



Planning Commission Staff Report

DATE: April 8, 2015

SUBJECT: A REQUEST BY NATHAN AND GINA OTTO FOR AN ART MURAL APPLICATION FOR AN EXISTING MURAL ON THE COMMERCIAL BUILDING AT 810 N. FARRELL DRIVE. (CASE 15-001 MUR). (FF)

FROM: Flinn Fagg, AICP, Director of Planning Services

SUMMARY

This is a request for approval of an Art Mural application for an existing mural on the commercial building at 810 N. Farrell Drive.

RECOMMENDATION:

Recommend approval of the mural to City Council, subject to the Conditions of Approval included as Exhibit "A" (attached).

ISSUES:

- The mural was completed in late 2013 prior to the adoption of the City's mural ordinance; however, no approvals were sought at that time to repaint the building façade.
- The mural features the company's logo, but does not include the company's name or products.

BACKGROUND:

<i>Related Relevant City Actions by Planning, Fire, Building, etc.</i>	
06/04/14	The City Council approved Ordinance #1853, establishing the regulations and approval process for art murals.
03/23/15	The Architectural Advisory Committee reviewed the application and recommended approval to the Planning Commission, subject to conditions.

<i>Most Recent Ownership</i>	
11/27/13	Nathan & Gino Otto

<i>Field Check</i>	
03/17/15	Staff visited site to observe existing conditions

Notification	
03/09/15	Notice sent to all property owners within 500 feet of the mural site

Details of Application Request	
Site Area	
Net Area	1.77 acres



Subject Site: 810 N. Farrell Drive

Surrounding Property	Existing General Plan Designations	Existing Land Use	Existing Zoning Designations
Subject Property	IND (Industrial)	Office/Light Industrial	M-1-P Planned Research and Development Park
North	IND (Industrial)	Undeveloped	M-1-P Planned Research and Development Park
South	VLDR (Very Low Density Residential)	Single-Family Residential	R-1-C Single-Family Residential
East	IND (Industrial)	Office/Light Industrial	M-1-P Planned Research and Development Park
West	VLDR (Very Low Density Residential)	Single-Family Residential	R-1-C Single-Family Residential

ANALYSIS:

The applicants have requested approval of an existing mural that is located on the west façade of the commercial building at 810 N. Farrell Drive. The mural is entitled "Purple Mountains' Majesty," and was completed in late 2013. The mural occupies an architectural projection on the west facade of the building, and is approximately 180 square feet in area. The applicants describe the mural as an artwork that promotes awareness of the "homeostatic relationship between sustainable energy and the environment." The mural features the letter "E" within a painted circle at the center of the mural, which is part of the logo for the business that occupies the building.

The approval process for murals is identified in Section 5.81.030 of the Palm Springs Municipal Code; the application must be reviewed by the Architectural Advisory Committee, the Planning Commission, the Public Arts Commission, and is then forwarded to City Council for action. The Architectural Advisory Committee (AAC) reviewed the mural on March 23, 2015, and recommended approval of the application subject to the conditions proposed by staff. The AAC questioned the use of the letter "E" as part of the mural, but expressed support for the colors and positioning of the mural relative to the architecture of the building. The Public Arts Commission is scheduled to review the mural at their meeting of April 9, 2015; the recommendations of the Planning Commission and the Public Arts Commission will be forwarded to the City Council for consideration.

As part of the approval criteria listed in Section 5.81 of the code, the Planning Commission is to review mural applications for compatibility as to location and placement on the structure, and other applicable requirements of the zoning code. The mural has been reviewed under the Architectural Review criteria listed in Section 94.04.00(D), as detailed under the Findings section listed below.

One of the issues for consideration is the use of a portion of the company's logo as a feature of the mural. Section 93.20.03 of the Palm Springs Zoning Code defines a mural as a painting or artwork that does not advertise a business or a product. While the mural in question features an element of the company's logo prominently as part of the artwork, it does not include the company name or images of the products that the company sells or installs. In addition, it should be noted the mural was established prior to the adoption of the City's ordinance, and therefore was installed prior to the regulations that are currently in place.

The applicant has submitted a maintenance plan for the mural, as required by Section 5.81.020 of the Palm Springs Municipal Code. The maintenance plan includes regular inspections of the artwork, and the use of a conservator (or the artist) to restore the mural if any graffiti or damage is sustained.

FINDINGS – ART MURAL REGULATIONS AND REQUIREMENTS:

Palm Springs Municipal Code Section 5.81.040 requires that the owner of the property on which the mural is placed shall deliver to the City a covenant for recordation, providing that the mural will be maintained at all times in full compliance with code requirements. The covenant shall be required as a condition of approval of this request.

