

City of Hesperia

STAFF REPORT



DATE: December 2, 2025

TO: Mayor and Council Members

FROM: Rachel Molina, City Manager

BY: Melinda Sayre, Deputy City Manager/City Clerk
Kelly Brady, Public Relations Analyst

SUBJECT: Traffic Cabinets Wrap Discussion

RECOMMENDED ACTION

It is recommended that the City Council provide direction to staff on opportunities to implement a traffic cabinet wrap program throughout the city.

BACKGROUND

At the September 2, 2025, City Council Meeting, Council Member Ochoa requested to explore ideas and opportunities to wrap utility boxes with public art.

ISSUES/ANALYSIS

Traffic cabinets in the City of Hesperia present an opportunity to display art while beautifying the area, enhancing heavily traveled corridors, and supporting community branding. Wrapping the traffic cabinets serves other purposes as well, such as reducing temperatures within the box which helps to extend infrastructure life. Cabinet wraps are also believed to be as easy to clean as unwrapped cabinets. It is not recommended that paint is applied directly to the cabinets because having an artist work for an extended period in the right-of-way may present a hazard and because the paint would likely deteriorate in the sun or with the application of cleaner used in graffiti removal.

There are currently 32 traffic cabinets in the City, with the potential for four additional cabinets to be added next year. Staff recommends beginning with a phased approach, starting with ten (10) cabinets located on Main Street between I Avenue and Maple Avenue.

To implement this new program, it is recommended that City Council approve a theme for phase one, such as Desert Beauty. Next, the City Council is asked to select from one of the following options to obtain cabinet art:

- A) Host a contest for local high school art students, with selected artwork featured on the wraps. Judging could be done by the City Council or the City Council Advisory Committee, or instead a poll could be conducted on social media to allow for community voting. Ten artists are selected;
- B) Host a photography contest for Hesperia residents, with selected photographs featured on the wraps. Judging could be done by the City Council or the City Council Advisory Committee, or instead a poll could be conducted on social media to allow for community voting. Ten photographers are selected.

CITY GOAL SUPPORTED BY THIS ITEM

Future Development — Facilitate balanced growth to ensure cohesive community development and pursue economic development.

FISCAL IMPACT

The cost estimates per traffic cabinet range from \$1,480 to \$3,200; this includes the design, surface preparation on each traffic cabinet, and installation of the wrap material. With the recommended phased approach of ten (10) traffic cabinets for FY 2025-26, it is anticipated that first year of the program costs will range from \$14,800 to \$32,000. Should the City Council approve this program, a budget amendment will be presented during the Mid-Year review that will be presented in February 2026. At that time, staff will have an actual projected cost for the ten (10) traffic cabinets.

ALTERNATIVE(S)

1. Provide alternative direction to staff.

ATTACHMENT(S)

1. Traffic signal map on Main Street from I Avenue to Maple Avenue.