

# CITY OF REDONDO BEACH

Artesia Blvd. Strategic Art Plan

## Strategic Art Plan

*Presented by: LeBasse Projects*



REDONDO  
BEACH



# VISION

*Values and Goals*

## Redondo Beach Pillars

Connect

*Community Collaboration*

Enhance

*Design with Intention*

Innovate

*Inspire through Creativity*

Celebrate

*Celebrate Identity and Culture*

# COMMUNITY ENGAGEMENT

## *Public Engagement Process*

### Stakeholder Engagement

- Cultural Arts Commissioners
- Community members
- Local business owners
- City staff

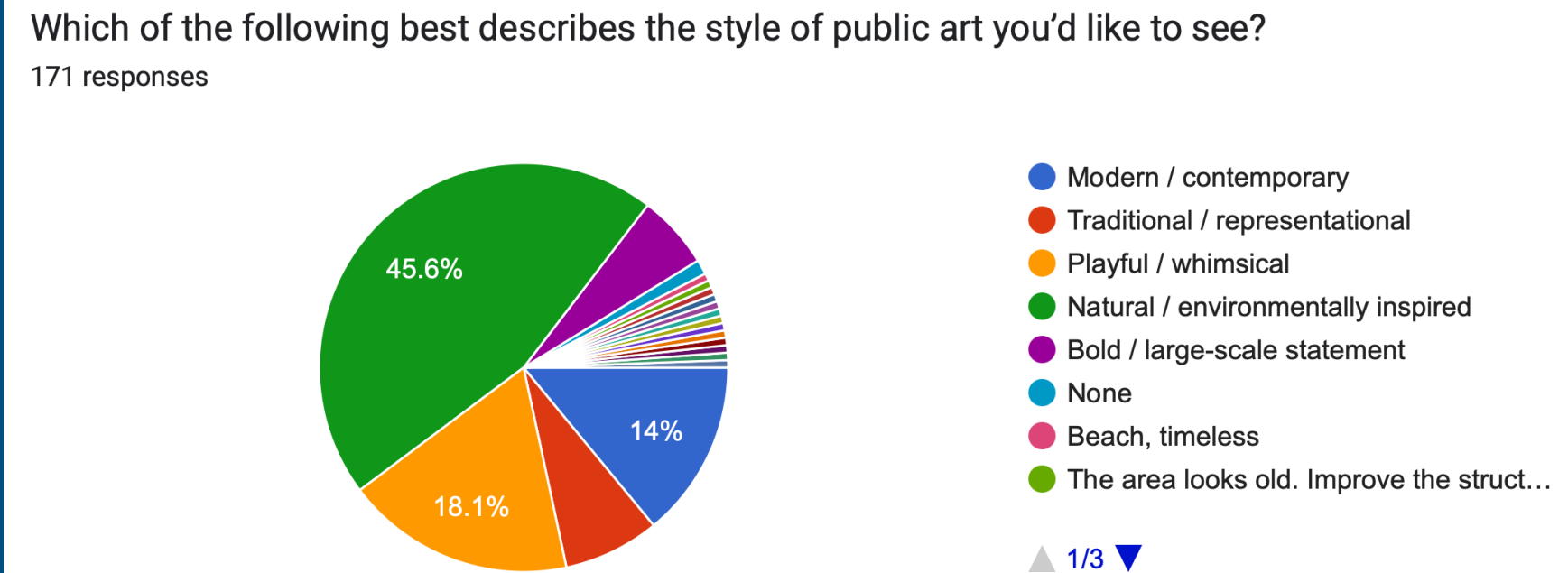
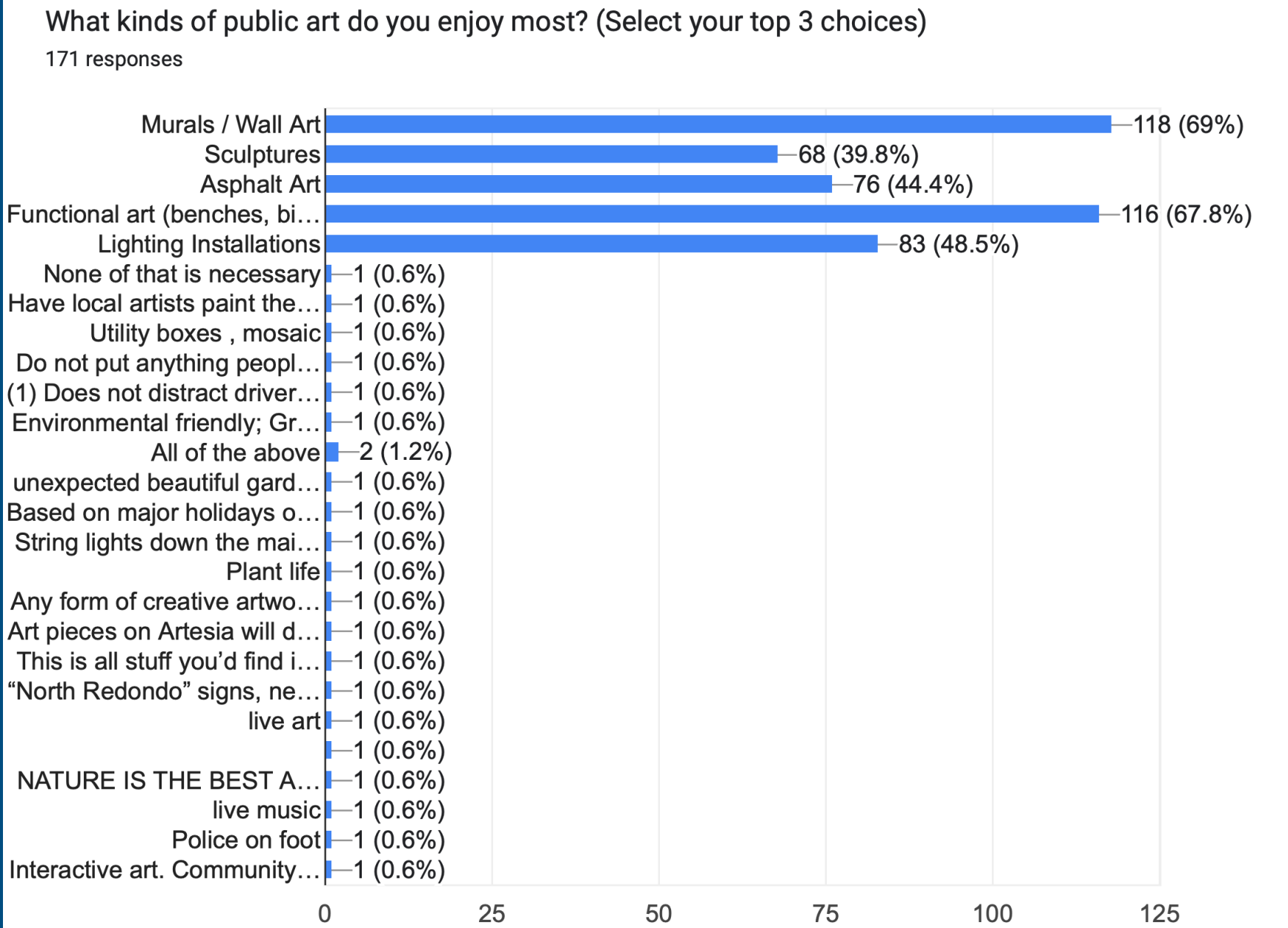
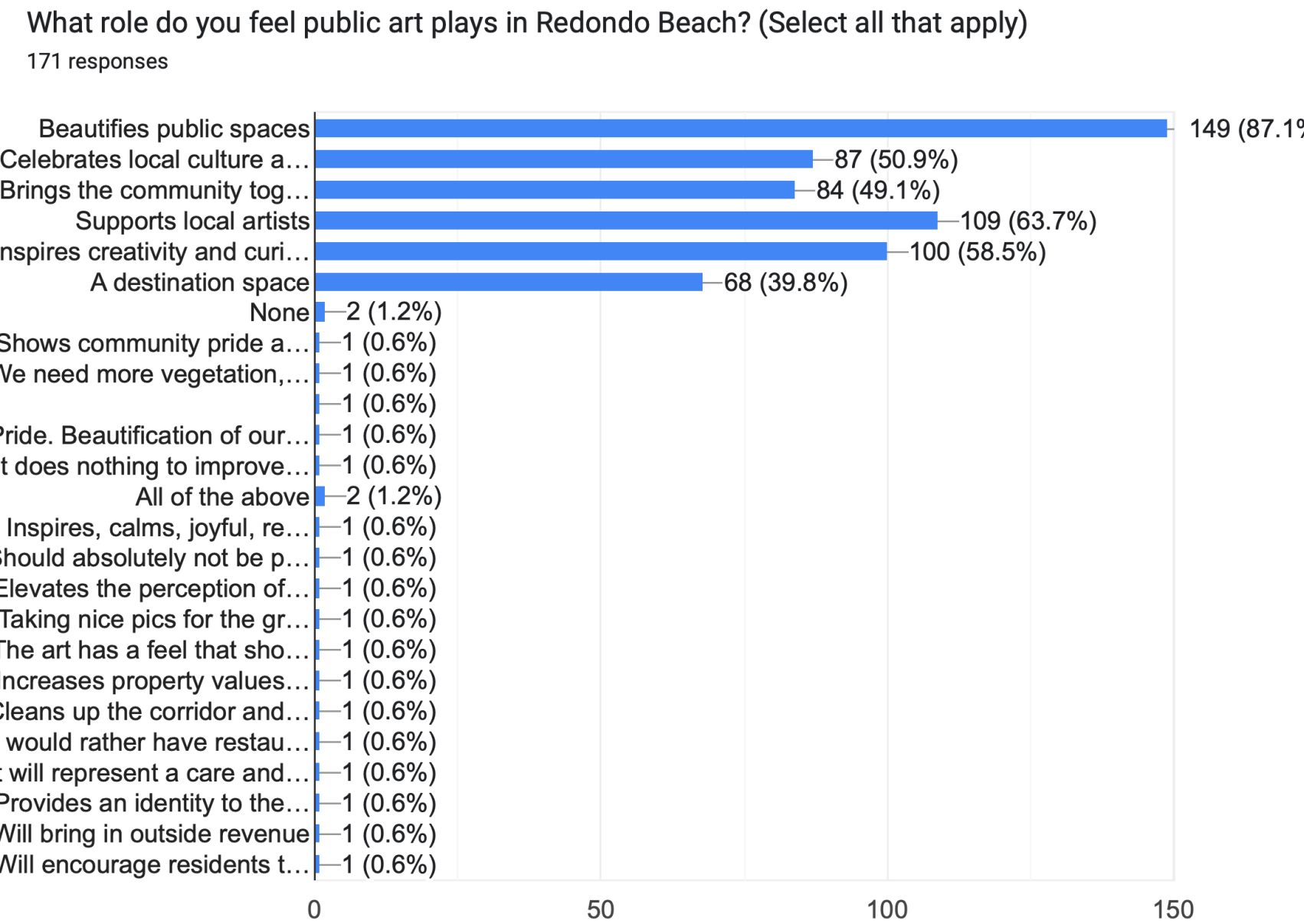
