



## Architectural Advisory Committee Staff Report

DATE: SEPTEMBER 19, 2016

SUBJECT: WELLS FARGO BANK, FOR AN ART MURAL APPLICATION ON THE COMMERCIAL BANK BUILDING LOCATED AT 543 SOUTH PALM CANYON DRIVE. (CASE 16-001 MUR). (GM)

FROM: Flinn Fagg, AICP, Director of Planning Services

### SUMMARY

A request for recommendation of approval of an Art Mural Application for a mural on the commercial bank building at 543 South Palm Canyon Drive.

#### RECOMMENDATION:

Recommend approval of the mural to Planning Commission.

#### BACKGROUND:

<i>Most Recent Ownership</i>	
01/01/1996	A & J Palmas LTD Partnership

<i>Field Check</i>	
09/2016	Staff visited site to observe existing conditions

<i>Notification</i>	
	Not Required for AAC

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Area	30,056-square feet

<i>Surrounding Property</i>	<i>Existing General Plan Designations</i>	<i>Existing Land Use</i>	<i>Existing Zoning Designations</i>
Subject Property	CBD (Central Business District)	Bank	C-1 (General Commercial)
North	CBD (Central Business District)	Retail – Restaurant Palm Canyon Roadhouse	C-1 (General Commercial)
South	MXD (Mixed-Multi Use)	Retail Center – Sun Center	C-1 (General Commercial)

<b><i>Surrounding Property</i></b>	<b><i>Existing General Plan Designations</i></b>	<b><i>Existing Land Use</i></b>	<b><i>Existing Zoning Designations</i></b>
East	CBD (Central Business District)	Vacant	C-1 (General Commercial)
West	HDR (High Density Residential)	Bank – Bank of America	R-3 (Multi-Family Residential)

**ANALYSIS:**

The applicant has requested approval of a new art mural located on a east facing wall fronting South Palm Canyon Drive on the Wells Fargo Bank building. This portion of the building is painted brown and void of any architectural detail.

The Wells Fargo Community Mural Program started over a decade ago and has grown to include more than 2,000 murals nationwide. The mural will be similar in concept to other wallscape murals; however each design is a reflection of local culture and history. The images/design that are intended for use at the Palm Springs location has been selected by the artist Anne Marie Lapitan who has created 400 murals for Wells Fargo since 2003. The images used for the mural will work to tell the history of the City of Palm Springs along with cultural events that helped define the community.

The applicant describes the mural as a collection of historical images representing the local area and elements that reflect the history of the LGBT Community. The applicant has provided an extensive design package that includes numerous photos and images taken into consideration in the design of the mural. The final collage of images proposed include pictures of events on Palm Canyon Drive, the El Mirador Hotel, early movie stars, golfers, the 1930's train station, the Airport, and Pride Parade to name a few.

The mural will be thirteen (13') feet tall by seventeen (17') feet wide for a total of 221-square feet. The mural image will be printed on a 3M Controltac vinyl wrap film adhered to an Azek Panel. The panel will then be glued flush onto the exterior wall and secured with screws. A 3/4" aluminum molding will be applied around the edge of the panel. The mural will be placed 18" inches below the roof line and 18" inches from the edge of the east wall. The mural will be illuminated by a light rail extending 15" inches out from the building face and mounted by six (6) aluminum brackets. The light rail will hold eleven (11) LED adjustable lights at six (6") inches on center.

The approval process for murals is identified in Section 5.81.030 of the Palm Springs Municipal Code; the application must be reviewed by AAC, the Planning Commission, the Public Arts Commission, and is then forwarded to City Council for action.

As part of the approval criteria listed in Section 5.81 of the code, the Planning Commission shall refer the mural application to the Architectural Advisory Committee

(AAC) for comment. The AAC will review the mural under the Architectural Review criteria listed in Section 94.04.00(D) below:

*D. Planning Commission Architectural Advisory Committee Review Guidelines.*

*The Planning Commission and Architectural Advisory Committee shall examine the material submitted with the architectural approval application and specific aspects of design shall be examined to determine whether the proposed development will provide desirable environment for its occupants as well as being compatible with the character of adjacent and surrounding developments, and whether aesthetically it is of good composition, materials, textures and colors. Conformance will be evaluated, based on consideration of the following:*

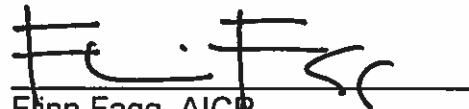
**ARCHITECTURAL GUIDELINES:**

Item	Guideline:	Conforms?	Staff Evaluation:
1	Is the proposed development compatible with the character of adjacent and surrounding developments?	Yes	The mural placed on the east facing side of the commercial bank building along South Palm Canyon Drive enlivens an otherwise large blank stucco wall with a collage of historical and local images.
2	Is the proposed development of good composition, materials, textures, and colors?	Yes	The mural will be constructed with quality materials to include a vinyl wrap material adhered to an Azek Panel which will be resistant to fading and changes in pigment.
3	Harmonious relationship with existing and proposed adjoining developments and in the context of the immediate neighborhood/community, avoiding both excessive variety and monotonous repetition, but allowing similarity of style, if warranted	Yes	The mural as described by the artist utilizes historical images representing the local area and elements that reflect the history of the LGBT Community. The building location is within a fully developed commercial area with similar office and retail uses nearby.
4	Maximum height, area, setbacks and overall mass, as well as parts of any structure (buildings, walls, screens, towers or signs) and effective concealment of all mechanical equipment	Yes	The mural will be 221-square feet in size placed on a blank wall mounted 18" below the roof line and 18" from the edge of the east facing facade.
5	Building design, materials and colors to be sympathetic with desert surroundings	Yes	The mural utilizes a mix of vibrant colors that can be found in the surrounding desert flowers, mountains, and landscapes.

6	Harmony of materials, colors, and composition of those elements of a structure, including overhangs, roofs and substructures which are visible simultaneously	Yes	The design of the mural is a collection of historical images representing the local area and elements that reflect the history of the LGBT Community. The illumination of the mural with the use of LED lights and overall design will be in harmony with adjacent commercial uses.
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Glenn Mlaker, AICP  
Assistant Planner



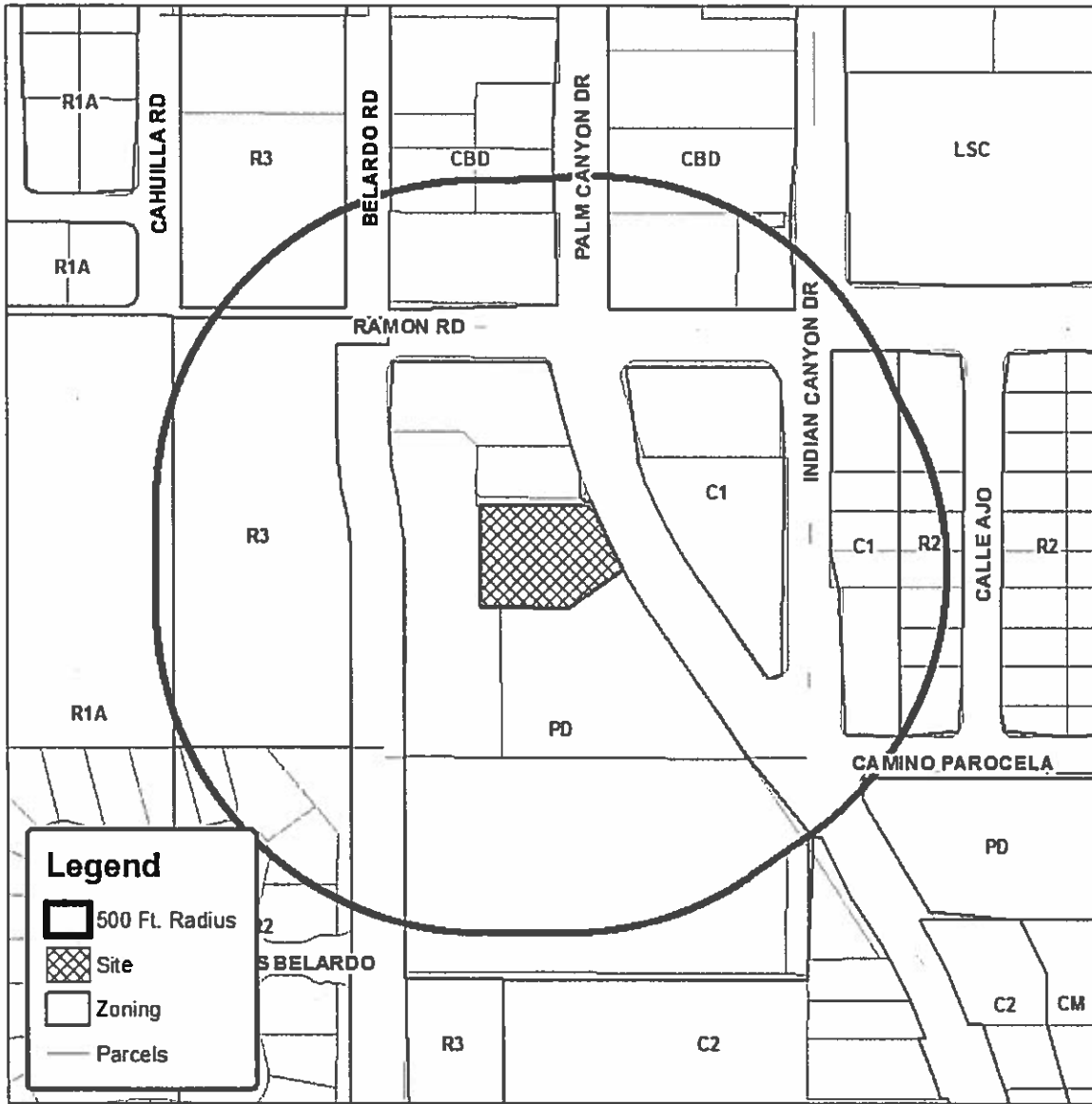
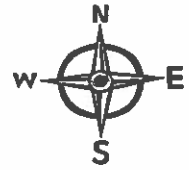
Flinn Fagg, AICP  
Director of Planning Services

Attachments:

1. Vicinity Map
2. Justification Letter
3. Site Photos
4. Wallscape Mural Package



# Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS



16-001

RECEIVED

AUG 29 2016

PLANNING SERVICES  
DEPARTMENT

August 9, 2016

### Letter of Justification

Wells Fargo is respectfully requesting the ability to place a wallscape mural at their Palm Beach location, specifically located at 543 South Palm Canyon Drive, Palm Springs.

