



CITY OF COMMERCE AGENDA REPORT

Item No.: _____

TO: Honorable City Council

FROM: City Administrator

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

MEETING DATE: May 15, 2018

RECOMMENDATION:

It is recommended that the City Council consider the following:

1. Approve the selected artworks and corresponding utility cabinet locations for Phase 2 of the Utility Box Art Beautification Program
2. Authorize Parks and Recreation Department to wash and prime the selected utility cabinet locations before the artist begins work, and install anti-graffiti coating on the completed artwork
3. Authorize payment 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

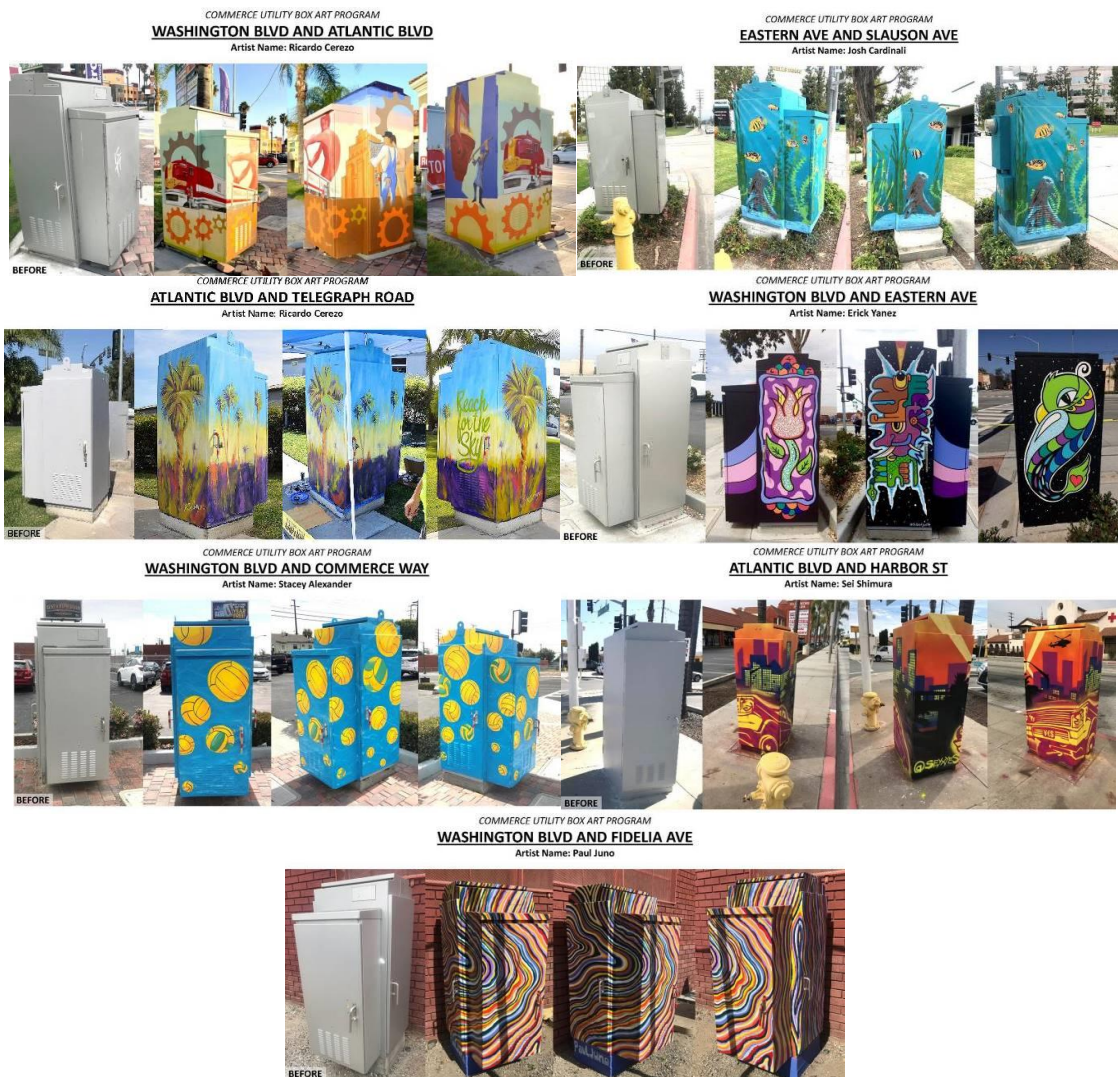
BACKGROUND:

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/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, City 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, City 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:



ANALYSIS:

Staff, working with the Beautification Committee, 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. 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 a 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 18 locations where the utility cabinets will not be replaced as part of the project. The 18 locations are as follows:

- | | |
|-------------------------------|--|
| 1. Washington/Indiana | 10. Eastern/Commerce Way |
| 2. Washington/Oak | 11. Eastern/Rickenbacker |
| 3. Washington/Arrowmill | 12. Eastern/61st |
| 4. Washington/Ayres | 13. Telegraph/Citadel |
| 5. Washington/O'Neill | 14. Telegraph/Gaspar |
| 6. Washington/Leo | 15. Telegraph/Casino Driveway (Caltrans) |
| 7. Washington/Telegraph | 16. Telegraph/Malt |
| 8. Eastern/Stevens (Caltrans) | 17. Garfield/Flotilla |
| 9. Eastern/Sheila | 18. Garfield/Railroad Crossing |

Per the selection of the Beautification Committee, the following is brought forward for the proposed artwork and the corresponding location.

