



**UTILITY BOX ART PROGRAM  
HANDBOOK**

CITY OF COSTA MESA  
2022

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## UTILITY BOX ART PROGRAM HANDBOOK

### OVERVIEW & MISSION

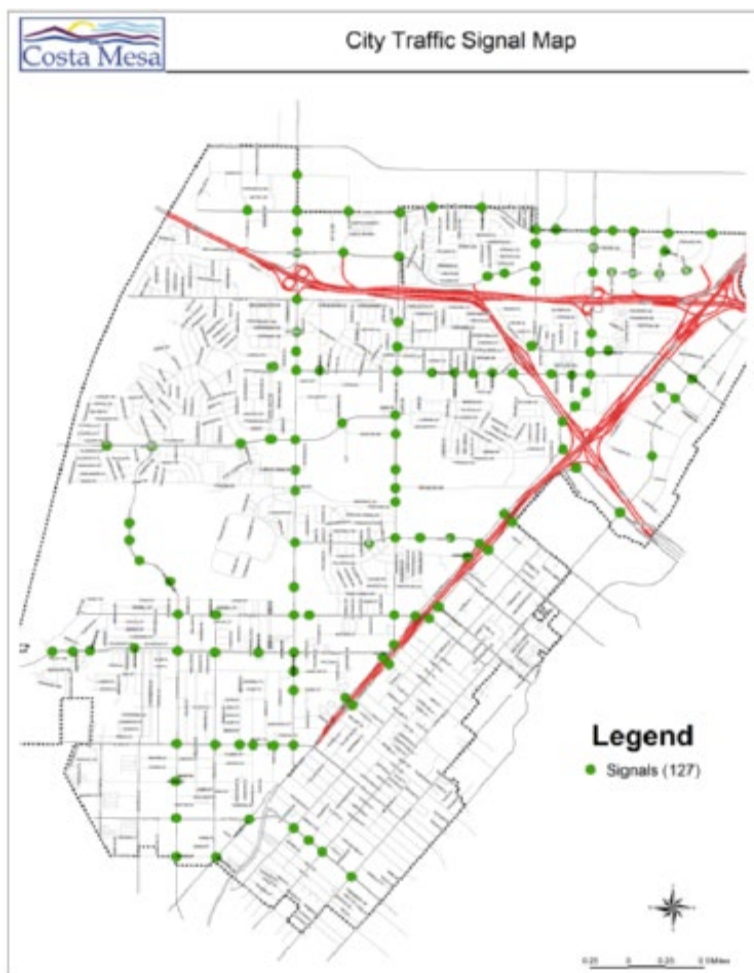
#### OVERVIEW

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 40 utility art boxes that display designed artwork from local artists using vinyl wraps. Beginning in 2023, artists will also have an opportunity to hand paint utility boxes.

#### MISSION

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

### BOX SPECIFICATIONS & LOCATIONS



*City of Costa Mesa Traffic Signal Map*

The City Traffic Signal Map indicates utility boxes that are spread out around the city wherever there are traffic signals.

Utility boxes owned and managed by the city are typically 40 inches wide, about 48 inches in height and 30 inches deep. Generally the city of Costa Mesa utility boxes are larger in size than other private company utility boxes.

## **VINYL WRAPS**

Currently, the city of Costa Mesa uses vinyl wraps to cover each box with an artist submitted design and or artwork. Vinyl wraps are a polyester film with a clear gloss that has an anti-graffiti overlamine. Once a design is approved through application process (see below), vinyl wraps take 4 to 8 weeks to install. Artists submit a photo of the artwork they wish to display and a city approved contractor/vendor measures the box, orchestrates the placement and applies the vinyl wrap.

### **Why use vinyl wraps instead of painting directly onto the utility box?**

#### **1. Graffiti Deterrent**

Vinyl wraps deter and repel graffiti, in part because it's hard to paint over the surface and in part because it's hard to see any spray painted or carved in symbols outside the artwork.

#### **2. Long Lasting**

On average, vinyl wraps typically last three years. The colors fade a lot slower than a typical house paint or acrylic.

#### **3. Quality and General Appearance**

The appearance of each utility art box holds up nicely and the colors remain vibrant over time. They can also be cleaned easily.

## **MAINTENANCE & REPAIR PROCESS**

- Utility Box Art will be inspected annually to assess for damage and or replacement depending on the age of the artwork.
- Repairs and maintenance needs can be caused by; extensive graffiti, vandalism, torn or ripped vinyl, damaged signal casings, failure of internal electrical components, or subject to mechanical maintenance upgrades.
- The City of Costa Mesa will manage all repairs and replacements for up to 3 years for each utility art box. 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 shall notify the affected artist(s) when the vinyl wrap on the utility box needs to be replaced or removed.

