

# Traffic Signal Control Box Art

## Policy, Guidelines and Application



The purpose of the Traffic Signal Control Box Art Policy is to enable individuals, groups and associations to visually improve, with the use of vinyl art wraps, traffic signal control boxes (TSCB) in specified areas within the City of Oconomowoc.

**Interested parties are responsible for the following:**

- Applying for approval with Oconomowoc Utilities and the Bureau of Economic Development and Tourism (application form on pages 3 & 4)
- Identifying the specific TSCBs you are interested in applying art wraps to
- Providing a timeline for the project
- Funding the project through grants, contributions, and sponsorships
- Obtaining written approvals from adjacent private property owners, should the TSCB be located as such
- Using a self-defined selection process to identify artists and designs
- Signing agreements with the artists and committing to pay them fair fees
- Photographing the completed TSCBs and providing images to Oconomowoc Utilities and the Bureau of Economic Development & Tourism
- Maintaining the TSCBs in good condition for 3-5 years
- Returning the TSCBs to “blank” condition when the project is over, or committing to rewrap the boxes with new designs by submitting a new application

**Eligibility:**

- Participation is open to all individuals, groups and associations residing in, or affiliated with, the City of Oconomowoc that are at least 18 years of age. Student groups may apply with a sponsor that meets the age requirement of eligibility.
- All artwork must be the original design and artwork of the participant. Artists will be required to certify that all work submitted is original and developed by the submitting artist.
- The art design will be suitable and acceptable for public viewing of all ages
- Content should not expire or become outdated
- Content will not serve as any sort of promotion or branding for any business or organization
- Designs shall be two-dimensional, no three-dimensional submissions will be allowed
- Designs must not defame or invade the rights of any person, living or deceased
- Designs will not include the flag or emblem of any nation, organization of nations, state, city, religious, fraternal or civic organization

**TSCB Locations:**

- See list provided as last page of this document

# Submitting the application

A complete application consists of the following:

- Application form with complete contact information (see pages 3 & 4)
- Timeline
- Desired box locations
- Artwork designs, on a standard template (can come later if designs have not yet been selected, but ***must be submitted at least four weeks*** before they appear on the boxes)
- Copies of signed artist's agreements, one for each artist (can come with the box designs if artists are unknown at time of application; if the artist is under 18, must also be signed by parent or legal guardian)
- Signed letters of support from ***all*** private property owners adjacent to ***each*** proposed box

Completed forms shall be submitted to [rduffy@oconomowoc-wi.gov](mailto:rduffy@oconomowoc-wi.gov)

## Or by mail to:

Oconomowoc Bureau of Economic Development and Tourism

Attn: Bob Duffy

174 E. Wisconsin Ave

Oconomowoc, WI 53066

***Please submit the application a minimum of four weeks prior to the desired installation start date.*** If you are not submitting artist designs with your application, we recommend that you submit the application *four to twelve months* before the artwork is created and follow up by sending the artwork designs ***at least four weeks*** before the date they are to appear on the boxes.

# Application Form

Applicants may be independent artists, teams of artists, or artists working in affiliation with a community group.

<b>Applicant Name(s)</b>	
<b>Community Group (if applicable)</b>	
<b>Address</b>	
<b>Phone</b>	
<b>Email</b>	
<b>Website (if applicable)</b>	
<b>Timeline (may attach)</b>	

### Desired Locations *(in order of interest)*

<b>1</b>	
<b>2</b>	
<b>3</b>	

### Attach the following:

- Any Artist Agreements
- Signed support letters from adjacent property owners if applicable

**Project Title**

**Project Description**

**Submitter's Signature**

*DISCLAIMER: I have read the attached information and agree to the rules and regulations stated. In addition, I verify that all artwork submitted is original and that of the submitting artist or group.*

**Signature**

**Date**

**Approved By**

*Bureau of Economic Development & Tourism*

Signature:

Date:

  

*Oconomowoc Utilities*

Signature:

Date:

## Planning tips

Creating and applying an art wrap takes pre-planning. **Three to four months is the recommended planning period before** submittal of an application. The best time to submit the application is at least four weeks before the artwork is added to the boxes.

