


COUNCIL COMMUNICATION

	Number:	20-325	Meeting:	August 3, 2020
	Agenda Item:	25	Roll Call:	20-1223
	Submitted by:	Benjamin R. Page, Park and Recreation Director		

AGENDA HEADING:

Approving GC20 Public Art Grant (PAG) Agreement for the Parks and Recreation Department's Trail Artwork Project.

SYNOPSIS:

Approval of the Public Art Grant (PAG) Agreement with BRAVO Greater Des Moines (Sally Dix: Executive Director, 801 Grand Avenue, Suite 250, Des Moines, Iowa 50309) for Trail Artwork. Project is to be installed along the Central Iowa Trail System within the City of Des Moines.

FISCAL IMPACT:

Amount: Value of the grant \$20,000. Total estimated cost of Trail Artwork project cost is \$50,000.

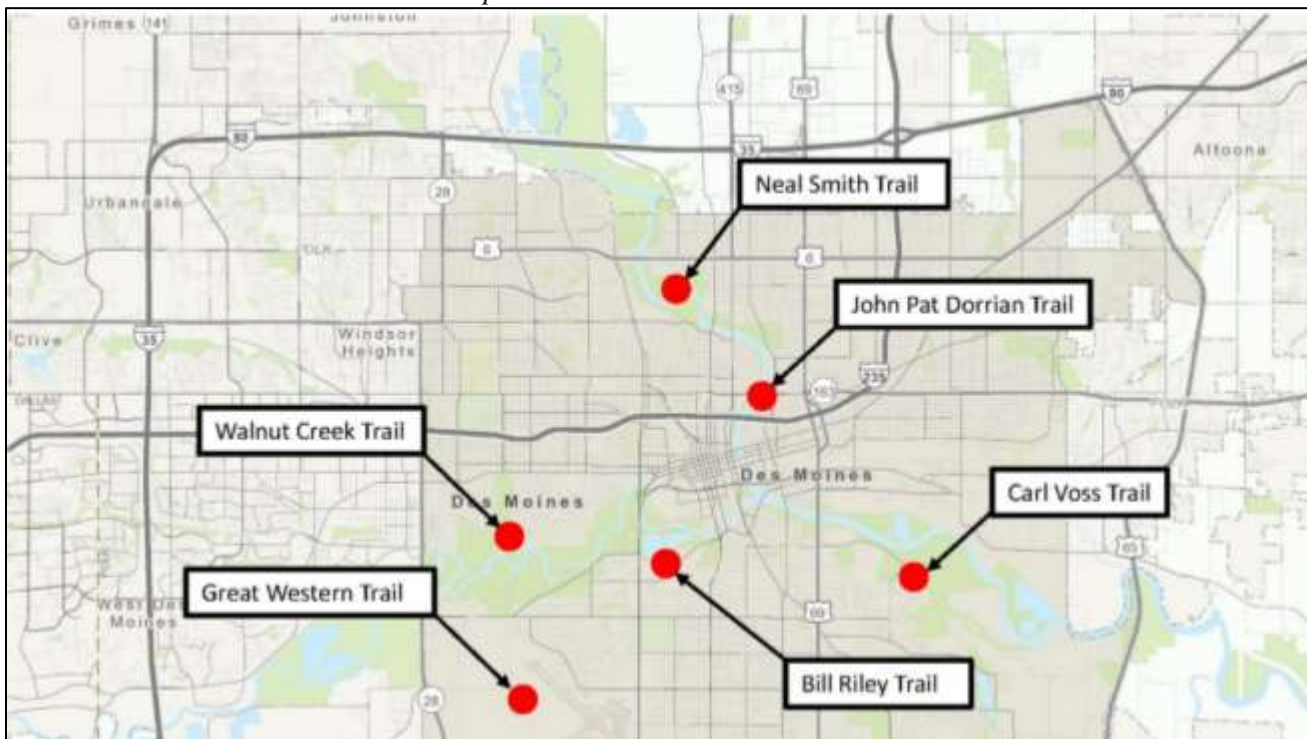
Funding Source: Grant \$20,000; remaining \$30,000 2021-2022 CIP, Page Park Improvements - 15, Multi-Use Trails, PK045, G.O. Bonds

ADDITIONAL INFORMATION:

- BRAVO Greater Des Moines has been a critical regional partner in strengthening the role of arts, culture and heritage in central Iowa since 2004.
- BRAVO's PAG offers financial support to its local government partners for public art projects that generate more artistic and cultural expression in the Greater Des Moines region.
- This is the first PAG application the Parks and Recreation Department submitted. The intent of the project is to create unique, highly memorable corridors and destinations within the City of Des Moines along the Central Iowa Trail System.
- To maximize the scope of project, the concept and design was created internally by the department's Planning Division.
- The goals and vision outlined by LiveDSM, PlanDSM, MoveDSM, and the Greater Des Moines Public Art Foundation were used as cornerstone to the project's design and concept.

