

# SCENIC VISTA: Transforming Utility Boxes Along 10th Street

## About the Program

The City of Santa Paula is seeking partnerships with local artists and organizations as part of the Scenic Vista program for a public art program located on 10th Street. This program seeks to transform utility boxes into works of art in an effort to improve the vibrancy and aesthetics of this major thoroughfare. The Scenic Vista program will give artists the opportunity to give back to the community and share their favorite aspects of Santa Paula in the form of public art.

## How does this program work?

The City of Santa Paula is seeking artists of all ages to participate in this program. As a result, people of all ages are encouraged to participate and send applications with a rendering of their design for the utility box. After all applications are received, the City will choose finalists to paint the boxes. All finalists will receive a voucher for paint and other supplies need to paint the boxes.

## Criteria for Design

The theme of this project is "Santa Paula's Hidden Treasures." As a result, artists are encouraged to base their design on the various unique and treasured aspects of Santa Paula. Additionally, because this artwork is on display to the public, the City requires that there is no religious, political, advertising, obscenity or negative imagery within artist's designs.

## Application Process

Interested artists must complete application and include a detailed rendering of their design in color. The application can be found online or a hard copy can be obtained at City Hall.

All those who are interested donating to the program should submit a Donation or Patron form online or in person to City Hall. All further information is available online.

## Deadlines

Currently this is an ongoing project and there are no deadlines at this time.



Contact Us  
Telephone: 805.525.4478  
Fax: 805.525.6278  
Address: 970 Ventura Street, Santa Paula, CA 93060  
<http://www.ci.santa-paula.ca.us/>

# Call for Artists

## Participate in the Scenic Vista Utility Box Community Art Project

### TRANSFORMING 10TH STREET

The City of Santa Paula is seeking local artists to transform public utility boxes into works of art on 10th street near the downtown. Artists will be commissioned to paint boxes that reflect the “Hidden Treasures of Santa Paula.”

### ABOUT THE PROJECT

The City of Santa Paula will select up to 15 artist teams to paint utility boxes along 10th Street. Artists will receive a voucher for 100 dollars to purchase their own painting supplies. Painting will take place at various locations on 10th Street from Harvard to Santa Barbara. Community members are encouraged to participate in the event, if not by painting, by going downtown on Paint Day to observe the artists.

### ELIGIBILITY

Artists of all ages and community organizations with ties to Santa Paula are encouraged to apply. Due to the fact the theme of the project centers around community members’ favorite aspects of the City, this opportunity is limited to Ventura County residents. All artists who apply will be able to work either individually or collaboratively on their design, and thus all artists will receive equal recognition for their contribution.

### SELECTION CRITERIA

Criteria used to select work include: Appropriateness of the elements and materials of the design, thematic element of the design, and community ties to artist

### ADDITIONAL INFORMATION

Completed artwork will become part of the City of Santa Paula’s Public Art Collection and will be owned by the City. Artists who apply may choose to be a part of the City of Santa Paula’s registry by submitting a portfolio to be considered for future art programs. Selected **artists will** be asked to sign a waiver with the City.

### BUDGET

Artists will receive 100 dollars to purchase painting supplies from a local paint store and a 200-dollar honorarium for their work.



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CAPTURING THE  
HE[ART] OF  
DOWNTOWN SANTA  
PAULA

SENIOR PROJECT  
BY ALYSSA HELPER  
INSTRUCTOR: SCOTT BRUCE  
JUNE 8, 2012

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# INTRODUCTION

The various public art projects seen throughout the City of Santa Paula the help to define it as unique and charming city with a strong sense of community pride. For these reasons, the City is dedicated to maintaining existing public art and encouraging future public art projects throughout the City.

As a result, this document will establish a Public Art Program to guide existing and future public art projects. Additionally, it will present a public art project, *Scenic Vista*, to illustrate one way in which the Public Art Program can be implemented. Following the *Scenic Vista* project will be an Artist Packet containing example documents needed to implement the project.

Overall there are three chapters of this document including the following: a Public Art Program, the *Scenic Vista* public art project, and an Artist Packet. Each chapter builds on the contents of the previous section to convey how each one can be implemented.

## *Public Art Program*

A Public Art Program will be established in an effort to preserve existing public art as well encourage new projects throughout Santa Paula. This Public Art Program will outline guidelines for how the City will handle the maintenance of existing public art. Additionally, this program will outline guidelines and processes for creating new public art projects.

## *Scenic Vista*

Following the Public Art Program chapter will be a proposed public art project which will illustrate one way the Public Art Program can be implemented. This project aims to transform 10th street by having local artists paint utility boxes to enhance the curb-appeal of the area. The project will follow the guidelines for the creation of new public art projects as seen in the Public Art Program. Thus, it will be evident how the Public Art Program can be effectively implemented when establishing new public art projects.

