



Legislation Details (With Text)

File #: 48039 **Version:** 1 **Name:** Creating Madison's Utility Box Art Program
Type: Resolution **Status:** Passed
File created: 7/12/2017 **In control:** FINANCE COMMITTEE
On agenda: 8/1/2017 **Final action:** 8/1/2017
Enactment date: 8/8/2017 **Enactment #:** RES-17-00651

Title: 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.

Sponsors: Michael E. Verveer, Sheri Carter, Ledell Zellers

Indexes:

Code sections:

Attachments: 1. Utility Art Box Program Proposal Draft 07-20-2017.pdf

Date	Ver.	Action By	Action	Result
8/1/2017	1	COMMON COUNCIL	Adopt	Pass
7/24/2017	1	FINANCE COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
7/20/2017	1	DOWNTOWN COORDINATING COMMITTEE	Return to Lead with the Recommendation for Approval	Pass
7/18/2017	1	FINANCE COMMITTEE	Refer	
7/18/2017	1	COMMON COUNCIL	Refer	Pass
7/12/2017	1	Department of Planning and Community and Economic Development	Referred for Introduction	

Fiscal Note

The proposed resolution authorizes a \$30,000 contract to vinyl art wraps on City owned utility boxes. Costs for the contract will be funded by the Municipal Art Fund (\$25,000) and the Monroe Street Reconstruction project in Engineering-Major Streets (\$6,000). The Municipal Art Fund is a part of the Planning Division's capital budget and receives \$100,000 annually. The portion of this contract funded by the Municipal Art Fund will be funded by the Fund's 2015 appropriation.

Title

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.

Body

WHEREAS the City endeavors to incorporate art into public works projects in its efforts to implement the Public Art Framework adopted by the City Council (Resolution ID #30476 on March 19, 2002); and

Whereas cities around the country have availed their utility boxes to artists in an attempt to make the boxes more attractive and less likely targets for vandalism and tagging; and

Whereas community interest in creating a similar program in Madison has grown over the last decade; and

Whereas the Madison Arts Commission (June 14, 2016) and the Downtown Coordinating Committee (June 23,

2016) discussed placing artist designed vinyl wraps on City-owned utility boxes, to encourage a form of art that can enhance the city's pedestrian experience and neighborhood placemaking; and

Whereas City staff launched a pilot project of artist wrapped utility boxes to determine effectiveness of the material and gauge public response; and

Whereas the pilot program was considered effective at transforming ordinary objects of urban infrastructure into something fun and unique while minimizing tagging and vandalism of the boxes and have held up through four seasons around the Capitol Square; and

Whereas the Madison Arts Commission voted at their July 11, 2017 meeting to expand the program in the downtown and other major pedestrian corridors.

Now therefore be it resolved that staff may issue an open call to 2D artists for artwork to be considered for the expanded program.

Be it further resolved that the Madison Arts Commission will select artwork based on input from the City's Planning Division regarding images that are most suitable for printing and placement on the selected boxes.

Be it still further resolved that selected artists will receive a \$400 licensing fee for each image placed on a City-owned box.

Be it finally resolved that the Mayor and City Clerk may enter into a contract, of no more than \$30,000 for 25 utility box wraps, between the City of Madison and a vendor selected through a competitive bidding process that will be administered by City of Madison Purchasing.