

## REPORT TO THE CITY COUNCIL

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**DATE:** September 03, 2019

**TITLE:** Harborside Water Tower Mural

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### RECOMMENDATION

Approve the below recommendations from the Community and Cultural Affairs Commission to allow for the installation of a Painted Mural on an existing Water Tower located on the Harborside Project Site (Palm Drive and I-10 Freeway;

- 1) Apply \$2625.00 of AIPP contributions previously paid by the Harborside Project toward the installation of a painted mural on an existing Water Tower at the Harborside Project site;
- 2) Approve the utilization of additional AIPP Funds in the amount of \$21,194.40, which includes \$19,029.00, for the remaining costs of the mural once the applicants original AIPP contribution of \$2625.00 are applied to the total project cost of \$21,654.00, as well as a standard 10% project contingency in the amount of \$2165.40; and
- 3) Recommendation to allow for the installation of the mural in lieu of the previously conditioned landscaping surrounding the perimeter of the Water Tower structure.

### BACKGROUND

The AIPP Ordinance requires developers in the Commercial Zone to either pay the required Public Art contribution into the City's AIPP Program in an amount equal to 0.75% of the development projects building valuation (exclusive of land) or install public art on or in the vicinity of the site.

The required minimum contribution into the City's AIPP Program for the Harborside Dispensary project is \$2625.00, which is 0.75% of the total project valuation. This amount was paid in full in March of 2018.

A Water Tower, 39 feet in diameter x 21 feet 5 inches tall with 194,624 usable gallons of capacity, sits on the most southwesterly side of the project site. The current Water Tower is a bare, ribbed, circular structure that is army green in color. To mitigate the unattractiveness of the structure the Planning Commission conditioned the project to include landscaping along the perimeter of the Water Tower. Unfortunately, due to significant winds in that portion of the City staff is highly concerned that the conditioned landscaping would not hold up against the elements, and thus would not be a viable long-term mitigation measure.

The Water Tower is heavily visible from both the I-10 Freeway and Palm Drive, the main entry way into the City of Desert Hot Springs.

To promote the continuation of Art in the Community, specifically installations and works that recall the history of the City, staff is proposing the installation of a mural on the Water Tower depicting a replica of a historic billboard that previously greeted drivers along the I-10 Freeway as they approached Desert Hot Springs. The replica billboard would be displayed prominently on two sides of the Water Tower, so the art can be viewed from both the I-10 Freeway and Palm Drive.

Due to the complexity of the project, staff worked with the Buzz Factory, a consultant of the City, to obtain quotes from artist capable of creating the installation on the ribbed surface of the Water Tower. Multiple vendors were approached, however many declined to bid due to the nature of the project. Two viable approaches were considered, with the first being the placement of large format graphics over a painted water tower and the second being a painted mural over the painted water tower. Staff is recommending approval of the painted mural over the painted water tower option, as the cost was significantly lower, and the paint would be able to withstand the elements for a much longer period of time.

The AIPP Fund has a current balance of \$137,901.00. An approval for the proposed mural would include the following;

- 1) Apply \$2625.00 of AIPP contributions previously paid by the applicant toward the installation of a painted mural on an existing Water Tower at the Harborside Project Site.
- 2) Approve the utilization of AIPP Funds in the amount of \$21,194.40, which includes \$19,029.00 for the remaining costs of the mural once the applicants original AIPP contribution of \$2625.00 are applied to the total project cost of \$21,654.00, as well as a standard 10% project contingency in the amount of \$2165.10.
- 3) Allow for the installation of the mural in lieu of the previously conditioned landscaping surrounding the perimeter of the Water Tower structure.

Pursuant to the AIPP Ordinance (Desert Hot Springs Municipal Code Sections 17.60.010 - 160), the CCAC is authorized to review, consider and make recommendations to the City Council to approve, conditionally approve, or deny the donation of public art and/or the use of AIPP Funds. The City Council can approve, modify, or deny the proposed changes to the recommendation from the CCAC. On June 12, 2019, the CCAC reviewed the proposed Water Tower Mural, and made a recommendation to the City Council to allow for the installation of a painted mural on an existing water tower located on the Harborside Project Site (Palm Drive and I-10 Freeway)

### **FISCAL IMPACT**

The proposed project would approve the utilization \$23,819.40 from the AIPP Fund to cover the cost of the project. This amount includes \$2,625.00 of previous AIPP contributions from the applicant, \$19,029.00 of AIPP Funds as well as a 10% project contingency of \$2,165.00. This would leave a remaining balance of \$114,081.00 in the AIPP Fund following the completion of this project.

### **EXHIBITS**

- 1) Historic Billboard Photo
- 2) Project Site Plan
- 3) Harborside Site Photos
- 4) Proposed Water Tower Mural Quotes
- 5) Harborside Water Tower Current
- 6) Harborside Water Tower Proposed
- 7) Harborside AIPP Contributions