



Administrative Report

Commission Action Date: July 26, 2017

To: MEMBERS OF THE PUBLIC ART COMMISSION

From: RACHEL SCANDLING, CULTURAL ARTS MANAGER

Subject: UTILITY BOX PUBLIC ART PROGRAM

RECOMMENDATION

Provide input, receive and file a report from the sub-committee on the Public Art Utility Box Program.

EXECUTIVE SUMMARY

On March 22, 2017, the Public Art Commission formed a sub-committee to review the Utility Box Program Guidelines and propose possible revisions. On May 24, 2017 the sub-committee elected to continue researching and provide a report and draft Guidelines for the Commission's approval at the July 26, 2017 meeting.

Rachel Scandling
Cultural Arts Manager

Attachment:

- Redondo Beach Utility Box Program Guidelines

City of Redondo Beach

Public Art Program



UTILITY BOX PUBLIC ART PILOT PROGRAM

The City of Redondo Beach and its Public Art Commission invites artists to participate in the City's first ever Utility Box Public Art Pilot Program. The City and the Commission are seeking artists to showcase their work in a Pilot Program to wrap up to 25 utility boxes located throughout the City of Redondo Beach. 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.

Applications can be downloaded from www.redondo.org/recreation at the Public Art section.

Please read this Program Announcement in its entirety before completing the application.

Eligibility

This Public Art Program is open to all adult and student practicing artists. The Call 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 boxes are currently gray or green and overall installation of artwork will be completed by a vinyl wrap company, compete with necessary preparations including scraping, sanding, priming. The vinyl material includes a UV-protective clear coat. The boxes are located throughout Redondo Beach, including major thoroughfares with traffic signals that are visible to pedestrian, cycling and automobile traffic.

The 25 utility boxes selected for this pilot project are located within each of the 5 Districts of the City of Redondo Beach. The locations of the utility boxes are listed on page 4. The boxes indicated for the first round are highlighted and noted. Images of all utility boxes are available at www.redondo.org/recreation at the Public Art section.

This call is only for Redondo Beach Utility Boxes. At some intersections where there are 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 must use durable vinyl wrap and cover all four sides and the top of the box. The art should enliven the area, transform the street and reflect the neighborhood or area where the utility box is located. The art 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. Artwork using a majority of dark colors will not be considered due to the potential for overheating the utility boxes. Additional consideration can be given to a project that showcases Redondo Beach's cultural diversity, 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.

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The artwork design may not restrict any vents or airflow through the boxes. 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 protective poles, bollards, planters, etc. are not be included as part of the available area for a public art design. The artist is responsible for the design of the artwork to be printed on the vinyl and wrapped.

The art may include the name of the artist and, if applicable, the sponsor in no larger than a 3" x 5" space on one of the box's 4 side panels. 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 is considered a long-term installation and will become the property of the City of Redondo Beach.

How to Apply for this Call

Please go to www.redondo.org/recreation and select Public Art to access the City's Public Art Program and this application which is available for download.

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 or computer generated.
- 3. 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.
- 4. 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.
- 5. A maximum of 3 examples of previous work including a brief description.
- 6. Desired box location (not guaranteed). The Public Art 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 Public Art Commission will have final say on all determinations of location if artist is accepted.

Selection Criteria

When making the selection for the Utility Box Public Art Project, the following will be considered:

Artistic excellence, innovation, and originality.

City of Redondo Beach Public Art Program

Does the artist have the experience to complete the project within timeframe?

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 cultural diversity, historic heritage, or a key activity?

Artist Selection Process

The selection process will consist of a review and project approval by the Public Art Commission. Artists will be notified by the City if and when their designs are accepted.

If you are selected to complete a Utility Box Public Art Project

All artists must sign a City Redondo Beach liability release and complete agreement before artwork will be installed. The artists will receive a \$200.00 stipend when final artwork is submitted and approved for a single utility box. Artist must notify the City when a project is completed. In order to receive payment, artists must submit a completed W9 form.

Once selected, the following shall be submitted within (30) thirty days:

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

Questions?

Please contact the Community Services Department by emailing at rachel.scandling@redondo.org or call (310) 318-0644.

Utility Box Locations

District One:

1. Prospect Avenue @ Palos Verdes Boulevard
2. Palos Verdes Boulevard @ Pacific Coast Highway (round one)
3. Catalina Avenue @ Knob Hill Avenue
4. Catalina Avenue @ Pearl Avenue
5. Pacific Coast Highway @ Ruby Street

District Two:

1. Catalina Avenue @ Torrance Boulevard (round one)
2. Catalina Avenue @ Garnet Street
3. Diamond Street @ Pacific Coast Highway
4. Harbor Drive @ Beryl Street
5. Harbor Drive @ Herondo Street

District Three:

1. 190th Street @ Prospect Avenue (round one)
2. Inglewood Avenue @ 182nd Street
3. Inglewood Avenue @ 190th Street
4. Inglewood Avenue @ Ralston Lane
5. Harkness Lane @ Anita Street