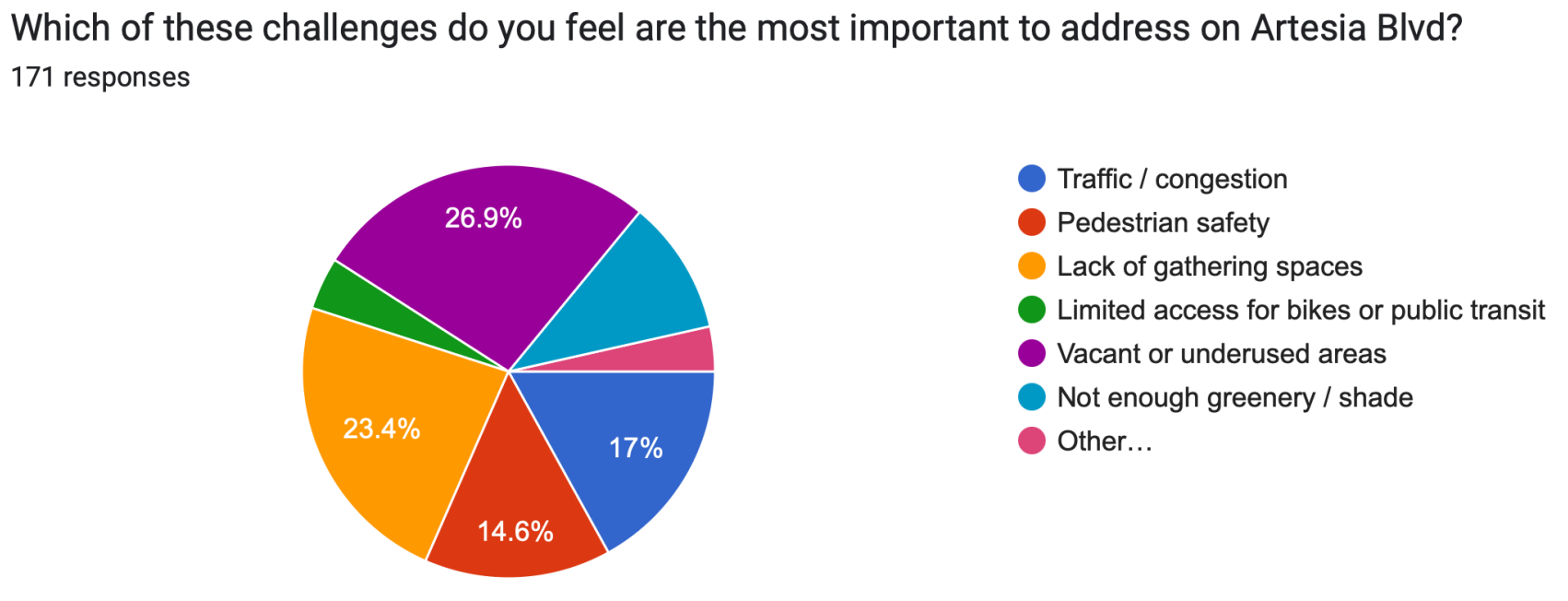
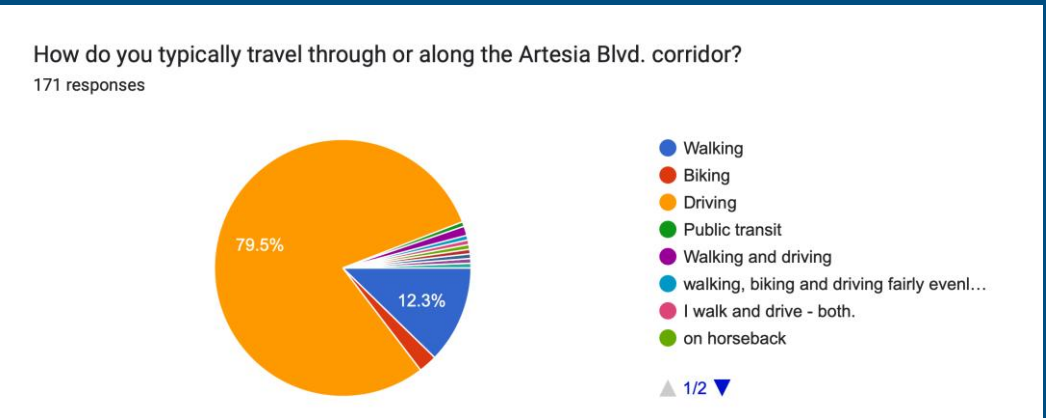
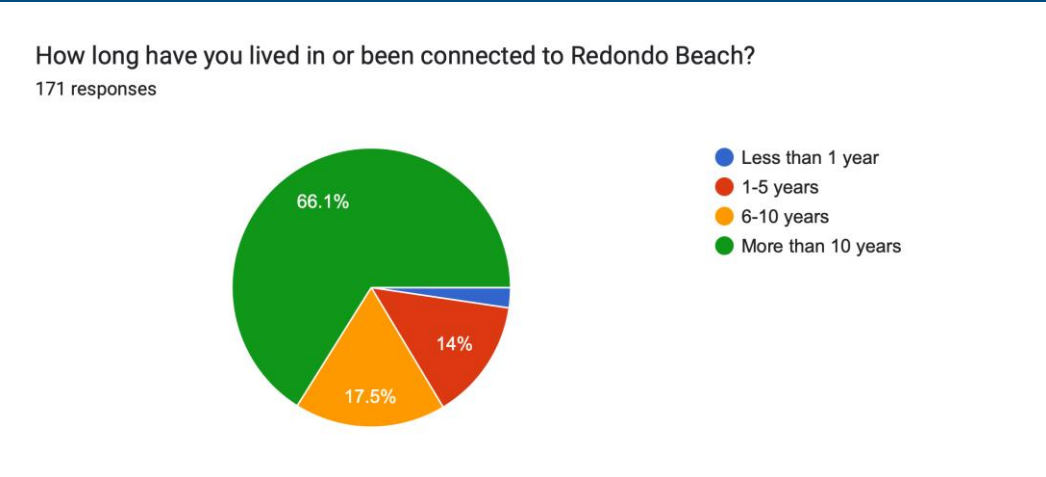
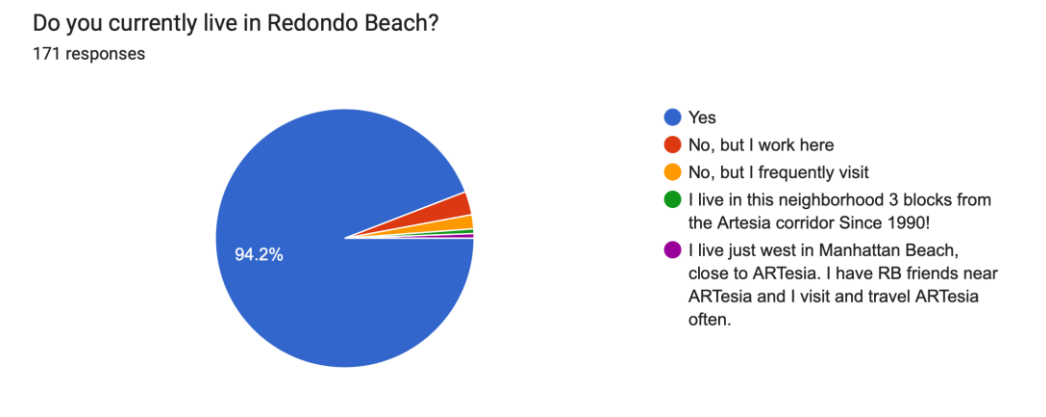
### Community Outreach & Input Opportunities

