DATE: MARCH 2, 2020

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: KELLY REENDERS, ASSISTANT CITY MANAGER
DYANNE WEAMIRE, MANAGEMENT ANALYST

SUBJECT: UTILITY BOX ARTWORK PROGRAM

RECOMMENDED ACTION:

That the City Council authorize Staff to release an application for the second phase of the Utility Box Artwork program; authorize the Arts and Culture Commission to select artists, and authorize Staff to use $25,000 of Arts in Public Places funds to produce and install 14 vinyl wraps, and award $250 to artists whose work is selected for the boxes.

BACKGROUND:

Last year, the Arts and Culture Commission implemented a new initiative, a utility box artwork program to contribute to the vitality and attractiveness of Dana Point streetscapes, and create a vibrant and interesting environment. After a call for artists, the City received 28 applications to wrap 9 utility boxes. The Arts and Culture Commission scored the designs and selected 7 artists whose designs were digitized, printed on vinyl, and installed on the boxes (see Supporting Document B for locations). The boxes and artists are currently featured on the City’s website under Dana Point Public Art.

DISCUSSION:

The Arts & Culture Commission is proposing to invite artists to participate in the second phase of the City’s Utility Box Public Art Program (Supporting Document A). The second phase of the program will seek artists to showcase their work and beautify 14 utility boxes located throughout Dana Point. One box in this phase of the program is located at Golden Lantern and Acapulco; Staff intends to work with Dana Hills High School’s Art Program directly on the design for the box as it is adjacent to the school.

The goals of the program are to use public art to contribute to the vitality and attractiveness of the City’s streetscapes and bring art to unexpected places. Utility boxes featuring artwork are also less likely to be graffitied or vandalized. The program is a cost effective option to beautify Dana Point and an opportunity for local artists to promote their work in a visible public space. As part of the evolution of the program, the Arts and Culture Commission is also recommending an award of $250 for each selected artist. Due to the COVID-19 pandemic, many artists have had a challenging year with the cancellation of
events where they normally have the opportunity to sell art. If an artist has multiple works selected, staff suggests compensating for each piece of artwork.

This phase of the utility box artwork program plans to include:

1. Niguel Road and Mariner Drive
2. Niguel Road and Stonehill Drive
3. Pacific Coast Highway/ Del Prado (east end) and Copper Lantern
4. Golden Lantern and Selva Road
5. Pacific Coast Highway and Del Prado (west end)
6. Pacific Coast Highway and Ruby Lantern
7. Stonehill Drive and Selva Road
8. Stonehill Drive and Blue Lantern
9. Golden Lantern and Terra Vista
10. Stonehill Drive and Palo Alto Drive
11. Del Obispo and Blue Sail Drive
12. Golden Lantern and Stonehill
13. Pacific Coast Hwy at Malaga
14. Golden Lantern and Acapulco Drive

While the Commission prefers to include boxes in each Council district for each phase of the program, there are currently no boxes available in District 5.

The art designs must cover all four sides and the top of the box. The artwork will be printed and installed by a contracted vinyl wrapping company on behalf of the artists and the City of Dana Point. Vinyl wraps are envisioned to last approximately 4 years, but timing may vary depending on environmental conditions in the various locations. Each box is estimated to cost approximately $1,500 for vinyl wrap printing, utility box preparation/cleaning and installation.

Artwork submitted should be family-friendly and suitable for viewing by all ages. Due to the location of the boxes, the Commission is encouraging that art should be visible from a distance, artists choose bold colors and designs, and the City requests that artists leave as little open white space as possible.

Additional considerations for artwork:

Consideration will be given to a design that showcases Dana Point’s culture, historic heritage, or acknowledges a key activity that takes place in the area.

Artists can submit more than one concept for the same location or submit a concept that includes a continuous theme across multiple utility boxes and locations.

The artwork design may not restrict any vents or airflow through the boxes, thus necessary layout edits to designs may be made by the City.

The City must be able to fully access the box and the components inside the box at all times.

Entries that use a copyrighted or tradmarked image will not be accepted. In addition, the art must not be plagiarized, stolen, or copied from any other source.
Entries must not defame or invade the rights of any person, living or dead.

The Commission will consider the following when selecting artwork:

- Artistic excellence, innovation, and originality.
- Does the art meet the goals of the project?
- Does the art transform the project area?
- Does the art relate to the area where the utility box is located?
- Does the art portray the City’s culture, historic heritage, or a key activity?

Applications are anticipated to be released March 22, 2021 and be submitted for consideration to the City by close of business May 25, 2021. Staff is hoping that by extending the window for entries, the Commission will receive a greater pool of artwork to consider.