The mural in question is proposed to be placed on the East facing side of the building where currently the elevation is completely void of any architectural significance. The overall dimension of the mural proposed is 210" wide by 156" tall. The mural in question will not obscure any viewing angles (as it is attached directly to the building façade) nor will there be any type of advertising contained within the design. In addition, this element will have zero off-site impact and there will be not be any negative impact on the surrounding businesses or properties. In fact, this art piece will be a source of interest and pride within this corridor. This element is purely a piece of artwork provided to the community by Wells Fargo.

This mural will be similar in concept to other wallscape murals that Wells Fargo has introduced within their nationwide portfolio. As part of this submittal, we have included images from other completed mural projects as a reference point to the quality of these features and the manner in which Wells Fargo incorporates these elements into their carefully selected locations. Please note that the images on each and every mural that has been deployed are different. Wells Fargo enlists individual artists that work to customize each mural to the location in which it will be displayed. The Palm Springs mural will be no different. The images/design that are intended for use have been selected and put together by Anne Marie Lapitan who has created nearly 400 murals for Wells Fargo since 2003. The images used for this mural will work to tell the history of the City of Palm Springs along with cultural events that help define the community and this area.

In terms of construction, the graphic portion of the mural is applied to a ¾" exterior grade Azek Panel system. There are a total of (12) Azek panels that are secured to the wall through the use of industrial adhesive (Duo-Fast) as well as mechanical fasteners (tapcons or equivalent). The sides of the panels are "finished" by attaching ¾" aluminum molding around all edges of the panel system. Once the panels are secured to the wall, the panels are smoothed through a Bondo finishing process. This process will allow for a flat smooth surface to ensure that the vinyl application can be completed without variation in background levels/surface.

The mural element itself will be constructed in a manner that it is sustainable and requires minimal maintenance in order to keep it in a "like new" condition. The design will be printed to a 3M Controltac (IJ180Cv3-10) film which is a standard in the graphics industry for high-resolution printed exterior applications. This film will then be sealed with a 3M Scotchcal Matte Over laminate (3643GPS) which will allow longevity of the vibrant colors and the film material in the elements and also works to protect the mural from defacement. This laminate allows for simple soap and water to be used when cleaning the mural in order to ensure that the "presentation" within the community is maintained in an appropriate manner. SHOULD there be an issue with a portion of the mural and replacement is warranted, this type of application allows for an expeditious solution. Either one portion of the mural is reprinted and re-laminated or the entire element can be reprinted and reapplied in a very short time frame.

The lighting that Wells Fargo has proposed to highlight this feature is one that they are very familiar with as they currently employ this system when asked to externally illuminate their main identification signs. This lighting system is mounted above the mural and has (6) fixtures that will "wash" the mural with soft white light. The (6) fixtures contain GE LED lamps which are diffused through the use of diamond lexan diffusers. Due to the shape of the arms containing the light heads, all illumination is pointed back at the mural in a downward fashion.

In summary, the proposed mural for this location has been carefully designed and a tremendous amount of consideration has been given to the

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images that are to be included. Wells Fargo is seeking the ability to “dress” a currently void façade at this location in a manner that is not only responsible but is also respectful to the city and the community as a whole.







WEL  
FARC

08/09/2016



08/09/2016



WELLS  
FARGO

08/09/2016



08/09/2016

# Wells Fargo Wallscape Mural

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Palm Springs, CA

August 24, 2016

Together we'll go far



# Wells Fargo Wallscape Mural

Palm Springs, CA

The Wells Fargo Mural will work to tell the history of the City of Palm Springs along with cultural events that help define the community and this area. This mural has been carefully designed with tremendous consideration to the images and content included. Wells Fargo is seeking the ability to dress a currently void facade in a manner that is not only responsible but is also respectful to the city and the community as a whole.

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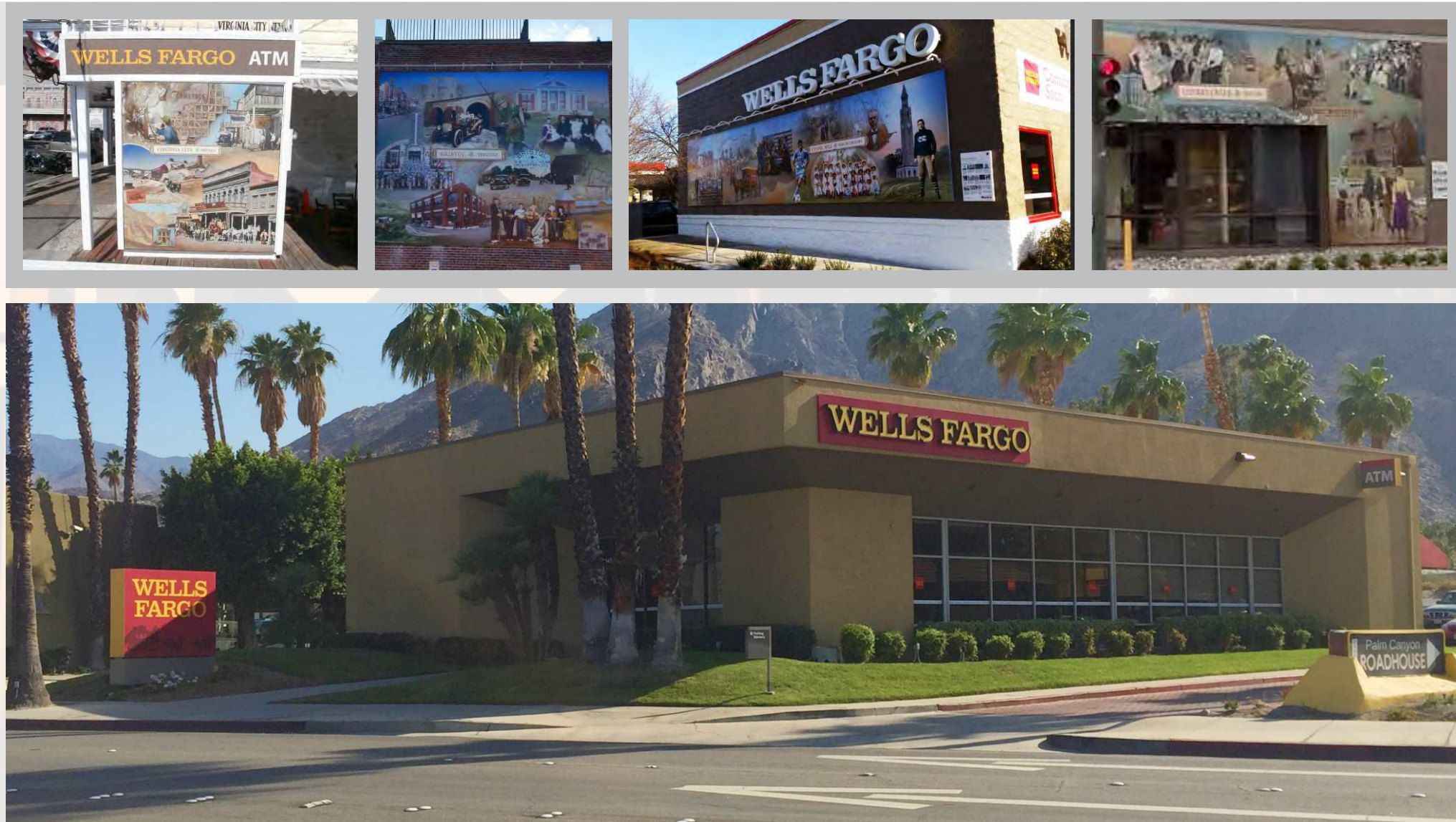
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# Wells Fargo Wallscape Mural

## Overview and Purpose Community Mural

Palm Springs, CA

### Honoring Your Community's History & Legacy

*The Wells Fargo Community Mural Program is dedicated to creating unique, custom-designed, historical artwork that respects the community's legacy, celebrates its diversity, and honors the past upon which the community was founded.*

Wells Fargo's Community Mural Program started over a decade ago and has grown to include more than 2,200 murals in Wells Fargo locations Nationwide. We work with local historical societies and archives to create a design that conveys a sense of history, tradition, longevity, optimism, diversity and progress.

A mural key is installed with each mural, providing a credit line for community partners, and description of each historical image used in the design.

Wells Fargo murals have been extremely well-received by the local communities, as they demonstrate - in a strong, visual way - Wells Fargo's commitment to the communities we serve.

### Outdoor Mural Proposal

*Public art helps create a vibrant community, transforming a blank wall into an environment that invites interaction.*

Located on the exterior of the Wells Fargo Bank on South Palm Canyon Avenue, the mural will provide an opportunity to enrich the area with new public art piece. Visible from the street, the mural will bring the unique history of Palm Springs to life for local residents and visitors alike.

### Mural Design

The Palm Springs mural will include historical photos of the area, as well as images and design elements that reflect the history of the LGBT community.

We are working with the Palm Springs Historical Society, the Los Angeles Public Library, ONE National Gay and Lesbian Archives, Greater Palm Springs Pride, The LGBT Community Center of the Desert, and other organizations to obtain historically relevant and artistically interesting images. The historic, black and white photos will be colorized and combined in a collage-style format for the completed design

### Mural Image Selection

Images of inhabitants Cahuilla Indians, early pioneers Dr. Welwood Murray, White Sisters (Cornelia White and Dr. Florilla White), railroad, views of downtown, historic hotels and resorts, parades and festivals, rodeo, golf, Hollywood starts, Hispanic community, palm trees, desert landscapes, and Palm Springs Pride parades capture the unique history of the community.

