



Planning Commission Staff Report

DATE: OCTOBER 13, 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: Department 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 City Council, subject to the Conditions of Approval included as Exhibit "A" (attached).

ISSUES:

- AAC reviewed the project at the September 19, 2016, and the October 3, 2016 meetings and voted to recommend approval with the following comments:
 1. A landscape plan shall be provided to the AAC for review, modifying the existing landscaping to complement the mural; and
 2. Consider simplifying the images of the mural (subject to review by the Public Arts Commission).

BACKGROUND:

<i>Related Relevant City Actions</i>	
9/19/2016	AAC reviewed the proposal and voted to table the discussion with the following comments: <ol style="list-style-type: none">1. Reduce size of mural to be in line with the horizontal plane of the building entry fascia.2. Provide public access to view mural.3. Recommend that the Public Arts Commission evaluate the mural for artistic content.4. Proposed lighting not appropriate.5. Appropriate landscaping in front of mural to be utilized.

Related Relevant City Actions	
10/3/2016	AAC reviewed a revised submission and voted 6 to 0 to recommend approval of the mural to the Planning Commission, subject to conditions.

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

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

Notification	
9/13/2016	Notice sent to all property owners within 500 feet of mural site at least 30 days prior to the Planning Commission consideration.

Details of Application Request	
Site Area	
Net Area	30,056-square feet

Surrounding Property	Existing General Plan Designations	Existing Land Use	Existing Zoning Designations
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)
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 an east facing wall fronting South Palm Canyon Drive on the Wells Fargo Bank building. This portion of the building is painted tan 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 includes 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 nine (9') feet tall by seventeen (17') feet wide for a total of 171-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 in line with the horizontal plane of the building entry fascia 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. The AAC reviewed the mural on September 19th and October 12th, 2016, and recommended approval of the application subject to conditions requiring the submittal of a landscape plan and simplifying the mural image to improve its visibility. The AAC found that the mural generally enhances the otherwise blank wall of a commercial building and is appropriate in its location. The Public Arts Commission will review the application at the October 13, 2016 meeting and the Planning Commission recommendation will be presented at that time. Both recommendations from 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 5.81.030 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.

The applicant will be required to submit a covenant and maintenance agreement for the mural, as stated in Section 5.81.020 of the Palm Springs Municipal Code. This agreement assures that the necessary repairs and maintenance of the mural are completed by the property owner to the reasonable satisfaction of the City.

FINDINGS – ART MURAL REGULATIONS AND REQUIREMENTS:

Palm Springs Municipal Code (PSMC) 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. PSMC Section 5.81.050 also 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 standard 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 will occupy the east facing building façade visible from South Palm Canyon Drive. The mural is 171-square feet in size and will be in line with the horizontal plane of the building entry fascia and proportionate to the structure wall.

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 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 and will not extend more than six (6) inches from the plane of the wall; consequently, the finding can be met.

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 art work does not consist of or contain any electrical or mechanical components. The mural will be illuminated by an LED light rail extending 15" inches out from the building face and mounted by six (6) aluminum brackets.

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 affixed to a commercial building, and is located within a commercial 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.*

The mural does not consist of or contain any electrical or mechanical components. The mural will be illuminated by a light rail extending 15” inches out from the building with eleven (11) LED adjustable lights at six (6”) inches on center. The lighting will not exceed three foot candles above ambient lighting, and will be compliant with code.

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

The Fire Department and the Department of Building and Safety has reviewed the proposed method of constructing the mural image and has found that the vinyl print will be coated with a fire-rated retardant and meets this requirement.

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

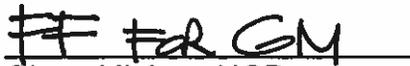
The applicant has appropriately filed the proper application for approval of the mural, and the image will not be placed onto the building until the project has been reviewed and received all required approvals with final authorization from the Palm Springs City Council.

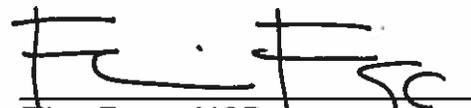
FINDINGS – ARCHITECTURAL REVIEW REQUIREMENTS:

In addition the regulations listed previously, the Planning Commission 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?	Yes	The mural will be placed on the east-facing side of the commercial bank building along South Palm Canyon Drive and enlivens an otherwise large blank stucco wall with a collage of historical and local images.

Item	Guideline:	Conforms?	Staff Evaluation:
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 171-square feet in size placed on a blank wall mounted in line with the horizontal overhang of the building entry.
5	Building design, materials and colors to be sympathetic with desert surroundings	Yes	The mural utilizes a mix of colors that are appropriate to the context and desert surroundings.


