



**STAFF REPORT**  
**5/19/2021**

**TO:** Planning Commission Chair and Commissioners  
**FROM:** Gabriel Martin, Economic Development Director  
**SUBJECT:** Art in Public Places Program – Coachella Smoke Shop Art Mural Installation

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**STAFF RECOMMENDATION:**

Staff recommends that the Planning Commission award a sponsorship for the Coachella Smoke Shop Art Mural Installation 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, Mr. Pedro Salcido, from Flat Black Art, Inc. is requesting to install a new public art mural exhibition at the Coachella Smoke Shop building, located at 85995 Grapefruit Blvd in the City of Coachella. The art mural will be install by artist Maxx 242 (<https://maxxer242.com/>) from the City of Anaheim. Max Gramajo, better known as "Maxx242", is an artist that specializes in graphic illustration, design, typography, graffiti art. He is best known for his sharp precise line work and bold letter style. His ability to create bright sizable murals is remarkable. Maxx242 grew up skateboarding and painting graffiti, both of which influence his art today. This same group just recently installed the "Angel of the Desert" art mural located at 1515 Sixth Street in the Downtown Pueblo Viejo District. This particular mural represents the local community and its culture. It is an ode and pays respect to the Mexican American families that surround the surrounding area. The mariachi is a symbol of passion and being strong, while the woman being painted symbolizes compassion and nurturing.



*Before*



*After*

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. Not approve the sponsorship for the Coachella Smoke Shop art mural installation.
2. 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(S):**

1. Coachella Smoke Shop Art Mural – Art in Public Places Application
2. Coachella Smoke Shop Art Mural - Art Installation Presentation