### Proposed Mural



### Examples of Selected Images



Postcard of the El Mirador Hotel



Palm Springs Pride Parade



Cornelia White and Friends



Joe Patencio, Cahuilla Indian

# Wells Fargo Wallscape Mural

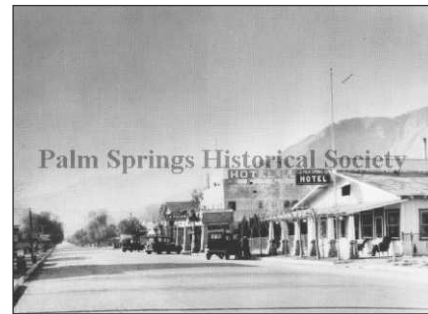
## Image Selection Community Mural

Palm Springs, CA

### Mural Image Selection Photos in Consideration



Cornelia White before 1929



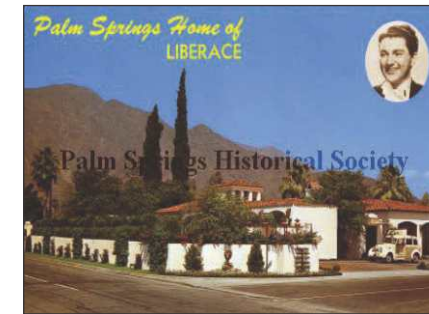
Main Street (Palm Canyon Dr.)  
looking South, Palm Springs Hotel,  
La Palma Hotel c. 1920s



Palm Springs Theatre (207), Palm  
Springs Hotel (257), 207-257 N.  
Palm Canyon Drive, c. 1938



Postcard of the Palm Springs home  
of Liberace.



Postcard. Home of Liberace.



Cornelia White, Miss Morgenthen,  
Dr. Florilla White, Dr. J. J. Kocher,  
Miss Hathaway c. 1915



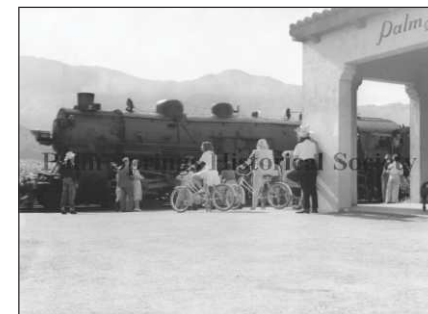
Dr. Florilla White, E. Bixby, L.  
Corey, E. Corey PIONEERS (Pre -1924)



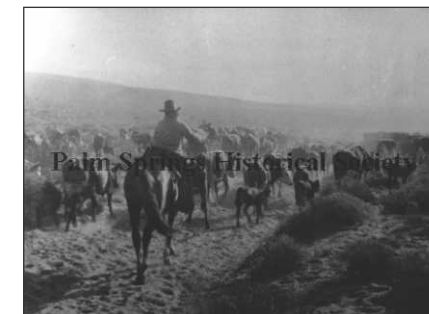
Palm Springs depot



Palm Springs depot



Palm Springs Depot, train arriving,  
c.1939.



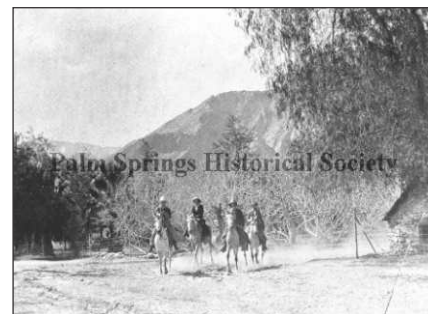
Cattle roundup near Whitewater  
Ranch, c.1908



Dr. Florilla White with dogs Rowdy  
and Marcia



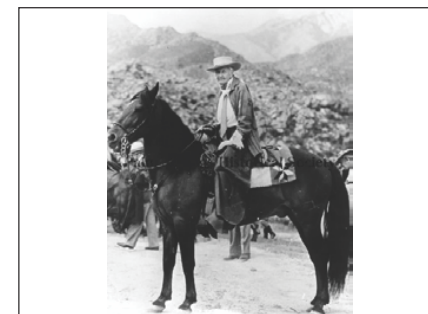
Pioneers White, Lykken, Wise on  
horseback on way to 1000 Palms  
Canyon



Cornelia White and friends on trail  
(Indian and Tahquitz)



Cornelia White and friends picking  
wildflowers



Dr. Florilla White on horseback



Cornelia White and Winfield Lines  
on desert



Parade



# Wells Fargo Wallscape Mural

## Image Selection Community Mural

Palm Springs, CA

### Mural Image Selection Photos in Consideration



Desert Circus Mexican Colony  
Right: Margaret Reclé (Fontes)  
Middle: Stella Prieto



Mexican Colony 1938  
Left: Rosario Fontes, Rita Fontes  
(Ayala)



Artist/ photographer Stephen Willard.



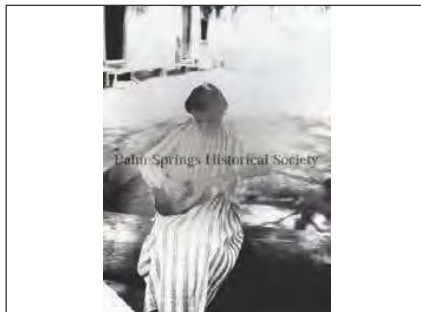
Dr. Welwood Murray, a pioneer of Palm Springs, arrived in 1886 and stayed for the region's curative climate. Seven years later, he became the city's first hotel proprietor.



Ramona Lubo (legendary Cahuilla Indian)



Joe Patencio, Cahuilla Indian of Palm Springs drawing attention to Fiesta, 1937



Young Cahuilla woman playing musical instrument.



An airplane with "Hal Roach Studios" written on the side, at Palm Springs in the 1920s/30s. The plane was being used to bring movie actors and executives out to the resort area.



Palms Panoramic. 1939.



Golfing, c. 1900s.



View of Louis B. Mayer (on left), standing with companions. Photo was taken at the Palm Springs Airport.



A Fokker tri-motor airplane, model F-Ten-A, belonging to the Rio Grande Oil Co., has landed on a small airstrip in Palm Springs. 1931.



Color postcard of the El Mirador Hotel in Palm Springs. Hotel opened New Year's Eve in 1927. Architects: Walker & Eisen.



Photo of the El Mirador Hotel.



El Mirador, had its gala opening on New Year's Eve 1927. The 200-room hotel served as a second home to the stars, and helped establish Palm Springs as a resort. Famous guests: W. C. Fields, Clark Gable, Gary Cooper, Marlene Dietrich, Al Jolson, George Raft, George Burns, Gracie Allen, Douglas Fairbanks, Ralph Bellamy, Shirley Temple, Albert Einstein, Bob Hope, Frank Sinatra, etc. During WWII, the desert became training grounds for General George S. Patton's troops.



Pete Renebone is shown on Roanie, a tough outlaw bronco, as he and 100 top cowboys prepare to ride and rope in the Palm Springs championship rodeo and western celebration February 6 and 7, 1954. Palm Springs mounted police are sponsoring the event to help in desert relief work. Photo is dated 1952.



Among 350 riders taking part in the horse show of the California Horsemen's Association at Palm Springs on October 13, 1950, are these members of a party which made a 500-mile, 30-day trip from Northern California. Among them are Mrs. Ida Potter, Mrs. Alice Wise and Mrs. Thelma Webster, called the "Gallop Grandmothers."



Female equestrian in costume, 1931

# Wells Fargo Wallscape Mural

## Image Selection Community Mural

Palm Springs, CA

### Mural Image Selection Photos in Consideration



Group of female polo players riding a stagecoach. Horse stables are visible in the background.



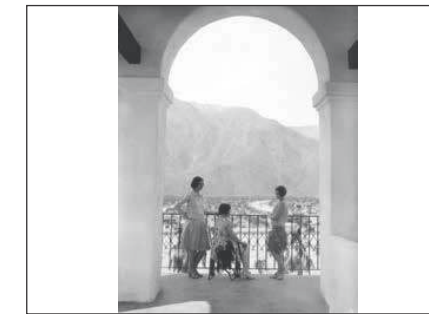
Panorama of Palm Springs, 1937



Recreation at Palm Springs in the 1920s and 1930s. View 10 shows two young women and a man bicycling along a Palm Springs road



Artist Gordon Coultts (1868-1937) outside of Dar Maroc, his home and studio, located at 257 South Patencio Road.



Palm Springs-Hotels-El Mirador 1930



Palm Springs-Hotels-Desert Inn. 1930



Street scenes in Palm Springs. View 3 shows several businesses on either side of the road, as well as numerous parked cars. Some of the identifiable establishments include: Hotel Desert Rose, Palm Springs Hotel (on left), and Indian Trading Post, Armstrong's Gifts, and Desert Market (on right). 1925



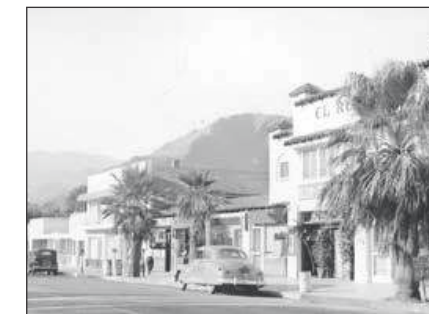
View of the Hotel Del Tahquitz, located on the southeast corner of South Palm Canyon Drive and Baristo Road in downtown Palm Springs. Two-story, Pueblo-style structure with separate 3-tiered tower on the corner of the street. The Tahquitz Cleaners & Tailors shop is located on the left corner, and European cafe is on the right. 1933



View 3 of El Mirador Hotel, located at 1150 North Indian Canyon Drive in Palm Springs. LAAC Swim Team standing in front of "The Plunge". The main hotel building and landmark tower are visible in the background. 1930



View of one of the main roads that runs through Palm Springs. 1920



Postcard shows a partial view of Palm Canyon Drive, in Palm Springs. A hotel, barber shop, delicatessen, and other small shops line the street. Several cars are parked in front of these establishments.



Photograph caption dated February 26, 1949 reads, "Sunshine and fashions combined forces for the premiere showing of Ben Reig's spring and summer collection at Palm Springs. This model wears a brown and white striped cotton frock with yoke, sleeves and pockets of wide rick-rack." The J.W. Robinson Co. presented this event at the Desert Inn. 1949



Golfing in Palm Springs / Herman Schultheis. 1938



Several people, possibly tourists, can be seen walking along a Palm Springs street, in front of several retail stores. Though the street is not identified, it is most likely Palm Canyon Drive. 1938



Banners advertise the Desert Circus week held March 13-19 in 1939. This annual event, which started in 1931, included parades, old west activities and parties.



Bob Hope Golf Classic Tour.



Bob Hope Golf Classic Tour.



Bob Hope Golf Classic Tour.