 Glenn Mlaker, AICP
 Associate Planner

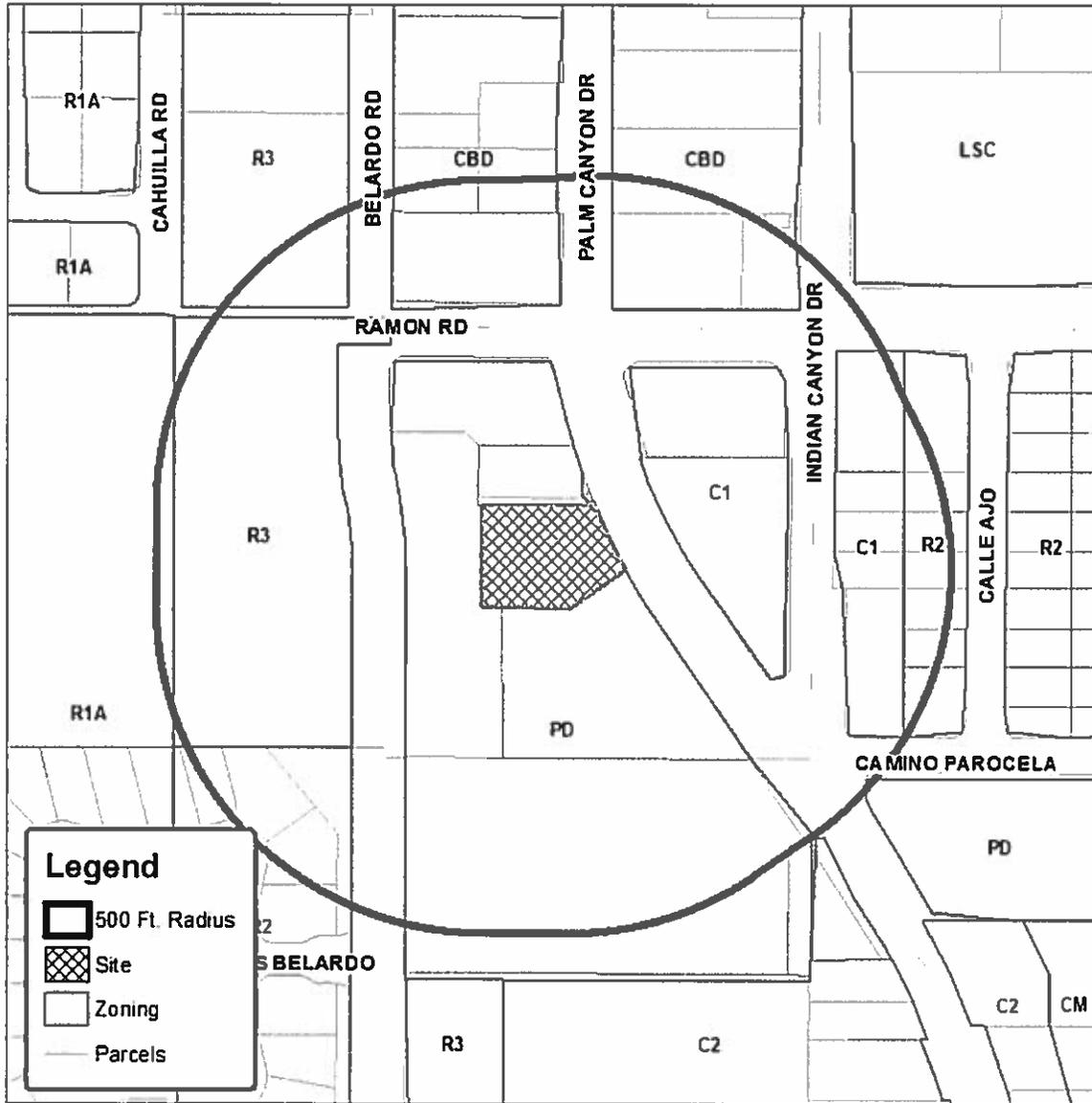
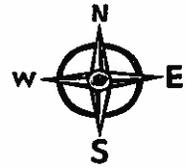

 Flinn Fagg, AICP
 Director of Planning Services

Attachments:

1. Vicinity Map
2. Resolution
3. Conditions of Approval
4. Justification letters from Applicant
5. Meeting Minutes of AAC on September 19, 2016
6. Site Photos
7. Mural Design Package



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

Case 16-001 MUR

Wells Fargo Bank

543 South Palm Canyon Drive

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, RECOMMENDING APPROVAL OF CASE NO. 16-001 MUR FOR AN ART MURAL ON THE COMMERCIAL BUILDING AT 543 SOUTH PALM CANYON DRIVE, ZONE C-1.

THE PLANNING COMMISSION FINDS AND DETERMINES AS FOLLOWS:

A. Wells Fargo Bank, ("Applicant") has filed an application with the City pursuant to Chapter 5.81 of the Palm Springs Municipal Code for the approval of an art mural on the commercial building at 543 South Palm Canyon Drive, Zone C-1. (Case No. 16-001 MUR) ("Application").

B. On September 19 and October 3, 2016, the Architectural Advisory Committee met and voted to recommend approval of the application to the Planning Commission.

C. On October 13, 2016, the Planning Commission considered the Application at a regularly scheduled public meeting held in accordance with applicable law.

D. 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

E. Notice was provided to all property owners within 500 feet of the location of the mural prior to the Planning Commission consideration of the Application in accordance with Section 5.81.030(a) of the Palm Springs Municipal Code.

F. The Planning Commission has carefully reviewed and considered all of the evidence presented in connection with the Application, including, but not limited to, the staff report, and all written and oral testimony presented.

G. Pursuant to Section 5.81.050 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 standard 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 the east facing building façade visible from South Palm Canyon Drive. The mural is 171-square feet in size and will be in line with the horizontal plain of the building entry fascia proportionate to the structure wall.

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 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 and will not extend more than six (6) inches from the plane of the wall and the finding can be met.

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 art work does not consist of or contain any electrical or mechanical components. 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.

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 affixed to a commercial building, and is located within a commercial 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.*

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 and will not exceed three foot candles above ambient lighting.

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

The Fire Department and the Department of Building and Safety has reviewed the proposed method of construction of the mural image and has found that the vinyl print will be coated with a fire rated retardant and the finding has been met.

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

The applicant is seeking approval of 16-001 Mural for Wells Fargo Bank. The mural image will not be placed onto the building until the project has been reviewed and received all required approvals with final authorization from the Palm Springs City Council.

THE PLANNING COMMISSION RESOLVES:

Based upon the foregoing, the Planning Commission hereby recommends approval of Case 16-001 MUR for an art mural on the commercial building located at 543 South Palm Canyon Drive subject to the conditions of approval attached herein as Exhibit A.

ADOPTED this 13th day of October, 2016.

AYES:
NOES:
ABSENT:
ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Flinn Fagg, AICP
Director of Planning Services

RESOLUTION NO.

EXHIBIT A

Case 16-001 MUR

An Art Mural for a commercial building located at 543 South Palm Canyon Drive

October 13, 2016

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 16-001 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 September 29, 2016, 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 16-001 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 Chapter 5.81 of the Palm Springs Municipal Code. 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.