## *Artist Packet*

Due to the fact that *Scenic Vista* involves local artists contributing their artwork to the City of Santa Paula, there will be a number of legal and informative documents for the City to prepare for the artists involved. As a result, after the *Scenic Vista* section will be an Artist Packet with examples of all necessary documents the City will need to implement this project.



Source: City of San Luis Obispo,  
*Visual Arts in Public Places*  
Program  
Painted Boxes in San Luis Obispo



# CHAPTER 1

## PUBLIC ART PROGRAM

# PUBLIC ART PROGRAM

The City of Santa Paula has a reputation for its public art, as seen in the murals and sculptures present within the downtown area. Due to the fact the City regularly receives proposals for the exhibition or donation of new art, the establishment of a Public Art Program will help manage existing and future public art projects throughout Santa Paula. This program will be applicable, but not limited to the following public art elements: murals, chalk art, tiled artwork, sculptures, painted utility boxes ect. This program will provide the City with a specific process of how the City will both maintain current public art and establish future public art projects. Additionally, the City of Santa Paula also aims to provide community members with the opportunity to participate in public art projects because of the strong artist tie within the community. With this information, both the city staff and community members will have a consistent and clear understanding of how the City of Santa Paula will handle public art projects.

## 1. GUIDELINES & PROCESSES

As part of this Public Art Program, guidelines will be established to help to guide the City in dealing with future public art projects. These Guidelines describe how the Program operates, especially detailing the relationship of the community and interested artists. These guidelines are flexible in nature, and should not be read as legal standards.

### 1.1 CONSERVATION AND MAINTENANCE OF PUBLIC ART

The City's first priority is maintaining existing artwork that has already been installed. Due to the fact that art is installed outdoors or in semi-enclosed spaces, it may be affected by exposure to light, wind, dust, temperature, and other conditions. Additionally art may suffer from physical damage such as an accident or vandalism. Thus, there is a need for long-term maintenance to avoid the risk of degradation.

As a result, Program staff will maintain and preserve the collection through monitoring damage or degradation to artwork. Upon receiving information of any damage, effective measures to repair or restore the art will take place. However, due to the limited budget, Program staff will address the most serious problems first. The order of priorities for repairs and restorations is as follows:

1. Works that have suffered serious damage or degradation
2. Works that have suffered minor damage or degradation
3. Works at risk of degradation

Some works are so damaged that an outside consultant must be commissioned that may exceed the available budget. Additionally some works may be beyond repair, in which case the City has the right to remove artwork from the public setting.





# PUBLIC ART PROGRAM

## 1.2 FUTURE PUBLIC ART

Although the City of Santa Paula is dedicated to conserving existing public art, when possible the City will focus on expanding the public art collection. As a result, the City will focus on establishing a portion of the budget towards future public art. Additionally, this Public Art Program will detail a specific method for both selecting artists for new public art projects and how the City will deal with accepting donated artwork. This program will also address the artist responsibilities that are associated with the public art projects.

### 1.2.1 Construction Budget Allocation

The City will mandate that 1% of the construction budget for any construction or major renovation of a City-owned or financed structure will be dedicated to installing permanent art at the building site. Examples of these buildings include: public libraries, police stations, fire stations, senior centers ect.

### 1.2.2 Selection Process for Future Public Art

Depending on the nature of the project and the allocated budget, the project will either be awarded as a direct commission or a competitive process. In both cases however, the consultation with the impacted community and government agencies will still take place.

The selection process is often both project-specific and community-based. Once an eligible project is confirmed, the Program staff will take the following course of action:

- *Action by Staff*-the Program staff will study the project area to determine a timeline, scope, purpose, and type of artwork most suitable for the location.
- *Inform the Community*-the staff will inform the community of the opportunity for public artwork.
- *Public Forum*-after notifying the community, the Program staff will have a public forum in which the staff, the City of Santa Paula departments and other governmental agencies affected by the work, and any other individuals who desire to attend will discuss their interests. This forum will also convey information about the upcoming project, while allowing community interests to express their concerns and interests.



# PUBLIC ART PROGRAM

- *Decision Point*-after this forum, the Program staff will determine whether to commission the work or open the opportunity to the public through a competitive process.
- *Call for Artists*-the Program staff will then send out a Call for Artists that will have the following information: the site, the project purpose, the area available for artwork, the schedule of work, the deadline for submissions, and any other pertinent information the City feels necessary to include. The artist will then send in their application and may also provide an explanation of the submitted work and its relation to the project and community.
- *Second Public Forum*-if necessary, the Program staff can organize an additional public forum to discuss any changes or discuss any new information related to the project.
- *Contract Awarded*-the Program staff will then have selected artists enter into a contract with the City of Santa Paula to supply artwork proposals. Selected artists who are not in the artist registry will be required to sign a waiver or release of liability. Any invited artists may be asked to provide additional information, as the Program deems necessary for the artwork and the project.
- *Evaluate Submissions*-the following step will be for the Program staff to evaluate submissions. The staff may consult outside sources in the artist community about any aspect of the project.
- *Final Public Forum*-the Program staff will have a final forum before the final selection of an artist or artwork to allow for an opportunity to discuss the work and gather community feedback.
- *Amendments*-changes can be negotiated relating to a submitted work based on concerns from the final forum, finances, space limitations, time or any other aspect related to the artwork and the final project.
- *Final Recommendation*-after the conclusion of the final forum, the Program staff will make their final recommendation and will notify all submitters of the final selection.



