



CITY OF COMMERCE AGENDA REPORT

Item No.: _____

TO: Honorable City Council

FROM: Interim City Administrator

SUBJECT: UTILITY BOX ART BEAUTIFICATION PROGRAM ARTWORK
AND LOCATION SELECTION, PHASE 2

MEETING DATE: August 15, 2017

RECOMMENDATION:

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

1. Select and approve either Option 1 or Option 2 of the selected artworks and corresponding utility cabinet locations for Phase 2 of the Utility Box Art Beautification Program:
 - ✓ **Option 1:** Select 8 locations where the utility cabinets will not be replaced based on preliminary recommendations as part the Citywide ITS Interconnect & Traffic Management Center Project.
 - ✓ **Option 2:** Select 8 locations where the utility cabinets are being recommended for replacement at a future date based on preliminary recommendations as part of the Citywide ITS Interconnect & Traffic Management Center Project.
2. Approve Parks and Recreation Department to wash and prime the selected utility cabinet locations before the artist begins work, and install anti-graffiti coating on completed artwork; and,
3. Authorize finance to issue a PO 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.

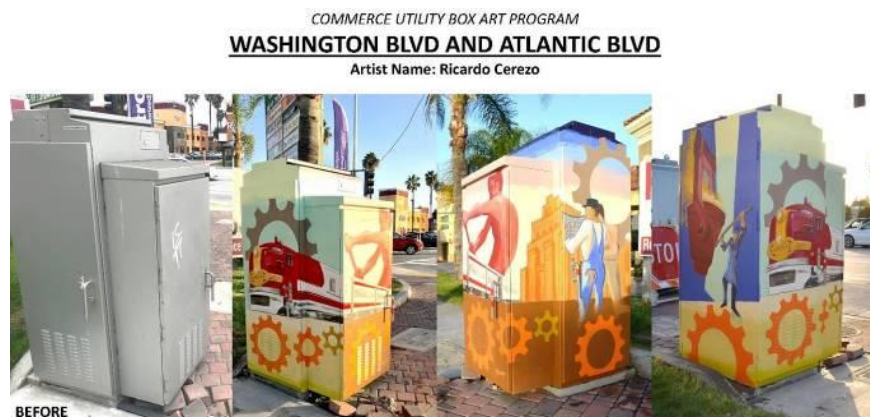
BACKGROUND:

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, celebrate the work of local artists, 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/cabinets. Covering traffic signal boxes/cabinets with art is a way to deliver public art to the area and turn them into positive assets for the neighborhood.

At the October 18, 2016 City Council Meeting, Council authorized staff to begin a Utility Box Art Pilot Beautification Program, which was considered as Phase 1. 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.

At the February 21, 2017 City Council Meeting, Council approved Phase 1 of the program and selected 7 artworks to be painted throughout the City. The artworks were painted and completed during the last week of April 2017. The completed boxes are shown below:



COMMERCE UTILITY BOX ART PROGRAM
ATLANTIC BLVD AND TELEGRAPH ROAD
 Artist Name: Ricardo Cerezo



COMMERCE UTILITY BOX ART PROGRAM
WASHINGTON BLVD AND EASTERN AVE
 Artist Name: Erick Yanez



COMMERCE UTILITY BOX ART PROGRAM
WASHINGTON BLVD AND COMMERCE WAY
 Artist Name: Stacey Alexander



COMMERCE UTILITY BOX ART PROGRAM
ATLANTIC BLVD AND HARBOR ST
 Artist Name: Sei Shimura



COMMERCE UTILITY BOX ART PROGRAM
WASHINGTON BLVD AND FIDELIA AVE
Artist Name: Paul Juno



ANALYSIS:

Staff has been preparing for Phase 2 of the program. There are in total 52 Utility Cabinets that are maintained by the City of Commerce. Out of these 52, 7 of them have been painted as part of Phase 1 of the program, as shown above. Staff and Beautification Committee, reviewed the submissions for Phase 2 and staff is bringing forth the remaining 8 artworks for painting on 8 utility cabinet boxes in the City.

