CITY OF REDONDO BEACH

Artesia Blvd. Strategic Art Plan



Presented by: **LeBasse Projects**

REDONDO BEACH

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INTRODUCTION

City of Redondo Beach



The City of Redondo Beach is a vibrant coastal community celebrated for its creative spirit, cultural diversity, and close connection to Southern California's natural beauty. The Artesia corridor serves as one of the city's key gateways, linking neighborhoods, local businesses, and community landmarks across its urban landscape.

As a primary east–west thoroughfare running from Inglewood Avenue to Aviation Boulevard, Artesia Blvd. reflects the dynamic energy of Redondo Beach through its mix of small enterprises, civic spaces, and gathering areas. With its proximity to the coastline and surrounding communities, the Artesia corridor offers tremendous potential to become a welcoming, visually engaging, and culturally expressive destination.

Through the thoughtful integration of public art, it can evolve into a vibrant reflection of Redondo Beach's identity, celebrating creativity, community, and a shared sense of place

INTRODUCTION

LeBasse Projects



LeBasse Projects serves as the City's public art consultant for the Artesia corridor, leading the development of a comprehensive strategy that defines the vision, priorities, and implementation of public art along Artesia Blvd. Working closely with City staff, stakeholders, and the community, the firm ensures that all recommendations reflect Redondo Beach's character and creative identity.

The scope includes establishing the curatorial framework, identifying key art opportunities, managing artist selection, and supporting community engagement throughout the process. LeBasse Projects also provides guidance on project management, budgeting, and fabrication oversight to ensure successful delivery and long-term impact.

Through this work, the firm's goal is to help realize the City's vision by transforming the Artesia corridor into a connected network of artistic landmarks—each one telling a story of creativity, innovation, and civic pride.

VISION



VISION

Purpose

The City of Redondo Beach envisions the Artesia corridor as a vibrant cultural gateway—an art-lined avenue that reflects the city's coastal character, celebrates its diverse community, and enhances the everyday experience for residents and visitors alike.

The goal of the Artesia Blvd. Strategic Art Plan is to help realize this vision by transforming the corridor into a connected network of artistic landmarks, each telling a story of creativity, innovation, and civic pride.

Over the next several phases, the plan will engage the City, the Cultural Arts Commission, and the community in identifying key locations for public art, curating a talented and inclusive artist pool, and overseeing the design, fabrication, and installation of artworks that bring creativity, character, and meaning to the corridor. The focus is on creating a sense of arrival, engagement, and continuity—turning the Artesia corridor into a defining expression of Redondo Beach's commitment to the arts and to the people who make the city thrive.



VISION
Framework

The Artesia Blvd. Strategic Art Plan builds on the foundation established through previous City efforts, including the **Citywide Public Art Master Plan** and the **Artesia and Aviation Corridors Art Plan (AACAP)**. These documents offered valuable insight into Redondo Beach's commitment to enhancing the public realm through creative placemaking, design integration, and community collaboration. The current plan draws inspiration from these earlier efforts while focusing on a more practical strategy centered on the Artesia corridor and nearby civic areas.

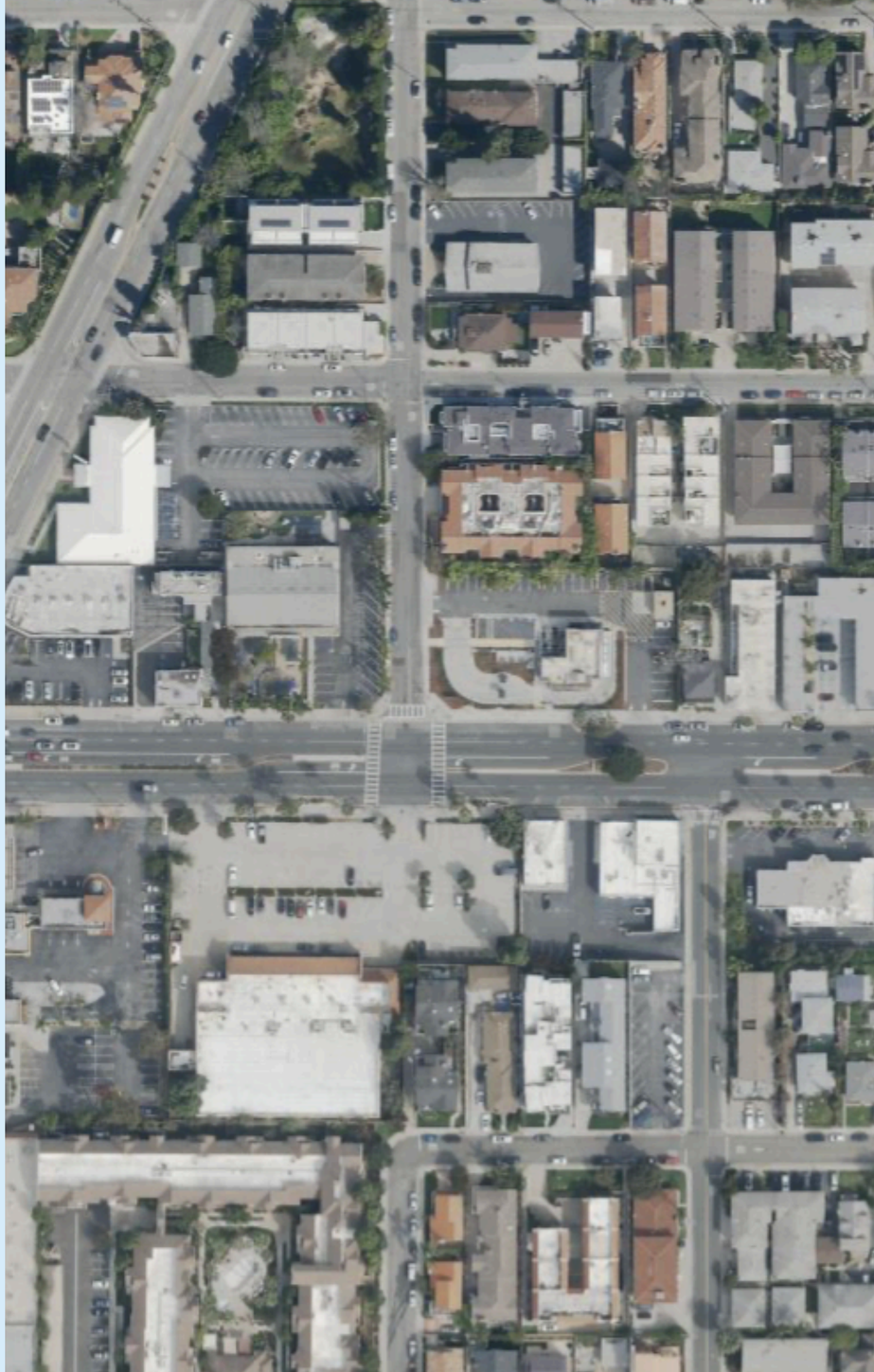
This framework outlines how public art can be effectively planned, funded, and implemented within the City's built environment. It identifies opportunities that can be achieved within public rights of way and City-owned properties, where art can strengthen identity, connectivity, and civic pride.

To clarify, this Strategic Art Plan focuses exclusively on public art opportunities within the public realm. It does not include:

- Private property or privately funded developments
- Storefront or façade improvements
- Landscaping, maintenance, or streetscape projects not directly tied to an art element

These distinctions ensure alignment with City authority, funding eligibility, and implementation capacity. The framework also recognizes the importance of City codes and funding mechanisms that enable public art investment. The **John Parsons Public Art Fund**, established through municipal ordinance, allocates a portion of eligible development fees toward the allocation, installation, and maintenance of public art. This fund supports the City's ongoing public art initiatives and provides a model for sustaining future phases of the Artesia corridor public art program.

By connecting this plan to past initiatives, current policies, and community priorities, the framework ensures that Redondo Beach's public art strategy remains clear, equitable, and financially grounded. It continues the City's longstanding commitment to creativity and civic expression in the public realm.



VISION
Strategy

The Artesia Blvd. Strategic Art Plan provides a framework for developing and implementing public art and cultural engagement opportunities along the Artesia Corridor in the City of Redondo Beach. As art consultants for the City, our goal is to create a thoughtful, cohesive approach to integrating public art that reflects community identity, enhances the visual landscape, and strengthens civic pride.

The Plan outlines the concepts for program administration and management, defines the types of artworks envisioned, establishes the artist selection process, and offers guidance on budget allocation and priority locations along the corridor.

The initiative will roll out in two phases, with Phase One organized into two stages to ensure a clear and scalable approach. This initial phase will establish the program's framework and deliver the first series of public art installations with a total budget of $450,000, targeted for completion by Summer 2027. Stage One will define the artistic vision and curatorial framework, identify priority artwork opportunities, and refine site-specific goals and budgets. Stage Two will focus on implementation, including artist outreach, proposal evaluation, design development, fabrication oversight, and final installation.

This phased strategy allows the City to build a strong foundation for a long-term public art program along the Artesia corridor while maintaining flexibility to adapt as the project evolves. Phase Two represents a future expansion, with a proposed allocation of an estimated $550,000 (subject to change by City approval and funding). This phase will continue to build on the creative identity established in Phase One, introducing new opportunities for artistic expression, design integration, and community engagement that further strengthen the corridor's visual and cultural character.

The overarching goal is to deliver a collection of inspiring, durable, and meaningful artworks that enrich the Artesia Corridor, foster community connection, and reinforce Redondo Beach's reputation as a city that values creativity, inclusivity, and innovation in the public realm.





VISION

Values and Goals

Redondo Beach Pillars

Connect

Community Collaboration
Public art along the Artesia corridor should foster relationships between residents, artists, and visitors. Through engagement and collaboration, we aim to create artworks that reflect shared experiences and build a sense of belonging.

Enhance

Design with Intention
Art should serve both aesthetic and functional roles, enhancing the visual landscape while improving the experience of movement, gathering, and everyday use along the corridor.

Innovate

Inspire through Creativity
The Artesia corridor will become a model for creative placemaking through fresh ideas and thoughtful design. By encouraging originality, exploration, and new ways of seeing familiar spaces, this effort will keep the corridor vibrant, relevant, and inspiring.

Celebrate

Celebrate Identity and Culture
Public art will celebrate the area's character through storytelling, creativity, and visual identity. Each work will capture the community's spirit, transforming everyday spaces into moments of cultural expression and connection.

COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT

Public Engagement Process

To ensure the public art vision for Artesia Blvd. reflects community values, LBP led a comprehensive engagement process involving multiple touch-points with residents and stakeholders.

One-on-one conversations were completed with Cultural Arts Commissioners, community members, City staff, and local business owners to understand their priorities and aspirations. Multiple meetings were held with the North Redondo Beach Business Association (NRBBA)—first to introduce the project and later to host a community Q&A session. An official public meeting, supported by the City, was also held to share project goals and gather direct input from attendees.

In addition, an online survey was released that was open from September 8 through October 31, 2025, which received 171 responses from residents and stakeholders. The combination of in-person discussions and online participation provided a strong foundation of community feedback that informed the planning and artistic direction of the project.



COMMUNITY ENGAGEMENT

Data and Summary

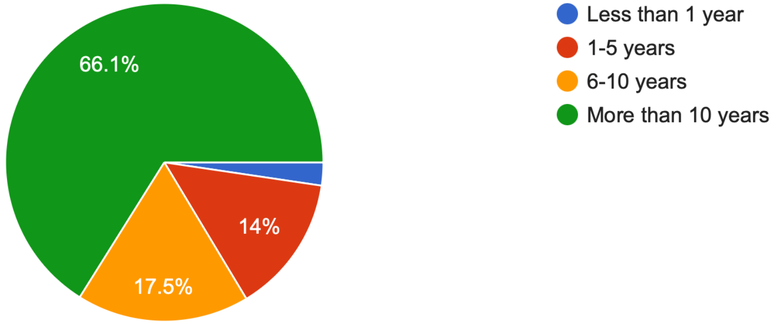
1 Do you currently live in Redondo Beach?

171 responses



2 How long have you lived in or been connected to Redondo Beach?

171 responses



Summary

Out of 171 respondents, the vast majority of 94.2% were residents of Redondo Beach, demonstrating strong local representation in the feedback. A smaller number either work nearby or frequently visit the area, reinforcing that most participants have a direct connection to the Artesia Corridor. The majority are long-term residents, with 66.1% having lived in Redondo Beach for more than ten years, 17.5% for six to ten years, and 14% for one to five years.