# PUBLIC ART PROGRAM

The following will be considered in making a final selection:

1. Size, shape, location of the project
2. Appropriateness of the elements and materials of the project
3. Thematic elements of the project
4. Skill and reputation of the artist
5. Community ties to the artist
6. Economic feasibility of the artist and project

## 1.2.3 Donated Art

Every so often a person seeks to donate artwork to the City. As expected, the donor generally desires their generosity to be acknowledged on the artwork. However, the City cannot always do this to the owner's satisfaction due to limited resources. As a result, art donations are only to be accepted if: the artist's work has merit, it enhances the area, there is a suitable location for the work, and the donor is willing to pay the costs of the work and its installation for up to 10 years.

## 1.2.4 Artist Responsibilities

Due to the fact the City of Santa Paula will own public art commissioned by or donated to the City, any artist participating in the Public Art Program must comply with the following regulations:

1. Respond to any and all notices with complete information and on time
2. Must be available to communicate with Program staff
3. Be able to explain aspects of their submitted work
4. Manage and adhere to a project budget
5. Perform the project on-time and work within the schedule of the project
6. Sign necessary documents



# PUBLIC ART PROGRAM

## 1.3 OPPORTUNITY TO PARTICIPATE

City staff is responsible for identifying new projects that are eligible for the public art program. The Program staff is also responsible for notifying the community and artists of opportunities to contribute artwork in upcoming projects. This will be done in the following manner:

1. Upcoming projects will be announced on the website
2. Art organizations, schools, galleries, and museums will also be notified of any opportunities by Program staff
3. The staff will announce information through any other relevant media
4. E-mail announcements of upcoming projects will be sent out to organizations and artists who ask to be included in an e-mail list.

### 1.3.1 Public Art Registry

The Program staff will maintain a registry of artists who have applied to be in the Public Artists Registry or artists who have previously contributed public artwork.

1. The Program staff will accept submissions for the registry via mail or delivery.
2. Artists shall include digital images on a CD that may also include an artist biography. The CD will act as a waiver to assure an honest discussion of the artist's submission from claims of damage to reputation because of comments made in evaluation project. However, an artist may withdraw their CD at any time.
3. If an artist would like to update a CD, the City asks the remove the current copy and replaces it with a substitute.

*Note\** The next section of this report will illustrate how this Public Art Program can be applied to future public art projects. The goal of *Scenic Vista* is to convey how a public art project can be implemented utilizing the ideas and processes described in the Public Art Program.







# CHAPTER 2

## SCENIC VISTA

“TRANSFORMING 10TH STREET THROUGH  
PAINTED UTILITY BOXES”

# SCENIC VISTA

To illustrate how the Public Art Program can be applied, the City of Santa Paula will establish a new project, *Scenic Vista*, in which utility boxes along 10th street will be transformed into artwork. As seen in the Land Use Element of the City of Santa Paula's General Plan, aesthetic improvements to the downtown area and arterial gateways are encouraged. Within this element the City also encourages volunteerism and community involvement. Therefore, there is a need for further downtown beautification projects that involve the community as an integral part of these projects.

*Scenic Vista* aims improve the curb appeal along 10th street through the creation of public artwork in the form of painted utility boxes. The City of Santa Paula aims to commission artwork for the boxes from various student organizations within the City, as well as open up the opportunity for local artists to contribute through a competitive process.

## 2.1 PROJECT PURPOSE

Scenic Vista, aims to redefine 10th street as the main gateway into the downtown area. By bringing color and vibrancy to this landscape through painted utility boxes, visitors travelling to and through Santa Paula on 10th street will be able to experience a small aspect of the enchanting features that make downtown Santa Paula unique.

## 2.2 EXISTING CONDITIONS

Based on the City's goal for an aesthetically unique and charming downtown, it was determined the project area would be located in the downtown area. As part of identifying the size and scope of this project, a field study was conducted within the downtown area to determine the area with the highest concentration of utility boxes. During this field study it was determined that the majority of the downtown area, specifically Main St., had already been fitted with underground utilities or simply did not have a high enough concentration of boxes within a small area. It was then discovered that the utility boxes with the highest potential to be painted were identified along 10th St from Harvard Blvd. to just past Railroad Ave due to the fact there was the largest concentration of utility boxes in this area.