At previous City Council Meetings and Beautification Committee Meetings, City Council expressed they would like to see the utility boxes painted near the Veteran's Park and Bristow area.

Staff analyzed the available boxes to determine which locations are most appropriate at this time. Concurrently, the City is also preparing for the Citywide ITS Interconnect & Traffic Management Center Project; as part of that project, several utility cabinets are being recommended for new cabinet installation. At this time, based on preliminary recommendations as part the Citywide ITS Interconnect & Traffic Management Center Project, there are 15 locations where the utility cabinets will not be replaced as part of the project. The 15 locations are as follows:

- Washington/Indiana
- Washington/Oak
- Washington/Arrowmill
- Washington/Ayres
- Washington/O Neill
- Eastern/Sheila
- Eastern/Commerce Way
- Eastern/Rickenbacker
- Eastern/61st
- Telegraph/Citadel

- Telegraph/Gasper
- Washington/Leo
- Washington/Telegraph
- Telegraph/Malt
- Garfield/Flotilla

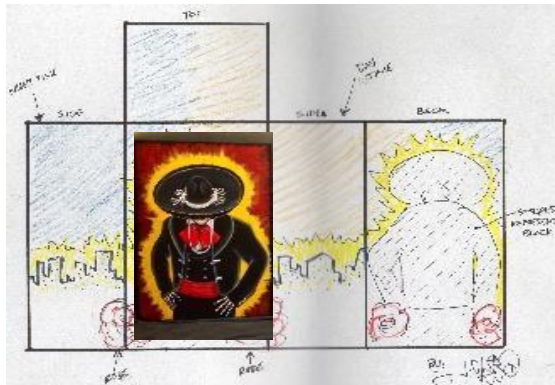
Staff is presenting City Council with two options:

Option 1: Select 8 locations where the utility cabinets will not be replaced based on preliminary recommendations as part the Citywide ITS Interconnect & Traffic Management Center Project.

Please refer to EXHIBIT A – OPTION 1, PHASE 2: UTILITY BOX ART PROGRAM, PROPOSED ARTWORK LOCATION MAP.

The proposed artwork locations for option 1 is listed below:

