



## CITY OF COMMERCE AGENDA REPORT

Item No.: \_\_\_\_\_

**TO:** Honorable City Council

**FROM:** City Administrator

**SUBJECT:** UTILITY BOX ART BEAUTIFICATION COMMITTEE ARTWORK SELECTION

**MEETING DATE:** February 21, 2017

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### **RECOMMENDATION:**

It is recommended that the City Council approve the Resolution which:

1. Approves the Beautification Committee Selection of artwork to be installed at various city owned signal utility cabinets;
2. Authorizes the Parks and Recreation Department to wash and prime city owned signal utility cabinets before the artist begins work, and install anti-graffiti coating on completed artwork; and,
3. Authorizes the Finance Department to issue a purchase order for each selected artist and artwork in the amount of \$800 each, with 50% being paid before the artwork is to begin and the remainder after completion.

### **BACKGROUND:**

Utility box art programs are very popular streetscape and public art projects throughout the United States. The objectives of utility box art projects are to beautify the public realm, create public art, and to deter graffiti "tags" from appearing on the utility boxes. The utility art project in the City of Commerce will be implemented with these same objectives. The utility boxes that are included are City owned/maintained traffic signal boxes. Covering traffic signal boxes with art is a way to deliver public art to the area and turn them into positive assets for the neighborhood.

On October 18, 2016, the City Council authorized staff to begin a Utility Box Art Pilot Beautification Program. Under the program, staff issued a call for local professional artists to design and paint city owned traffic cabinet utility boxes. Staff advertised and published the Call for Artists Request for Proposals and Application on the City website and reached out to local artist groups and associations to collect submissions for

painting the city owned traffic cabinet control utility boxes. Originally, the deadline to submit the artwork was set for November 9, 2016, however after having only 13 submissions, staff extended the deadline to January 5, 2017.

## **ANALYSIS:**

After the January 5, 2017, deadline, in total, there was 27 submissions. At the January 11, 2017 Beautification Committee Meeting, the Beautification Committee reviewed all the submissions and selected 7 ready designs and identified locations of where they should be installed. The work is scheduled to begin in March 2017, staff is coordinating with the Parks and Recreation Department to make sure the cabinets are washed and primed before the artists paint them. Staff is also coordinating with the artist to schedule specific days and times they will begin their work.

There were 3 other artists, whom the Beautification Committee directed staff to speak with to incorporate their sample artwork into the design instead of using the submitted design. Staff is currently engaging with the artists for them to submit an updated design that includes the sample works the Beautification Committee selected.

The 7 designs that the Beautification Committee selected are listed below at the following locations:

### **Telegraph Rd/Atlantic Blvd:**

*Artwork ID: A-1*



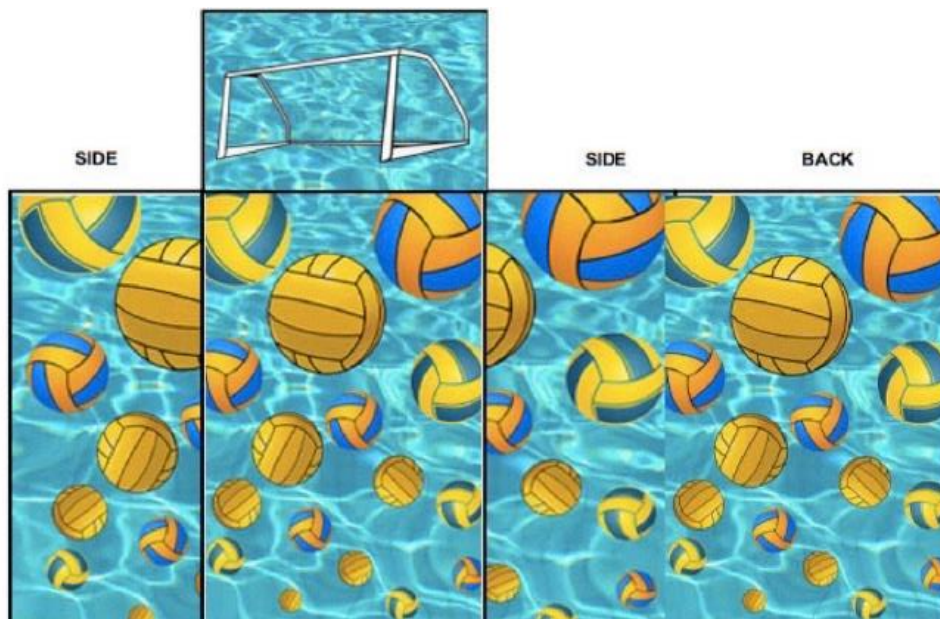
## Washington Blvd/Atlantic Blvd

Artwork ID: A-2



## Washington Blvd/Commerce Way

Artwork ID: D





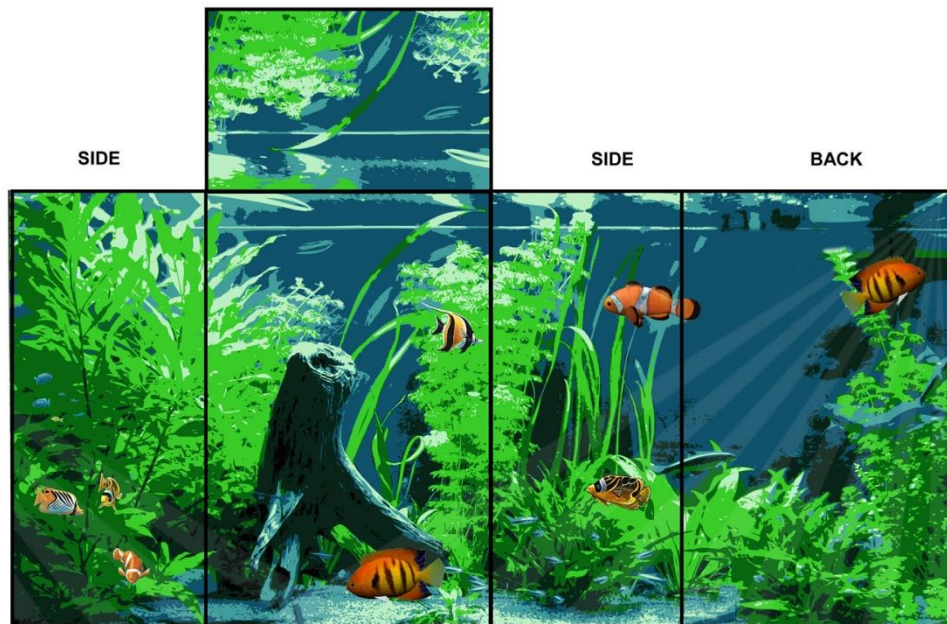
## Atlantic Blvd and Harbor St

Artwork ID: O-2



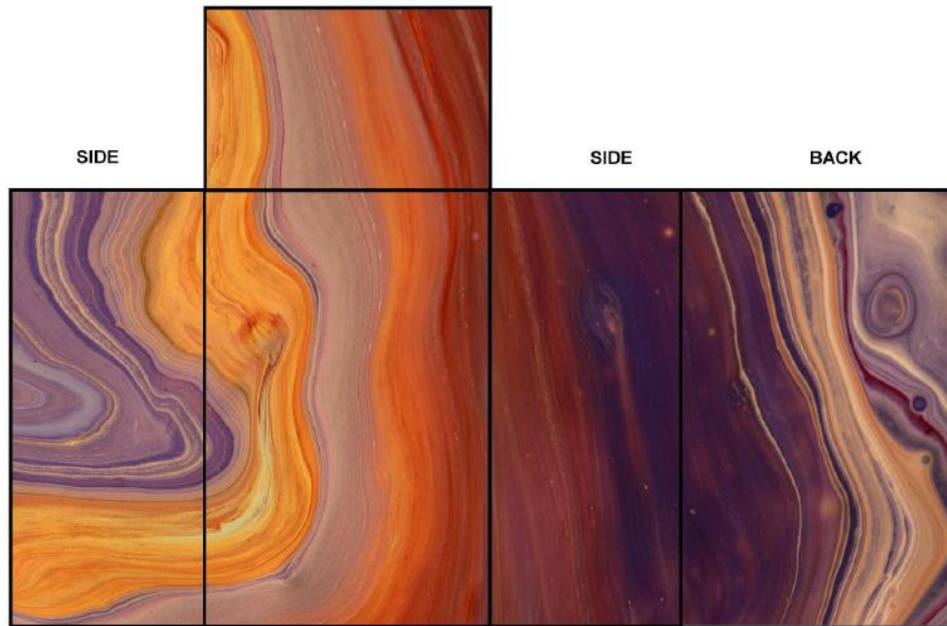
## Slauson Ave and Eastern Ave

Artwork ID: T-3



## Washington Blvd and Fidelia Ave

Artwork ID: Z-1



## Washington Blvd and Eastern Ave

Artwork ID: R



### ALTERNATIVES:

1. Approve staff recommendation
2. Disapprove staff recommendation
3. Provide further direction to staff

**FISCAL IMPACT:**

Measure AA funding requirements, 2.5% of the funding is to be used for City beautification activities and projects. Measure AA funds of \$20,000 are available in Category “E” – City Beautification Activities/Projects. This amount was approved as part of the FY 2016/17 budget process.

**RELATIONSHIP TO STRATEGIC GOALS:**

The issue before the Council is applicable to the following Council’s strategic goal:  
*“Improve and maintain infrastructure and beautify our community”*

Recommended by: Maryam Babaki, Director of Public Works & Development Services

Reviewed by: Vilko Domic, Finance Director

Approved as to form: Eduardo Olivo, City Attorney

Respectfully submitted by: Jorge Rifa, City Administrator