



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

DATE: January 9, 2023

TO: Cultural Arts Commission Citizens Advisory Committee

FROM: Planning Division

SUBJECT: Conceptual Design Plan for a mural to be installed on a new commercial development located at 3099 W Temple Avenue

Recommendation

Staff recommends that the Cultural Arts Commission Citizens Advisory Committee (CACAC) recommend Cultural Arts Commission approval for a proposed mural on a proposed residential building located at 3099 W Temple Avenue.

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

There are three artists being proposed for this mural project at 3099 W Temple Avenue.

Mural Artist Ed Massey

Ed is based in Los Angeles, CA. His work focuses on transforming iconic symbols, settings, and city landscapes with his unique art. This image is his project called shaping LA, which is a nearly 4 football field long curved wall painting on the façade of LA convention center. He is familiar with the public art

Conceptual Design Plan: 3099 W Temple Avenue

Page 2 of 13

program and in fact, he let me know that he's working on the children's hospital in the Pomona area currently.

Mural Artist Hueman (Allison)

Hueman or Allison is based in Oakland, CA. Her art style is what she called "etherealism." Her art explores theme of time, memory, trauma, and healing. Her bold uses of colors and the mixture of imagination and reality make a strong statement wherever the art is presented.

Mural Artist Levi Ponce

Levi Ponce is based in Los Angeles, CA. He has strong background in mural painting and has worked with 500 Fortune Companies like Disney, AT&T, and Footlocker

Valuation & Project Timeline

The proposed artwork and installation is currently estimated to cost \$150,000.00 which satisfies the one-percent (1%) amount allocated to the proposed project.

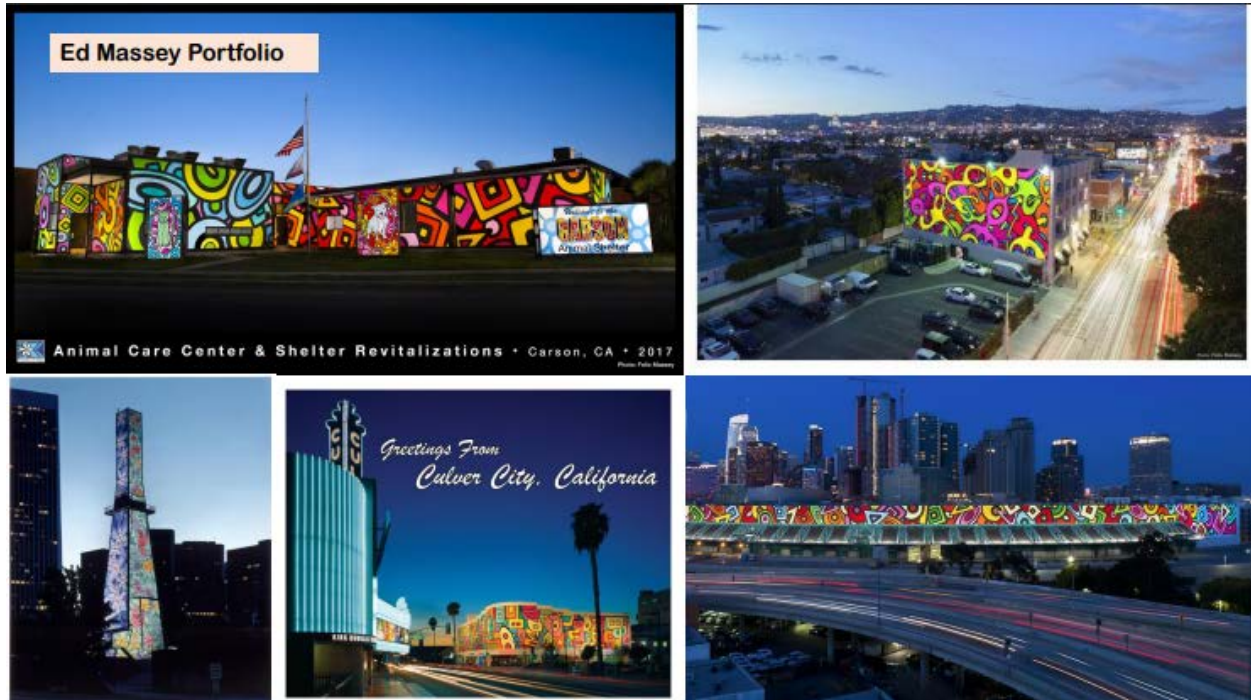
Narrative Proposal

Mural Artist Ed Massey

Ed uses heavy black outlines to define the varied imagery he creates. The predominantly non-geometric forms can be seen as interconnecting elements, woven throughout the expanse of an artwork's surface area. Ed's distinctive patterns are the result of assembly of shapes creating a harmonious array of unifying parts. By utilizing a vibrant multitude of combinations, Ed explicitly conveys his keen interest in bold and vivid color fields.