PLN 3. Landscape Plan. A landscape plan shall be submitted for review by the Architectural Advisory Committee, modifying the existing landscaping in front of the building to complement the mural.

END OF CONDITIONS



RECEIVED

SEP 29 2016

PLANNING SERVICES
DEPARTMENT

September 28, 2016

Explanation of Resubmittal

Wells Fargo has taken into consideration the comments and recommendations that were issued on 9/19 by the Architectural Advisory Committee in reference to the mural that is proposed for installation at 543 South Palm Canyon Drive.

In response to the comments issued, Wells Fargo has reduced the overall size of the mural by decreasing the height of the mural on the façade to stop 6" below the architectural break that is directly adjacent to the mural façade. The break that is referenced runs horizontally and recesses to the main entry door into the branch. Within the 6" that remains between the top of the mural and the imaginary architectural break line, Wells Fargo is proposing to position the LED light bar that will softly downlight the smaller mural.

Another recommendation studied was the addition of a pathway that would allow for closer proximity viewing of the mural feature. Wells Fargo researched the possibility of adding a paved walkway that would be ADA compliant, a viewing area directly off the sidewalk, and even re-grading the lawn that is directly adjacent to the building in order to provide a pathway. As stated, this recommendation was studied from a feasibility and cost perspective and ultimately an alternate solution needs to be proposed due to the outcome of this analysis. At this time, Wells Fargo is respectfully requesting the opportunity to maintain the existing site configuration and accommodate the request for mural feature identification by placing (2) reduced scale murals with image keys that will assist those interested in further study of the mural. One mural reduction and key is proposed directly adjacent to the entry into the branch under the recessed architecture while the other reduction and key is proposed inside the branch so patrons can enjoy while conducting their transactions.

In response to the recommendation to remove the tree that is blocking the façade which would house the mural, Wells Fargo would also appreciate the opportunity to be allowed to remove that element and update the existing landscaping to accent this area, landscaping would include low growth native plants.



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

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.

City of Palm Springs
ARCHITECTURAL ADVISORY COMMITTEE
Council Chamber, 3200 East Tahquitz Canyon Way, Palm Springs, California 92262

Minutes of September 19, 2016

CALL TO ORDER: Chair Song called the meeting to order at 3:00 pm

ROLL CALL:

Committee Members Present: Fredricks, Lockyer, Purnel**, Rotman, Secoy-Jensen, Vice-Cassady*, Chair Song

Committee Members Excused:

Planning Commissioner Present: Doug Donenfeld

Also Present: Planning Director Fagg, Associate Planner Mlaker

*Arrived at 3:04 pm.

**Arrived at 3:10 pm.

REPORT OF THE POSTING OF AGENDA: The agenda is available for public access at the City Hall bulletin board (west side of Council Chamber) and the Planning Department counter by 4:00 pm on Thursday, September 15, 2016.

ACCEPTANCE OF THE AGENDA: The agenda was accepted, as presented.

PUBLIC COMMENTS: None.

NEW BUSINESS:

1. **WELLS FARGO BANK FOR AN ART MURAL APPLICATION ON THE COMMERCIAL BANK BUILDING LOCATED AT 543 SOUTH PALM CANYON DRIVE; ZONE C-1 (CASE 16-001 MUR). (GM)**

Associate Planner Mlaker provided a description of the proposed art mural.

Member Lockyer questioned if Public Arts Commission has seen this yet and what the process is for mural approval.

Member Fredricks asked if the mural would be lit at night and how late will it be illuminated.

SHAWN SMITH, applicant, responded to questions from the AAC, said they would like to keep it illuminated as long as possible but will abide with conditions. Mr. Smith provided details on the lighting and material specs, instillation process, maintenance / repair process and image selection.

Member Lockyer questioned why this mural is being proposed.

Member Fredricks asked is this is the actual mural and if it has UV protection. (Yes.)

Member Rotman questioned what the process is to determine the size of the mural. (Based on architecture.)

Vice-Chair Cassady asked if there are any plans proposed to extend the sidewalk to access the mural. He asked why these images were chosen and how it fits into the Palm Springs' history.

Member Secoy-Jensen says there seems to be a conflict with the landscape and you may want to upgrade it. (They will consider changes so mural is not obstructed.) She asked if any issues with the mural being used as signage.

Chair Song commented that these have been done in other communities, and questioned if the image needs more relief of the stucco wall (or reveal) around the image. (Yes, would be open to the percentage cover area.)

Vice-Chair Cassady said it would be better balanced with the building if it were aligned with the over-hang (over door); and expressed concern about the mural not being accessible to the public. He questioned the images chosen to represent the LGBT community.

Member Fredricks concurred with Vice-Chair Cassady on accessibility and suggested the Fan Palm needs to be removed; vegetation is unkempt - a row of Agaves might be more appropriate to the subject matter of the mural.

Member Purnel commented that the mural is out of scale and it needs to be better in proportion to the wall. He said it's a shame that pedestrians cannot get up close to see the mural and thinks the plantings need improvement. The composition and colors could be "calmer".

Member Lockyer commented that it resembles graffiti - the color and textures are not harmonious with the adjacent surrounding neighborhood.

Member Rotman does not think the mural is in scale and does not tie in and believes it should pull in the horizontal line of the soffit over the entry. He does not think it adds a lot of benefit to the building or the surroundings - not good public art.

Chair Song re-iterated that it needs more relief around the mural and should move forward with the size and position of the artwork. The landscape needs access to the artwork.

Member Fredricks concurred about the quality of the mural and will probably be seen more by cars but could be more "simpler" and relate to areas the community can relate with.

Member Purnel suggested a different location in a smaller scale. He thinks the complexity of lighting takes away from the art.

M/S/C (Fredricks/Cassady, 7-0) Resubmittal.