Location 1: Washington/Indiana



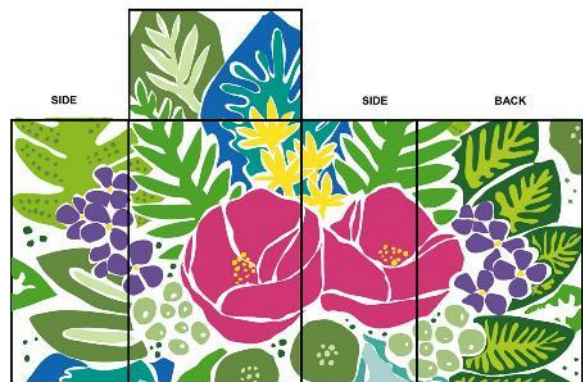
Location 2: Washington/Oak



Location 3: Washington/Arrowmill

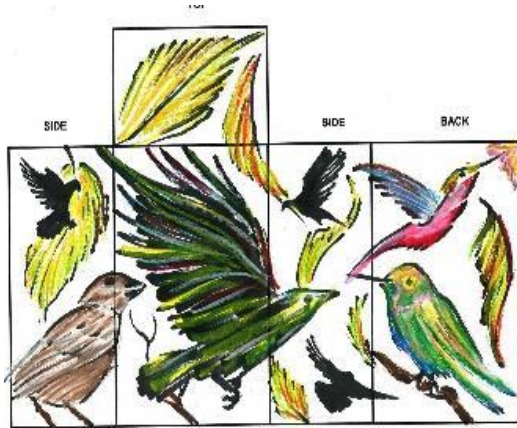


Location 4: Washington/Ayres

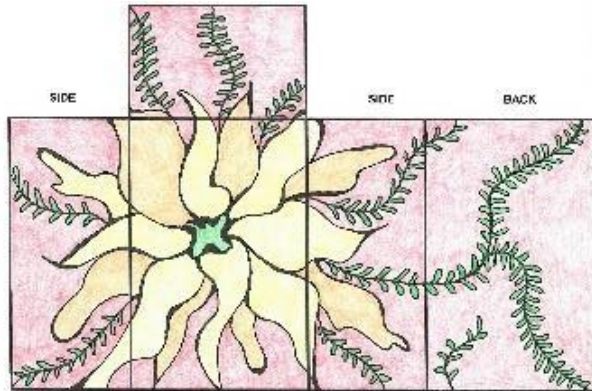
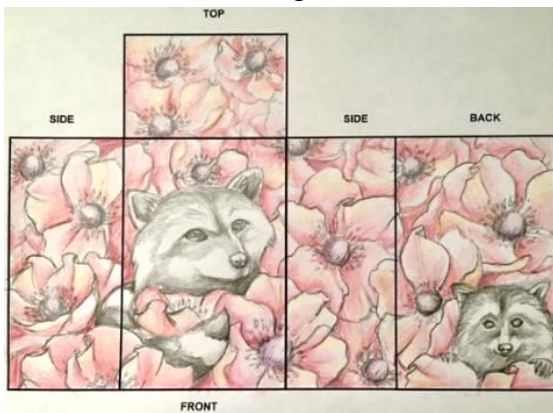


Location 5: Washington/O Neil

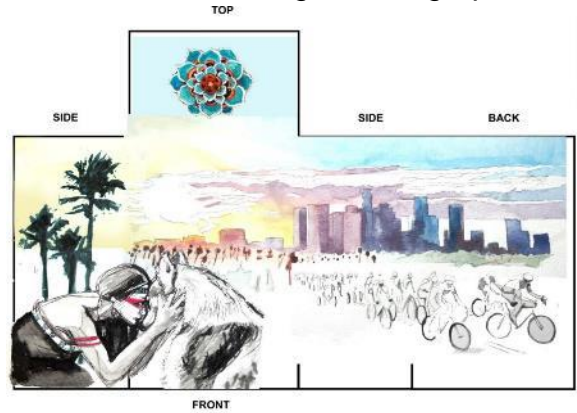
Location 6: Eastern/Sheila



Location 7: Washington/Leo



Location 8: Washington/Telegraph

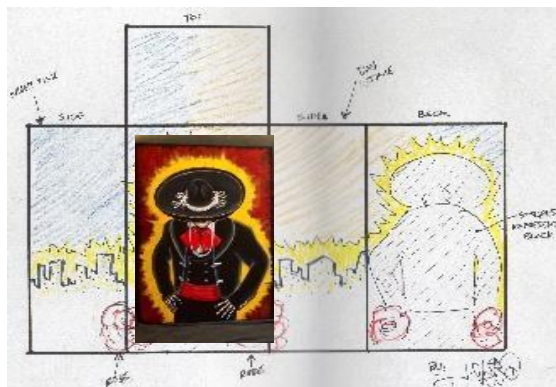


Option 2: Select 8 locations where the utility cabinets are being recommended for replacement at a future date based on preliminary recommendations as part of the Citywide ITS Interconnect & Traffic Management Center Project.

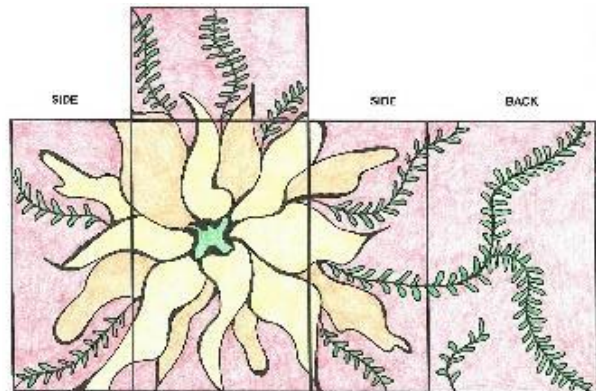
Please refer to EXHIBIT B – OPTION 2, PHASE 2: UTILITY BOX ART PROGRAM, PROPOSED ARTWORK LOCATION MAP.

