



Coachella Civic Center, Hearing Room
53-462 Enterprise Way, Coachella, California
(760) 398-3502 ♦ www.coachella.org

AGENDA

OF A REGULAR MEETING
OF THE
CITY OF COACHELLA
PLANNING COMMISSION

February 17, 2021
6:00 PM

1. Pursuant to Executive Order N-29-20, this meeting will be conducted by teleconference and there will be no in-person public access to the meeting location.

You may submit your public comments to the Planning Commission electronically. Material may be emailed to llopez@coachella.org, jcarrillo@coachella.org, ybecerril@coachella.org.

Transmittal prior to the start of the meeting is required. Any correspondence received during or after the meeting will be distributed to the Planning Commission and retained for the official record.

You may provide telephonic comments by calling the Planning Department at (760)-398-3102 **no later than 4:00 p.m.** the day of this meeting to be added to the public comment queue. At the appropriate time, you will be called so that you may provide your public testimony to the Planning Commission.

The public shall have access to watch the meeting live using following:

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/88900660100?pwd=c1UwVjB0SVpkK3NtWWNqNEFac214Zz09>

Passcode: 674336

Or iPhone one-tap :

US: +16699006833,,88900660100#,,, *674336# or +12532158782,,88900660100#,,, *674336#

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

APPROVAL OF AGENDA:

“AT THIS TIME THE COMMISSION MAY ANNOUNCE ANY ITEMS BEING PULLED FROM THE AGENDA OR CONTINUED TO ANOTHER DATE OR REQUEST THE MOVING OF AN ITEM ON THE AGENDA.”

APPROVAL OF THE MINUTES:

1. Planning Commission Minutes January 20th, 2021.

WRITTEN COMMUNICATIONS:

PUBLIC COMMENTS (NON-AGENDA ITEMS):

“The public may address the Commission on any item of interest to the public that is not on the agenda, but is within the subject matter jurisdiction thereof. Please limit your comments to three (3) minutes.”

REPORTS AND REQUESTS:

NON-HEARING ITEMS:

2. Request for 12-month Time Extension for Conditional Use Permit No. 303 and Architectural Review 18-11 to allow a-new 2,100 square foot retail cannabis business as part of a new 6,900 square foot multi-tenant commercial center located at the northwest corner of Grapefruit Boulevard and 9th Street. *Coachella Green Haus, Applicant.*
3. Review of Public Art - Desert Tree Sculpture Installation at 810 Vine Street.
4. 3-D Wall Art Mural Installation at 810 Vine Street.
5. Mujeres Murals Art Exhibition Installation at 1515 6th Street.
6. Angel of The Valley Art Mural Installation.

PUBLIC HEARING CALENDAR (QUASI-JUDICIAL):

INFORMATIONAL:

ADJOURNMENT:

Complete Agenda Packets are available for public inspection in the Planning Department at 53-990 Enterprise Way, Coachella, California, and on the City's website www.coachella.org.

THIS MEETING IS ACCESSIBLE TO PERSONS WITH DISABILITIES



Coachella Civic Center, Hearing Room
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MINUTES
OF A REGULAR MEETING
OF THE
CITY OF COACHELLA
PLANNING COMMISSION

January 20, 2021
6:00 PM

1. Pursuant to Executive Order N-29-20, this meeting will be conducted by teleconference and there will be no in-person public access to the meeting location.

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amended 01/20/2021 <https://youtu.be/OA1WsURsMnQ>

CALL TO ORDER:

The Regular Meeting of the Planning Commission of the City of Coachella was called to order at 6:04 p.m. virtually by Vice Chair Virgen.

PLEDGE OF ALLEGIANCE:

Lead by Yesenia Becerril.

ROLL CALL:

Present: Commissioner Gonzalez, Commissioner Huazano, Commissioner Navarrete, Vice Chair Virgen, Alternate Commissioner Leal.
Absent: Chair Soliz.

APPROVAL OF AGENDA:

“AT THIS TIME THE COMMISSION MAY ANNOUNCE ANY ITEMS BEING PULLED FROM THE AGENDA OR CONTINUED TO ANOTHER DATE OR REQUEST THE MOVING OF AN ITEM ON THE AGENDA.”

Item 4. As published on the original agenda was already included in item 2. Therefore, item 4. Was removed from the agenda to avoid redundancy per Luis Lopez.

APPROVAL OF THE MINUTES:

1. PC Meeting Minutes for December 16th, 2020.

Motion to approve item 1. PC Meeting Minutes for the December 16th, 2020 meeting.

Made by: Commissioner Gonzalez.

Seconded by: Commissioner Navarrete.

Motion passes by the following vote:

AYES: Commissioner Gonzalez, Commissioner Huazano, Commissioner Navarrete, Vice Chair Virgen, Alternate commissioner Leal

NOES: None.

ABSTAIN: None.

ABSENT: Chair Soliz.

WRITTEN COMMUNICATIONS:

None.

PUBLIC COMMENTS (NON-AGENDA ITEMS):

“The public may address the Commission on any item of interest to the public that is not on the agenda, but is within the subject matter jurisdiction thereof. Please limit your comments to three (3) minutes.”

None.

REPORTS AND REQUESTS:

Update on the 6th cycle housing element.

NON-HEARING ITEMS:

2. Discussion of the 6th Cycle Housing Element Update to the City’s General Plan and presentation of work to date, including the mandatory 5th Cycle Re-zoning efforts.

Update on the 6th Cycle Housing Element was provided at this time.

Presentation made by Luis Lopez.

No Motion was made as this is a long-term policy and the presentation was for information and discussion only.

Comment made by resident/customer- Pedro Padilla.

3. Request for 12-month Time Extension for Conditional Use Permit No. 303 and Architectural Review 18-11 to allow a-new 2,100 square foot retail cannabis business as part of a new 6,900 square foot multi-tenant commercial center located at the northwest corner of Grapefruit Boulevard and 9th Street. *Coachella Green Haus, Applicant.*

Motion to approve non-hearing item 3.

Request for 12-month Time Extension for Conditional Use Permit No. 303 and Architectural Review 18-11 to allow a-new 2,100 square foot retail cannabis business as part of a new 6,900 square foot multi-tenant commercial center located at the northwest corner of Grapefruit Boulevard and 9th Street. *Coachella Green Haus, Applicant.* PC Meeting Minute Approvals for September 2nd, 2020, October 7th, 2020 and November 18th, 2020.

Approval made with the following modification:

Time extension for CUP 3030 and AR 18-11 shall be for 30 calendar days NOT 12 months.

Comments made by:

Pedro Padilla, Applicant.

Bill Sanchez, Applicant.

Made by: Commissioner Gonzalez.

Seconded by: Commissioner Navarrete.

Motion passes by the following vote:

AYES: Commissioner Gonzalez, Commissioner Huazano, Commissioner Navarrete, Vice Chair Virgen, Alternate Commissioner Leal.

NOES: None.

ABSTAIN: None.

ABSENT: Chair Soliz.

4. Update on the Coachella 6th Cycle Housing Element efforts.

This item was added in redundancy and was taken off the agenda as noted above under “Approval of Agenda:”

PUBLIC HEARING CALENDAR (QUASI-JUDICIAL):

None.

INFORMATIONAL:

Announcement for new assistant director position.

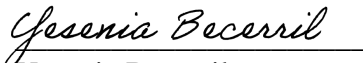
Choc housing project new Bagdad St. update.

Cannabis Social Equity Program update.

ADJOURNMENT:

Meeting adjourned at 7:16 p.m. motioned by Commissioner Gonzalez and seconded by Vice Chair Virgen.

Respectfully Submitted,



Yesenia Becerril
Planning Secretary

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Planning Department at 53-990 Enterprise Way, Coachella, California, and on the
City's website www.coachella.org.*

THIS MEETING IS ACCESSIBLE TO PERSONS WITH DISABILITIES



STAFF REPORT
2/17/2021

TO: Planning Commission Chair and Commissioners

FROM: Luis Lopez, Development Services Director

SUBJECT: Request for 12-month Time Extension for Conditional Use Permit No. 303 and Architectural Review 18-11 to allow a new 2,100 square foot retail cannabis business as part of a new 6,900 square foot multi-tenant commercial center located at the northwest corner of Grapefruit Boulevard and 9th Street. *Coachella Green Haus, Applicant.*

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission review the information contained in this staff report and approve a 12-month time extension for CUP 303 and a 24-month retroactive time extension for AR 18-11.

