



**STAFF REPORT**  
**2/17/2021**

**TO:** Planning Commission Chair and Commissioners  
**FROM:** Gabriel Martin, Economic Development Director  
**SUBJECT:** 3-D Wall Art Mural Installation at 810 Vine Street

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**STAFF RECOMMENDATION:**

Staff recommends that the Planning Commission review and approve the proposed 3-D Wall Art Mural project and recommend to City Council 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.

**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 5<sup>th</sup> 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.

The pictures below show the work in progress, which is anticipated to be finished in the coming days.



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 to City Council approval of the sponsorship for the 3-D Wall Art Mural installation project.
2. Recommend no action.
3. Provide alternative direction

**FISCAL IMPACT:**

If the City Council approves the staff 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: 3-D - Art in Public Places Application