Palm Springs Municipal Code Section 5.81.050 outlines the following regulations for art murals:

1. *The mural shall remain in place, without alternation, for a minimum period of two years.*

If approved, the mural shall be required to remain in place for two years from the date of City Council approval. The two-year requirement will be included as a condition of approval.

2. *No part of a mural shall exceed the height of the structure to which it is tiled, painted, or affixed.*

The mural occupies an architectural projection in the building façade, which serves as the frame or boundaries for the art piece. The mural does not exceed the height of the structure.

3. *No part of a mural shall extend more than six (6) inches from the plane of the wall upon which it is tiled, painted, or affixed.*

The mural is painted directly on the building surface, and does not project from the wall plane.

4. *No mural may consist of, or contain, electrical or mechanical components, or changing images (moving structural elements, flashing or sequential lights, lighting elements, or other automated methods that result in movement, the appearance of movement, or change of mural image or message, not including static illumination turned off and back on not more than once every 24 hours).*

The mural does not consist of or contain any electrical or mechanical components. The mural is illuminated at night with a static light source.

5. *No mural shall be placed on a lot that is improved with only one single-family residential structure and accessory structures.*

The mural is painted on a commercial building located within a light industrial zoning district.

6. *No mural shall be arranged and illuminated in a manner that will produce light intensity of greater than three foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.*

A condition of approval will be included to limit the intensity of illumination in accordance with code requirements.

7. *Digitally printed image murals shall receive approval of both the Fire Department and Department of Building and Safety.*

The mural is directly painted on the building façade, and does not use any digitally printed images. No approval shall be required from the Fire Department or the Department of Building and Safety.

8. *A mural shall not be created without the final authorization of the Palm Springs City Council.*

The mural was established in late 2013, prior to the City's adoption of the mural ordinance. Approval of this application will bring the mural into conformance to the City's approval process requirements. Should the City Council deny this application, the mural will need to be removed.

FINDINGS – ARCHITECTURAL REVIEW REQUIREMENTS:

In addition the regulations listed previously, the Architectural Advisory Committee shall review the submitted application for conformance to the applicable requirements listed in Section 94.04.00(D), as discussed in the table below:

Item	Guideline:	Conforms?	Staff Evaluation:
1	Is the proposed development compatible with the character of adjacent and surrounding developments?	Generally	The mural is compatible with the commercial development to the east of the subject site. However, the site abuts single-family residential neighborhoods to the west and south; the lack of an intervening land use between the existing residential and light industrial zoning districts will create impacts to the residential area.

Item	Guideline:	Conforms?	Staff Evaluation:
2	Is the proposed development of good composition, materials, textures, and colors?	Yes	The color selection and placement of the mural on the building are appropriate to the context and design of the building.
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	N/A	N/A
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	N/A	N/A
5	Building design, materials and colors to be sympathetic with desert surroundings	Yes	The color scheme for the mural is fairly monochromatic, featuring a range between light pink and dark purple, and is harmonious with the color scheme of the building and appropriate for the desert surroundings.
6	Harmony of materials, colors and composition of those elements of a structure, including overhangs, roofs, and substructures which are visible simultaneously	Yes	The mural is painted on a projecting feature of the façade wall, which assists in containing the mural and enhancing the building façade.



Flinn Fagg, AICP
 Director of Planning Services

Attachments:

1. Draft AAC Minutes – March 23, 2015
2. Mural Photographs
3. Justification Letter and Maintenance Plan

RESOLUTION NO. _____

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, RECOMMENDING APPROVAL OF CASE NO. 15-001 MUR FOR AN ART MURAL ON THE COMMERCIAL BUILDING AT 810 N. FARRELL DRIVE, ZONE M-1-P.

WHEREAS, Nathan and Gina Otto ("Applicants") have filed an application with the City pursuant to Section 5.81 of the Palm Springs Municipal Code for the approval of an existing art mural on the commercial building at 810 N. Farrell Drive, Zone M-1-P; and

WHEREAS, on March 23, 2015, the Architectural Advisory Committee met and voted to recommend approval of the application to the Planning Commission, subject to conditions; and

WHEREAS, the application is not considered a project pursuant to the terms of the California Environmental Quality Act ("CEQA"), as it will not cause a direct or indirect physical change in the environment pursuant to Section 21065 of the Public Resources Code; and

WHEREAS, notice was provided to all property owners within 500 feet of the location of the mural prior to the Planning Commission meeting in accordance with Section 5.81.030(a) of the Palm Springs Municipal Code; and

WHEREAS, the Planning Commission has carefully reviewed and considered all of the evidence presented in connection with the hearing on the application, including, but not limited to, the staff report, and all written and oral testimony presented.

THE PLANNING COMMISSION DOES HEREBY FIND AS FOLLOWS:

SECTION 1. Pursuant to the California Environmental Quality Act (CEQA), the mural is not a project under Section 21065 of the Public Resources Code.

