



Staff Reports

File #: 2094-2019, **Version:** 1

To: Honorable Mayor and Members of City Council

From: John Coates, Parks & Recreation Services Director

Prepared By: Katrina Gregory, Recreation & Public Art Manager

TITLE:

Downtown Utility Box Temporary Art Program to Install Temporary Public Art on City-Owned Utility Boxes in Downtown Napa

RECOMMENDED ACTION:

Adopt a resolution approving the Downtown Utility Box Temporary Art Program Policies and Guidelines; and determining that the actions authorized by this resolution are exempt from CEQA.

DISCUSSION:

The proposed Utility Box Temporary Art Program ("Program") would allow for the installation of temporary art on 13 City-owned utility cabinets in downtown Napa. The Program is similar to programs in other cities throughout the country and in Napa's Rail Arts District (RAD), in which photographs of artworks are transferred to vinyl and wrapped around existing utility boxes. The Program is aligned with the City of Napa's Public Art Master Plan because the art wraps contribute to a more livable and visually stimulating environment. The proposed objectives of the Program are to create a unique experience in downtown; to inspire businesses, residents, and visitors; and to support regional artists.

The Program was developed in response to a proposal submitted by Craig Smith, Executive Director for the Napa Downtown Association and the project coordinator, Shelly Willis, Executive Director for Napa's Rail Arts District to install and maintain camera-ready artwork on 13 City-owned utility boxes in downtown Napa at its sole cost and expense. The 13 proposed sites are predominately the signal cabinets for the downtown street traffic lights and there are a few other electrical boxes. See Attachment 1 for the proposed locations.

The Public Art Steering Committee reviewed the Program at the September 24, 2019 meeting and the Committee unanimously recommended the Program to City Council.

Since the temporary art will be installed on City-owned utility cabinets in the City of Napa public right of way, staff created Downtown Utility Box Temporary Art Program policies and guidelines (see Attachment 2 Exhibit A). These policies and guidelines authorize the City Manager to oversee and administer the Program and include the processes for selection of the artwork. Staff intends to negotiate a License Agreement with the Napa Downtown Association to authorize the Association to install and maintain artwork on 13 utility cabinets in downtown Napa in accordance with the Program policies and guidelines.

FINANCIAL IMPACTS:

If the Napa Utility Box Art Wrap program is approved, the Napa Downtown Association would provide the funds to pay for all expenses related to the artists fees, artwork fabrication and installation of the artwork directly to the vendors and artists. In addition, the Napa Downtown Association would allocate an additional \$3,500 to provide any maintenance, replacement or removal costs. The Program budget is approximately \$29,000. The City's staff expenses to assist with overseeing the Downtown Utility Box Temporary Art Program are included in the current FY20 annual budget for Public Art (GL 45140- 51200).

CEQA:

City staff recommends that the City Council determine that the Recommended Action is exempt from CEQA pursuant to CEQA Guidelines Section 15301, which exempts minor alterations to existing facilities.

DOCUMENTS ATTACHED:

ATCH 1 - Program Site Map

ATCH 2 - Resolution with EX A

EX A - Downtown Utility Box Temporary Art Program Policies & Guidelines

EX B - Downtown Utility Boxes Art Program Map

NOTIFICATION:

None