

City of Hesperia STAFF REPORT



DATE: December 16, 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. At the December 2, 2025, City Council Meeting, a discussion to implement the program took place and the City Council directed staff to present five themes for the photography contest.

ISSUES/ANALYSIS

Traffic cabinets in Hesperia present an opportunity for the installation of public art which will beautify thoroughfares and support 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. The estimated useful life of a cabinet wrap is between 4-7 years, as they fade from exposure over time.

There are currently 34 traffic cabinets in the City, with the potential for two additional cabinets to be added next year. Staff recommends a phased approach that begins with 12 cabinets. For the first three years, staff will wrap 12 cabinets annually. Beginning the fourth year, an update of the original group of 12 cabinets will be undertaken. This approach allows the photography and themes to change out within each area over time, with the old and potentially faded wraps being replaced. As new signals are installed, they will be incorporated into the following cycle of wraps.

To implement this new program, it is recommended that the City Council approve the themes below, allowing the community to select the theme for the first phase.

- 1) Desert Beauty – Inspired by the City's desert landscape and natural terrain
- 2) Active Community – A sport and activity-focused theme with designs that represent community activity

- 3) Community Connected – A people-centered theme highlighting community gathering, interaction, and events
- 4) Flora and Fauna of the Mojave River Valley – A nature theme featuring native plants and wildlife in the Mojave River Valley
- 5) Seasons and Colors of Hesperia – A color-driven theme that visualizes how the City's environment shifts throughout the year

Next, the City Council is asked to approve the following recommendations for yearly wrap installation.

<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Main Street at I Avenue	Ranchero Road at Santa Fe	Arrowhead Lake Road at Rocksprings Road
Main Street at G Avenue	Ranchero Road at Seventh Avenue	Main Street at Peach Avenue
Main Street at E Avenue	Ranchero Road at Cottonwood Avenue	I Avenue at Sultana Street
Main Street at C Avenue	Ranchero at Maple Avenue	Main Street at Timberlane Avenue/Sultana Street
Main Street at Third Avenue	Ranchero Road at Caliente Road	Main Street at Escondido Avenue
Main Street at Seventh Avenue	Ranchero Road at Mariposa Road	Main Street at Mountain Vista Avenue
Seventh Avenue at Smoke Tree Street	Caliente Road at HCC	Main Street at Mariposa Road
Main Street at Ninth Avenue	Escondido Avenue at Muscatel Street	Main Street at Key Pointe Avenue
Main Street at Eleventh Avenue	Muscatel Street at Malibu Park (Paseo)	Main Street at Cataba Road
Main Street at Cottonwood Avenue	Escondido Avenue at The Marketplace (near Kaiser and Walmart)	Main Street at Mesa Linda Street
Main Street at Maple Avenue	Main Street at Topaz Avenue	Phelan Road at Caliente Road
Eighth Avenue at Smoke Tree Street (Paseo at City Hall)	Seventh Avenue at Sequoia Street (New Traffic Signal Planned)	Ranchero Road at I Avenue (New Traffic Signal Planned)

The photography contest will be open to all Hesperia residents, with initial judging conducted by the City Council Advisory Committee. The committee's selections will then be presented to the community to choose the photos for the twelve cabinets each year.

CITY GOAL SUPPORTED BY THIS ITEM

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

FISCAL IMPACT

The cost estimate per traffic cabinet is approximately \$1,800; this includes the design, surface preparation on each traffic cabinet, and installation of the wrap material. Should the City Council approve this program, a budget amendment will be presented during the Mid-Year review in February 2026, with the actual/final costs.

ALTERNATIVE(S)

1. Provide alternative direction to staff.

ATTACHMENT(S)

1. Hesperia Traffic Signals