- North Redondo Beach Business Association (NRBBA)
- Online Survey: 171 responses
- Community Meeting at North Branch Library
- Cultural Arts Commission meeting



# COMMUNITY ENGAGEMENT

## Data and Summary



# LOCATION STRATEGY

Based on community feedback, the following are key factors in determining recommended locations:

1

## EMPHASIZING CITY GATEWAYS

These sites serve as **Landmark Art** opportunities—bold, highly visible installations that act as cultural markers for both residents and visitors.

2

## OPTIMIZE PUBLIC ENGAGEMENT

**Functional Art** opportunities focus on locations where people interact with the built environment on a daily basis. These include bus stops, benches, and bike racks—elements that improve comfort and accessibility while infusing creativity into the corridor’s infrastructure.

3

## ENHANCE COMMUNITY FEATURES

Smaller-scale and more dispersed **Discovery Art** opportunities provide moments of surprise and delight throughout the Artesia Corridor. Integrated into existing infrastructure such as crosswalks, these artworks introduce color, pattern, and texture into the streetscape.

4

## OPTIMIZE SITE OPPORTUNITIES

Recommended locations must also align with the guidance of previous City efforts, including the Citywide Public Art Master Plan, the Artesia and Aviation Corridors Art Plan, and the funding requirements of the John Parsons Public Art Fund, which prioritize artworks within the public right of way and on City-owned property.