UPDATES:

This item was continued from the January 20, 2021 Planning Commission meeting at the applicant's request. During the hearing, the applicant explained that they were very close to obtaining permits and getting started on construction.

On February 1, 2021 the owners obtained a grading permit for the project (see attached Grading Permit). Additionally, the owners have stated that they intend to pay for the building permit for the first phase of construction within 30 days of commencing grading activities. As of the writing of this staff report, the owners had already mobilized onto the property with heavy equipment and grading activities had commenced. The site was cleared and grubbed and excavations for underground utility work is in progress, as evidenced by the photographs below, taken on February 10, 2021.



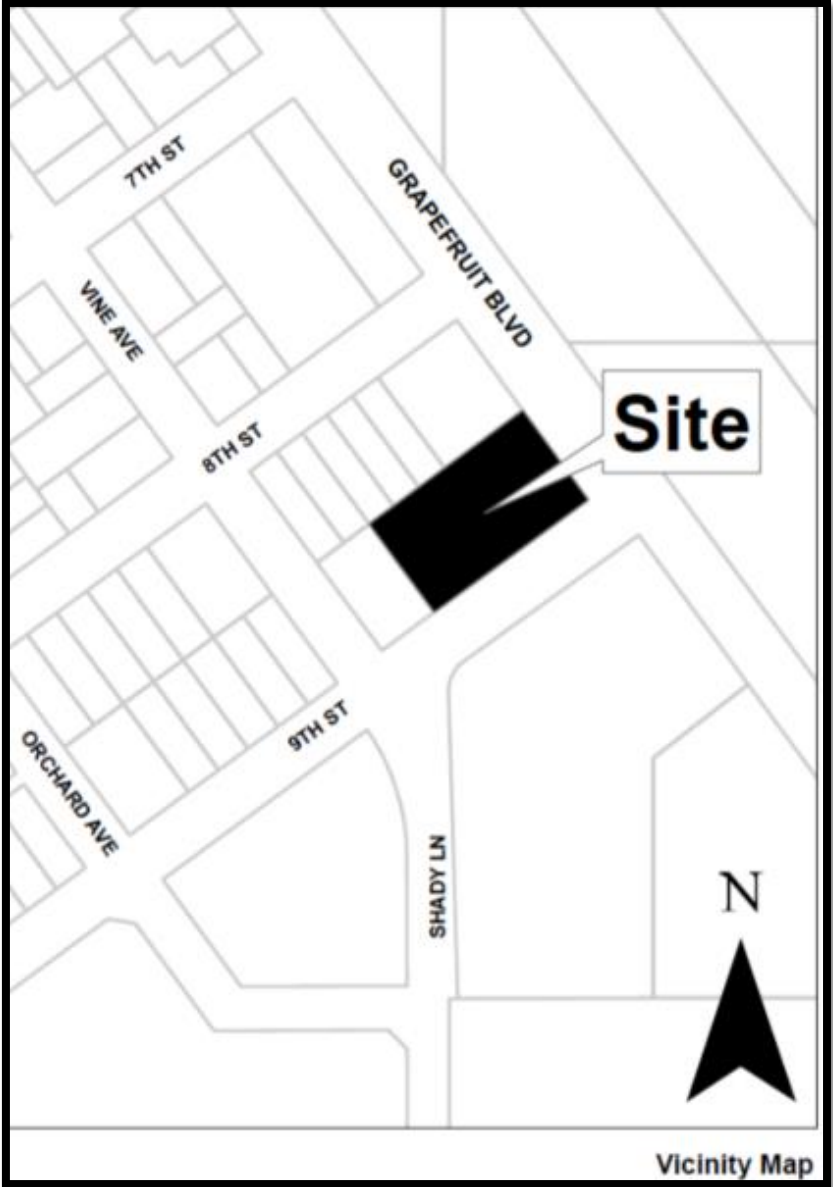




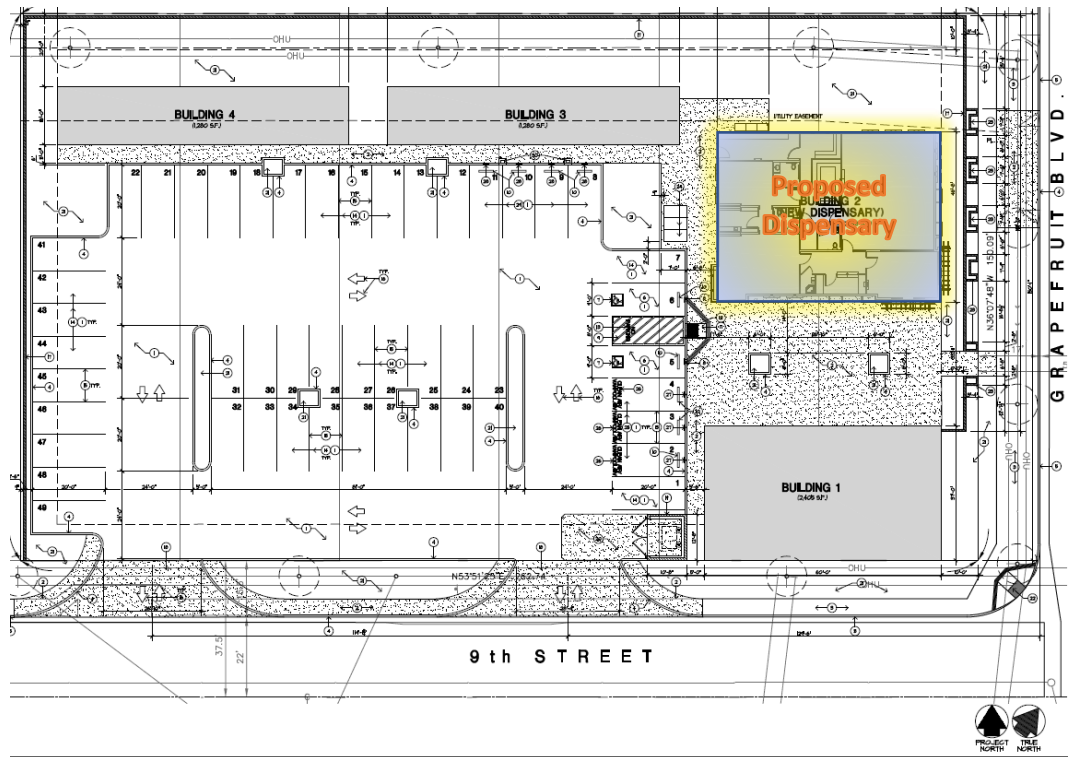
BACKGROUND:

On December 11, 2019 the Planning Commission approved Conditional Use Permit (CUP 303) for the Coachella Green Haus Project which included the construction of a new 2,100 sq. ft. retail cannabis business as part of a new 6,900 square foot multi-tenant commercial center with four (4) buildings including two (2) proposed restaurants, one (1) retail/office building and the retail cannabis business. The overall project includes 45 parking spaces including 2 handicapped stalls.

The project further included an interim use facility to allow a 480 square foot temporary retail cannabis dispensary while the project is under construction. The subject site is a .9-acre vacant parcel at the northwest corner of Grapefruit Blvd and 9th Street (1691 9th Street) as shown in the vicinity map shown below.



The latest site plan layout with revised parking lot is shown below on the “Precise Grading Plan” for the project.

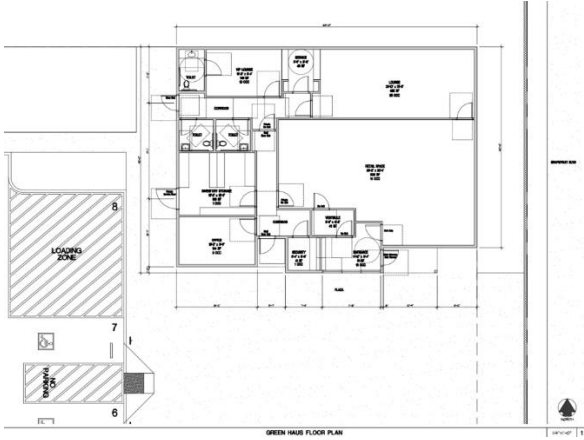


The subject site is a vacant lot with existing curb, gutter and sidewalk improvements as shown in the photographs below.





