



**CITY OF PALM SPRINGS
PLANNING DEPARTMENT APPLICATION
ART MURAL**

ART MURAL APPLICATION # _____

Definition: Mural – a painting or artwork temporarily or permanently affixed to a building wall, freestanding wall, or fence, on a commercial, industrial, or multi-family building, visible to a public right-of-way distinguished from signage in that it does not advertise a business, commercial endeavor, or product sold or offered on the site or offsite.

Applicant's Name: _____

Applicant's Address: _____

Phone #: _____ Email: _____

Site Address: _____ Site APN: _____

Property Owner: _____ Phone # _____

Property Zone: _____ Sec: _____ Twp: _____ Range: _____

Title of Mural: _____

Description of Mural:

Procedure: An application for an Art Mural Permit shall be submitted to the Department of Planning Services in compliance with all requirements of Section 5.81 of the Municipal Code and Section 93.20.03 of the Palm Springs Zoning Code. This application shall be accompanied by the following:

1. A processing fee of \$950, plus Notification fee of \$476.00.
2. Detailed drawings with color samples or photograph of sufficient descriptive clarity to indicate the nature of the mural including background information about the artist.
3. Detailed site plan showing the location of the mural in relation to immediate vicinity.
4. Photos of proposed mural location showing properties immediately adjacent to site.
5. Justification Letter.
6. Notice labels for all property owners within 500 feet from mural site.
7. Covenant agreement by property owner to be recorded.
8. Maintenance plan guaranteeing the mural be maintained in a first class appearance to the satisfaction of the City, including protection of the mural against physical defacement, or alteration.

Applicant's Signature <i>Josef Jonathan</i>	Property Owners Signature <i>Josef Jonathan</i>	Date of Submittal 07/14/2023
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CITY OF PALM SPRINGS PLANNING DEPARTMENT APPLICATION

ART MURAL PERMIT

APPLICANT'S REQUIRED MATERIAL CHECKLIST

The following items must be submitted before an Art Mural Permit application is deemed complete. Please check off each item to assure completeness.

Applicant Check-Off

Application Information:

- Application Form
- Justification Letter
- Site Plan: 24" x 36" (3 copies folded, 1 rolled)
- Site Plan: reduced copies to 11" x 17" (10 color copies)
- Maintenance Plan
- Labels for property owners within 500 feet
- Covenant agreement by property owner
- Color and material sample board
- Detailed drawing or photograph of mural
- Site Photographs
- Electronic copy of plans and color exhibits in PDF image format (max 5 MB)
- Perspective or 3D images (1 color rolled; ten 11 x 17 color)
- Application fee of \$950 plus \$476 Notification

Review Process

- Application submission to Planning Department.
- Review before Public Arts Commission.
- Review before Historic Site Preservation Board if necessary.
- City Council to review application for final approval.



Josef Jonathan
Principal | Lic. 02063319
josef@smoketreeinvestments.com

July 14, 2023

City of Palm Springs
Planning Department
3200 E Tahquitz Canyon Way
Palm Springs, CA 92262
VIA Online Portal: <<https://palmspringsca-energovweb.tylerhost.net/apps/selfservice#/home>>

RE: **Canyon Fund, LLC**
Art Mural Permit Application
310-320 N Palm Canyon Dr
Palm Springs, CA 92262

To Whom It May Concern:

On behalf of Canyon Fund, LLC (the “Applicant”), the application being submitted herein is for an Art Mural Permit (the “Permit”) for the proposed exterior mural at 310-320 N Palm Canyon Dr, Palm Springs, CA 92262 (“the Property”).

The Property

The Property currently consists of an approximately 10,000sf 6-tenant retail/office building at 310-320 N Palm Canyon Dr, Palm Springs, CA 92262 with an approximately 1,200sf exterior rear wall with dimensions of ~20’ tall by ~60’ wide (the “Project”). The Project is currently a blank wall that faces the Property’s private parking lot, and currently has no improvements or artistic merit. Access to the Project is from Amado, with pedestrian visibility into the Project only from Amado.

Intended Use

The Applicant is requesting approval for the Permit in order to beautify the Property and would intend to commence the Project upon approval of the Permit. Led by the direction of Flat Back Art Supply, a local artist will be commissioned to paint the Project based on the already-commissioned art piece that depicts a map of the City of Palm Springs highlighting many culturally-significant points of interest (the “Mural”). Flat Black Art Supply is a locally-owned and operated minority-owned small business, and has experience not only in Palm Springs, but also throughout the rest of the Coachella Valley.

Design

The Mural will depict a map of Palm Springs that evokes its vibrant history, with a color scheme reflective of

the desert hues that are naturally found in our environment. Highlighted on the Mural will be many points of interest throughout the City of Palm Springs with a social relevance due to cultural history or current zeitgeist. The Applicant's desire to bring a piece of new art into the City of Palm Springs is also combined with the belief that the Mural will become an appealing element of the Property for tenants and customers and visitors alike.

A representative draft of the intended Mural is included with this Permit application.

Benefit to Community

With the addition of the Project to the Property, the objective will be to bring additional customers and visitors into this connecting corridor of Downtown Palm Springs that wouldn't be there otherwise—and at days and times that will be beneficial to the surrounding area by bringing in potential restaurant-goers, shoppers, and pedestrians to create a liveliness and vibrancy throughout the days and evenings in order to appreciate this fresh addition of art into the City of Palm Springs.

Approval of the Permit will permit the Applicant to bring a fresh and consistent group of visitors into Downtown Palm Springs. While the Project will bring in new visitors, it's inevitable that their economic impact will be felt in other businesses nearby—both before and after their visit to the Property. Creating a more vibrant presence at the Property, in times when the Project location would've otherwise been unrealized from an artistic perspective, the Applicant will endeavor to be a wonderful new addition to the local community and respectfully asks for the City of Palm Springs' approval to create the Mural.