# Wells Fargo Wallscape Mural

## Image Selection Community Mural

Palm Springs, CA

Mural Image Selection  
Photos in Consideration



Palm Springs Pride Parade



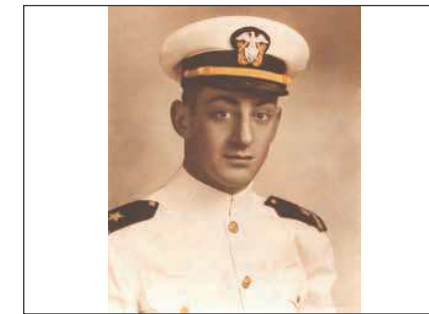
Palm Springs Pride Parade



Palm Springs Pride Parade



Palm Springs Pride Parade



Harvey Milk in military uniform



Palm Springs Pride Parade



Palm Springs Pride Parade



Palm Springs Pride Parade



Palm Springs Pride Parade

# Wells Fargo Wallscape Mural

## Proposed Mural Artist Bio

Palm Springs, CA

Anne Marie Lapitan  
Graphic Designer for  
Palm Springs Community Mural



Anne Marie Lapitan has designed nearly 400 murals for Wells Fargo in San Francisco since 2003. Her creative achievements include an outdoor mural commemorating the Civil Rights movement in Montgomery, Alabama, and the co-design of a 102' long mural in West Hollywood celebrating the local LGBT community.

A native of Chicago, IL, she studied Scientific Illustration at the University of Michigan School of Art & Design in Ann Arbor. She also works as a freelance photographer, and continues painting, drawing, woodworking, and calligraphy on the side. Her analog photography has won several awards, and has been exhibited in group shows in San Francisco and Tucson.

Anne Marie currently lives in beautiful Marin County with her husband, sassy 1-year-old daughter, and 2 rescue dogs from Taiwan.



# Wells Fargo Wallscape Mural

## Proposed Mural Mural Key

Palm Springs, CA

### Palm Springs Mural Key

The Wells Fargo Community Mural Program is dedicated to creating unique, custom-designed, historical artwork that respects the community's legacy, celebrates its diversity, and honors the past upon which the community was founded.



Parade on South Palm Canyon Drive, c. 1940s. The first palm trees, native to the Coachella Valley, were planted along the main thoroughfare in August 1949, giving the street its signature look. (PSHS)



Palm Springs pioneer Dr. Florilla White (Second from left) and friends, c. 1930s. In 1913, Florilla purchased and ran the Palm Springs Hotel with her sister Cornelia. She also drove Cattle and was the resident medical doctor in Palm Springs. She lived for many years with her partner art collector Rose Dougan. (PHS)



Palm Springs Airport fountain, c. 1970s. The famous fountain was designed by renowned Mexican architect Julio de la Pena as a gift to the city, and was constructed from stones brought in from Guadalajara. In 2009, it was named in honor of the City's iconic former Mayor Frank Bogert. (PHS)



Southern California pilots, c. 1930. As air travel became more popular, Palm Springs received a boost as a resort destination, and was a welcome alternative for pilots facing difficult weather conditions in the L.A. Basin. (LAPL)



El Mirador Hotel, c. 1928 The hotel served as a second home to the stars and, along with the famous Desert Inn, helped establish Palm Springs as a resort. Famous guests included W.C. Fields, Clark Gable, Marlene Dietrich, George Burns, Gracie Allen, Douglas Fairbanks, Shirley Temple, Albert Einstein, Bob Hope, Frank Sinatra, and many others (LAPL)



The Bottom Line magazine, 1997. The bi-monthly magazine reached LGBT readership throughout the Coachella Valley. (Desert Archives)



The Bottom Line magazine, 1997. The magazine was founded in Palm Springs in 1982. (Desert Archives)



Downtown Palm Springs, with banners advertising Desert Circus week, 1939. The annual event, which started in 1931, included parades, old west activities, and parties. (Herman J. Schultheis Collection, LAPL)

# Wells Fargo Wallscape Mural

## Proposed Mural Mural Key

Palm Springs, CA

### With special thanks to:

Palm Springs Historical Society • Greater Palm Springs Pride • Don Ramey Logan Collection • Arthur Coleman Photography • Desert Archives of J.J. Suguitan • Los Angeles Public Library Photograph Collection • Carol M. Highsmith Collection, Library of Congress • Palm Springs Air Museum • Wells Fargo Corporate Archives



Actress Billie Seward on her bicycle at the Desert Inn, 1930. With its proximity to Los Angeles, the movie industry had discovered Palm Springs as early as 1919. By the time the city was incorporated in 1938, it had become world-famous as a destination for Hollywood stars. (PHS; Photo by Tony Burke)



Golfing in Palm Springs, c. 1938. Golfing, along with horseback riding, tennis, biking, swimming, and natural hot springs were major attractions. The Cahuilla Indian name for the Palm Springs area was Sec-he, which became *Agua Caliente* in Spanish, thanks to the abundance of thermal springs. (Huraman J. Schultheis Collection, LAPL)



Palm Springs High School band, 1993. The band made history in 2006, becoming the first high school band ever to march in a Pride parade. The parade has since become one of the bands most meaningful performances of the year, not only for the students marching, but for the tens of thousands of Pride parade spectators who attend each year. (PSHS)



The City of Palm Springs has been home to Pride events since 1986, and has played a significant role supporting Pride since the parade was first moved to Palm Canyon Drive in 1997. (Photo by Arthur Coleman)



Palm Springs Airport fountain, c. 1970s. The famous fountain was designed by renowned Mexican architect Julio de la Pena as a gift to the city, and was constructed from stones brought in from Guadalajara. In 2009, it was named in honor of the City's iconic former Mayor Frank Bogert. (PHS)



The Indian Canyons Golf Resort, once the Canyon Country Club, was a favorite haunt of local wintertime residents Frank Sinatra, Bob Hope, and Jackie Gleason. The resort is now owned by the Agua Caliente Band of Cahuilla Indians, which comprises the largest single land owner in Palm Springs. (LOC)



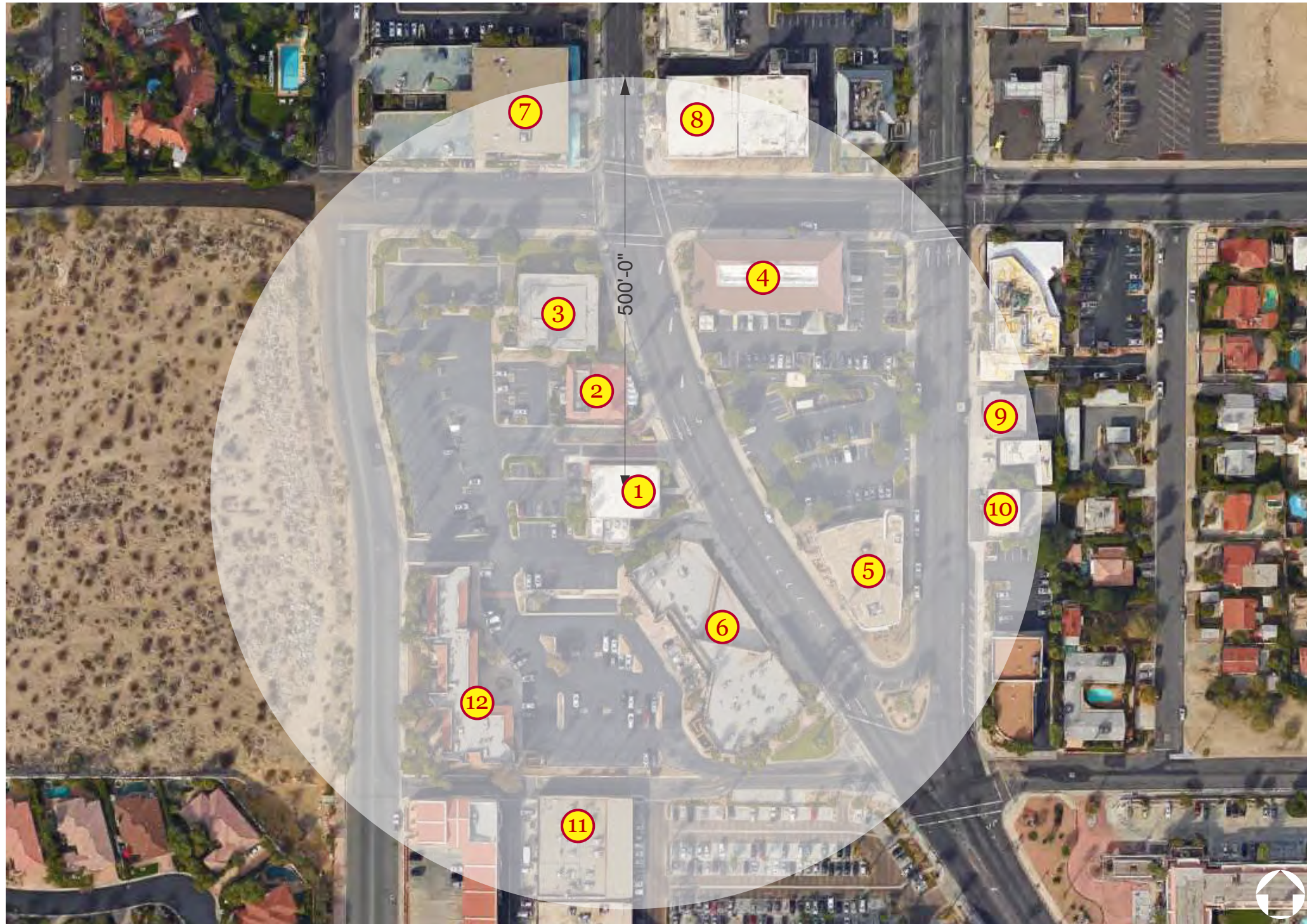
"Short Final - Runway 13 Right" by photographer Don Ramey Logan. The current Palm Springs Airport reflects significant improvements made during WWII, when the Army Air Corps subleased land, built runways and fuel stations, and installed runway lights. (DRLC)



Map of Riverside and San Diego counties, showing railroads and stage lines, including the stage connection from Seven Palms to Palm Springs, c. 1870s. (WFCA)

# Wells Fargo Wallscape Mural

Palm Springs, CA



## Existing Site Conditions Locations within 500'

- ① ..... Wells Fargo
- ② ..... Palm Canyon Roadhouse
- ③ ..... Building for Lease
- ④ ..... Tenant Building  
(The Five Hundred)
- ⑤ ..... Bank of America
- ⑥ ..... Tenant Building (Hyde Park)
- ⑦ ..... Chase Bank
- ⑧ ..... Building for Lease
- ⑨ ..... Gentleman's Barbershop/  
Cigar Imports
- ⑩ ..... Resuscitate
- ⑪ ..... Tenant Building
- ⑫ ..... Tenant Building