When planning, consider the following questions:

- **Who will be submitting?** It could be a nonprofit organization, a merchant's association or an individual artist. **Applications coming from individual merchants or businesses will not be approved**, as this would create the impression that taxpayer-provided public property is being used to advertise or enrich a private entity. However, merchants or businesses should be encouraged to support the project as financial sponsors and can be publicly acknowledged.
- **Who is the main contact person?** There should be one centralized contact person with full contact information provided on the application form. Groups preferring to divide the workload using a committee are encouraged to designate only one contact person for regular communications with Oconomowoc Utilities and the Bureau of Economic Development and Tourism; this person will need to communicate consistently with the rest of the group.
- **Where will the art be placed?** The potential locations are identified in the TSCB Policy and Guidelines. **The group is responsible for communicating to the artists which boxes are included in the program.**
- **Who else needs to know about the project?** The group is also responsible for contacting in advance all private owners of property that touches the public right-of-way where the box is located, to obtain written approval of the box selection and, ideally, of the art that will be on the box. Please allow sufficient planning time to research and contact these entities, understanding that their approval may rest on the specific artwork that will be on the box. Involving these adjacent property owners in the actual artwork selection process may be advisable.
- **What are your desired qualities for TSCB artwork?** Although this is not part of the application itself, some discussion about the nature of the box art is important to have during the planning period because it will help in selecting artists. Although you can discuss specific imagery you want to see, a more important discussion to have is the impression the art should leave on the viewer. Is the artwork targeted to residents or to visitors? What statement do you want to make? What distinctive qualities of your neighborhood do you want the viewer to understand? How could the unique nature of your history, location, amenities, and sights be expressed by the artwork? Are you more interested in giving artists a forum for their own personal expression? Don't be so specific or detailed in this discussion that you end up "directing" the artist(s): they should be free to make their own observations and express their individual, creative viewpoint, and style in their design. **Oconomowoc Utilities and the Bureau of Economic Development and Tourism expects that these discussions will continue with the selected artist(s) before any designs are created and submitted for review.**
- **Who will approve the designs for the TSCBs?** Oconomowoc Utilities and the Bureau of Economic Development & Tourism will have final approval of the designs.

- *What will the art look like?* The artwork designs can be submitted with the application (but no less than four weeks prior to the desired start of wrapping).
- *When will the artwork be installed?* A timeline sufficient to achieve all phases of the project, including an anticipated four weeks just for approval of TSCB locations, will need to be submitted with the application.
- *How much will the project cost and where will the funds come from?* The applicant will bear all costs of all project costs such as materials, supplies, and artist fees.
- *What materials will be used?* As part of the planning process, please carefully review the **technical guidelines**. Planning out the materials ahead of time will help when creating a project budget.
- *How will the finished artwork be supervised and maintained?* A maintenance plan should assume that designs will be installed and remain in excellent condition for three to five years. How would incidents like tagging or defacement be handled and funded? Consider actions like including a contact number on the box for someone to call if they notice vandalism. Learn more about maintenance techniques in the **technical guidelines** section.

## Box art design tips

The difference between a successful box design and an unsuccessful one can be subtle. It goes without saying that the artwork itself should be technically competent, interesting, and appropriate for the general public and to the neighborhood context. But there are a few other things to consider when developing art for TSBs in particular.

In general, **successful TSB artwork designs avoid the following**:

- Large areas of plain, flat colors, particularly light or bright colors. These areas may attract tagging.
- Fine detail or text of such small size that it may cause drivers to lose concentration as they try to read it.
- Using each face of the TSB for a different image or concept.

Successful designs “wrap” the imagery around all faces of the box in a continuous flow.

