



STAFF REPORT
2/24/2021

TO: Honorable Mayor and City Council Members
FROM: Gabriel Martin, Economic Development Director
SUBJECT: Approval of 3-D Wall Art Mural Installation

STAFF RECOMMENDATION:

Staff recommends that the City Council approve the proposed 3-D Wall Art Mural project and recommend an award a sponsorship in the amount of \$10,000 from the City of Coachella's Art in Public Place Program.

BACKGROUND:

On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to develop and maintain a visual arts program for the residents and visitors of Coachella, to add to the economic vitality of the community, and to enhance the environment and unique character of Coachella by providing for the acquisition and maintenance of quality works of public art. On February 17, 2021, the Planning Commission/Arts Commission reviewed and approved the 3-D Wall art mural.

DISCUSSION/ANALYSIS:

The Applicant, Jimmy Meza is requesting a sponsorship of a new public art mural exhibition located at 810 Vine Avenue. The new art mural converted a blank property line masonry wall with a new mural showing various Coachella Valley desert animals. The masonry wall extends 50 feet along the western boundary and 100 feet along the southern boundary of the subject property. The wall is visible to the 5th Street frontage, due to the prior removal of a fire-damaged building on the site. The Artist, Mr. Everado Calvez, used a unique 3-D art technique to create the various art desert animals that represent the City's ecosystem and cultural heritage.



This sponsorship will diversify our existing public arts program and bring additional national/international recognition to our City, while supporting jobs, generating tax revenue and increasing tourism into the Eastern portion of the Coachella Valley. Due to its significant return on investment, Staff recommends the sponsorship amount of \$10,000.

ALTERNATIVES:

1. Recommend no action
2. Provide alternative direction

FISCAL IMPACT:

If the City Council approves the recommendation, the \$10,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for the Fiscal Year 2020-2021.

ATTACHMENT(S):

- 3-D Wall Art Mural in Public Places Application
- 3-D Wall Art Mural - Presentation