



City of Pomona Planning Division

MURAL PERMIT APPLICATION

OFFICE USE ONLY

CASE NO: _____

DATE RECEIVED: _____

RECEIVED BY: _____

What is considered a mural?

An original artwork mural is a painting that is applied to and made an integral part of an exterior wall, or a tiled artwork applied on an exterior building wall, with the property owner's permission or consent.

What is not considered a mural?

- Mechanically produced or computer-generated prints or images, including but not limited to digitally printed vinyl
- Murals containing electrical or mechanical components; or
- Changing image murals as defined above
- Artwork as advertisement

Original Artwork Murals shall comply with the following:

1. The mural shall remain in place without alterations for a minimum of five years from the date the mural is completed. The applicant shall certify in the permit application the applicant agrees to maintain the mural in place for a minimum period of five years without alterations.
2. The mural shall not extend more than six inches from the plane of the wall to which it is attached.
3. The mural shall be durable, permanent, and easily protected from vandalism and weathering.
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 mural shall not be applied to the principal building façade facing a public street.

For all other conditions please review Ordinance No. 4151 Section .5809-25 (pg.10)

GENERAL INFORMATION

Project Address: _____

APPLICANT	Name: Douglas W. Alvey
	Phone/Email: 909-241-4337 cobahmanagement@gmail.com
	Address: 408 456 E. Holt Ave, Pomona CA 91767
PROPERTY OWNER	Name: Douglas Alvey
	Phone/Email: 909-241-4337 cobahmanagement@gmail.com
	Address: 496 E. Holt Ave, Pomona CA 91767

SUBMITTAL REQUIREMENTS

Listed below are the submittal requirements for the Planning Division. The Planning Division accepts electronic submittals of all required documents.

- ☐ Images of previous work done by the artist(s). Each image requires a description indicating the following:
 - a. Title, date, medium and dimensions.
 - b. Location of artwork (if applicable).
 - c. Brief project description.
- ☐ Rendering of the proposed mural with dimensions, minimum 8 1/2" x 11" rendering (3 copies):
digital fine
- ☐ Site Photographs of the proposed wall.

ORIGINAL ARTWORK MURAL INFORMATION & DESCRIPTION

Name of Artist(s): DAVID FLORES

Indicate how the proposed mural will be attached to the building wall:

Artist will use projection to outline artwork guide onto mural to ensure all sizing and scale are correct and accurate to rendering provided. The mural will be hand-painted, using a combination of the highest quality exterior masonry paint applied by combination of roller and brush for the majority of the large color areas. For smaller details and black lines artist will use high quality exterior aerosol, Montana Gold spray paint.

Indicate the exact brand materials to be used in the installation of the proposed mural including all preparation and coating

materials: BEHR PREMIUM Elastomeric Masonry, Stucco and Brick Exterior Paint
Montana Gold exterior aerosol

Describe how the proposed material will satisfy all durability requirements and how the proposed maintenance will occur over the required 5 year period :

The materials we choose are ones we have personally tested for durability over the last 12 years. Ensuring only the highest quality paint is used along side proper application is essential to mural durability. We ensure wall surface is clean before paint is applied to wall. When painting wall we ensure that color is saturated and multiple coats are applied. If we are using a color that is prone to fading we take the sun into consideration and layer both exterior roller with Montana spray paint on top to ensure that no color fades to an undesirable shade. In 12 years dedicated to exterior murals we are proud to say that all murals still look vibrant and clean. Our philosophy is always take the extra time to apply multiple layers of paints at the time of install so there is no need to return years later. If graffiti occurs that can not be cleaned off we prefer to be notified right away so we can fix it immediately. Graffiti is not common on David's murals but we have found fixing it immediately and minimizing the air time of any tags helps to deter future tagging. We are motivated to help fix any unexpected blemishes to mural and make sure that David's artwork is constantly looking its best for his own reputation and desire. We are always happy to work with the building owner / city to ensure mural is always looking it's best at all times.

Title: VAN GOGH FOR A WALK IN LA , JULY 2021

Address: 6400 SUNSET BLVD. LOS ANGELES, CA 90028

Medium: Exterior masonry paint + Montana Gold spray paint on stucco wall, 32' x 60'

Description: David Flores was commissioned by Lighthouse for the Immersive Van Gogh Museum. This mural is Flores' take on Van Gogh's self-portrait, putting the artist into the field of flowers depicting the artist in the moment of his creative vision.



Title: HELPING HAND, JUNE 2018

Address: SW Jefferson St & SW 13th Ave Portland, OR 97205

Medium: Exterior masonry paint + Montana Gold spray paint on cement wall, 75' x 30'

Description: David Flores was awarded a grant by the Arts Commission of Portland to create this mural. Flores' wanted to share a message with the city to extend a helping hand and in return extend your hand when you may be in need of help. The mural gives a sense of togetherness and the idea that asking for help when you need it is a noble and brave act and should be equally celebrated.





