



City of Costa Mesa

Agenda Report

77 Fair Drive
Costa Mesa, CA 92626

File #: 23-1059

Meeting Date: 2/2/2023

TITLE:

APPROVAL OF UTILITY BOX ART PROGRAM APPLICATIONS

DEPARTMENT: PARKS AND COMMUNITY SERVICES

PRESENTED BY: LAURETTE GARNER, ARTS SPECIALIST

CONTACT INFORMATION: LAURETTE GARNER, ARTS SPECIALIST, (714) 754-5322

RECOMMENDATION:

It is the recommendation of the Arts Specialist that the Arts Commission approve the Utility Box Art designs below:

#	Artwork By:	Box #	Location
1	Melody Avena*	29	Wilson St. and Harbor Blvd.
2	Melody Avena*	30	Fair Dr.
3	Kevin Holder**	120	Fairview Rd. & Monitor Way
4	Christopher Yageraman**	97	Fairview Rd. & Adams Ave.
5	Alicia Triche**	25	Fairview Rd. & Arlington Dr.
6	Chauncey Bayes**	26	Fairview Rd. & Merrimac Way
7	Ryan Nichols	65	Santa Isabel Ave. & Newport Blvd.
8	David Levy	17	Harbor Blvd. & Baker St.
9	Craig Barker	124	Adams Ave. & Mesa Verde Dr. East

*Graphic Designer Orange County Fair

**Graphic Designer student at Orange Coast College

For box reference, please see Attachment 1. With the Commission's approval, implementation of these boxes will begin January 2023.

BACKGROUND:

The City of Costa Mesa owns over 120 utility boxes at signalized intersections throughout the city. A Utility Box Art Program (UABP) was launched in early 2015 to spotlight a handful of utility boxes as beautiful art pieces. The city currently has over 50 utility art boxes that display artwork from local artists.

The Utility Box Art Sponsorship Program was launched in early 2017 by the Cultural Arts Committee. The sponsorship program permits a sponsor to place a name/logo on an artistic design with branding that didn't exceed 20% of printable space. The cost to sponsor a box for a period of one year varied depending on the size of the utility box and the total cost was between \$1,800 to \$2,000. The intent of a sponsorship box was not to create a business billboard but a tastefully appealing piece of art that

met the standards set by the Committee. Proceeds generated from the program go into a Special Revenue account that the City of Costa Mesa manages. The new Utility Box Art Program Handbook, reviewed by the Cultural Arts Committee in 2022, created new sponsorship rates to differentiate between non-profit/public entities and for private/for-profit businesses.

ANAYLSIS:

The Orange County Fair has previously participated in Sponsorship boxes for the Utility Box Art Program and currently has two (2) wrapped boxes that were created in 2019. According to the new Utility Box Art Program Handbook, utility box art should be replaced after three years. The OC Fair has agreed to sponsor the same two (2) boxes with new designs.

Orange Coast College has also previously participated in the Sponsorship program for the UBAP. They currently have two (2) boxes wrapped with designs created in 2017 and 2018. They would like to replace those two (2) boxes with new designs and provide additional designs for two (2) new boxes to celebrate their 75th year anniversary. All four (4) boxes are on Fairview Road and designed by students.

The UBAP also received three (3) applications from local artists. All three (3) applications are designs created to cover three (3) currently blank boxes. Each artist is paid a stipend of \$300 to participate in the program.

FISCAL REVIEW:

Funding for the Utility Art Box Program is available in the Arts & Culture Plan Fund, as per the new Arts & Culture Master Plan.

The Utility Box Art Program offers a sponsorship option for non-profits and businesses who wish to create a design for a utility box. Orange County Fair will sponsor two boxes for \$1,000 each. Orange Coast College will sponsor four boxes for \$600 each. The sponsorship money will assist in funding artist stipends for the program.

LEGAL REVIEW:

No legal review is required.

CONCLUSION:

It is the recommendation of the Arts Specialist that the Arts Commission approve the Utility Box Art designs below:

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