

City of Manhattan Beach
Utility Box Beautification Project



Phase II – Open Now

REQUEST FOR PROPOSALS (RFP)



All applications due by 5pm MAY 31, 2023

Call to Artists RFP for Utility Box Beautification Project

Please read and review ALL application materials
including Artist Application Form before applying and
to answer your questions.

All applications due by 5pm, May 31, 2023

The City of Manhattan Beach is issuing a **Request for Proposals** for Artists interested in creating artwork for utility boxes throughout the City of Manhattan Beach. Submitted applications will be reviewed and selected by the City's Cultural Arts Commission with final approval by the City Council.

BACKGROUND:

The Utility Box Beautification Project, is a public art program designed to transform common traffic control utility boxes into distinctive works of art, creating a more vibrant, attractive cityscape. This program is under the direction of City Council and is supervised and facilitated by the Cultural Arts Commission and City Staff. The program celebrates local artists and their artwork, acts as a deterrent to graffiti, and involves the City and County residents in contributing to the beautification of the city. This program is funded by the 1% for the Arts Program which collects a tax from qualifying construction projects and holds the funds in the Public Arts Trust Fund, reserved exclusively for use for Public Art Initiatives.

OVERVIEW:

In multiple phases of execution, the City of Manhattan Beach will select and install artwork on existing utility boxes





throughout the City. The original artwork can be designed/created in any 2D medium and will be printed on and installed in vinyl or similar material. For this Phase II, 12+ boxes located in different sections of the City have been selected. For this Phase II, only artists from South Bay Beach Cities including Manhattan Beach, Hermosa Beach, Redondo Beach, or El Segundo will be eligible to apply with preference given to those living, working or attending classes in the City of Manhattan Beach.

ARTIST GUIDELINES AND REQUIREMENTS:

Eligibility

1. All artists residing, working, or attending classes in the Cities of Manhattan Beach, Redondo Beach, Hermosa Beach, or El Segundo are eligible.
2. For this Phase II, residents, students, and those working in the City of Manhattan Beach will receive preferential acceptance status.
3. Entries must be the original design and artwork of the entrant, and suitable for viewing by all ages.

Artist Stipend

1. Artists will be awarded a \$600 stipend, this is inclusive of all artist fees, supplies, and time spent. Upon selection of the design and execution of the Artist Agreement, artist will receive an initial disbursement of funds at 50% (\$300), with the remaining 50% (\$300) paid upon completion of the project.
2. Completion of the project must be verified by the Cultural Arts Commission and City Council before funds are disbursed.

City Responsibilities

1. City will provide artist with general specs of the utility box assigned to each artist. City will install the selected designs as a vinyl (or similar) wrap on each box.
2. City is responsible for maintenance of artwork.
3. The City owns all installed artwork and reserves the right to copy, reproduce, and adjust the artwork as it sees fit, in perpetuity.

4. The artist retains the copyright of the artwork.
5. City reserves the right to remove, replace, or adjust the artwork as necessary for the duration of the project and/or the artwork.
6. City shall maintain (including replacement when necessary) installed artwork for a minimum of 3 years or until such time that the Utility Box is removed, or the City deems it necessary to remove or replace the artwork.

Artist Responsibilities

1. 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.
2. Artist will be responsible for creating artwork in a digital format suitable for print on vinyl (PDF, PSD, EPS, AI or JPG).
3. Artist will be responsible for working directly with the printer/installer of vinyl to assist in adjusting all artwork files, and necessary materials for printing and installation on the utility boxes.
4. In the event that the Artist is selected to create artwork for a location with more than one box, it is the Artist's responsibility to create additional artwork to compliment the original design. All artwork created and installed in one location will be paid for by the original stipend.
5. The artist retains the copyright of the artwork.



Description & Location of Utility Boxes

1. The dimensions of the boxes vary at each location. Some locations have more than one box and artists should include all boxes at a single site in their design.
2. The specific sites and information about the boxes on each site can be found on the Location Map.
3. Artist will be assigned a box, unless the artist specifically requests a location. The City cannot guarantee that the requested location will be assigned to the Artist.

