

**CITY COUNCIL COMMUNICATION 98-029
JANUARY 26, 1998 AGENDA**

SUBJECT:

**SUBMITTAL OF GRANT APPLICATION–
IOWA ARTS COUNCIL**

SUBMITTED BY:

**JAMES GRANT
COMMUNITY DEVELOPMENT DIRECTOR**

SYNOPSIS –

Staff has prepared a grant application for the Highland Park Neighborhood Welcome Sign and Mural Program that has strong support from both business and neighborhood organizations. The location of the sign and murals is the intersection of Euclid and 6th Avenues.

FISCAL IMPACT –

Total: \$29,500

Iowa Arts Council Request \$13,750
City Match (Community Development Block Grant) \$10,000
Applicant' s Cash \$ 5,750
(donations raised within Highland Park community)

RECOMMENDATION –

Submit grant application for Highland Park Neighborhood Welcome Sign and Mural Program.

BACKGROUND –

The proposed Highland Park Sign and Mural Project is one component of a revitalization effort for the Highland Park historic commercial district (located along Euclid Avenue between 2nd and 6th Avenues and along 6th to Douglas Avenues) being undertaken with the Highland Park Community Action Association (HPCAA) in conjunction with the City. The larger revitalization effort also includes a streetscape design for which an Intermodal Surface Transportation

Enforcement Act (ISTEA) grant was applied for last year.

Phase one of this effort focuses on the heart of the district; the intersection of Euclid and 6th Avenues, and includes the implementation of a welcome sign and a mural program involving the painting of up to six different exterior building walls. Ten thousand dollars of Community Development Block Grant (CDBG) money has been designated for the sign component of this project.

The proposal involves the design and implementation of a customized neighborhood welcome sign to be erected on the building at the northeast corner of Euclid and 6th Avenues, and the design and painting of murals on the exterior walls of three buildings. The City is currently facilitating a process by which the HPCAA is developing a concept for the welcome sign and an historic theme for the murals, as well as identifying the type of images or scenes they would like depicted by a muralist. The HPCAA will hire a sign designer to manufacture and implement the sign by spring 1998, as well as to sponsor a competition this spring to select a muralist to complete the three murals this summer. The mural painting is intended to occur between the periods of August and October.