Successful designs are appealing to both pedestrians and viewers in vehicles.

Successful designs allow full box operation without workers destroying the artwork: be sure to leave hinges, door handles, and vents freely operational. In particular, do not cover or block vent openings or the contents of the box will overheat and become nonfunctional.

In order to keep the designs classified as artwork and to avoid inadvertently violating the city’s signage ordinance, logos, phrases, or branding designs for the neighborhood or for any business, product, good, activity, service, or private interest may not appear as part of the artwork.

Since this is in a public location and visible to viewers of all ages, ethnicities, and cultural backgrounds, please avoid nudity, suggestive poses, scatological humor, hate speech, or imagery that any group might find obscene, offensive, or morally shocking. Political, religious, or memorial artwork is unacceptable for traffic signal boxes.

## Wrapping the box on site

The following policies apply to working onsite to wrap the box:

- Sidewalk traffic must be maintained at all times.
- Artists, volunteers, and vinyl wrap installers must wear a day-glo safety vest or T-shirt while working.
- Head, eye, and hand protection are strongly recommended for safety but are not required.
- Although it may not be feasible for every site, it is strongly recommended to place safety cones and/or caution tape around the work area to separate viewers from artists and protect onlookers from oncoming traffic. *To avoid liability difficulties, do not allow anyone other than the contracted artist and his/her authorized helper(s) to cross the barricade into the work area.*
- Artists or their designated “watchers” must remain at the site with caution tape in place until all coatings have cured and are safe for public exposure.
- Artists and others are working willingly and at their own risk in this potentially traffic-adjacent location. No liability is assumed by the City of Oconomowoc for injuries sustained while working on the box in a public place. Volunteers must sign liability waivers which will be kept indefinitely in the project documentation.

## Maintaining the Box

If a group has committed to wrap a box, it is also committing to maintain it. Maintaining the box includes ensuring that the artwork remains in good condition and promptly removing all graffiti or damage. Please see the **technical guidelines below** for tips about maintenance products and how to use them.

If the process of removing graffiti damages the artwork layer, the artist must be contacted to repair the damage and recoat the box. Damaged vinyl wraps must be replaced in their entirety.

## Closing the Project

Generally after three to five years, the artwork will start to show significant aging due to scuffing or fading, or by the vinyl wrap losing color, integrity, or adhesion. This means that the project has reached the end of its useful life, as public art often does. When this happens—or at the five-year mark even if the artwork still looks good—the project must be closed out by notifying Oconomowoc Utilities and the Bureau of Economic Development and Tourism of the artwork's termination. At this time the group must remove any coatings according to the technical instructions and return the boxes to “blank” condition by repainting them a neutral color (typically a light gray).

Alternatively, the group can apply for a new round of artwork on the same box by submitting a new application and artist design.

## Technical guidelines for traffic signal box artwork

If created with the proper materials and techniques, artwork on traffic signal boxes can look freshly done for a minimum of three to five years.

Longevity depends on three factors:

- Proper surface preparation
- Use of high-quality materials
- Protective coating applied over image layer

Another important factor in longevity is to look at all the materials used as a SYSTEM. There are a number of different high-quality brands and products available, and the products in a brand line are made to work together. **Mixing products from different brands often produces poor results**, so don't choose your products based solely on the price for each step. Review the cost of the system as a whole and select your products based on which brand line will answer all of your needs throughout the process.

## Wrapped Box Vinyl information

Wrapped boxes consist of a layer of very thin (max 0.05 mm), printed adhesive vinyl that has been cut to shape and carefully applied to the metal box. The printing technique is usually inkjet

printing, however, screenprinting may also be possible for some vinyl products.

***Do not attempt to print the vinyl yourself.*** Contact a qualified graphics vendor to print, cut, and apply the vinyl. Artists will need to supply a high- resolution digital image to the vendor. Follow all vendor requirements for file size, resolution, and format.