The floor plan for the proposed dispensary is shown below.



Architectural Review 18-11:

The Planning Commission previously approved Architectural Review (AR 18-11) on April 17, 2019 for the subject property. The Architectural Review approved the Pueblo Viejo Plaza Project that included four buildings including two restaurant pads and two retail/office buildings in four phases totaling 6,900 square feet as seen on the exhibits below:



Artist rendering looking to the northwest

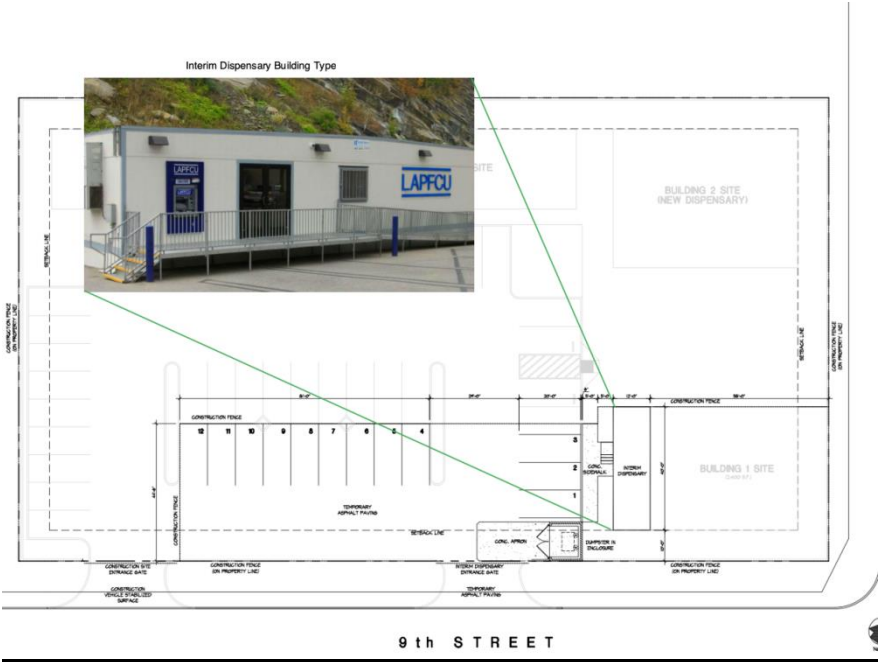


Artist Rendering of Street / Perimeter Landscaping

If the Planning Commission is inclined to grant a 12-month time extension for CUP 303, a 24-

month retro-active time extension for AR 18-11 would also be effectuated making the new expiration date of April 17, 2021.

An Interim Use Facility consisting of a 480 square foot modular store (trailer) is also a part of the project. This temporary “retail cannabis store” will operate while the permanent building is under construction as illustrated below.



Status of Request for Time Extension:

Because the Planning Commission continued the review of the applicant’s 12-month time extension request, CUP 303 remains in effect until a decision is made on the time extension request. In light of the applicant’s good faith effort in commencing grading activities, the Commission may consider granting the time extensions as explained below. In order for the commercial development project to vest, the owners must obtain building permits and commence vertical construction activity prior to the expiration of AR 18-11 in early April 17, 2021. Based on their approved plans, they are on track to accomplish this.

ALTERNATIVES:

- 1) Approve the requested 12-month time extension for CUP 303 and a 24-month retroactive time extension for AR 18-11.
- 2) Deny the requested 12-month time extension for CUP 303 and AR 18-11.
- 3) Continue this matter and provide staff with direction.

Staff recommends Alternative #1 or #3 above.

Attachment: Grading Permit



GRADING PERMIT

(This is not a Building Permit)

CITY OF COACHELLA – ENGINEERING DEPARTMENT
53990 Enterprise Way, Coachella, California 92236

Tel. (760) 398-5744 www.coachella.org

- All inspections shall be schedule with 24 or 48 hrs. In advance.
- Time for inspections shall be limited from 8:00am to 4:00 pm. Monday – Thursday.
- Inspections requested in the morning shall be done in the morning next day, same thing with afternoon request.

PERMIT NO. 2020-69
LOCATION: 1691 9th St. Pueblo Viejo Mgmt.
OWNER: Pueblo Viejo Plaza. Felipe Munoz, Elizabeth Fisher, Pedro Padilla, Mireya Padilla.
BUSINESS LICENSE & LIABILITY: Filed **CONTACT:** Bill Sanchez 760-485-5308

Permittee is responsible for all liability for personal injury or property damage which may arise out of work herein permitted or which may arise out of failure of Permittee to properly maintain the encroachment. Permittee agrees to defend, indemnify, and hold harmless the City of Coachella and employees thereof from any claim of such liability. I hereby acknowledge that I have read this application and state that it is correct, and agree to comply with all State Laws, City Ordinances and Standards, and approved plans.

PERMITTEE: Owner () Contractor (x)

SIGNATURE: _____

This is an Engineering Permit when properly filled out and signed, and fees are paid. Permittee is hereby authorized to do the work described, in accordance with applicable State Laws, City Ordinances and Standards, and approved plans. This permit becomes null and void if work is not commenced within sixty (60) days from the date of issuance, or if work is not diligently prosecuted, or if any work is done in violation of regulations governing same, the approved plans, or conditions hereon.

APPROVED BY: George Iniguez **DATE:** 2-1-21

FEES: \$ 7,602.00

DESCRIPTION OF WORK: Grading, Onsite, Offsite, Storm Drain, Utility civil construction improvements as per the signed and final plans. **Material submittals required.**

PRECONSTRUCITON MEETING REQUIRED WITH ENGINEERING PRIOR TO PHYSICAL CONSTRUCTION.

1. “THE APPLICANT ACKNOWLEDGES THE DUTIES UNDER CHAPTER 12.08 OF THE COACHELLA MUNICIPAL CODE AND AGREES TO COMPLY WITH THE CONDITIONS ON A PERMIT ISSUED UNDER CHAPTER 12.08. THE APPLICANT ALSO AGREES TO REPAIR, OR TO PAY THE CITY, FOR THE COST OF ANY DAMAGE TO THE CITY’S STREET OR RIGHT OF WAY CAUSED, DIRECTLY OR INDIRECTLY, BY THE APPLICANT AND ALSO AGREES TO PAY THE CITY’S COLLECTION COSTS INCLUDING ACTUAL ATTORNEY’S FEES.”
2. CMC: SEASON 1: OCTOBER 1 THROUGH APRIL 30TH. MONDAY–FRIDAY 6:00 AM TO 5:30 PM. SATURDAY, SUNDAY & HOLIDAYS 8:00 AM TO 5:00 PM.
3. CMC: SEASON 2: MAY 1ST THROUGH SEPTEMBER 30TH. MONDAY–FRIDAY 5:00 AM TO 7:00 PM. SATURDAY, SUNDAY & HOLIDAYS 8:00 AM TO 5:00 PM.
4. DISHCHARGE OF CONTAMINENT MATERIALS TO CITY’S RIGHT OF WAY IS A CITY & STATE VIOLATION

Inspection	Date	Inspector



**STAFF REPORT
2/17/2021**

TO: Planning Commission Chair and Commissioners
FROM: Gabriel Martin, Economic Development Director
SUBJECT: Review of Public Art - Desert Tree Sculpture Installation at 810 Vine Street

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission review and approve the Desert Tree Sculpture art installation and recommend an award of 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 the owner of the subject site, and is in the process of renovating the existing building for commercial uses. He is requesting a sponsorship of a new public art sculpture located at 810 Vine Avenue. The new art installation transformed the trunk and branches of a dead historic eucalyptus tree, into a 60-foot tall tree sculpture with various Coachella Valley desert animals and images. The Artist, Mr. Bob King, used a chain saw to create the various art images and animals that represent the City’s ecosystem and cultural heritage. The “before and after” images are shown below:



Images of the art installation “work in progress” are shown below:





This sponsorship would 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 that the Arts Commission recommend to City Council, a sponsorship amount of \$10,000, subject to an arts procurement agreement.