# Wells Fargo Wallscape Mural

## Existing Site Conditions Immediate Neighbors

Palm Springs, CA

Palm Canyon Roadhouse



Building for Lease



Tenant Building (The Five Hundred)



Bank of America



Tenant Building (Hyde Park)



1 Wells Fargo





# Wells Fargo Wallscape Mural

Palm Springs, CA

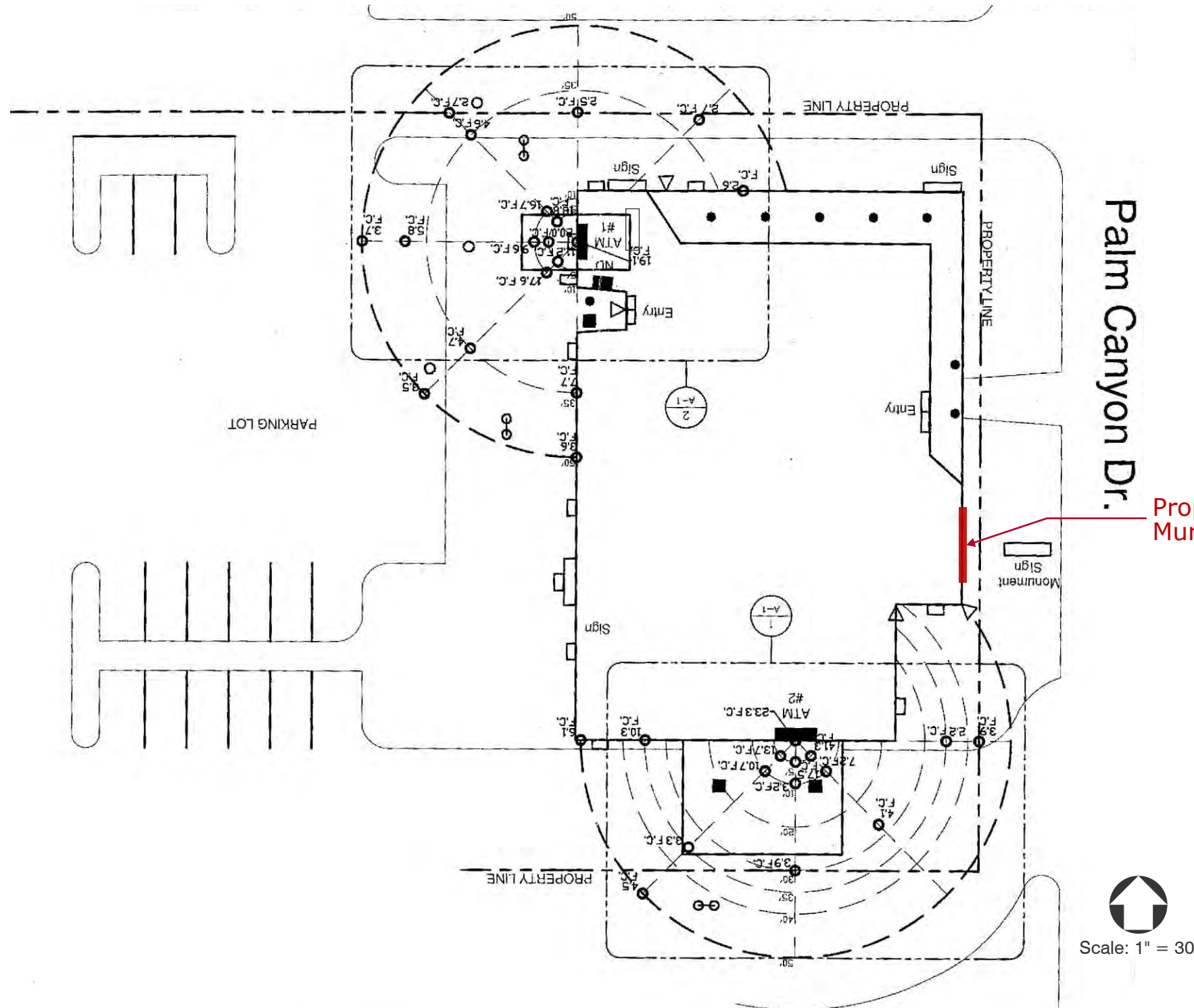
## Existing Site Conditions Wells Fargo Site



