



# CITY OF POMONA

## CULTURAL ARTS COMMISSION



**DATE:** February 25, 2019

**TO:** Cultural Arts Commission

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

**SUBJECT:** dA Center for the Arts, Pomona City Hall  
505 S. Garey Avenue (APN: 8341-009-910)

### STAFF RECOMMENDATION

Staff recommends that the Cultural Arts Commission (CAC) approve Mural Permit No. 11316-2019 (MURAL-11316-2019) to allow the installation of an artist executed community painted mural, subject to conditions (Attachment 1).

### PROJECT/APPLICANT INFORMATION

**Project Location:** 505 S. Garey Avenue  
**APN Information:** 8341-009-910  
**Project Applicant:** dA Center for the Arts  
**Property Owners:** City of Pomona  
**City Council District:** District #2  
**Historic/CBD:** Not Applicable  
**Specific Plan:** DPSP – Mixed Use - Institutional  
**General Plan:** Special Campus

### PROJECT DESCRIPTION & BACKGROUND

The proposed mural is known as the vision of the Lila O' Girl Scout Gold Award Project (Attachment 2). The mural is intended to utilize art as a form of community engagement. In October of 2018, the applicant, dA Center for Arts, hosted a series of "Wall Flower" art workshops at Hamilton Park and at the dA Center for the Arts. Pomona residents of all ages were invited to paint a flower petal to add to a proposed community mural. The flower petals are the original artwork of local residents and include a wide array of subjects, representative of the diverse community (Attachment 3). The residents who participated in the art workshops will be invited to participate in the painting of the mural located at Pomona City Hall.

On January 24, 2019, the applicant submitted a request to install the mural on a garden wall at Pomona City Hall, located at 505 S. Garey Avenue. The mural is proposed to be located at the

southwest block of Garey Avenue and Mission Boulevard; it will be on the lower level, north facing central wall of the non-public entrance to Pomona City Hall (Attachment 4). The wall is located below street level and will be partially visible from Mission Boulevard (Attachment 5). The wall is approximately 4'-7" in height and 34'-0" in length. The mural will be executed by muralist, Chris Toovey, a local artist, arborist, and co-founder/President of dA Center for the Arts. There is a community component proposed for the mural, in that many Pomona residents will participate in the painting; this work will be supervised by Mr. Toovey, who has executed multiple murals in the community (Attachment 6).

On February 25, 2019, the Cultural Arts Citizen Advisory Committee shall review the proposed mural and make a recommendation to the Cultural Arts Commission.

### **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 and artistic evidence in that the mural will contain artwork from Pomona residents of all ages and backgrounds.

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. The content and value with the immediate social and physical environment is appropriate in that it is to be painted on City of Pomona property by Pomona residents.

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.*

The applicant will apply a coat of VandlGuardTEN Anti-Graffiti Coating by Rainguard once the mural is complete. According to the paint manufacturer, this protective coat inhibits mildew, mold, fungus, and bacteria growth on surfaces that include concrete as well as stucco. Surfaces treated with this coating can sustain repeated attacks and subsequent graffiti removal.

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 only be partially visible from the public right-of-way and not visible to vehicles.

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 proposal.

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

The applicant will apply a coat of VandlGuardTEN Anti-Graffiti Coating by Rainuard once the mural is complete. According to the paint manufacturer, the paint protects surfaces from permanent staining and dries clear without yellowing. This coating is protected by a material warranty for up to ten years.

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

The applicant and participating residents will apply the artwork with Theme Paint Zero by Modern Masters. According to the manufacturer this paint is non-fading with a flat – finish. The paint is easy to apply, environmentally conscious, and user safe. 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 Mural Permit (MURAL-11316-2019), subject to conditions.

Respectfully Submitted By:  
Anita D. Gutierrez, AICP  
Acting Development Services Director

Prepared By:  
Alina Barron  
Assistant Planner

**ATTACHMENTS:**

Attachment 1 – Draft CAC Resolution  
Attachment 2 – Mural Representation  
Attachment 3 – Wall Flower Detail  
Attachment 4 – Location Map & Aerial Photograph  
Attachment 5 – Site Photographs and Description  
Attachment 6 – Artist