ALTERNATIVES:

1. Recommend to City Council approval of the sponsorship for the Desert Tree Sculpture art installation.
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: Desert Tree Sculpture - Art in Public Places Application



City of Coachella Art in Public Places Application Form

Purpose: The purpose of the Public Arts Commission shall be to act in an advisory capacity to the City Council on matters pertaining to the enrichment of the community through fine arts, visual arts, performing arts, arts education, historic preservation and cultural issues; to serve as an advocate for cultural activities and programs within the City; to implement the City's Art in Public Places Program, and to encourage the integration of cultural affairs into the social and economic fabric of the City to improve the quality of life for City residents. Art in public places are intended to promote the general welfare of the public through the acquisition and installation of public art works (Municipal Code Chapter 4.48).

The completeness of this application, which includes accompanying plans, shall be subject to the review of the Planning Division and Development Services Department. If you have any questions while completing this application please ask a member of the Planning Division for assistance. Incomplete applications will not be accepted (or the process may be delayed).

Fees apply to:

1. New commercial and industrial construction
2. Remodeling or reconstruction of existing commercial or industrial property;
3. New residential development of two or more units built in the same tract by the same owner or developer;
4. New individual single-family dwelling units in an existing subdivision with a permit valuation over \$100,000.

Fees are based on a percentage of the building cost:

1. One-half of one percent (.005) for new commercial or residential construction;
2. One-half of one percent (.005) for remodel or reconstruction of existing commercial or industrial property;
3. One quarter of one percent (.0025) for new residential subdivision of two or more units;
4. One quarter or one percent (.0025) for new individual single-family units constructed in an existing subdivision with a building permit over \$100,000 for that portion of the building permit valuation in excess of \$100,000.

Guidelines for approval and maintenance of art in public places shall include, but are not limited to, the following criteria:

WORK PLAN/ARTWORK PRODUCTION SCHEDULE (suggested)

- Phase I Design Development
Date:
- a. Conceptual design approval by Art in Public Places Commission and City Council
 - b. Start up meeting with client
 - c. Design Development
- Phase II Design Completion and Commencement of Fabrication & Site Work
Date:
- a. Structural approval (client)
 - b. Order materials
 - c. Begin fabrication
- Phase III Studio Fabrication Completion
Date:
- a. Break out fabrication points
- Phase IV Installation Completion
Date:
- a. Acquisition of all appropriate certificates and permits
 - b. Site preparation
 - c. Installation of artwork on site
 - d. Site clean up
- Phase V Final Acceptance
Date:
- a. Notification of Completion received by City staff
 - b. Final approval from Art in Public Places Commission and City Council (submit letter requesting approval)
 - c. Application of Certificate of Occupancy
 - d. Submittal of Project Completion Notification and request for return of funds

- A. Quality of the artwork;
- B. Media. All visual art forms may be considered, subject to limitations set by the selection jury or the Planning Commission;
- C. Style. Artworks of all schools, styles, and tastes should be considered for the city collection;
- D. Environment. Artworks and art places should be appropriate in scale, material, form and content for the immediate, general, social and physical environments with which they relate;
- E. Permanence. Consideration should be given to structural and surface integrity, permanence, and protection against theft, vandalism, weathering, excessive maintenance, and repair costs;
- F. Elements of Design. Consideration should take into account that public art, in addition to meeting aesthetic requirements, also may serve to establish focal points, terminate areas, modify, enhance, or define specific spaces, or establish identity;
- G. Diversity. The public arts program should strive for diversity of style, scale, media, artists—including ethnicity and gender and equitable distribution of artworks and art places throughout the city;
- H. Visibility. The art work shall be clearly visible and easily accessible to the public
- I. Site Plan. The application shall include a site plan showing the location of the art work, complete with landscaping, lighting and other accessories to complement and protect the art work
- J. Artist. The art work shall be designed and constructed by persons experienced in the production of such art work and recognized by critics and by his or her peers as one who produces works of art

PROJECT INFORMATION (PLEASE PRINT OR TYPE)

Project Business Name: ARBOL Marketing & Productions Co.

Square Footage of Proposed Development: 1216

Property Address/Location: 810 Vine Ave. Coachella, CA. 92236

Assessor's Parcel Number(s): 778061005

Project Owner: Guadalupe Ruga & Jimmy Meza Telephone No.: 442-218-9750

Owner Address: 44-280 Palo Verde St.

City: Indio State: CA Zip Code: 92201

E-mail Address: Jaymeza@gmail.com

Architect: Bob King

Architect Address: _____

Telephone No.: 253-686-8983 Fax No.: _____

Dev. Project Completion (Estimated): _____

AIPP Fee Amount: \$ _____

Total Artwork Cost: \$ 65K

ARTIST/ARTWORK INFORMATION

Program Option (Please check one)

- A. Artwork on Site
- B. Donate Artwork to City of Coachella
- C. In Lieu Fee

Artwork Budget \$ 65K

Artwork Title: Desert Tree

Artwork Site: 810 Vine Ave

Artwork Material: Tree Sculpture

Artwork Dimension: 60FT Tall 6 FT Circumference

Artist Name: Bob King Telephone No.: 253-686-8983

Address: _____ Fax No.: _____

City: _____ State: _____ Zip Code: _____

E-mail Address: _____

Estimated Artwork Completion Date: Oct. 1, 2020

PROJECT APPLICANT REPRESENTATIVE

Applicant/Representative Name: Jimmy Meza Nickname (if any): Jay

Company Name: Arbol Marketing & Production Company

Address: 44280 Palo Verde St E-mail Address: _____

City: Indio State: CA Zip Code: 92201

ARTWORK PROPOSAL AND SPECIFICATIONS

Describe the artwork, its location, materials, installation requirements, and maintenance needs as completely as possible. You may use additional paper to complete this section of the application.

1. Artwork Description 60 FT Tree Sculpture of animals native to California

2. Siting Corner of 5th & Vine St Coachella

3. Materials with Specifications Artist Bob King

4. Fabrication and Installation Procedures Chainsaw Sculpture

5. Yearly Maintenance and Conservation 1500 Wood sealer/finish glaze

Budget

Total AIPP FEE \$ _____

This worksheet is intended as a budgetary guideline to assist in developing accurate artwork cost projections. Once completed, this form should reflect all expenses associated with designing, fabricating, and installing the proposed artwork and should equal the public art fee. Differences in total expenses, which are less than the fee, will not be refunded at project completion.

Travel

Airfare: _____
Car Rental: machine rental 2300/11A-Dorm
Per Diem@ \$2300 per day month For the month

Transportation

(Materials or finished artwork)

Insurance _____

Office/Studio _____
(Phone, fax, postage, etc.)

Installation Costs

Labor 1500 + 65K for sculpture
Equipment Rental 2300
Security _____
Permits _____
Other _____

Professional Fees

Architect 65K
Landscape Architect _____ Engineer _____

Other Costs (List)

lighting 2 Landscape 1500 for clean-up 15K for outside

Fabrication Costs

Materials _____
Labor _____

Contingency _____

Site Preparation

Landscaping 15K
Electrical _____
Plumbing _____
Foundation _____
Other _____

Subtotal _____

Artist Fee _____

Grand Total _____

Telephone No.: 266-447-218-9250 Fax No.: _____

I certify under penalty of perjury that all the application information is true and correct:

Applicant's Signature: *[Signature]* Date: 11-23-20

Date/Time Received: _____ Received By: _____ Amount Received: _____

A.P.P # _____ Receipt No(s): _____

SUBMITAL REQUIREMENTS

The Submittal Requirements provides the basic information necessary for review by the Development Services Department (staff review by City Departments). The Development Services Department may determine that additional information is required before further processing can take place.