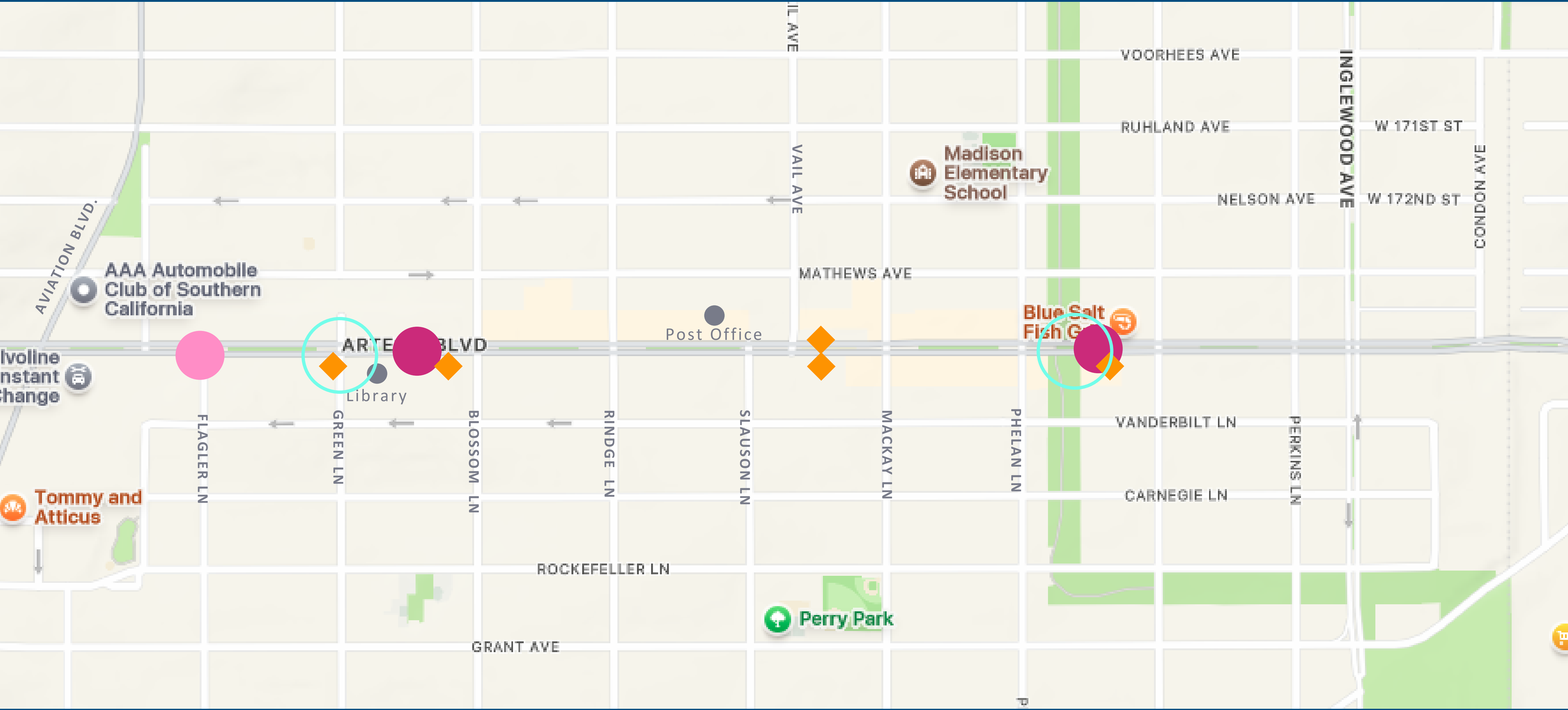


# ART LOCATIONS

# RECOMMENDED LOCATIONS

PHASE 1 - Installation Map

