



TO: T.C. Broadnax, City Manager
FROM: Kim Bedier, Public Assembly Facilities
COPY: Economic Development Committee
SUBJECT: Tacoma Dome Roof Vinyl Decal Update
DATE: December 9, 2014

SUMMARY:

There is desire in the community to install Warhol Flower art on the roof of the Tacoma Dome. The PAF Department was directed to proceed with testing a material that could potentially be used to install the artwork.

BACKGROUND:

On June 10, 2014, Rainier Environmental Graphics installed a 3M vinyl decal on the roof of the Tacoma Dome, in order to determine if the product could be appropriate for extended use in this location. The decal depicted a TV test pattern (multiple colors) and had multiple seams, in an effort to simulate conditions of a full roof application. For the last five months, the test section was undisturbed while being exposed to the weather and proximity to I-5.

On November 17, 2014 Matt Balk, PAF Operations Manager inspected the decal and took note of its condition and appearance. He also cleaned and removed a small section to determine whether there might be any challenges with upkeep or removal.

The decal appeared to be in good shape. There were no rips, peeling, or delaminating of the material. All the seams were still in place and there was no water observed underneath the decal. Rainier Environmental Graphics installed the material correctly and it appeared the adhesive was sufficient to withstand summer and autumn weather over a six month period.

The appearance of the decal had varying degrees of acceptability in relation to color and weathering. The darker colors of the test pattern were noticeably dirty and not as bold as they were at installation. The lighter colors hid the dirt better, but presented a slightly faded appearance. All the seams were very dirty. This is not surprising due to the exposure to the elements in this location, but presents a condition that could negatively impact appearance and presentation, regardless of the frequency of cleanings.

The decal cleaned up well when wiped with a plain cloth, although a pattern of lines running north to south was apparent. The seams demonstrated considerable dirt buildup and were more of a challenge to clean. No cleaners, brushes or power washing methods were used, so it is not known what effect those cleaning methods would have on the extended appearance of the material.

A small portion of the decal was removed. It easily ripped during removal. The two square foot section that was removed came off in about 10 pieces. This indicates that removal may present a significant labor-intensive challenge. The removal did not damage the existing roofing material; however a light tackiness was present. Extensive cleaning would be necessary after the removal of any decal installation.



ISSUE:

The Tacoma Arts Commission and others have asked for formal support of the Warhol project from the City in the form of a Council Resolution, so that they can proceed with fundraising and ultimately install the Warhol Flower on the roof of the Tacoma Dome.

Testing of the material proposed for the installation has demonstrated that there could be significant issues with appearance, color fading, cleaning and ultimately removal of the material.

ALTERNATIVES:

City Council could consider a Resolution supporting in principle the installation of a Warhol Flower on the roof of the Tacoma Dome. This would then allow arts organizations in the community to request permission from the Warhol Foundation to install the art and commence fundraising for the project. Should the project move forward, it would be critical to include funding for regular cleaning (at minimum every six months). Both installation and removal of the decal must be included in any project proposal.

FISCAL IMPACT:

Estimates for the art project (including design and installation) are between \$2.16 and \$2.19 million, which includes a three-year warranty on the proposed material. In order to show the art in its best light, the roof would have to be cleaned at least twice annually at the estimated cost of \$150,000 per cleaning. Complete ongoing maintenance requirements are not known at this time nor is it known what costs or impacts could be associated with removing the adhesive film at a future date. The City does not have funds designated for the project, cleaning, or maintenance, therefore 100% of the project and all maintenance including removal would need to be funded privately. Roof repairs or replacement are not scheduled at this time.

RECOMMENDATION:

For information purposes only.