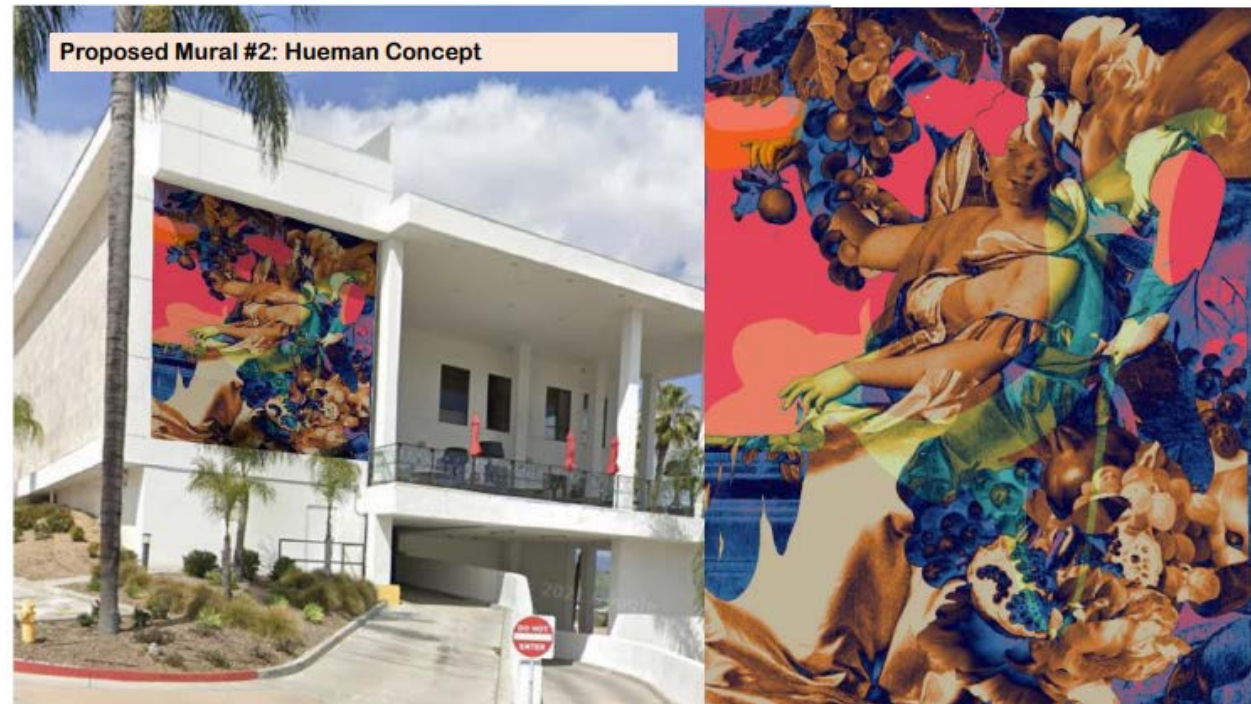




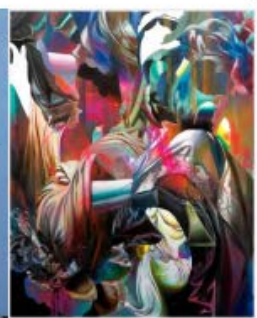
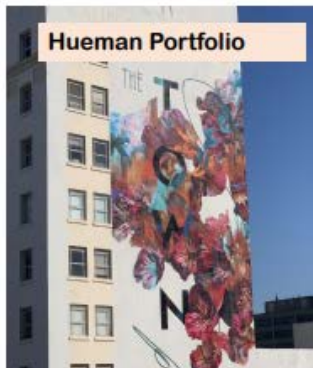
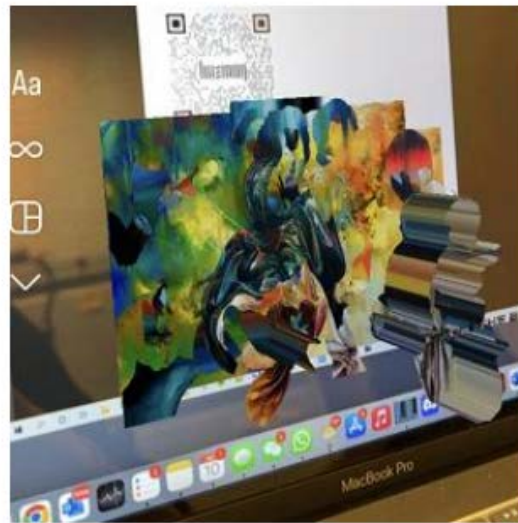