Duration	Repairs	Replacement
<u>Utility Box Art</u> submitted by artists shall be on display for a recommended period of 3 years.	Each box will be reviewed on a case by case basis for repairs. Repairs will be paid for by the city until the wrap is replaced and for up to three years.	The replacement schedule of the exterior shall be determined by both the extent of maintenance and or repairs required at each location. If necessary, the vinyl wrap will be removed until a replacement artwork can be found, as funding permits.
<u>Sponsored Utility Box Art</u> will remain for up to 3 years with an option for renewal.	Any repairs for sponsored boxes will be paid for by the city within the 3 year period.  <u>Maintenance Costs:</u>  \$200 to remove or unwrap a box  \$80 for setup and \$20 per square foot for repairs to the applied graphic	If a sponsored box needs to be replaced or altered, the sponsor will have the option to pay the fee again and refresh the design or the vinyl wrap can be removed at no extra cost to the sponsor.

## **CRITERIA FOR SUBMISSIONS- ARTISTS**

### **ARTIST ELIGIBILITY & BASIC INFORMATION**

The Utility Box Art program is open to individual artists, a team of artists or community groups who have the vision and skills required to create a visually engaging image or design for a vinyl wrap.

1. Qualifying applicants must reside in Orange County.
2. Each applicant must provide a high quality photo(s) of their proposed artwork (1 to 5 high resolution, 300 dpi, art design files with the dimensions of 40 inches wide by 20 inches high).
3. Each applicant will be asked to provide a short biography written in the third person for the website map.

**Recommendations for submitting a design:**

- Ensure that artwork is appropriate for all ages- no political, religious or discriminatory subject matter will be considered.
- Consider using bright colors and heavy outlines, as they look best from the afar.
- 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.

Utility Box locations are chosen by city staff but suggestions are welcome.

## **ARTIST HONORARIUM & SUPPORT**

### **ARTIST HONORARIUM FOR DESIGNS**

Selected artists shall be compensated for their submitted artwork and or conceptual renderings and receive an honorarium upon the completion of the vinyl wrap 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 the vinyl wrap. The honorarium for one utility box is \$300 and artists can submit two applications per year, pending available funding and volume of applications.

### **ARTIST INFORMATION**

Photos of artwork and or designs on completed utility boxes will be displayed on an interactive Google map on the City of Costa Mesa website. Information about the artist will accompany the image of the completed Utility Box Art.

Potential information to be included (optional):

- **Artist Name**
- **Artist Short Biography**
- **Website or Social Media**
- **Title of the Artwork**
- **Box Description**
- **Box Location**
- **Box Number**
- **Box Year**

Utility Box Art images will be also be used intermittingly throughout the City of Costa Mesa social media and media channels.

## **CRITERIA FOR SUBMISSIONS-SPONSORSHIPS**

### **SPONSORSHIPS COST & TERMS**

The sponsorship program will permit a sponsor to place a name and or logo on a utility box alongside a work of art or design and at the same time generate funds for an artist honorarium for the artists that participate in the Utility Box Art Program. The donation is tax deductible.

1. The cost to sponsor a box for up to 3 years will be between \$1,500 to \$2,000 for private, for-profit businesses and \$600 to \$1,000 for public and non-profit organizations.
2. Branding on the box cannot exceed 20% of printable space and must blend into the artwork or design. The intent of the box is not to create a business billboard but a tastefully appealing piece of art that meets standards set by the Arts Commission and city staff.
3. Organizations and businesses are encouraged to solicit a design or artwork from a local artist. Please refer to the Artist Eligibility paragraph above for more details about the application process and the materials required.

Some things to consider before participating:

- No political, religious, or discriminatory subject matter will be considered.
- Regular maintenance such as cleaning or removal of graffiti will be the responsibility of the City of Costa Mesa for up to 3 years which includes damage; such as severe scratching or ripping. If the damage is significant the vinyl wrap will be removed completely at no cost to the sponsor.
- 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.

### **REVIEW & EVALUATION PROCESS**

Utility Box Art applications are reviewed by staff who will then forward all complete and eligible applications to the City of Costa Mesa Arts Commission for evaluation and approval.

Artists and organizations will be notified by email, with a timeline for installation, 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
- Appropriateness of scale, form, content and design
- Relationship to the social, cultural and or historical identity of a location
- Artist or organization residency in Orange County

## **APPLICATION TIMELINE**

### **APPLICATION CYCLE**

Utility Box Art Program funding allows for 10 new or replacement art boxes annually.

Online application opens annually on July 1st and will be open for new artwork and designs until January 1st of each year or until 10 new designs or works of art have been selected, whichever comes first.

Vinyl wraps will be installed beginning in January until June of each year.