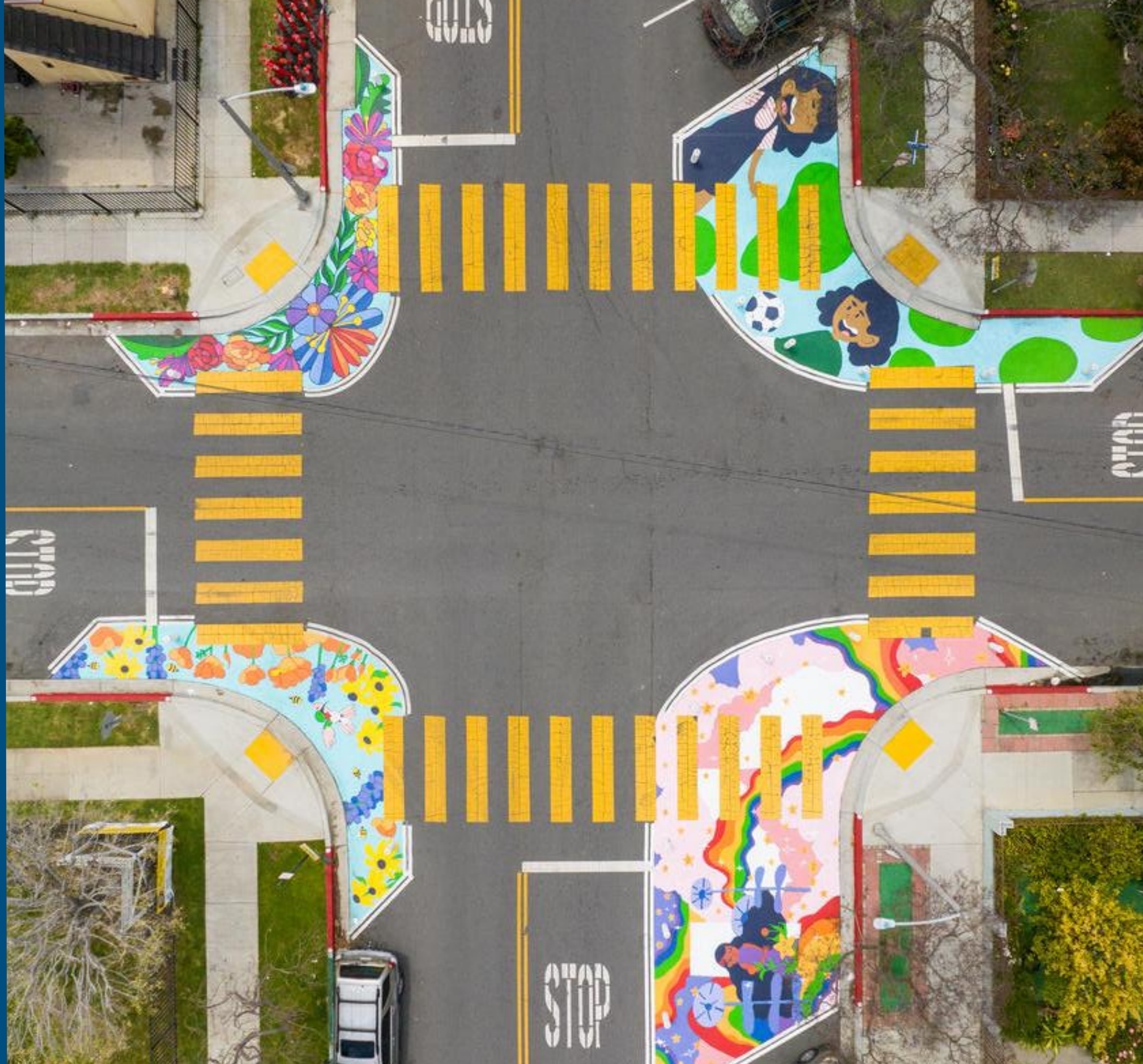
-  Crosswalk (2x)
-  Concrete Benches (5x)
-  Median (2x)
-  Welcome sign (1x)