General Guidelines

1. All final artwork must be digital. All artwork will be printed on and installed in vinyl or similar material by an installer selected and engaged by the City. No artwork (such as paint, vinyl, or any other material) will be applied by artist directly onto any utility box.
2. Art should be visible from a distance.
3. Art cannot restrict any vents or airflow through the box(es), this will be accommodated in the installation process of the vinyl print of artwork.
4. Any nameplates, keyholes, ID numbers, and windows will be cut out and left uncovered.
5. Installation will begin only after design approval and completion of all required liability and contract forms.
6. Artwork is a long-term installation and becomes the property of the City of Manhattan Beach.
7. Artists must complete the project within a stipulated time frame. On acceptance, a time frame will be established.





Artwork Themes

1. All artwork must be original, created by the applying artist(s) for this project.
2. Creativity and innovation of design are encouraged.
3. Artwork theme **is encouraged** but is not required to:
 - a. Represent various aspects of the City's iconic history, past and present
 - b. Reflect Manhattan Beach's commitment to Diversity, Inclusion, and Inspiration
 - c. Reflect the specific neighborhood or area of the box location (for historical images of Manhattan Beach please feel free to visit the MB Historical Society at www.manhattanbeachhistorical.org)
4. Artwork must **not** contain:
 - a. Political statements or persons
 - b. Religious references, symbols, or numbers
 - c. Copyrighted or trademarked material
 - d. Corporate or organizational branding

Application Requirements

1. Complete a separate application form for each proposed design and make sure to:
 - a. Include a detailed description outlining your design. Indicate if your theme has specific relevance to the City of Manhattan Beach history, culture, heritage, or geography; or to a specific location.
 - b. You may request a particular box location, although there is no guarantee any artist will be assigned their requested location.
 - c. Create full color, detailed concept drawings. Please include **3 views** for each design submitted:
 - a. 1 splayed view, and
 - b. either 2 detail views, or
 - c. 1 detail view and 1 'in place' view.
 - d. Use the template provided, or create and use a similar splayed view template. Show each side and top of the largest box. Boxes vary in size and shape, so be prepared to accommodate your design to the specs of your assigned box. Some sites have a second box. If applicable, provide a drawing for that box which



compliments your main design.

- e. There is no limit on how many designs an artist may submit, however each design **MUST** be accompanied by its own application filled out in full with all required information and images.
- f. Any incomplete applications may be subject to dismissal from the process.

2. Provide samples of previous work on a similar scale*:

- a. Provide 3 – 5 images of similar work you have completed in the past.
- b. This must include images of at least 3 separate projects with up to 2 details.
- c. Projects may be other than utility boxes, but must be similar in size and scope. Examples included must demonstrate the artist's ability to work on a large-scale outdoor project completed in digital media such as the printed vinyl used for this initiative. For example: billboards, murals, auto wrap etc.

All images submitted with application must be in PDF format.

*NOTE: Student applicants under the age of 18 are exempt from this requirement and need NOT submit previous work

3. Designs are accepted **ONLY** in the following format:

- a. PDF files of full color scanned or computer generated art created using the template provided as a guide.
- b. **Be prepared to provide ALL artwork to printer/installer in PDF, PSD, AI, EPS, JPG, or similar format for printing on vinyl (or similar medium).**

Submission of Entry

1. Click on **APPLY NOW** link to complete and digitally sign the **Artist Application Form**.
2. Complete a detailed description of your design.



3. Attach samples of past work, 3 – 5 images of at least 3 artworks, in PDF format.
4. Attach 3 images of your proposed design, submitted in PDF format.
5. **All applications must be received by May 31, 2023 at 5pm.**

Selection Process and Criteria

1. Designs will be reviewed and selected by the City of Manhattan Beach Cultural Arts Commission and City staff and approved by City Council.
2. All applications will be prescreened by staff to assure completion of application, adherence to guidelines, appropriateness of subject matter, and quality of submission before being presented to the Cultural Arts Commission for review.
3. The Cultural Arts Commission will submit recommendations for final approval to the City Council. All decisions are final.

