, entertainment, services, galleries and museums available downtown as well as open space and historical sites are currently available in the downtown area. The downtown is, however lacking a major multi-plex theater which will be a major drawback for the area as residents are added.

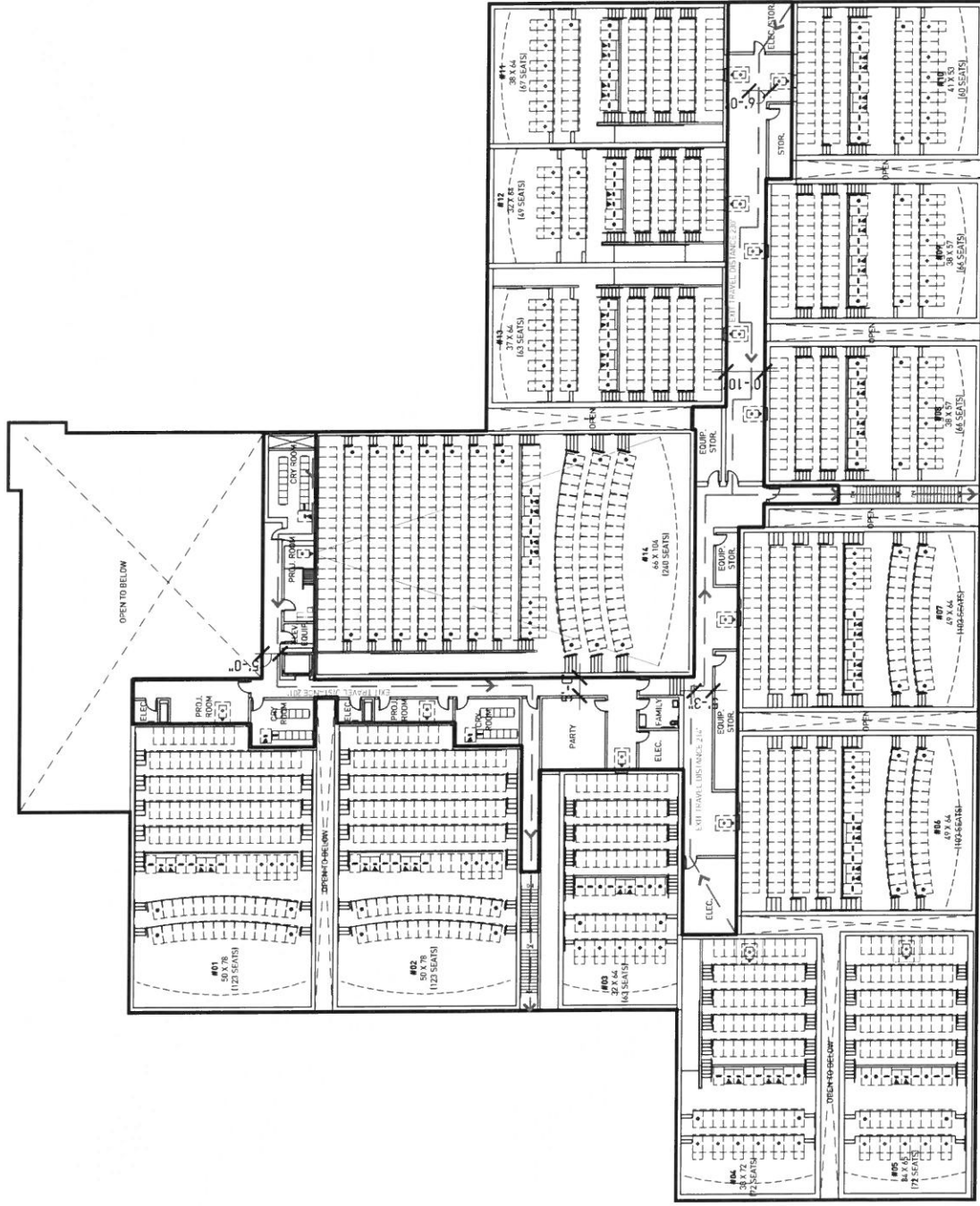
The City of Pomona sponsors various farmers markets, walking tours, festivals, parades and other events as amenities to enrich the community.



