



Administrative Report

N.2., File # 25-1524

Meeting Date: 12/16/2025

To: MAYOR AND CITY COUNCIL

From: ELIZABETH HAUSE, COMMUNITY SERVICES DIRECTOR

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING THE ARTESIA BLVD STRATEGIC ART PLAN AND THE RECOMMENDATIONS PROVIDED BY THE CULTURAL ARTS COMMISSION

EXECUTIVE SUMMARY

In May 2025, the City Council approved a \$45,000 agreement with LBP Consulting, LLC (LBP) to develop a strategic art plan for the Artesia Boulevard corridor between Inglewood Avenue and Aviation Boulevard. LBP completed extensive community outreach across several months and developed a comprehensive Artesia Blvd. Strategic Art Plan (Plan). The Plan outlines two phases of recommendations: Phase I includes at least ten art installations, utilizing both new and existing infrastructure, and is estimated to be fully funded through the \$405,000 of John Parsons Public Art Funds allocated to the project. Phase II, estimated to cost \$550,000, remains unfunded but is included for future consideration.

The Plan recommends a site-specific artist selection process supported by a Community Panel consisting of Cultural Arts Commissioners, local art-interested residents, and City staff. The Cultural Arts Commission reviewed the Plan on November 19, 2025 and requested that the City Council consider providing direction that emphasizes the curation of interactive or discovery-focused artworks, where possible, throughout the implementation of Phase I. The Commission also requested consideration to add an LGBTQ-themed sculpture, curated and supported by LBP, in front of the North Branch Library to Phase I. This additional installation would be funded through an additional allocation of \$32,500 from the John Parsons Public Art Fund (JPPAF).

Staff recommends the City Council approve the proposed Artesia Blvd. Strategic Art Plan and provide direction regarding the inclusion of the LGBTQ-themed sculpture in front of the North Branch Library and the potential allocation of an additional \$32,500 from the JPPAF.

BACKGROUND

On May 13, 2025, the City Council approved a \$45,000 consulting services agreement with LBP to develop a strategic art plan for the Artesia corridor, specifically between Inglewood Avenue to Aviation Boulevard to meet the Council's strategic planning goal of installing creative, placemaking artwork along the busy corridor.

LBP was tasked with completing the first phase of the planning effort, which included community outreach and the development of the comprehensive Plan. Additionally, LBP was tasked with

managing the selection and implementation of a minimum of three public art installations utilizing the \$405,000 budget previously allocated by City Council for these efforts. The second phase was designed to include additional installations and is estimated to cost \$550,000. The second phase has not yet been funded however, the Plan includes recommendations for the completion at an estimated budget of \$550,000 for future consideration.

Community Outreach

A critical component in the development of the Plan was community outreach. LBP has worked collectively with staff over the past several months to complete a series of community outreach efforts including an online survey, stakeholder meetings, a community meeting held at the North Branch Library, and a dedicated discussion and review of the draft plan with the Cultural Arts Commission (Commission). A project webpage was developed on the City's website, which included regular updates, important information, and a proposed timeline for critical milestones to help track the progress of the Plan. Staff, along with LBP, was encouraged by the number of responses received, the thoughtful input and suggestions that were shared, and the overall interest from all participants in making the project successful. This input provided valuable insight that informed the recommendations included in the proposed Plan.

