



# Utility Box Art Program



**Tracy Martin**, Project Manager  
Public Works Department  
Committee of the Whole  
January 12, 2022

# Ask:

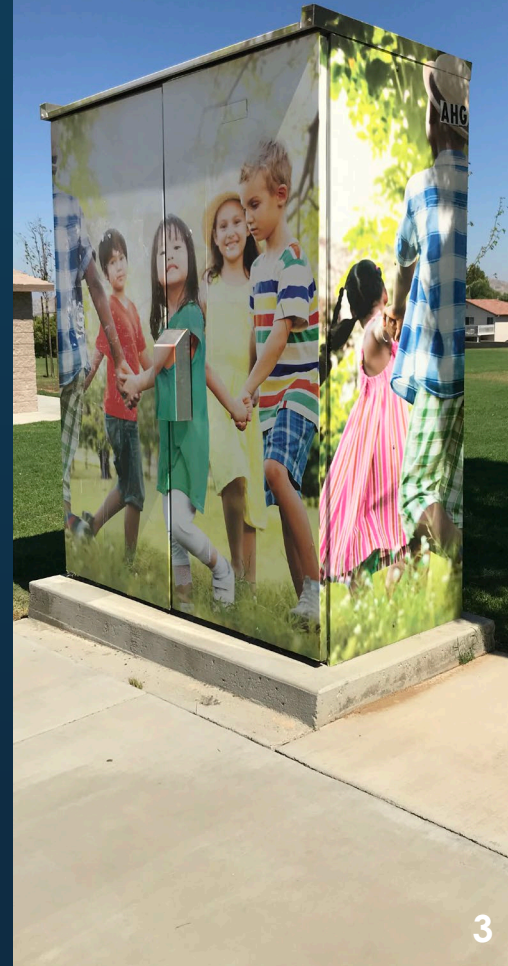


Does the City of Corona want to create a Utility Box Art Program?



# Today's Presentation

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



Three vertical bars of different colors (light green, dark blue, and yellow) are positioned on the left side of the slide.

# Existing Wrapped Boxes in Corona



# Existing Locations

Lincoln/Citron



Rimpau/Sixth

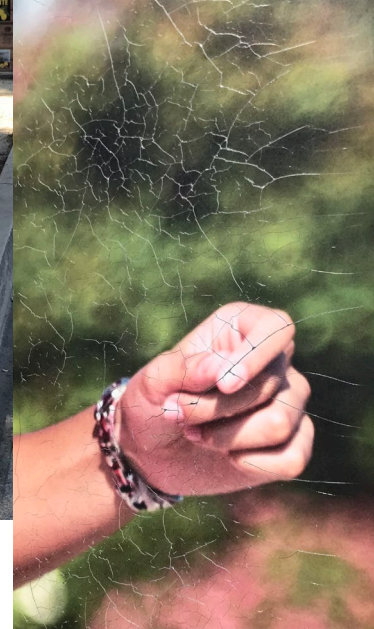


Jameson Park



# 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



Three vertical bars of different colors (light green, dark blue, and yellow) are positioned on the left side of the slide.

# 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

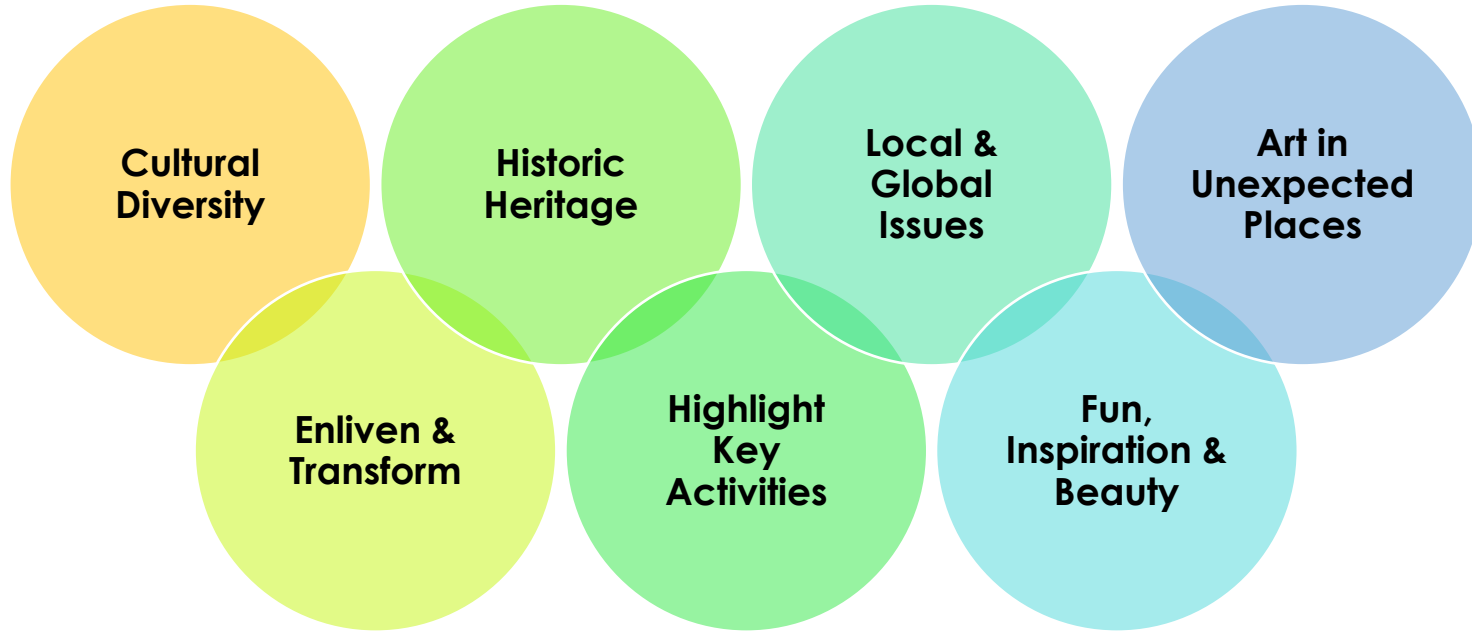
## Adopt-A-Box Program

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



Sponsored by Orange Coast College

# 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



Three vertical bars of different colors (light green, dark blue, and yellow) are positioned on the left side of the slide.

# 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?



OPTIONS	PROS	CONS
1. CITY FUNDED	<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>
2. SPONSORSHIPS	<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>
3. SPONSORS + CITY SUBSIDIZED	<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?**





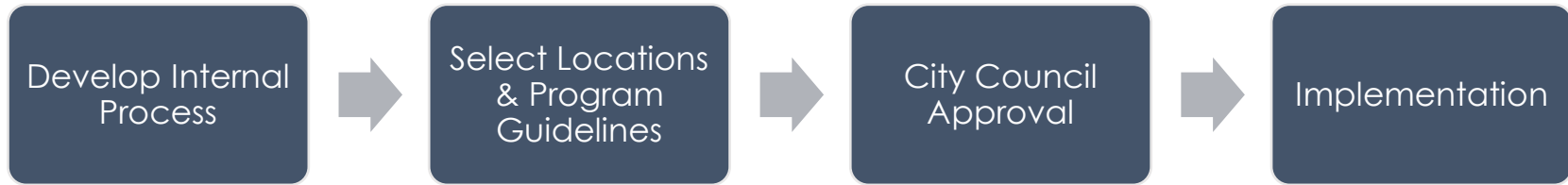
# How Many Locations?



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