2. ~~PALM SPRINGS MODERN CONSTRUCTION FOR A MAJOR ARCHITECTURAL APPLICATION FOR THE CONSTRUCTION OF A SIXTY-FOUR (64) UNIT CONDOMINIUM (PROJECT NAMED 64@RIV) LOCATED AT 2000 NORTH INDIAN CANYON DRIVE, ZONE R-3 (CASE 3.3963 MAJ). (GM)~~

Associate Planner Mlaker provided an overview of the proposed condominium development.

Member Rotman asked what height of the project is. (24')

Member Secoy-Jensen questioned the height of the adjacent Riviera Gardens. (1 and 2 stories)

DENNIS CUNNINGHAM, Palm Springs Modern Homes, principal, provided details on the units, open-space, deck areas, distance between the buildings, resort pool and spa, pet park, carports in perimeter, entrance and tying-in to the Riviera Hotel.

Public Comments: None.

Vice-Chair Cassady requested clarification on the tying-in to the Riviera. (Through design)

Member Secoy-Jensen asked what other projects they have done in Palm Springs.

Member Fredricks asked about parking access for building 5 and distance to the closest area to the parking. He asked if it would be possible to swap out the palm trees in the open parking area for shade trees. He noticed African Sumac that uses too much water and suggested a different tree. He said the lower unit patios seem exposed and asked if they considered more plantings to screen.



WEL
FARO

08/09/2016



08/09/2016



Wells Fargo Wallscape Mural

Palm Springs, CA

September 28, 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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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 stars, 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 Reele (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 grand 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, Grace 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 Renelone is shown on Roanie, a tough outlaw bronc, 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 "Gallopers Grandmothers."



Female equestrian in costume, 1931

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 Courtis (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). 1927



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 (Cleans & Tailors shop is located on the left corner, and European cafe is on the right). 1933



View 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, 1939 reads, "Sunshine and fashion combined forces for the premiere showing of Ben Rag's spring and summer collection at Palm Springs. This model wears a brown and white striped cotton frock with wide 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 Guadalupe. 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. (LAPI)



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. (LAPI)



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, LAPI)

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 Guadalupe. 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. (IOC)



"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. (DRIC)



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

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 Wells Fargo
Wallscape Mural

Palm Springs, CA

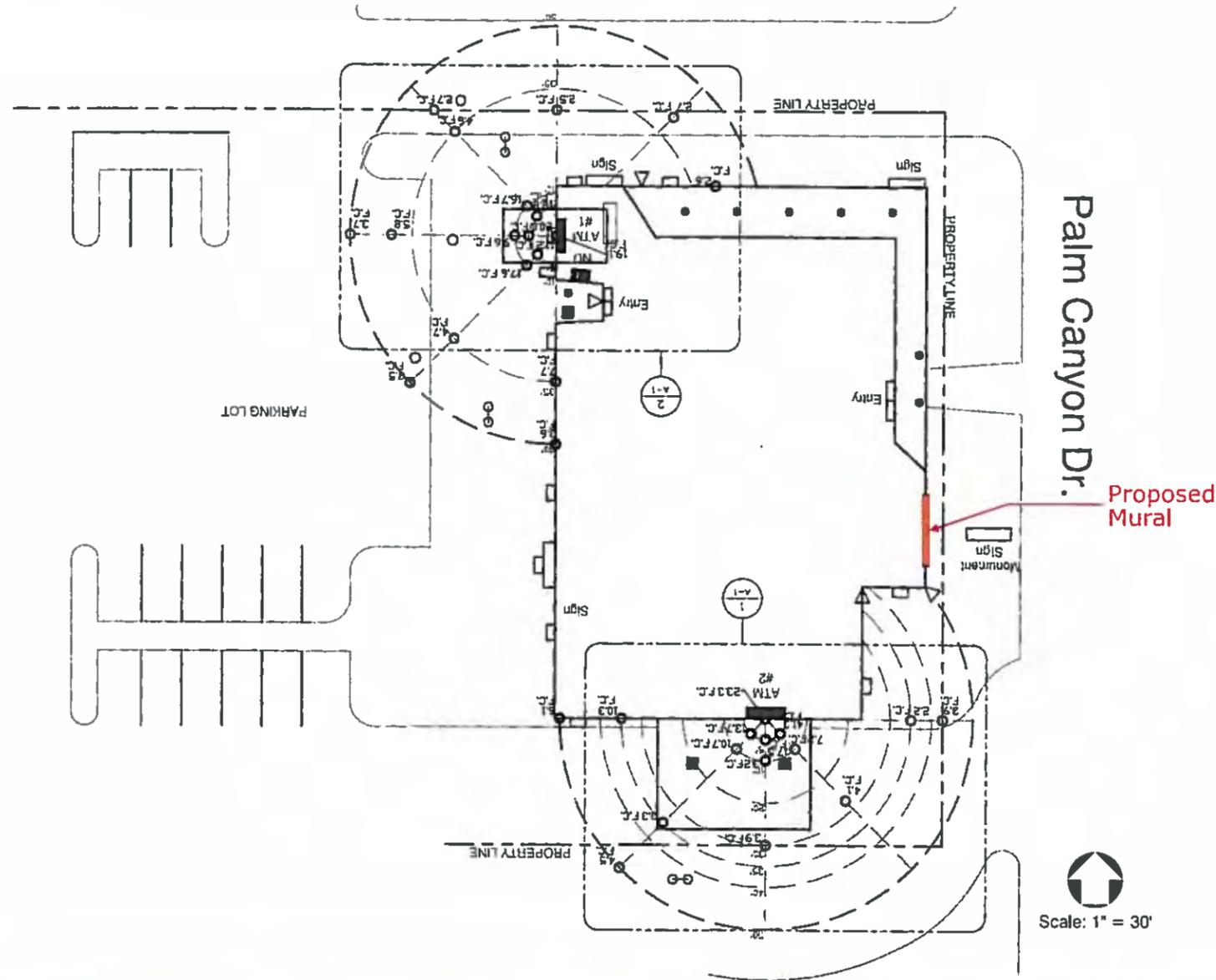
Existing Site Conditions
Wells Fargo Site





