



CITY OF POMONA

CULTURAL ARTS COMMISSION



DATE: January 27, 2020

TO: Cultural Arts Commission

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

SUBJECT: Final Design Plan - Pomona Arts Colony Mural

STAFF RECOMMENDATION

Staff recommends the Cultural Arts Commission (CAC) adopt the attached resolution (Attachment 1) approving a Final Design Plan for the installation of a mural located on the west elevation of a commercial structure located at 280 West Second Street in the amount of \$50,000.00 and further recommends that the city execute an agreement with the qualified non-profit organization, dA Center for the Arts, working in conjunction with the executing artists, East Los Streetscapers (Attachment 2).

PROJECT INFORMATION

Project Location:	280 W Second Street (Current Tenant: "Pizza, Beer, & Wings")
APN Information:	8341-004-039
Qualified Non-profit:	The dA Center for the Arts
Executing Artist:	East Los Streetscapers
Property Owner:	Catherine B. Tessier
City Council District:	District #2
Cost:	\$50,000.00

FISCAL IMPACT

The proposed mural installation will expend \$50,000.00 from the Public Art Fund. The Public Art Fund is an interest-bearing account that is managed by the City Manager, or designee into which public art funds, including donated funds, in-lieu funds and/or public art grant funds are deposited.

There will be no impact to the General Fund. All eligible expenditures associated with the creation, installation and maintenance of the mural shall be drawn from the Public Art Fund in conformance with the Art in Public Places Policy and Guidelines Manual (“AIPP Manual”).

BACKGROUND

On June 24, 2019, the CAC approved the release of a Request for Proposals (RFP) for a mural along the western wall of a structure located at 280 West Second Street in the Pomona Arts Colony. The mural would be a tribute to Gilbert “Magu” Lujan, Pomona resident and pioneer of the Chicano art movement. The estimated budget was \$25,000 to \$50,000, with the amount to be based on the quality of the artwork proposed. On June 25, 2019, the Planning Division released the approved RFP to the qualified artist shortlist (“Artist Shortlist”) with a submittal deadline of July 16, 2019 (Attachment 3). Eight completed proposals were submitted. All artists on the Artist Shortlist have been prequalified by the CAC to apply for projects to be spent from the Art in Public Places in-lieu fund. This includes non-profit organizations that may submit proposals as partners with both established and unestablished artists in the community, who are not individually identified on the Artist Shortlist.

On June 24, 2019, the CACACC established an ad-hoc committee consisting of members Joshua Swodeck, Joy McCallister, and Andrew Quinones to evaluate proposals submitted in response to the RFP and to provide a recommendation for a finalist. On July 17, 2019, Planning Division staff met with the ad-hoc committee members to evaluate the proposals based on appropriateness, provided narrative, and design concept as outlined in the released RFP. Based on the RFP goals and criteria, the ad-hoc committee selected a proposal submitted by the dA Center for the Arts for recommendation to the CACCAC. The proposal submitted by the dA Center for the arts named the executed by David Botello and Wayne Healy, two artists represented as East Los Streetscapers (ELS). The ELS proposed a community engagement element to aid in the final design of the mural. On July 22, 2019 the CACCAC selected the dA Center for the Arts and requested the applicants to submit a Final Design Plan to the CAC for consideration.

On Saturday, September 14, 2019, the dA Center for the Arts held a community input gathering for the “*Pomona Arts Colony Mural – a tribute to Gilbert “Magu” Lujan*” during their first annual car show. During this special event, the executing artists, Botello and Healy, encouraged members of the community to leave their input through a shared conversation, by questionnaire, and by illustration of the proposed mural area. Through this community engagement, and inspiration drawn from a previously completed tribute piece by the ELS, entitled “*Magulandia*” the ELS completed a rendering of the proposed artwork and submitted their Final Design Plan options in December 2019.

PROJECT DESCRIPTION

The proposed mural installation will be located on the western wall of the commercial structure. Due to the large scale of the wall and budget, the executing artists are proposing two installation

options, with a preference for Option 1: The Printed Mural. Each option has a separate budget, anticipated maintenance plan, and completed rendering. The Final Design Plan descriptions are as follows:

Option 1: The Printed Mural (Attachment 4)

Due to the grand dimensions (25' X 71') of the mural wall, ELS propose to fill the huge area cybernetically using established digital techniques. As such, ELS will paint the final design at 30% scale on wooden panels (as camera-ready art work or CRA) in the dA Center for the Arts. Upon completion, the CRA will be taken to CyberCopy digital print services where it will be high resolution scanned, enlarged to wall size and printed. Finally, CyberCopy will mount the full size printed mural on the wall.

Option 2: The Painted Mural (Attachment 5)

If the CAC prefers the painted mural, ELS will adjust the composition to accommodate an area 10' tall by 42' wide to be painted on panels in the dA Center for the Arts. Prior to installing the painted mural; the left 25' x 52' portion of the mural wall will be defined by color fields which will complement the Magú palette. Once completed, the painted mural will be brought out to the wall and mounted within the color fields.

The executing artists, Botello & Healy, ELS, have provided a project narrative in each of the Final Design Plans detailing the reasoning behind their preferred option. In addition, they have provided a Final Design Plan for both Option 1 and 2 which outline the proposed maintenance plans, installation plans, and installation schedules.

CONFORMANCE WITH ART IN PUBLIC PLACES PROGRAM

The proposed mural installation meets the guidelines set forth in the AIPP Manual, adopted in 2012 by the City Council, and complies with Section .5809-24—Public Art Requirement for Private Development of the Pomona Zoning Ordinance. The City of Pomona will enter into an agreement with the executing artist, East Los Streetscapers (Attachment 3). The draft agreement includes provisions for payment disbursement, artist insurance coverage, a hold harmless agreement, and other legal provisions as required in the AIPP Manual.

In addition, subject to CAC direction and the selection of Option 1, the contract may include a provision for the City to maintain ownership of the wooden panels, as they represent an aspect of the original artwork being produced for the Art in Public Places Program and the scope of work for this Request for Proposal. Pending CAC approval, a final agreement will be brought back to the CAC for consideration as a consent item at the regularly scheduled meeting in February 2020.

PUBLIC NOTICING

On January 16, 2020, a voluntary public hearing notice was sent to the qualified non-profit and artists and mailed to all owners of property located directly adjacent to and directly across the street from the subject site.

ENVIRONMENTAL REVIEW

Section 15301 of the California Environmental Quality Act guidelines exempts projects consisting of the operation, repair maintenance, permitting, leasing, licensing, or minor alterations of existing public or private structures. Accordingly, the proposed mural installation may be classified as a Class 1 Categorical Exemption, pursuant to Section 15301(e)(1) of California Environmental Quality Act guidelines.

Respectfully Submitted By:
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Development Services Director

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ATTACHMENTS:

- 1) Draft CAC Resolution
- 2) Exhibit B: Draft Qualified Non-profit Agreement
- 3) RFP for Pomona Arts Colony Mural
- 4) Exhibit A: Final Design Plan & Budget: Option 1
- 5) Exhibit A: Final Design Plan & Budget: Option 2