Mural Artist Hueman (Allison)

The city of Pomona is named after Pomona the goddess of fruitful abundance. Hueman uses an abstract depiction of Pomona to bring the art to life through a dynamic and contemporary way. (talk about augmented reality)



Proposed Mural #2: Hueman Concept (augmented reality)



Mural Artist Levi Ponce

The California Poppy saturates its home with color and fields of gold are created as it sprouts up alongside country roads throughout the state. It lifts its head and stands proud as it faces the sun and receives a new day. The artwork at the Double Tree will reflect these characteristics as it welcomes visitors and employees alike to Pomona, CA.

Conceptual Design Plan: 3099 W Temple Avenue

Page 7 of 13

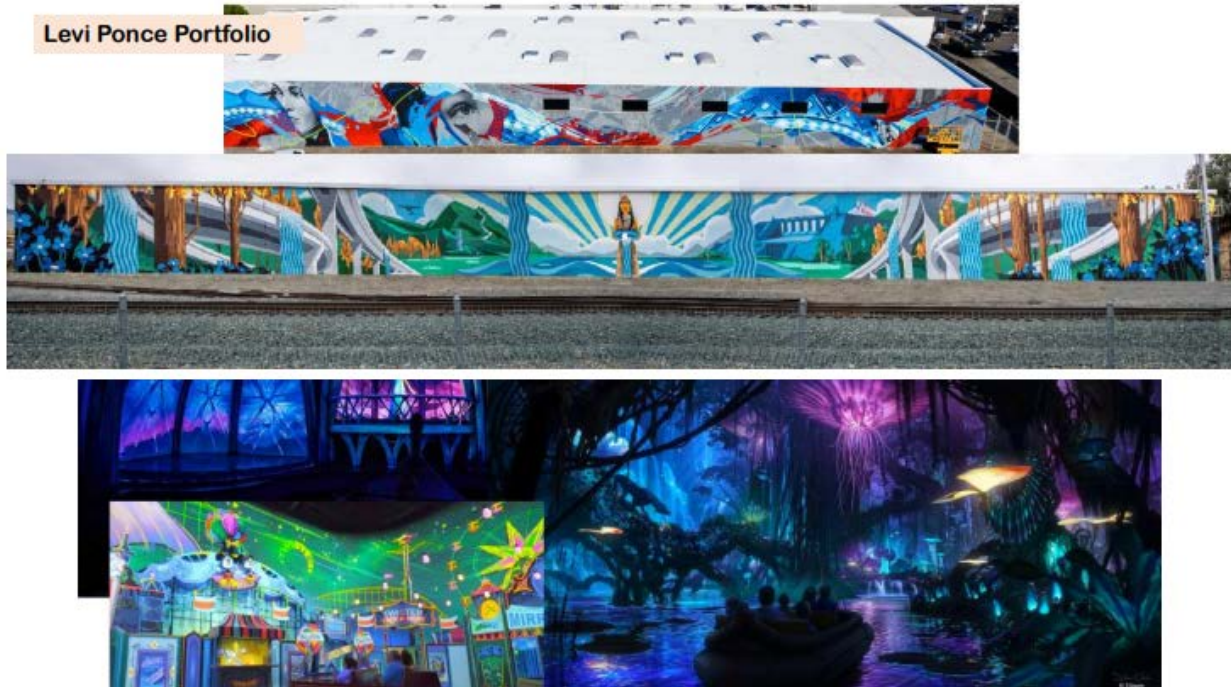
The mural concept consists of flowers burgeoning in the morning sun like palm trees. Other elements of the Southern California landscape are depicted throughout. Palm leaves and grasses are rendered in a muted, arid palette. There are also dry river beds and abstracted mountain ranges weaving in between the flowers for a dynamic look that alludes to local Native American art.

On the main facade, vertical flow will help accentuate the building's height. Horizontal flow through the two bottom segments will achieve the same effect for the building's length. The mural will help anchor the property in the area and reach new audiences with its bright, inviting color.

