

SIGNAL BOX ART POLICY

Background

The Traffic Signal Box Art Program is designed to allow street level artworks that add vibrance to the City's streetscape, while creating a sense of place and identity. These public artworks are not intended to be permanent, although it is anticipated that they may remain in place for a period of 3-5 years.

Pilot Program Overview

This pilot program is limited to the Downtown area (see map in Exhibit A) and, if successful, may be expanded to other parts of the City. The mission of the pilot program is to provide additional public art opportunities in Downtown New Braunfels to help reinforce pedestrian interest and a sense of place through the incorporation of original works of art on traffic utility boxes. There are seven Downtown signal boxes included in this program and their locations are provided in Exhibit A.

Maintenance, Repairs, Modification of Boxes

The Public Works Department is responsible for maintaining City facilities, which includes all City owned or City sponsored public art. The City reserves the right to modify or remove artwork should a utility or traffic signal box require maintenance, modifications, or repairs due to unanticipated damages. Traffic signal box art shall be cleaned annually by the City of New Braunfels. Additional cleanings could be provided through volunteer and partnership opportunities as available.

The artwork material shall be of a high quality, UV resistant material, designed to maintain its original appearance for approximately five years. The material shall be weather resilient and not interfere with the operation of the signal box, keeping box handles, vents, hinges, and separation joints intact and operable.

Duration of Box Art

Traffic signal box art shall be on public display up to five years, depending on condition of the artwork, the public's desire for new designs, artist availability, funding availability, or other factors.

Significant Repairs

Traffic signal box artwork that is subject to significant repairs (such as but not limited to extensive graffiti, vandalism, damaged traffic signal casings, failure of the internal electrical components, or subject to mechanical maintenance upgrades) shall be reviewed on a case-by-case basis by the City of New Braunfels to determine the extent of repairs or replacement. If significant repairs require the removal or replacement of artwork, the City may elect to have the previously submitted artwork reinstalled on the box, reissue a call for new artwork, or elect to not install artwork on the box. Such determination shall be made by the New Braunfels Downtown Board and is contingent on the availability of funding for replacement/new artwork.

Artist Eligibility

This program shall be open to amateur and professional artists of all ages. Qualifying applicants must reside in New Braunfels or in the ETJ. Applicants may enter up to two (2) submissions for consideration.

Public Works Review

The City of New Braunfels Public Works Department shall provide input in the development of the box art Request for Proposals before advertising. Prior to initiating the Art Selection Committee review, City staff shall arrange for the Proposals to be reviewed by appropriate Public Works Department staff and document their comments. This purpose of this review is to identify any significant engineering challenges, maintenance issues, or traffic concerns that may arise out of the placement of art on each specific signal box. If the artwork is part of a larger construction project, it may be valuable to have the project manager or contractor present.

Selecting an Art Selection Committee

Art Selection Committee members evaluate the box art proposals received and make a recommendation for selection. The Committee will be chaired by a volunteer member of the New Braunfels Downtown Board and other members may include: an interested downtown resident, a member from the New Braunfels Downtown Association, a member of the New Braunfels Art League, a downtown business owner, and a member of the Historic Outdoor Art Museum. A city staff member will attend meetings and serve as a liaison. A total of six members will comprise the Art Selection Committee. This Committee shall be an ad-hoc committee and meet as needed.

Selection Committee Evaluation Process

Box art proposals submitted in response to the call for artwork will be reviewed by the City of New Braunfels staff who will then forward all complete and eligible applications received by the deadline to the Public Works Department for review. Following this internal review, proposals shall be provided to the Art Selection Committee for evaluation, along with any comments from the Public Works Department.

Evaluation Criteria

The criteria used to select box art is as follows:

1. Visual Impact
2. Engagement/Interactivity/Potential for Photo Opportunities
3. Connection to New Braunfels
4. Creativity/Uniqueness
5. Connection to the Theme

The Art Selection Committee will evaluate all complete, eligible, box art proposals received by the deadline. Up to ten (10) points will be awarded for each criterion listed above. If the number of qualifying applications does not meet the number needed, City staff may decide to reopen the selection process. Upon evaluating the qualifications provided in the box art proposals, the Art Selection Committee will recommend to the New Braunfels Downtown Board artist designs for the number of funded signal boxes and location. The artwork is selected and approved by the New Braunfels Downtown Board. Designs that do not garner the selection of the New Braunfels Downtown Board shall not proceed.

Artist Stipend

Selected artists shall be compensated for selected art designs. Stipends will be \$500 per selected design. The stipend amount shall be all-inclusive and cover costs incurred by the artist while designing the artwork. Selected artwork and artist's name will be included in Citywide art archives and may be included in a City press release and on City social media channels. A small QR code will be added to the artwork linking to a City webpage where artist bios and artwork details will be listed.

Archival and Deaccession of Box Art

At the end of either the predetermined artwork lifespan, or the deaccessioning of the traffic signal boxes because of maintenance/repairs/relocation, the artwork shall be archived in a way to preserve the integrity and historical context of this public art program.

Program Expansion

Program expansion may include additional utility and traffic signal boxes, and those that are not located within the Downtown area. These utility or traffic signal box locations shall be determined by City staff and meet one or more of the following criteria for program expansion.

1. Community engagement: The City shall facilitate public engagement opportunities to seek the community's input and prioritization for program expansion.
2. Exposure: The level of pedestrian, bicycle, and vehicle traffic surrounding the potential box location shall be considered. Preference shall be given to box locations with the greatest exposure.
3. Vandalism: Utility and traffic signal boxes that are routinely subject to vandalism and/or graffiti shall receive consideration for subsequent program expansion.
4. Proximity to other public art: The proximity of the utility or traffic signal box location to other community art shall be considered. Preference shall be given where there is minimal public art in proximity.

The Art Selection Committee shall be modified to include more participants whose reach falls outside of the New Braunfels Downtown. The recommended size of this modified committee should be no larger than seven members.

Exhibit A