CONCEPT

PLANS





MEZZANINE LEVEL PLAN

SCALE 1" = 30'



CONCEPT

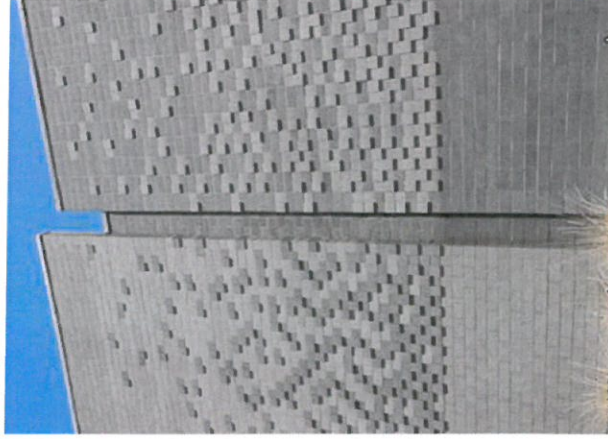
EXTERIOR

VIEW

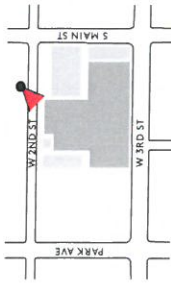
PRECEDENT IMAGES

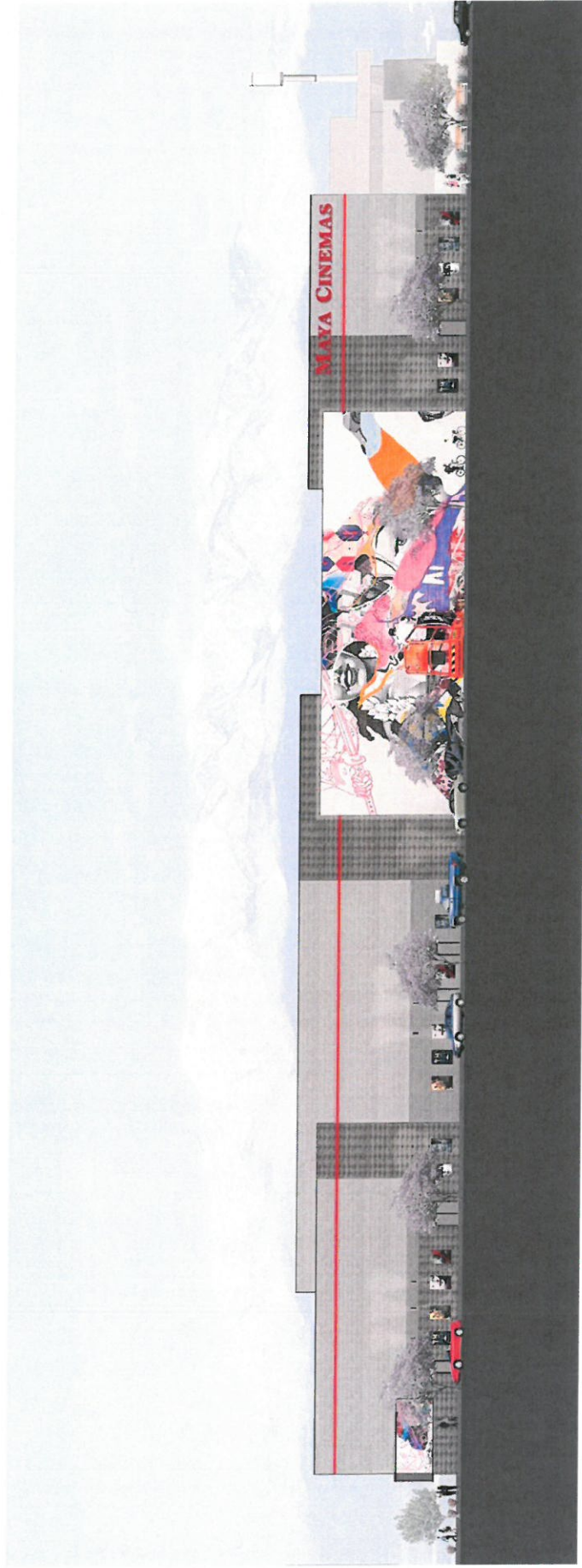
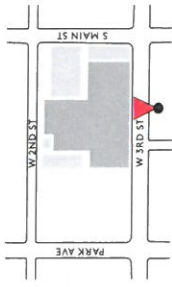


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CRUMS CONCEPT - EXTERIOR VIEWS

