



CITY OF POMONA

CULTURAL ARTS COMMISSION

CITIZENS ADVISORY COMMITTEE

DATE: January 28, 2019

TO: Cultural Arts Commission Citizens Advisory Committee

FROM: Anita D. Gutierrez, AICP, Development Services Director

SUBJECT: Dia De Los Puercos
115 W. Second Street (AIN: 8341-001-030)

STAFF RECOMMENDATION

Staff recommends that the Cultural Arts Commission Citizens Advisory Committee (CACCAC) recommend approval of Public Art Mural Permit (PUBART 10383-2018) to allow the installation of an artist's rendition of Cuauhatemoc and the Pregnant Virgin, subject to conditions.

PROJECT/APPLICANT INFORMATION

Project Location: 115 W. Second Street
APN Information: 8341-001-030
Project Applicant: Dia De Los Puercos c/o Rick Garcia
Property Owners: VEJ Pomona 5
City Council District: District #1
Historic/CBD: Not Applicable
Specific Plan: PCSP – Downtown Core
General Plan: Activity Center

PREVIOUS PLANNING ACTION:

12/7/1994 Planning Commission adopted Resolution No. 8289 approving Conditional Use Permit (CUP 94-038), subject to conditions, to allow on-sale beer and wine within a bona fide restaurant.

PROJECT DESCRIPTION & BACKGROUND

On August 1, 2018, the applicant submitted a request to install a mural at a newly established bonafide restaurant: Dia De Los Puercos, located at 115 W. Second Street (Attachment 1). The mural is proposed to be located on the wall facing east toward Garey Avenue (Attachment 2).

The wall is 13.5' in height by 48' in width (Attachment 3). An important note, several elements are not included on the colored rendering that will be included in the final product. The topography included in the background: sky, mountains, and other features included in the inspiration for the mural (Attachment 4) will be included in the final product. The proposed mural will include all of the elements that are depicted in the inspiration for the mural however; it will be in a style that is unique to the mural artist: Mike Rios. Previous work done by Mike Rios is included for reference (Attachment 5).

On August 27, 2018, this mural was presented to the Cultural Arts Commission Citizens Advisory Committee and the Committee voted to continue the proposed mural to a future date allowing the applicant time to produce a colored, dimensioned rendering of the proposed mural.

Applicable Code Section

Section .5809-25 of the Zoning Ordinance establishes the procedure and guidelines for requesting the installation of original artwork murals. Pursuant to Section .5809-25, the Advisory Committee shall review the application and make a recommendation to the Commission on whether to approve the application. The Committee shall recommend approval of the application if all of the following findings are made:

1. *The Original Artwork Mural must demonstrate the highest aesthetic qualities originality and artistic excellence.*

The proposed mural demonstrates originality in that it captures the essence of the newly established Dia De Los Puercos restaurant and the surrounding establishments.

2. *The Original Artwork Mural is appropriate in scale, material, form, content and value with the immediate social and physical environment.*

The proposed mural is in-scale with the building and surroundings.

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.*

According to the paint manufacturer, the formulation used is of the highest quality and is made to tolerate the elements.

4. *The mural shall not have any unsafe features or conditions that may affect public safety; and*

The mural will not have any unsafe features or conditions that will negatively impact the surrounding area.

5. *The mural shall not disrupt traffic, nor create any unsafe conditions or distractions to motorists and pedestrians.*

The mural will not disrupt traffic or create unsafe conditions or distractions. The colors used in the mural will consist of a mostly neutral color palette to match the building.

6. *The artist is capable of completing the work in accordance with the plans and specifications.*

The intent of the applicant is to ensure the mural is installed according to the rendering.

7. *The information contained in the application regarding the durability and maintenance requirements of the mural is accurate.*

The paint to be used is Montana Cans – Montana Black Series and Montana Gold Series. According to the manufacturer, the paint ingredients are of the highest quality and the paint is widely used professionally. It is formulated to withstand the elements and is extremely durable. It is non-scented aerosol paint that is also formulated with high health and environmental standards in mind.

8. *The proposed materials to be used and the manner of application will not require excessive maintenance and repair costs by the owner.*

The mural will be maintained in a manner that preserves the vibrancy and vividness of the artwork. Occasional touch-up may be required which will not demand excessive cost or maintenance.

CONCLUSION

The proposed mural is consistent with .5809-25 of the Pomona Zoning Ordinance. Consequently, the Planning Division recommends that the Cultural Arts Commission Citizens Advisory Committee recommend Cultural Arts Commission approval of the Public Art Mural Permit (PUBART 10383-2018), subject to conditions.

Respectfully Submitted By:

Prepared By:

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Assistant Planner

ATTACHMENTS:

Attachment 1 – Location Map & Aerial Photograph
Attachment 2 – Site Plan
Attachment 3 – Rendering
Attachment 4 – Inspiration for Mural
Attachment 5 – Artist and Previous Work