This input largely reflects the voices of community members who have deep familiarity with the city and a strong understanding of its ongoing challenges and opportunities.

COMMUNITY ENGAGEMENT

Data and Summary

3 How do you typically travel through or along the Artesia Blvd. corridor?

171 responses



- Walking
- Biking
- Driving
- Public transit
- Walking and driving
- walking, biking and driving fairly evenl…
- I walk and drive - both.
- on horseback

1/2

4 **What challenges or issues have you noticed or experienced along Artesia Boulevard in Redondo Beach?**

171 responses

The only issue I have is that it looks run down with less than ideal businesses taking up space or empty stores that need to be occupied. I know that the city is working on improving this, and I already see those improvements coming to life!

Parking

Could be a lot more restaurants and businesses that make the area more walkable/social. Would like to see greater investment to bring something like the Riviera Village to North Redondo on Artesia.

Not particularly enticing to walk around (which I'd like to do more of since i only live a couple blocks away)

old, empty buildings, construction and traffic

Does not have the same feel as riviera or Manhattan Village, a place people would want to shop, eat, linger,

Summary

Most respondents said they primarily travel along Artesia Blvd. by car, with fewer walking, biking, or using public transit. Many noted they would walk or bike more often if the corridor felt safer and more comfortable, pointing to speeding traffic, narrow sidewalks, and limited crossings as major barriers. Overall, Artesia Blvd. is viewed more as a vehicle corridor than a pedestrian-friendly community street, reinforcing the need for improvements that promote walkability and a sense of place.

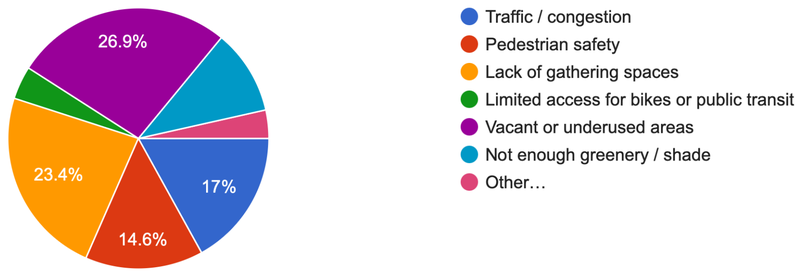
When describing current challenges, residents frequently cited traffic congestion, safety concerns, and poor aesthetics, along with too many vacant or underused properties. The lack of greenery, shade, and public gathering spaces also emerged as key issues. Many expressed a strong desire to see Artesia Blvd. revitalized with safer crossings, improved landscaping, inviting storefronts, and vibrant public art that reflects the city's identity and supports local businesses.

COMMUNITY ENGAGEMENT

Data and Summary

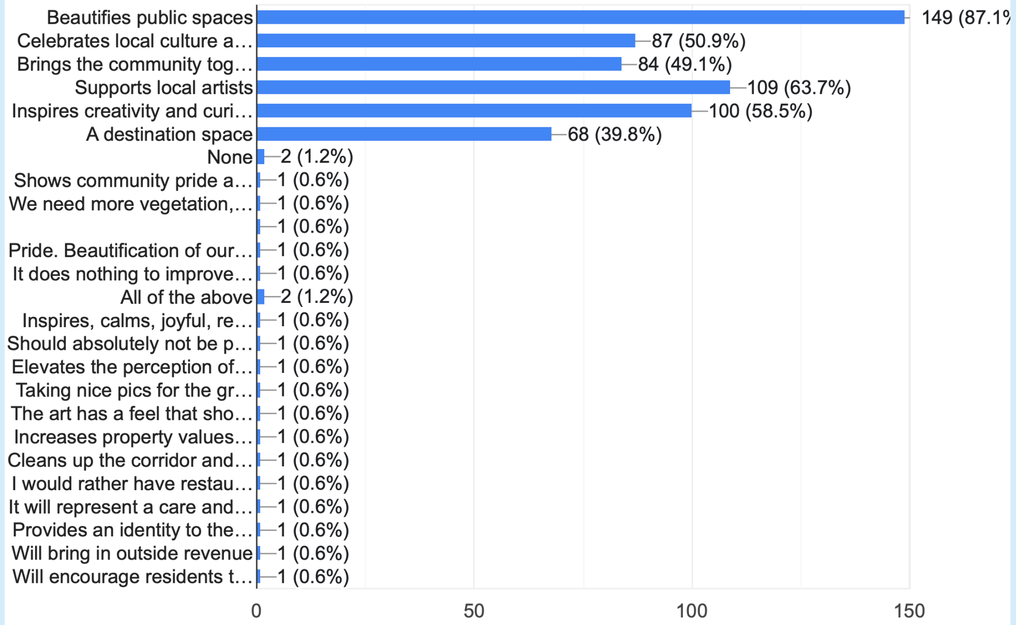
5 Which of these challenges do you feel are the most important to address on Artesia Blvd?

171 responses



6 What role do you feel public art plays in Redondo Beach? (Select all that apply)

171 responses



Summary

When asked which challenges are most important to address, respondents most often identified the lack of gathering spaces and the prevalence of vacant or underused sites as top priorities. Pedestrian safety and traffic concerns followed closely, along with the need for more greenery, shade, and access for bikes and public transit. Residents emphasized transforming Artesia into a welcoming, walkable corridor where people can gather, connect, and experience a sense of community pride.

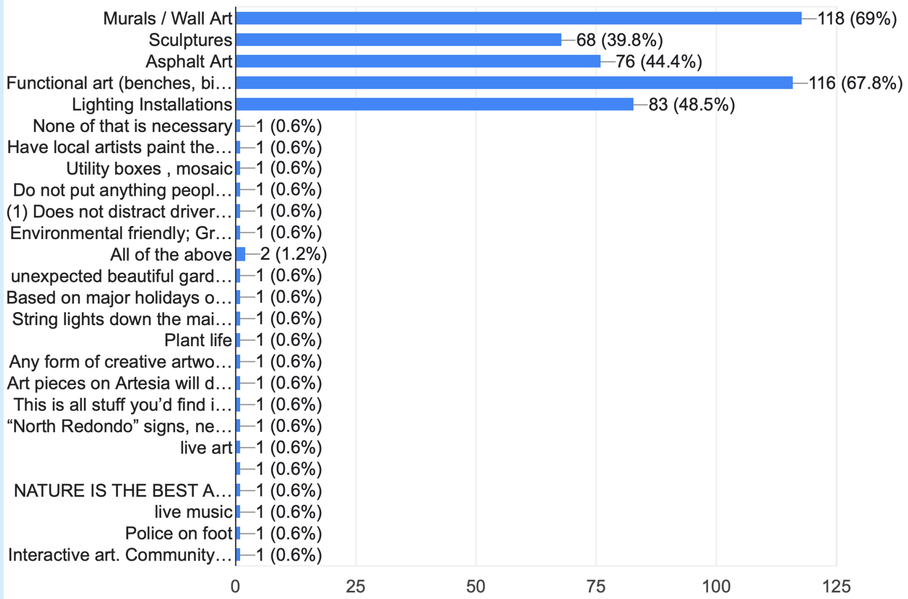
In discussing the role of public art, respondents overwhelmingly agreed that it plays a vital role in shaping Redondo Beach's identity. They said art beautifies shared spaces, celebrates local culture and history, supports local artists, and inspires creativity. Many also noted that art can create destination spaces, elevate the city's image, and express community pride. Together, these insights show strong support for using art and design as tools for revitalizing Artesia Blvd. and strengthening the city's cultural and visual character.

COMMUNITY ENGAGEMENT

Data and Summary

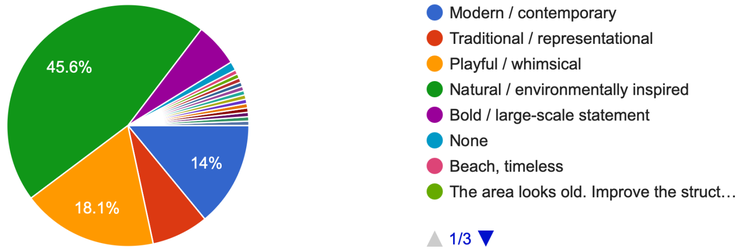
7 What kinds of public art do you enjoy most? (Select your top 3 choices)

171 responses



8 Which of the following best describes the style of public art you'd like to see?

171 responses



Summary

When asked about the kinds of public art they enjoy most, residents showed the greatest interest in murals and wall art, followed by functional pieces such as benches and bike racks, lighting installations, and sculptures. Many also appreciated community-driven projects and designs that incorporate natural elements like trees, planters, and greenery. Respondents emphasized that integrating art with landscaping and shade structures can make Artesia Blvd. more cohesive and inviting.

In terms of artistic style, most preferred natural or environmentally inspired designs that reflect Redondo Beach's coastal setting. Others favored playful and whimsical works that bring vibrancy and joy to the area, as well as modern or contemporary pieces that convey a fresh, forward-looking aesthetic. Some preferred a mix of styles, believing that variety would best capture the community's creative and diverse spirit.

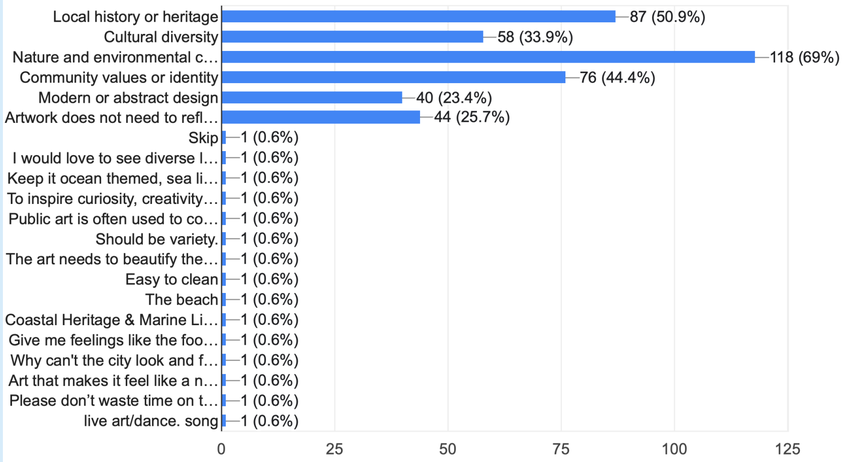
COMMUNITY ENGAGEMENT

Data and Summary

9

When you think of Redondo Beach, what themes, stories, or values do you think should be reflected in a new public artwork? (Select all that apply)

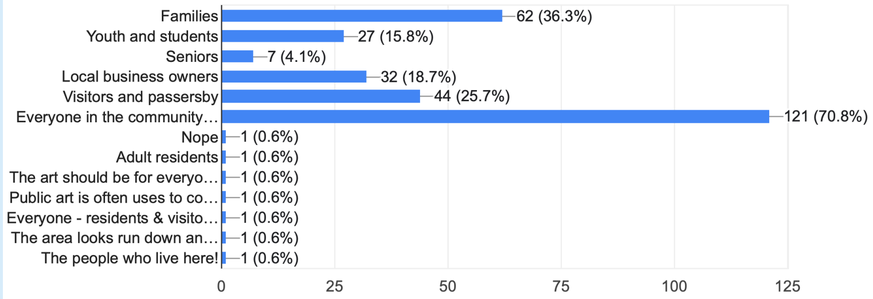
171 responses



10

Who do you think this project should speak to or benefit the most? (Select your top 2)

171 responses



Summary

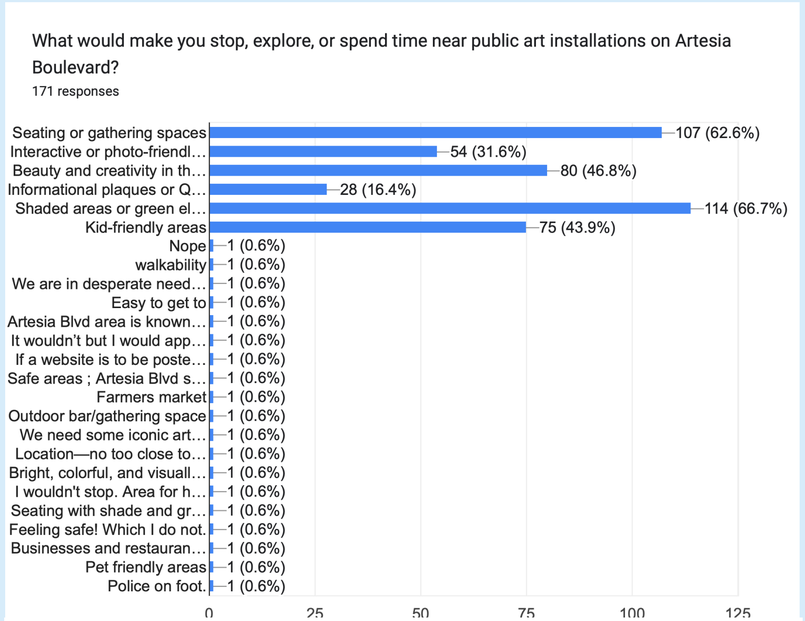
When asked what themes or stories should be reflected in future public art, most participants highlighted local history, nature, community identity, and cultural diversity as guiding inspirations. Many supported art that connects to the coastal environment and expresses shared community values, while others preferred designs that prioritize creativity and neighborhood improvement over direct storytelling. Overall, residents envision art that feels authentic to Redondo Beach's character while remaining inclusive and inspiring.