# Wells Fargo Wallscape Mural

## Proposed Mural Site Plan

Palm Springs, CA



# Wells Fargo Wallscape Mural

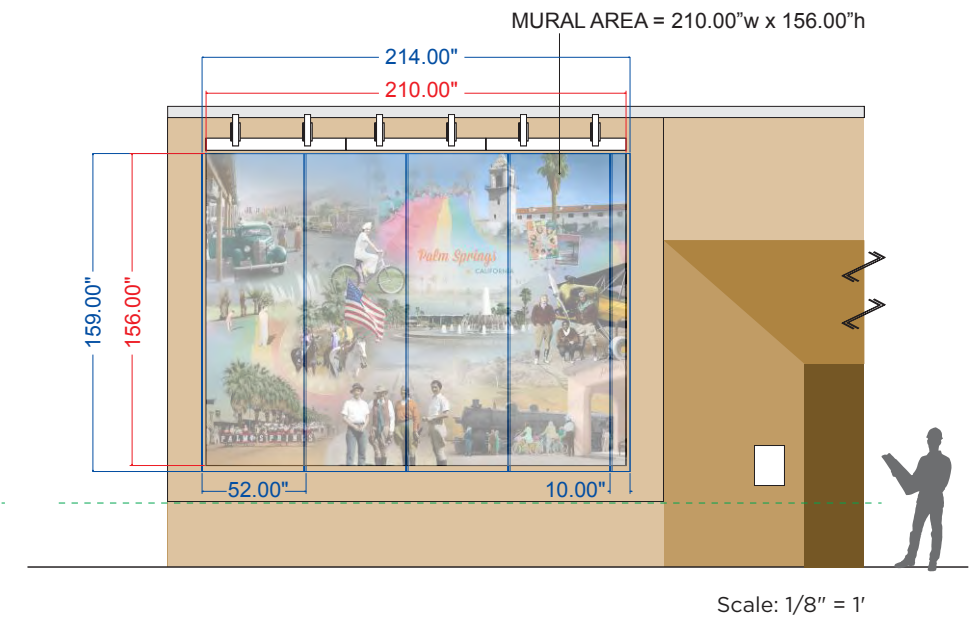
## Proposed Mural Approach Overlays

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Existing



Proposed



Existing



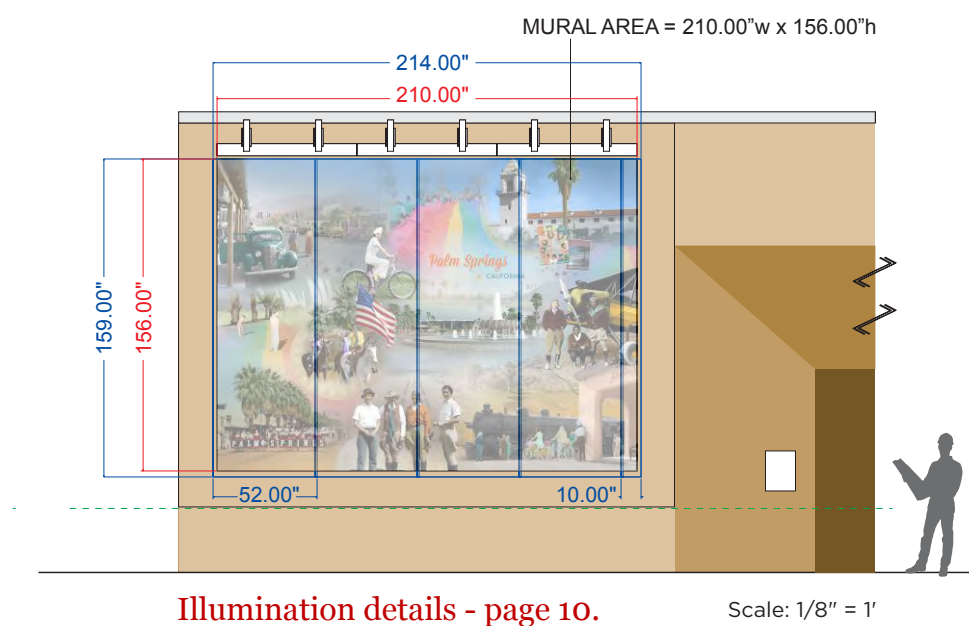
Proposed



# Wells Fargo Wallscape Mural

## Proposed Mural Night View

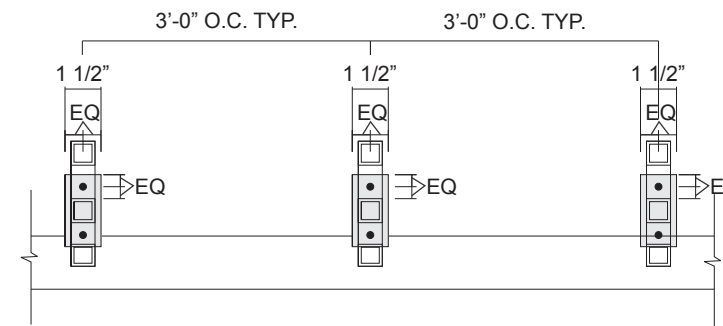
Palm Springs, CA



**WELLS FARGO** Wells Fargo  
**Wallscape Mural**

Palm Springs, CA

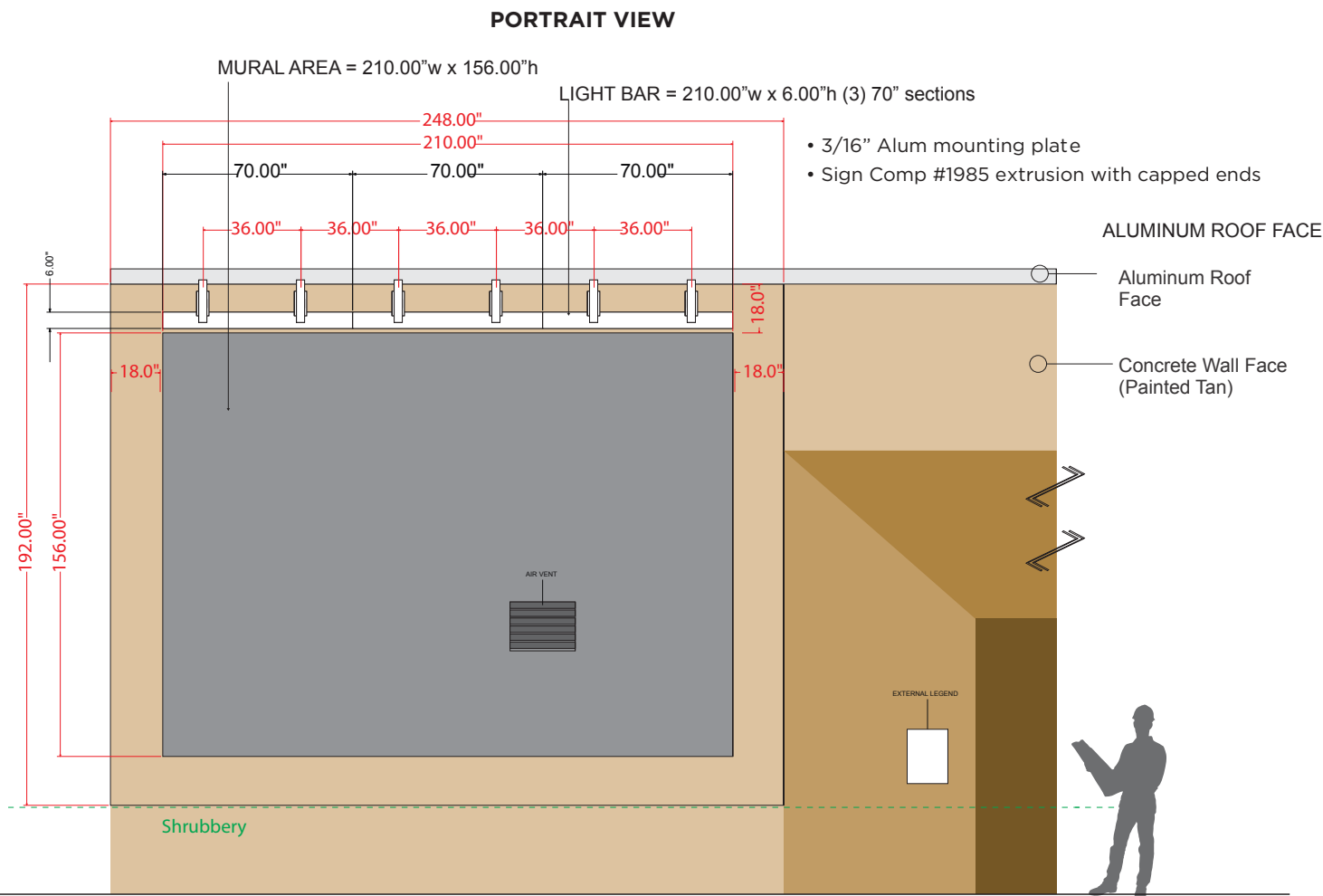
**Instillation Process  
 Lighting Specs**



**LED LIGHT RAIL END VIEW**

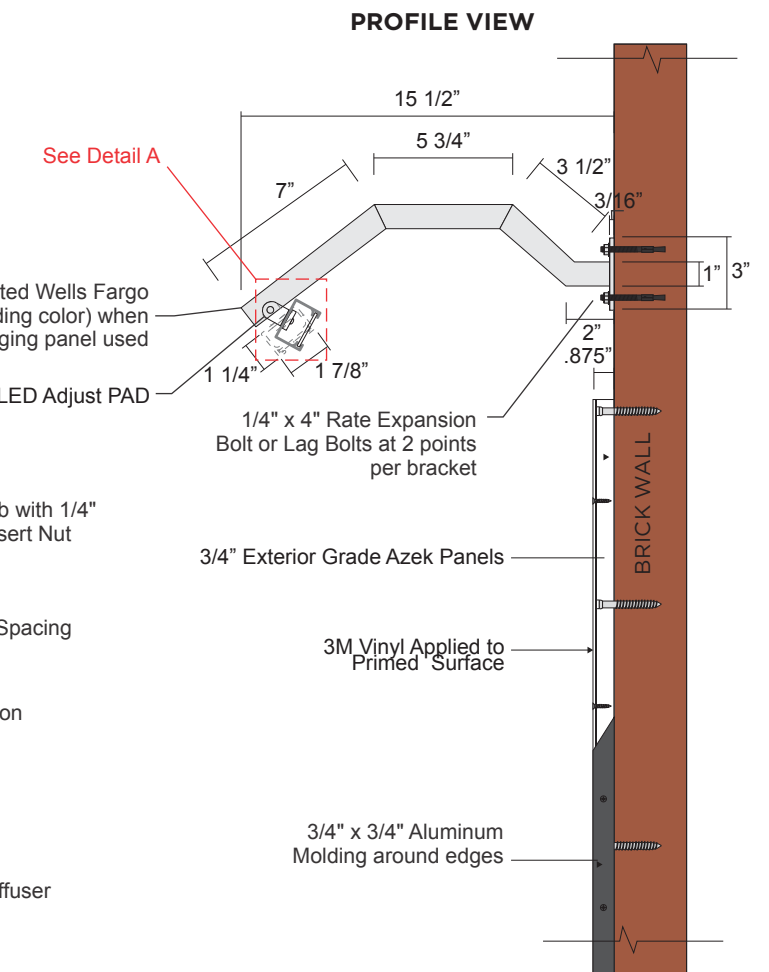
Scale: 1/2" = 1'

- Fabricate and Install One Illuminated LED Light Rail
- 1" x 1" x .125" Alum. brackets (Six Req.) capped ends and sanded smooth
- 3/16" Alum mounting plate
- Sign Comp #1985 extrusion with capped ends
- GE LED lamps at 6" oc
- Lexan difuser with silicone seal as req.
- One 20 amp 120v circuit out lighting draw is 1 amp
- Power supply for Light Bar TBD



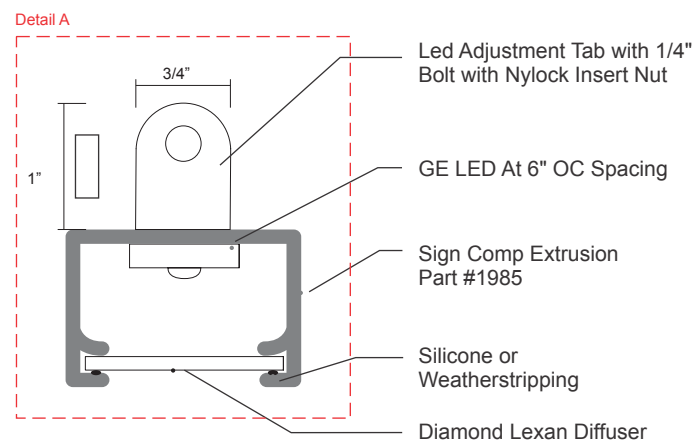
**PORTRAIT VIEW**

**ILLUMINATED LED LIGHT RAIL + MURAL**  
 Scale: 3/16" = 1'



**PROFILE VIEW**

**ILLUMINATED LED LIGHT RAIL + MURAL**  
 Scale: 1 1/2" = 1'



**LED LIGHT RAIL END VIEW**

Scale: 1 = 1

Palm Springs, CA

### ① Azek Paneling

**INSTALL NOTE - 2.1**

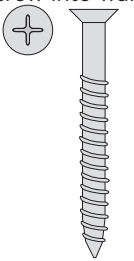


3/4" Exterior Grade Azek Panels

- Industrial adhesive glue on back of Azek to contact with exterior wall
- Use Trim Bonder Structural Adhesive Bonding System ( Duo-Fast ).
- Screwed to exterior face using Tapcons or equivalent.
- Use Vermont American 3/8" Plug Cutter - Cut plugs to fill counter bored holes for screws. Plug holes to be filled with Azek Trim Frontier Plugs

**INSTALL NOTE - 2.2**

use tapcons or equivalent to screw into wall

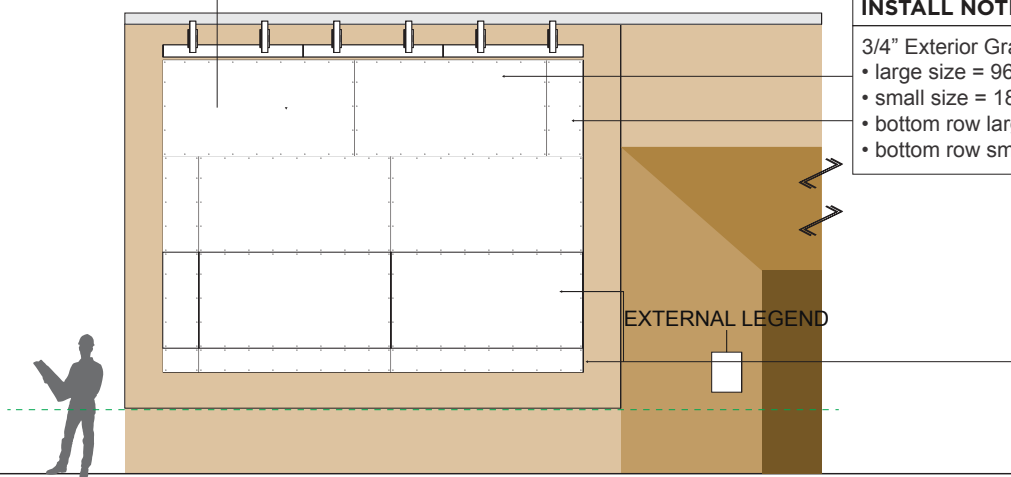


**INSTALL NOTE -2.3**

3/4" Exterior Grade Azek Panels

- large size = 96" x 48" approx. qty = 6
- small size = 18" x 48" approx. qty = 3
- bottom row large size = 96" x 12" approx. qty = 2
- bottom row small size = 18" x 12" approx. qty = 1

