



Transportation Services Division

CITY-WIDE TRAFFIC EQUIPMENT WRAPPING

Background

In 2019, the City of Denton launched a pilot program to wrap intersection traffic boxes with vinyl art. The goal of this initiative is to blend urban infrastructure into the surroundings while giving Denton residents and visitors the chance to experience vibrant public art as they navigate the city's public spaces. During the pilot program, two traffic boxes were wrapped with vinyl featuring doodle art created by attendees of that year's Arts & Jazz Festival.

The 2019 pilot project demonstrated the feasibility of using vinyl art wraps. The first major implementation phase took place in the Original Denton District (ODD) with support from a grant from the Texas Commission on the Arts in 2022-23. Staff collaborated with students from local high schools, the University of North Texas, Texas Woman's University, and artists from the Denton Senior Center to create artwork for utility boxes. Additional boxes were wrapped to commemorate historic Quakertown and to showcase Downtown Master Plan artwork by local artist Jude Landry.

Project Phasing

For the present year, Parks and Recreation Staff are securing works of art from City of Denton staff that can be digitized and applied to vinyl wraps for 2-3 additional box wraps in the Original Denton District (ODD). The staff has contacted the City of Denton staff and the general public for art submissions.

For FY 24-25, FY 25-26, and subsequent years, Parks and Recreation staff have mapped out a phased approach to applying vinyl art wraps to traffic boxes throughout Denton. In each of these years, Parks and Recreation staff plan on allocating roughly \$25,000 annually from Hotel Occupancy Tax (HOT) funds to the traffic box program if that funding remains available and no other projects take precedence.

Cost of Equipment Wrapping

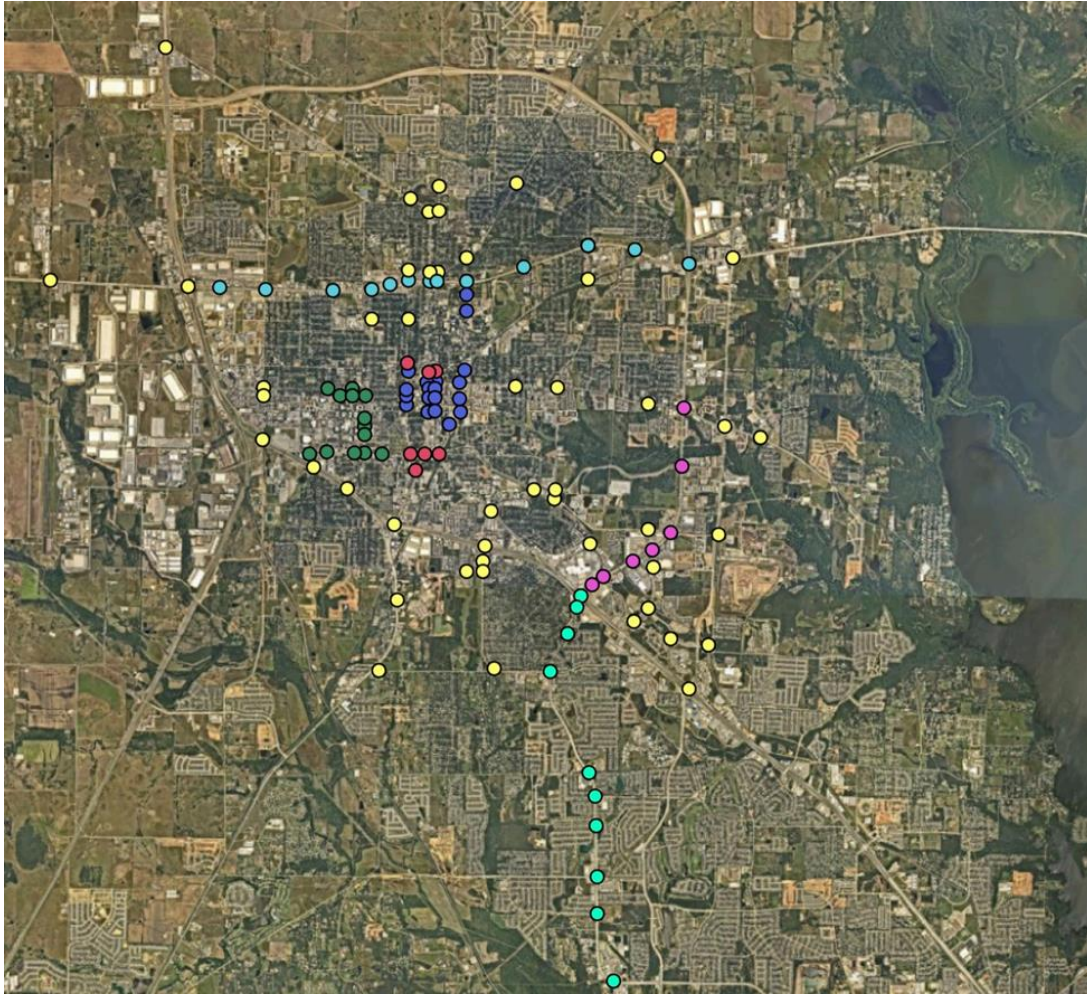
Each traffic box costs approximately \$1500 to wrap, and artists are not provided with a stipend for their work. Adding a nominal artist honorarium of \$200 per box would not drastically reduce the number of boxes the City could wrap in a given year but may greatly increase the number of art submissions the City receives from residents and our local community of student and professional artists.

Recommendation

Any additional funding would support an expansion of the program beyond the current phased, geographically distinct phases. Parks and Recreation, in collaboration with Transportation Services staff, are ready to modify the current phased plan and consider a wider rollout of traffic box wraps if the Council and the CMO express interest in providing more comprehensive funding for this initiative.

Exhibits A and B illustrate the planned locations of the wrapped equipment and their prospective themes in different phases, respectively.

Exhibit A – Planning Map for Wrapped Equipment Boxes



Source: Denton Parks and Recreation Department

Exhibit B – Prospective Themes of Wrappings by Phase

Year	Location	Prospective Theme
FY 23-24	ODD Boxes	Community / Culture
FY 24-25	South Teasley	Denton Historical Icons
FY 25-26	University/380	Local Flora and Fauna
FY 26-27	Loop 288	Monarch City, USA (Butterflies)
FY 27-28	UNT Area	Art by UNT Students / UNT Theme

Source: Denton Parks and Recreation Department