There was strong agreement that the project should benefit everyone in the community equally, including families, local business owners, youth, seniors, and visitors. Respondents emphasized that public art should build connection, create pride, and attract people to the corridor. The shared belief is that art should be accessible, inclusive, and enriching for all who live, work, or spend time in Redondo Beach.

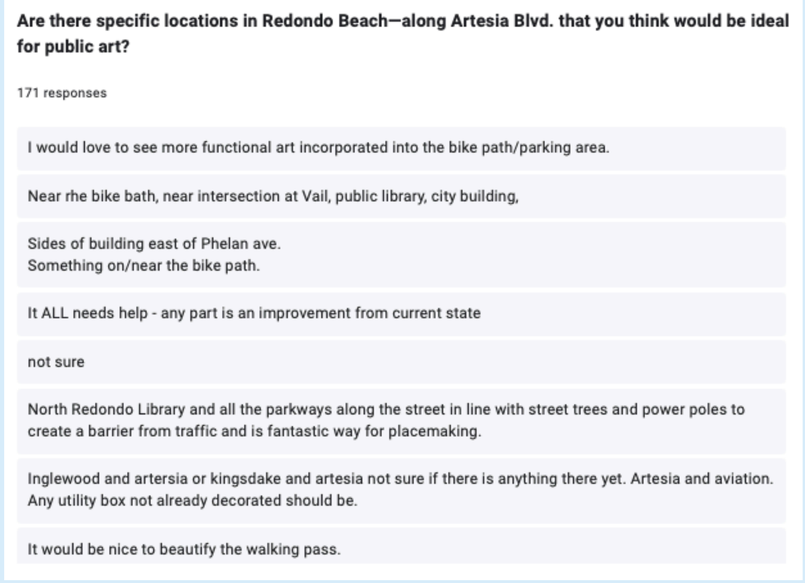
COMMUNITY ENGAGEMENT

Data and Summary

11



12



Summary

When asked what would make them stop and spend time near public art, residents pointed to comfortable, safe, and engaging environments. Features such as seating areas, shade, greenery, and kid-friendly spaces were cited most often. Interactive or photo-friendly art, visually creative design, and plaques or QR codes sharing artist stories also encourage exploration. Safety, cleanliness, and nearby amenities like cafés or outdoor dining were mentioned as key factors in how people experience and enjoy public spaces.

Finally, when identifying ideal locations for public art, residents suggested focusing on high-visibility and high-traffic areas along Artesia Blvd. Key sites included the North Branch Library, the bike and walking path under the power lines, medians, gateways at Inglewood and Aviation, and large blank walls near shopping centers such as CVS, Goodwill, and the South Bay Galleria. Many recommended distributing art throughout the corridor, especially in vacant or underused lots, while maintaining safety and visibility.

COMMUNITY ENGAGEMENT

Data and Summary

13 **Do you have any additional ideas or concerns about future art project opportunities along Artesia Blvd.**

171 responses

Mimic Lincoln blvd in Santa Monica. It used to be so dilapidated and once they did all the graffiti art and restaurants it became much nicer.

We need to be bold to make the art pull in visitors. Minor art like transit box covers are too subtle. The art needs to give the feeling of energy, beauty and "remark"ableness. So I envision some large pieces, accompanied by supporting elements along the whole corridor. Lighting and landscape can be used to make it cohesive.

Please add lots of twinkle lights to median strip trees, year-round not just during the holidays! During the holidays then add MORE festive lights and other holiday decor to the median strip.

Thinking about 2nd street in Long Beach and Rodeo drive in BH (without the high end stores). Consider evaluating the street lamps.

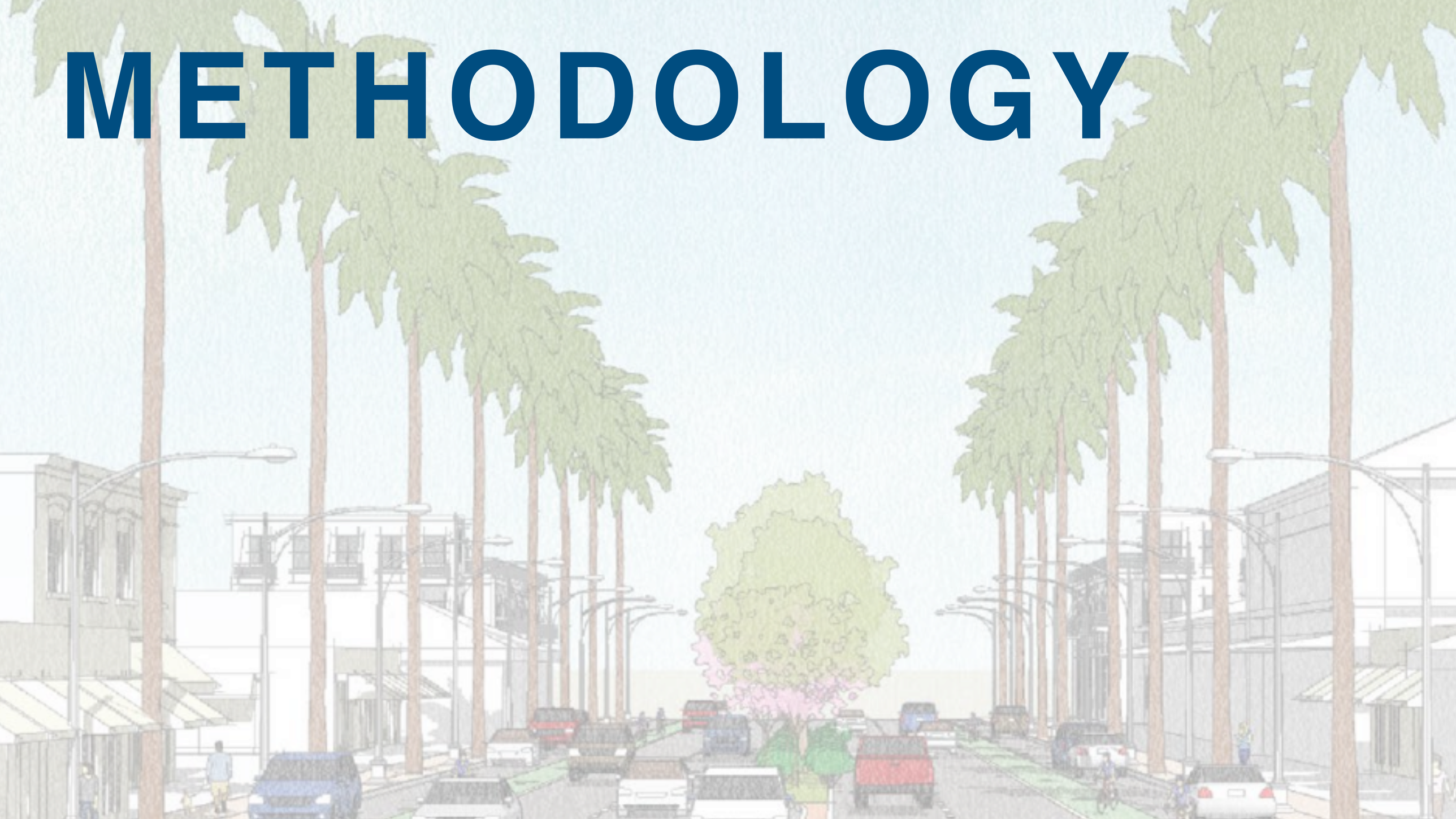
During the holidays, I would like our trees to be adorned with more lights to create a festive atmosphere for visitors. It would be wonderful if every tree could be covered from top to bottom with lights (not just the trunk,). Additionally, it would be great to see the city implement community-decorated Christmas trees along Artesia, with each block having its own tree to decorate Displayed down Artesia (*think candy cane Lane), but for people to stroll down Artesia and see the different trees decoration from the Community.

Summary

Community feedback showed strong support for bringing more art to Artesia Boulevard, with many wanting projects that make the area more attractive, walkable, and connected. Residents emphasized using local and diverse artists and creating art that reflects Redondo Beach's culture and identity. Ideas included murals, lighting, banners, greenery, and functional art like benches or shade structures, as well as consistent design elements to tie the corridor together.

People also stressed the importance of regular maintenance, safety, and responsible spending. Some urged the city to prioritize clean streets, trees, and community spaces alongside public art. Overall, residents want future art projects to beautify Artesia, strengthen community pride, and help make North Redondo Beach a lively and welcoming destination.

METHODOLOGY



METHODOLOGY

Connect

Stakeholders

The success of the Plan will begin with a clear understanding of the context and character of Redondo Beach, informed by input from key stakeholders including the City of Redondo Beach, the Cultural Arts Commission, Public Works Department, local businesses along Artesia Boulevard, and community members. Collaboration with city departments, planning teams, and local organizations will ensure that the project reflects shared goals and aligns with the city's long-term vision for corridor improvement, connectivity, and cultural vitality.

Community

Community involvement is central to this project's success. We are committed to engaging residents, local artists, business owners, schools, and neighborhood organizations to understand how the Artesia Corridor functions as part of their daily lives. Through community workshops, surveys, and open forums, we will seek to highlight stories, values, and creative expressions that are uniquely Redondo Beach. The goal is to ensure that each artwork along the corridor resonates with local identity and contributes to a more vibrant, inclusive, and connected public space.



