


COUNCIL COMMUNICATION

 CITY OF DES MOINES OFFICE OF THE CITY MANAGER	Number:	23-258	Meeting:	May 22, 2023
	Agenda Item:	25	Roll Call:	23-0724
	Submitted by:	Benjamin R. Page, Park and Recreation Director; and Jonathan Gano, Public Works Director		

AGENDA HEADING:

Set date of hearing for approval of a License Agreement with the Downtown Self-Supported Municipal Improvement District, d/b/a Operation Downtown for the display and maintenance of mural artwork to be installed within the Principal Riverwalk trail underpass under the Iowa Women of Achievement Pedestrian Bridge.

SYNOPSIS:

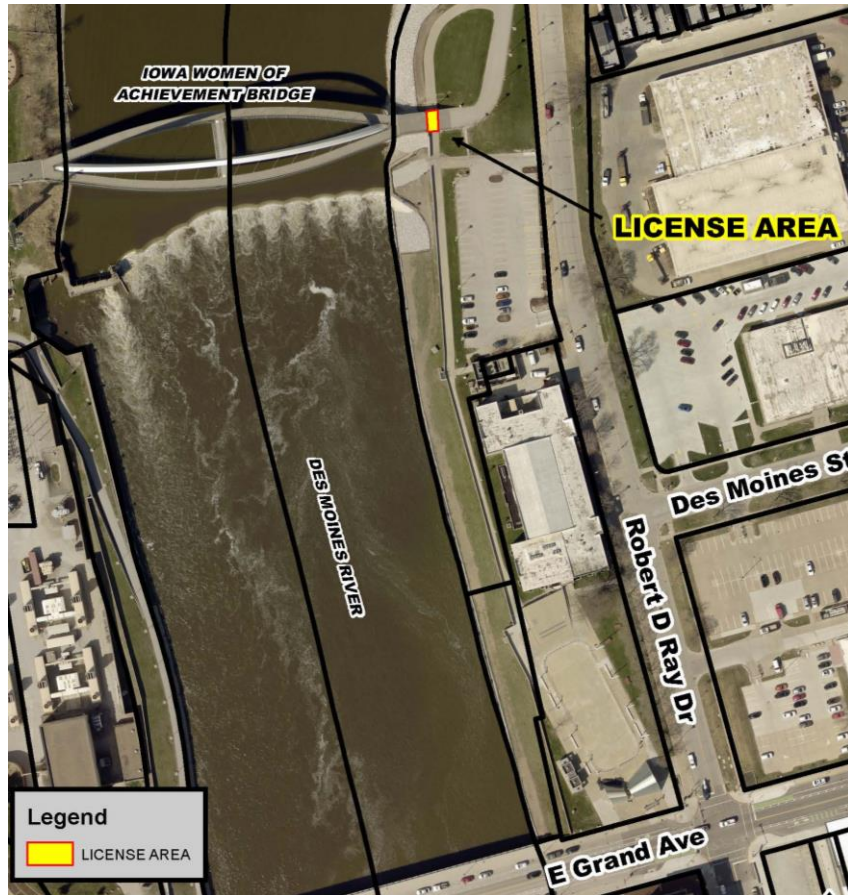
Recommend setting date of hearing for June 12, 2023, for the consideration of approval of the agreement between Operation Downtown and the City for the display and maintenance of a new public art mural installation proposed for the Principal Riverwalk trail underpass located on the east bank of the Iowa Women of Achievement Pedestrian Bridge.

FISCAL IMPACT: NONE

ADDITIONAL INFORMATION:

- The walls of the City-owned Principal Riverwalk Trail underpass at the Iowa Women of Achievement pedestrian bridge are frequently tagged with graffiti. In an effort to help alleviate this issue and enhance placemaking efforts within the area, City officials reached out to Operation Downtown to see if the location would be conducive for the installation of public artwork in the form of a mural.
- Operation Downtown has agreed to assist and fund the project and has solicited interest through a formal call for artists and selection process that drew widespread interest.
- Operation Downtown convened a diverse group of stakeholders consisting of downtown, representatives from the arts community, business and property owners, and City staff from the Public Works, Parks and Recreation Departments, and the Office of Economic Development for consultation and select the mural artist to proceed with this installation.
- The selected mural artist is Ally Frame, with the mural proposal titled “We Are One”, which is shown below. Ms. Frame has completed previous mural installations throughout Central Iowa. Her other works can be found at the following website: [Ally Frame Illustration — murals](#).
- The Greater Des Moines Public Art Foundation has reviewed and advised the City on April 20, 2023, that the proposed installation of artwork at the licensed location is consistent with the standards of the public art program and recommends approval of the installation.

- The project will be funded in entirety by Operation Downtown, who will also oversee long-term maintenance efforts with the mural. The License Agreement will be valid until March 31, 2028, with an option to renew the agreement until March 31, 2033.



Mural Location



Proposed Mural Installation

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Hearing on June 12, 2023, for approval of license agreement proposed.

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