

RESOLUTION R2019-__

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NAPA, STATE OF CALIFORNIA, APPROVING THE DOWNTOWN UTILITY BOX TEMPORARY ART PROGRAM POLICIES AND GUIDELINES; AND DETERMINING THAT THE ACTIONS AUTHORIZED BY THIS RESOLUTION ARE EXEMPT FROM CEQA

WHEREAS, the City Council believes that public art enhances the quality of life of the citizens of Napa and cultivates a sense of community identity and pride; and

WHEREAS, the City Council would like to enhance the public environment and promote the understanding and enjoyment of art by inviting the participation and interaction of Napa residents and visitors; and

WHEREAS, the City Council wishes to promote high-quality, innovative and diverse works of art for community enrichment by increasing citizen awareness and appreciation of public art in the community; and

WHEREAS, the City Council wishes to accomplish public art awareness by facilitating public art throughout the downtown by implementing the Utility Box Temporary Art program which will allow for the installation of temporary public art on City-owned utility boxes within the Downtown Napa area.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Napa, as follows:

1. The City Council hereby finds that the facts set forth in the recitals to this Resolution are true and correct, and establish the factual basis for the City Council's adoption of this Resolution.
2. The City Council hereby determines that the Recommended Action is exempt from CEQA pursuant to CEQA Guidelines Section 15301 which exempts minor alterations to public facilities.
3. The City Council hereby adopts the, "Downtown Utility Box Temporary Art Program Policies & Guidelines" attached hereto as Exhibit "A" and incorporated herein by reference.
4. This Resolution shall take effect immediately upon its adoption.

I HEREBY CERTIFY that the foregoing Resolution was duly adopted by the City Council of the City of Napa at a public meeting of said City Council held on the 19th day of November, 2019, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: _____
Tiffany Carranza
City Clerk

Approved as to form:

Michael W. Barrett
City Attorney

Exhibit “A”

DOWNTOWN UTILITY BOX TEMPORARY ART PROGRAM POLICIES & GUIDELINES

The Downtown Utility Box Temporary Art program is designed to enhance the public environment and promote the understanding and enjoyment of public art by inviting artists to exhibit their art on City-owned utility boxes in downtown Napa on a temporary basis. In order to contribute to citizen awareness of public art and to enhance the cultural environment of downtown, the Napa City Council has adopted the Downtown Utility Box Temporary Art program to facilitate the selection and placement of temporary public art in downtown Napa on specified City-owned utility cabinets. Another important goal of the Downtown Utility Box Temporary Art program is to design, install, and maintain artwork within public rights of way and on public property in a manner that facilitates, and does not adversely impact, the primary purpose of public rights of way or public property such as the general function of the utility boxes for traffic signal lights or general electrical power for other city functions. The City Council authorizes the City Manager or his/her designee to implement the Downtown Utility Box Temporary Art program based on the following policies and guidelines.

Goals for the Downtown Utility Box Temporary Art Program:

The goals for the Downtown Utility Box Temporary Art Program outline the intentions of the City Council and will guide the implementation of the program.

- To create exciting, appealing and harmonious public spaces by integrating public art on City-owned utility boxes.
- To encourage public art that celebrates and reaffirms Napa's historical, sociocultural and aesthetic values of the community of the past and present, in a manner that endures into the future.
- To preserve and enrich Napa's cultural environment by encouraging the placement of public art City-owned utility boxes.
- To enhance the character of Napa through the visibility of community-valued art pieces.
- To promote public participation and interaction with artists and artwork through the Downtown Utility Box Temporary Art Program.
- To stimulate the downtown economy through increased pedestrian activity and create an art destination in Napa.

Policies for the Downtown Utility Box Temporary Art Program:

The City Manager or his/her designee will administer this program based on the following policies:

1. The City Manager shall establish necessary administrative policies and guidelines to carry out the Downtown Utility Box Temporary Art program that may be amended at any time by the City Manager.
2. The proposed artwork will be selected by the City Manager in keeping with the aesthetic interests of the community. The artwork must be in keeping with the historic integrity, community character, cultural, environmental and aesthetic values of Napa's community.
3. For each exhibition period, the City Manager may convene a jury panel to advise the City Manager regarding the implementation of this program. The jury panel will be composed of five or more members selected by the City Manager. At least three of the jury members shall have professional experience in the art realm such as: an active artist; arts administration; arts education/instruction; or art acquisition or collection for institutions associated with museums, galleries, private collections, non-profit art foundations, colleges, universities, or public agencies.
4. Following a Call for Artists' submittals (described below), the jury panel will judge the submissions, and will identify recommended art pieces to be selected by the City Manager, based on the four criteria areas outlined below:
 - Artistic merit - concept and design of the proposed artwork, proven mastery or skill in the artistic medium, or effective approach with comparable projects.
 - Artistic context - interpretation of the program objectives and goals; appropriate balance of art forms and concepts
 - Location context - appropriateness of the proposed work for the public realm and its ability to be suitable at one of the proposed sites.
5. The City Manager will review the jury panel's recommended art pieces and will approve and/or modify the selected art pieces. The art pieces approved by the City Manager will be presented to the Public Art Steering Committee and City Council for their information.
6. The City Manager may designate appropriate City staff or consultants (such as the Napa Downtown Association, or other art organization) to administer the day to day operations of this program.

Guidelines for the Downtown Utility Box Temporary Art Program:

The City Council authorizes the City Manager or his designee to implement the Downtown Utility Box Temporary Art Program in compliance with the following general guidelines:

1. All artists, art-related organizations and educational agencies are encouraged to participate in the program.
2. The City Manager may approve the installation of artwork on up to 19 City-owned utility boxes in downtown Napa identified on the attached map (Exhibit B).
3. All temporary art wraps will be installed and maintained on the designated utility box by the Downtown Napa Association, at its sole cost and expense. Each artwork will be selected for a specific location.
4. All temporary art wraps must be designed to appropriately fit the specified utility box dimensions and not conflict with the function of the utility box, as prescribed by the City Manager and outlined in the Call for Artists.
5. All temporary art wraps must be constructed with durable and appropriate materials, such as a specialized vinyl, designed to last up to 7 years and to withstand a variety of weather conditions over the exhibition period with minimal maintenance requirements. The material of the art wrap must be graffiti resistant or at least capable of being cleaned to remove graffiti.
6. The artists must provide camera-ready artwork and the design must be properly formatted to the utility box where the artwork will be installed. After all fabrication files are approved by the City's Parks and Recreation Manager, the fabricator must schedule a date and time for installation and complete installation in approximately 1-3 days.
7. The Downtown Utility Box Temporary Art Program implementation may include the following types of activities:
 - "Call for Artists" solicitation process for public art for a 3-7 year exhibition
 - Creation of maps, brochures, or a website about the program
 - Coordination with selected artists for the artwork file development before production is completed
 - Coordination of the opening reception for the Downtown Utility Box Temporary Art program
 - Other activities deemed appropriate by the City Manager
8. The City Manager or his designee will notify artists regarding necessary requirements/standards for the artists regarding the site specifications, installation, maintenance, and potential removal of art pieces.

9. The City Manager may require necessary insurance and indemnification provisions to protect the City as appropriate.

10. The art pieces will be exhibited for 3-7 years, for such other time determined by the City Manager based on economic and other conditions or considerations.