METHODOLOGY

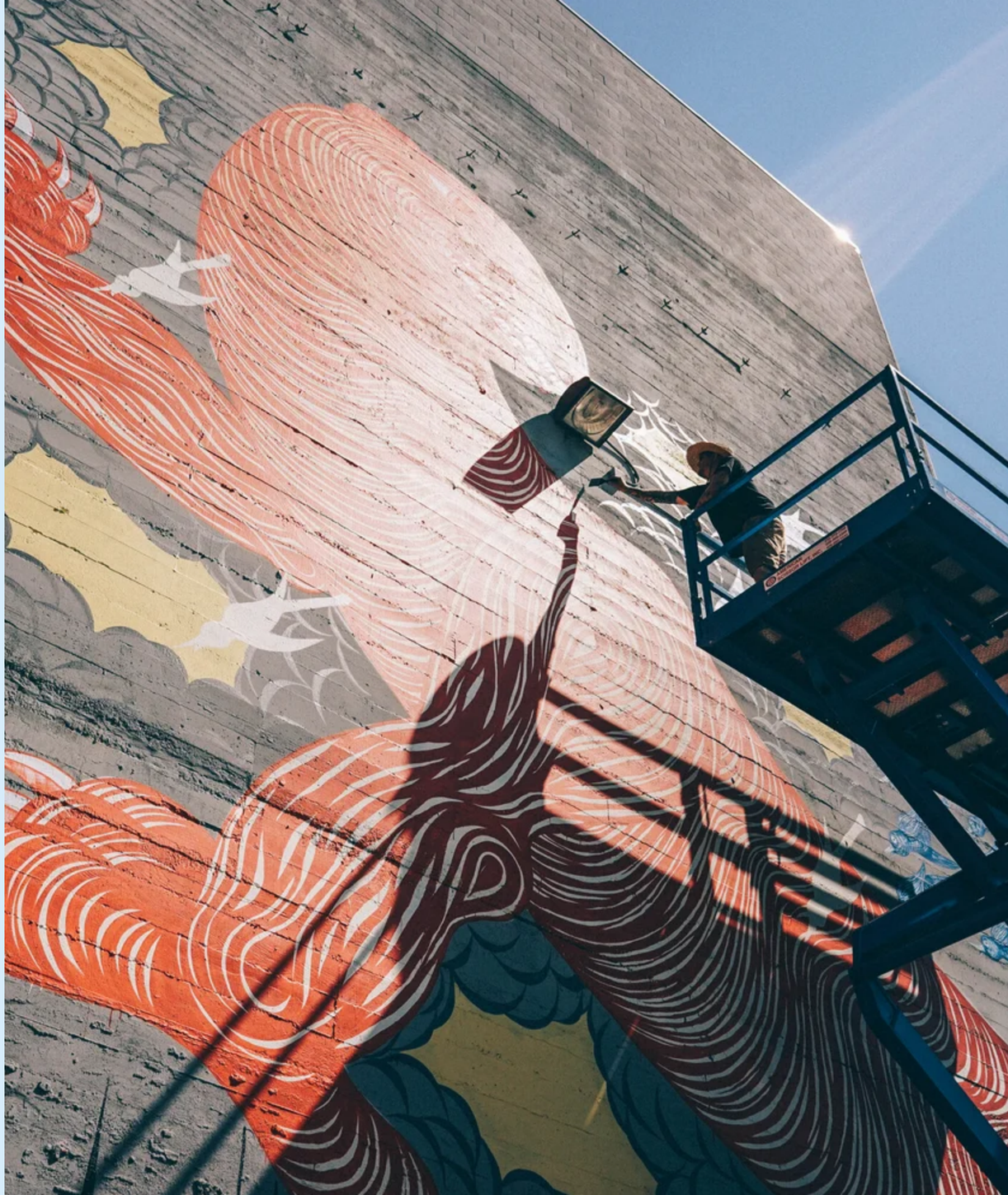
Curate

Curatorial Vision

The vision for the Artesia corridor is to create a series of public art experiences that are distinctive, engaging, and reflective of Redondo Beach's creative and coastal character. The curatorial approach will highlight both local and regional artists, prioritizing diverse voices and contemporary practices that connect art, environment, and community.

Each site along the corridor, whether a bench, façade, sculpture, or light-based installation, will serve as a unique artistic expression while contributing to a cohesive visual narrative that strengthens the city's cultural identity and sense of place. Together, these artworks will create a connected experience that enhances the rhythm of the corridor and reflects the spirit of Redondo Beach.

The Artesia corridor presents an opportunity to shape a lasting cultural landscape that celebrates creativity, elevates everyday environments, and defines a welcoming gateway for all who pass through.



METHODOLOGY
Management

ART CONSULTANT

COMMUNITY PANEL

Art Consultant

On behalf of and in conjunction with the City of Redondo Beach, LBP will directly manage the implementation of the Strategic Art Plan. LBP will also support any communication and necessary reporting to the various stakeholders. The process will include the following stages:

1. Identify art opportunities with the community and project stakeholders.
2. Create and recommend artwork budgets across the project for mandated expenditures and additional potential artwork opportunities.
3. Create, publish, and oversee the Request for Qualifications and Request for Proposals (RFQ / RFP).
4. Review and make recommendations to the Community Panel on artists and artwork selections.
5. Support the drafting and execution of art or design contracts with selected Artists or Artist Teams.
6. Manage relationships with all necessary stakeholders.
7. Oversee any and all city permitting and approval processes necessary.
8. Oversee the fabrication and installation of all artworks.
9. Prepare and submit any necessary documentation for maintenance plans and final reports on installations.

Community Panel

To ensure a fair and representative artist selection process, a Community Panel will be established to guide the review, evaluation, and recommendation of artists throughout the project.

The panel will include two commissioners from the City's Cultural Arts Commission; two community members with an interest or background in the arts, with at least one that resides in Districts 3, 4, or 5; and one City representative designated by staff. This balanced structure ensures that both professional expertise and community perspectives are represented in the selection process.

The panel will review artist qualifications submitted through a Request for Qualifications (RFQ) process and select finalists to develop concept proposals as part of a Request for Proposals (RFP). Selected artists will present their proposals to the Cultural Arts Commission for review and feedback. Final artist recommendations will then be submitted to the City Council for approval.

LBP will serve in an advisory and facilitative role throughout this process, providing administrative support, managing submissions, and ensuring the selection process aligns with the goals and intent of the Plan.

METHODOLOGY
Selection Process

ADMINISTRATIVE PROCESS

OPEN CALL / RFQ / RFP

Administrative Process

LBP will utilize two separate processes for the selection of artists and artworks for the permanent and temporary programs. It is expected that all of the artworks acquired for the project will be site-specific commissions that selected artists will specifically create for the project.

These commissions may be selected through open call RFQ/RFP processes and/or direct commissions through invitation-only RFP processes. The processes further outlined can and will be adjusted based on the needs of the project as it progresses.

Open Call / RFQ / RFP

An Open Call selection can be utilized for the commissions of permanent artworks which includes the following.

1. LBP will publicize the project opportunity through the distribution of an RFQ and will push it out to various arts organizations, community groups and the City.

2. Once applications have been received, LBP will perform an initial review to determine qualified respondents and submit a report detailing evaluations and recommendations to the Community Panel.

3. From this pre-qualified group, the Community Panel will choose a select number of Artists or Artist Teams to participate in an RFP for further evaluation.

4. Invited artists or artist teams may be offered an honorarium to prepare site-specific proposals. Those selected to advance to the RFP phase may receive an additional honorarium to support the development of more detailed or technically complex concepts, including sculptural works.

5. The Community Panel will review final RFP submissions in order to recommend a final Artist or Artist Team for the Cultural Arts Commission and City Council to review for formal approval

METHODOLOGY
Selection Process

RFP EVALUATION CRITERIA

RFQ REVIEW CRITERIA

The review of RFQ responses will be guided by key evaluation criteria that reflect the goals and values of the project. To support diverse and inclusive representation, additional consideration may be given to artists or artist teams with a demonstrated connection to the region or community. All submissions will be evaluated through a fair and thoughtful review process based on the following criteria:

CRITERIA	DESCRIPTION
Artistic Ability	Demonstrated artistic quality and originality across past work. Reviewers will assess the artist's technical skill, conceptual strength, and consistency in producing engaging, high-caliber work appropriate for a public setting.
Experience & Capability	Proven ability to successfully complete projects of similar scope, budget, and complexity. This includes experience working with municipalities, architects, or developers, as well as demonstrated ability to meet deadlines, collaborate with teams, and navigate fabrication and installation processes.
Connection, Inclusivity & Representation	Considers how the artist's work reflects community values, cultural context, and inclusive representation. Reviewers look for sensitivity to place, meaningful engagement, and support for diverse voices.

METHODOLOGY
Selection Process

RFP EVALUATION CRITERIA

RFP REVIEW CRITERIA

The review of RFP submissions will be based on the criteria outlined below, building upon the standards established in the RFQ process. To ensure a fair and comprehensive evaluation, all proposals will be reviewed through a structured scoring process according to the following criteria:

CRITERIA	DESCRIPTION
Artistic Quality	Demonstrates originality, creativity, and a clear artistic vision appropriate for the site
Relevance to Site and Context	Reflects the character, history, or community of Redondo Beach and enhances the Artesia Corridor environment
Community Resonance	Engages local audiences, supports cultural inclusivity, and contributes to a sense of connection and pride.
Feasibility and Durability	Realistic in terms of budget, timeline, maintenance, and materials suitable for public conditions
Innovation and Impact	Offers a distinctive and inspiring contribution to the city’s cultural landscape.

ART LOCATIONS



LOCATION STRATEGY

Narrative

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

1 EMPHASIZING CITY GATEWAYS

Gateway locations, such as medians, the existing welcome sign, and the Artesia overpass, are critical for establishing the city's visual identity and sense of arrival. These sites serve as **Landmark Art** opportunities—bold, highly visible installations that act as cultural markers for both residents and visitors.

While these areas experience limited pedestrian activity, their prominence within the city's transportation network makes them ideal for creating strong first impressions. These gateway artworks will define key entry and exit points, reinforcing the corridor's role as a signature arrival experience into Redondo Beach.

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.

By introducing design-driven and artist-enhanced features, Redondo Beach can create an environment that feels more human-centered and visually cohesive. These installations allow residents and visitors to experience art as part of their daily routines, subtly transforming the corridor into an active and engaging public space.





LOCATION STRATEGY

Narrative

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.

This approach enhances walkability and creates an ongoing rhythm of visual engagement for pedestrians, cyclists, and drivers alike. Collectively, these interventions contribute to the corridor's identity, making it not only a route through the city but a creative experience in itself.

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. As a result, this plan focuses only on public realm opportunities and excludes private property, storefront improvements, and landscaping projects not tied to art. Recognizing both the physical and funding parameters helps explain why certain areas were not selected and ensures that recommended sites are feasible, eligible, and well-positioned for long-term success.

ART LOCATIONS

Typology

Landmark Art

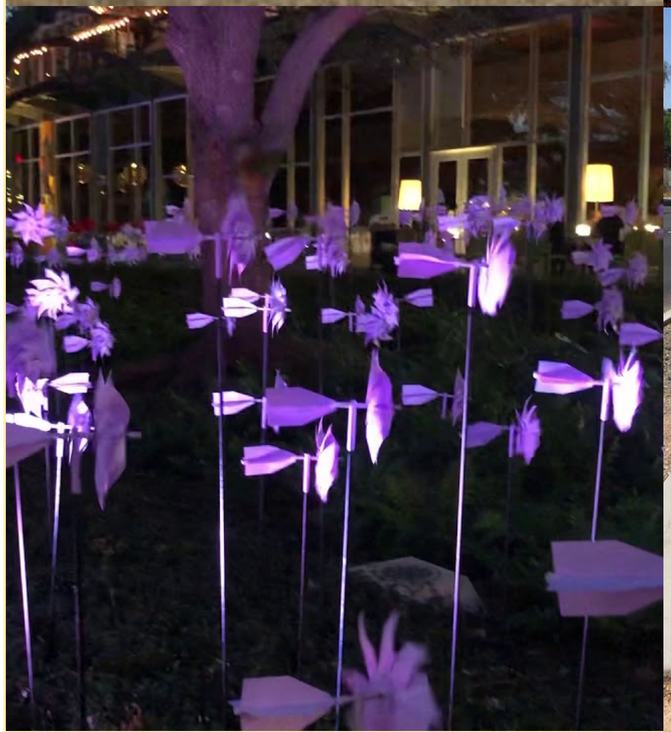
Purpose: Landmark Art serves as the most visible and iconic expression of public art along the Artesia corridor. These works create strong visual anchors that help define Redondo Beach's identity, signal key points of arrival, and establish memorable moments within the urban landscape. Landmark pieces are designed to stand out, offer clear recognition, and serve as cultural reference points for residents and visitors.

Scale: Landmark artworks are medium to large in scale and are positioned in high-visibility areas experienced primarily from a vehicular perspective. While not always located in pedestrian-heavy zones, these artworks play an important role in shaping first impressions and reinforcing the character of the corridor. Their design should be bold, durable, and reflective of Redondo Beach's creative and coastal identity.

Goal: Landmark Art helps organize the visual rhythm of Artesia Blvd. by marking transitions between districts, signaling entry points into the city, and providing memorable moments along a largely linear streetscape. These works set the tone for the entire corridor by introducing artistic identity at its most prominent touchpoints.









ART LOCATIONS

Typology

Based on site analysis, visibility, community feedback, and feasibility, the following locations are recommended for Landmark Art opportunities along the Artesia corridor:



1 East and West Monuments

Located near east of Aviation Blvd. and west of Inglewood Ave. on Artesia Blvd., these location serves as one of the primary entry points into Redondo Beach and holds significant potential for a landmark installation. Enhancing this area with a sculptural or dimensional artwork can strengthen the sense of arrival and offer a recognizable symbol that reflects the city's identity.



