

Rancho Bernardo Community Council End of the Year Report – 2008-2009

Utility Box Beautification Project – Ad Hoc Committee

Submitted by Janet Atkin

In Spring 2008, the Rancho Bernardo Community Council (RBCC) was granted permission by the San Diego Gas and Electric Company to paint artwork on the utility boxes in our downtown area. A committee of volunteers met and developed a plan to implement this project. Representatives included business people, planning board members, citizens from arts organizations and the school arts program, members at large and the RBCC. These same committee members serve as an art jury to review and select artwork.

The original plan called for painting boxes in the Town Center Business District and involved the Rancho Bernardo Art Association. However, the management company did not approve the painting in their business area and asked that three boxes which were painted with artwork in their district be repainted the original green. There had been several articles in the local newspaper showcasing the artwork and it was a politically sensitive problem.

In the Fall, the committee then focused on boxes outside the Town Center business district and decided that the first boxes to be painted in this new phase would be on Rancho Bernardo Road from Pomerado R. to the I-15 and on Bernardo Center Drive from Rancho Bernardo Road to the library. There are approximately 20 boxes in that district.

In January, a call for artists was issued and the information and an artist contract were put on the RBCC website. In March the first box was painted by a local Rancho Bernardo artist.

This public art project will continue until all the boxes are painted along Rancho Bernardo Road and the north section of Bernardo Center Dr. The Town Center management has expressed interest in making arrangements to paint the boxes in their jurisdiction.

The contact person for this project was Janet Atkin and the new Council representatives for 2009-2010 will be appointed by the new President of the RBCC.