



CITY OF FERNLEY

CITY COUNCIL AGENDA REPORT

Meeting Date: June 16, 2021

REPORT TO:	Mayor and City Council
REPORT FROM:	Daphne Hooper, City Manager
REVIEWED BY:	Brandi Jensen, City Attorney
REVIEWED BY:	Denise Lewis, City Treasurer

FINANCIAL IMPACT: Yes: <input checked="" type="checkbox"/> No: <input type="checkbox"/>	CURRENTLY BUDGETED: Yes: <input checked="" type="checkbox"/> No: <input type="checkbox"/>	FUND/ACCOUNT: 100-413-322
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ACTION REQUESTED: Consent Ordinance Resolution Motion Receive/File

AGENDA ITEM: Staff Report (For Possible Action): Selection and approval of the artwork for the Signal Box Art Painting Project and direction to staff to move forward in submitting the NDOT Right-of-Way Occupancy Permit.

Agenda Item Brief: The Arts & Culture Task Force published a Call for Artists to paint 4-signal boxes in the city of Fernley. Staff received only three submissions. Staff is looking for direction from Council in the selection of the artwork submitted for the Signal Box Art Painting Project and permission to move forward in submitting the Right-of-Way Occupancy Permit to NDOT including the selected artwork.

Recommended Motion:

1. "I select the artwork proposed by artist _____ for the Signal Box Art Painting Project."
2. "I direct staff to attain the fourth signal box artwork by _____."
3. "I direct staff to move forward in submitting the Right-of-Way Occupancy Permit to NDOT with the selected artwork."

Business Impact (per NRS Chapter 237):

A Business Impact Statement is Attached.

A Business Impact Statement is not required because this is not a rule (term excludes vehicles by which legislative powers are exercised under NRS Chapters 271, 278, 278A, or 278B).

See attached report for background, analysis, alternatives.

ALTERNATIVES:

The Council may:

- Request additional information

BACKGROUND:

The Signal Box Art Painting Project is a public art project which creates new artwork for public display within the city of Fernley. The ‘canvasses’ are Nevada Department of Transportation and City of Fernley owned signal boxes in highly visible locations. The goal of the project is to transform utility structures into pieces of art that has meaning to the residents of Fernley; increase awareness and appreciation of art; encourage creativity and enrich residents’ lives through art; foster an environment in which art and culture enhance our community. Artwork will be selected based on the quality of the design, which should be themed consistent with other public artwork in Fernley and have at least a 3-year life expectancy.

SIGNAL BOX LOCATIONS:

- Southwest corner of Hwy 95A & Main Street
- Northeast corner of Chisholm Trail & Hwy 95A
- Northeast corner of Newlands Drive & Hwy 95A
- Northwest corner of Stanley Drive & Newlands Drive



The Arts and Culture Task Force published a Call for Artists for the Signal Box Art Painting Project May 1, through June 1, 2021. Three artists submitted for the project; however, there are a total of four signal boxes. Staff is looking for direction from Council in the selection of the submitted artwork and how to go about attaining the final art piece.

4 SIGNAL BOXES – 3 SUBMISSIONS:

Three artists submitted for the project; however, there are a total of four signal boxes. Staff is looking for direction from Council for the final art piece.

Staff proposes the Council to consider the following proposals in acquiring the 4th signal box artwork:

- Extend the Call for Artists for 30-days.
- Ask the three artists to submit another piece of artwork and Council select from the submissions.
- Use one of the current pieces for the 4th signal box.

MOVING FORWARD:

Once the Council has selected the artwork to be installed on the NDOT signal boxes, staff will, with Council’s direction, submit the Right-of-Way Occupancy Permit to NDOT including the artwork.

FINANCIAL IMPLICATIONS:

FY2021/22 Budget for the Arts & Culture Task Force \$30,000. The project budget is \$600 per signal box, totaling \$2400.

ATTACHMENTS:

Signal Box Art submissions

SUBMITTED ART PROPOSALS:

- Submitted by Chad Rice, resident of Fernley. Mr. Rice prefers to install his work on the signal box on Main Street & US 95A.

“This painting will be a colorful, stylized mountain landscape that seamlessly wraps all the way around the box. Depending on which box location is selected, the horizon of the mountains will reflect the actual mountains that are visible from that location. The colors within the painting will also be adjusted to harmonize with their environment, depending on the box location.”

SIGNAL BOX SUBMISSION TEMPLATE



LEFT SIDE



FRONT DESIGN



RIGHT SIDE



BACK DESIGN

- Submitted by Amber Owens, a resident of Fernley. Ms. Owens will install her artwork on any of the signal boxes:

“The post calls for art that represents Fernley. I’d like to use a color palate that represents the beautiful sunset view in Fernley. Fernley is a community that values the youth. I’d like to paint a scene with different children on each face of the power box just enjoying their time. The background I’d like to use spray paint to blend colors evenly. And use acrylics to paint the children.”



- Submitted by Gabriel Faw, a resident of Fernley. Mr. Faw would like to install his artwork on the signal box on Main Street & US 95A.

“I intend to paint various features I have found enjoyment from since I moved to Fernley. It will take an estimated 2-5 days depending on how well the working temperature and humidity effects drying speed and travel time. The entire box will require a wash, taping at each stage, a layer of primer, possibly two color passes and at least two coats of sealant, all of the paint will be Rustoleum brand professional enamel spray paint.”

