



MEMORANDUM

Date: March 21, 2018

To: City of Pomona Parks and Recreation Commission

From: Anita D. Gutierrez, Acting Development Services Director

Subject: Proposed Community Mural located at Pomona City Hall
505 S. Garey Avenue (APN: 8341-009-910)

STAFF RECOMMENDATION

Staff recommends that the Parks & Recreation Commission motion to approve Mural Permit No. 11316-2019 (MURAL-11316-2019) to allow the installation of an artist executed community painted mural.

DESCRIPTION & BACKGROUND

Proposed Mural

The proposed mural is known as the vision of the Lila O', the Girl Scout Gold Award Project winner (Attachment 1). 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 2). The residents who participated in the art workshops will be invited to participate in the painting of the mural located at Pomona City Hall.

Mural Application and Approval

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 3). The wall is located below street level and will be partially visible from Mission Boulevard (Attachment 4). 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 5).

Commission and Council Consideration

The proposed mural is a piece of public art to be located on a building with historic features within the Civic Center Plaza, which is a designated park, as such, it requires the review and consideration of the following commissions prior to City Council consideration:

Cultural Arts Commission: The mural is defined as public art; per Section .5809-25(G)(2/3), public art shall be considered by an advisory committee of the commission, followed by a public hearing with the Cultural Arts Commission for approval. On February 25, 2019, the Cultural Arts Commission Citizens Advisory Committee reviewed and recommended Cultural Arts Commission approval of the subject community mural, Mural Permit No. 11316-2019; on the same day, the Cultural Arts Commission approved Mural Permit No. 11316-2019.

Historic Preservation Commission: Due to the inherent historical nature of Pomona City Hall, staff determined it prudent to bring the proposed mural as a discussion item before the Historic Preservation Commission. On March 6, 2019, the Historic Preservation Commission, reviewed and discussed the proposed community mural and recommended approval with the suggestion that the background of the proposed mural be modified from blue to an earth tone color, similar to that of the structure.

Parks and Recreation Commission: Following the input of the Historic Preservation Commission, the mural shall be heard by the Parks and Recreation Commission to allow for the placement of public art at a City of Pomona park, Civic Center Plaza.

After all Commission recommendations and approvals have been received, the proposed mural will be considered by the City Council, who will ultimately allow for the placement and utilization of City property for the display of public art.

CONCLUSION

The proposed community mural is located within the Civic Center Plaza, a designated park. Due to the location of the mural, a motion to approve Mural Permit No. 11316-2019 (MURAL 1136-2019) shall be required by the Parks and Recreation Commission.

Attachments:

1. Mural Representation
2. Wall Flower Detail
3. Location Map & Aerial Photograph
4. Site Photographs and Description
5. Artist