



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

DATE: September 27, 2021

TO: Cultural Arts Commission Citizens Advisory Committee

FROM: Planning Division

SUBJECT: Mural Permit (MURAL-16895-2021) for the installation of a painted mural located at a commercial property at 454 E Holt Avenue.

Recommendation

Staff recommends that the Cultural Arts Commission Citizens Advisory Committee (CACCAC) review the application (MURAL-16895-2021) and recommend approval to the Cultural Arts Commission.

Project/Applicant Information

Address	454 E Holt Avenue
Assessor's Parcel Number (APN)	8337-025-004
Zoning District	N/A
Specific Plan	Pomona Corridors Specific Plan (PCSP), City Gateway Segment
General Plan Designation	Transit Oriented District: Neighborhood
City Council District	District 4
Applicant	Douglas Alvey

Previous Planning Action:

3-11-21 Development Services Director approval for a Development Plan Review (DPR-15357-2021) for a proposed exterior tenant improvement to an existing retail establishment. DPR Resolution No. 21-003.

Project Description

The proposed original artwork mural at the site of an existing development to satisfy a Conditional of Approval issued in DPR Resolution No.21-003. The subject site is a single tenant building attached to two separate retail buildings comprising an auto-oriented strip

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mall located west of Towne Avenue along Holt Avenue (Attachment 1). The proposed mural is to be located on the east elevation adjacent to existing retail parking.

**Applicable Code Sections**

Per Ordinance No. 4151, Section .5809-25(G), original artwork murals shall comply with the following:

1. The Original Artwork Mural must demonstrate the highest aesthetic qualities of originality and artistic excellence.
2. The Original Artwork Mural is appropriate in scale, material, form, content and value with the immediate social and physical environment.
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.
4. The mural shall not have any unsafe features or conditions that may affect public safety; and
5. The mural shall not disrupt traffic, nor create any unsafe conditions or distractions to motorists and pedestrians.
6. The artist is capable of completing the work in accordance with the plans and specifications.
7. The information contained in the application regarding the durability and maintenance requirements of the mural is accurate.
8. The proposed materials to be used and the manner of application will not require excessive maintenance and repair costs by the owner.

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Citizens Advisory Committee Evaluation Criteria

Per Ordinance No. 4151, Section .5809-25(l)(2), the Citizens Advisory Committee shall recommend approval of the application if all of the findings are made:

- a. The mural meets all of the development standards listed in subsection E and is consistent with subsection G
- b. The artist, or artist team, is capable of completing the work in accordance with the plans and specifications.
- c. The information contained in the application regarding the durability and maintenance requirements of the mural is accurate.
- d. The proposed materials to be used and the manner of application will not require excessive maintenance and repair costs by the owner.

Artist & Proposed Original Artwork Mural

The applicant has selected artist David Flores to execute the proposed mural (Attachment 2). Flores, a California native, has executed large-scale murals all over the world, including multiple murals in Pomona. The artist's execution method is entirely by hand and includes a combination of roller, brush, and aerosol. The artist has included the following description and rendering for consideration:

"My thought process when creating this proposed mural imagery was simply that I want to create a mural that brings an element of fun to the daily lives of the community. A sense that being alive, no matter the time, is filled with excitement, adventure, and unexpected beauty. More than anything I want to create a mural that lifts people's spirits and gives them motivation to continue to live their lives and fill their days with fun and laughter."



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Respectfully Submitted:

Ata Khan
Planning Manager

Prepared By:



Alina Barron
Assistant Planner

Attachments:

Attachment 1 – Location Map & Aerial Photograph

Attachment 2 – Mural Permit Application (MURAL-16895-2021)