# RECOMMENDED LOCATIONS

Phase 1 Installations

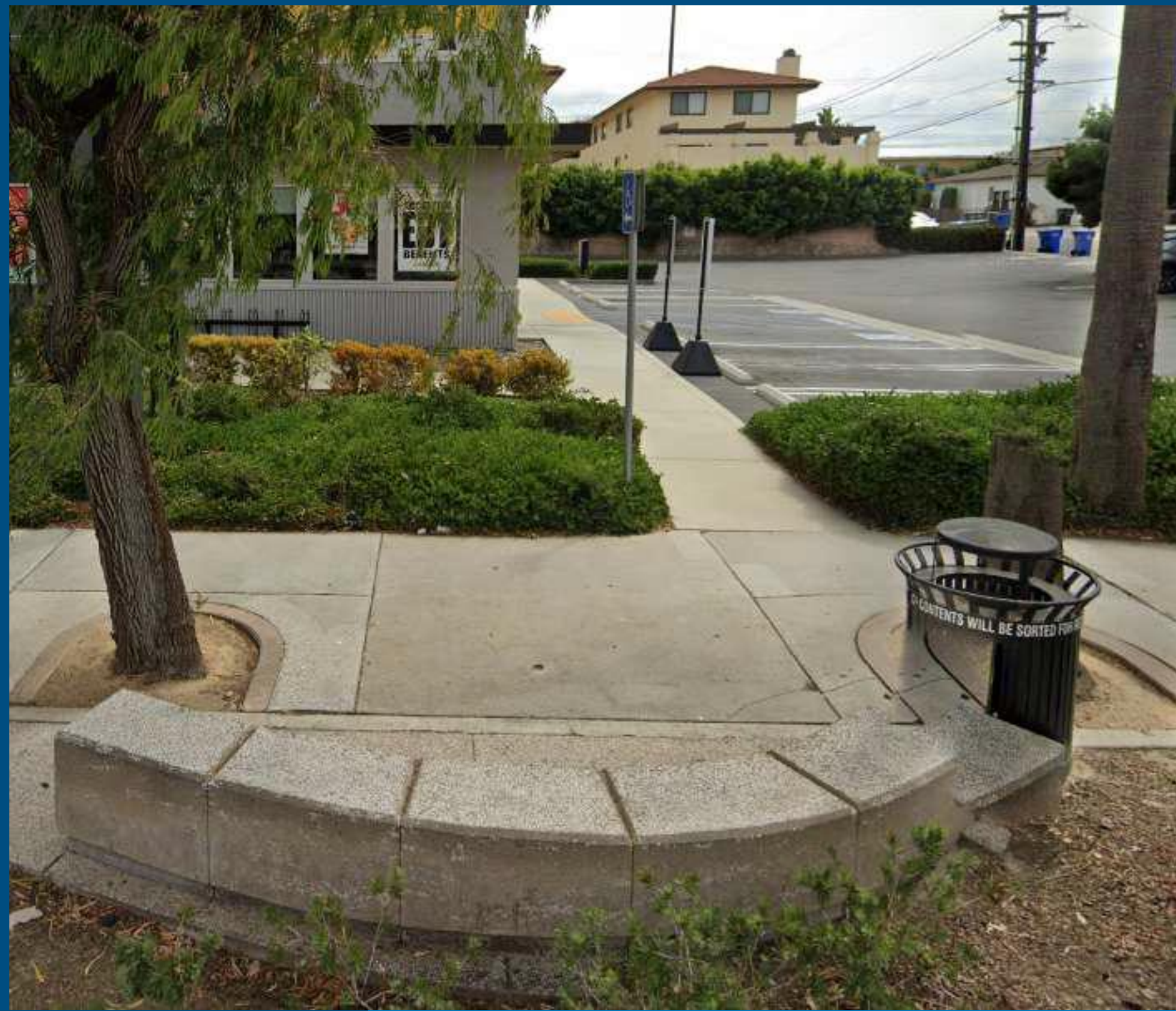
|   |  | Artwork                  | Typology       | Estimated Cost | Details                                                                                                                                        |
|---|--|--------------------------|----------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 |  | MEDIAN INSTALLATION (2x) | Landmark Art   | \$200,000      | Provide strong focal points with clear sightlines for both drivers and pedestrians.                                                            |
| 2 |  | WELCOME SIGN (WEST)      | Landmark Art   | \$40,000       | Enhancing the existing sign reinforces the sense of arrival into RB.                                                                           |
| 3 |  | CONCRETE BENCHES         | Functional Art | \$40,000       | Enhancing existing benches introduce functional, design-driven improvements that enhance comfort while contributing to a cohesive streetscape. |
| 4 |  | CROSSWALK (2x)           | Discovery Art  | \$80,000       | Add color and pattern to key pedestrian areas, improving safety and walkability                                                                |
|   |  |                          |                | CONTINGENCY    | \$45,000                                                                                                                                       |
|   |  |                          |                | LBP FEE        | \$45,000                                                                                                                                       |
|   |  |                          |                | TOTAL          | \$450,000                                                                                                                                      |



# ART LOCATIONS



# ART LOCATIONS



# ART PROCUREMENT METHODOLOGY

## RFP CRITERIA

- Artistic Quality
- Relevance to Site and Context
- Community Resonance
- Feasibility and Durability
- Innovation and Impact



# ART PROCUREMENT METHODOLOGY

## COMMUNITY PANEL

- Includes Cultural Arts Commissioners (2), community members (2), and a City representative (1)
- Supports LBP and the City in the curation and selection of a preferred list of artists and art pieces for each installation

## CURATION + SELECTION PROCESS

|                                         |                                                                                                                         |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>LBP REVIEW</b>                       | LBP reviews all submissions from the RFP/RFQ processes and narrows selection for further consideration.                 |
| <b>COMMUNITY PANEL REVIEW</b>           | The Community Panel reviews LBP's top selections and further narrows to a top three.                                    |
| <b>CULTURAL ARTS COMMISSION REVIEW</b>  | The Cultural Arts Commission reviews the top three selections and makes a recommendation on its preferred installation. |
| <b>CITY COUNCIL REVIEW AND APPROVAL</b> | City Council reviews and approves the Cultural Arts Commission's recommended installation.                              |

# CULTURAL ARTS COMMISSION RECOMMENDATION

The Cultural Arts Commission approved the Plan, and provided the following recommendations:

- Installation of interactive pieces, where possible, throughout Phase I installations.
- Additional allocation of \$32,500 to Phase I for a proposed LGBTQ sculpture at the North Branch Library
  - \$25,000 – artwork
  - \$7,500 – LBP consulting services



# RECOMMENDATIONS

Staff recommends the City Council:

Discuss and provide direction on the proposed  
Artesia Blvd. Strategic Art Plan

Provide direction on the Cultural Arts  
Commission Recommendation





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THANK YOU

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