Following identifying the project site, each utility box within this defined area was photographed and any utility information displayed on the box was noted. (*Appendix*)





## 2.3 OPPORTUNITIES AND CONSTRAINTS

### 2.3.1 OPPORTUNITIES

- A large number of utility boxes are located 10th St
- Boxes can serve as a unique feature on this main arterial that will help to define it as a gateway
- Low cost project that will serve the City's goals of being cost-effective
- Gives artist a chance to express their unique perspective of Santa Paula
- Increase the curb appeal, while increasing the vitality of the area
- Reduce the presence of graffiti due to graffiti-resistant paint used in painting of utility boxes



Source: Photo, April 17, 2012  
Attempt to remove graffiti from utility box on Railroad Avenue.

### 2.3.2 CONSTRAINTS

- Low-cost of the project is dependent on donations and patrons
- Large traffic volume along 10th street has the potential to be a safety issue while artists are painting along 10th street
- Various owners for the 15 utility boxes, making it necessary to gain approval from a variety of corporations or governmental agencies



Source: Cambell, D. , *East Bay Bicycle Coalition*  
Caltrans owns many of the boxes along 10th Street



# SCENIC VISTA

## 2.4 IMPLEMENTATION STEPS

These Implementation Steps follow the guidelines seen within the Public Art Program for creating a new public art project.

### 1. DETERMINE PROJECT LOCATION

As seen within the Existing Conditions Section, the selected utility boxes fall near 10th street based on the large concentration of utility boxes in this area. The boundaries defining this area are Harvard Blvd. to Santa Barbara.

### 2. DETERMINE A BUDGET

- The budget for each artist is approximately 500 dollars. The breakdown of this is as follows: 100 dollars of this is designated as an artist voucher for supplies needed to paint the box, 200 dollars as compensation to the artist, 200 dollars to cover City costs (staff time, prepping of the boxes, ect.)
- At 500 dollars a box with 15 boxes, this equates to 7,500 dollars. The City should pursue donations and patrons to help cover the costs of this project

Suggestions:

Dyer Painting Services

614 E Santa Paula St, 93060, Santa Paula, CA

Franks Paint and Hardware

1026 East Main Street, 93060, Santa Paula, CA

### 3. DETERMINE A THEME

The theme of this project is “Hidden Treasures of Santa Paula.” Artists are encouraged to create designs that reflect what aspects of Santa Paula they love the most. The design of the boxes must be related to Santa Paula, and may not contain advertising, negative imagery, obscenity, or political or religious statements.



Source: Discover Santa Paula  
The Glen Tavern Inn is one example of the countless treasures of Santa Paula.



## 4. CREATION OF ALL IMPORTANT FORMS FOR ARTISTS AND BROCHURES FOR PUBLIC

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Frequently asked questions (FAQ) sheet</li><li>• What to bring to paint day</li><li>• Waiver/contract</li></ul> | <ul style="list-style-type: none"><li>• Application with layout of box</li><li>• Timeline</li><li>• Call for Artists</li></ul> |
|---|--|
- (See Appendix for examples of all documents)*

## 5. NOTIFY THE PUBLIC OF THE OPPORTUNITY TO PARTICIPATE

Define key interest groups to commission for the project. For this project this includes: Santa Paula High School, Santa Paula Boys & Girls Club, Santa Paula Artist Society. These organizations will be asked by the City to come up with a design for one utility box per each organization. By commissioning these groups, The City of Santa Paula will ensure that community members of all ages are included to share a unique perspective when designing public utility boxes for the purpose of public art.

## 6. FIRST PUBLIC FORUM

The City will hold a public forum to communicate to the public how the artists for this project will be selected. The commissioned artists will be asked to attend this forum to express their thoughts and concerns about participating in this project. Additionally, all community members will be asked to attend so staff can explain the competitive process and the selection criteria.

## 7. CALL FOR ARTISTS

After the forum is held and the commission artists are contacted, the City will then open up the rest of the program to the public through a competitive process. The City will notify community members of the opportunity to participate through a Call for Artists pamphlet. This pamphlet will specify that the project will be open to individuals of all ages so long as they are residents or artists with Santa Paula ties. The other criteria for the artists are that their artwork fits within the designated “Hidden Treasures of Santa Paula” theme.

## 8. REVIEW APPLICATIONS

Artists will be reviewed based on how well they meet the criterion and how strong their ties are to the City of Santa Paula.



# SCENIC VISTA

## 9. FINAL PUBLIC FORUM

The final forum will be held to discuss any amendments to the project and discuss any concerns the community has.

## 10. AMENDMENTS

Changes can be made based on concerns from the community as discussed at the public forum.

## 11. FINALIST SELECTION

After the forum is held and amendments are made, the staff will chose the finalists for the remaining public utility boxes after the commissioned boxes are approved. The following is the selection criteria the Program Staff will use when selecting a finalist:

1. Size, shape, location of the project
2. Appropriateness of the elements and materials of the project
3. Thematic elements of the project
4. Skill and reputation of the artist
5. Community ties to the artist
6. Economic feasibility of the artist and project

## 12. ARTIST WAIVERS/CONTRACTS

All finalists will enter into a contract with the City unless they are already part of the public art registry, and thus have a contract on file.