- a. Complete and signed Art in Public Places Application Form
- b. Copy of Fee Receipt for \$ _____
- c. One overall concept drawing showing the work in plan, and;
- d. One rendered presentation drawing (plan and elevation), and;
- e. A site plan with building and grade elevation showing the placement of the proposed artwork, and;
- f. An artist concept statement, and;
- g. An artist resume or CV, and;
- h. Examples of artist's previous work, and;
- i. Evidence of the value of the proposed artwork (contract draft showing contract value and payment schedule will be sufficient).
- j. Maintenance plan (including frequency and anticipated costs of maintenance and description of materials).



BEFORE



AFTER







Desert GECKO

Item 3.





BOB KING
TREE SCULPTOR
ARTIST

Jimmy

Lupita



City of Coachella Art in Public Places Application Form

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The completeness of this application, which includes accompanying plans, shall be subject to the review of the Planning Division and Development Services Department. If you have any questions while completing this application please ask a member of the Planning Division for assistance. Incomplete applications will not be accepted (or the process may be delayed).

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- E. Permanence. Consideration should be given to structural and surface integrity, permanence, and protection against theft, vandalism, weathering, excessive maintenance, and repair costs;
- F. Elements of Design. Consideration should take into account that public art, in addition to meeting aesthetic requirements, also may serve to establish focal points, terminate areas, modify, enhance, or define specific spaces, or establish identity;
- G. Diversity. The public arts program should strive for diversity of style, scale, media, artists— including ethnicity and gender and equitable distribution of artworks and art places throughout the city;
- H. Visibility. The art work shall be clearly visible and easily accessible to the public
- I. Site Plan. The application shall include a site plan showing the location of the art work, complete with landscaping, lighting and other accessories to complement and protect the art work
- J. Artist. The art work shall be designed and constructed by persons experienced in the production of such art work and recognized by critics and by his or her peers as one who produces works of art

PROJECT INFORMATION (PLEASE PRINT OR TYPE)

Project Business Name: ARBOL Marketing & Productions Co.

Square Footage of Proposed Development: 1216

Property Address/Location: 810 Vine Ave. Coachella, CA. 92236

Assessor's Parcel Number(s): 778061005

Project Owner: Guadalupe Puga & Jimmy Meza Telephone No.: 442-218-9750

Owner Address: 44-280 Palo Verde ST.

City: Indio State: CA Zip Code: 92201

E-mail Address: JJaymeza@gmail.com

Architect: Everardo Galvez

Architect Address: _____

Telephone No.: 714 488-8166 Fax No.: _____

ARTWORK PROPOSAL AND SPECIFICATIONS

Describe the artwork, its location, materials, installation requirements, and maintenance needs as completely as possible. You may use additional paper to complete this section of the application.

1. Artwork Description Art mural on 6 FT x 100 FT wall
surrounding the building as well as 6 FT x 100 FT
inside business

2. Siting 810 Vine Vine Ave
Coachella CA 92201

3. Materials with Specifications sketch/paint

4. Fabrication and Installation Procedures sketch & paint

5. Yearly Maintenance and Conservation

Dev. Project Completion (Estimated): Jan 1 2021

AIPP Fee Amount: \$ _____

Total Artwork Cost: \$ 55K

ARTIST/ARTWORK INFORMATION

Program Option (Please check one)

- A. Artwork on Site
- B. Donate Artwork to City of Coachella
- C. In Lieu Fee

Artwork Budget \$ _____

Artwork Title: 3D Art Mural

Artwork Site: 810 Vine Ave Coachella CA 92236

Artwork Material: Color Paint & Sketch

Artwork Dimension: 6 FT by 120 FT - 6 FT x 130 FT

Artist Name: Everardo Calvez Telephone No.: 714-488-8166

Address: _____ Fax No.: _____

City: _____ State: _____ Zip Code: _____

E-mail Address: CalvezEver@Hot.com

Estimated Artwork Completion Date: Jan 1 2021

PROJECT APPLICANT REPRESENTATIVE

Applicant/Representative Name: Jimmy Meza Nickname (if any): _____

Company Name: Arbol Marketing & Productions Co.

Address: 810 Vine Ave E-mail Address: JayMeza@gmail.com

City: Coachella State: CA Zip Code: 92201

Budget

Total AIPP FEE \$ _____

This worksheet is intended as a budgetary guideline to assist in developing accurate artwork cost projections. Once completed, this form should reflect all expenses associated with designing, fabricating, and installing the proposed artwork and should equal the public art fee. Differences in total expenses, which are less than the fee, will not be refunded at project completion.

Travel

Airfare: _____
Car Rental: _____
Per Diem@
\$ _____ per day _____

Transportation

(Materials or finished artwork)

Insurance _____

Installation Costs

Labor _____
Equipment Rental _____
Security _____
Permits _____
Other _____

Office/Studio _____

(Phone, fax, postage, etc.)

Professional Fees

Architect Envarado Galvez
Landscape Architect _____ Engineer _____

Other Costs (List) Food & Cos allowance 20.00 per day

Fabrication Costs

Materials Paint
Labor per contract 50k

Contingency _____

Site Preparation

Landscaping _____
Electrical _____
Plumbing _____
Foundation _____
Other _____

Subtotal _____

Artist Fee _____

Grand Total _____

Telephone No. 412-218-9750 Fax No.: _____

I certify under penalty of perjury that all the application information is true and correct:

Applicant's Signature: *[Signature]* Date: 11/23-20

Date/Time Received: _____ Received By: _____ Amount Received: _____

A.P.P # _____ Receipt No(s): _____

SUBMITAL REQUIREMENTS

The Submittal Requirements provides the basic information necessary for review by the Development Services Department (staff review by City Departments). The Development Services Department may determine that additional information is required before further processing can take place.

- a. Complete and signed Art in Public Places Application Form
- b. Copy of Fee Receipt for \$ _____
- c. One overall concept drawing showing the work in plan, and;
- d. One rendered presentation drawing (plan and elevation), and;
- e. A site plan with building and grade elevation showing the placement of the proposed artwork, and;
- f. An artist concept statement, and;
- g. An artist resume or CV, and;
- h. Examples of artist's previous work, and;
- i. Evidence of the value of the proposed artwork (contract draft showing contract value and payment schedule will be sufficient).
- j. Maintenance plan (including frequency and anticipated costs of maintenance and description of materials).



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

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 5th 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



**STAFF REPORT
2/17/2021**

TO: Planning Commission Chair and Commissioners
FROM: Gabriel Martin, Economic Development Director
SUBJECT: Mujeres Murals Art Exhibition Installation at 1515 6th Street

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission review and approve the proposed public art and recommend to the City Council an award of sponsorship for the installation of the “Mujeres Murals” art installation project in the amount of \$500 for 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.

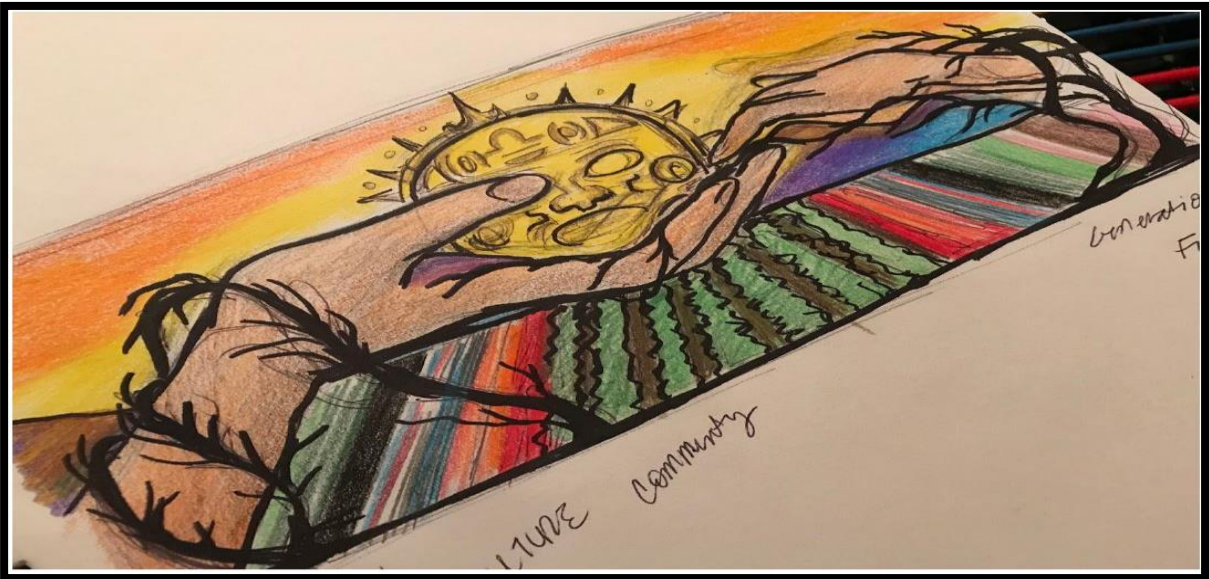
DISCUSSION/ANALYSIS:

The Applicant and Artist, Mrs, Cecelia Zendejas, is requesting to install a new public art mural exhibition at 1515 Sixth Street, the City of Coachella’s Old Engineering Department Building. The new art mural will be installed on the opposite wall of the existing “Coachella Wings” art mural, as shown in the images below.

