



# RC PUBLIC ART CALL FOR ARTIST

## Utility Box Beautification Project

Please read and review ALL application materials before applying

### CALL SUMMARY

The City of Rancho Cucamonga is seeking original designs by local artists to cover three (3) utility boxes, also known as traffic signal cabinets, as part of Phase 2 of the Utility Box Beautification Program. Each box is located on the west side of the city, between Arrow Route and San Bernardino Road. The original artwork can be designed in any 2D medium, and selected artist designs will be printed on vinyl and installed by a third-party vendor.

Selected artists will be paid a \$750.00 stipend per design chosen. Artists can submit up to two (2) design proposals.

The Utility Box Beautification Program aims to transform these metal cabinets into works of art, supporting efforts to create places that people will find vibrant, welcoming, and inclusive. We invite local emerging artists 18 years and older to showcase their talents while promoting eye-catching public art throughout the city.

- Application Submission Deadline: April 16, 2023, by 11:59 p.m. (PDT)
- Project Timeline:
  - Application Submission Deadline: April 16, 2023, by 11:59 p.m. (PDT)
  - Artist(s) Selected: May 4, 2023
  - Final Design Completed: June 1, 2023
  - Project(s) Installed: June 30, 2023
- Budget: Selected artists will receive a \$750.00 stipend for the final designs; City will cover the cost of installation and maintenance of the utility box wrap
- Geographic Eligibility Requirements: This is an open call, but preference will be given to artists who work, reside, or attend school in the Inland Empire Region

For more information, please visit our website at <https://www.cityofrc.us/PublicArt>

*Artists of selected artwork understand and agree to the following: Selected artwork will be digitally applied to anti-graffiti vinyl and wrapped on utility boxes that may be targeted by vandals. Art is applied to functioning equipment that may need repair or replacement. No guarantee is issued for the location or longevity of display. Vendor may make adjustments to the finished piece to address installation challenges.*



## Project Description

The City of Rancho Cucamonga is seeking artists to design three (3) vinyl utility box wraps. The Utility Box Beautification Program is an RC Public Art program designed to transform plain traffic control boxes into unique works of art, creating a more vibrant, attractive cityscape and contributing to the unique character of each site location.

The original artwork can be designed/created in any 2D medium. We encourage applicants to develop designs in digital format utilizing the template attached; however, the City will also accept photographs or scans of physical art for the application as well – print-quality artwork will be requested upon selection. All designs will be printed on vinyl and installed on utility boxes by a third-party vendor. The City and third-party vendor will support the artists selected with final design submissions and modifications.

## Artist Guidelines and Requirements

### Artist Eligibility

- Artist must be 18 years or older to apply
- Artist must reside in the Inland Empire region
- Application is open to both professional artists and students. Professional artists who are new to the field of public art are especially encouraged to apply
- Artist does not need to have completed a project with a similar budget, scale, or scope to apply
- Artist may submit up to two (2) design proposals

### Stipend

- Selected artists will be awarded a \$750.00 stipend for final designs; this is inclusive of all artist design fees, supplies, and time spent
- City Public Art Staff must verify the completion of the artist agreement and completion of the project before funds are disbursed

### Artist Responsibilities

- It is the responsibility of the artist to submit a complete application by the due date listed at the top of the application, as well as to include all required materials
- Artist will need to be available for weekly meetings in May to finalize the design layout with City and third-party vendor printing and installing the wraps. Additional communication via email may also be necessary
- Artist will be responsible for working with the printer/installer of vinyl wraps to assist in adjusting all artwork, files, and necessary materials for printing and installation on the utility boxes
- The artist retains the copyright of the artwork

### City Responsibilities

- The City will work with a third-party vendor to install the selected designs as a graffiti-resistant vinyl wrap on each box
- The City is responsible for the maintenance of artwork
- The City owns all installed artwork and reserves the right to copy, reproduce and adjust the artwork as it sees fit, in perpetuity
- The artist retains the copyright of the artwork
- The City reserves the right to remove, replace or adjust the artwork as necessary for the duration of the project and/or the artwork



## Location of Boxes and Design Guidelines

### Location 1 – Central Elementary School

- Location: Northeast Corner of Archibald Ave & San Bernardino Road
- Central Elementary School Photos Front & Back:



- Location Description: The Central Elementary Utility Box is located in front of Central Elementary School, home of the Cougar Cubs, and adjacent to a primary crosswalk for the school. The positioning of this utility box makes it one of the first things students see when they arrive on campus, both by vehicle and on foot.