## 13. PAINT DAY

The City will chose a specific day for the artists to paint and will notify them of all details pertaining to the events of that day.



City of San Luis Obispo, *Visual Arts in Public Places Program*  
Paint Day in San Luis Obispo







# CHAPTER 3

## ARTIST PACKET

# TABLE OF CONTENTS & DESCRIPTIONS

## ARTIST PACKET

### **Brochure**.....23

This is an informational brochure the City can put out into the public to inform community members of what *Scenic Vista* will be and how individuals can become involved as artists or patrons of the project. This brochure should be widely distributed to the public and posted online on the City’s website.

### **Call for Artists** .....24

This is an example of how the City can inform local artists within the community of the opportunity to participate in the *Scenic Vista* project. This brochure should be widely distributed to the public and posted online on the City’s website.

### **Waiver**.....27-28

This waiver is a sample of the contractual agreement all participating artists will enter into with the City when participating in public art projects.

### **Artist/Patron Application**..... 29

These applications are models of the applications to be completed by artists/patrons participating in the *Scenic Vista* project.

### **Frequently Asked Questions**.....30-31

Due to the fact that *Scenic Vista* will be the first public art project of its kind in Santa Paula, there will inevitably be many questions from interested community members and/or artists. Therefore, this is a sample of the questions the City of Santa Paula will receive and their subsequent answers.

### **Timeline**.....32

This timeline conveys the approximate number of days it will take to complete the *Scenic Vista* project from conception to completion.











# WAIVER

In submitting the Application to the City of Santa Paula and participating in the *Scenic Vista I*, \_\_\_\_\_, (ARTIST), hereby and agree to the following:

## A. Warranties

1. ARTIST warrants to City of Santa Paula that he/she has lawful ownership rights to the ART PIECE;
2. The ART PIECE is the result of ARTIST'S sole artistic efforts unless otherwise stated above as a collaboration;
3. Except as otherwise disclosed in writing to City of Santa Paula in this submittal form, the ART PIECE is unique and original and does not infringe upon any copyright or patent;
4. The ART PIECE is free and clear of any lien.

## B. Intellectual Property License

1. Except for title and possession, pursuant to the Copyright Act of 1976 (17 U.S.C. §101 et seq.), ARTIST will retain the copyright and all other rights in and to the ART PIECE. The ARTIST grants to City of Santa Paula an irrevocable and non-exclusive worldwide license to reproduce, to distribute, and/or to display two- or three-dimensional reproductions of the ART PIECE in any manner whatsoever relating to any City of Santa Paula publication or event, including, without limitation:
  - i. Public display as well as reproduction on City of Santa Paula items, such as print ads, postcards, posters, buttons, applications, and web site;
  - ii. Educational, public relations, and/or art promotion purposes;
  - iii. Publication of ART PIECE in City of Santa Paula- produced brochures and pamphlets;
  - iv. Reproduction in exhibition catalogues, books, slides, postcards, posters, and calendars;
  - v. Publication in art magazines, art books, and newspapers;
  - vi. Publication in books and magazines not primarily devoted to art but of an educational, historical, or critical nature; and
  - vii. Television programs for educational and/or informational purposes.
2. City of Santa Paula will include ARTIST'S name and the copyright symbol will appear on or near the image on all printed materials;
3. City of Santa Paula may alter images of the ART PIECE as necessary, to fit into reduced or enlarged format sizes.
4. City of Santa Paula may use the ART PIECE on City merchandise and commercial items which may be sold for fundraising purposes.

# WAIVER

5. Pursuant to 17 U.S.C. § 106A(3) and only to the extent that this Agreement differs, ARTIST expressly waives any rights that the he/she may have under Cal. Civ. Code § 987 or 17 U.S.C. §§ 101 et seq., including, without limitation, 17 U.S.C. §§ 106, 106A, and 113, or any successor statute(s) or regulation(s).

## C. Hold Harmless

ARTIST agrees to release City of Santa Paula its agents, officials, employees, and certified volunteers from and against all liability, including injury, property damage, copyright or patent infringement claims or causes of action, arising out of this Agreement and claims arising from ARTIST'S participation in Scenic Vista. ARTIST agrees to defend (with counsel satisfactory to City), indemnify and hold the City of Santa Paula harmless and free from all liability, whether caused by passive negligence or otherwise, arising out of ARTIST'S participation or association with *Scenic Vista* . ARTIST agrees to pay all costs incident to any claim, including, without limitation, attorneys' fees.

I agree that the above information is correct. I further agree that this agreement is intended to be as broad and inclusive as is permitted by the law of the State of California.

