



STAFF REPORT
9/14/2021

TO: Cultural and Arts Commission Chair and Commissioners

FROM: Celina Jimenez, Grants Manager

SUBJECT: Recommend for Approval an Art in Public Places Program Proposal to Restore the Shady Lane Murals by Culturas Music and Arts in the Amount of \$13,000

STAFF RECOMMENDATION:

Staff recommends that the Cultural and Arts Commission consider approving and awarding a sponsorship grant to Culturas Music and Arts in the amount of \$13,000 from the City of Coachella's Art in Public Places Program to restore the art mural walls along Shady Lane between Bagdad Street and Avenue 52.

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 submitted proposal is to restore the existing art murals along Shady Lane between Bagdad Street and Avenue 52. This November is the tenth anniversary of the installation of the murals. Each mural that needs to be repainted is 50' x 6' in size and Culturas Music and Arts intends to clean and reseal them with anti-graffiti sealer. It is the intention of Culturas Music and Arts to have the original artists work on restoring their respective murals, if they are available—otherwise, other local artists will be sought. The original murals were painted using Nova Color Paint, which is the best paint product in the industry to use on outdoor murals. One mural will be repainted and it is the "low rider" mural, which will be painted by an artist named Alvarez Ink (sample works below)



According to Culturas Music and Arts, the Shady Lane Murals are the oldest Chicano public art murals in the State of California. The Shady Lane Murals are a beloved public art landmark for the community because they depict the community's history and heritage., which might explain why it has escaped all the graffiti and tagging it used to get for nearly a decade.

Budget

Installation Costs – Labor (Artists Stipends)	\$4,000
Fabrication Costs – Materials	\$1,000
Fabrication Costs – Paint	\$5,000
Fabrication Costs – Resealing	\$3,000
TOTAL	\$13,000



ALTERNATIVES:

1. Not Approve the Request to Restore the Shady Lane Murals by Culturas Music and Arts
2. Provide Alternative Direction

FISCAL IMPACT:

If the Cultural and Arts Commission approves the staff recommendation, the \$13,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2021-22.

ATTACHMENTS: Application