Location 1: Washington Blvd/Telegraph Rd **Location 2:** Eastern Ave/Commerce Way



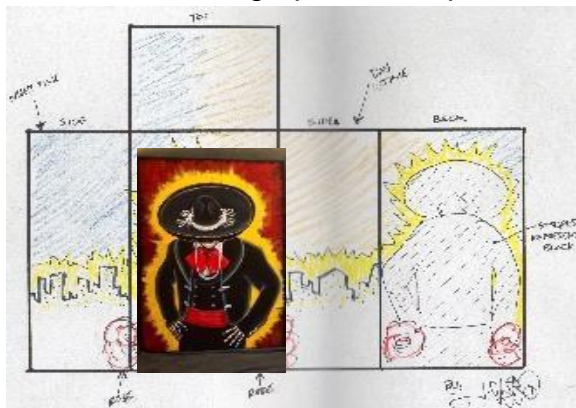
Location 3: Eastern Ave/61st St



Location 4: Telegraph Rd/Citadel Dr



Location 5: Telegraph Rd/Gaspar Ave



Location 6: Telegraph Rd/Malt Ave



At the August 15, 2017 City Council Meeting, City Council requested for staff to invite students from Bandini Elementary School and Rosewood Elementary School to participate in the artwork for the utility boxes. At the request of City Council, staff distributed flyers to the local schools asking students to submit drawings illustrating what they like about living in the City of Commerce. The City received a total of 9 drawings from students at Bandini Elementary School and Rosewood Elementary School.

The artwork submitted by students would be transferred to the utility boxes via a wrap system.

The Beautification Committee reviewed the submitted drawings and recommended the following:

1. Install via wrap system the drawing submitted by Ryan Rojas. The Beautification Committee requested that the drawing be transferred via a wrap technique and

installed on a utility box. The proposed location as well as the submitted drawing is shown below.

Location 7: Washington Blvd/Leo Ave

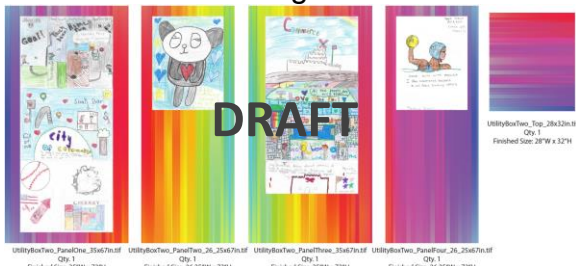


Additionally, the Beautification Committee requested to combine the remaining student artwork submissions via wrap system on another utility box at a different location.

The Beautification Committee requested Staff to coordinate with the Library for the drawings that were submitted for their Bookmark Art Contest to possibly incorporate them into the utility box wrap of the combined student artworks. The Library provided the winning 6 bookmarks selected for the Bookmark Art Contest and staff also received the winning 6 drawings selected for the Arbor Day Art Contest. The Beautification Committee selected 3 bookmarks to be featured on the Utility Box as well as 2 Arbor Day drawings.

2. Install via wrap system the final combined student artwork submissions which includes the artworks submitted for the Utility Box Art Contest, Bookmark Art Contest, and Arbor Day Art Contest. The Beautification Committee requested that the drawing be transferred via a wrap technique and installed on a utility box. The proposed location as well as the submitted drawing is shown below.

Location 5: Washington Blvd/O'Neill Ave



The Beautification Committee also requested for staff to look into geotagging each utility box so that the community could share pictures of the boxes with others. Staff will create an interactive map that will be linked to the City's website where the community can view the locations of the utility boxes that have been painted in Phase 1 and Phase 2. The community will have the ability to click on each location to view the existing art and the artist's information. Staff will also look into having stickers created with the City's Instagram name that could be placed on the utility boxes encouraging the community to share and tag their pictures of the utility box artwork with the City's

Instagram page. See below for an example:



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 \$256,000 are available in Category "E" – City Beautification Activities/Projects. This amount was approved as part of the FY 2017/18 budget process.

RELATIONSHIP TO STRATEGIC GOALS:

The issue before the City Council is applicable to the following City Council's strategic goal: *"Improve and maintain infrastructure and beautify our community"*

ATTACHMENTS:

A **EXHIBIT A** – 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: Norma Copado, City Attorney

Respectfully submitted by: Edgar P. Cisneros, City Administrator