Dated: \_\_\_\_\_

Name: \_\_\_\_\_  
Print Signature

Note\* This waiver is based off of the City of Ventura's "Think Outside of the Box" public art program

# ARTIST/PATRON APPLICATION

## Artist Application

Application \_\_\_\_\_ Name Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_ Email \_\_\_\_\_

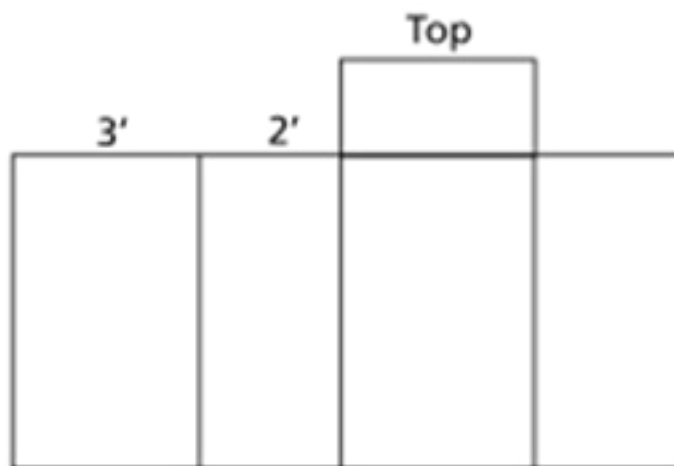
Phone Number \_\_\_\_\_

Do you currently have a patron? \_\_\_\_\_

If so, please provide Patron Name \_\_\_\_\_ Phone Number \_\_\_\_\_

Would you like to be paired with a Patron? \_\_\_\_\_

Please use the following template for your design. All designs must be 8 ½ by 11” and be submitted digitally.



## Patron Application

Patron Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_ E-mail \_\_\_\_\_

Phone Number \_\_\_\_\_

Do you currently have an artist you are working with? \_\_\_\_\_

If so, please provide Artist's Name \_\_\_\_\_ Phone Number \_\_\_\_\_

DO you already have a specific design in mind for the utility box? If so, please describe. \_\_\_\_\_

# FREQUENTLY ASKED QUESTIONS

## **1. When will I be painting my utility box?**

Artists will begin painting on \_\_\_\_\_. Artists should plan on painting from 10:00 AM to 5:00 PM. However, it will be possible for artists to stay later to complete the painting.

## **2. Is it possible to start painting before Paint Day?**

No, all paintings must begin on Paint Day. It will be possible for artists to begin preliminary sketches on the utility boxes approximately one week prior to Paint Day.

## **3. When does my box need to be completely finished?**

Artists should complete their box on Paint Day. However, artists will be allotted a few hours the following day to make any finishing touches to the box.

## **4. Where do I buy my paint?**

Artists will be able to purchase paint from the local store donating materials for the purpose of this project. Each artist will receive a 100 dollar voucher to purchase paint and other materials. Employees at this store are knowledgeable about the allowable materials for this project, and can assist in selecting paints and/or mixing custom colors.

## **5. What kind of paint can I use?**

All paint used will be semi-gloss 100% acrylic latex exterior paint purchased from the local store sponsoring this project. This paint has been chosen for its resilience and compatibility with other materials the City is using for this project.

## **6. Do I need to prime the utility box before I can paint it?**

No, one week prior to Paint Day a professional contractor will prime all utility boxes.

## **7. Can I use my own materials?**

No, in order to ensure that the design will last, we ask artists not to use their own materials. The paint selected has been chosen for its compatibility with the primer and coating materials being used. Using other paints can result in premature weathering, whereas other materials can smear and melt when the final coating is being applied.

## **8. What about damage or graffiti to the box?**

All boxes will be coating in a clear, high-gloss polyurethane graffiti coating to ensure that if any surfaces with graffiti can simply be wiped away without damaging any artwork. This gloss will be applied immediately after the box is complete.



# FREQUENTLY ASKED QUESTIONS

## **9. Can I make changes to my design?**

No, the City chose your design based on the initial proposal presented. As a result, if the design is significantly different from your original design, the City may choose to not display your artwork or award you an honorarium.

## **10. How long will my design be displayed?**

Depending on weathering, the City will display your design for as long as it still appears in good condition. Generally a good estimate for this is about 3-5 years, but can be longer in some cases.

## **11. Who owns the artwork?**

Your design is part of the City's public art collection, and therefore is owned by the City of Santa Paula.

## **12. What is the participation waiver?**

This document provides you with important information for this project. This document must be completed in order for you to participate in this project.

## **13. When will I receive my honorarium?**

Artists will receive honorarium directly after their box is complete and after they have filled out all forms in the artist packet.

## **14. Can I sell or display my own artwork while I paint during Paint Day?**

No, artists are not permitted to sell or display their artwork during Paint Day. However, artists are encouraged to interact with the community and share information about their artwork.

## **15. How are projects like Scenic Vista made possible?**

All public art projects in the City of Santa Paula are made possible through the City's Public Art Program. This program recognizes the social and economic value public art can bring to the community by making aesthetic improvements to public spaces. The City has established an ordinance that allocated 1% of construction or renovation funds of any City-owned or operated buildings towards a Public Art Fund.