District Four:

1. Artesia Boulevard @ Green Lane
2. Grant Avenue @ Flagler Lane
3. Grant Avenue @ McKay Lane (round one)
4. Grant Avenue @ Kingsdale Avenue
5. Artesia Boulevard @ Felton Lane

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District Five:

1. Manhattan Beach Boulevard @ Vail Avenue
2. Marine Avenue @ Redondo Beach Avenue
3. Aviation Way @ Artesia Boulevard (round one)
4. Marine Avenue @ Hotel Drive
5. Manhattan Beach Boulevard @ Inglewood Avenue

Artist Application

Artist Name _____

Business Name _____

Address _____

Phone Number _____

Email _____

Web Site _____

Examples of work:

Title of Work _____

Medium/Description _____

(Attach additional examples as needed.)

_____ I certify that I have created the above artwork (please initial).

Artwork Proposal

Preferred utility Box Number(s)/Location(s): _____

Rendering for Utility Box:

Description _____

Please attach designs for consideration by the Public Art Commission.
Please submit designs using the Design Template form or a reasonable facsimile.

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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 Redondo Beach, with no guarantee of compensation to me; (2) The City of Redondo Beach 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 Redondo Beach 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 _____

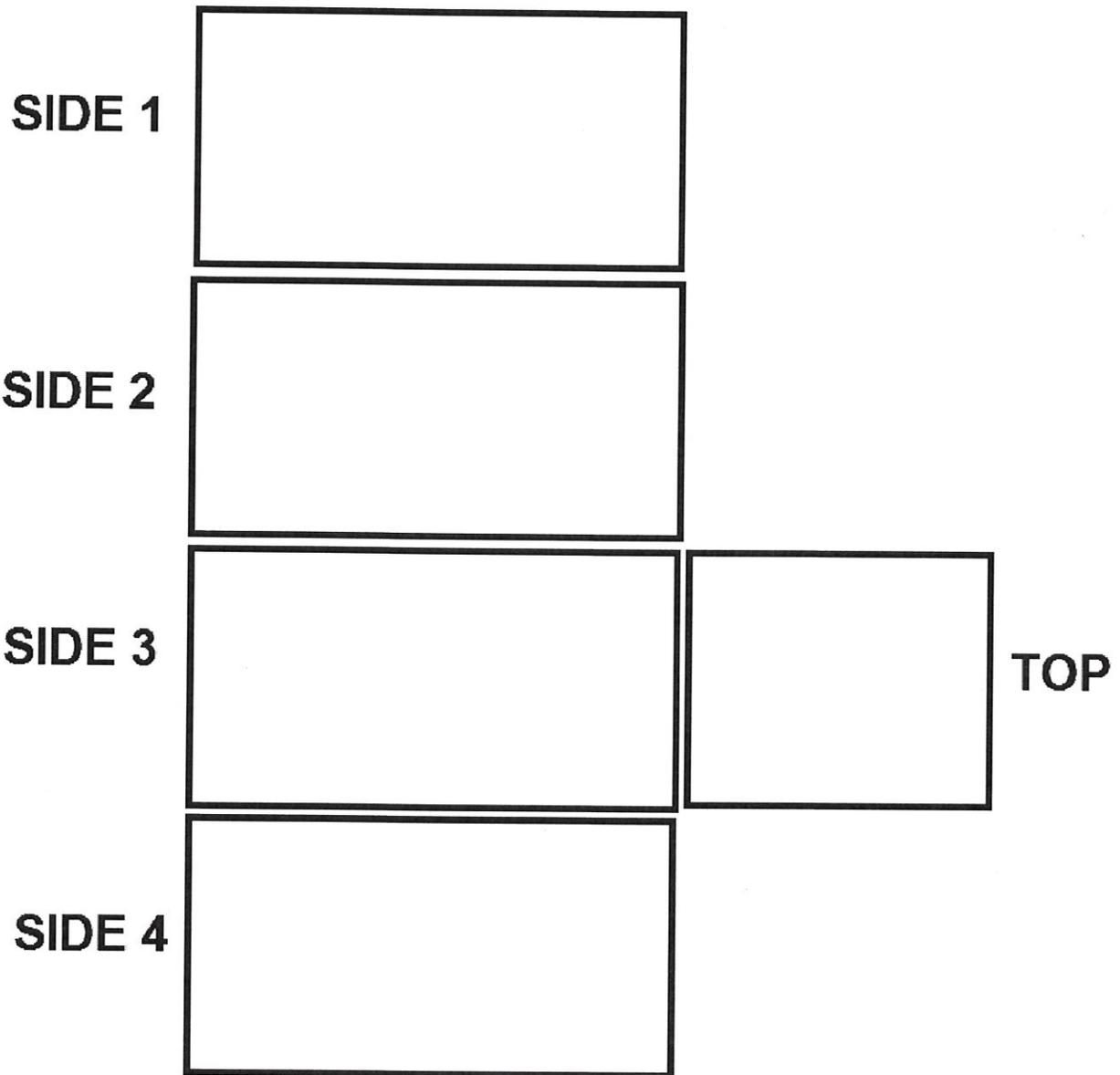
DISCLAIMER

I have read the attached information and agree to the rules & regulations stated. The undersigned agrees to indemnify and hold harmless, the City of Redondo Beach, 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 _____

Design Template Sample

This is a typical utility box diagram representing the four sides and top. Please use it to illustrate the utility 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.



