



# Utility Box Art Program



**Tracy Martin**, Project Manager  
Public Works Department  
Committee of the Whole  
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# Ask:

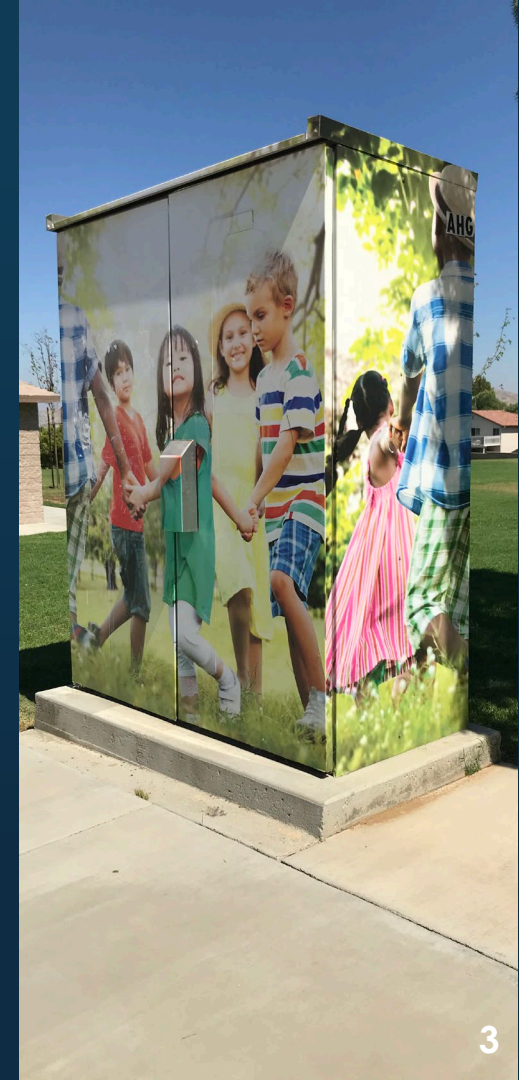


Does the City of Corona want to create a Utility Box Art Program?



# Today's Presentation

- Existing wrapped boxes in Corona
- Research on existing programs at other agencies
- Review potential next steps





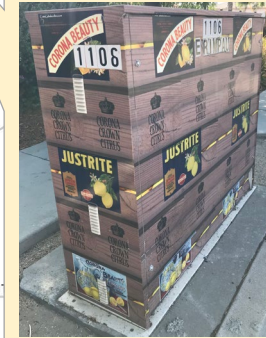
# Existing Wrapped Boxes in Corona

# Existing Locations

## Lincoln/Citron



## Rimpau/Sixth

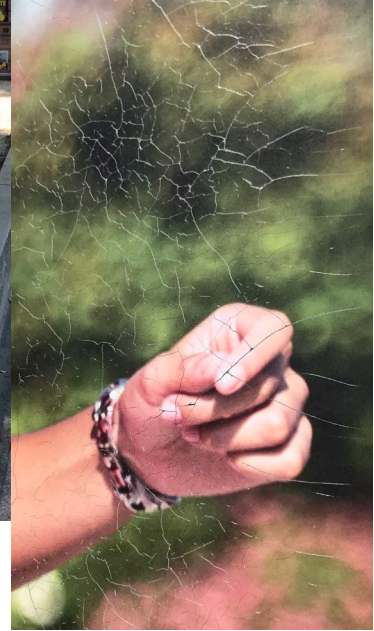


## Jameson Park



# Existing Locations

- Installed in 2016
- Cost: \$800 - \$3,600, depending on size
- Themes: Corona's citrus history & sports / children
- Some fading, but overall good condition





# Research on Existing Programs at Other Agencies

# Agencies Researched





# Types of Media *(All Anti-Graffiti Coated)*

## Paint



### PROS

- Professional & amateur artists
- Less expensive

### CONS

- Liability / insurance
- Safety concerns
- Vandalism/ damage (not easily replaced)
- Longer time to implement

## Vinyl Wrap



### PROS

- Professional contractors
- Use digitized art
- Quick to implement
- Easily re-installed
- Most common approach

### CONS

- More expensive
- Less “hands-on” by the artist

# Program Offerings

## “Call for Projects”

- Grants or stipends offered to local artists to design artwork
- Funded by:
  - Philanthropic organizations
  - Business sponsorships or donation programs