2 MEDIAN SCULPTURE/LIGHTING

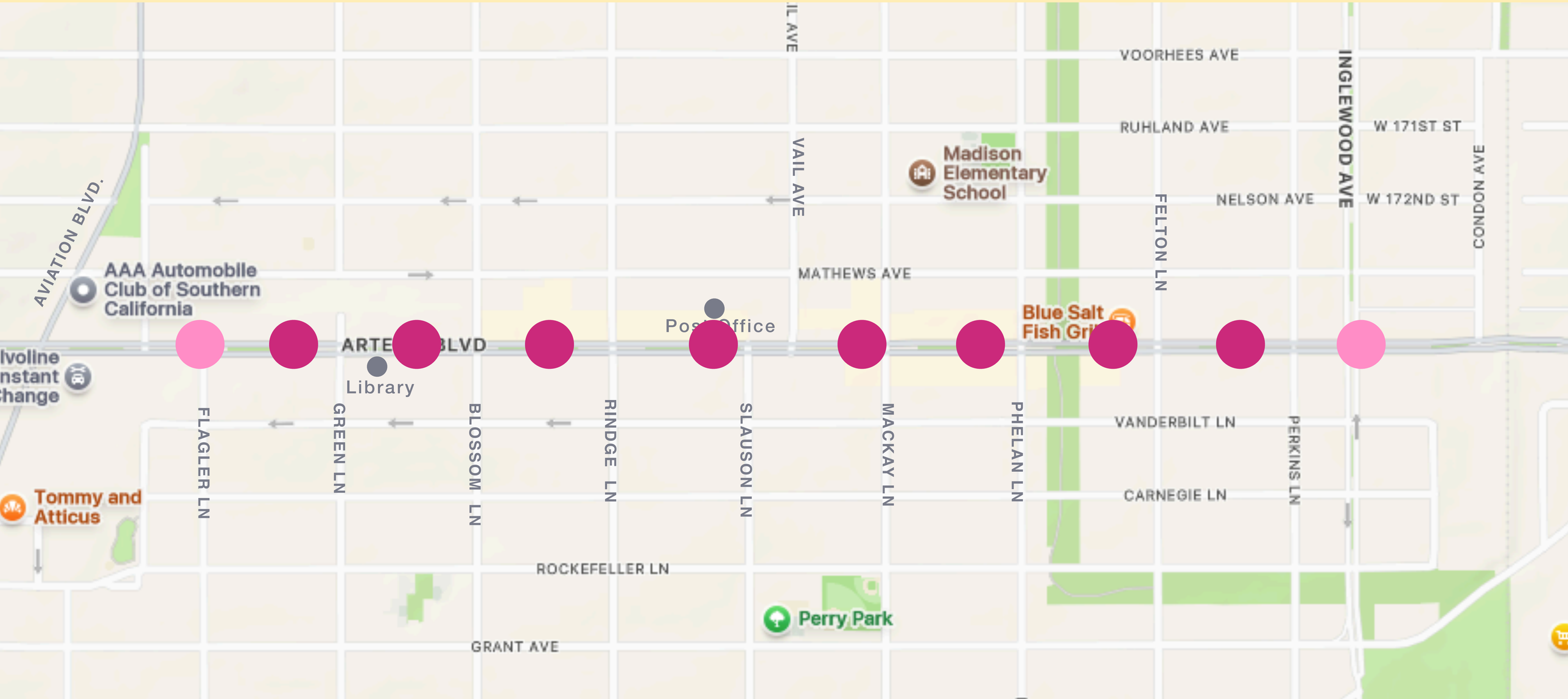
Select medians along Artesia Blvd. provide ideal conditions for larger-scale artworks due to their visibility, openness, and distance from pedestrian pathways. These locations allow for impactful installations without obstructing circulation or creating safety concerns. Median-based artworks can serve as strong visual markers that define character zones along the corridor.

PROPOSED ART LOCATIONS

Landmark Art - Map Overview

Median

East and West Monument



PROPOSED ART LOCATIONS

Landmark Art - West Monument

1

West Monument (east of Aviation Blvd.)

Budget - $40,000

Possible Opportunities -Artist-Designed East Monument

Location: On the median of Artesia Boulevard, west of Hawthorne Boulevard.

Concept: Development of a new, standalone artistic landmark monument and establish a visual identity for the city.

Impact: Establishes a refreshed and inviting visual statement that signals entry into Redondo Beach and strengthens the overall character of the corridor.

Material Possibilities: Metal or stone base with dimensional lettering, tile mosaic, integrated lighting, and durable surface finishes designed for longevity and visibility.



PROPOSED ART LOCATIONS

Landmark Art - West Monument (east of Aviation Blvd.) Map

West Monument



PROPOSED ART LOCATIONS

Landmark Art - East Monument

1

East Monument (west of Inglewood Ave.)

Budget - $40,000

Possible Opportunities: Artist-Designed East Monument

Location: On the median of Artesia Boulevard, west of Inglewood Avenue.

Concept: Development of a new, standalone artistic landmark monument and establish a visual identity for the city.

Impact: Establishes a refreshed and inviting visual statement that signals entry into Redondo Beach and strengthens the overall character of the corridor.

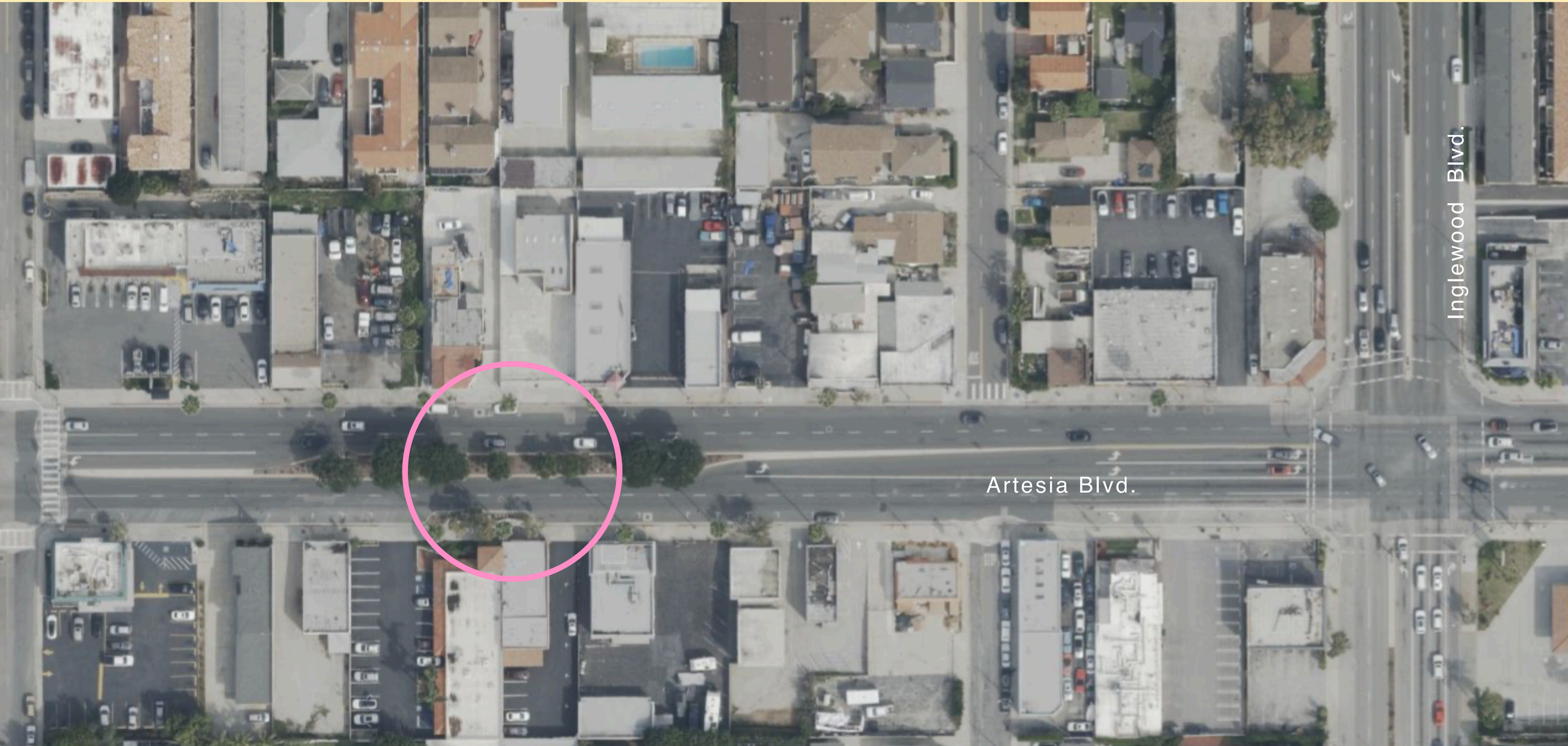
Material Possibilities: Metal or stone base with dimensional lettering, tile mosaic, integrated lighting, and durable surface finishes designed for longevity and visibility.



PROPOSED ART LOCATIONS

Landmark Art - East Monument (west of Inglewood Ave.) Map

East Monument



PROPOSED ART LOCATIONS

Landmark Art - Median

2

Median

Budget - $100,000

Possible Opportunities - Up to 3 Sculptures/Lighting

Location: Medians along key sections of Artesia Boulevard.

Concept: Sculptural or illuminated features integrated within the landscaped medians to unify the corridor through rhythm, repetition, and nighttime vibrancy.

Impact: Enhances the pedestrian and vehicular experience by introducing visual continuity and a sense of movement across multiple nodes.

Material Possibilities: Powder-coated steel, resin or acrylic elements, low-energy programmable LED lighting, or cast concrete with embedded lighting accents.



PROPOSED ART LOCATIONS

Landmark Art - Median Map

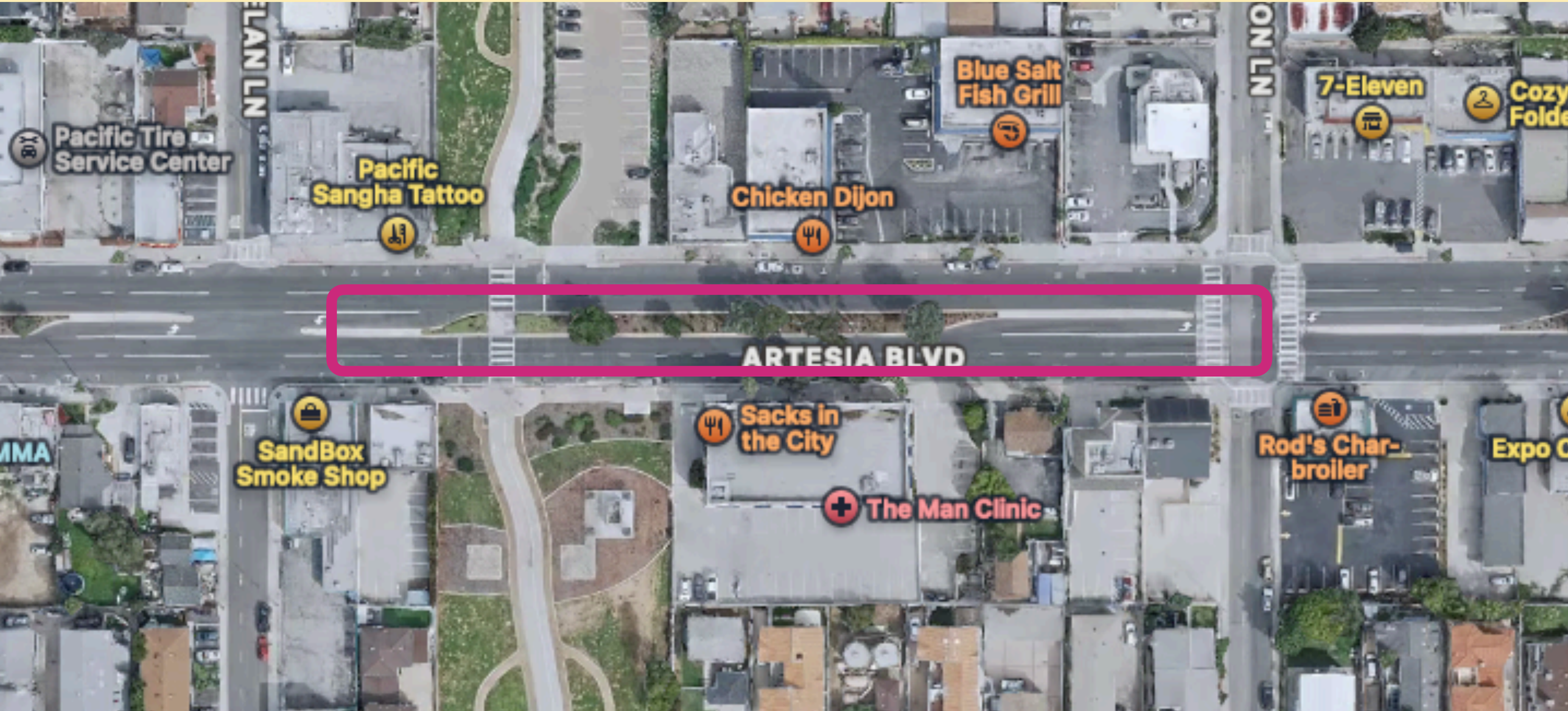
Median



PROPOSED ART LOCATIONS

Landmark Art - Median Map

Median



PROPOSED ART LOCATIONS

Typology

Functional Art

Purpose: Functional Art enhances the everyday experience of the Artesia corridor by integrating artistic expression into elements that people interact with regularly. These artworks combine utility and creativity, improving comfort, accessibility, and visual cohesion while contributing to a more welcoming and human-centered streetscape.