City of Redondo Beach Public Art Program

Sponsorship Form

Envision how public art can transform a street, a community, a City.

Sponsors are welcome to support the work of artists that will showcase their original art work on utility boxes located throughout Redondo Beach. The program's goals are to replace mundane or unsightly utility boxes by bringing art to unexpected places and to enhance the beauty and vibrancy of Redondo Beach for years to come. All Utility Box art will be created according to the guidelines established in the Call for Artists.

Sponsor Information:

Name of Person, Business or Organization: _____

Sponsor Name to appear on the Box (no logos are permitted): _____

Contact name (if different from above): _____

Mailing Address: _____

City/State/Zip: _____

Phone: (____) _____ Email: _____

Please select a sponsorship category

Utility Box Sponsor: \$200 donation

One or more individuals, an organization or a business can sponsor a Utility Box. The identified name(s) will be included on the Utility Box public artwork. It will also be listed in the Public Art Program information in print and online.

Utility Box Supporter: Minimum \$50 donation

The identified name will not be placed on the Utility Box public artwork but will be listed in Public Art Program information in print and online.

Total Sponsor/Supporter Amount: \$ _____

Please submit a check payable to "City of Redondo Beach" with this form to:

City of Redondo Beach
Community Services
Attn: Utility Box Mural Program
1922 Artesia Blvd.
Redondo Beach, CA 90278

FAQ for Utility Box Program

Why are utility boxes receiving public art?

The City of Redondo Beach is committed to public art as a means for vibrancy, cultural uniqueness, community building, improving the quality of life, and making Redondo Beach a cultural destination.

Who is paying for the utility boxes to have public art?

The utility boxes are being paid for by the City of Redondo Beach John Parsons Public Art Fund and in some cases by sponsors.

How can I sponsor or support public art for a utility box?

Donations for the utility box public arts project can be made through the City of Redondo Beach for the John Parsons Public Art Fund.

If I sponsor a box may I choose the artwork for the box?

The artwork is selected by the Public Art Commission.

Why these particular boxes?

The boxes were chosen because they are owned by the City of Redondo Beach.

How do you find out about future projects and opportunities?

Information on this and other public art programs can be found on the City of Redondo Beach Community Services webpage located at www.redondo.org/recreation and select Public Art.

Is this legal?

Yes, these public art projects are sponsored and supported by the City of Redondo Beach on City of Redondo Beach property.

Are the artists being paid?

Yes, artist receives a stipend for their work.

How did you come up with the design and how do you transfer it to the box?

Each artist has an idea that has inspired him/her which they create into a rendering. The rendering is submitted to the Public Art Commission for approval. The rendering is then scaled up to fit the size of the box and is applied using a durable vinyl wrap.

What are the guidelines to what design is acceptable?

The criteria is that the artwork must be appropriate for the entire community to view and appropriate for its location.

Is this permanent?

The utility box will be finished with a UV/anti-graffiti coating and should last up to 10 years. The City reserves the right to remove a utility box public artwork at any time for any reason.

What happens if a utility box gets tagged and or vandalized?

If the artwork is tagged the artist is asked to restore any damaged area of the wrapped utility box. This will occur following the City's mitigation of the graffiti or other damage to the utility box.

What inspired the public artwork design?

Each artist has an individual source of inspiration. Artist statements regarding their design can be made available upon request.

Are the artists from Redondo Beach?

Priority is given to artists that live in Redondo Beach, however, all artists are welcome to apply.

How long does it take to install public art on a utility box?

This varies based on the artist, utility box, location and design, but all artwork shall be received within thirty (30) days from the notice to proceed from the City.

What does the city do to protect the finished design from being defaced?

Once the contractor has completed the vinyl wrapping, a UV/anti-graffiti coating will be applied. The City has contracted for graffiti abatement services that are ready to mitigate any tagging or graffiti that is reported in the City.

How can I comment regarding the art?

The public is welcome to send comments to the Cultural Arts Manager at rachel.scandling@redondo.org.

How do I submit an application?

Applications can be found on the Redondo Beach website, Public Art section at www.redondo.org/recreation or at the Community Services Department offices located at 1922 Artesia Blvd., Redondo Beach, CA 90278

Applications and printed examples of your art can be submitted in person via hardcopy at the Community Services Department offices located at 1922 Artesia Blvd., Redondo Beach, CA 90278 or can be sent electronically as attachments to rachel.scandling@redondo.org.