

AGENDA ITEM #: _____

DATE: April 17, 2017

COAC #: 17-6037ws

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

**SUBJECT: Artist Embellished Traffic
Cabinet Beautification Program**

STAFF PRESENTER: Guylene Ozlanski,
Arts & Culture Coordinator and Luke Albert,
City Traffic Engineer

CASE NUMBER: None

OTHER PRESENTER: Laura Kaino,
Chairman Goodyear Arts & Culture
Commission

PROPOSED ACTION:

Staff will share recommendations for implementation of an “artist embellished” traffic cabinet beautification program.

BACKGROUND AND PREVIOUS ACTIONS:

The Goodyear Arts & Culture Commission Public Art Subcommittee met on February 8, 2017 to evaluate recommendations for the FY18 annual Public Art Plan. During this discussion, the committee acknowledged the merits of “artist embellished” traffic cabinets as a way to beautify a city but did not have budget capacity to commit to the project in FY18. Per Council inquiry on February 13, 2017, staff researched the cost and feasibility for art wraps/painted designs on utility boxes similar to the boxes found in Avondale. On March 4, 2017 The Goodyear Arts & Culture Commission met for their annual retreat. The recommendations from the Public Art Subcommittee were shared with the Commission. The traffic cabinet project was discussed and the impact of including this type of project in Goodyear was considered. The Commission concluded that they supported the inclusion of a traffic cabinet program to beautify Goodyear if additional funding was approved.

STAFF ANALYSIS:

Staff researched the cost and feasibility of several options for beautifying city-owned traffic cabinets. Methods considered are artwork applied directly to the cabinet and screening the cabinet with a wall or gate.

APPLIED ARTWORK

Applied artwork is the process of applying artist creations directly to the cabinet. This may include either artwork printed on a vinyl wrap that is adhered to the cabinet surface or hand-painted art directly on the cabinet surface.

The city of Avondale began an applied artwork traffic cabinet project in 2011. Avondale completed twelve cabinets in two phases:

Phase one included six traffic control cabinets that were wrapped with various photographs of the City and was part of their roll out of the new logo for Avondale. The approximate cost to the city was \$7,300 for six cabinets which included the graphic designer and contractor that printed and applied the wrap to the boxes.

Phase two included six traffic control cabinets that were hand-painted by an artist and cost Avondale \$10,000 for the six cabinets.

Applied Artwork Cost-

\$1,200-\$1,500 per unit	Wrapped Cabinet: an artist creates artwork that is digitally printed on the vinyl material that would be “wrapped” around the cabinet. Cost includes artist design (\$500-\$1000) and vinyl wrap (\$600-\$800). Life expectancy of vinyl wrap 3-5years. Artist design would be available to reprint indefinitely.
\$2,000-\$3,000 per unit	Painted Cabinet: an artist works on-site to paint artwork directly on the cabinet. Life expectancy is 5-10years.

CABINET SCREENING

Screening is another approach for beautifying city-owned traffic cabinets. Various screening methods can be used to hide the cabinets from public view. These screens vary but can include masonry or metal with an artist creating the design.

Screening Cabinet Cost-

\$4,000-\$12,000 per unit	Metal Wall or Gate: metal fabricated to create a sculptural wall or gate. Cost determined by the size and detail in the metal structure as well as the preferred installation method. Life Expectancy 20+ years.
\$2,000-\$4,000 per unit	Parasoleil Screen: aluminum or steel screen with a design perforated into the material. Cost includes materials and installation. Life Expectancy 10-20 years.
\$1,500-\$5,000 per unit	Masonry Wall: block or brick free standing wall to incorporate the cabinet into the environment or to create a unique feature. Cost includes materials and installation. Life Expectancy 20+ years

With either approach of beautifying traffic cabinets there are several items to consider that impact the functionality of the cabinets and feasibility of adding the aesthetic enhancements. These include:

Maintenance	The traffic cabinets are on a 10-year replacement cycle and any aesthetic enhancements may not hinder the ability for staff to use and/or replace the equipment.
Traffic Safety/Access	Any aesthetic enhancements may not hinder the visibility at the traffic intersection or impede technicians or public safety from operating the traffic controls.
Cabinet Damage	Goodyear averages 2-3 cabinets a year that are replaced due to damage that occurs from nature, human error, or electronic failure.

RECOMMENDATION:

The Goodyear Arts & Culture Commission recommends an “artist embellished” traffic cabinet beautification program using the Applied Art Method. Staff concurs with the Commission recommendation.

After careful consideration the Commission cited:

- Each cabinet should be unique and reflect the individuality of the intersection where it is placed.
- Community engagement would be important for this project to ensure residents and local artists are involved in identifying the best themes for the artwork.
- Additional funding should be requested to complete the project in a phased approach similar to Avondale.

Phase One- FY18 complete 15 cabinets with a mixed approach of including wrapped and hand painted cabinets. Estimated Cost for FY18: \$37,500.

Phase Two- FY19 complete an additional 15 cabinets. Estimated Cost for FY19: \$37,500.

Funding options will be discussed at work session and feedback will be sought from Council.

ATTACHMENTS:

None