



RANCHO BERNARDO BEAUTIFUL

A Rancho Bernardo Community Council Public Art Project

Our Mission:

To beautify our downtown area by painting original art work on the SDGE utility boxes.

Committee Members:

Janet Atkin,
RB Beautiful Chair,
RB Community Council

Alethea Altenbern,
RB Community Council

Marlene Levitt,
President,
RB Art Association

Terry Anderson,
RB Art Association

Ellen Willis,
Chairman,
RB Planning Board

Toni Kraft,
President,
RB Business Association

For More Information:

RBCommunityCouncil.com

Or contact Janet Atkin at
janetatkin123@aol.com

PROJECT OVERVIEW

Rancho Bernardo Beautiful

- On April 24, 2008, the Rancho Bernardo Community Council voted to establish an Ad Hoc committee to create guidelines and implement a plan for the artistic painting of the SDGE utility boxes. Janet Atkin was named Chair.
- Sempra Utilities granted permission to the RBCC to paint the boxes and sent RBCC both their painting regulations and maps of the box locations. Sempra only authorizes city councils to oversee utility box art painting.
- An Ad Hoc committee was formed and met to determine guidelines.
- The most important consideration of this committee was the appreciation of our community's unique character and the need for this public art project to blend in and enhance the downtown without being too bold or distracting. Art work will be subtle and tasteful and generically pleasing.
- This committee has established the following criteria:
 - * The project will be implemented in phases
 - * One box will be completed to serve as a model for future boxes
 - * Ten boxes will be painted by invitation only to artists in the Rancho Bernardo Art Association
 - * The ten boxes will be on Bernardo Center Dr.
 - * All boxes will be painted two coats of green enamel paint
 - * Artists will paint an area no bigger than 20"x20" on one side
 - * The theme will be flora/fauna
 - * The artists will sign a contract before painting
 - * The final artwork will be covered by a protective clear coat
- A donation request for paint has been submitted to Frazee Paints
- The committee plans to hold a press conference to kick off the project once the artwork on the first box is completed.
- Long range, this project could last several years. There are 80 boxes in our downtown area. Future phases have not been planned and are open for discussion. Eventually, the general public may be able to sign up to paint a box with strict controls including the possibility of repainting over the box if the overseeing committee is not happy with the results.