Wells Fargo Wallscape Mural

Palm Springs, CA



Proposed Mural Site Plan





Wells Fargo Wallscape Mural

Palm Springs, CA

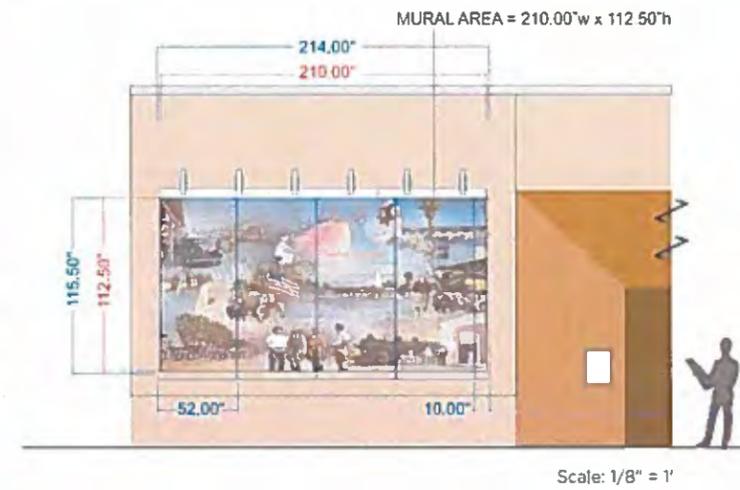
Existing



Proposed



Proposed Mural Approach Overlays



Existing



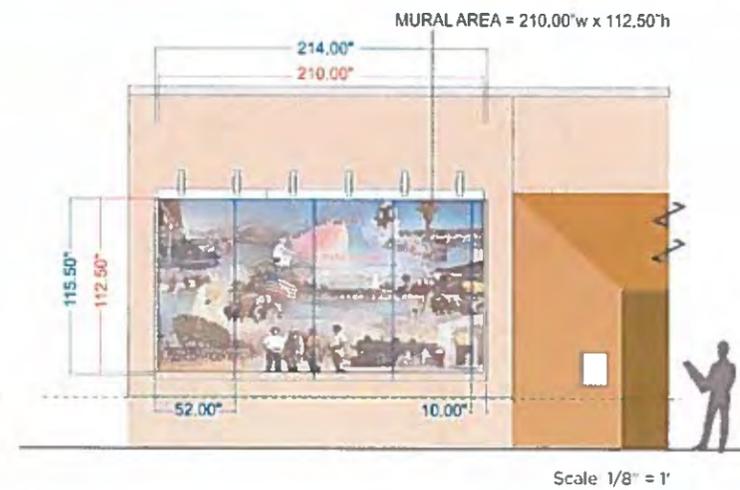
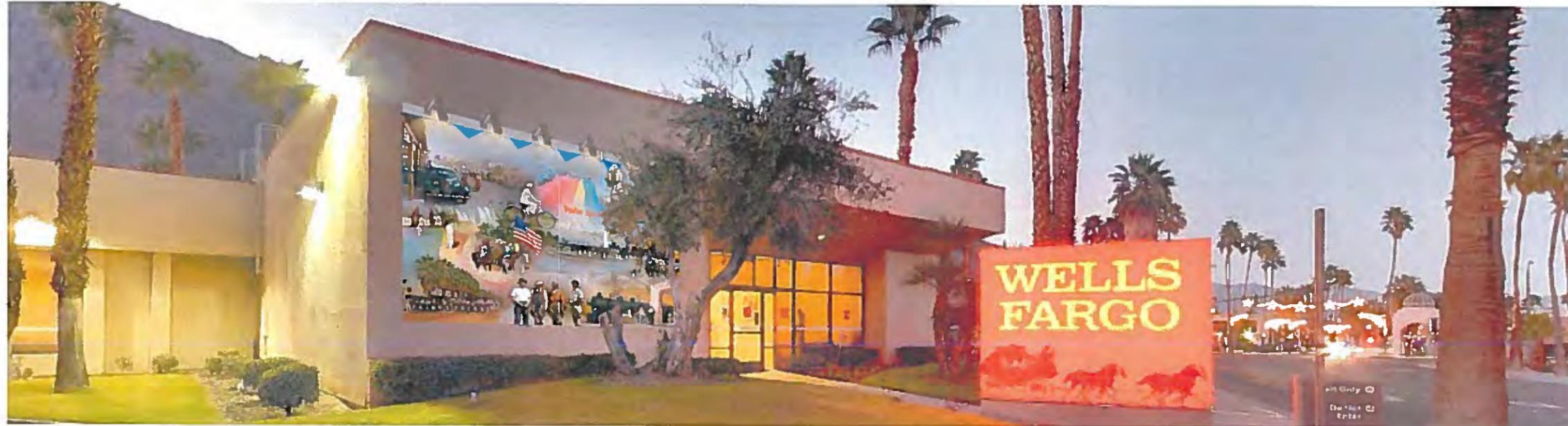
Proposed



