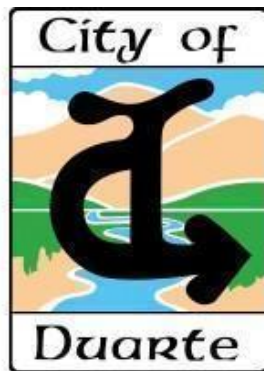


# **UTILITY BOX ART PROGRAM**

## **Guidelines**



**April 23, 2024**



# Utility Box Art Program

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## Overview, Mission, & Objective

### **Overview**

The City of Duarte is dedicated to incorporating art into public spaces, supporting efforts to create places and spaces that people will find vibrant, welcoming, and inclusive. The City owns 17 utility boxes at signalized intersections throughout the community. A Utility Box Art Program was launched in late 2023 to transform city-controlled utility boxes into beautiful art pieces that recognize the unique character of the community.

### **Mission**

To support local and regional artists and to create an opportunity for them to showcase their talents, while promoting vibrant and memorable public art throughout the City that enhances the urban landscape.

### **Objective**

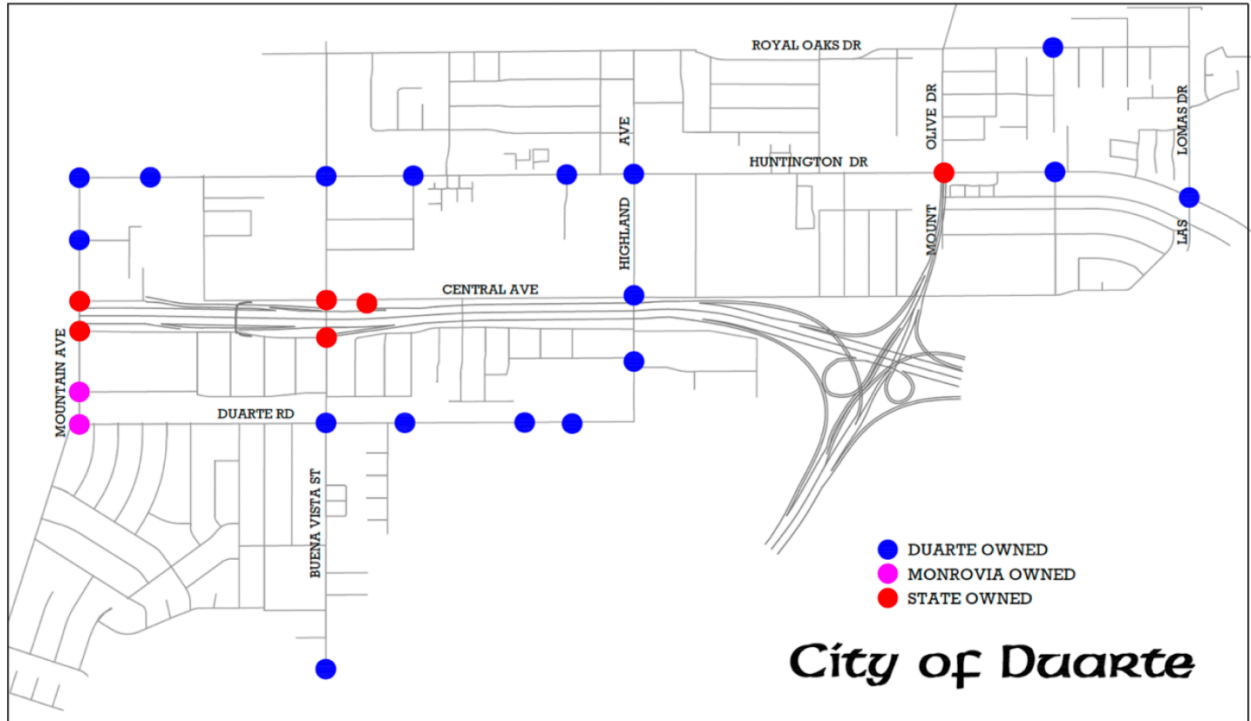
Based on available funding and available utility boxes, the City will fund three or more projects each year. Utility box art projects will be recommended by the Arts Ad Hoc Committee to the City Council for final selection, which will be conducted within two months of the Committee's recommendations. For its first year, the Arts Ad Hoc Committee has selected the theme of each of the four (4) utility box art projects, based upon their relationship, association, and context with the selected location. Future Committee's may elect to modify that year's theme; one such option would be to choose one common theme for all boxes per year.