Proposed Location for “Mujeres Murals” art installation



Image of Proposed “Mujeres Murals” artistic concept:



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 \$500.

ALTERNATIVES:

1. Recommend to City Council approval of the sponsorship for the Mujeres Mural art installation.
2. Recommend no action.
3. Provide alternative direction

FISCAL IMPACT:

If the City Council approves the staff recommendation, the \$500 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for the Fiscal Year 2020-2021.

Attachment: Mujeres Mural – Presentation
Mujeres Murals – Application



City of Coachella Art in Public Places Application Form

Purpose: The purpose of the Public Arts Commission shall be to act in an advisory capacity to the City Council on matters pertaining to the enrichment of the community through fine arts, visual arts, performing arts, arts education, historic preservation and cultural issues; to serve as an advocate for cultural activities and programs within the City; to implement the City's Art in Public Places Program, and to encourage the integration of cultural affairs into the social and economic fabric of the City to improve the quality of life for City residents. Art in public places are intended to promote the general welfare of the public through the acquisition and installation of public art works (Municipal Code Chapter 4.48).

The completeness of this application, which includes accompanying plans, shall be subject to the review of the Planning Division and Development Services Department. If you have any questions while completing this application please ask a member of the Planning Division for assistance. Incomplete applications will not be accepted (or the process may be delayed).

Fees apply to:

1. New commercial and industrial construction
2. Remodeling or reconstruction of existing commercial or industrial property;
3. New residential development of two or more units built in the same tract by the same owner or developer;
4. New individual single-family dwelling units in an existing subdivision with a permit valuation over \$100,000.

Fees are based on a percentage of the building cost:

1. One-half of one percent (.005) for new commercial or residential construction;
2. One-half of one percent (.005) for remodel or reconstruction of existing commercial or industrial property;
3. One quarter of one percent (.0025) for new residential subdivision of two or more units;
4. One quarter or one percent (.0025) for new individual single-family units constructed in an existing subdivision with a building permit over \$100,000 for that portion of the building permit valuation in excess of \$100,000.

Guidelines for approval and maintenance of art in public places shall include, but are not limited to, the following criteria:

- A. Quality of the artwork;
- B. Media. All visual art forms may be considered, subject to limitations set by the selection jury or the Planning Commission;
- C. Style. Artworks of all schools, styles, and tastes should be considered for the city collection;
- D. Environment. Artworks and art places should be appropriate in scale, material, form and content for the immediate, general, social and physical environments with which they relate;
- E. Permanence. Consideration should be given to structural and surface integrity, permanence, and protection against theft, vandalism, weathering, excessive maintenance, and repair costs;
- F. Elements of Design. Consideration should take into account that public art, in addition to meeting aesthetic requirements, also may serve to establish focal points, terminate areas, modify, enhance, or define specific spaces, or establish identity;
- G. Diversity. The public arts program should strive for diversity of style, scale, media, artists—including ethnicity and gender and equitable distribution of artworks and art places throughout the city;
- H. Visibility. The art work shall be clearly visible and easily accessible to the public
- I. Site Plan. The application shall include a site plan showing the location of the art work, complete with landscaping, lighting and other accessories to complement and protect the art work
- J. Artist. The art work shall be designed and constructed by persons experienced in the production of such art work and recognized by critics and by his or her peers as one who produces works of art

PROJECT INFORMATION (PLEASE PRINT OR TYPE)

Alianza Coachella Valley

Project Business Name: _____

"Elevation D" 8X10 X 12'

Square Footage of Proposed Development: _____

1515 Sixth St Coachella, CA 92236

Property Address/Location: _____

Assessor's Parcel Number(s): _____

Same as Above

(760) 972-4628

Project Owner: _____ Telephone No.: _____

"

Owner Address: _____

Coachella

CA

92236

City: _____ State: _____ Zip Code: _____

silvia@alianzacv.org

E-mail Address: _____

NA

Architect: _____

NA

Architect Address: _____

NA

Telephone No.: _____ Fax No.: _____

ARTWORK PROPOSAL AND SPECIFICATIONS

Describe the artwork, its location, materials, installation requirements, and maintenance needs as completely as possible. You may use additional paper to complete this section of the application.

1. Artwork Description

The concept we are creating is to work closely with the community to represent their stories. We will use our platform to create a mural based on their history, culture and family. This will all be combined with the importance of ~~the~~ ~~community~~ Community.

2. Siting

We are interested in displaying on the Alianza building. However, we are open to any other site suggestions.

3. Materials with Specifications

We primarily use acrylics with some spray paint for detail purposes. We use ladders when needed. Plastic covering, brushes - basic art tools -

4. Fabrication and Installation Procedures

Nothing will be installed, only paint.

5. Yearly Maintenance and Conservation

Together with Alianza, we will come up with an annual plan.

Dev. Project Completion (Estimated): _____

AIPP Fee Amount: \$ 0

Total Artwork Cost: \$ 0

ARTIST/ARTWORK INFORMATION

Program Option (Please check one)

- A. Artwork on Site
- B. Donate Artwork to City of Coachella
- C. In Lieu Fee

Artwork Budget \$ 0

Artwork Title: Community Stories - [REDACTED]

Artwork Site: Proposed: Alianza Coachella Valley building, Wall D

Artwork Material: Acrylic paints, spray paints

Artwork Dimension: Equivelant to the size of the wall or smaller

Artist Name: Mujeres Murals Telephone No.: (760) 567-1072

Address: 82955 Wheatley Ct Fax No.: NA

City: Indio State: CA Zip Code: 92201

E-mail Address: cececruzen333@gmail.com

Estimated Artwork Completion Date: 11/2020

PROJECT APPLICANT REPRESENTATIVE

Applicant/Representative Name: Cecelia Zendejas Nickname (if any): Cece

Company Name: Cece's Artistic Touch

Address: 82955 Wheatley Ct E-mail Address: cececruzen333@gmail.co

City: Indio State: CA Zip Code: 92201

Telephone No.: (760) 567-1072 Fax No.: _____

I certify under penalty of perjury that all the application information is true and correct:

Applicant's Signature:  Date: 09/04/2020

Date/Time Received: _____ Received By: _____ Amount Received: _____

A.P.P # _____ Receipt No(s): _____

SUBMITAL REQUIREMENTS

The Submittal Requirements provides the basic information necessary for review by the Development Services Department (staff review by City Departments). The Development Services Department may determine that additional information is required before further processing can take place.

- a. Complete and signed Art in Public Places Application Form
- b. Copy of Fee Receipt for \$ _____
- c. One overall concept drawing showing the work in plan, and;
- d. One rendered presentation drawing (plan and elevation), and;
- e. A site plan with building and grade elevation showing the placement of the proposed artwork, and;
- f. An artist concept statement, and;
- g. An artist resume or CV, and;
- h. Examples of artist's previous work, and;
- i. Evidence of the value of the proposed artwork (contract draft showing contract value and payment schedule will be sufficient).
- j. Maintenance plan (including frequency and anticipated costs of maintenance and description of materials).

