



City of Apache Junction

Development Services Department



PUBLIC ART COMMISSION PUBLIC HEARING STAFF REPORT

DATE: March 11, 2024

TO: Public Art Commission

THROUGH: Rudy Esquivias, Development Services Director
Sidney Urias, Planning Manager

FROM: Erika Hernandez, Associate Planner

CASE NUMBER: P-23-128-ART

REQUEST: A proposal by 29th Street Capital for a public art mural along the eastern wall of the new multifamily development known as The Residences at Apache Trail, located on the southwest corner of Broadway Avenue and Tomahawk Road.

BACKGROUND

A developer may use one (1) of the following options to satisfy the Public Art requirement that is triggered during the building permit process for new commercial developments, mixed use developments, multifamily developments, multifamily expansions, public construction projects, and renovations of fifty (50) percent for mixed use and/or nonresidential buildings:

1. Pay the Public Art fee, up to a maximum of \$100,000; or
2. Formally apply for a public art project in lieu of the fee. The estimated cost of the art must be at least the cost of the Public Art fee.

In October of 2023, Jeff Curran of 29th Street Capital reached out to Planning Staff to propose a public art mural along a wall that will be built for the new multifamily development known as The Residences at Apache Trail, located on the southwest corner of Broadway Avenue and Tomahawk Road. On December 19, 2023, Michael Porto of 29th Street Capital formally submitted an application for the proposed public art mural (Exhibit 1).

Up until 29th Street Capital decided to pursue a public art project, all development projects had chosen to pay the fee. Although a few public art projects on private property exist today, this proposal will officially be the first public art on private property proposal since the creation of Public Art Commission.



City of Apache Junction

Development Services Department



RESEARCH

In reviewing the application materials, Staff agrees that Paige Reesor ("Artist") has ample qualifications. She has completed numerous art mural projects throughout the Phoenix Metro Area and has showcased her art in art galleries and art shows. Staff invited the City's Art Consultant, Dianne Cripe, to review the submittal, to which she noted that she was familiar with the Artist's work and had no objections.

The Artist's portfolio introduced Staff to several completed art projects utilizing mainly monochromatic color schemes with instances of vibrant colors. The themes tend to be portraits of historical and pop culture figures, and only two (2) previous designs in the submittal include desert landscapes. There are, however, a number of landscape murals found on her social media profile showcasing her experience with this theme (www.instagram.com/paige.reesor.art/).

The four (4) conceptual drawings show varying art styles and color palettes; however, the scaled drawings and perspective views is slightly different from the conceptual Option 1.

The maintenance plan appears to be detailed enough to prepare the owner to take over the maintenance once the Artist's maintenance timeframe is completed. It includes methods of protection, care, necessary supplies and materials, and instructions for possible fading.

This public art proposal is associated with building permit No. B-2022-1096, for a new clubhouse within The Residences at Apache Trail, a 201-unit rental community. The mural is proposed to be located on the west side of Tomahawk Road facing the right-of-way, atop a gabion wall. The Public Art fee is maxed out to a total of \$100,000, invoiced on October 17, 2023. The itemized budget indicates the cost exceeds the amount required for the art proposal.

RECOMMENDED MOTION

I move that the Public Art Commission recommend to the Apache Junction City Council the approval of Option 1, 2, 3 or 4 (Exhibit 1) submitted by the applicant for the proposed mural along the wall facing Tomahawk Road for the new 201-unit multifamily development known as The Residences at Apache Trail located on the southwest corner of Broadway Avenue and Tomahawk Road subject to the following conditions of approval:

1. The execution of a proper contract with the City outlining, at minimum, the art installation timeline, language to maintain like-new conditions for at least five (5) years, inclusion of the responsible party for maintenance and the duration of that



City of Apache Junction

Development Services Department



maintenance (even upon sale), measures to fix damage, conditions for potential replacement if the mural is damaged by more than fifty (50) percent, potential replacement if the mural fades before fifteen (15) years after installation.

Attachments:

- Exhibit 1: 4 Conceptual Options
- Exhibit 2: Application Materials