SECTION 2. Pursuant to Section 5.81.050, "Regulations," of the Palm Springs Municipal Code, the Planning Commission finds:

1. *The mural shall remain in place, without alternation, for a minimum period of two years.*

If approved, the mural shall be required to remain in place for two years from the date of City Council approval. The two-year requirement will be included as a condition of approval.

2. *No part of a mural shall exceed the height of the structure to which it is tiled, painted, or affixed.*

The mural occupies an architectural projection in the building façade, which serves as the frame or boundaries for the art piece. The mural does not exceed the height of the structure.

3. *No part of a mural shall extend more than six (6) inches from the plane of the wall upon which it is tiled, painted, or affixed.*

The mural is painted directly on the building surface, and does not project from the wall plane.

4. *No mural may consist of, or contain, electrical or mechanical components, or changing images (moving structural elements, flashing or sequential lights, lighting elements, or other automated methods that result in movement, the appearance of movement, or change of mural image or message, not including static illumination turned off and back on not more than once every 24 hours).*

The mural does not consist of or contain any electrical or mechanical components. The mural is illuminated at night with a static light source.

5. *No mural shall be placed on a lot that is improved with only one single-family residential structure and accessory structures.*

The mural is painted on a commercial building located within a light industrial zoning district.

6. *No mural shall be arranged and illuminated in a manner that will produce light intensity of greater than three foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.*

A condition of approval will be included to limit the intensity of illumination in accordance with code requirements.

7. *Digitally printed image murals shall receive approval of both the Fire Department and Department of Building and Safety.*

The mural is directly painted on the building façade, and does not use any digitally printed images. No approval shall be required from the Fire Department or the Department of Building and Safety.

8. *A mural shall not be created without the final authorization of the Palm Springs City Council.*

The mural was established in late 2013, prior to the City's adoption of the mural ordinance. Approval of this application will bring the mural into conformance to the City's approval process requirements. Should the City Council deny this application, the mural will need to be removed.

SECTION 3. Pursuant to Section 94.04.00(D) of the Palm Springs Zoning Code, the Planning Commission finds:

1. *Is the proposed development compatible with the character of adjacent and surrounding developments?*

The mural is compatible with the commercial development to the east of the subject site. However, the site abuts single-family residential neighborhoods to the west and south; the lack of an intervening land use between the existing residential and light industrial zoning districts will create impacts to the residential area.

2. *Is the proposed development of good composition, materials, textures, and colors?*

The color selection and placement of the mural on the building are appropriate to the context and design of the building.

3. *Building design, materials and colors to be sympathetic with desert surroundings*

The color scheme for the mural is fairly monochromatic, featuring a range between light pink and dark purple, and is harmonious with the color scheme of the building and appropriate for the desert surroundings.

4. *Harmony of materials, colors and composition of those elements of a structure, including overhangs, roofs, and substructures which are visible simultaneously*

The mural is painted on a projecting feature of the façade wall, which assists in containing the mural and enhancing the building façade.

NOW, THEREFORE, BE IT RESOLVED that based upon the foregoing, the

Resolution No. _____

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Planning Commission hereby recommends approval of Case No. 15-001 MUR, subject to the conditions of approval attached herein as Exhibit A.

ADOPTED this 8th day of April, 2015.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Flinn Fagg, AICP
Director of Planning Services

RESOLUTION NO. _____

EXHIBIT A

Case 15-001 MUR

An Art Mural for a commercial building located at 810 N. Farrell Drive

April 8, 2015

CONDITIONS OF APPROVAL

Before final acceptance of the project, all conditions listed below shall be completed to the satisfaction of the Director of Planning Services, the Director of Building and Safety, or the Director of Community and Economic Development, depending on which department recommended the condition.

Any agreements, easements or covenants required to be entered into shall be in a form approved by the City Attorney.

ADMINISTRATIVE CONDITIONS

- ADM 1. Project Description. This approval is for the project described per Case 15-001 MUR, except as modified by the conditions below.
- ADM 2. Reference Documents. The site shall be developed and maintained in accordance with the approved plans, date stamped February 2, 2015, on file in the Planning Division, except as modified by the conditions below.
- ADM 3. Conform to all Codes and Regulations. The project shall conform to the conditions contained herein, all applicable regulations of the Palm Springs Zoning Ordinance, Municipal Code, and any other City County, State and Federal Codes, ordinances, resolutions and laws that may apply.
- ADM 4. Minor Deviations. The Director of Planning or designee may approve minor deviations to the project description and approved plans in accordance with the provisions of the Palm Springs Zoning Code.
- ADM 5. Indemnification. The owner shall defend, indemnify, and hold harmless the City of Palm Springs, its agents, officers, and employees from any claim, action, or proceeding against the City of Palm Springs or its agents, officers or employees to attach, set aside, void or annul, an approval of the City of Palm Springs, its legislative body, advisory agencies, or administrative officers concerning Case 15-001 MUR. The City of Palm Springs will promptly notify the applicant of any such claim, action, or proceeding against the City of Palm Springs and the applicant will either undertake defense of the