EXTERNAL LEGEND

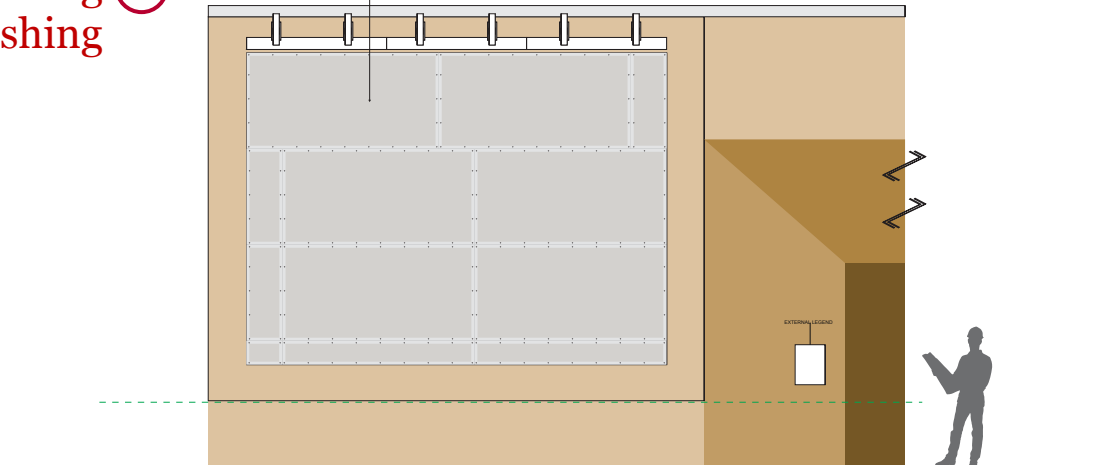


Scale: 1/8" = 1'

### Azek Paneling ② Bondo Finishing

**INSTALL NOTE - 3.1 - Bondo Finishing**

Step 1: sand all areas where there is to be bondo using a 120 Grit Orbital Sander  
 Step 2: mix bondo in small amounts and fill seams and screw holes ( do not over apply, it makes for too much sanding )  
 Step 3: sand first cote to smooth  
 Step 4: apply second cote, keep very smooth - apply third and sand if necessary  
 Step 5: primer using spray cans



Scale: 1/8" = 1'

### Azek Paneling ③ Molding & Sealing

**INSTALL NOTE - 4.1**

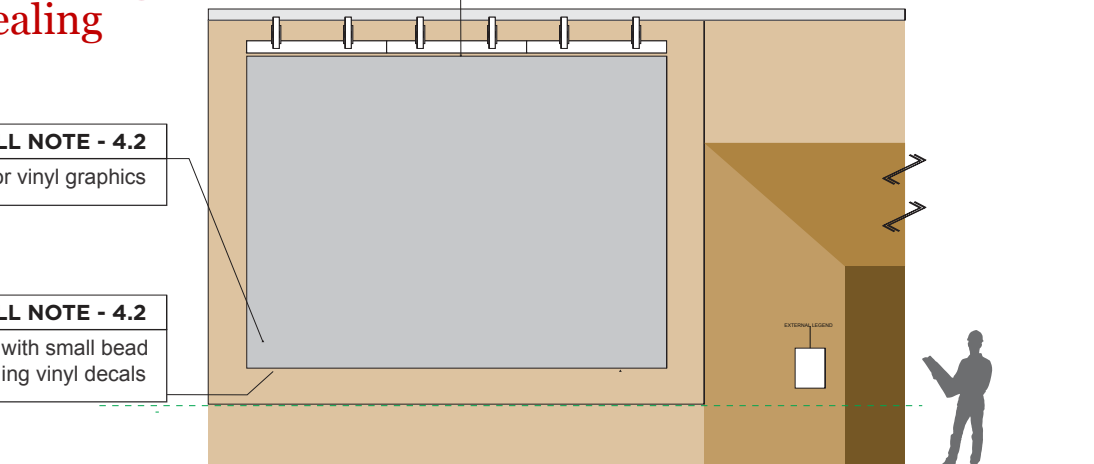
- Install 3/4" x 3/4" aluminum molding around edges using 1/2" - 5/8" phillips countersink heads.
- Screw exterior edge only so no screw holes are on face
- Apply bead of clear silicone before installing each piece of 3/4" aluminum trim molding

**INSTALL NOTE - 4.2**

- Primered surface ready for vinyl graphics

**INSTALL NOTE - 4.2**

- Seal face edge of 3/4" molding with small bead of clear silicone after installing vinyl decals



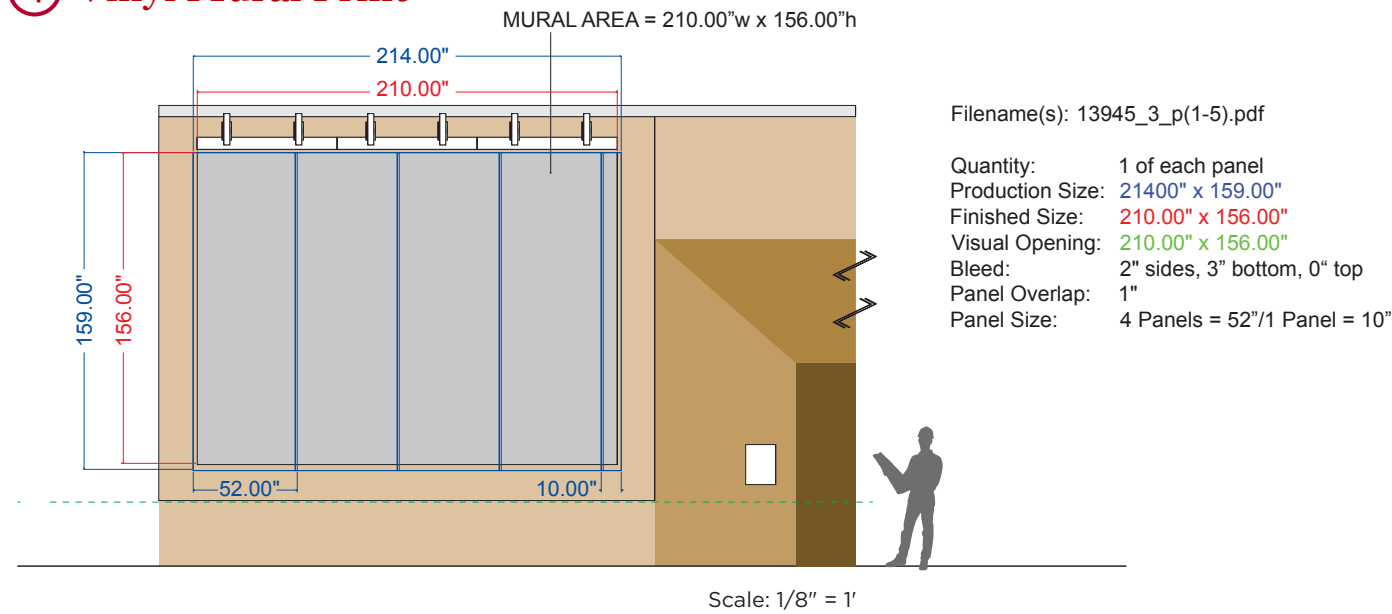
Scale: 1/8" = 1'

# Wells Fargo Wallscape Mural

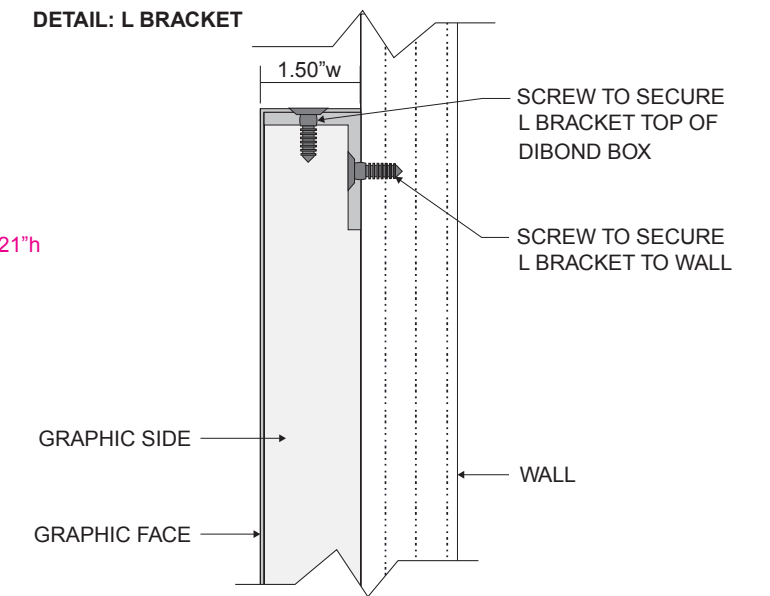
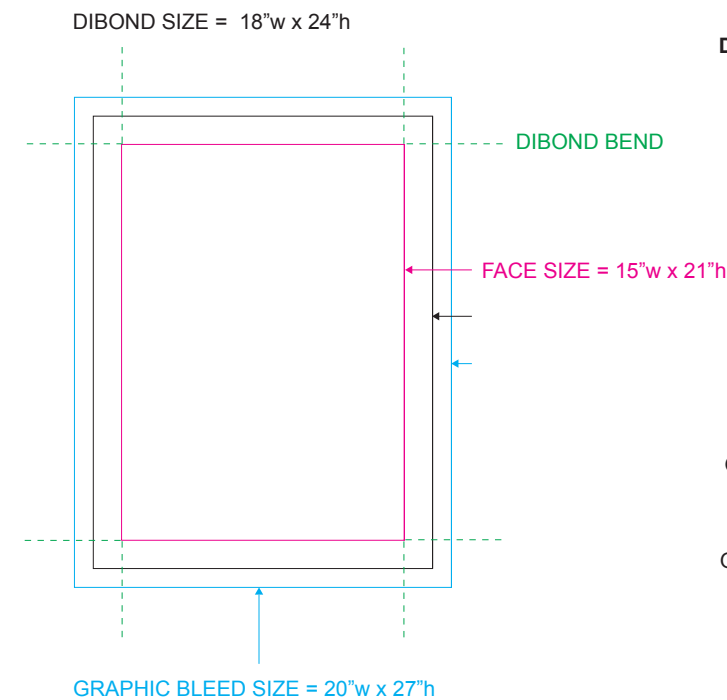
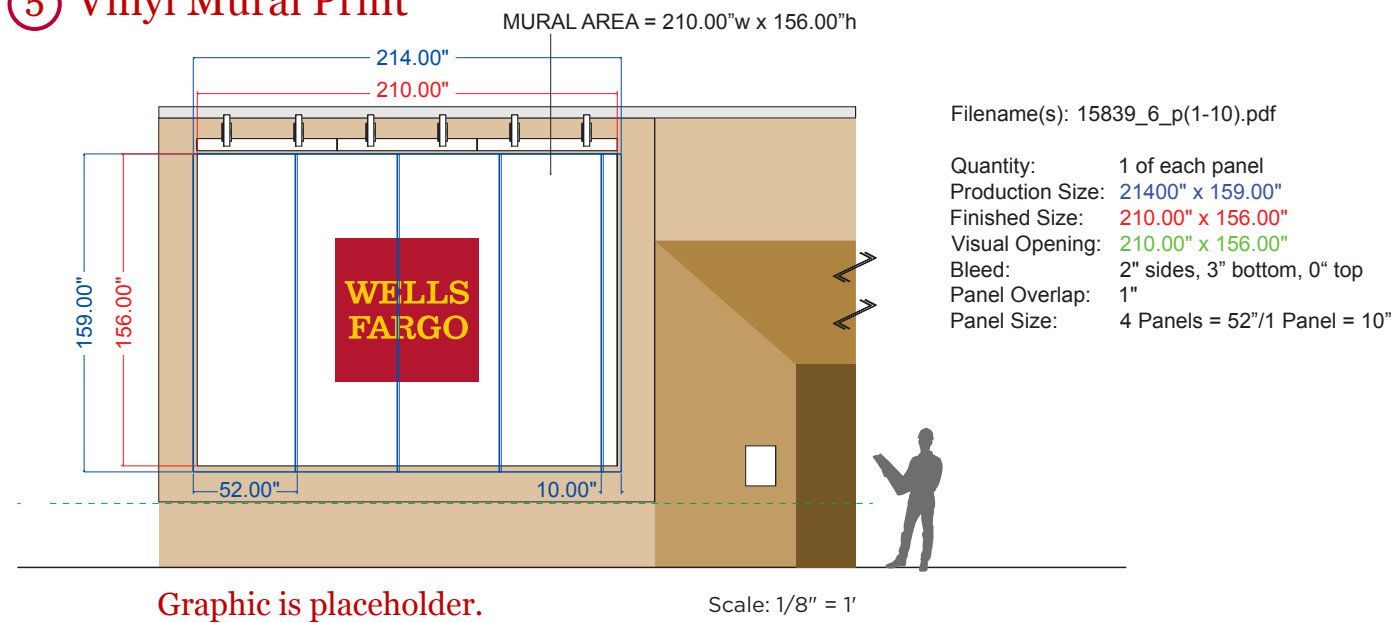
## Instillation Process Print Specs