### **Choosing a vinyl wrap vendor**

It is strongly recommended that you select a vendor that is local and can provide and warranty all aspects of the wrap, rather than ordering your printed and cut vinyl over the Internet and getting a local vendor to install it.

### **Choosing a vinyl wrap product**

Ask about the products that the vendor will use, then obtain a sample and carefully review the technical specifications to confirm that they are appropriate for your artists' designs. Consider the following as you choose your product:

- 3M makes the most popular vinyl products for this type of application. If a vendor offers you an off-brand product, carefully review the product specifications (available from the manufacturer's website) to see how they compare to the 3M products.
- The two most common 3M product lines are the ScotchCal (1J40) and ControlTac (180) lines. ScotchCal is a thinner, "calendared" film intended for shorter-term or smaller size applications on very flat or gently curved surfaces. ControlTac is a high-grade "cast" film generally used for semi-permanent or permanent, larger size applications (bus wraps, trucks, building walls) to closely resemble a painted finish. Either can work for an application intended to last for 3-5 years; **however, neither product is warranted for use on bare metal stainless steel boxes.** If you decide to use it outside of the warranty specifications, performance is not guaranteed.
- The ScotchCal vinyl product is available in opaque white or transparent; ControlTac is available in opaque white only. This choice may affect the look of the colors that are printed on them and the design techniques artists can use.
- Both 3M vinyl products are available in glossy or matte finish.
- Both 3M lines have two basic types of adhesive options: a regular adhesive and a type called "Comply," which has air egress channels for easier application. Your vendor might automatically use the Comply adhesive, in which case you should review a sample to see if the channels are visible and if the artist's design would be adversely affected. Either adhesive is available in a choice of gray or transparent; however, the ControlTac offers light-colored and metallic adhesive options, which may serve to enhance the artist's design.
- ScotchCal is available with a "removable" adhesive, which is recommended for easier changeover at the end of the life of the artwork but may not provide sufficient adhesion to a box that has been previously painted. ControlTac's adhesive is "permanent," which can actually be removed, but with a lot of work and possibly incomplete results. The removal of either product will require heat or a chemical solvent.

- For either product, specify that you want an “overlamine,” which is a clear protective layer that will keep the printed image layer intact, reduce sun fading, and make graffiti removal easier. Overlaminates are available in film or liquid, with a glossy or matte finish. A film overlamine is preferred for this particular application; consult the artist for his/her finish preference. The vendor should match the type of film overlamine (calendared or cast) to the type of printed vinyl film as they are meant to work as a system.

### **Surface preparation for vinyl wraps**

**Always read the manufacturer’s surface preparation guidelines for the product you have selected BEFORE beginning work.** In general, adhesive vinyl products are meant to be applied to bare, clean, smooth surfaces that are flat or have simple curves only.

Negotiate with your vendor whether you are to prepare the surface or if it is part of their installation services. If at all possible, have the vendor prepare the surface in order to keep their warranty intact, even if the cost to do so is not included in their installation pricing.

For successful installation the temperature of the substrate and the surrounding air must be over 50 degrees F; schedule your vinyl wrap installation for late spring, summer, or early fall.

Remove all stickers, oil, grease, dirt, rust, and loose paint from all surfaces of the box by using a wire brush, hot soapy water, and a mild solvent such as mineral spirits. Tightly adhered paint can usually remain.

Wash the surface with hot soapy water after using mineral spirits, then rinse thoroughly with plain water.

Manually dry the surface of the box and allow to thoroughly air-dry before vinyl installation. Some vinyl products can be applied to a wet substrate; check with your vendor if the product they are using is one of them.

## **MAINTENANCE**

Groups requesting boxes are required to maintain the artwork on the traffic signal boxes they have committed to wrap. If the box itself is damaged or dented, let the City know. They will want to replace/repair the box and it is up to the group to decide whether or not to replace the artwork.