matter and pay the City's associated legal costs or will advance funds to pay for defense of the matter by the City Attorney. If the City of Palm Springs fails to promptly notify the applicant of any such claim, action or proceeding or fails to cooperate fully in the defense, the applicant shall not, thereafter, be responsible to defend, indemnify, or hold harmless the City of Palm Springs. Notwithstanding the foregoing, the City retains the right to settle or abandon the matter without the applicant's consent but should it do so, the City shall waive the indemnification herein, except, the City's decision to settle or abandon a matter following an adverse judgment or failure to appeal, shall not cause a waiver of the indemnification rights herein.

ADM 6. Covenant. The owner of the property on which the mural is installed shall execute and deliver to the Office of the City Clerk a covenant for recordation in a form approved by the City Attorney. The covenant shall provide that the mural will be installed and maintained at all times in full compliance with this Chapter. In addition, the covenant shall remain in force for as long as the mural exists.

ADM 7. Maintenance Plan. The property owner(s) and successors and assignees in interest shall maintain and repair the mural in accordance with the maintenance plan approved in conjunction with this application. This condition shall be included in the recorded covenant agreement for the property as required by the City.

ADM 8. Minimum Time Period. The mural shall remain in place, without alteration, for a minimum period of two (2) years; the two (2) year time period shall commence upon the effective date of the approval. An "alteration" includes any change to the permitted mural, including, but not limited to, any change to the image(s), materials, colors, or size of the permitted mural. "Alteration" does not include naturally occurring changes to the mural caused by exposure to the elements or the passage of time or that result from the maintenance or repair of the mural. Such minor changes may include slight and unintended deviations from the original image, colors, or materials that occur when the permitted mural is repaired due to the passage of time or the result of vandalism.

A mural may be removed within the first two years of the date of registration under the following circumstances:

- The property on which the mural is located is sold; or
- The structure or property is substantially remodeled or altered in a way that precludes continuance of the mural; or
- The property undergoes a change of use authorized by the Department of Building and Safety;

- The owner of a mural may request permission from the City Manager to remove a mural prior to the expiration of the two (2) year period, which the City Manager may grant upon making a finding that the continued maintenance of the mural is not feasible and that the early removal of the mural is not a furtherance of off-site commercial advertising.

ADM 9. Right to Appeal. Decisions of an administrative officer or agency of the City of Palm Springs may be appealed in accordance with Municipal Code Chapter 2.05.00. Permits will not be issued until the appeal period has concluded.

ADM 10. Grounds for Revocation. Non-compliance with any of the conditions of this approval or with City codes and ordinances may result in proceedings to revoke the approval. In addition, violations of the City Codes and Ordinances will result in enforcement actions which may include citations, arrest, temporary business closure, or revocation of this permit in accordance with law.

PLANNING DEPARTMENT CONDITIONS

PLN 1. Lighting. Illumination of the mural shall be limited in accordance with the requirements of Section 5.81.050(G) of the Palm Springs Municipal Code.

PLN 2. Removal of Mural. Should the mural be removed or the building be repainted in the future, the property owner shall submit a Minor Architectural Review application for approval prior to repainting the building.

END OF CONDITIONS

would make it more grounded to the site. Ms. Song questioned if they have done site sections to show if the roof deck will impact neighbors to the east.

Member Secoy-Jensen asked if the existing houses are 20 feet high. She asked if the utilities will be underground. (They are underground - were put in place by previous developer.)

Member Fredricks questioned the size of the landscape materials and verified the lack of turf. He noticed the roof deck on Lot 15 may pose the greatest impact.

Member Hirschbein questioned the dimensions of the driveway and garage access.

Member Purnel also questioned the lawn in the front yard.

Member Cassady said while the roof decks will not impact adjacent private yard space of neighbors to the east - they will look into the windows. He also expressed concern about the garage access.

Member Song commented that lower roof height will be in better proportion to the lot; and encouraged the applicant to redesign the roof decks for greater privacy.

The Members discussed the lots that would need a redesign of the roof decks; it was determined that Lots 15, 12 and 10 will need a restudy.

Member Purnel suggested no view fencing on the deck to reduce the impact.

Member Secoy-Jensen suggested reducing the size of deck to reduce the impact.

M/S/C (Song/Purnel 6-1 absent Fauber) Approve with conditions:

1. Redesign to lower the building height to 20'.
2. Redesign roof decks on lots 10, 12 and 15 prior to Planning Commission review.
3. No lawn in front yards.
4. Verify car maneuvering clearances on Plan 2AX.
5. Include the sizes of Washingtonia Palms on landscape plan.