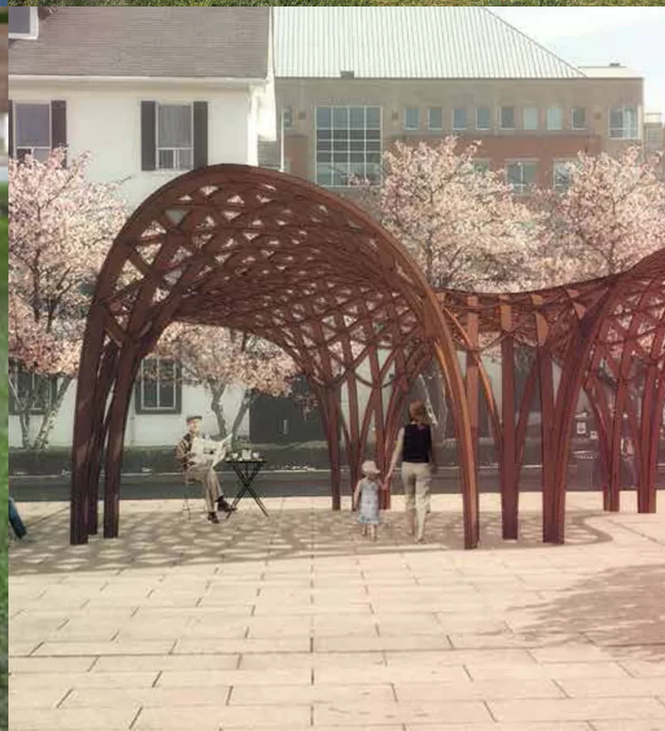
Scale: Functional Art is typically small to medium in scale and focuses on enhancements to infrastructure used by pedestrians, cyclists, and transit riders. These interventions should be durable, accessible, and thoughtfully designed to complement the surrounding streetscape. The artistic character may be subtle or expressive, but always aligned with the corridor's aesthetic vision and community identity.

Goal: Functional Art strengthens the corridor's sense of place by enriching everyday touchpoints with design-driven features. These enhancements create moments of engagement and help unify the visual language of Artesia Boulevard. By improving infrastructure that residents encounter daily, Functional Art reinforces a sense of connection, comfort, and creativity









PROPOSED ART LOCATIONS

Typology

Recommended Functional Art Opportunities

Based on site conditions, user patterns, and feasibility, the following opportunities are recommended for Functional Art along the Artesia corridor:

Bus Stops Enhancements

Artist-designed elements at select bus stops—such as seating, shade components, paneling, or integrated sculptural details—can elevate the transit experience while adding color, texture, and identity to the corridor. These enhancements offer an immediate way to create a more inviting and cohesive streetscape

Artist Designed Bike Racks: Custom bike racks provide both functional value and visual interest. Artist-designed racks can introduce playful or iconic forms that reflect community identity while encouraging alternative transportation. Their modest footprint makes them well suited for areas with limited space.

Repurposing Cement Benches Existing cement benches along the corridor present an opportunity for meaningful transformation. Through applied color, pattern, texture, or integrated sculptural components, these benches can become artist-designed features that offer character and comfort while improving the pedestrian experience. Repurposing these benches also supports sustainability by adapting existing infrastructure rather than replacing it.

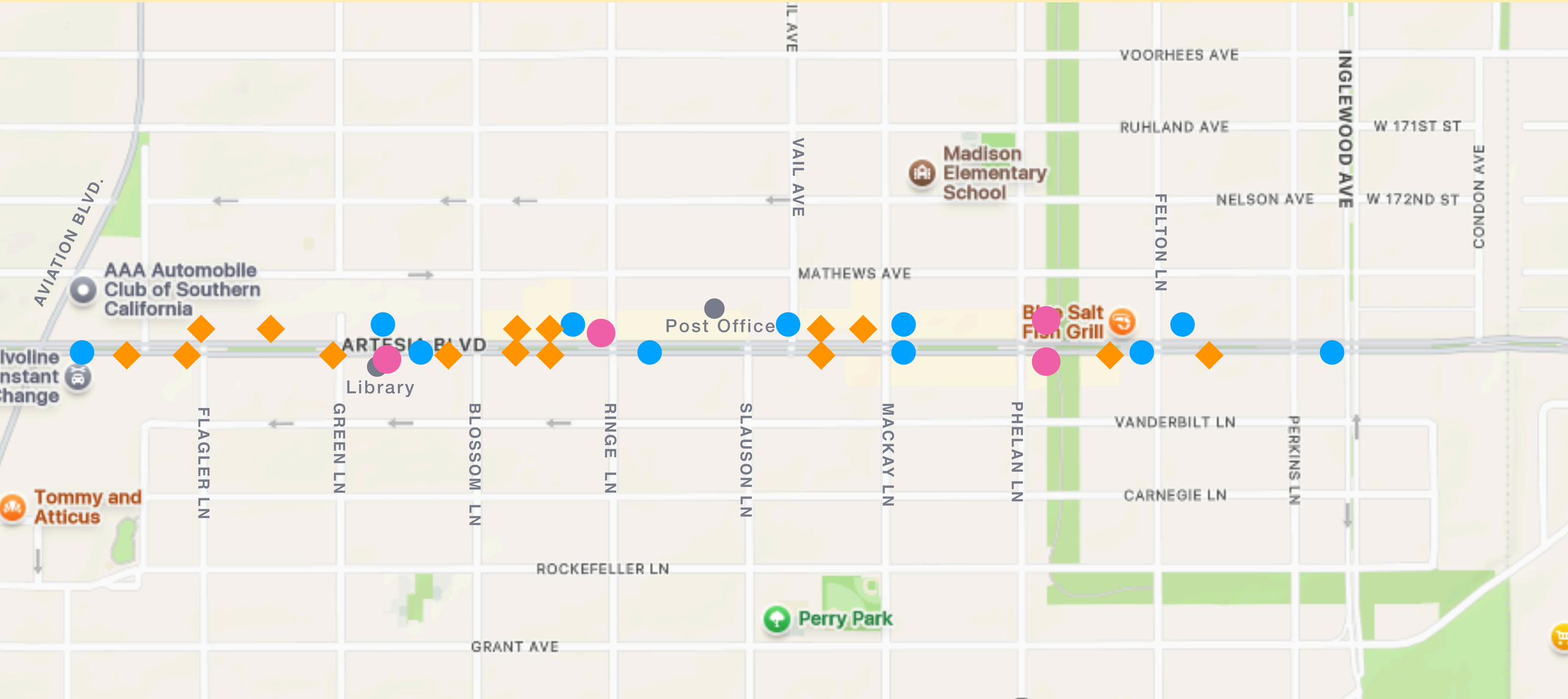




PROPOSED ART LOCATIONS

Functional Art - Map Overview

- Bus stop (11x)
- Bike rack (4x)
- Concrete Benches (15x)



PROPOSED ART LOCATIONS

Functional Art - Concrete Benches

1

Concrete Benches

Budget - $8,000

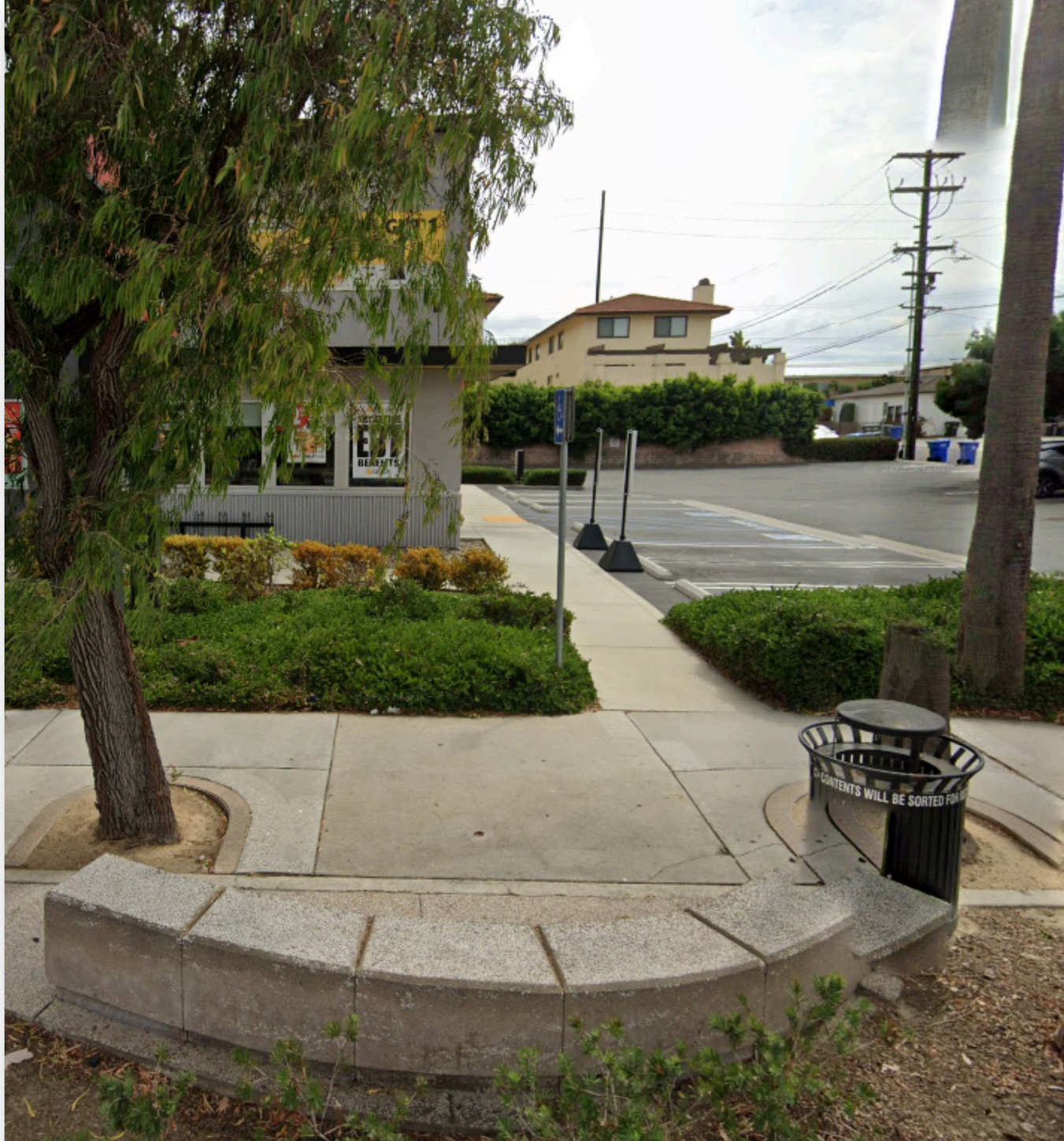
Possible Opportunities - Up to 15 Benches

Location: Existing cement benches located along Artesia Boulevard at bus stops, gathering points, and other high-traffic pedestrian areas.

Concept: Artist enhancements to existing cement benches through surface treatments, color, or integrated design elements that transform standard seating into visually engaging and cohesive features of the corridor.

Impact: Revitalizes existing infrastructure while improving comfort and creating continuity across multiple sites. These redesigned benches will serve both functional and aesthetic purposes, contributing to a more welcoming and artful streetscape.

Material Possibilities: Painted or coated concrete, tile inlays, mosaics, or durable surface finishes suitable for long-term outdoor use and easy maintenance.



PROPOSED ART LOCATIONS

Functional Art - Bus Stop Benches

2

Bus Stop Benches

Budget - $15,000

Possible Opportunities - Up to 12 Benches

Location: Existing and future bus bench locations along Artesia Blvd. particularly near transit stops, retail destinations, and community-serving areas.

Concept: Artist-designed enhancements to existing or new bus benches that integrate color, pattern, and form to create a cohesive visual identity along the corridor. These benches can serve as both practical amenities and artistic features that reflect the character of Redondo Beach.