The selection process will consist of a review and ranking of each entry by the Arts & Culture Commission. It’s expected the Commission will make the final selection of artists for the utility boxes at their meeting on June 10, 2021. Artists will be notified by the City if and when their designs are accepted and will be asked to coordinate with the company printing the vinyl wraps. Installations are targeted for July/August.

**STRATEGIC PLAN IMPLEMENTATION:**

Strategic Goal 1: Livable Community and World Class Place; Maintain and enhance Dana Point’s unique sense of place.

**FISCAL IMPACT:**

Not to exceed $25,000 for funds to compensate artists, and print and install vinyl wraps on 14 utility boxes. Funds are available in the General Fund Reserve for Art in Public Places (Acct # 01-2470), which currently has an available balance of roughly $250,000; Council is requested to authorize $25,000 for use on this project by increasing appropriations in the Economic Development Division’s Professional Services (Acct # 01-44-20-000-2230) by that amount.

**ALTERNATIVE ACTIONS:**

1. Other alternatives as identified by the City Council.

**SUPPORTING DOCUMENTS:**

A. Utility Box Public Art Program ................................................................. 4
Supporting Document A

City of Dana Point Public Art Program

City of Dana Point
Public Art Program

UTILITY BOX PUBLIC ART PROGRAM INFORMATION

The City of Dana Point and its Arts & Culture Commission invites artists to participate in the City's Phase 2 Utility Box Public Program. The City and the Commission are seeking artists to showcase their work in an ongoing effort to beautify 13 utility boxes located throughout the City of Dana Point. The goals of the program are to use public art to contribute to the vitality and attractiveness of the City's streetscapes and bring art to unexpected places.

Eligibility

This Public Art Program is open to all adult and student practicing artists. The program is also open to art teachers that are interested in mentoring a group of students. All entries must be an original design and artwork of the entrant and must be suitable for viewing by all ages.

Description and Location of Utility Boxes

The City's Utility Boxes vary in size. The installation of artwork will be completed by a vinyl wrap company, complete with necessary preparations including scraping, sanding, priming. The vinyl material used will also have a UV protective clear coat to protect from sun and additional damage. The boxes are located throughout Dana Point, including major thoroughfares with traffic signals that are visible to pedestrian, cycling and automobile traffic.

The locations of the utility boxes are listed on page 4. Sample image of a completed utility box is available at: https://www.danapoint.org/department/arts-culture-commission/utility-box-art-program

This call is only for the City of Dana Point Utility Boxes. At some intersections where there is more than one utility box, the City's box is the only available box for public art installation.

Artwork Opportunity

The proposed Utility Box public art designs must be applicable and usable, covering all four sides and the top of the box. The artwork will be printed and installed by a contracted vinyl wrapping contractor on behalf of the artists and the City of Dana Point. The art should enliven the area, transform the street and reflect the neighborhood or area where the utility box is located. The artwork submitted should be family-friendly and suitable for viewing by all ages. Due to the location of the boxes, the art should be visible from a distance; therefore you may choose to utilize bold colors and designs. Additional consideration can be given to a project that showcases Dana Point's culture, historic heritage, or acknowledges a key activity that takes place in the area. Artists can submit more than one concept for the same location.

The artwork design may not restrict any vents or airflow through the boxes, thus necessary layout edits to designs may be made by the City. The City must be able to fully access the box and the components inside the box at all times. In the event the utility box is mounted on a base or concrete or other material, the base shall not be included as part of the available area for a public art design. Any nearby
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protective poles, bollards, planters, etc. are not to be included as part of the available area for a public art design. Entries that use a copyrighted or trademarked image will not be accepted. In addition, the art must not be plagiarized, stolen, or copied from any other source. Entries must not defame or invade the rights of any person, living or dead.

The artwork may include the name of the artist no larger than a 3" x 5" space on one of the box’s 4 side panels. The artwork is considered a long-term installation and will become the property of the City of Dana Point.

How to Apply for this Call

Please go to bit.ly/dputilityboxartprogram and click on “Utility Box Artist Application” which is a fillable PDF available for download. Once it is completed, please email it to econdev@danapoint.org.

Application

All requirements listed below must be met or the application will be removed from consideration.

☐ 1. Application Form completed.

☐ 2. A concept drawing that shows all four sides and top of the utility box must be included in the application. Please note that utility boxes do differ in size, so the diagram is for a concept drawing not necessarily to scale. Concept drawings may be hand drawn, however digital design is recommended.

☐ 3. Specifications on materials and/or program used to design artwork (e.g. oil painting scanned into a jpeg, InDesign, Photoshop, original photography).

☐ 4. An Artist Statement (2,000 characters maximum) that describes why the artist is interested designing a utility box, previous experience working on public art projects, and how the artist believes the art will transform the street and/or enliven the area.