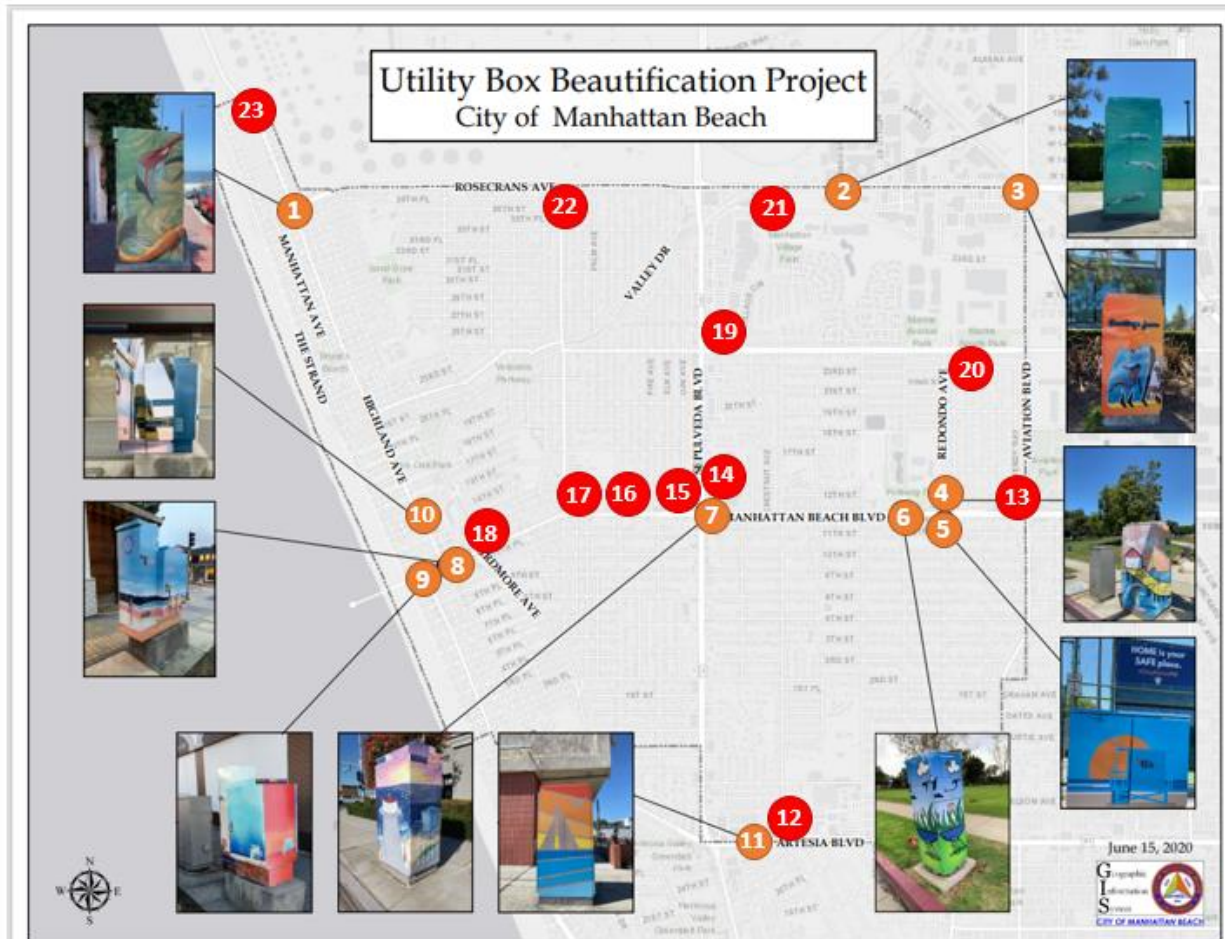
Questions

Contact: Eilen R Stewart by email only at submissions@manhattanbeach.gov



REFERENCE 1

Map of Utility Boxes for Phases I and II



Existing and new locations for Phases I and II of Utility Box Beautification Project

- 1 – 12 – Existing utility boxes, wrapped in Phase I
- 12 – 23 – Available boxes for Phase II
- 16 – Location has 2 boxes, BOTH boxes must be included in the proposal
- 13 and 18 – Location has 3 boxes, ALL boxes must be included in the proposal