Impact: Improves the experience for transit users while introducing creative design into everyday infrastructure. The integration of art into bus seating encourages comfort, usability, and visual continuity throughout the Artesia corridor.

Material Possibilities: Powder-coated or stainless steel, concrete, or other durable materials with protective finishes designed for longevity and minimal maintenance.



PROPOSED ART LOCATIONS

Functional Art - Bike Rack

3

Bike Rack

Budget - $10,000

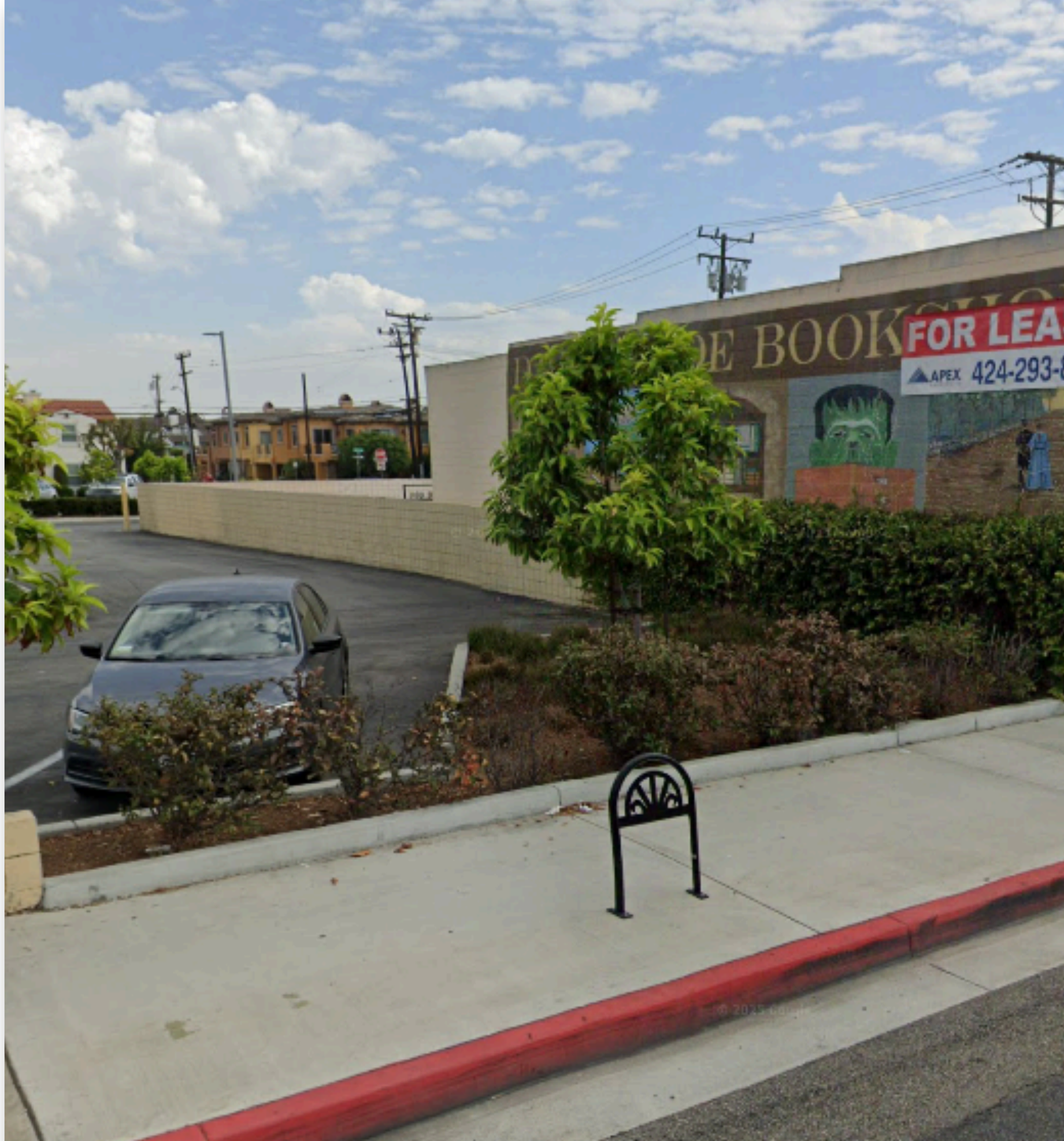
Possible Opportunities - Up to 4 Bike Racks

Location: Key commercial areas and pedestrian zones along Artesia Boulevard, including bus stops and retail destinations.

Concept: Artist-designed bike racks that combine functionality with sculptural form, enhancing everyday infrastructure while contributing to the corridor's artistic identity.

Impact: Promotes active transportation and enriches the streetscape with creative, human-scale design that invites daily interaction and visual cohesion across multiple sites.

Material Possibilities: Powder-coated or stainless steel, weather-resistant metal alloys, or fabricated aluminum with color finishes, laser-cut detailing, or integrated patterns for long-term durability.



PROPOSED ART LOCATIONS

Typology

Discovery Art

Purpose: Discovery Art introduces small, unexpected artistic moments into the everyday landscape of the Artesia corridor. These artworks are designed to surprise and engage, offering subtle yet meaningful encounters that enrich the pedestrian experience and highlight the character of the surrounding environment.

Scale: Discovery Art is typically small in scale and integrated directly into existing infrastructure. These interventions often rely on pattern, color, texture, or artistic detailing to create visual interest without requiring additional space or structural elements. Works should be durable, context-sensitive, and thoughtfully crafted to complement both the corridor and adjacent neighborhoods.

Goal: Discovery Art creates a rhythm of visual engagement along the Artesia corridor, encouraging exploration and interaction in places people might otherwise overlook. These artistic touches help define the corridor's personality by adding layers of detail and creativity to the built environment. When experienced collectively, Discovery Art enhances walkability and reinforces a









PROPOSED ART LOCATIONS

Typology

Recommended Discovery Art Opportunities

Based on site conditions, user patterns, and feasibility, the following opportunities are recommended for Discovery Art along the Artesia corridor:

Artist Designed Crosswalks

Crosswalks provide a highly visible and accessible surface for integrating color, pattern, and visual storytelling. Artist-designed crosswalks can celebrate neighborhood identity, improve pedestrian visibility, and contribute to a more engaging streetscape. These interventions enhance pedestrian safety while adding cultural and aesthetic value to key intersections.



PROPOSED ART LOCATIONS

Discovery Art - Crosswalk

1 Crosswalk

Budget - $40,000

Possible Opportunities - Up to 6x Crosswalks

Location: Key intersections and pedestrian crossings along Artesia Boulevard, especially near the library, bikeway, and commercial nodes with consistent foot traffic.

Concept: Artist-designed crosswalks that incorporate pattern, color, or geometric design to enhance visibility and create a sense of identity along the corridor. These treatments turn functional infrastructure into an artistic experience that connects different zones of the boulevard.

Impact: Encourages pedestrian engagement and safety while adding vibrancy and rhythm to the streetscape. Collectively, the crosswalks serve as connective visual elements that unify the corridor and strengthen its sense of place.

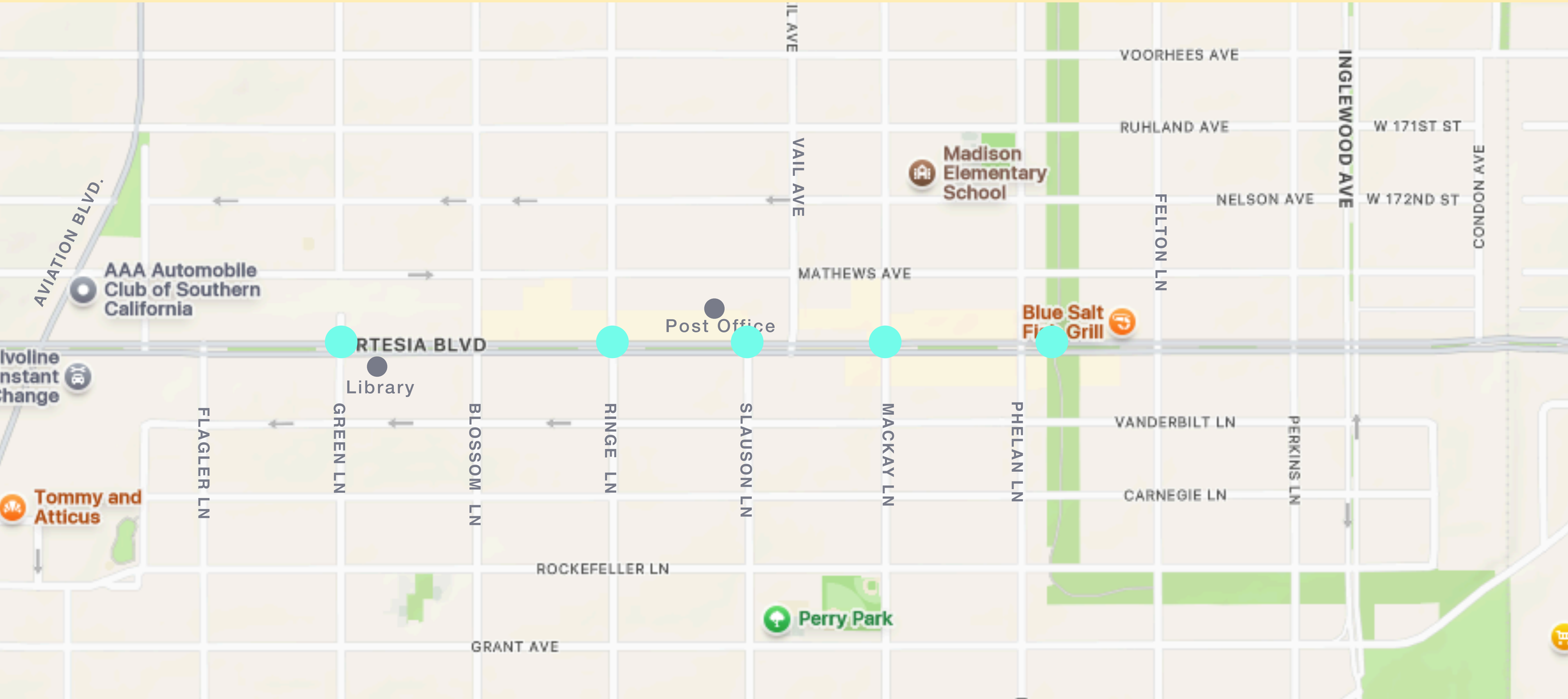
Material Possibilities: High-durability street paint, thermoplastic coatings, or preformed materials engineered for heavy pedestrian and vehicular use with long-term color retention.



PROPOSED ART LOCATIONS

Discovery Art - Crosswalk Opportunity Map

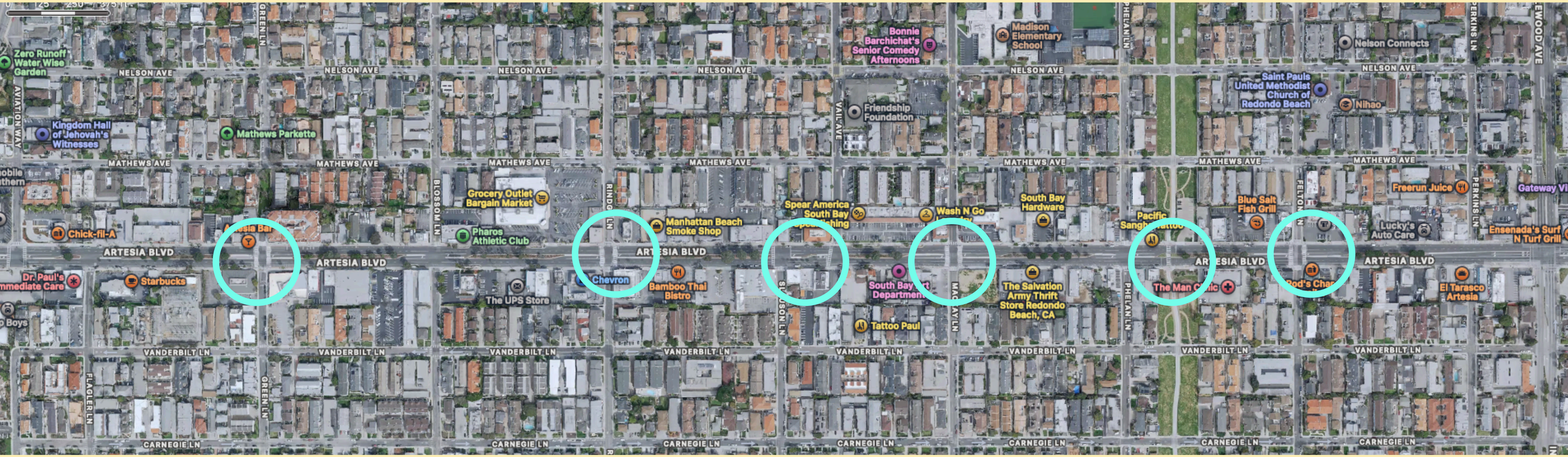
Crosswalk (5x)



PROPOSED ART LOCATIONS

Discovery Art - Crosswalk Opportunity Map

Crosswalk (6x)



PROPOSED ART LOCATIONS

Discovery Art - Crosswalk

6 LGBTQ+ Sculpture

Budget - Up to $25,000

Possible Opportunities - 1 Sculpture

Location: Key intersections and pedestrian crossings along Artesia Boulevard, especially near the library, bikeway, and commercial nodes with consistent foot traffic.