Wells Fargo Wallscape Mural

Proposed Mural
Night View

Palm Springs, CA

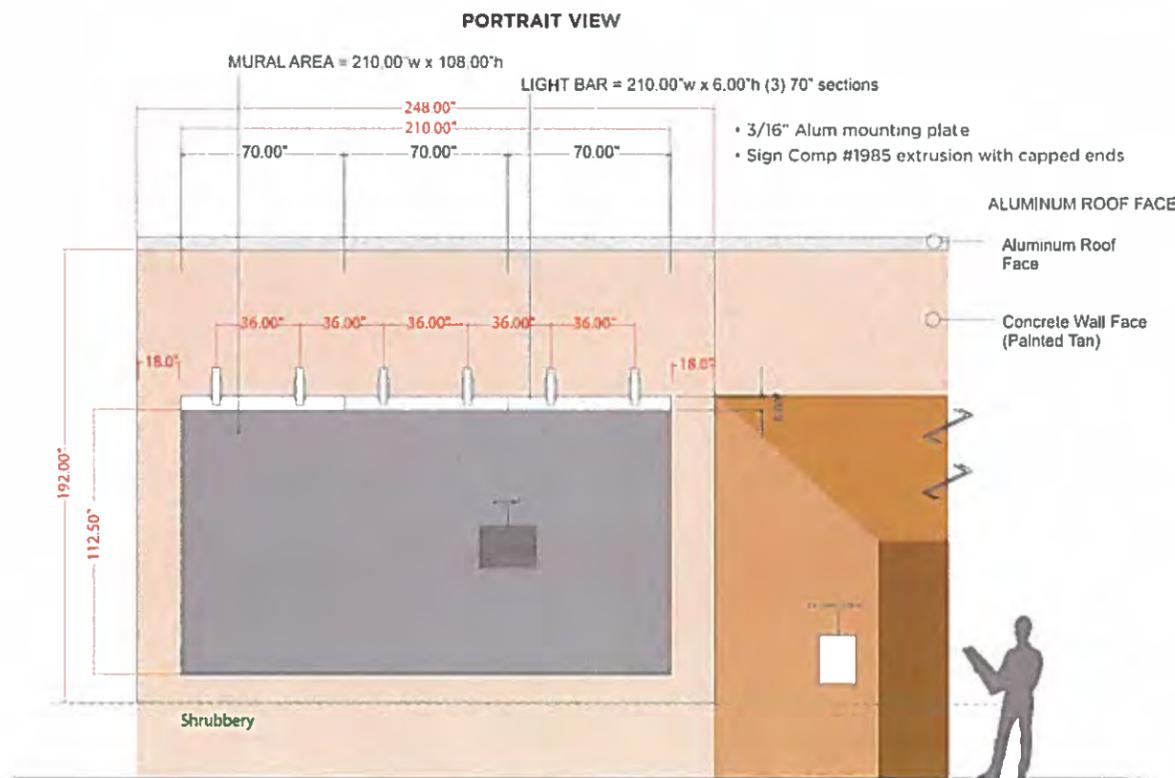




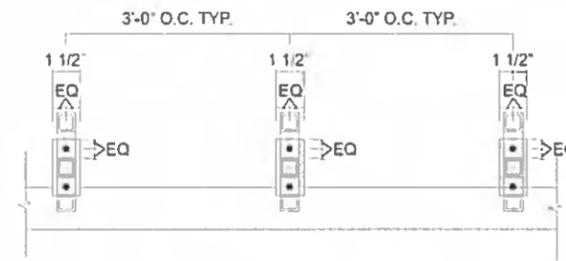
Wells Fargo Wallscape Mural

Palm Springs, CA

Installation Process Lighting Specs



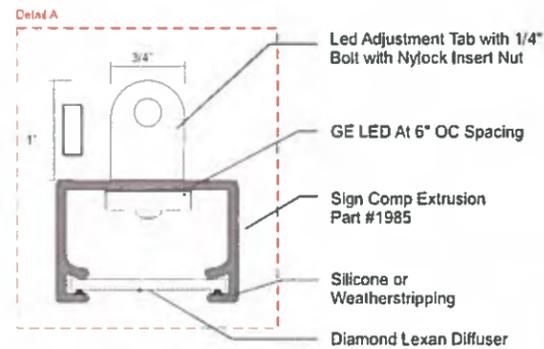
ILLUMINATED LED LIGHT RAIL + MURAL
 Scale: 3/16" = 1'



LED LIGHT RAIL END VIEW

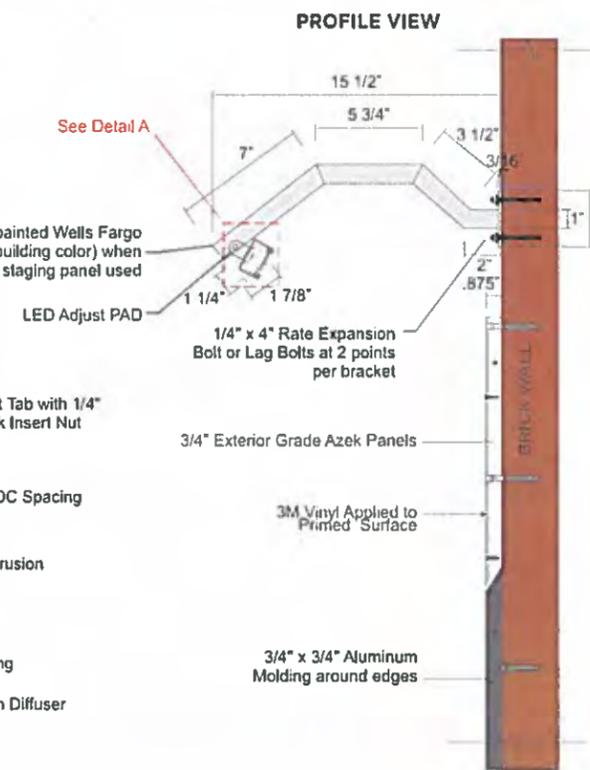
Scale: 1/2" = 1'