## Box Specifications & Locations

The Traffic Signal Cabinets Map shows utility boxes that are distributed throughout the City and what public agency owns the equipment. At this time, only utility boxes owned by the City of Duarte are eligible for participation in this program. The City plans on exploring partnership opportunities for program expansion to other publicly and privately-owned utility box locations (e.g. CalTrans, electrical, television and phone utilities).



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Utility boxes owned and managed by the city are typically 64 inches tall, 30 inches wide, about 24 inches deep (for traffic signal control boxes). Generally, City utility boxes are larger in size than other private company utility boxes. Some utility boxes are accompanied by a City electrical meter pedestal. Pedestals generally measure 48 inches tall, 25 inches wide, and 16 inches deep. In locations where utility boxes are paired with meter pedestals, artists will prepare complementary designs for both pieces of equipment.

## Application Medium

The inaugural Arts Ad Hoc Committee chose to use vinyl wraps to cover each box with an artist submitted design and or artwork. Vinyl wraps were selected over painted boxes due to several factors, including: longevity, inherent graffiti protection, and ease of maintenance. Once a design is approved through the Call for Artists process, vinyl wraps take two to three months to coordinate and install. Artists submit the approved artwork to be displayed and a City approved contractor/vendor measures the box, orchestrates the placement, and applies the vinyl wrap.

Future Committees may recommend painted utility boxes for consideration by the City Council. Painted boxes are very different from vinyl wrapped boxes, since they are hand applied by the artist, require additional graffiti protection, involve working in the City's right-of-way, and have different maintenance needs. Due to these



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inherent differences, details, specifications, and requirements related to painted utility box art projects would be incorporated into future Call for Artist's applications.

## **Installation, Maintenance, & Repair Process**

- For vinyl wrapped boxes, the City will work with a third-party vendor to install the selected designs as a graffiti-resistant vinyl wrap on each box.
- Utility Box Art will be inspected annually to assess for damage and/or replacement depending on the age of the artwork.
- The City of Duarte will manage all repairs and replacements for vinyl wrapped boxes for up to 3 years for each utility art box project. The City reserves the right to modify or remove artwork should a utility/traffic control box require maintenance, modifications or repairs as a result of unanticipated damages.
- The City may remove the art wrap at any time should it become repeatedly damaged, difficult to maintain, damaged beyond resources to repair, or as a result of another concern.

## **Criteria for Submissions - Artists**

### **Artist Eligibility & Basic Information**

The Utility Box Program is open to individual artists, a team of artists, or community groups who have the vision and skills to create a visually engaging image or design.

1. Applicants must reside, work, or attend school in Los Angeles County.
2. Artists must be 18 years of age or older to apply.
3. Artists may submit up to two (2) design proposals for each call for artist cycle; however, an artist can only have one (1) submission chosen by the City per calendar year.
4. The original artwork can be designed/created in any 2D medium. We encourage applicants to develop designs in digital format utilizing the template attached; however, the City will also accept photographs or scans of physical art for the application as well. The design concept must be provided in color. Selected artists will need to convert final designs into one of the following file types: PDF, .ai, .psd, TIFF or JPEG. TIFF and JPEG need to be a minimum of 300 DPI and a minimum of 2,000 pixels.
5. Each applicant will be asked to provide:
  - a. **Utility Box Art Program application**
  - b. **Original artwork**



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- c. **Artist statement.** A maximum 200-word statement that describes why the artist is interested in designing artwork for the utility box, any previous experience working on art projects, previous experience working on public art projects (not required), and how the artist believes the art will beautify the surrounding area.
- d. **Artwork statement.** A maximum 200-word statement that describes and/or interprets the submitted artwork, as it relates to the theme and topics.
- e. **Resume (optional).**
- f. **One to three examples of previous artwork (optional).** Include a brief description of each artwork and where it was located.

