

REPORT TO THE CITY COUNCIL



DATE: September 1, 2015

TITLE: Proposed Policy on Funding and Approval of Murals

Prepared by: Rich Malacoff, AICP
Acting Community Development Director

RECOMMENDATION

Review and provide direction to Staff.

DISCUSSION

At the August 12, 2015 meeting of the Community and Cultural Arts Commission (CCAC) a new policy (Exhibit 1) was adopted for approval of murals that involves possible City Funding of Murals.

The CCAC has intentionally made the policy vague so that there was flexibility in the content and location. The CCAC would like to be able to fund certain mural projects. In order for City Funds to be used the CCAC would need the City Council to delegate the spending authority to them to fund Murals. The new policy contains a purpose, process, and funding section. The CCAC recommends that the following Policy be adopted:

PURPOSE

The purpose of this policy is to provide a process and procedure for the approval of murals in the City of Desert Hot Springs. The intent of this policy is to create a way to improve the image of the community; add character to the community; enhance pedestrian and driving experiences by incorporating art into the streetscape; reduce graffiti on structures; promote and enhance the City's aesthetic environment through public art; continue to maintain a visual arts program for the residents and visitors of Desert Hot Springs; and promote the economic vitality of the community.

PROCESS

1. Applications shall be accepted from individuals that have submitted a complete application then be placed on the next available CCAC Meeting Agenda with sufficient time for a staff report to be prepared.
2. Applicants will make presentations to the CCAC which detail the location, design, size, types of paint, and costs.
3. The CCAC shall use the following findings to either approve or deny all Murals:
 - a. The proposed mural is in good taste and will provide a positive contribution to the neighborhood and or shopping center it will be located;
 - b. The location of the proposed mural is appropriate and will not be a distraction that could cause a safety issue;
 - c. The proposed mural will not have a negative impact on any other murals, sculptures, or utility boxes in the general vicinity;

- d. The proposed mural will provide interest to the proposed business or institution it will be placed on; and
- e. The materials being used for the proposed mural are appropriate for the desert environment.

FUNDING

The CCAC will be able to fund up to \$5,000 from the Public Arts Fund without obtaining City Council approval.

The recommended policy will have a specific process and not contain significant regulation that would stifle creativity and flexibility. In addition, it would create a level playing field for all applicants that may want to request Art in Public Places Funds. Since this policy involves a new expenditure it requires City Council approval to delegate this authority to the CCAC.

FISCAL IMPACTS

Any costs associated with this policy would be expended from the Art in Public Places Fund and all Murals are required to pay a \$50 application fee.

EXHIBIT(S)

- 1) September 2015 Policy on Murals