



AGENDA REPORT
SAN CLEMENTE CITY COUNCIL MEETING
Meeting Date: November 5, 2013

Agenda Item 6J
Approvals:
City Manager WE
Dept. Head [Signature]
Attorney AB
Finance [Signature]

Department: Planning
Prepared By: Amber Gregg, Associate Planner

Subject: STREET ART, PHASE 3 OF THE UTILITY BOX ART PROGRAM

Fiscal Impact: The total cost of \$6,450 is being requested as a transfer from Fiscal Year 2014 Council Contingency Budget.

Summary: Staff recommends the City Council approve funding for the third round of the utility box art program, Street Art.

Background: On September 6, 2011, The City Council approved a pilot program initiated by Council member Lori Donchak, to artistically enhance five traffic control boxes. Staff partnered with San Clemente Art Association (SCAA), who renamed the program Street Art.

City Staff, the SCAA, the artists, and the community have all praised the project. Last year the City Council approved another five boxes to be painted. The City now has ten beautiful traffic control boxes throughout the community depicting some of San Clemente's culture, history and character. There are eleven remaining boxes that are eligible for the Street Art program. Staff would like to paint the boxes over the next two years in two separate program phases. Attachment 1 shows the next six boxes to be painted.

Staff is requesting the City Council consider approval of the third round of the program, which will designate six more boxes to be painted. Phase three of the program will be modeled after the previous two and the same schedule would be followed. The call for artists would be released at the beginning of the year and painting would occur the second half of April, ensuring the project is complete prior to our busy summer months. Each artist would receive an honorarium of \$500 and up to \$200 in supply reimbursement.

Staff recommends a budget amount of \$6,450 for the program, providing approximately \$225 for contingencies. This is \$950 more than last year's budget due to the extra box; we are painting six this year instead of five. The cost of painting six boxes is detailed in the following table.

Table 1

Proposed Budget

Item	Cost
Honorarium \$500 per artist	\$3,000
Supplies \$200 per artist	\$1,200
Clean and Primer the boxes	\$325
Sealant for the boxes \$250 per box	\$1,500
Marketing/Meeting Supplies	\$200
Contingency	\$225
TOTAL	\$6,450

Recommended

Action:

STAFF RECOMMENDS THAT the City Council:

1. Approve Phase 3 of the Utility Box Art Program, Street Art, and
2. Transfer \$6,450.00 to fund Phase 3 of the program from Council Contingency Reserve Account No. 001-203-44900-000-00000. Funds should be allocated to 001-441-45900-000-32802.

Attachments:

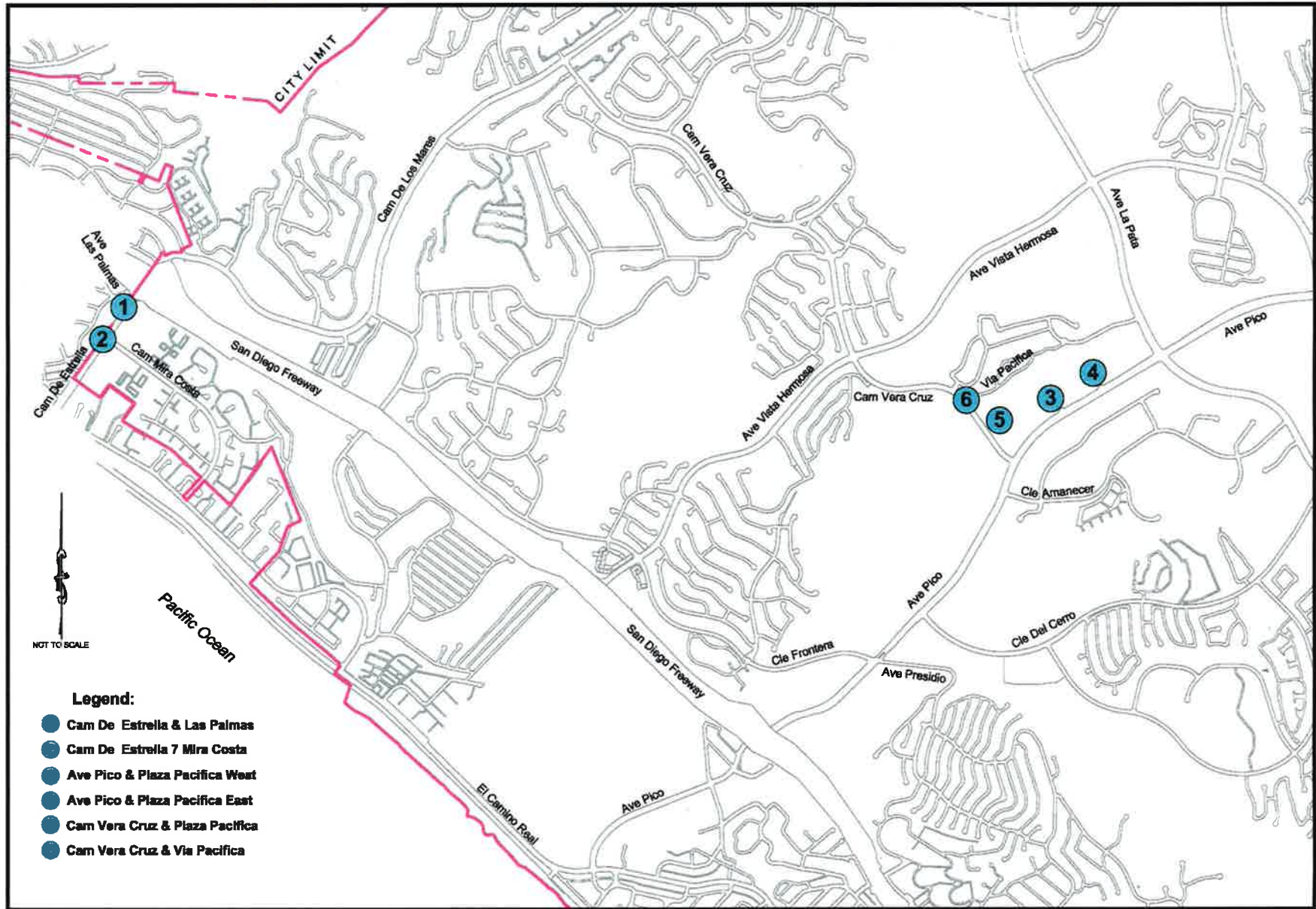
1. Proposed location of next 6 boxes to be painted
2. Locations of completed works of art, Pilot Program and Phase 2
3. Pictures of completed artworks

6/2/2



PROPOSED STREET ART LOCATIONS

ATTACHMENT 1



68-3

ATTACHMENT 1



EXISTING STREET ART LOCATIONS



687



Street Art Completed Works



San Clemente Hospital
Artwork By Regina Hurley



Truman Benedict Elementary School
Artwork By Joyce Poisson

68.5



San Clemente High School
By Jackson Hinkle



Palizada & Estrella (I-5 on/off ramp)
By Meghann Nelsen



ECR & Mariposa at CVS
By Josh Barnes



Calle Negocio & Amanecer
By Kristen Decker



Del Cerro & Vista Montana
By Ashley Keene

69-6



Avenida Pico & Los Molinos
By James Parkhurst



San Clemente Art Supply
By Stephanie Leonard



Ave Pico & Del Cerro
By Mike Ravetti

68-11