# ARTIST TIMELINE

Start	Informational Meeting at City Hall
(2-week interval)	Artists will receive vouchers for materials at the Community Services counter in City Hall.
3-week process	Artists will purchase paint from specified venues. These stores will have been previously approved by the City and will sponsor this Downtown Streetscape Improvement Project. Additionally, artists are encouraged to try out all materials prior to painting utility boxes.
5-day process	Final designs will be approved. The head coordinator for the project will give the final approval for sketches done on paper with the utility box layout.
1 day	EVENT! Artists will meet at City hall 30 minutes prior to event. Each artist should plan to paint on-site for five hours. However, artists will be allowed to arrive prior to and stay later than this time.
1 day	The day after the event is over, artists may arrange to complete any final touches to painting on this day.

# APPENDIX

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Source: City of San Luis Obispo, *Visual Arts in Public Places Program*  
Painted Boxes in San Luis Obispo

# CASE STUDIES

## CITY OF VENTURA

- No specific plan was drafted for this public art program. Instead the City identified City-owned boxes they wished to be painted
- After boxes were identified, the City found donors to contribute 500 dollars per box which covered the following: paint/supplies, money for artist, plaque with artist and donors name and description of painting
- City commissioned artists through Request for Proposals-sent to schools, local artist societies, and advertised on website
- Reviewed submittals that reached all specified standards and chose artists
- Had artists sign contracts and then set up painting day



Source: City of Ventura  
Chinese Treasure Box (painted utility box)

Based on the information gathered from the City of Ventura's "Think Outside the Box" program, it is clear there is an extensive amount of research that goes into planning such a project. Additionally, there was no plan for this program, but rather a few steps the City took to implement the program after the research was completed. As a result, the plan I will put together for the City of Santa Paula will consist largely of Existing Conditions and research work. With this information, a brief outline can be put together detailing the necessary steps to implement this project.

# CASE STUDIES

## CITY OF SAN LUIS OBISPO

- City commissioned artists from Monterey, Santa Barbara and San Luis Obispo Counties
- Artists received \$1500 + supply vouchers
- Had guidelines for the artwork and the paint
- Sent out Request for Qualifications and selected from the applications



Source: *City of San Luis Obispo, Visual Arts in Public Places Program*  
Painted Box in Downtown San Luis Obispo

The City of San Luis Obispo had various aspects that were not feasible to apply to the City of Santa Paula when doing a painted utility box project. For example, the City of San Luis Obispo did not limit the competitive process to artists within the county, but opened it up to a widespread area by including the surrounding counties in the process. Additionally, the City had a higher budget when commissioning artists than feasible for Santa Paula. One aspect that was applicable to Santa Paula was the list of guidelines for the artwork in both the City of San Luis Obispo and the City of Ventura were similar. The fact that these guidelines are similar makes it evident that these guidelines are effective, and thus should be followed in creating this program for Santa Paula.





















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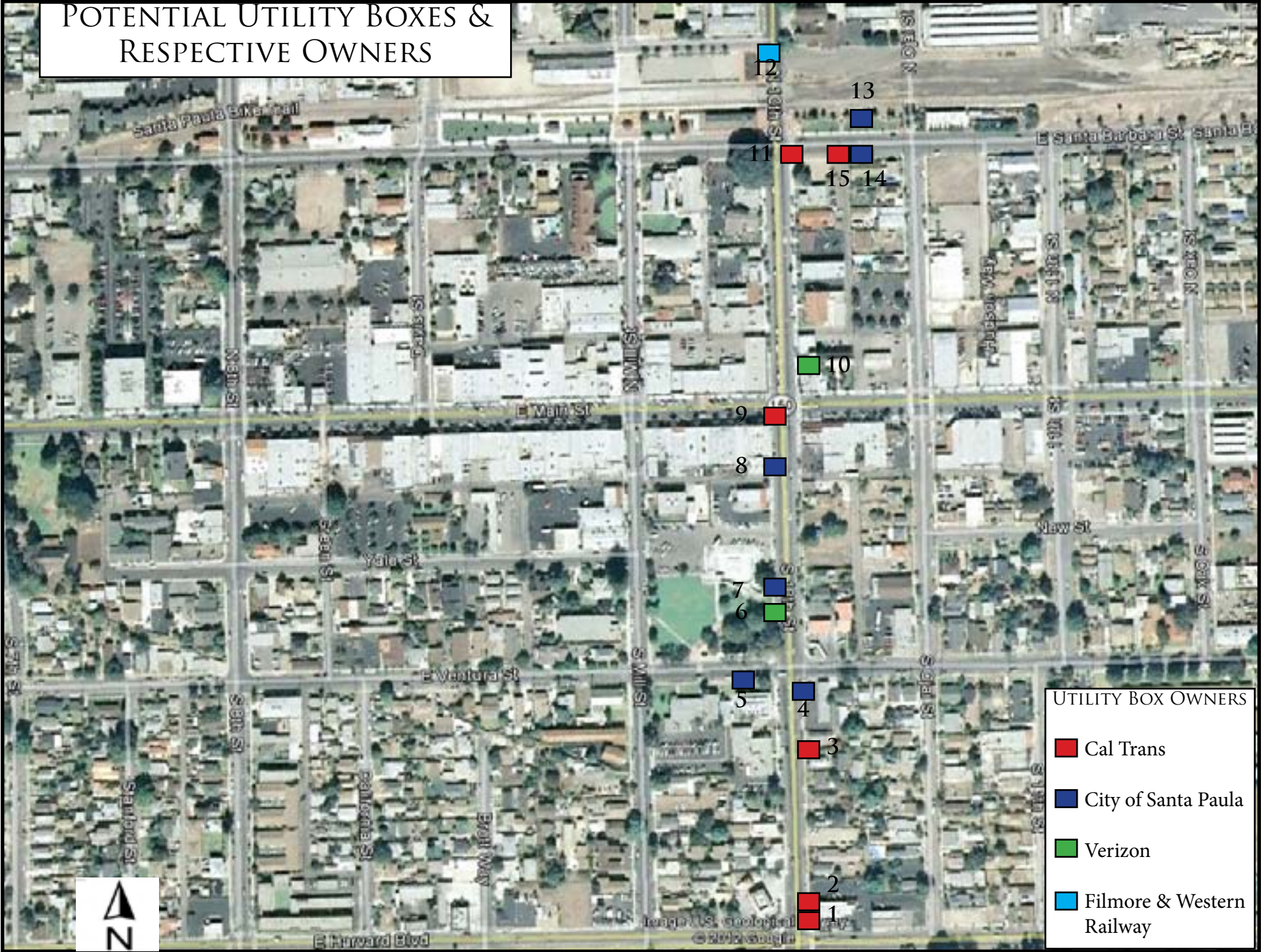
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# POTENTIAL UTILITY BOXES & RESPECTIVE OWNERS