Proposed Mural #3: Levi Ponce Concept



Levi Ponce Portfolio



Location

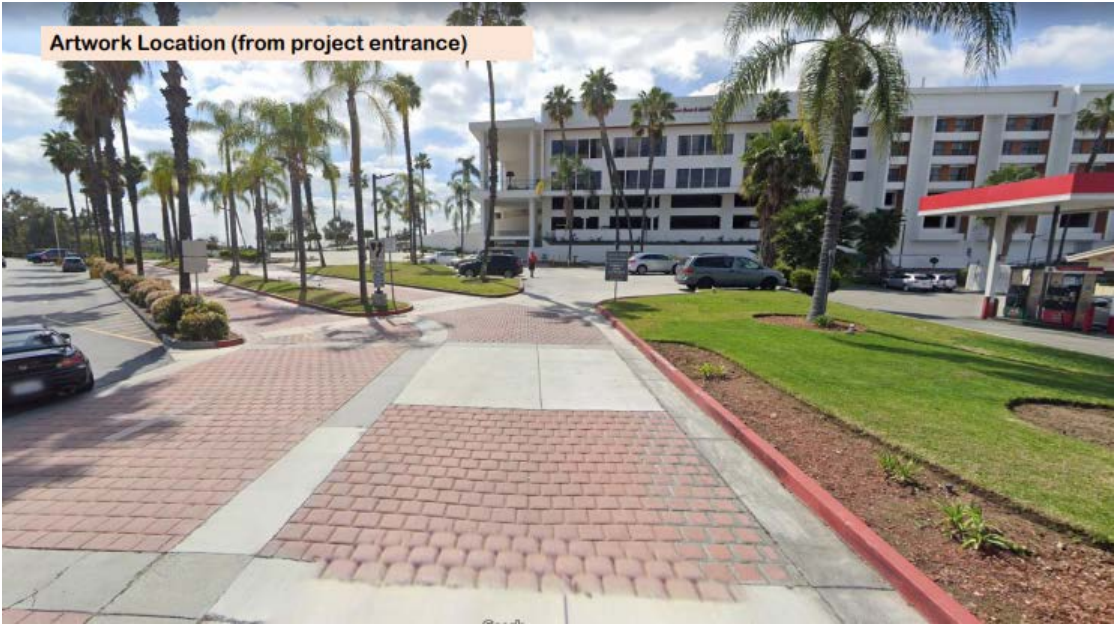
The open wall space(s) at the Double Tree project would act as ideal visual surface area to transform the space into a vibrant focal point for both pedestrians and drivers. The intention would be to visually stimulate the viewers into seeing a more inviting, colorful and friendly area. The selected project would be exhibited at the main entranceway, with vantage points from Temple Avenue and the vicinity. The artwork would additionally serve as a visual stimulus to help integrate and enhance Pomona's impact and presence with the general public, business visitors, and travelers alike.



Conceptual Design Plan: 3099 W Temple Avenue



Artwork Location (from Wendy's entrance)



Artwork Location (from project entrance)





City of Pomona Planning Division
**PUBLIC ART PRIVATE DEVELOPER
 BUDGET FORM**

CONTACT INFORMATION

APPLICANT	Name: Yunni Zhai
	Phone/Email: 626-366-9550 - yunni.zhai@scgamerica.com

The public art allocation for installation of public artwork shall be expended only on costs associated with the eligible expenditures listed below.

Please note that all proposal submittals require this document and that this document may be used for preliminary and final review. Once the Conceptual Design Plan has been approved, the applicant will be responsible for resubmitting a final budget with supportive documents, final design plan review.

Please indicate the use of the document:

- Preliminary Budget
- Final Budget (requires supportive documents)

ELIGIBLE EXPENDITURES	COST ESTIMATE
The work of art itself, including the artist's fees for design and engineering and fabrication;	\$ 90,000
Transportation of the public art to the site;	\$ 2,000
Installation of the completed public art on the site;	\$ 5,000
Mountings, anchorages, containments, or other materials necessary for installation of the public art piece up to five percent of the total art allocation;	\$ 5,000
Lighting specifically illuminating the artwork itself;	\$ 7,000
Appraisal fees as required for review of the public art application by the City;	/
Identification plaque as required by the Commission;	\$ 1,000
Permits, insurance, engineering or legal fees necessary for the installation of the artwork;	\$ 5,000
Other materials that are integral to the creation of the work of art;	\$ 5,000
Maintenance of proposed artwork (no more than one-third of total project budget)	\$ 30,000
TOTAL ESTIMATE	\$ 150,000

Conceptual Design Plan: 3099 W Temple Avenue

Page 13 of 13

Respectfully Submitted:

Jocelyn Ayala
Public Art Coordinator

Ata Khan
Planning Manager