### Location 2 – Public Safety Facility

- Location: Northwest Corner of Vineyard Avenue & San Bernardino Road
- Public Safety Facility Photos Front & Back:



- Location Description: The Public Safety Facility Utility Box is located on the Northwest corner of Vineyard Avenue and San Bernardino Road in front of the City's Public Safety Facility. This location is adjacent to two bike and pedestrian trail intersections, north of several retail locations along Foothill Boulevard, and south of Red Hill Park. This location is also listed in the City's General Plan as a Bicycle Priority Street, so designs should be visible from bike and vehicle travel.



### Location 3 – Pacific Electric Trail Gateway

- Location: Northeast Corner of Grove Ave at the Pacific Electric Trail Intersection
- Pacific Electric Trail Photos Front & Back:



- Location Description: The Pacific Electric Trail Gateway Utility Box is located north of Arrow Route and south of Foothill Boulevard along Grove Avenue. This location is the western gateway to the city along the Pacific Electric Trail and will act as a welcome to community members as they enjoy the Pacific Electric Trail

### Site Specific Themes

- **Location 1 – Central Elementary School:** Northeast Corner of Archibald Ave & San Bernardino Road
  - This location is home to Central Elementary School, a K-5<sup>th</sup> grade school in Central School District. The Central Elementary utility box will be one of the first things students see on their way to school, so the design should be bright, bold, and inviting. Design themes are encouraged but are not required to include:
    - Bright Futures
    - Education/Learning
    - Reading
    - School Mascot – Cougar Cub
- **Location 2 – Public Safety Facility:** Northwest corner of Vineyard Avenue & San Bernardino Road
  - Design themes are encouraged, but are not required to include:
    - CommUNITY – a sense of belonging and connectedness
    - Rancho Cucamonga’s history, past and present
- **Location 3 – Pacific Electric Trail Gateway:** Northeast Corner of Grove Ave at the Pacific Electric Trail Intersection
  - Design themes are encouraged, but are not required to include:
    - Healthy RC/Healthy Lifestyle – Mental and physical health and well-being
    - Nature – Open space, trails, native plants and animals
    - Gateway to the City



### Design Guidelines

- All artwork must be original and created by the artist(s) applying for this project
- Art should be bright, bold, and inviting
- Art should be visible from a distance
- Creativity and innovation of design are encouraged
- Subject matter of the artwork must be relevant and representative of the unique aspects of each site location
- Artwork must not contain:
  - Political statements or persons
  - Religious references, symbols, or numbers
  - Copyrighted or trademarked material
  - Corporate or organizational branding
  - Offensive or obscene references or imagery
  - Representation of traffic signals or signs
- Only original artwork is accepted. Designs may not include any breach of intellectual property, trademarks, brands, images of illegal activity, or involve the attachment of objects to the utility box

### Submission Process

Initial art submissions should be submitted through the application portal in JPEG or PDF file types. Print-quality artwork will be requested upon selection-

- Artwork will be evaluated and selected by an Art Selection Panel chosen by the City of Rancho Cucamonga
- Artists will be notified by May 4, 2023, if their work is selected
- **If your artwork is selected:**
  - Artist will submit print-quality artwork to the City and vinyl wrap printer and installer in one of the following file types: JPEG, PDF, .ai, .psd, TIFF
  - Image resolution: Artwork/images must be a minimum of 150dpi @ 1/4 of the final print size
  - Scanned artwork is preferred, but high-quality photographs of flat artwork taken in a neutral light will also be accepted

### Evaluation Criteria

Completed submissions will be evaluated by the Art Selection panel based on the following criteria:

- Artistic excellence
- Vibrancy and originality of work
- The appropriateness of the design for the site location and application of overarching themes

### Timeline\*

- Application Submission Deadline: April 16, 2023, by 11:59 p.m. (PDT)
- Artists Selected: May 4, 2023
- Final Design Completed: June 1, 2023
- Project Installed June 30, 2023

*\*All dates are subject to change at the City of Rancho Cucamonga's discretion*

### Questions

For questions about the application, please email [PublicArt@cityofrc.us](mailto:PublicArt@cityofrc.us)