



# Staff Report

## Public Arts Commission

Cathedral City

Item No. 6

**Meeting Date:** May 10, 2022

**Sponsors:** DeeAnn Hopings, Commissioner

**Title:** Grocery Outlet Mural

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### **RECOMMENDATION:**

Review and discuss the potential for a mural(s) on the Grocery Outlet building located at 30025 Date Palm Drive, Cathedral City CA 92234.

### **BACKGROUND:**

Murals can be a low-cost and high-impact artistic investment. Bringing life to otherwise monotonous walls, murals can be located throughout a community, even on private property so long as the space “is open to the general public and is easily accessible and clearly visible to the general public” (Ord. 832 § 1, 2020; Ord. 707 § 1, 2012; Ord. 538 § 3, 2001).

Prominent City murals include the (i) Old Fire House, (ii) Agnes and friends, (iii) Cove neighborhood children, (iv) Lalo and five mariachis, (v) Landau elementary school (2), (vi) Our Lady of Chuparrosa, and (vii) Swanson and Bradley. Photos of these murals are attached.

### **RECOMMENDATION:**

Discuss (i) what should be included in an artistic call for submission, (ii) insurance requirements associated with this project, (iii) potential design guidance, (iv) any required building surface modification to ensure murals are as durable as possible, (v) ways to offset project costs and maintenance, and (vi) timing of the entire process (call for submission, PAC review, Council approval, installation, and unveiling).

During the April 2022, PAC meeting, Chair Hopings explained that, according to a local artist, above-grade murals range in cost from \$25.00 to \$50.00 per square foot. These higher costs are due to the additional time, energy, and expense associated with the use of ladders and scaffolding.

Understanding the rough size of the Grocery Outlet mural is approximately 475 square feet, total project cost could range from \$11,875 to \$23,750.

### **FUNDING SOURCE:**

Art in Public Places fund. For a current fund balance, see the Art in Public Places Fund

Balance Summary which has been included in this meeting's agenda package as a separate agenda item.

**ATTACHMENTS:**

Grocery Outlet South-facing Wall  
Agnes and Friends Mural  
Cove Neighborhood Children Mural by Jessica Shiffman  
Lalo and Five Mariachis Mural by Luiz Castro  
Landau Elementary School Elephant Mural by Victor Pacilio  
Landau Elementary School Reading Tree Mural by Victor Pacilio  
Old Firehouse Mural by Gary High  
Our Lady of Chuparrosa Mosaic Mural by Peter Palladino  
Swanson and Bradley Mural by Rick Rodriguez  
20210829\_Grocery Outlet mural idea courtesy of Piper Scott