

## Goal 4:

### Beautify the Highway 111 Corridor

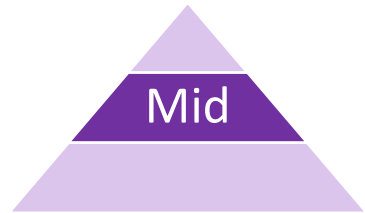


Co-Champions: Warren Morelion, Community Development Director  
Ken Seumalo, Public Works Director

Desired Outcomes: Beautify Highway 111 corridor retaining the unique character of Indian Wells.

#### Action Items

1. Define Cook Street and Highway 111 improvements
1. Improve frontage appearance of commercial properties
2. Determine use of Arts in Public Places funds

Cost Estimate	Stage of Progress	Priority
Budgeted in FY 2015-17: Arts in Public Places funds	Planning Stages	

## Goal 4: Beautify Highway 111

### 1. Define Cook Street and Highway 111 improvements

July 2016

Actions Steps	
a.	Develop design alternatives based on City Council direction, to include no art alternative, cleanup site and replacement of palm trees.

### 2. Improve frontage of commercial properties

December 2015

Actions Steps	
a.	Require property owners to clean and maintain their property frontages by removing unsightly vegetation and installing new screen fencing and mulch and/or landscaping.

### 3. Determine use of Arts in Public Places funds April 2016

Actions Steps	
a.	Identify amount in the fund upon completion of the Carl Bray project.
b.	Identify possible art projects and locations in the City.
c.	Establish review and approval process.