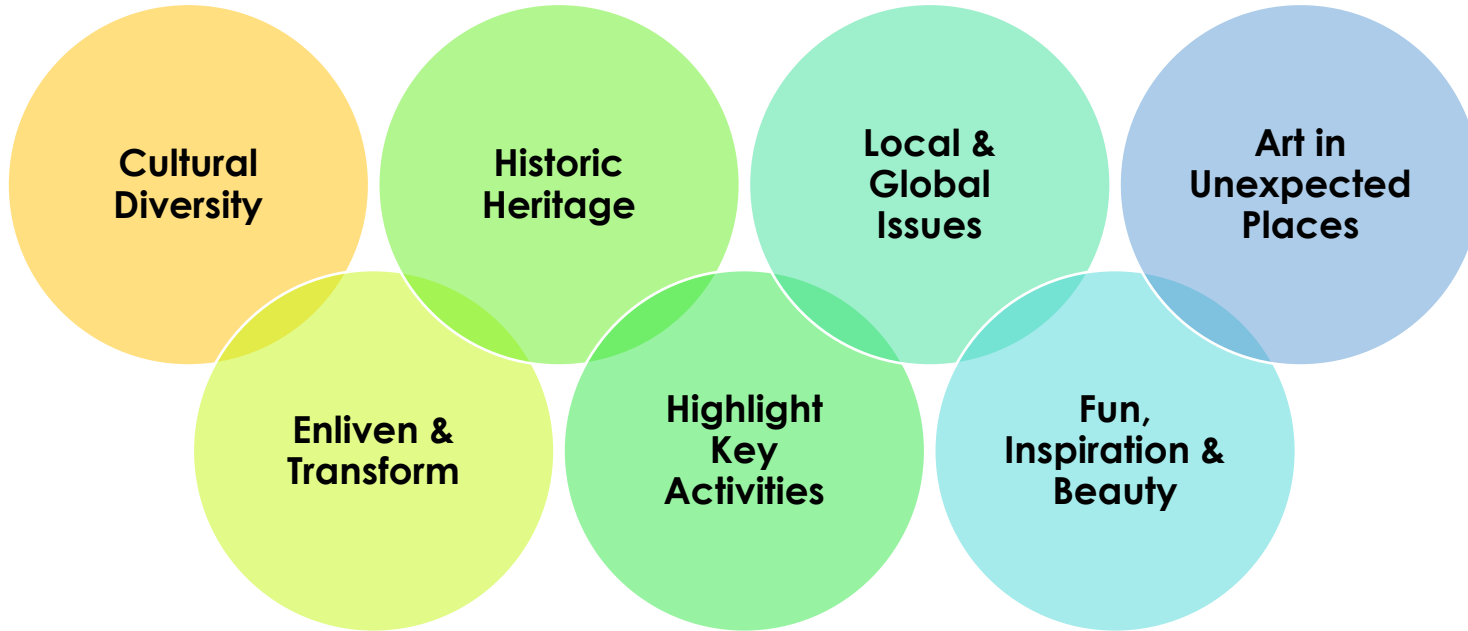
## Adopt-A-Box Program

- Businesses can pay for the decoration of a utility box, with their name included (*no advertising allowed*)



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# Variety of Program Content & Purpose



## **Limitations:**

- Appropriate for all ages
- No political or religious themes
- No advertising
- No negative imagery

# Locations

## Traffic Signal Cabinets

- Main thoroughfares
- Downtown / business
- Intersections
- Pre-approved sites
- Artists scope sites - subject to approval



# Summary of Research

Topic	Survey Information
Types of Media	Anti-graffiti coated Paint or vinyl wrap
Program Offerings	Agencies offer grants to artists or an Adopt-A-Box program. Program funding comes from a variety of private sponsorships and donations.
Content & Purpose	Cultural diversity, local history or culture, global & local issue awareness, local flavor & activities
Locations	Traffic signal boxes, main intersections and downtown, limited vs. unlimited locations



# Discussion & Potential Next Steps

# Ask:



Does the City of Corona want to create a Utility Box Art Program?

## PROS

- Beautify the City
- Deter graffiti
- Showcase aspects of the community

**Yes**

Provide direction on what Corona's program would look like.

## CONS

- Potential expense
- Additional staff time/resources

**No**

No further action needed.