- 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



LED LIGHT RAIL END VIEW

Scale: 1 = 1



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

Wells Fargo Wallscape Mural

Palm Springs, CA

Installation Process Mural Specs

① Azek Paneling

INSTALL NOTE - 2.1



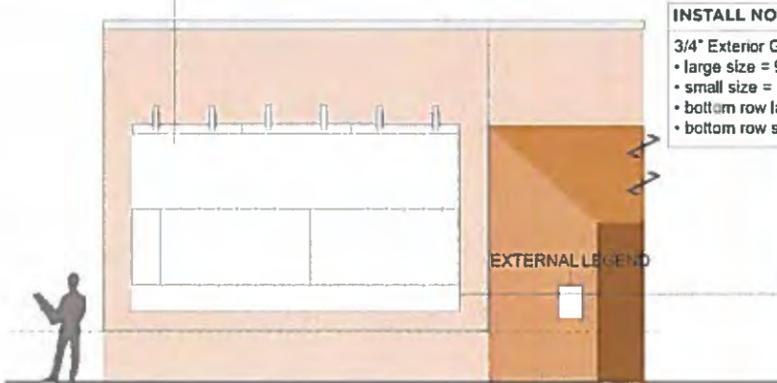
3/4" Exterior Grade Azek Panels

- 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





Scale 1/8" = 1'

INSTALL NOTE -2.3

3/4" Exterior Grade Azek Panels

- large size = 96" x 48" approx. qty = 4
- small size = 18" x 48" approx. qty = 2
- bottom row large size = 96" x 16.5" approx. qty = 2
- bottom row small size = 18" x 16.5" approx. qty = 1

Azek Paneling ② Bondo Finishing

INSTALL NOTE - 3.1 - Bondo Finishing

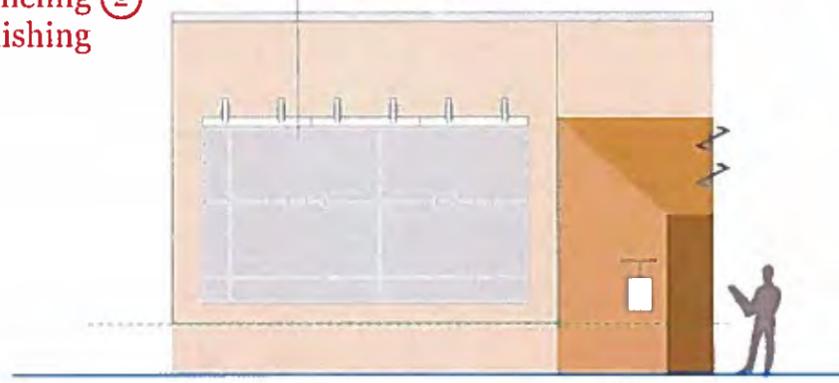
Step 1: sand all areas where there is to be bondo using a 120 Grit Orbital Sander

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

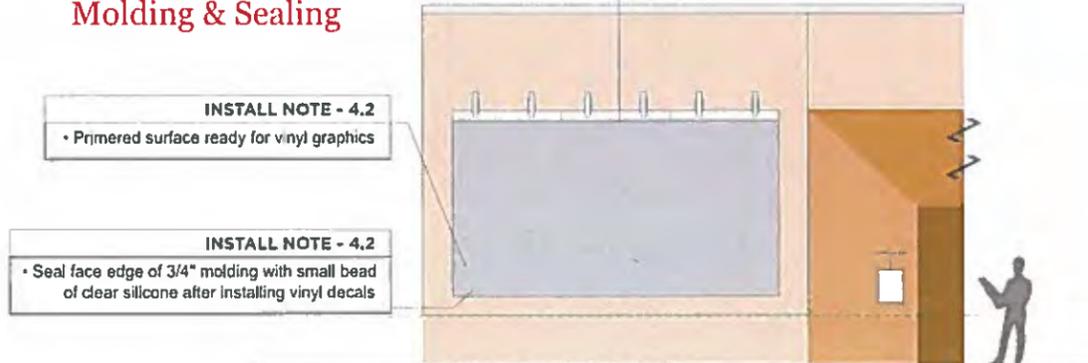
- Install 3/4" x 3/4" aluminum molding around edges using 1/2" - 5/8" phillips countersink heads.
- Screw exterior edge only so no screw holes are on face
- Apply bead of clear silicone before installing each piece of 3/4" aluminum trim molding

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'