Here are some products and techniques to use in the maintenance of traffic signal box art:

- 1) Attempt to remove the defacing material as soon as you see it, within 24 hours if possible and within 48 hours at the latest. Most materials become more difficult to remove the longer they are left on, and more vandalism is attracted if the defacement is left alone for too long. In addition, new zoning codes will result in citations and fines if graffiti is not removed within a certain time frame.
- 2) Wear protective clothing, facemasks, protective gloves, and eyewear when removing graffiti, stickers, or other vandalism.

- 3) Identify what you are trying to remove: is it marker, spray paint, adhesive? Each will require different techniques to get rid of them.
- 4) Start with the mildest method to remove the graffiti and then work up.
- 5) Begin with a manual removal using hot (140-180 F) soapy water and a Scotch-Bright non-scratch (blue) scrubby sponge, soft brush, or very fine (0000) steel wool, scrubbing very gently at first and using only as much abrasion as necessary. For wrapped boxes, this technique will likely not damage the overlaminate.
- 6) If this does not work, use the graffiti removal chemical recommended by the wax coating product manufacturer and carefully follow the manufacturer's instructions for application. For wrapped boxes, try So-Safe Yellow (<http://www.sosafeusa.com/products/graffiti-remover/>) or Graffiti Safe-wipes (<http://www.graffitisafewipes.com/>) at this stage; but do not let the chemical sit or it might damage the overlaminate on vinyl wrapped boxes.
- 7) If the material has penetrated through the wax layer and is sitting on the clearcoat layer, carefully apply denatured alcohol, Graffiti SafeWipes, or Lift-Off (or a similar product, such as So-Safe Yellow) only on the remaining material without soaking the area. Leave to penetrate for no more than 1 minute. For the denatured alcohol or Lift-Off/So-Safe, *gently* scrub with with Q-tips, cotton balls, paper towel, the rough side of a blue scrubby sponge or a white Magic Eraser pad. Remove material in thin layers. Wipe excess solvent off immediately with a clean, dry cloth (such as a washed cloth diaper; if you are using SafeWipes, use the corresponding AfterWipe product to remove residue) and rinse with warm soapy water.

## CITY OF OCONOMOWOC TRAFFIC SIGNAL CONTROL BOX LOCATIONS

Controller	Location
Street light	By parking lot for St. Matthew's Church at 818 W Wisconsin, west of 726 W Wisconsin
Street light	City Beach by crosswalk next to Recreation Center on W Wisconsin
Street light	Southwest corner of Village Green Park, Wisconsin/N Main Street
Traffic	Southwest corner of Village Green Park, Wisconsin/N Main Street
Street light	South side of Wisconsin at Thompson Street between 535 and 611 E Wisconsin
Traffic	South side of Wisconsin at Thompson Street between 535 and 611 E Wisconsin
Street light	South side of Wisconsin at N Lapham
Traffic	South side of Wisconsin at N Lapham
Traffic	Northeast corner of Summit and Silver Lake by 304 Summit Ave
Traffic	Southwest corner of Summit and Forest
Traffic	South corner of Summit and Thackeray Trail by Walgreens' parking lot
Street light	Southwest corner of Third and Main
Street light	South side of South and Church Street by municipal lot
Street light	North of library in 1 <sup>st</sup> Financial parking lot
Street light	South side of W Wisconsin at Shorehaven by 1321 W Wisconsin
Street light	North of 148 E Wisconsin in municipal parking lot
Street light	West side of Pabst Farms Circle at Pabst Farms Blvd across from Hilton Garden Inn
Street light	East side of Village lane south of Valley Road behind 1708 and 1712 River Lakes Rd N
Street light	South of Harley Davidson on north side of Blue Ribbon Drive by transformer 1514AA20
Street light	West side of Blue Ribbon Circle, north of Co Rd DR across from Staybridge



Do not cover photo eyes (various locations on cabinet)