## **Submission Requirements:**

- All artworks must be original and created by the artist(s) applying for this project.
- Subject matter of the artwork must be relevant and representative of the unique aspects of each site location.
- All artwork should be appropriate for all ages to view in a public setting. Artwork may not contain:
  - Political statements or persons;
  - Religious references, symbols, or numbers;
  - Drug-related or criminal conduct content;
  - Sexual imagery;
  - Offensive or obscene references or imagery;
  - Defames or invades the rights of any person (alive or dead);
  - Addresses, phone numbers, email addresses, URL's, social media handles/tags/links;
  - Copyrighted or trademarked material;
  - Commercial marketing;
  - Corporate or organizational branding; and/or
  - Representation of traffic signals or signs.
- Only original artwork is accepted. Designs may not include any breach of intellectual property, trademarks, copyrights, brands, images of illegal activity, or involve the attachment of objects to the utility box.

## **Recommendations for Submitting a Design:**

- Ensure that the artwork is appropriate for all ages.
- Consider using bright colors and bold outlines, as they look best from the afar.



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- Art should be visible from a distance.
- Creativity and innovation of design are encouraged.
- Envision how the design will translate onto a box shape and if it will be visually interesting from all angles and directions.
- Utilize the utility box diagram to envision how the artwork might look on the shape of the box.

## **Artist Stipend & Use of Imagery/Artist**

### **Artist Stipend**

Selected artists shall be compensated for their submitted artwork and/or conceptual renderings and receive a stipend upon the completion of the artist's agreement and completion of the project installation. The amount shall cover costs for the artist's time spent in creating the artwork, submitting an application, and occasionally being available for interviews or photo opportunities to be used for promotional purposes. The artist will not be responsible for installing vinyl wraps. The stipend for one utility box is \$750. Artists designing art for both a utility box and an accompanied pedestal will receive an additional stipend of \$200.

### **Use of Imagery and Artist Information**

Photos of artwork and/or design on completed utility boxes may be displayed on an interactive map on the City of Duarte website. Information about the artist will accompany the image of the completed Utility Box Art.

Potential information to be included:

- Artist Name (given name and/or alias)
- Artist Short Biography
- Website or Social Media
- Artist and/or Artwork statement
- Title of the Artwork

Utility Box Art images and the information shown above may be used throughout the City of Duarte's social media platforms, media channels, and website.

The City reserves the right to include a QR code decal on the artwork, enabling individuals to scan and access a dedicated Utility Box Art Program webpage on the City's official website. This webpage may feature digital information about the artwork, artist, location, history, and context of each designed utility box.



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To preserve the integrity of the artwork, the City will strategically place the QR code to minimize interference with its presentation. Every effort will be made to best match or complement the QR code's color with the artwork, ensuring seamless integration. Maintenance and replacement of the QR code decals will be the responsibility of the City.

The name of one artist or artist group name may be included on the art, but shall be limited to no more than a 2" tall x 10" wide letter block, located on no more than two sides of any box, and placed in the lower one-third of the artwork. Artist(s) names should not detract from the art.

## Other Requirements

### **Artist**

- It is the responsibility of the artist to submit a complete application by the due date listed within the application, as well as to include all required materials.
- The artist will be responsible for working with the printer/installer of vinyl wraps to assist in adjusting all artwork, files, and necessary materials for printing and installation on the utility boxes.
- The artist retains the copyright of the artwork.

### **City**

- The City owns all installed artwork and reserves the right to copy, reproduce and adjust the artwork as it sees fit, in perpetuity.
- The City reserves the right to remove, replace or adjust the artwork as necessary for the duration of the project and/or the artwork.

## Review & Evaluation Process

Utility Box Art applications are received by staff who will then forward all complete and eligible applications (up to the first 100 complete submittals in the order received) to the Arts Ad Hoc Committee for evaluation and recommendation to the City Council. Staff will present the final utility box art designs and locations, as recommended by the Arts Ad Hoc Committee, to the City Council for final approval.

The City reserves the right to not recommend or approve artwork for any art installation location, based upon the quantity, quality, or content of submittals. In the event this situation arises, the City Council may postpone one or more art installation locations to a future Call for Artists.



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Artists will be notified by email with a timeline for final artwork if their design has been selected.

## **Approval Criteria:**

The criteria used to select eligible artists and artwork and or designs shall be evaluated accordingly:

- Evaluation of artistic excellence.
- The relevance of the design for the site location and application of themes.
- Vibrancy, innovation, and originality of work.
- Relationship to the social, cultural and or historical identity of a location.
- Appropriateness of scale, form, content and design.
- Duarte artists or organizations may be given preference in the selection process, if all else is equal.