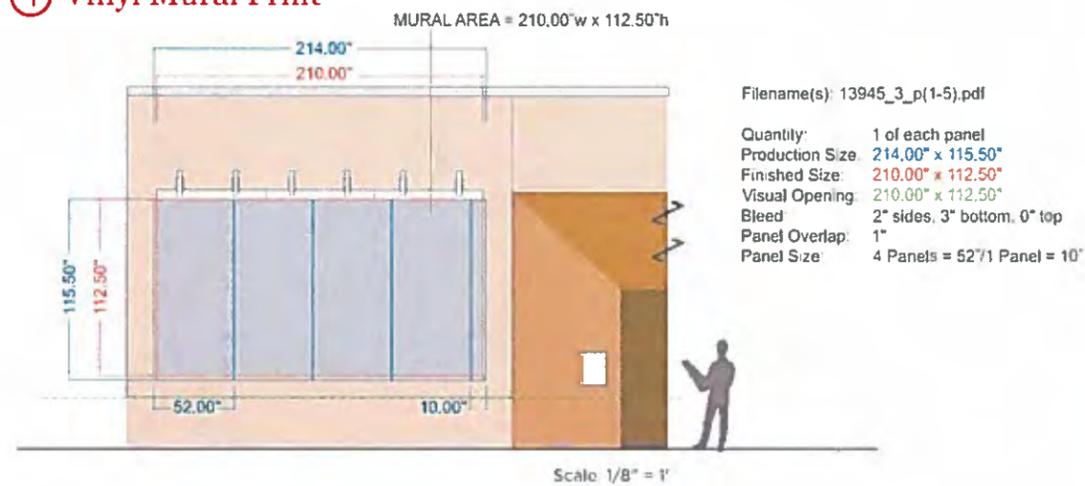


Wells Fargo Wallscape Mural

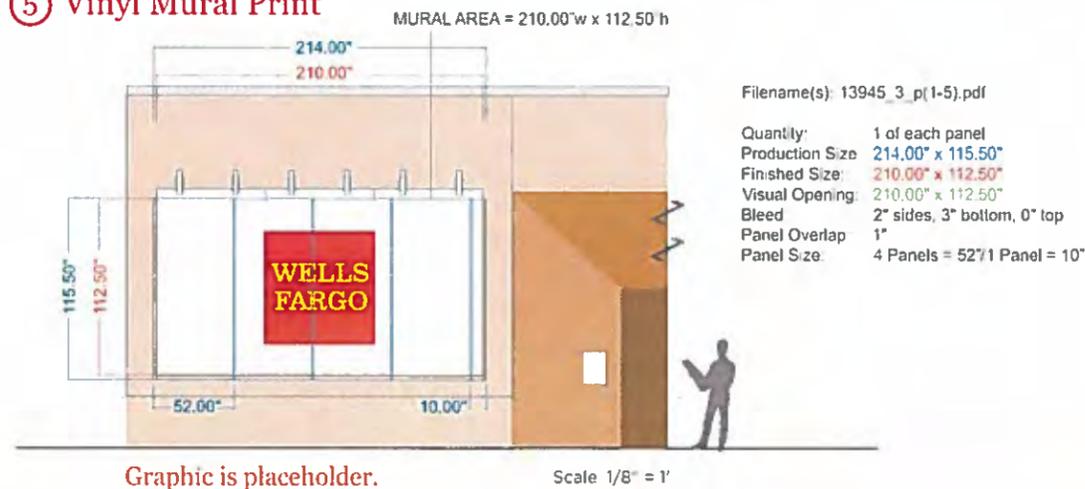
Installation Process Print Specs

Palm Springs, CA

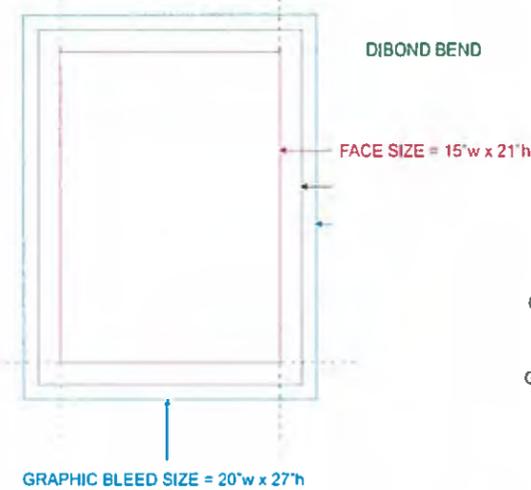
④ Vinyl Mural Print



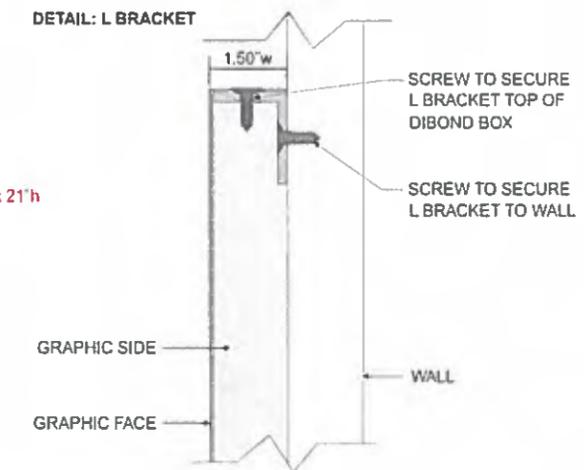
⑤ Vinyl Mural Print



DIBOND SIZE = 18"w x 24" h



DETAIL: L BRACKET



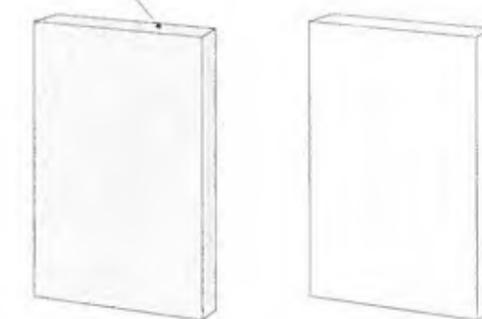
Filename(s): 13945_4_PalmSprings_CA.pdf

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

SIDE WIDTH = 1.50"



DIBOND BOX w/OUT GRAPHIC

DIBOND BOX WITH GRAPHIC



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

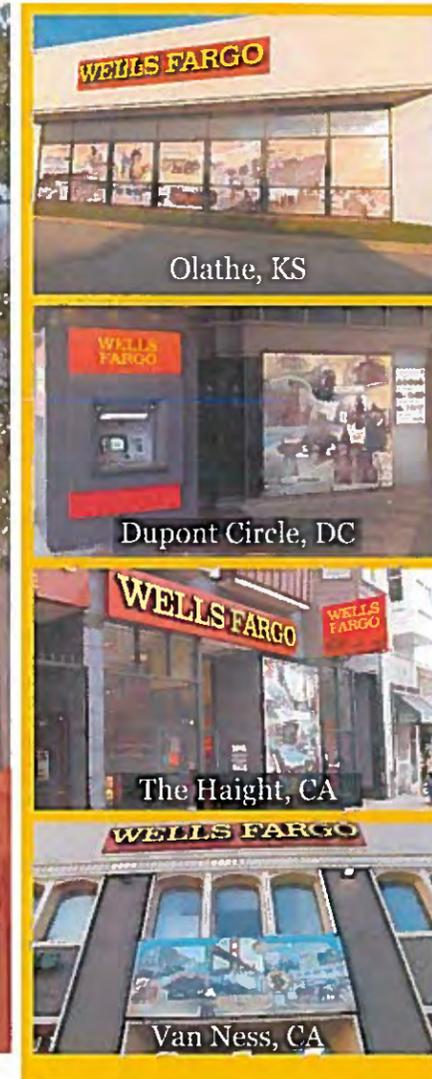


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Wells Fargo Wallscape Mural

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Examples Existing Murals



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