8. NATHAN AND GINA OTTO REQUESTING APPROVAL OF AN ART MURAL APPLICATION FOR AN EXISTING MURAL ON THE COMMERCIAL BUILDING AT 810 N. FARRELL DRIVE (CASE 15-001 MUR). (FF)

Director Fagg provided background information on the regulations for art murals.

Member Hirschbein questioned the difference between signage and a mural.

Member Song asked about the maintenance plan for the mural.

NATHAN OTTO, applicant, provided background information on the mural.

Member Song said she likes that it fits the building and it will be maintained.

Member Secoy-Jensen said she supports the project with the conditions.

M/S/C (Fredricks/Cassady, 6-1 absent Fauber) Approve, as submitted with staff's recommendations.

9. FUNKEY BAR, INC. REQUESTING APPROVAL OF AN ART MURAL APPLICATION FOR AN EXISTING MURAL ON THE COMMERCIAL BUILDING AT 340 N. PALM CANYON (CASE 15-002 MUR). (FF)

Director Fagg provided an overview of the existing mural.

Member Secoy-Jensen asked if there have been complaints. (There have been informal complaints.)

Member Song asked if there is any specific limitation on the size of the murals.

Member Cassady said this one is more of a clear-cut mural and fits the building well and supports it.

M/S/C (Secoy-Jensen/Fredricks, 6-1 absent Fauber) Approve, as submitted with staff's recommendations.

COMMITTEE MEMBER COMMENTS:

No comments.

STAFF MEMBER COMMENTS:

No comments.

ADJOURNMENT:

The Architectural Advisory Committee adjourned at 5:02 pm to the next regular meeting at 2:00 pm on April 6, 2015, Council Chamber, City Hall, 3200 East Tahquitz Canyon Way, Palm Springs.

Flinn Fagg, AICP
Director of Planning Services

Flinn Fagg

From: Cindy Cairns
Sent: Thursday, March 26, 2015 2:41 PM
To: Jay Thompson; John Raymond; Flinn Fagg
Subject: FW: Murals Approved by AAC
Attachments: image001.jpg; image002.jpg

Please see email below. I've already responded to Ms. Smith but the City Manager has asked that I forward her email and comments to you so they can be included in the next agendas for the Public Arts and Planning Commission, and City Council meeting when they visit this issue.

Thanks... Cindy



Cindy Cairns | Executive Services Administrator
City of Palm Springs | Office of the City Manager
3200 E. Tahquitz Canyon Way, Palm Springs, CA 92262
Office: 760.322.8362 | Fax: 760.323.8207 | Email: Cindy.Cairns@palmsspringsca.gov

Palm Springs City Hall is open 8 am – 6 pm Monday through Thursday, and closed on Fridays

From: Citymanager - Mail Login
Sent: Wednesday, March 25, 2015 3:20 PM
To: Cindy Cairns
Subject: FW: Murals Approved by AAC

From: Joan-Steve Smith[SMTP:PS.COOL@VERIZON.NET]
Sent: Wednesday, March 25, 2015 3:19:29 PM
To: Citymanager - Mail Login
Subject: Murals Approved by AAC
Auto forwarded by a Rule

Hi David,

I am a long time PS resident. I was flabbergasted to read in yesterday's Desert Sun that the Architectural Advisory Committee enthusiastically approved the following two murals. I didn't make my opinion know previously about the Bar mural because I thought there was no way it would ever be approved. That "mural" is dark, dreary and almost verging on evil-- it is certainly gruesome. The Hot Purple Energy "mural" looks like a giant advertisement.

Neither mural is an asset for Palm Springs and the new image you are promoting The bar is being set very low with these two murals and will set a president for more ugly, inappropriate "murals" to come.

Thank you for your attention.
Joan Smith

Flinn Fagg

From: Flinn Fagg
Sent: Monday, March 16, 2015 8:52 AM
To: Flinn Fagg
Subject: Public Input - Art Mural (15-001 MUR)

Greg Robertson, 2590 Tamarisk, called on 03/11/15 to object to the mural application for Hot Purple Energy (810 N. Farrell). Mr. Robertson noted that the mural is highly visible from residential properties on the west side of Farrell Drive, and objects to the lighting around the top of the building that is an intrusion to the residential neighborhood.

