



Report to City Council

TO: Mayor and City Council

FROM: Brian Mohan, City Manager

AGENDA DATE: February 3, 2026

TITLE: EXPLORE ESTABLISHING AN ARTS IMPROVEMENT ZONE (REPORT OF: CITY MANAGER) (DISTRICT: NOT APPLICABLE)

TITLE SUMMARY: Explore establishing An Arts Improvement Zone

DISTRICT: Not Applicable

Recommendation(s)

That the City Council:

1. Explore establishing an Arts Improvement Zone; and
2. Provide directions to staff to implement an Arts Improvement Zone based on a motion, second and vote of Council to do so.

SUMMARY

At the January 20, 2026 Council meeting, Mayor Cabrera motioned for Council to explore “establishing an arts improvement zone or similar arts based initiative that leverages the City's arts funds and public-private partnerships to enhance buildings and properties with art; prioritize major corridors and gateways, such as the 60 and 215 freeways, key arterials, and support beautification and economic development city-wide”, which was seconded by Mayor Pro Tem Gonzalez and approved with a vote of 5-0 vote.

DISCUSSION

At the January 20, 2026 Council meeting, Mayor Cabrera motioned for Council to explore

“establishing an arts improvement zone or similar arts based initiative that leverages the City's arts funds and public-private partnerships to enhance buildings and properties with art; prioritize major corridors and gateways, such as the 60 and 215 freeways, key arterials, and support beautification and economic development city-wide”, which was seconded by Mayor Pro Tem Gonzalez and approved with a vote of 5-0 vote.

Since the motion references “leveraging the city’s arts funds, I have included Municipal Code Section 3.52 Public Art Impact Fee, as it is the guiding codification for the purpose and intent, applicability, payment and fee calculation, utilization and severability of said funds.

§ 3.52.010 Purpose and intent.

A. The purpose of this chapter is to promote the general welfare and enhance the quality of life for city residents, workers, and visitors by improved public placemaking and promotion of the arts.

B. The fees imposed under this chapter are in addition to any other applicable fees, dedications, construction requirements or other exactions imposed as a condition of approval for the development project, or under the provisions of any state or federal law, other provisions of this code, or city resolutions and policies.

C. Nothing contained in this chapter shall prevent the city council from imposing requirements for inclusion of public art in particular projects not subject to the requirements of this chapter, pursuant to conditions imposed upon a particular discretionary approval, where it is determined that facts particular to the proposed development warrant such imposition.

(Ord. 992 § 2, 2022)

§ 3.52.020 Applicability.

A. All private development projects, as defined in this chapter, with building permit valuation greater than \$500,000 shall be subject to a public art impact fee as defined in this chapter.

1. Private development projects include the following:

- a.** New nonresidential developments, or expansion of existing nonresidential square footage;
- b.** Residential subdivision or development of more than two dwelling units, whether by detached single-family residential structures, condominiums, apartments, townhouses, or other dwelling units; and
- c.** Mixed use developments where either of the above are true.

B. Exclusions. The public art impact fee shall not apply to projects performed by or under control of the city; repair or reconstruction of existing structure damaged by fire, flood, wind, earthquake, or other natural disaster; affordable housing including transitional housing, low-income housing construction, remodel, repair, or reconstruction projects; or

construction, remodel, repair, or reconstruction of structures to be occupied by a nonprofit, social service agency or institution.

C. Public art includes the following:

1. Physical artwork (e.g., sculptures and murals);
2. Performing arts;
3. Literary arts;
4. Media arts;
5. New media;
6. Cultural facilities (public galleries, exhibition space, performance space, theaters, artistic studio space, amphitheater, parks, educational facilities, or similar facilities);
7. Education: lectures, presentations, workshops, and arts and culture; and
8. Other works as determined by the city manager or designee.

(Ord. 992 § 2, 2022)

§ 3.52.030 Payment and fee calculation.

Prior to the issuance of a building permit, a public art impact fee must be paid to the city of Moreno Valley for deposit in the city's public art fund. The public art impact fee for new development is equal to one percent of the private development project's building permit valuation. Private development project valuations will be conducted by city of Moreno Valley staff in accordance with its standard procedures. No building permit, nor occupancy permit, shall be issued for any applicable private development project unless the fees specified in this chapter are paid.

(Ord. 992 § 2, 2022)

§ 3.52.040 Utilization.

Permissible expenditures of funds may include, but are not limited to, the following uses:

A. The cost of the public art and its installation or presentation;

B. Construction of facilities in which to present public art (public galleries, exhibition space, performance space, theaters, artistic studio space, art and educational facilities, or similar facilities);

C. Lighting, walls, landscaping, informational signage, water works, and other objects which are an integral part of the public art and its presentation; and

D. Public education and promotion of the public art program and collections.

(Ord. 992 § 2, 2022)

§ 3.52.050 Severability.

If any section, subsection, subdivision, paragraph, sentence, clause, or phrase in this chapter or any part thereof is for any reason held to be unconstitutional or invalid, or

ineffective by any court of competent jurisdiction, such decision shall not affect the validity or effectiveness of the remaining portions of this chapter or any part thereof. The city council declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause, or phrase thereof irrespective of the fact that any one or more subsections, subdivisions, paragraphs, sentences, clauses, or phrases be declared unconstitutional, or invalid, or ineffective.

(Ord. 992 § 2, 2022)

ALTERNATIVES

1. Approve and authorize the recommended actions as presented in this staff report.
Staff recommend this alternative.
2. Do not approve and authorize the recommended actions as presented in this staff report.
Staff does not recommend this alternative.

FISCAL IMPACT

Dependent on the direction provided to staff.

NOTIFICATION

Publication of the Agenda.

PREPARATION OF STAFF REPORT

Prepared By:
Brian Mohan
City Manager

Department Head Approval:
Brian Mohan
City Manager

CITY COUNCIL GOALS

Advocacy: Develop cooperative intergovernmental relationships and be a forceful advocate of City policies, objectives, and goals to appropriate external governments, agencies and corporations.

Community Image, Neighborhood Pride and Cleanliness: Promote a sense of community pride and foster an excellent image about our City by developing and executing programs which will result in quality development, enhanced neighborhood preservation efforts, including home rehabilitation and neighborhood restoration.

Positive Environment: Create a positive environment for the development of Moreno Valley's future.

CITY COUNCIL STRATEGIC PRIORITIES

1. **Economic Development**
2. **Public Safety**
3. **Library**

- 4. Infrastructure**
- 5. Beautification, Community Engagement, and Quality of Life**
- 6. Youth Programs**

Report Approval Details

Document Title:	STAFFREPORT_CM_ARTS_IMPROVEMENT_ZONE.docx
Attachments:	
Final Approval Date:	Jan 29, 2026

This report and all of its attachments were approved and signed as outlined below:

Patty Rodriguez

Natalia Lopez

Felicia London, MPA

Launa Jimenez

Patty Rodriguez