REFERENCE 2

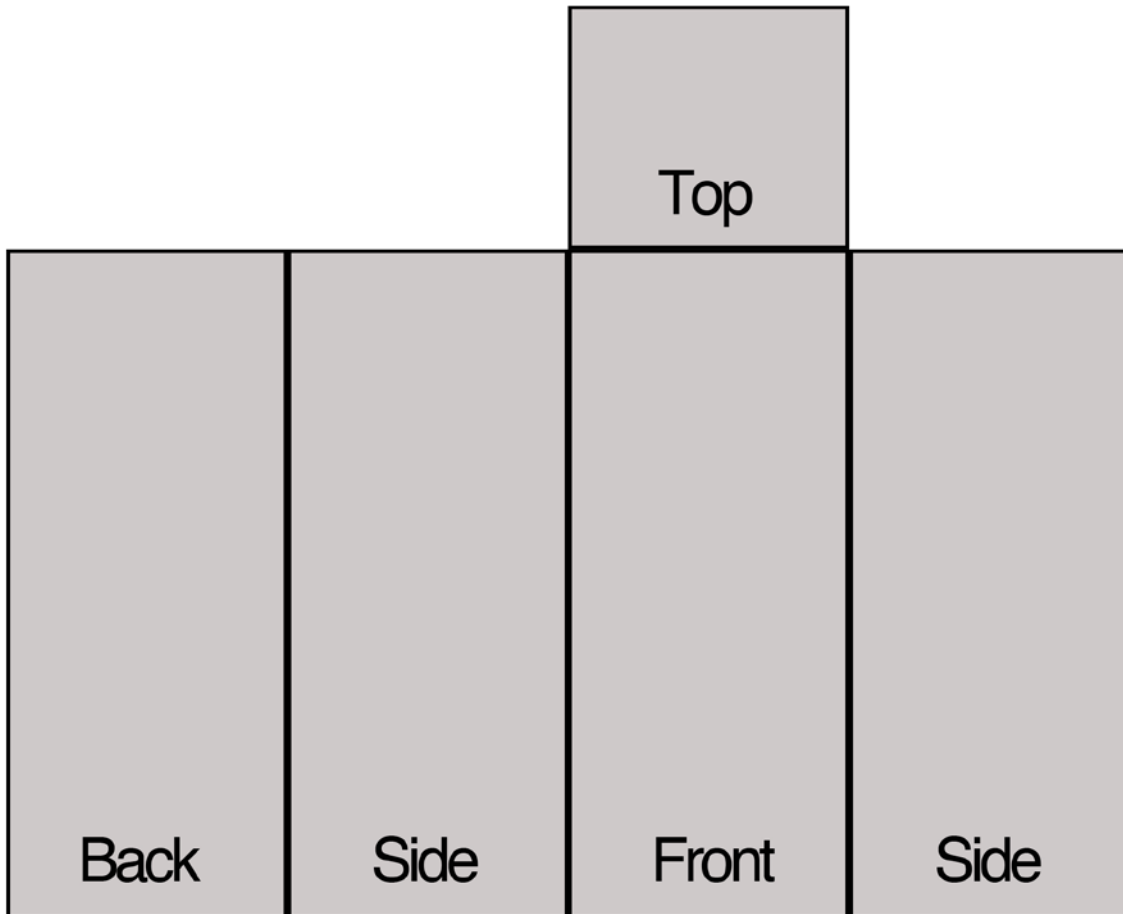
Utility Box Locations for Phase II

Box #	Address	Location	Box Info
12	Artesia Blvd. + Meadows Ave.	NE corner, next to Mira Costa	1 box
13	Manhattan Beach Blvd. + Aviation Blvd.	NW corner, next to Mobil gas station and Trader Joes, entrance to city	3 boxes
14	Manhattan Beach Blvd. + Sepulveda Blvd.	NE corner next to Target	1 box
15	Manhattan Beach Blvd. + Sepulveda Blvd.	NW corner next to Wells Fargo	1 boxes
16	Manhattan Beach Blvd. + Poinsettia Ave.	NE corner	2 boxes
17	Manhattan Beach Blvd. + John St.	NW corner, next to Pacific school	1 box
18	Ardmore Blvd. + Manhattan Beach Blvd.	NW corner, in front of Lemonade	3 boxes
19	Cedar Ave. + Marine Ave.	NW corner next to Olive Garden (entrance to Manhattan Village)	1 boxes
20	Marine Ave. + Redondo Ave.	SE corner, next to Marine Ave Park	1 box
21	Rosecrans Blvd. + Village Dr.	SE corner, entrance to Manhattan Village	1 box
22	Rosecrans Ave. + Pacific Ave.	SW corner, next to bus stop	1 box
23	Highland Ave. + 45 th St.	NW corner (NMB, entrance to city)	1 box

REFERENCE 3

Utility Box Splayed View Template

Use this or a similar template for your design



The **Front** side is the side facing the main road, for example if a box is located at the corner of Manhattan Beach Blvd and Highland Ave, the Front is the side facing Manhattan Beach Blvd; the **Back** is the side facing away from the main street, inland toward the block.

For Utility Boxes with other than a flat top, feel free to create and use a more accurate template.