☐ 5. A resume that includes exhibition history, past projects; or a brief description of cooperative, community-based projects (four pages maximum). If you are a student, a letter of recommendation from an art teacher will be accepted in lieu of a resume.

☐ 6. A maximum of 3 examples of previous work including a brief description.

☐ 7. Desired box location (not guaranteed). The Arts & Culture Commission will accept up to 3 location choices. Please rank the specific location with “#1” being the most desired, “#2” being the next, and so forth. The City and the Arts & Culture Commission will have final say on all determinations of location if artist is accepted.
City of Dana Point Public Art Program

Selection Criteria
When making the selection for the Utility Box Public Art Project, the following will be considered:
Artistic excellence, innovation, and originality.
Does the art meet the goals of the project?
Does the art transform the project area?
Does the art relate to the area where the utility box is located?
Does the art portray the City’s culture, historic heritage, or a key activity?

Artist Selection Process
The selection process will consist of a review and project approval by the Arts & Culture Commission.
Artists will be notified by the City if and when their designs are accepted.
An award in the amount of $250 will be awarded to artists whose work is selected for the boxes.

If you are selected to complete a Utility Box Public Art Project
All artists must sign a City Dana Point liability release and complete agreement before artwork will
be installed.
Once selected, the following shall be submitted within (30) thirty days:

☐ 1. Final artwork and design. Artwork must be in hi-resolution digital format. If submitting a
Photoshop, Illustrator, or InDesign file, please also submit a hi-resolution image file of the same artwork.
☐ 2. Title of the artwork and artist name.

Questions?
Please contact Kelly Reenders by emailing at kreenders@danapoint.org or call (949) 248-3519.
Utility Box Locations

Phase Two

1. Niguel Road and Mariner Drive
2. Niguel Road and Stonehill Drive
3. Pacific Coast Highway/Del Prado and Copper Lantern
4. Golden Lantern and Selva Road
5. Pacific Coast Highway and Del Prado
6. Pacific Coast Highway and Ruby Lantern
7. Stonehill Drive and Selva Road
8. Stonehill Drive and Blue Lantern
9. Golden Lantern and Terra Vista
10. Stonehill Drive and Palo Alto Drive
11. Del Obispo and Blue Sail Drive
12. Golden Lantern and Stonehill Drive
13. Pacific Coast Highway and Malaga
City of Dana Point Public Art Program

ARTIST APPLICATION

Artist Name______________________________________________________________

Business Name__________________________________________________________

Address____________________________________________________________________

Phone Number____________________________________________________________

Email_______________________________________________________________________

Web Site____________________________________________________________________

Examples of work:
Title of Work______________________________________________________________
Medium/Description________________________________________________________

(Attach examples as needed.)
I certify that I have created the above artwork (please initial).

Artwork Proposal
Preferred Utility Box Number(s)/Location(s):__________________________________

________________________________________________________

Concept for Utility Box:
Description_______________________________________________________________

________________________________________________________

Please attach designs for consideration by the Arts & Culture Commission. Please submit designs using the Design Template form.
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All Artists: Please sign, date and return with Artist Application:

I agree that: (1) my submission(s) and their contents will automatically become the property of the City of Dana Point, with no compensation to me; (2) The City of Dana Point may use or redistribute the submissions and their contents for any purpose and in any way; (3) there is no obligation for the City of Dana Point to review the submission; and (4) there is no obligation to keep any submissions confidential. Further, I agree to waive my rights of attribution out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA").

ARTIST __________________________ DATE __________

IF UNDER 18 YEARS OF AGE
PARENT/GUARDIAN ______________________ DATE __________

DISCLAIMER

I have read the attached information and agree to the rules & regulations stated. The undersigned agrees to indemnify and hold harmless, the City of Dana Point, its Council, Officers, Boards, Commissions, Agents, associated Foundations and Employees for any loss or liability which results or is alleged to have resulted from my participation in this event, including any claim arising out of the applicants entry, acts, or omissions in said contest or any accident, injury or damage involved therein, including but not limited to attorney fees and court costs. I have read and fully understand these policies. I am an adult and my signature is below.

ARTIST __________________________ DATE __________

IF UNDER 18 YEARS OF AGE
PARENT/GUARDIAN ______________________ DATE __________
City of Dana Point Public Art Program

**Design Template Sample**

This is a typical utility box diagram representing the four sides and top. Please use it to submit the box design/images as it would be wrapped. Unique colors and bold graphics work well, along with bright images that can be seen from a distance. Detailed images of each side must be submitted on 8.5” x 11” paper. Actual utility boxes vary in size shape and have various vents, seams, doors, and handles. Be prepared to adjust artwork to fit a unique utility box.