WORK PLAN- MURAL PROJECT:**09/04/2020****COMMUNITY STORIES****Subject to change****PHASE I Design/Development (SEPTEMBER)**

We are currently in the designing stage. The vision for this mural is to compile stories shared by our community and create a starting point in Coachella. These stories are going to capture the history and essence of our people. This will be tied in with how much our community has come together this past year. We are projecting that this will be a 3 part mural starting in Coachella, one in Mecca and another East end location still being reviewed. Along with Alianza and Que Madre, we will collect stories.

- a) Approval by Art in Public Places by 9/25/2020
- b) Start up meeting, As soon as possible
- c) Design development by 9/30/2020

PHASE II Design Completion & commencement date of work

- a) Structural material approval by 10/05/2020
- b) Order materials by 10/05/2020
- c) Begin by 10/17/2020

PHASE III Installation completion

- a) Artwork completed (tentatively) by 11/7/2020 or sooner
- b) Site cleanup 11/7/2020

PHASE IV Final Acceptance

- a) 11/9/2020



COACHELLA MURAL

01/09/2020

Mujeres Murals

% CECE'S ARTISTIC TOUCH

82955 WHEATLEY CT

INDIO, CA 92201

History

Mujeres Murals was founded in 2019 by myself, Cecelia Zendejas. I was asked to do a mural project in Indio and I knew immediately I needed assistance as this was a big project. I specifically requested two local artists, Evelyn Rivera and Clarissa Cervantes. From that point forward, we created Mujeres Murals and have done many local projects throughout the Coachella Valley. We work very well together and we specialize in bringing in our own unique styles and creating beautiful art. In July of last year, we were asked by a local non profit organization, ALIANZA, to participate in a mural project sponsored by UC Berkley. The inspiration for the project is to obtain stories from our local community, more specifically, the East end of the Valley. The stories could range anywhere from topics on the current COVID crisis and how it impacts our local families, to voting, culture, community, family to specific messages of hope. For the stories, we partnered with a local group named, QUE MADRE!, their teen volunteers were able to compile stories for us. We then created 3 different vision pieces from those stories. The first mural has been completed, its located in Mecca behind Leon's market. (Exhibit A) Our second mural is now getting final approvals. This one will be done at the Thermal Senior Center, tentative date 2/202.

Goals

1. We strive to create beautiful works of art throughout the Coachella Valley
2. We are very thorough with our pieces and specialize in completing them as swiftly as possible.

Specifications

We are not specifically requesting a budget for our time/mural materials. However we are requesting funding for paints.

EXHIBIT A:

Completed Mural in Mecca, CA





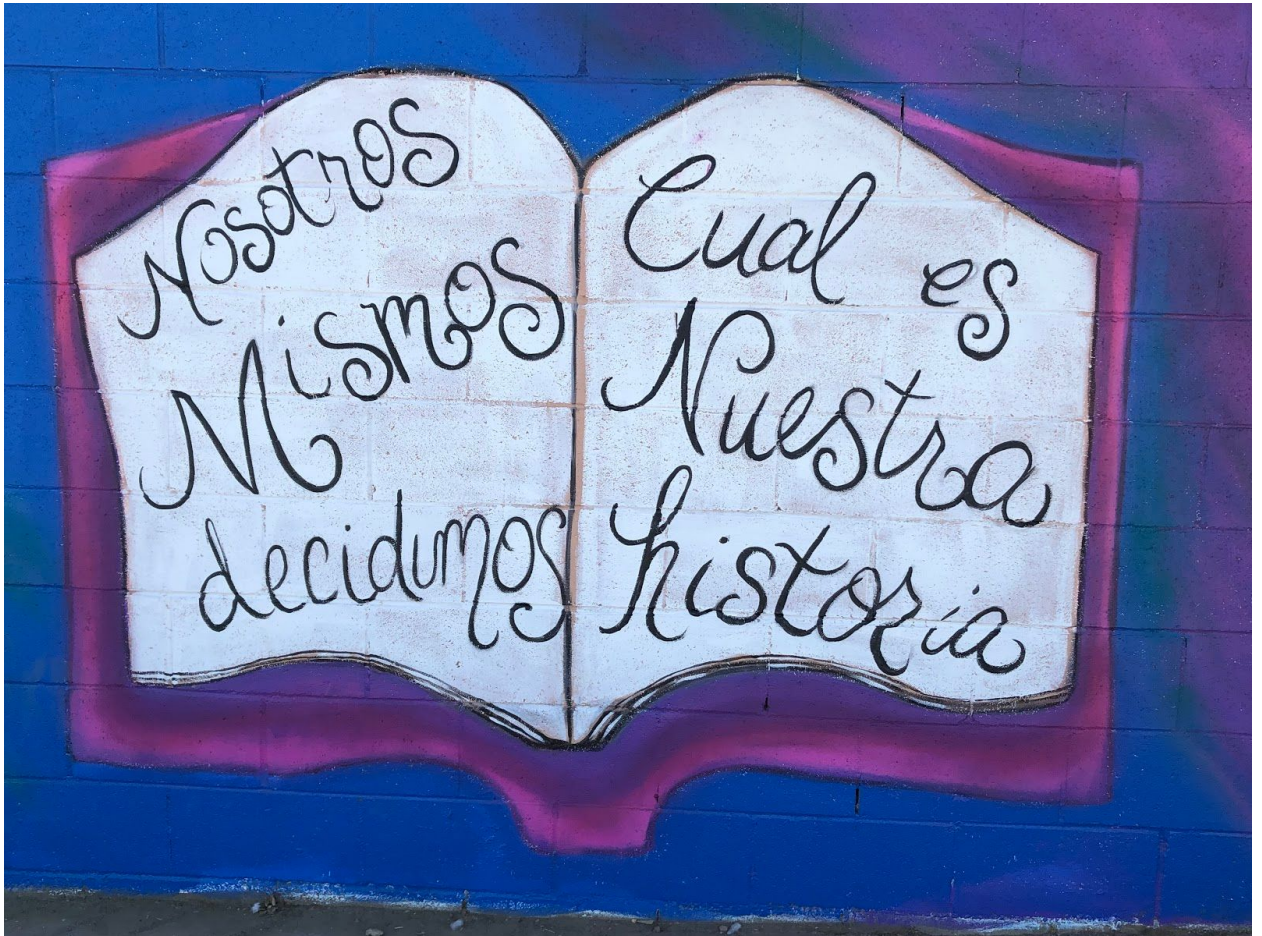












CECE'S ARTISTIC TOUCH

01/11/2021

82955 WHEATLEY CT

INDIO, CA 92201

(760) 567-1072

cececruzen333@gmail.com

PROPOSAL: Request for funds/Mural project

PAINT	Outdoor/semi gloss paint w/primer	10-20 gallons
TOTAL		\$500.00

We are only requesting funding for paint for this project.



STAFF REPORT
2/17/2021

TO: Planning Commission Chair and Commissioners
FROM: Gabriel Martin, Economic Development Director
SUBJECT: Angel of the Valley Art Mural Installation

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission review and approve the proposed Angel of the Valley art mural project and recommend to City Council an award of sponsorship for the installation in the amount of \$10,000 for 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, is requesting to install a new public art mural exhibition at 1515 Sixth Street, the City of Coachella's Old Engineering Department Building. The new art mural will be installed next to the existing "Coachella Wings" art mural. The art mural will be install by artist Maxxer from the City of Anaheim.

Proposed location of Angel of the Valley art installation (facing 6th Street)



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 Angel of the Valley art installation.
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: Desert Tree Sculpture - Art in Public Places Application

4. Not approve the sponsorship and installation of a new art mural exhibition at 1515 Sixth Street
5. 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. Angel of the Valley – Art in Public Places Application
2. Angel of the Valley Art Mural Presentation



City of Coachella Art in Public Places Application Form

Purpose: The purpose of the Public Arts Commission shall be to act in an advisory capacity to the City Council on matters pertaining to the enrichment of the community through fine arts, visual arts, performing arts, arts education, historic preservation and cultural issues; to serve as an advocate for cultural activities and programs within the City; to implement the City's Art in Public Places Program, and to encourage the integration of cultural affairs into the social and economic fabric of the City to improve the quality of life for City residents. Art in public places are intended to promote the general welfare of the public through the acquisition and installation of public art works (Municipal Code Chapter 4.48).

