



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: February 10, 2015

TO: Mayor and Councilmembers

FROM: Environmental Services Division, Finance Department

SUBJECT: Agreement With Milpas Community Association To Install Artwork On City-Owned Trash Containers

RECOMMENDATION:

That Council approve and authorize the City Administrator to execute the Agreement for Production and Installation of City Artwork between the City and Milpas Community Association to allow for the installation of artwork on City-owned trash containers along Milpas Street.

DISCUSSION:

The City owns and maintains approximately 1,300 trash and recycling containers located on the public rights-of-way throughout the City. In August 2014, the Milpas Community Association (MCA) submitted a proposal to the Environmental Services Division to install temporary artwork on approximately 30 City-owned trash and recycling containers along the Milpas Street corridor. The artwork would promote specific themes related to 1) Healthy Community; 2) Clean Community; and, 3) Milpas Street as "Eat Street." Besides promoting these themes, the artwork would have the added benefit of improving the aesthetics of the containers until they are refurbished.

Summary of the Agreement:

Staff prepared an Agreement between the City and MCA to define the roles and responsibilities of each entity and to guide the production, installation and removal of artwork. A copy of the Agreement is available for public review at the City Clerk's Office. Below is a summary of the Agreement:

- Solicitation and Approval of Artwork: MCA will recruit artists under the age of 18 to prepare artwork that is consistent with the themes outlined in Exhibit B of the Agreement. All installed artwork will be approved by the City Arts Advisory Committee and the Visual Art in Public Places Committee. Artwork will also adhere to the Municipal Code and all approvals granted by other City commissions, including the Architectural Board of Review.

- Installation, Maintenance and Removal of Artwork: MCA will install, maintain and remove artwork. MCA will maintain artwork in a clean and presentable condition while on display and will restore each container to its pre-display condition.
- Display Period: Artwork may be displayed on each discrete container for a maximum of 180 days following issuance of the Notice to Proceed by City.
- Term of the Agreement: The Agreement shall remain in effect until both parties have completed their respective obligations or until either party terminates the Agreement as provided in Section 9 of the Agreement.

BUDGET/FINANCIAL INFORMATION:

Under the terms of the Agreement, the City is not obligated to expend any funds. All costs to produce, install, maintain and remove artwork will be borne by MCA.

PREPARED BY: Matt Fore, Environmental Services Manager

SUBMITTED BY: Robert Samario, Acting Assistant City Administrator/Finance
Director

APPROVED BY: City Administrator's Office



Agreement with MCA to Install Artwork on City- Owned Trash Containers

City Council
February 10, 2015



Project Background

- ◆ City owns approximately 1,300 trash and recycling containers located on City rights-of-way
- ◆ In August 2014, Milpas Community Association submitted its “Yes We Can!” proposal to the City:
 - Install artwork on 31 public trash and recycling containers along the Milpas Street right-of-way

Agreement with MCA

- ◆ MCA will solicit artwork and ensure its conformance with Program guidelines and other City restrictions (e.g. ABR)
- ◆ MCA will install, maintain and remove artwork in a clean and presentable condition
 - No commitment of City funds
- ◆ Display Period: artwork may be displayed on an individual container for a period of 180 days



Sharon Byrne
Executive Director
Milpas Community Association



Trash bins on Milpas



- Various styles, 'eclectic' feel in district, not continuous
- Some in disrepair, attract blight
- City's Environmental Services Division replacing oldest, most degraded cans



Project Purpose

- Artwork would promote:
 - Healthy Community
 - Clean Community
 - Milpas Street as “Eat Street”
- Would also improve the aesthetic character of the trash containers



Yes We Can! Proposal

- Eligibility and Thematic Restrictions:
 - Youth <18 years of age
 - Enrolled in instructor-led programs
 - Original art: no logos, corporate or commercial images (e.g. Coca-Cola bottle)
 - Emphasis on creativity



Yes We Can! Proposal

- Style: consistent with guidelines established by:
 - Arts Advisory Committee
 - Visual Arts in Public Places
- No graffiti images or lettering



Yes We Can! Proposal

- Evaluation and Selection Process:
 - Invitation from MCA to participate
 - MCA review and selection
 - Review and approval by Arts Advisory Committee and Visual Arts in Public Places
 - Arts Advisory Committee to curate



Project Benefits

- **Immediate facelift for Milpas** using art
- **Tie-in with Healthy Milpas Community:** Promote cleaner, healthier community and reduce litter on our streets
- **Youth sending the message** = sense of pride and ownership in area.
- Proudly display our youths' artistic talents publicly – given them the **street as an art show!**



Grants and Support

- Neighborhood Advisory Council
- Santa Barbara County Arts Commission
- Santa Barbara Beautiful

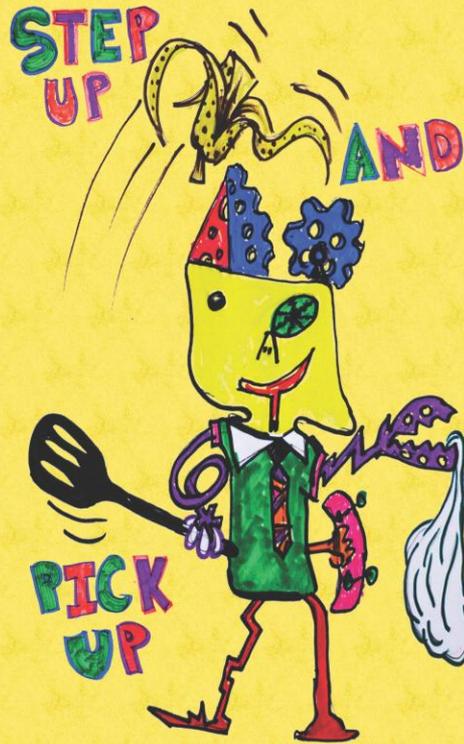


Prototype Approach

We test 'wrapped' cans to see how it was going to look:



And we learned some things!



Be Neat on
Eat Street

A perspective view of a planter box with green plants growing in it. The planter box is black and has several green plants with yellow flowers growing in it. The plants are arranged in a row, and the planter box is on a surface with yellow dashed lines.

Milpas Community Association YES WE CAN !! Project



Artwork by La Casa De La Raza César E. Chávez Center



Recommendation

That Council:

Approve and authorize the City Administrator to execute the Agreement for production and Installation of City Artwork between the City and Milpas Community Association to allow for the installation of artwork on City-owned trash containers along Milpas Street