Concept: A permanent sculptural artwork that celebrates LGBTQ+ identity, inclusion, and community connection. The artwork may take the form of an iconic landmark, abstract or figurative sculpture, or integrated sculptural element that reflects themes of visibility, resilience, and belonging. The piece should feel welcoming and accessible, serving as both a cultural marker and a point of reflection within the public realm.

Impact: Creates a meaningful civic landmark that reinforces Redondo Beach's commitment to diversity and inclusivity. Positioned at a central community destination, the sculpture offers a place for gathering, recognition, and dialogue while strengthening the cultural identity of the Artesia Boulevard gateway.

Material Possibilities: Durable outdoor materials such as bronze, stainless steel, powder-coated steel, stone, or composite materials suitable for long-term public display.



APPROVED LOCATIONS

Phase One Installations

An approved budget of **$450,000** has been allocated for **five Phase One public art installations** along the Artesia corridor. An additional **$35,000** has been approved for a sixth installation, the LGBTQ+ sculpture located near the Redondo Beach North Branch Library.

The locations listed below have been approved as Phase One public art opportunities.

1	MEDIAN INSTALLATION (2x)	Landmark Art	$200,000
2	WEST MONUMENT	Landmark Art	$40,000
3	EAST MONUMENT	Landmark Art	$40,000
4	CONCRETE BENCHES (5x)	Functional Art	$40,000
5	CROSSWALK (1x)	Discovery Art	$40,000
6	LGBTQ+ SCULPTURE / LIBRARY LOCATION (1x)	Discovery Art	$25,000
		CONTINGENCY	$47,500
		LBP FEE	$52,500
		TOTAL	$485,000

Phase One focuses on creating the most visible and immediate impact along the Artesia corridor.

Two median installations were prioritized to establish strong focal points with clear sightlines for both drivers and pedestrians, helping define the visual identity of the corridor from the outset.

The East and West monuments reinforce a clear sense of arrival into Redondo Beach, creating memorable gateway experiences at both ends of the corridor.

Artist-designed concrete benches introduce functional, design-driven elements that enhance comfort while contributing to a cohesive and inviting streetscape.

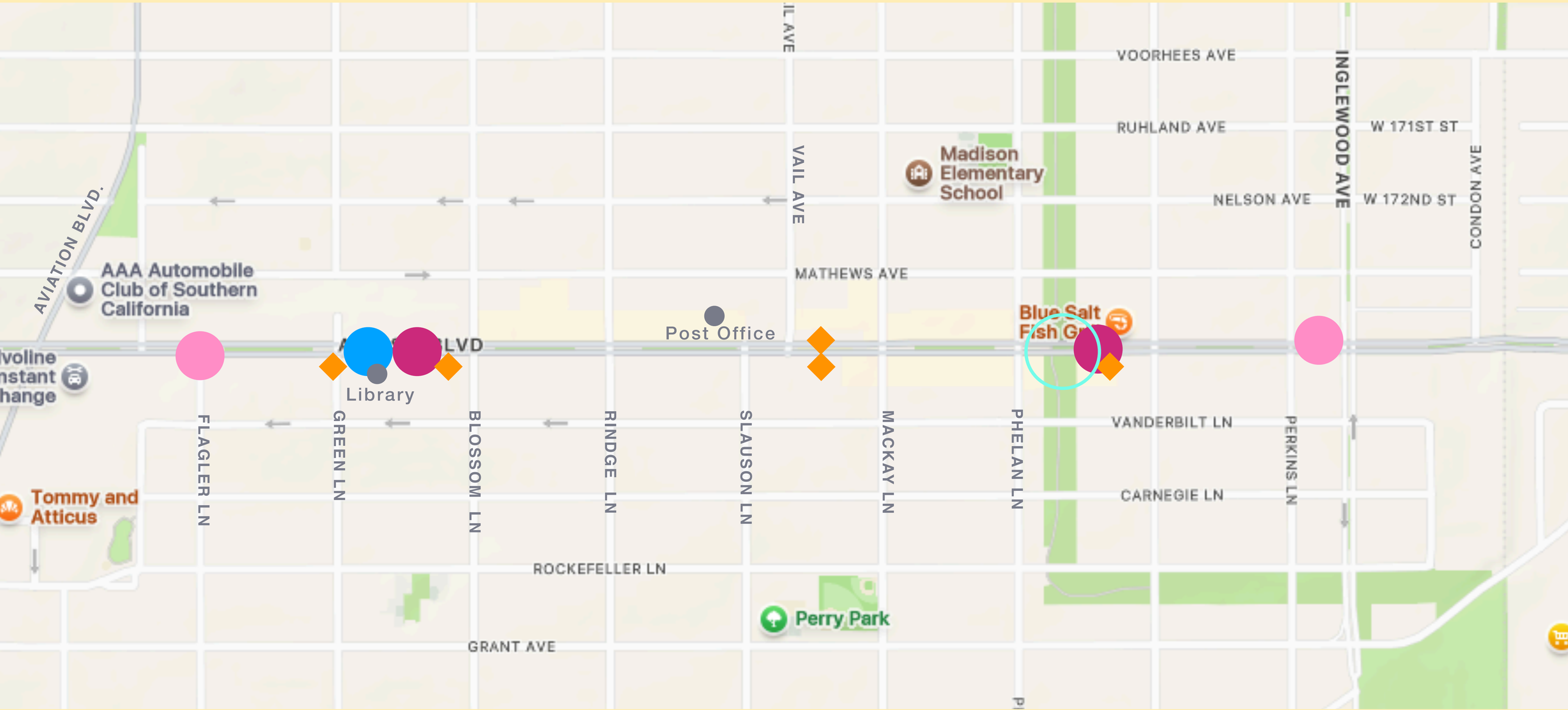
Crosswalk enhancements add color and visual interest to key pedestrian areas, improving walkability and safety while creating meaningful moments of public art throughout the corridor.

In addition, the LGBTQ+ sculpture located near the Redondo Beach North Branch Library serves as a prominent cultural landmark, celebrating inclusivity, representation, and community pride. Together, these interventions deliver a strong early transformation and establish a foundation for future phases of public art investment.

PHASE ONE ART LOCATIONS

Installation Map

- LGBTQ+Sculpture (1x)
- Monument sign (2x)
- Crosswalk (1x)
- Concrete Benches (5x)
- Median (2x)



RECOMMENDED LOCATIONS

Phase 2 Installations

Phase 2 includes an estimated budget of $550,000 for five future art installations. Prioritizing locations with strong visibility, community benefit, and alignment with funding requirements will ensure this phase strengthens and expands the creative momentum established in Phase 1.

Our recommendation would be for the following locations to be prioritized as art opportunities:

1	MEDIAN INSTALLATION (1x)	Landmark Art	$100,000
2	BIKE RACK (4x)	Functional Art	$40,000
3	CONCRETE BENCHES (10x)	Functional Art	$80,000
4	BUS STOP ENHANCEMENT (6x)	Functional Art	$90,000
5	CROSSWALK (2x)	Discovery Art	$80,000
		CONTINGENCY	$110,000
		LBP FEE	$50,000
		TOTAL	$550,000

Phase Two includes a broader mix of installations that expand the reach of the corridor's public art while supporting long-term improvements.

A single median installation continues the visual rhythm set in Phase One while allowing additional resources to be directed toward more distributed, community-serving enhancements.

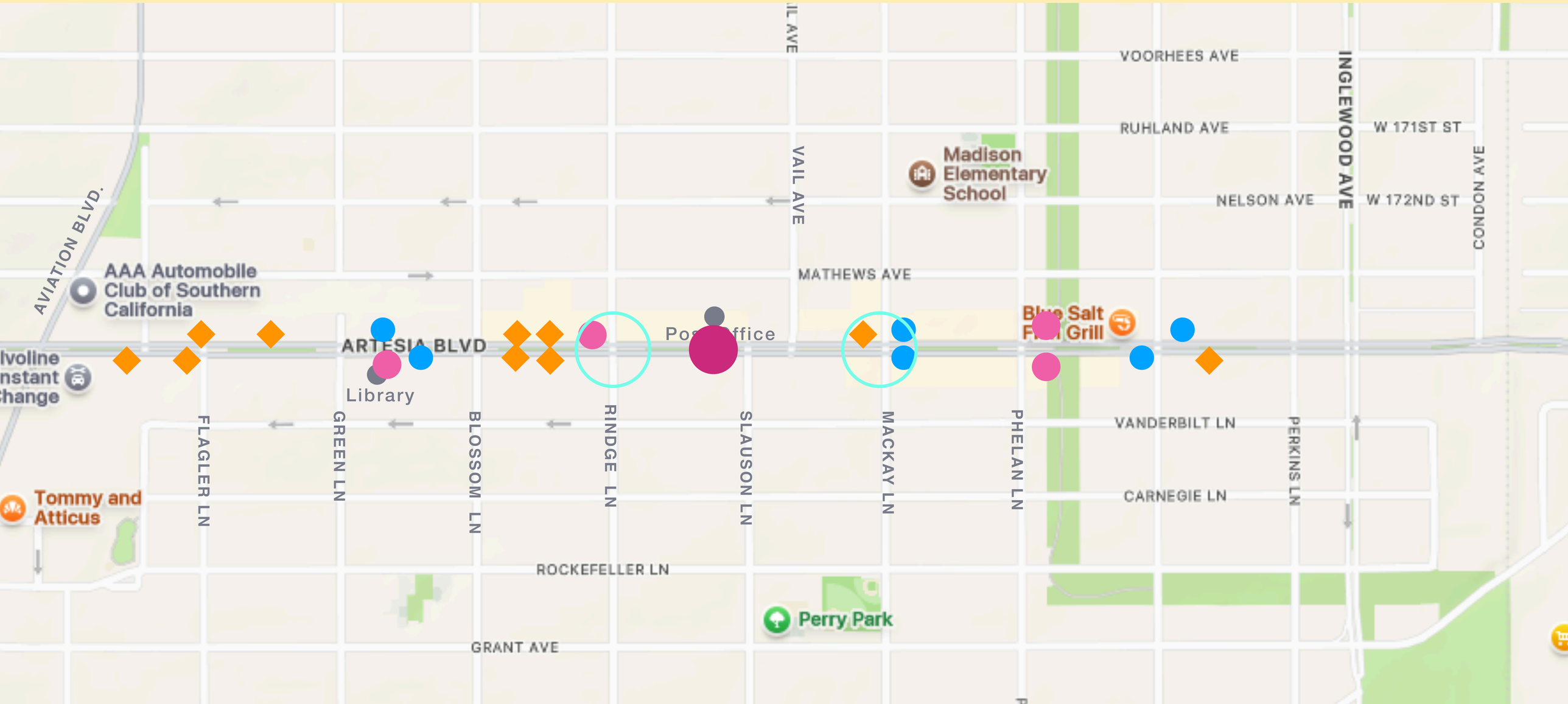
Bike racks and additional concrete benches introduce artist-designed elements into everyday use, increasing functional amenities along the corridor.

Bus stop enhancements further strengthen comfort and accessibility, creating opportunities for daily engagement with art.

Additional crosswalk treatments reinforce walkability and extend the visual identity established earlier. This phase builds on the momentum of Phase One by adding more touchpoints for residents and visitors, supporting a well-rounded and connected public art experience throughout the corridor.

RECOMMENDED LOCATIONS

PHASE 2 - Installation Map



LeBASSE projects

THANK YOU

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