Flinn Fagg, AICP
Director of Planning Services
City of Palm Springs
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262
Phone: (760) 323-8269
Fax: (760) 322-8360

HOT PURPLE ENERGY

810 N Farrell Drive
Palm Springs, CA 92262
O: 760 322 4433
F: 760 322 4435
Nate@HotPurpleEnergy.com

February 5, 2015

City of Palm Springs
3200 E Tahquitz Canyon Way
Palm Springs, CA 92262

Re: Mural Justification Letter

Douglas Holland,

Hot Purple Energy ("HPE") seeks to provide a mural on its building that is visible to the general public in order to raise HPE's visibility to the general public, and also to send a message regarding HPE and the community, and the community at large. The mural is highly visible, and HPE's primary intention with the mural is to make a subtle reminder, through the reflection of the city and its topography within the mural itself, that HPE's goals in promoting sustainability and energy efficiency are really the community's goals. The mural contains a reflection of Palm Springs' topography, from the mountains to the palm trees, and is intended to remind the viewer of the relationship between the choices we make and the present which we inhabit, in order to raise the issues at the heart of HPE's mission in the public consciousness.

The mural is also intended to increase HPE's visibility to the public; it is impossible to drive down Farrell and not be taken aback by the big purple mural on the front of the building. Through increased visibility to the public, HPE hopes to increase its customer base, remind people that there is a local solar alternative to the national solar leasing companies dominating the airwaves, and to increase the mainstream appeal of solar and other sustainable energy choices.

Sincerely,
Nathan Otto



HOT PURPLE ENERGY

810 N Farrell Drive
Palm Springs, CA 92262
O: 760 322 4433
F: 760 322 4435
Nate@HotPurpleEnergy.com

April 1, 2015

City of Palm Springs
3200 E Tahquitz Canyon Way
Palm Springs, CA 92262

Re: **Mural Maintenance Plan**

Maintenance Plan

To ensure the HPE mural lasts as long as possible, proper maintenance will begin immediately after installation.

The maintenance plan will incorporate:

- A schedule of regular inspection
- An outline of maintenance activities for mural (e.g. cleaning and minor repair)
- Original artists' are to consult when treatment is required
- Documentation of condition, maintenance, and treatment work

Inspections and maintenance

It is important to inspect murals annually or semi-annually to ensure that instability, damage, or potentially damaging conditions are detected before major damage or deterioration occurs.

Vandalism

Neglected pieces become an invitation for vandalism.

Preventive strategies for vandalism include an attractive, well-maintained site, an artwork in good condition, a respected building, and an informed, involved community.

One common form of vandalism is graffiti. Graffiti is often an expression of territory, i.e. the location is "tagged" with graffiti to assert control of "turf". As one tag will invite additional competing tags, prompt removal of graffiti can help to prevent its reoccurrence. However, involving community youth in the mural is often a more effective way to stop graffiti.

Graffiti must be removed in a safe and effective manner that does not affect the image layer below. For this reason, removal should be undertaken by a conservator or an artist/technician familiar with the piece after consultation with or under the supervision of a conservator. Removal without adequate testing, or by an individual without adequate experience or supervision, can irreparably harm the mural.