Palm Springs, CA

### ④ Vinyl Mural Print



### ⑤ Vinyl Mural Print

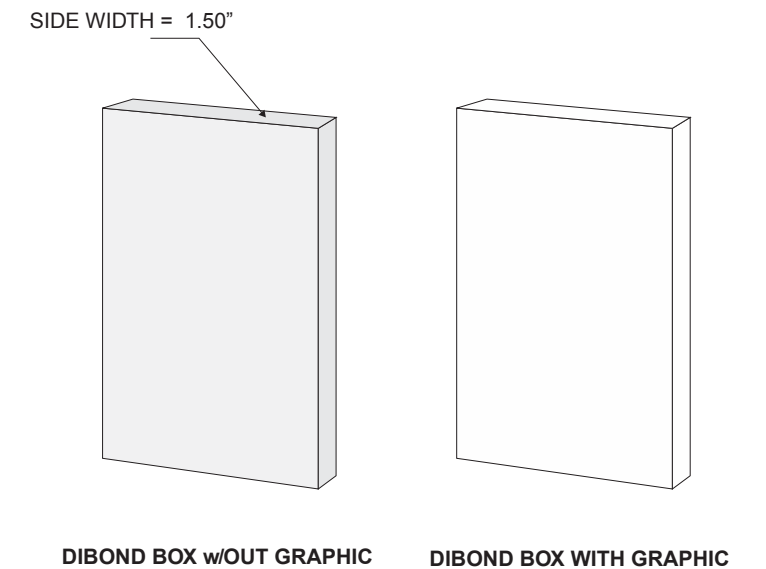


Filename(s): 13945\_4\_PalmSprings\_CA.pdf

Production Size: 20.00" x 27.00"  
 Finished Size: 15.00" x 21.00"  
 Bleed: 1.00"  
 Quantity: 1

Filename(s): 13945\_4\_PalmSprings\_CA\_RC.eps

Production Size: 20.00" x 27.00"  
 Finished Size: 15.00" x 21.00"  
 Bleed: 1.00"  
 Quantity: 1





# Wells Fargo Wallscape Mural

## Maintenance/Repair Process Service Areas & Responsibilities

### Palm Springs, CA

Wells Fargo has in place a maintenance and repair process tried and practiced to delegate roles/responsibilities for mural upkeep.

### Purpose

As CPG team members we aspire to be a trusted advisor and strategic partner with our lines of business to deliver superior results for Wells Fargo. To ensure that our internal partners seek out our expertise and guidance, clarity in our roles is essential - so, we've created the Service Areas and Responsibilities document to help each of us understand the primary roles for our teams. We are strongest when we partner together and combine our strengths.

Our partners often do not know the difference between a negotiator, a relationship manager, or any other title that we assign ourselves, nor should they. We are here to support their business needs whether they are planning for future business growth or need facility support. We are here to help them navigate corporate real estate as One CPG.

### Property Management

Property Management is responsible for the day-to-day operations of Wells Fargo properties.

- Collaborates with the broader Corporate Properties Group team and leads third-party service providers/vendors in the delivery of all property and portfolio management services.
- Serves as liaison between Wells Fargo and the occupants of Wells Fargo owned buildings, landlords of leased buildings, and the Wells Fargo team members and businesses of those leased buildings. They inspect each property they manage and ensure they are clean, comfortable, safe, well-maintained, operated in an efficient manner, and deliver services that align with Wells Fargo business needs and objectives.
- Leads the development of and administration of property and portfolio management plans in support of occupancy and operational strategies. Supports strategies and initiatives led by the broader Corporate Properties Group team.

Each property is inspected by the assigned Wells Fargo Property Manager 3-4 times per year

### Customer Solution Center (Repair & Maintenance)

The Customer Solution Center assists Wells Fargo team members and occupants of Wells Fargo properties with building repair and maintenance service requests.

- When a service request is made with the Customer Solution Center, a trained Customer Service Representative identifies and records the nature of the request.
- The Customer Solution Center works with vendors to ensure requested services are completed with the highest level of service at the lowest cost.
- For emergency repair and maintenance, please contact the Customer Solution Center at 1-800-WFB-CPGI (1-800-932-2741), 24 hours a day, 7 days a week.

Any Team Member can call the Customer Solution Center support to have a building related maintenance request completed

### Playbook Process Flow Template

Chapter # and Name	1 Operations and Maintenance
Section # and Name	1.1 Property Management Site Services
Sub-Section # and Name	1.1.8 Community Murals
Topic Name	1.1.8.3 Mural Repair Process
Description (if applicable)	The following process will be followed if repairs are need to a mural installed in a Wells Fargo store. This applies to calls directly from the store or from the Property Manager.

Process Steps		Stakeholder Roles & Responsibilities	Reference Materials
#	Heading		
1	Mural repair is requested	<b>Customer Solution Center</b> <ul style="list-style-type: none"> <li>• Work order is classified to the "Murals" repair category.</li> <li>• Per the Facility Data Sheet, the work order is dispatched to the Community Mural Team</li> </ul> <i>Note: Wayne Edwards and Claudia Wong are authorized to request and modify a mural repair work.</i>	CSC Property Management Dashboard CPG Assist Community Mural Email communitymurals@wellsfar.com
2	Assess mural damage	<b>Community Murals Team</b> <ul style="list-style-type: none"> <li>• Determine what is required to repair mural.</li> <li>• Contact an approved mural repair vendor for a proposal if necessary.</li> </ul> <i>Agreements are in place with the following approved mural repair vendors:</i> <ul style="list-style-type: none"> <li>• SuperiorGraphics</li> <li>• LSI Graphic Solutions</li> <li>• Sandy Alexander</li> <li>• QSP</li> <li>• ImageOne Industries</li> </ul>	Community Murals SharePoint Site
3	If the mural repair is not approved or the repair will exceed \$5000	<b>Community Murals Team</b> <ul style="list-style-type: none"> <li>• Contact the CSC and cancel the work order.</li> </ul> <b>Customer Solution Center</b> <ul style="list-style-type: none"> <li>• Close/Cancel work order</li> </ul>	
4	If the mural repair is approved	<b>Community Murals Team</b> <ul style="list-style-type: none"> <li>• Contact the CSC and have the work order assigned to the appropriate mural repair vendor along with the NTE amount based on the proposal.</li> </ul> <b>Customer Solution Center</b> <ul style="list-style-type: none"> <li>• Dispatch the work order to the mural repair vendor per instructions from the Community Mural Team.</li> </ul>	
5	Mural repair completion	<b>Approved Mural Repair Vendor</b> <ul style="list-style-type: none"> <li>• Complete mural repair per proposal.</li> <li>• Submit invoice for payment.</li> </ul> <b>Approved Mural Repair Vendor</b> <ul style="list-style-type: none"> <li>• Process invoice following normal protocols.</li> <li>• Close work order.</li> </ul>	





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# Wells Fargo Wallscape Mural

Palm Springs, CA

## Examples Existing Murals



### Iowa City, IA

Wells Fargo has utilized external murals nationally each recognizing the unique traits that build and strengthen our communities. Together we'll go far.

2012

Iowa City, IA / Olathe, KS / Dupont Circle, DC  
Van Ness (Cal St), CA / West Lake Center, WA  
Van Ness (Van Ness Ave), CA



Olathe, KS



Dupont Circle, DC



The Haight, CA



Van Ness, CA

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# Wells Fargo Wallscape Mural

Examples  
Existing Murals

Palm Springs, CA



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# Wells Fargo Wallscape Mural

Palm Springs, CA

Examples  
Existing Murals



Union Ave &  
Claybrook St, TN

2014

Capitol Complex, AL / Eastchester, NY / UAB, AL  
Lexington Market, MD / Union Ave. & Claybrook St, TN  
Virginia City, NV / West Middletown, PA / Tacoma, WA

WELLS  
FARGO

# Wells Fargo Wallscape Mural

Examples  
Existing Murals

Palm Springs, CA

## State Street Bristol, VA

2015  
Denver, CO / Bristol, VA / Chapel Hill, NC



## Planned 2016

Elizabeth Development Company  
(Donation Mural, Elizabeth, NJ)

Palm Springs, CA  
First LGBT (and other topics) mural

