



Prepared for the City of Madison Downtown Coordinating Committee, Madison Arts Commission, Finance Committee and Common Council

Subject: Draft Program Description for the Utility Art Box Program

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Overview

In 2016, the City of Madison's Art Commission and Downtown Coordinating Committee authorized a pilot test to wrap four City owned utility boxes with artwork. The four boxes gauged the effectiveness of the material and public response to the project. After a year of four-season exposure in a heavy pedestrian environment, the pilot project was considered effective at transforming ordinary objects of urban infrastructure into something fun, and unique while minimizing tagging and other vandalism of the utility boxes. At their July 11, 2017 meeting, the Madison Arts Commission approved an expansion of the program and asked City staff to put together a resolution to authorize the budget and expansion of the program and process to select additional artists, box locations and installation vendors. The legislative file authorizing the program expansion is linked below:

Legislative File Information:

[48039](#) Creating Madison's Utility Box Art Program and authorizing the Mayor and City Clerk to enter into a contract between the City of Madison and a vendor selected through a competitive bidding process to provide vinyl art wraps for City-owned utility boxes.

Draft Guidelines for Art Selection

The Madison Arts Commission intended this program to highlight, encourage and promote local fine artists by giving them exposure in the public realm. Artists will be compensated up to \$400 for a license of each image used in the program.

In addition, City staff believes there is a desire by the community to include a Community Art Box component for box locations near libraries, or other community centers that could allow for non-professional artists, students, or other community groups to submit original designs that would not have to compete with fine artists during the selection process. City Staff envision this to be a small component of the overall program, and limited to 4 boxes with diverse geographical locations. Students and community groups chosen for the Community Art Box program will not receive the \$400 compensation, but would still be recognized on the box, and required to give the City a license to use the image.

Guidelines for Fine Art Selection:

The Madison Arts Commission (or its Public Art Sub-Committee) will select fine artists based upon the following considerations:

- The images submitted are of a high-quality resolution with the ability to be enlarged to over 4'x6' in size.
- There are no legible logos, words, letters or numbers that could constitute a sign in the right-of-way.
- The design submitted does not promote or advertise for a particular community group or organization.
- Artists must be over 18 years of age and consider themselves to be professional artists.
- Artists must reside in the City of Madison.
- Art submitted for consideration should be able to translate well to a utility box wrap, such that parts of the image may be repeated, doubled, flipped, or even removed to accommodate openings, keyholes, protrusions and other general design constraints that come with wrapping a utilitarian traffic utility box that is a working part of the City's Infrastructure.

Guidelines for Community Art Box Selection:

The Madison Arts Commission (or Public Art Sub-Committee) will select community-based art using the following criteria:

- The Community Art Boxes will use the same criteria as above, with the exception that artists/groups may include children or students under the age of 18; however, there must be an adult signature on the entry form that is eligible to sign a license/ waiver for the use of the image.
- The Community Art Box entrants will not have to compete against professional artists, and will be selected using the additional criteria that the art/images should be representative of the City of Madison’s community ideals, including, but not limited to equality, inclusiveness, history, community, geography, or vision of the future.

Draft Guidelines for Choosing Box Locations

Goals for Box Prioritization:

There are hundreds of traffic light boxes throughout the city of Madison. In order to determine which boxes would be eligible for a first round of wrapping, City Staff created the following guidelines for prioritization.

- Increase number of wrapped boxes in the Downtown and UW Campus area
- Consider locations outside of the Downtown & Campus area core if they meet one or more of the following characteristics:
 - Adjacent or near a library, community center or other public destination
 - Located in a highly pedestrian walkable commercial center
 - Located in one of the City’s Neighborhood Resource Team areas
- Prioritize “clean boxes” without attached meters or other appendages to keep wrapping difficulties to a minimum. However, staff believes that there should be one opportunity to choose a difficult box to wrap as a test pilot for future program expansion.
- Prioritize boxes that have had graffiti in the past to test further effectiveness at combating graffiti problems on utility boxes

Potential Locations for 2017 Program Implementation

The following tables highlight some possible locations for art wrapped boxes using the guidelines above. Final box locations are yet to be determined, but will likely include many from this list, although it is **important to note that the program does not have funding to wrap all of the boxes listed below.**

Table 1: Potential Locations for Fine Art Boxes

| Intersection | Corner | Notes/Rationale: |
|------------------------------------|--------|---|
| Downtown/Campus: | | |
| S Hamilton & W Main Street | NW | Capitol Square |
| Mifflin Street & Wisconsin Avenue | NE | Capitol Square |
| Dayton/State/Fairchild Streets | NE | State Street |
| W Johnson & State Streets | NW | State Street |
| W Gorham & State Street | NE | State Street |
| Regent/Proudfit/W Washington | NW | Triangle Neighborhood |
| University Avenue & Charter Street | SE | Campus, heavy graffiti, very busy pedestrian corner |
| University Avenue & Gilman Street | NE | Campus, several appendages - do as a pilot test |
| Johnson Street & Wisconsin Avenue | NE | Heavy Graffiti |

| | | |
|--------------------------------------|----|--|
| East Side: | | |
| Atwood Avenue & Cottage Grove Road | SE | Coordinated with Cottage Grove Road Activity Centers Plan - one appendage not touching |
| Baldwin & Williamson Street | SE | Adjacent to St. Vincent Store - heavy graffiti, appendage not touching box |
| E Johnson & N Paterson | SE | Heart of East Johnson Street commercial area |
| Livingston & E Washington | NE | Capitol East Corridor - adjacent to grocery store entrance |
| Williamson St & Riverside Dr | NE | Yahara River and Bike Path - appendage not touching |
| Williamson/Blair/John Nolen Drive | SE | Machinery Row – Heavy Bicycle & recreational use |
| South Side | | |
| S Park & Drake Streets | NW | Busy pedestrian corner adjacent to St Mary’s Hospital |
| S Park Street & Wingra Creek | NW | Busy bicycle and recreation corridor along Park Street |
| West Side | | |
| McKenna & Raymond Roads | NE | NRT Neighborhood |
| Monroe Street Reconstruction Project | | Different budget - 2018 Construction |
| • Regent | ? | New box to be constructed in 2018 |
| • Spooner | ? | New box to be constructed in 2018 |
| • Edgewood College | ? | New box to be constructed in 2018 |
| • Glenway | ? | New box to be constructed in 2018 |
| • Commonwealth | ? | New box to be constructed in 2018 |
| North Side | | |
| E Johnson & First Street | SW | Public Market & Pennsylvania Park Area |
| E Johnson & North Street | SE | Commercial Area - appendage not attached |

Table 2: Potential Locations for Community Boxes

| Intersection | Corner | Notes/Rationale: |
|--------------------------------------|---------|---|
| East Side: | | |
| E Washington Ave & E Johnson Street | SW | East Side Shopping Center, Library Site, NRT Area - appendage not connected |
| Dempsey & Cottage Grove Roads | NE | New Pinney Branch Library site |
| South Side | | |
| S Park & Hughes Streets | NW | Village on Park/Goodman Library, NRT Area |
| West Side | | |
| Midvale & Tokay Blvds | SW | Sequoia Library |
| N High Point / Old Sauk | NW | Alicia Ashman Library |
| North Side | | |
| Northport / Dryden or Northport/Troy | NE / SE | Two box combination possibility, NRT Area, Dryden near Library |