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# CITY OF POMONA

## CULTURAL ARTS COMMISSION

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**DATE:** October 28, 2019

**TO:** Cultural Arts Commission (CAC)

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

**SUBJECT:** Mural Permit, Philadelphia Park  
700 E. Philadelphia Street (APN: 8331-005-901)

### STAFF RECOMMENDATION

Staff recommends that the CAC approve Mural Permit No. 12816-2019 (MURAL-12816-2019) to allow the installation of a community-executed mural, subject to conditions (Attachment 1).

### PROJECT/APPLICANT INFORMATION

**Project Location:** 700 E. Philadelphia Street  
**APN Information:** 8331-005-901  
**Project Applicant:** Nora Garcia  
**Property Owners:** City of Pomona  
**City Council District:** District #3  
**Historic/CBD:** Not Applicable  
**General Plan:** Open Space

### PROJECT DESCRIPTION & BACKGROUND

On October 11, 2019, the applicant submitted a request to install a mural on the rear wall of the Community Center at Philadelphia Park, located at 700 E. Philadelphia Street (Attachment 2). The mural is proposed to be located on the south facing wall of the Community Center on a wall panel that is approximately 9' in height and 10' in length (Attachment 3).

The proposed mural is part of a beautification project for Philadelphia Park. The mural draws inspiration from the attached image and includes a painted tree base with handprints placed to represent leaves. The handprint leaves will be placed by community volunteers taking part in the beautification project. The mural is intended to utilize art as a form of community engagement. The artwork will be executed by Councilmember Nora Garcia and local community volunteers. Volunteers participating in the installation will be supervised by the applicant, Nora Garcia.

The proposed mural is a piece of public art to be located on the Community Center within Philadelphia Park as such, it required the approval of the Parks & Recreation Commission. On

October 17, 2018, the proposed mural was approved 6-0-0-1 by the Parks & Recreation Commission.

### **Applicable Code Section**

Section .5809-25 of the Zoning Ordinance establishes the purpose and intent, and definition for the installation and application of original artwork murals. Specifically:

*Per Section .5809-25(A), “it is the intent of this section to establish regulations for the installation and application of original artwork murals on private property.”*

*Per Section .5809-25(D), an original artwork mural is “a painting that is applied to and made an integral part of an exterior wall, or tiled artwork applied on exterior building wall, with the property owner’s permission or consent.”*

As the mural is located on public property, it does not meet the intent of the regulations for installation and application, but does meet the definition of an original artwork mural, and is therefore subject to an original artwork mural permit.

### **Compliance**

Pursuant to Section .5809-25, the Advisory Committee shall review the application and make a recommendation to the Cultural Arts Commission on whether to approve the application, based solely upon the purpose and intent of original artwork murals.

1. *The Original Artwork Mural shall be sufficiently durable and will be properly maintained.*

The applicant is proposing to utilize Chroma Mural Paint, an interior and exterior mural paint type that is durable, water-resistant, and non-toxic. The applicant has agreed to the conditions that they shall maintain the mural for a period of six months. Following the six month period, the applicant shall be responsible for painting over the mural to match the existing wall. In the event that mural is unrepairable due to weathering, vandalism, or other causes prior to the six month timeframe, the applicant shall be responsible for removing the mural within a 24-hr time period.

2. *The Original Artwork Mural shall be located in an appropriate place on the building and constitutes a particular scale of the building façade.*

The proposed mural is in scale with the building and surroundings. The mural will be installed on the rear, south elevation of the building.

3. *The Original Artwork Mural shall not include any unsafe features and shall not pose any unsafe conditions to vehicular or pedestrian traffic.*

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

## **CONCLUSION**

The proposed mural is consistent with .5809-25 of the Pomona Zoning Ordinance, Original Artwork Murals Purpose & Intent. Therefore, staff recommends that the Cultural Arts Commission approve Mural Permit No. 12816-2019 (MURAL-12816-2019) to allow the installation of a community-executed mural, subject to conditions (Attachment 1).

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

Prepared By:  
Alina Barron  
Assistant Planner

## **ATTACHMENTS:**

Attachment 1 – Draft CAC Resolution  
Attachment 2 – Mural Permit Application & Mural Representation  
Attachment 3 – Location Map & Aerial Photograph  
Attachment 4 – Site Photographs