



STAFF REPORT
2/26/2020

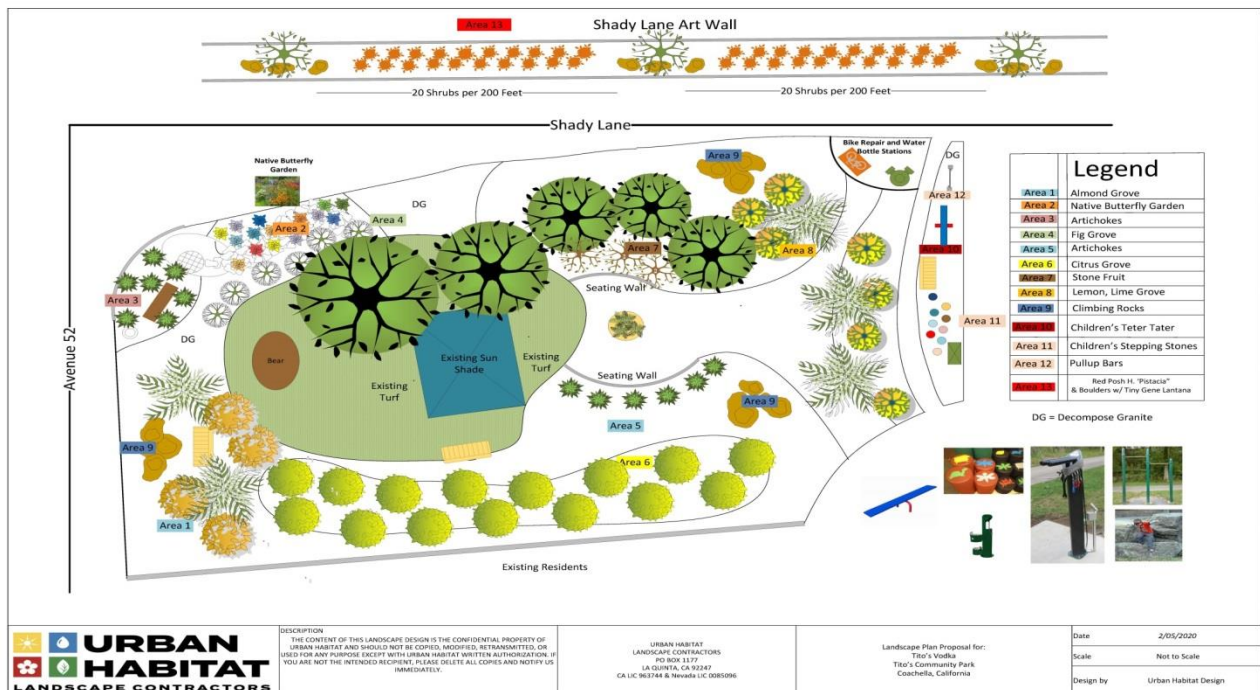
TO: Honorable Mayor and City Council Members
FROM: Gabriel Martin, Economic Development Manager
SUBJECT: Shady Lane Park Art Mural Installation Project

STAFF RECOMMENDATION:

Staff recommends approving the cost to install an art mural exhibition located at Shady Lane Park in the amount of \$8,229.

BACKGROUND:

On February 12, 2020, the City Council approved the rehabilitation of Shady Lane Park by the philanthropy group Fifth Generation, Inc., which represents Tito’s Vodka from Austin, Texas. Fifth Generation, Inc. contracted with Urban Habitat to design and reconstruct Shady Lane Park with the intent of having employees and volunteers of Tito’s Vodka install irrigation systems, plants and trees, and other recreational amenities on February 27, 2020. This project did not use any public funds and was entirely funded by Tito’s Vodka.



DESCRIPTION
THE CONTENT OF THIS LANDSCAPE DESIGN IS THE CONFIDENTIAL PROPERTY OF URBAN HABITAT AND SHOULD NOT BE COPIED, MODIFIED, REPRODUCED, OR USED FOR ANY PURPOSE EXCEPT WITH URBAN HABITAT WRITTEN AUTHORIZATION. IF YOU ARE NOT THE INTENDED RECIPIENT, PLEASE DELETE ALL COPIES AND NOTIFY US IMMEDIATELY.

URBAN HABITAT
LANDSCAPE CONTRACTORS
PO BOX 13177
LA QUINCY, CA 92247
CA LIC 962744 & Nevada LIC 0885096

Landscape Plan Proposal for:
Tito's Vodka
Tito's Community Park
Coachella, California

Date 2/05/2020
Scale Not to Scale
Design by Urban Habitat Design

DISCUSSION/ANALYSIS:

Fifth Generation, Inc. requested to install a new public art mural exhibition in the park to go with the existing public art installations in the area. Local artist Armando Lerma was approached to design an art mural on the concrete slab under the shade structure at Shady Lane Park. The new art mural will be 25' x 30' = 750 square feet. The design concept is below:



ALTERNATIVES:

1. Not approve the installation of a new art mural exhibition at Shady Lane Park
2. Provide alternative direction

FISCAL IMPACT:

If the City Council approves the staff recommendation, the \$8,229 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for the Fiscal Year 2018-19.

ATTACHMENT(S):

Shady Lane Park Art Mural Installation Presentation