



Agenda Report

Arts Commission

Item #: 24-080

Meeting Date: 03/07/2024

TITLE: APPROVAL OF UTILITY BOX ART PROGRAM

DEPARTMENT: PARKS AND COMMUNITY SERVICES

PRESENTED BY: LAURETTE GARNER, ARTS SPECIALIST

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

RECOMMENDATION:

Staff recommends that the Arts Commission approve two (2) new redesigns (Attachment 1) sponsorship utility box art, for Segerstrom Center for the Arts (SCFTA).

#	Artwork By:	Box #	Location
1	Chris Alvarez*	8	Bristol St. & Town Center
2	Chris Alvarez*	23	Bristol St. & Sunflower Ave.

**Sponsorship Boxes: Segerstrom Center of the Arts*

BACKGROUND:

The City of Costa Mesa owns over 120 utility boxes at signalized intersections throughout the city and is dedicated to incorporating art into public spaces. A Utility Box Art Program 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 created by local artists; and 10 boxes designed by graphic designers from local businesses and nonprofit organizations.

On February 1, 2024, the Arts Commission reviewed 11 utility box art designs, approving nine (9) and requesting a redesign for the (2) two sponsorship applications. The Arts Commission specifically requested that the proposed Segerstrom Center for the Arts designs be reworked to resemble artwork rather than advertisements.

ANALYSIS:

The Arts and Culture Division receives an annual budget for the Arts & Culture Master Plan implementation, which includes the Utility Art Box Program. The 2023-2024 budget allows for the installation of 11 new box designs.

Staff provided feedback to the Segerstrom Center for the Arts and is now presenting two (2) redesigned versions for approval.

LEGAL REVIEW:

No legal review is required for this item.

FISCAL REVIEW:

No fiscal review is required for this item.

CONCLUSION:

Staff recommend the Arts Commission review and approve two (2) sponsorship redesigns from SCFTA.