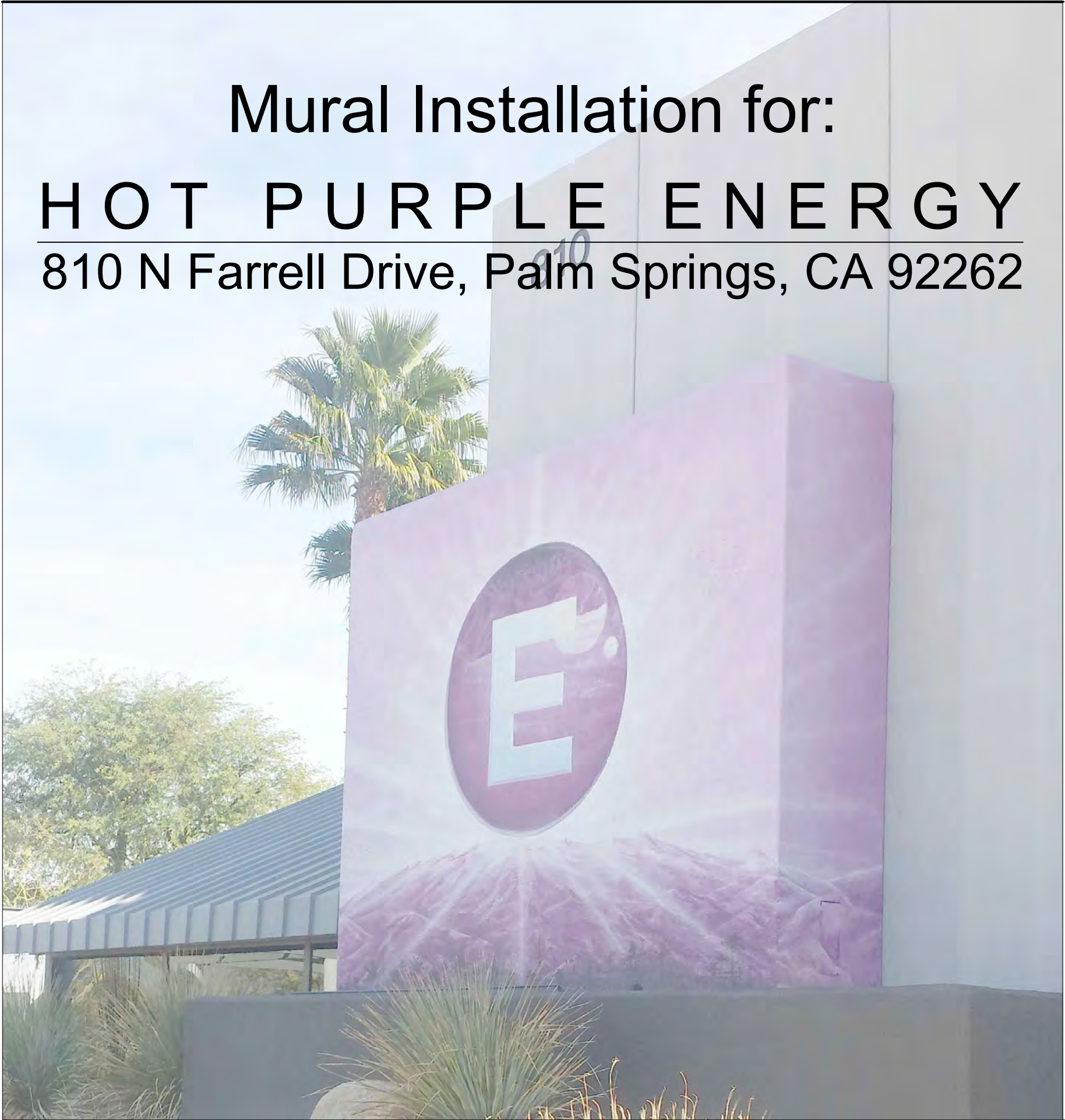
Treatment approaches and documentation

Original artists' (a conservator and/or artist), whether or not a committee (i.e. program administrator, artist, conservator, community members, and/or funding body) will discuss the proposed treatment options, and who will approve the proposed treatment.

A professional conservator should ideally be involved. He/she can provide treatment options and an outline of the materials and procedures to be used. The final decision should include input from all the various stakeholders — the owner/municipality, the community, and the original artist.

Prior to undertaking the agreed-upon treatment, the cause of deterioration should be determined and corrected. The original artist should also be consulted prior to major treatment or alteration of the work or its context, both as a moral right and because he/she can provide detailed information on the materials, techniques, and visual characteristics of the original surface.

All treatments should be carefully documented. The treatment decisions should be recorded, and a detailed record kept of the work undertaken, the materials used, the person(s) doing the work, and the date. Before, during, and after treatment photographs should also be taken.



Mural Installation for:

HOT PURPLE ENERGY

810 N Farrell Drive, Palm Springs, CA 92262

VICINITY MAP



SCOPE OF WORK

INSTALLATION OF PAINTED MURAL LOCATED AT 810 N. FARRELL DRIVE (HOT PURPLE ENERGY).

THE MURAL, *PURPLE MOUNTAINS' MAJESTY*, IS A THINK PIECE PROMOTING AWARENESS AND REFLECTION IN THE PUBLIC CONSCIOUSNESS OF THE HOMEOSTATIC RELATIONSHIP BETWEEN SUSTAINABLE ENERGY AND THE ENVIRONMENT.

DRAWING INDEX

- T-1.0 TITLE SHEET
- M-1.0 SITE PLAN
- M-2.0 SITE PHOTOS
- M-3.0 COLOR BOARD

Revisions:	Date:

TAJA SIMS
Systems Designer
760.322.4433 Lic. No. 940550

810 N. Farrell Drive
Palm Springs, CA 92262
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info@HotPurpleEnergy.com
www.HotPurpleEnergy.com