## UTILITY BOX OWNERS

- Cal Trans
- City of Santa Paula
- Verizon
- Filmore & Western Railway

1. 10<sup>th</sup> and E Harvard Boulevard (left side of street)



Located on the corner of 10<sup>th</sup> and E Harvard Boulevard across from the Chevron gas station. Pacific Utility.

2. 10<sup>th</sup> and E Harvard Boulevard (left side of street)



Located on the corner of 10<sup>th</sup> and E Harvard Boulevard adjacent to box 1. Only tag states it is the property of the State of California.

3. 10<sup>th</sup> before Ventura Street (left side of street)



Located on the corner of 10<sup>th</sup> just before Ventura Street. Almost directly across from Police Department. Signage on box is worn and hardly legible.

4. 10<sup>th</sup> before Ventura Street (left side of street)



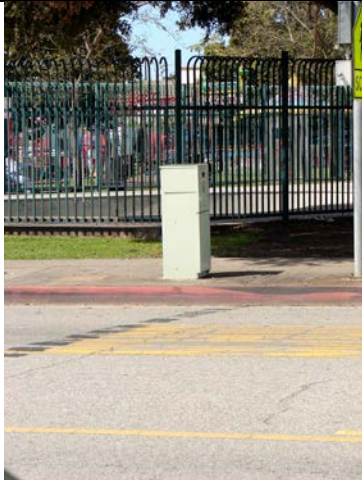
Located on the corner of 10<sup>th</sup> and Ventura Street.

5. Ventura Street (left side of street-facing East)



Located on Ventura Street outside of City Hall. Signage is illegible and falling off.

6. 10<sup>th</sup> Street just after Ventura (right side of street-facing North)



Located on 10<sup>th</sup> Street just outside of the Skate Park. Pacific Utility.

7. 10<sup>th</sup> Street just after Ventura (right side of street-facing North)



Located on 10<sup>th</sup> Street just outside of the Skate Park and adjacent to box 6. Pacific Utility.

8. 10<sup>th</sup> Street before Main Street (right side of street-facing North)



Located on 10<sup>th</sup> Street before Main Street. Same utility information. Pacific Utility.

9. 10<sup>th</sup> Street at corner of Main Street (right side of street-facing North)



Located on 10<sup>th</sup> Street at corner Main Street. No information regarding utility provider.

10. 10<sup>th</sup> Street at after intersection at Main Street (left side of street-facing North)



Located on 10<sup>th</sup>. No information regarding utility provider.

11. 10<sup>th</sup> Street at corner of E Santa Barbara Street (left side of street-facing North)



Located on 10<sup>th</sup> at corner of Santa Barbara. No information regarding utility provider.

12. Railroad Ave off of 10<sup>th</sup> Street (left side of street-facing North)



Located on Railroad Ave adjacent to Railway.

13 Santa Barbara Street near 10<sup>th</sup> Street (left side of street-facing West)



Located in linear park. No utility information, but looks similar to Pacific Utility boxes.

14. & 15. Santa Barbara Street near 10<sup>th</sup> Street (right side of street-facing West)



14.



15.



Both boxes are owned by Pacific Utility.



