



**Cultural Arts Commission Citizens Advisory Committee  
STAFF REPORT**

**DATE:** September 27, 2021 (*Continued from July 26, 2021*)

**TO:** Cultural Arts Commission Citizens Advisory Committee

**FROM:** Planning Division

**SUBJECT:** Conceptual Design Plan (PUBART 16327-2021) for the installation of a mixed-media mural located at a commercial property at 215 Philadelphia Street.

**Recommendation**

Staff recommends that the Cultural Arts Commission Citizens Advisory Committee (CACCAC) review and approve one of the three provided Conceptual Design Plans (PUBART 16327-2021) to allow the installation of a mixed-media mural located at a commercial property at 215 Philadelphia Street.

**Project/Applicant Information**

Address	215 E Philadelphia Street
Site Address	2092 S Garey Avenue
Assessor's Parcel Number (APN)	8331-002-058
Zoning District	N/A
Specific Plan	Pomona Corridors Specific Plan (PCSP), Neighborhood Center Segment
General Plan Designation	Urban Neighborhood
City Council District	District 3
Applicant	JCW Development, Jeff Tarris

**Previous Planning Action:**

- 1-28-21 Development Services Director approval for a Development Plan Review (DPR-013801-2020) for a proposed exterior tenant improvement to convert an existing 10,600 square foot retail establishment to a medical office. DPR Resolution No. 21-002.
- 6-28-21 Cultural Arts Commission Citizens Advisory Committee did not recommend approval of the Conceptual Design Plan (PUBART 16327-2021) and motioned

## **Conceptual Design Plan (PUBART-16327-2021)**

**215 Philadelphia Street**

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to continue the item to the following regularly scheduled meeting pending applicant revisions to the proposed artwork and resubmittal to the Planning Division.

7-26-21 Cultural Arts Commission Citizens Advisory Committee did not recommend approval of the revised Conceptual Design Plan (PUBART 16327-2021) and motioned to continue the item pending a resubmit to include three separate designs to the Planning Division.

### **Citizens Advisory Committee Evaluation Criteria**

Per Ordinance No. 4151 - Public Art and the Art in Public Places Manual. The Citizens Advisory Committee is tasked with evaluating the following:

- a. Artist's experience in the creation of works of art on display, and artist's willingness to engage in the spatial and cultural context of their surroundings in the creation of the work of art.
- b. Documentation provided is of sufficient descriptive clarity to indicate the nature of the proposed Public Art.
- c. Budget adequately captures the 1% equivalent value of the Public Art.
- d. Proposed location is compatible with adjacent parcels, building, and existing neighborhood.
- e. Proposed art will be placed in an area open and freely available to the general public.

### **Committee Review**

On July 26, 2021, the Citizens Advisory Committee reviewed the revised Conceptual Design Plan during its regularly scheduled meeting (Attachment 1). The Committee motioned to continue the item pending artist resubmittal and provided the following feedback:

1. Remove the existing body of water and ship.
2. Revise the existing Goddess of Pomona to be more prominent.
3. Revise the mural to include imagery on a larger scale.
4. Provide three design concepts for consideration.

### **Artist Revisions**

On September 9, 2021, the artist, David Holley, met with members of the Committee on the project site to discuss potential themes for the proposed mural. Committee members Batts, Judah, and Lucas, expressed to Holley that the Committee's role was not to inhibit the artistic process and that the artwork should reflect the work of the artist, with consideration to the cultural context of the surrounding community. The committee members encouraged the

**Conceptual Design Plan (PUBART-16327-2021)**

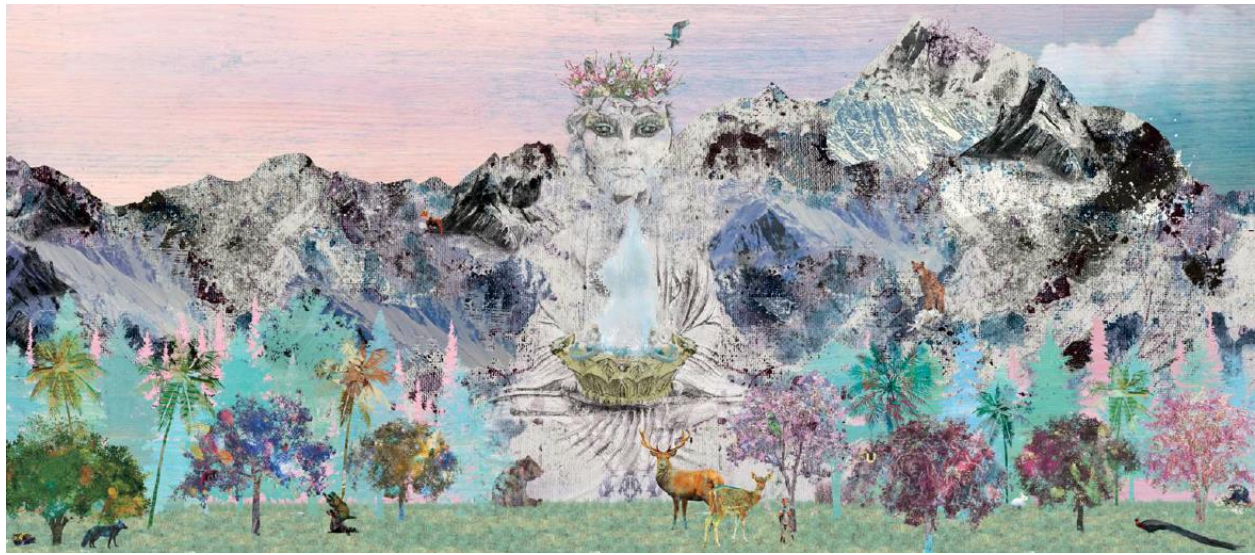
**215 Philadelphia Street**

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artist to explore varying themes noting that not all three proposals needed to contain a Pomona landmark.

From the provided feedback from Committee members, the artist submitted three conceptual designs and three project narratives for consideration (Attachment 2).

***Concept 1 – Pomona, The Beautiful***



***Concept 2 – Pomona, Mosaic***





*Concept 3 – Pomona Rising*



**Valuation & Project Timeline**

The proposed artwork and installation is currently estimated to cost \$11,500 which satisfies the one-percent (1%) amount allocated to the proposed project. The exterior tenant improvement project is complete and the artwork is expected to be completed by end of year.

Respectfully Submitted:

Ata Khan  
Planning Manager

Prepared By:

Alina Barron  
Assistant Planner

**Attachments:**

Attachment 1 – CACCAC Agenda – July 26, 2021

Attachment 2 – Conceptual Design Plans