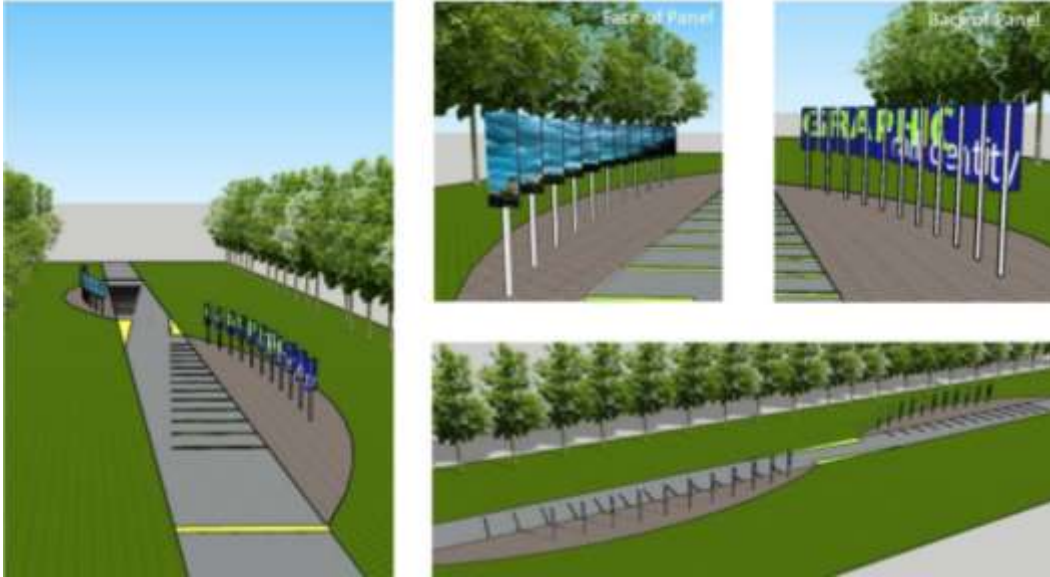
- The Planning Division will be working with a local graphic design firm, metal fabricator, and artists and photographers to display a series of images and install an experiential structure. It is possible that this project may provide opportunity to local creatives who may not typically have such exposure.
- The project will be fabricated, printed and assembled locally with durable, easy to access materials such as vinyl image prints, galvanized steel posts, stainless steel and concrete so it is easily replaced if damaged and to keep maintenance at a minimum.
- The trail system is accessible to all, but currently does not include artful elements within the trail corridors. The project will be the first to change this and will enhance the already nationally recognized trail experience the City of Des Moines offers.

Proposed Trail Artwork Locations



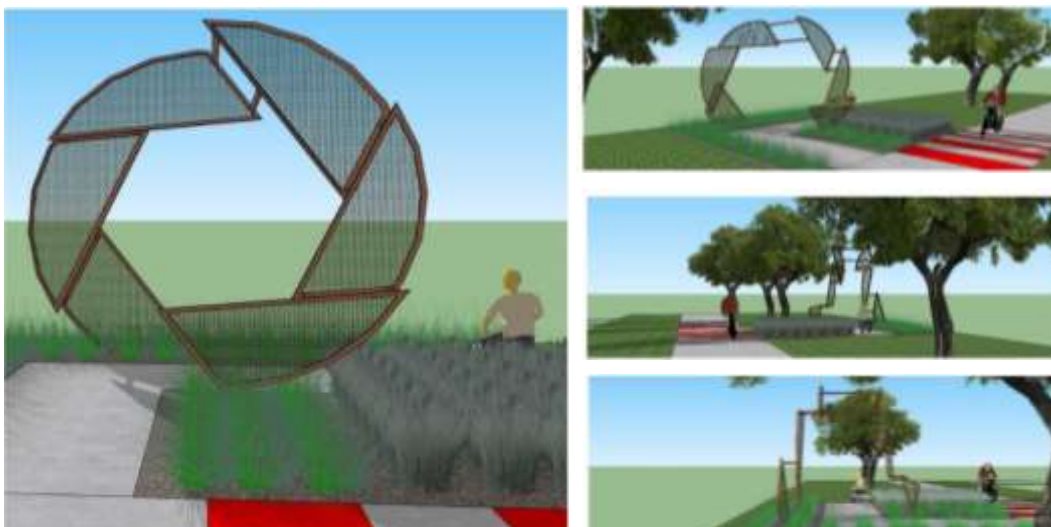
- It is anticipated that the current funding will allow all six (6) of the proposed locations to be installed. Should a second phase be necessary to accomplish this, the first phase will provide geographically diverse sites.
- The proposed location on the Great Western Trail will need the approval from and coordination with Polk County Conservation.

Corridor Concept Images



- Each corridor includes 22 panels printed with unique art (photography or other images) printed on one (1) side of the panels and a graphic design image printed on the other side of the panels and possible pavement painting, providing trail users with a unique experience in both directions of travel.
- All work will be compliant with current recreational trail standards.
- If funding allows, one (1) experiential structure will be installed as part of this project, with exact location still to be determined.
 - Scale of the structure creates visual impact as well as a destination area along trail system.
 - The form of structure resembles the symbol of camera aperture from a certain perspective.
 - The frame and panels are to be constructed out of stainless steel. Panels will be perforated so view isn't obstructed.

Experiential Structure Concept Images



PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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