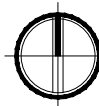
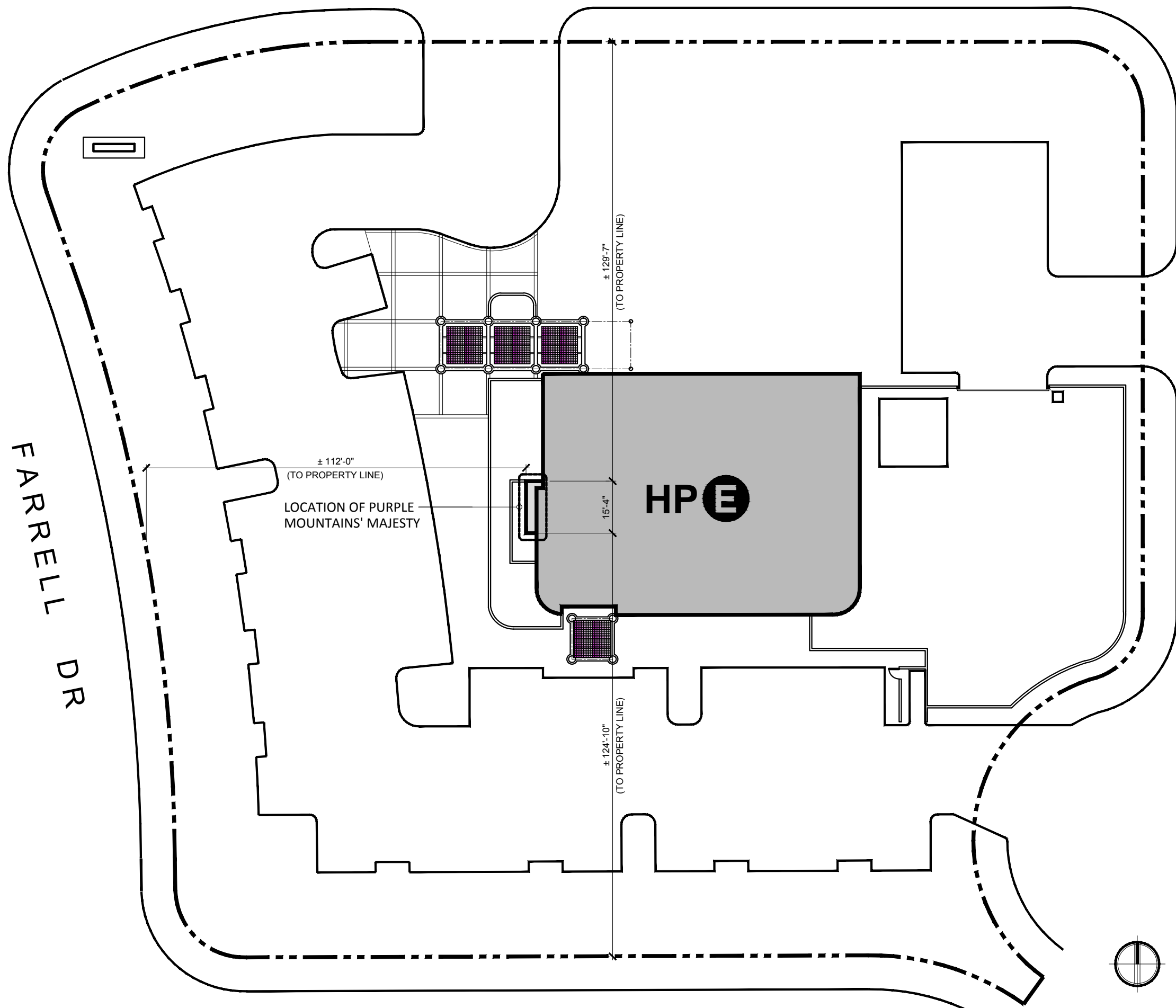
INTEGRATOR:



Hot Purple Energy
TITLE SHEET
810 N Farrell Drive
Palm Springs, CA 92262

Drawn by:	TS
Checked by:	NO
Date:	02.03.14
Scale:	NTS
Job Number:	-
Sheet Number:	T-1.0

FARRELL DR



SITE PLAN
SCALE : 1" = 30'=0"

Revisions:	Date:

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INTEGRATOR:



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SITE PLAN
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Date:	02.03.14
Scale:	AS NOTED
Job Number:	-
Sheet Number:	

M-1.0



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INTEGRATOR:



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Hot Purple Energy
SITE PHOTOS
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Palm Springs, CA 92262

Drawn by: TS
Checked by: BD
Date: 02.03.14
Scale: N.T.S.
Job Number: -
Sheet Number:

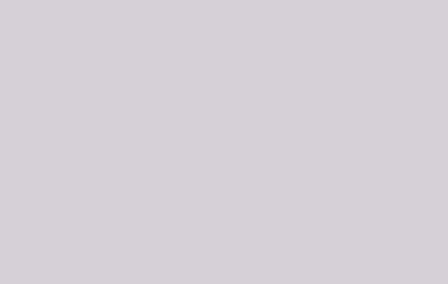
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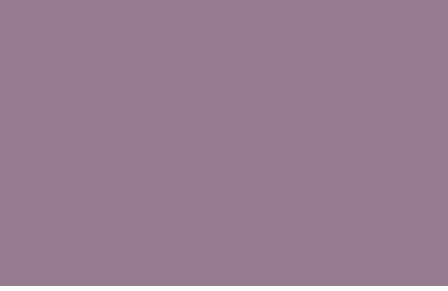
BEHR
PREMIUM PLUS



BRIDAL WHITE
W-D-600



LILAC MAUVE
670E-3



PLUM SWIRL
680F-5



SUGAR PLUM
680B-7



TOTALLY BLACK
HDC-MD-04

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Checked by: BD
Date: 02.03.14
Scale: N.T.S.
Job Number: -

Sheet Number:
M-3.0