# How to Fund the Program?



<b>OPTIONS</b>	<b>PROS</b>	<b>CONS</b>
<b>1. CITY FUNDED</b>	<ul style="list-style-type: none"><li>• Program guaranteed to be implemented as funding is provided</li></ul>	<ul style="list-style-type: none"><li>• City funds may be needed in other areas</li><li>• No direct opportunity for businesses to participate</li></ul>
<b>2. SPONSORSHIPS</b>	<ul style="list-style-type: none"><li>• No City funds allocated</li></ul>	<ul style="list-style-type: none"><li>• Program depends on generosity of sponsors</li><li>• No sponsors = no activity</li></ul>
<b>3. SPONSORS + CITY SUBSIDIZED</b>	<ul style="list-style-type: none"><li>• Lessens burden on City funds</li></ul>	<ul style="list-style-type: none"><li>• Program still depends on generosity of sponsors but may encourage more participation</li></ul>

**Which option is the preferred PROGRAM FUNDING?**





# What Media Types are Allowed?



OPTIONS	PROS	CONS
<b>1. PAINT</b>	<ul style="list-style-type: none"><li>• One-of-a-kind piece of art</li><li>• Opportunity to showcase local artists</li><li>• Less expensive</li></ul>	<ul style="list-style-type: none"><li>• Cannot be replicated</li><li>• Safety concerns for artist</li><li>• Equipment ventilation</li><li>• Insurance requirements</li><li>• Time to implement</li><li>• Increased staff time</li></ul>
<b>2. VINYL WRAP</b> <input checked="" type="checkbox"/> <b>PREFERRED</b>	<ul style="list-style-type: none"><li>• Durable</li><li>• Professional installation</li><li>• Can be re-created</li><li>• Quick implementation</li><li>• Supports local businesses</li><li>• Variety – photos or artwork can be digitized</li></ul>	<ul style="list-style-type: none"><li>• More expensive</li></ul>

**Which option is the preferred MEDIA?**



# Who Designs the Artwork?



OPTIONS	PROS	CONS
<b>1. CITY PRE-APPROVES SEVERAL DESIGNS TO BE USED</b>	<ul style="list-style-type: none"><li>• Faster process</li><li>• Consistency throughout City</li></ul>	<ul style="list-style-type: none"><li>• Limited variety</li><li>• Potential for duplicate images</li></ul>
<b>2. APPLICANT SUBMITS A DESIGN FOR APPROVAL</b>	<ul style="list-style-type: none"><li>• Allows for community creativity</li><li>• Program can evolve over time</li><li>• Allows businesses more incentive to participate</li></ul>	<ul style="list-style-type: none"><li>• Increased staff time for application processing</li><li>• Must develop program guidelines</li><li>• Longer implementation period</li></ul>

**Which option is preferred for ARTWORK DESIGN?**



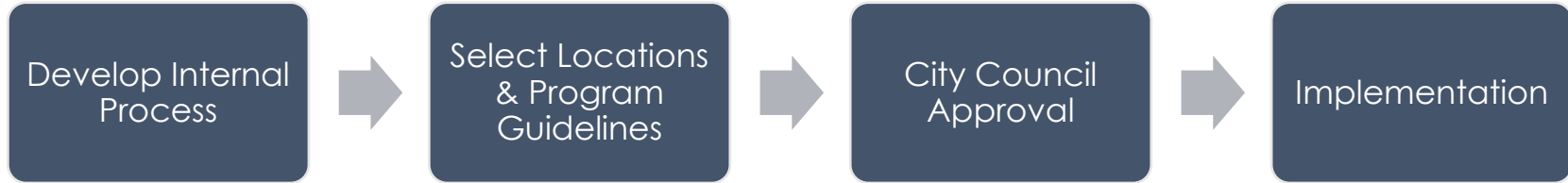
# How Many Locations?



OPTIONS	PROS	CONS
<b>1. CITYWIDE – 170 CABINET LOCATIONS</b>	<ul style="list-style-type: none"><li>• All areas of Corona can participate</li><li>• Consistency throughout the city</li><li>• May encourage more organizations to participate, i.e. schools, HOAs, etc.</li></ul>	<ul style="list-style-type: none"><li>• More expensive</li><li>• Costs to fully fund 170 sites:<ul style="list-style-type: none"><li>• \$100,000 for paint</li><li>• \$700,000 for vinyl wrapping</li></ul></li><li>• Long time to fully implement</li><li>• Some areas may want them, some may not</li></ul>
<b>2. SELECT AREAS – ex., 5 to 10 PER YEAR</b>	<ul style="list-style-type: none"><li>• High impact to smaller area</li><li>• Fit with specific area's look and feel</li><li>• Lower cost, depending on funding source</li><li>• Can restrict to business districts</li></ul>	<ul style="list-style-type: none"><li>• Limited sites may deter potential sponsors if a preferred location is not available</li><li>• Some areas may want them, some may not</li></ul>

**How many LOCATIONS to be included in the program?**

# Potential Next Steps



# QUESTIONS?



951-817-5880



Tracy.Martin@CoronaCA.gov



www.CoronaCA.gov