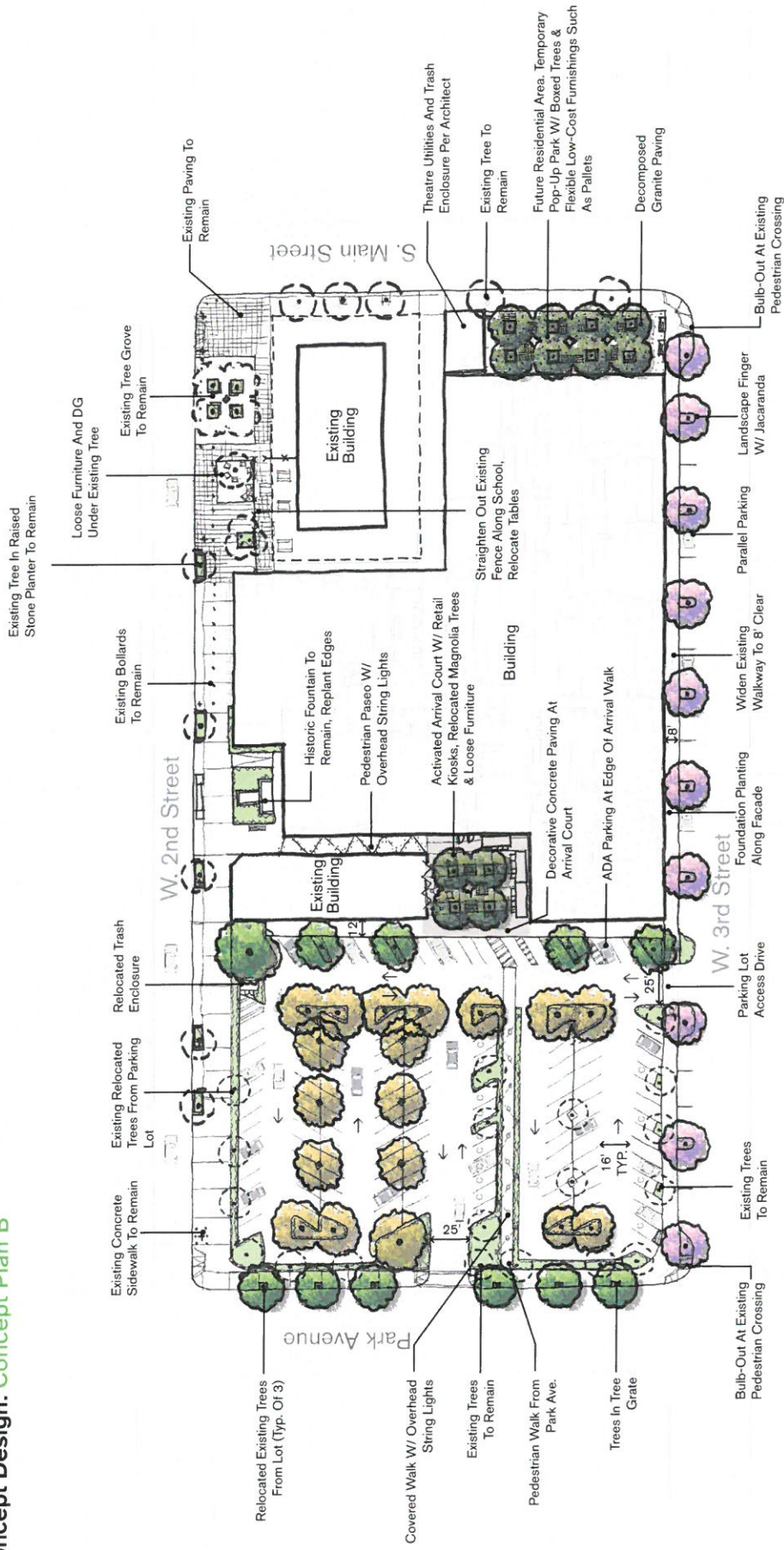




CONCEPT

LANDSCAPE

Concept Design: Concept Plan B

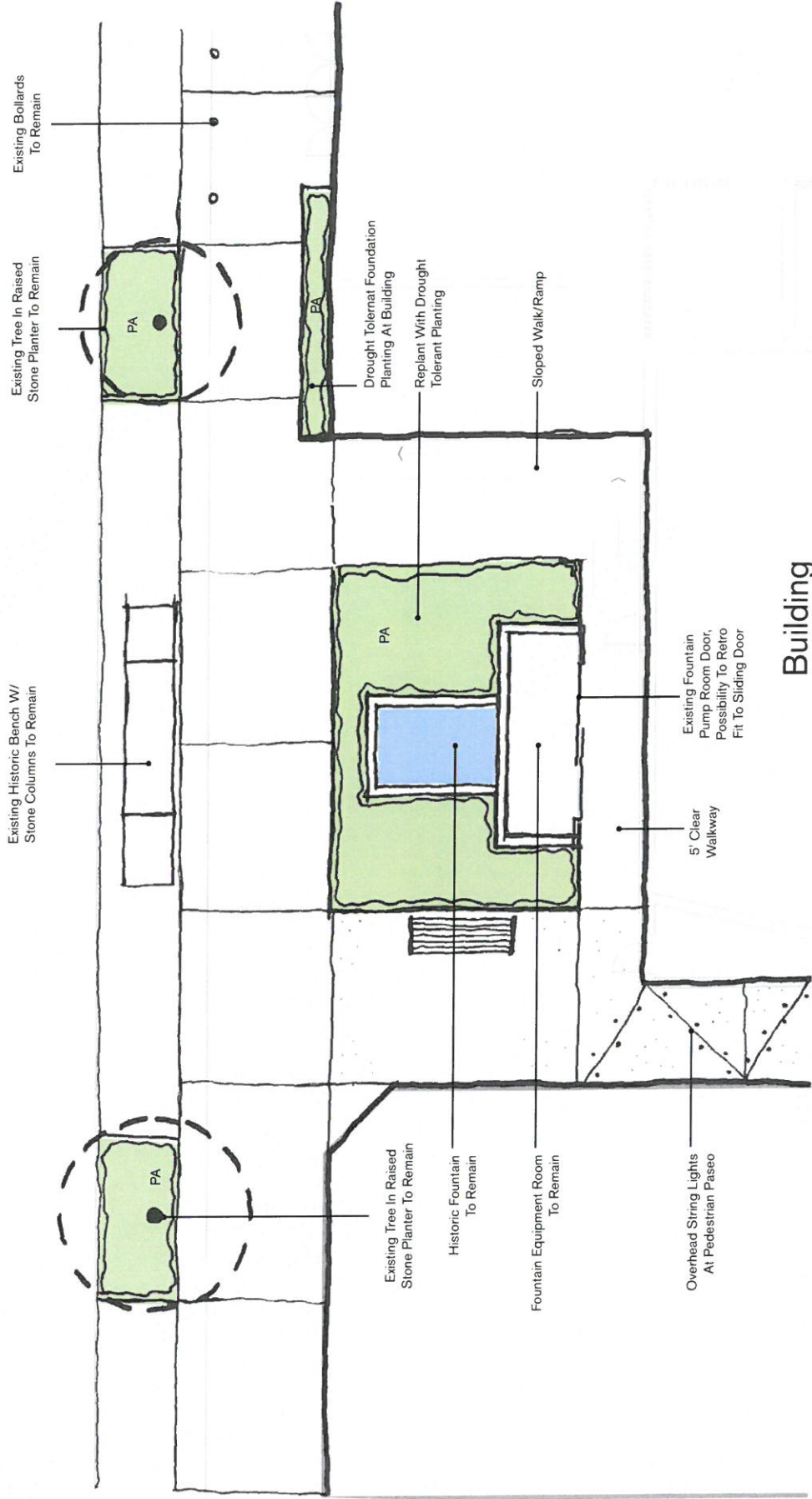


Parking Lot Stall Count

- 114 Standard
- 15 Compact
- 5 ADA
- 134 Total**



Concept Design: Historic Fountain



Building

Concept Design: Arrival Plaza



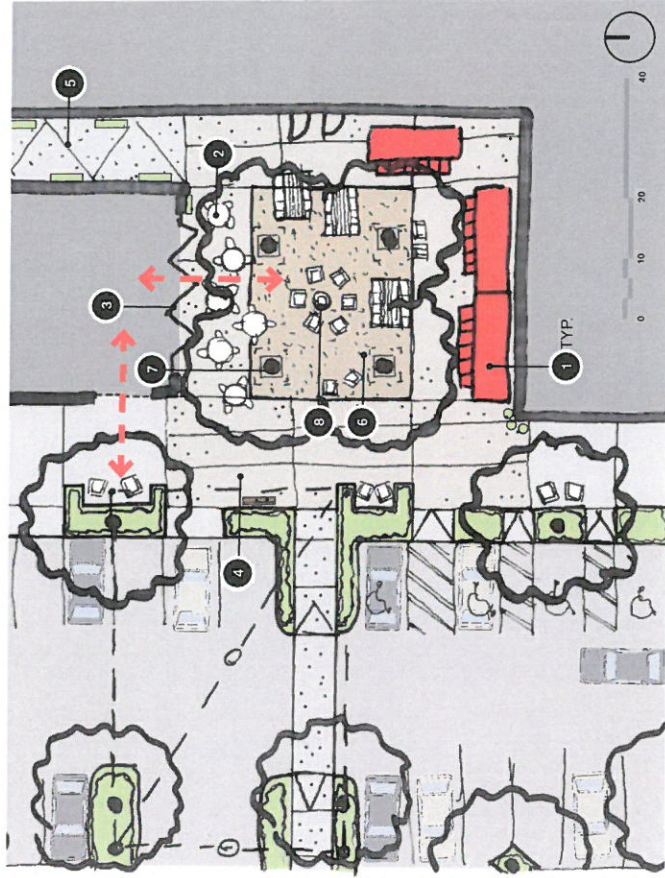
1 Retail Kiosk



2 Relocate (4) Existing Magnolias to Plaza Space



3 Activated Facade Along Pedestrian Walkway And Cafe Style Seating Along Edge of Plaza



6 Seating Area in Decomposed Granite



7 Tree Grove with Accent Lighting



5 Overhead Lighting at Pedestrian Walkway



4 Enhanced Concrete Paving



8 Fun Seating at Focal Element

THANK YOU

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