

Date December 6, 2010

APPROVING THE DES MOINES PUBLIC ART FOUNDATION'S REQUEST TO PLACE ART ON A TRAFFIC CONTROL BOX

WHEREAS, in 2004, the City of Des Moines entered into an agreement with the Greater Des Moines Community Foundation whereby a public art foundation would be created to facilitate the placement of public art within the City of Des Moines; and

WHEREAS, the Des Moines Public Art Foundation ("PAF") wishes to test a project by placing art on a city owned traffic control box located on the S.E. corner of Polk Blvd. and University Ave.; and

WHEREAS, in cooperation with the abutting property owner, the owner and PAF will finance the cost of a digital image of foliage in the form of a plastic covering for the City's traffic control box intended to beautify the appearance of the box; and

WHEREAS, the piece is temporary in nature and easily removed if necessary; and

WHEREAS, City staff have met with PAF Executive Director M. Jessica Rowe and the company representative who will apply the piece and are satisfied with the safety of the application of the art; and

WHEREAS, it is the intention of PAF to monitor the success of this placement as a pilot project and later make a determination whether to expand the project; and

WHEREAS, it is recommended that the placement of this image be approved as an art project pursuant to the intended goals of the operating agreement between the City and the Greater Des Moines Community Foundation with the understanding that if the project expands involving city property, an agreement for multiple placements will be negotiated at a later date.


NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa:

That the Des Moines City Council hereby approves of the project identified by the Des Moines Public Art Foundation and authorizes the placement of a noncommercial digital image plastic covering on the City's traffic control box located at the S.E. Corner of Polk Boulevard and University Ave.

(Council Communication Number 10- 738 attached.)

APPROVED AS TO FORM:

Moved by _____ to adopt.


 Carol J. Moser, Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GRIESS				
HENSLEY				
MAHAFFEY				
MEYER				
MOORE				
TOTAL				

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

MOTION CARRIED APPROVED

Mayor

City Clerk

PUBLIC FOUNDATION
GREATER ART
DES MOINES

November 30, 2010

1915 GRAND AVENUE
DES MOINES, IOWA 50309

Dear Honorable Mayor and Members of the Des Moines City Council:

BOARD OF DIRECTORS

Paul Mankins
PRESIDENT

Kathy Murphy
VICE-PRESIDENT

Kristi Lund Lozier
SECRETARY

AT-LARGE MEMBERS

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Cynthia O'Brien

Anastasia Polydorou

Pat Schneider

M. Jessica Rowe
DIRECTOR

515.556.7787

m.jessicarowe@gmail.com

The Des Moines Public Art Foundation ("PAF") would like to advise you of an exciting project it is contemplating to transform utility boxes throughout the city as pictured in an attachment to this letter. This idea is not unique to Des Moines and many other cities including Rochester, N.Y. have had success with applying a (digital image) plastic covering to utility boxes to minimize their impact on its surroundings.

It is our intention to install a prototype on a traffic control box at the southeast intersection of Polk Boulevard and University Ave. With the financial assistance of the abutting property owner, Dr. Katherine Elsner, DDS, and photography provided by PAF board member King Au, we have made arrangements with Beeline+Blue, 2507 Ingersoll Ave. to use its expertise in applying the product to the box. Beeline has applied the product to vehicles, buses and even helicopters.

The product that will be applied is resilient to weather conditions including fading and can be easily cleaned if necessary. Based upon experience, the product should last at least five years as applied and can be removed earlier if necessary without harm to the underlying material on the box.

This prototype is designed to be a temporary art project. Its longevity depends, in part, on the lifetime of the materials, as well as conditions of the site or changes in the utility box. The intention of contemporary art projects, such as this example, is that its will exist "permanently" in documentation and memory, avoiding the need for long-term care.

We have met with city staff members to clarify our intention and to facilitate the safest means of applying the product. City staff is satisfied that the appropriate venting will be utilized in the application of the product and they were very supportive of our intended experiment. In our meeting, we agreed that no special permits or agreements would be necessary for this location as it is considered a pilot project. It further is understood that if there is enough community support and desire to expand the project, we will work with city staff to develop an agreement for ownership and maintenance of the art applied throughout the city to city owned utility boxes.

Unless we hear from you to the contrary, we will move forward with installation at Polk Boulevard and University Ave.

Sincerely,



M. Jessica Rowe
Director
Greater Des Moines Public Art Foundation

