



STAFF REPORT
5/26/2021

TO: Honorable Mayor and City Council Members
FROM: Gabriel Martin, Economic Development Director
SUBJECT: Art in Public Places Program – Dateland Park Art Mural Installation

STAFF RECOMMENDATION:

Staff recommends that the City Council award a sponsorship for the Dateland Park Art Mural Installation in the amount of \$1,000 from the City of Coachella’s Art in Public Place Program and allow the mural to be installed at the restroom building at Dateland Park.

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.

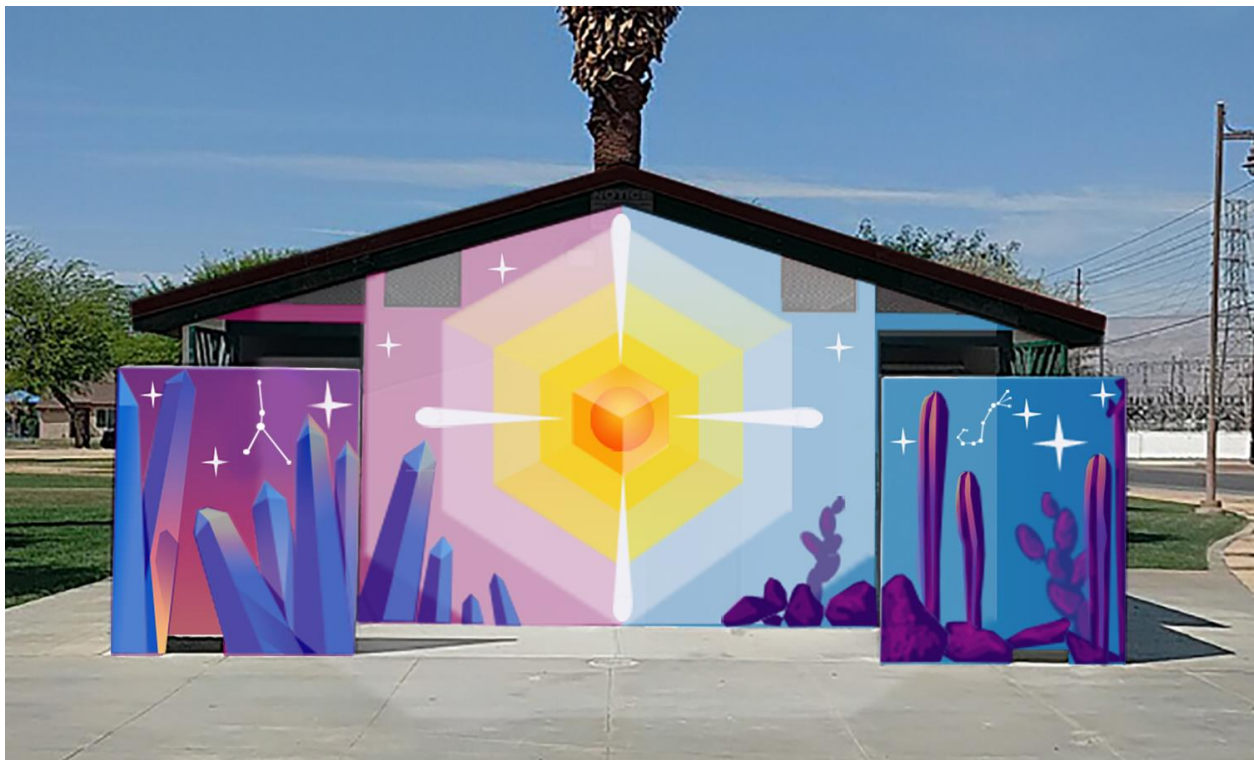
Ms. Mary Pohla, local art philanthropist, donated \$10,000 for this specific project in order to install a public art mural installation at Dateland Park. These funds were provided last year for this project; however, due to the COVID-19 pandemic this project was delayed. The overall budget for this project is \$11,000 with \$10,000 coming from the above private donation and \$1,000 from the Art in Public Places program. On May 19, 2021, the Planning Commission approved this item with the requirement that high end, premium paint material be used for the art mural installation.

DISCUSSION/ANALYSIS:

This proposal is submitted by Raices Cultura, local non-profit organization, on behalf of local artist Aaron Hansen. Mr. Hansen has designed a mural for the public restroom building at Dateland Park. The Artist, Aaron Hansen, is a visual artist that has led or assisted on well over 200 public, private, and commercial projects. Hansen started creating art as a youth and has now created art professionally for over 15 years. His art focuses on interstellar matter, the human experience, and the interplay between Earth and Celestial life.

Artwork Description -

The mural is designed for 3 sides of the building and is composed of brightly painted images detailing a cosmic fantasy landscape. Mr. Hansen's design influence for this artwork are based on Dreams, Oneness, Interconnectedness, Peace, Wisdom, Nature, Utopia, Fantasy, Dessert, Universal Love, and Beauty. The visual aesthetic is a balance of smooth crisp gradients for the backdrop and photo-realism detail work in the foreground. The front wall has a Starburst Sun motif pulsing out in all directions in the center. The key colors for this front wall are Magenta and Cyan on the side walls with Yellow on the middle wall so that it creates a prism effect from afar. The 6-sided shape represents radiating energy and complements the shape of the roof line. The layered richness of this mural will provide many visual elements for interaction by the public. The design includes constellations of all the zodiac signs to serve as personal identifiers providing not only a fun all-inclusive photo opportunity but also represents individuality while showing our interconnectedness universally. The animals on the side walls are an owl which represents a sense of cosmic wisdom and a flamingo which represents beauty and fantasy. The raindrops are to signify the subtle flow of life and its never-ending giving, regenerative, and bountiful nature. The artist believes that good art appeals to him like a delicious fruit or dessert and that's why all the elements - the clouds, flowers, crystals, cacti - and color palette give that sense of it being a hard candy, cotton candy, or dessert.





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 \$1,000 and the use of the Dateland Park restroom building for the location of this art mural installation.

ALTERNATIVES:

1. Not approve the sponsorship for the Dateland Park art mural installation.
2. Provide alternative direction

FISCAL IMPACT:

If the City Council approves the staff recommendation, the \$1,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for the Fiscal Year 2020-2021.

ATTACHMENT(S):

1. Dateland Park Art Mural – Project Proposal and Artist Biography
2. Dateland Park Art Mural – Art in Public Places Application
3. Dateland Park Art Mural - Art Installation Presentation