The completeness of this application, which includes accompanying plans, shall be subject to the review of the Planning Division and Development Services Department. If you have any questions while completing this application please ask a member of the Planning Division for assistance. Incomplete applications will not be accepted (or the process may be delayed).

Fees apply to:

1. New commercial and industrial construction
2. Remodeling or reconstruction of existing commercial or industrial property;
3. New residential development of two or more units built in the same tract by the same owner or developer;
4. New individual single-family dwelling units in an existing subdivision with a permit valuation over \$100,000.

Fees are based on a percentage of the building cost:

1. One-half of one percent (.005) for new commercial or residential construction;
2. One-half of one percent (.005) for remodel or reconstruction of existing commercial or industrial property;
3. One quarter of one percent (.0025) for new residential subdivision of two or more units;
4. One quarter or one percent (.0025) for new individual single-family units constructed in an existing subdivision with a building permit over \$100,000 for that portion of the building permit valuation in excess of \$100,000.

Guidelines for approval and maintenance of art in public places shall include, but are not limited to, the following criteria:

- A. Quality of the artwork;
- B. Media. All visual art forms may be considered, subject to limitations set by the selection jury or the Planning Commission;
- C. Style. Artworks of all schools, styles, and tastes should be considered for the city collection;
- D. Environment. Artworks and art places should be appropriate in scale, material, form and content for the immediate, general, social and physical environments with which they relate;
- E. Permanence. Consideration should be given to structural and surface integrity, permanence, and protection against theft, vandalism, weathering, excessive maintenance, and repair costs;
- F. Elements of Design. Consideration should take into account that public art, in addition to meeting aesthetic requirements, also may serve to establish focal points, terminate areas, modify, enhance, or define specific spaces, or establish identity;
- G. Diversity. The public arts program should strive for diversity of style, scale, media, artists— including ethnicity and gender and equitable distribution of artworks and art places throughout the city;
- H. Visibility. The art work shall be clearly visible and easily accessible to the public
- I. Site Plan. The application shall include a site plan showing the location of the art work, complete with landscaping, lighting and other accessories to complement and protect the art work
- J. Artist. The art work shall be designed and constructed by persons experienced in the production of such art work and recognized by critics and by his or her peers as one who produces works of art

PROJECT INFORMATION (PLEASE PRINT OR TYPE)

Project Business Name: _____

Square Footage of Proposed Development: _____

Property Address/Location: _____

Assessor's Parcel Number(s): _____

Project Owner: _____ Telephone No.: _____

Owner Address: _____

City: _____ State: _____ Zip Code: _____

E-mail Address: _____

Architect: _____

Architect Address: _____

Telephone No.: _____ Fax No.: _____

Dev. Project Completion (Estimated): _____

AIPP Fee Amount: \$ _____

Total Artwork Cost: \$ _____

ARTIST/ARTWORK INFORMATION

Program Option (Please check one)

- A. Artwork on Site
- B. Donate Artwork to City of Coachella
- C. In Lieu Fee

Artwork Budget \$ \$10,000

Artwork Title: Queen of the valley

Artwork Site: Coachella City Hall

Artwork Material: High end artist spraypaint

Artwork Dimension: _____

Artist Name: Maxxer Telephone No.: _____

Address: 130 w center st #307 Fax No.: _____

City: Anaheim State: CA Zip Code: 92805

E-mail Address: Maxx242@gmail.com

Estimated Artwork Completion Date: 14 days after application approval

PROJECT APPLICANT REPRESENTATIVE

Applicant/Representative Name: Pedro Salcido Nickname (if any): _____

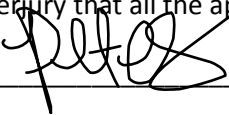
Company Name: Flat Black art supply Inc

Address: 62758 N. Creacent st E-mail Address: Flatblackshop1@gmail.com

City: Desert Hot Springs State: CA Zip Code: 92240

Telephone No.: 7606414655 Fax No.: _____

I certify under penalty of perjury that all the application information is true and correct:

Applicant's Signature:  Date: 12/23/2020

Date/Time Received: _____ Received By: _____ Amount Received: _____

A.P.P # _____ Receipt No(s): _____

SUBMITAL REQUIREMENTS

The Submittal Requirements provides the basic information necessary for review by the Development Services Department (staff review by City Departments). The Development Services Department may determine that additional information is required before further processing can take place.

- a. Complete and signed Art in Public Places Application Form
- b. Copy of Fee Receipt for \$ _____
- c. One overall concept drawing showing the work in plan, and;
- d. One rendered presentation drawing (plan and elevation), and;
- e. A site plan with building and grade elevation showing the placement of the proposed artwork, and;
- f. An artist concept statement, and;
- g. An artist resume or CV, and;
- h. Examples of artist's previous work, and;
- i. Evidence of the value of the proposed artwork (contract draft showing contract value and payment schedule will be sufficient).
- j. Maintenance plan (including frequency and anticipated costs of maintenance and description of materials).

ARTWORK PROPOSAL AND SPECIFICATIONS

Describe the artwork, its location, materials, installation requirements, and maintenance needs as completely as possible. You may use additional paper to complete this section of the application.

1. Artwork Description

Art work will be painted with high end uv resistant aerosol paint that is intended to withstand the coachellas valley's heat.

The artwork itself is a depiction of strong independant woman that are here in our own communities.

A mural of a woman with wings and a desert landscape is what the mural will show

2. Siting

The largest image which is the famale representation on the mural will be sketched out using a projector. In which will give the artist the perfect proportion for the outline of the woman. All else will be freehanded

3. Materials with Specifications

Spray paint, brushes, masking tape, 6 ft ladder and drop cloth

4. Fabrication and Installation Procedures

The proposed wall will first be painted with a base coat and a background. A sketch will then be added to get an idea of proportions. And then paint will be applied to finish off the mural

5. Yearly Maintenance and Conservation

TBD

Budget

Total AIPP FEE \$ _____

This worksheet is intended as a budgetary guideline to assist in developing accurate artwork cost projections. Once completed, this form should reflect all expenses associated with designing, fabricating, and installing the proposed artwork and should equal the public art fee. Differences in total expenses, which are less than the fee, will not be refunded at project completion.

Travel

Airfare: _____
Car Rental: _____
Per Diem@
\$ _____ per day _____

Transportation

(Materials or finished artwork)

\$100

Insurance _____

Installation Costs

Labor \$8000 _____

Equipment Rental _____

Security _____

Permits _____

Other Paint,brushes, ladder,tape \$900 _____

Office/Studio _____

(Phone, fax, postage, etc.)

Professional Fees

Architect _____

Landscape Architect _____

Engineer _____

Other Costs (List) Creative director fee \$1,000 _____

Fabrication Costs

Materials _____

Labor _____

Contingency _____

Site Preparation

Landscaping _____

Electrical _____

Plumbing _____

Foundation _____

Other _____

Subtotal \$10,000 _____

Artist Fee _____

Grand Total \$10,000 _____

WORK PLAN/ARTWORK PRODUCTION SCHEDULE (suggested)

- Phase I Design Development
Date:
- a. Conceptual design approval by Art in Public Places Commission and City Council
 - b. Start up meeting with client
 - c. Design Development
- Phase II Design Completion and Commencement of Fabrication & Site Work
Date:
- a. Structural approval (client)
 - b. Order materials
 - c. Begin fabrication
- Phase III Studio Fabrication Completion
Date:
- a. Break out fabrication points
- Phase IV Installation Completion
Date:
- a. Acquisition of all appropriate certificates and permits
 - b. Site preparation
 - c. Installation of artwork on site
 - d. Site clean up
- Phase V Final Acceptance
Date:
- a. Notification of Completion received by City staff
 - b. Final approval from Art in Public Places Commission and City Council (submit letter requesting approval)
 - c. Application of Certificate of Occupancy
 - d. Submittal of Project Completion Notification and request for return of funds