The proposed artwork locations for option 2 is listed below:

Location 1: Washington/Ayres



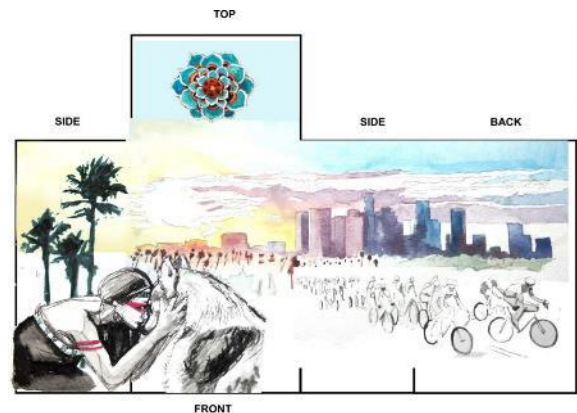
Location 2: Atlantic/Jardine



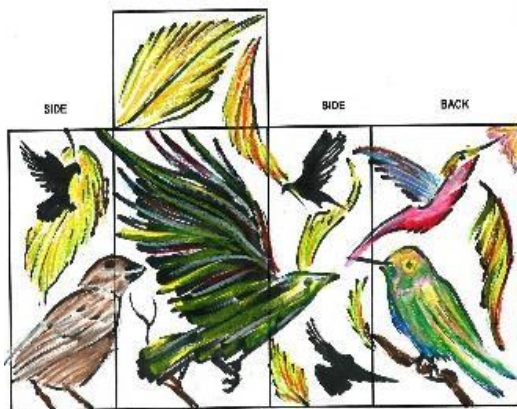
Location 3: Eastern/Everington



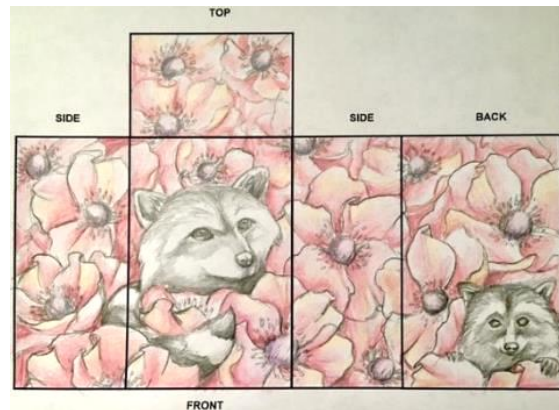
Location 4: Eastern/Harbor



Location 5: Slauson/Triangle



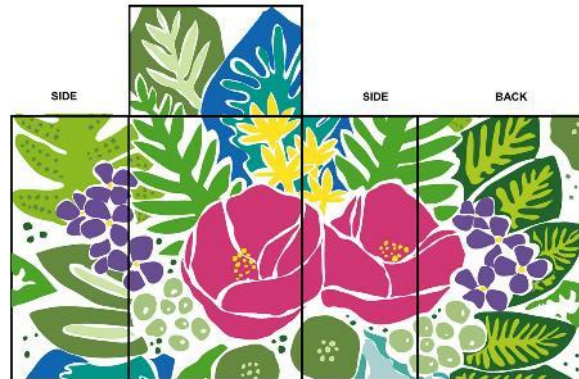
Location 6: Slauson/Greenwood



Location 7: Slauson/Gage



Location 8: Gage/Zindell



ALTERNATIVES:

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

FISCAL IMPACT:

Per 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"

ATTACHMENTS:

- **EXHIBIT A** – OPTION 1, PHASE 2: UTILITY BOX ART PROGRAM, PROPOSED ARTWORK LOCATION MAP
- **EXHIBIT B** – OPTION 2, PHASE 2: UTILITY BOX ART PROGRAM, PROPOSED ARTWORK LOCATION MAP

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: Vilko Domic, Acting City Administrator