Sincerely,

Smoketree Investments

Josef Jonathan

Josef Jonathan
Authorized Representative

Ph: (760) 349-6711

Property
Photo

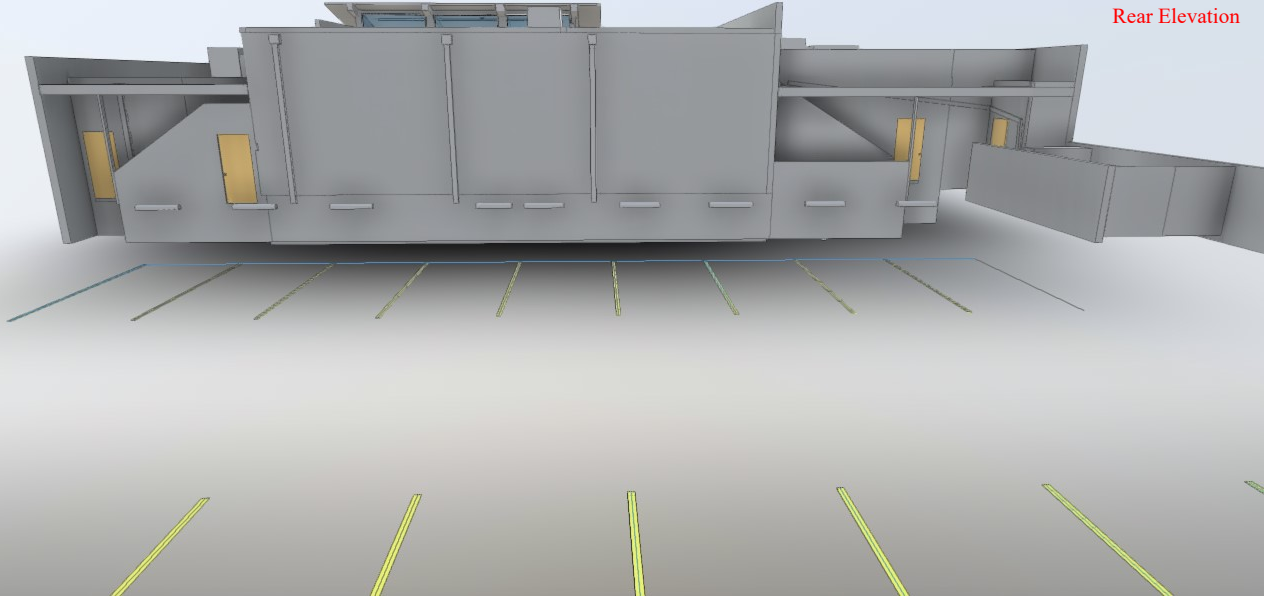


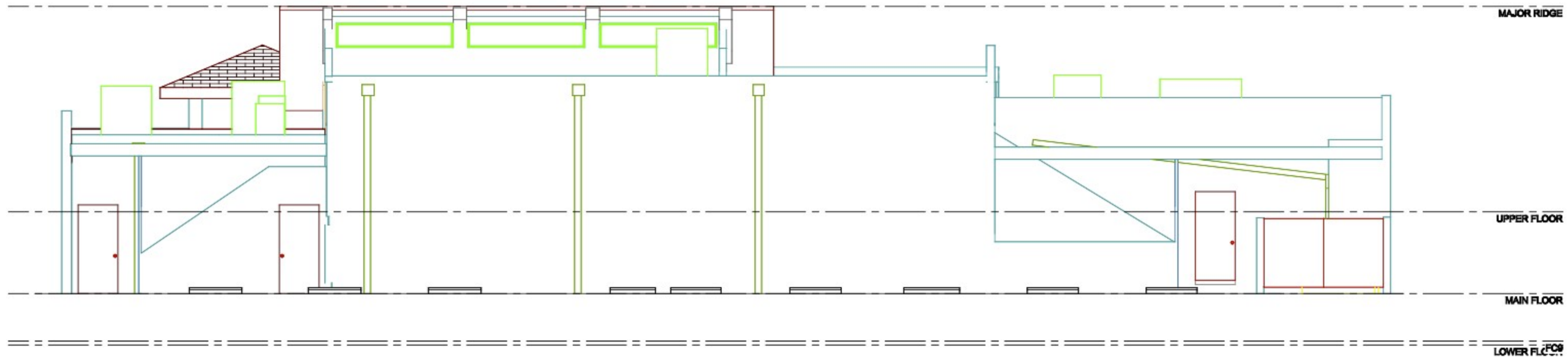






Rear Elevation







CABAZON
DINOSAURS

PIONEER TOWN

JOSHUA TREE

Re re entative
o
ral



ARRIVE
POOL
111B

111

10

ELVIS HONEYMOON
HIDEAWAY

PALM SPRINGS AIR MUSEUM

Palm
Springs
-California-

SHAG ART GALLERY

PALM SPRINGS
AIRPORT

CHEEKYS
AGUA CALIENTE

FARM
ROOSTER+THE PIG

CANYON DRIVE
SHOPS

DEAD OR ALIVE

THE SAGUARO
POOL

111

TAHQUITZ CREEK
GOLF RESORT

MISSION HILLS
COUNTRY CLUB

THE AMIGO
ROOM

COLOURFUL DOORS

PALM SPRINGS
YACHT CLUB

CATHEDRAL CANYON
GOLF CLUB



ENTRANCE

ALBERT FREYS
GREE HOUSE

111

COACHELLA
VALLEY

SUNNYLANDS

INDIAN CANYONS