**CITY OF COSTA MESA ♦**

**UTILITY BOX ART PROGRAM APPLICATION**

♦ Also available online

**ARTIST INFORMATION**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City, ST Zip Code \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_ Facebook URL: \_\_\_\_\_  
 Organization Name (if applicable): \_\_\_\_\_  
 Web Site URL: \_\_\_\_\_ Instagram URL: \_\_\_\_\_

Please provide a short biography (required). You may also attach a CV with education, exhibitions, gallery representation, etc. (optional).

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**ARTWORK INFORMATION**

Artwork Title:

*This may be used, in whole or in part, for promotion if your application is approved and will be placed on the Utility Box Google map.*

\_\_\_\_\_

Artwork Description:

*Write in a brief description of a few words that address the basic visual elements of your piece. This may be used, in whole or in part, for promotion if your application is approved and will be placed on the Utility Box Google map.*

\_\_\_\_\_  
 \_\_\_\_\_



**Artwork Medium:**

*How did you make this? What materials were used? This may be used, in whole or in part, for promotion if your application is approved and will be placed on the Utility Box Google map.*

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Year created: \_\_\_\_\_

Is there a location you prefer?

*This is a suggestion and will be honored whenever possible but not guaranteed. Please refer to the City of Costa Mesa Utility Box Google map on our website.*

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**Proposed Artwork:****Please email or upload images showing photos or drawings of your proposed artwork:**

*Envision how the design will translate onto a box shape and if it will be visually interesting from all angles and directions.*

*Artwork submissions must be a high resolution (suggested 300 dpi) file with the dimensions of 20 inches high and 40 inches wide. Maximum size allowed is 16 MB. Allowed types: jpg, .jpeg, .png*

*You may upload one image for the top of the utility box, one image for the two sides and one image for the front and back, that you would like to be placed on the utility box (if it is an abstract repeating pattern, one image may be enough):*

Photo 1: \_\_\_\_\_

Photo 2: \_\_\_\_\_

Photo 3: \_\_\_\_\_

**GENERAL INFORMATION**

Each artist is permitted 1 submission per year. An artist honorarium in the amount of \$300 will be awarded after the vinyl wrap has been completed and the artwork is visible to the public. Artists will be notified and a check will be mailed. In order for a payout, the City will need a W-9 filed. Fill out and email or upload as part of your application.

**[W-9 Form](#)**

Would you be interested in participating in a brief interview for City of Costa Mesa social media platforms to help promote and bring awareness to the program? Please circle one.

Y or N

Other: \_\_\_\_\_



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**UTILITY BOX ART PROGRAM SPONSORSHIP APPLICATION**

♦ *Also available online*

**ORGANIZATION INFORMATION**

Name of the Organization: \_\_\_\_\_

Representative's First Name \_\_\_\_\_

Representative's Last Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, ST Zip Code \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Facebook URL: \_\_\_\_\_

Web Site URL: \_\_\_\_\_ Instagram URL: \_\_\_\_\_

Please provide a short description of your organization (required).

\_\_\_\_\_

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**ARTIST & ARTWORK INFORMATION**

*Organizations and businesses are encouraged to solicit a design or artwork from a local artist. Contact Arts Specialist for recommendations.*

**If a local artist has been commissioned to create artwork for the Utility Art Box Sponsorship Program, they will need to fill out the UABP Artist Application and submit the photos and sign the waiver.**

Artist: \_\_\_\_\_

Artwork Title:

*This may be used, in whole or in part, for promotion if your application is approved and will be placed on the Utility Box Google map.*

\_\_\_\_\_



**LOGO INFORMATION**

Please upload or email your organization’s logo to be placed on the utility box.

**GENERAL INFORMATION**

Checks for sponsorship fees can be made out to the City of Costa Mesa and are due after receiving notice of an approved application and before the vinyl wrap is applied.

Once a check is received, the City of Costa Mesa will issue a receipt.

**Donations to a government entity are charitable contributions. Learn more about [IRS Charitable Contributions](#).**

**ARTS DIRECTORY** *(only applicable to arts organizations)*

I give permission to include my organization and social media information in the City of Costa Mesa’s [Arts Directory](#) on the City’s website.

If you’d like to be a part of the Arts Directory, please upload or email an image you would like to feature below:

Featured Image: \_\_\_\_\_

*Maximum size allowed is 16 MB. Allowed types: .jpg, .jpeg, .png*

**ACKNOWLEDGEMENTS**

I have read and understand the requirements that have been provided in the handbook for City of Costa Mesa Utility Art Box Program.

I certify that the information contained in this application and attachments are true and correct.

## **CONTACT INFORMATION**

**Laurette Garner**

City of Costa Mesa

Arts Specialist

[laurette.garner@costamesaca.gov](mailto:laurette.garner@costamesaca.gov)

(714) 754-5322

Thank you for completing this application form and for your interest in the Utility Art Box Program. If your artwork is selected you will be contacted via email. Please insure your email address is correctly displayed above.

# **UTILITY ART BOX PROGRAM**

Utility Box Diagram  
*(Each utility box varies in size)*