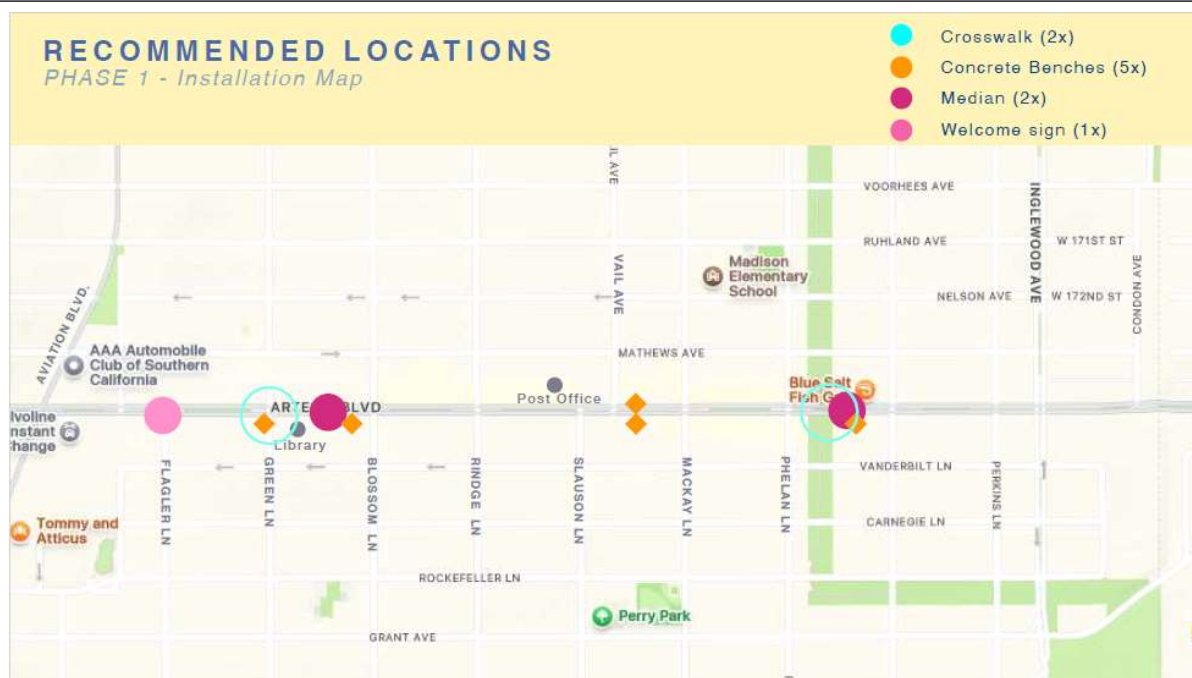
Plan Components

The proposed Artesia Blvd. Strategic Art Plan is included as an attachment to this item, which provides detailed information on the public outreach efforts and the community input that informed the recommended locations and type of art for future installations. The Plan also includes recommendations for both Phase I and Phase II in an effort to develop a long-term roadmap for enhancing Artesia Blvd in the coming years, as funding becomes available for additional public art installations. Phase I, slated for installation throughout 2026 and 2027, includes the following recommendations:

Type	Location	Quantity	Estimated Total
Landmark Art	Median Installation	2	\$200,000
Landmark Art	Welcome Sign (west)	1	\$40,000
Functional Art	Concrete Benches	5	\$40,000
Discovery Art	Crosswalk	2	\$80,000
Contingency			\$45,000
LBP			\$45,000
Total			\$450,000

Median installations and the crosswalks would be new pieces; the Welcome Sign and Concrete Benches would be artistic enhancements made to existing infrastructure.

The Plan further outlines the recommended locations for each installation, focusing on creating the most visible and immediate impact along the Artesia corridor. The diagram below includes the proposed locations, with an itemized list of proposed works for each installation:



Additional information regarding concepts and the scope of each installation, various location opportunities along the corridor, and the anticipated impact of each piece is further outlined in the Plan.

An important component to completing Phase I is the process for finding and selecting the artists and corresponding artworks. The Plan outlines a standard process for each installation, noting that each piece would be determined through site-specific commissions to ensure originality, connectivity to the community, and integration with the unique characteristics of each location. A Community Panel would be selected to provide additional support and input throughout this process, which would include two Cultural Arts Commissioners; two community members with an interest or background in the arts, with at least one that resides in Districts 3, 4, or 5 due to their close proximity to the corridor; and one City representative designated by staff. The Community Panel would review artist qualifications and recommend finalists to develop concept proposals as part of the RFP process. Ultimately, the Community Panel would be integral in reviewing proposals and providing top candidates for the Commission and City Council's subsequent review and consideration.

Commission Input

The Commission reviewed the proposed Plan at its special meeting on November 19, 2025. Overall, the Commission was supportive of the Plan's components, the breadth of community outreach that was completed, and the recommendations for both Phase I and Phase II. Following their discussion, the Commission unanimously requested the City Council consider providing direction to staff and LBP to focus on the installation of discovery or interactive pieces, where possible, throughout Phase I. If approved, this direction would be included and focused on during the curation and selection process throughout the Open Call, RFQ, and RFP processes. Additionally, the Commission requested that the City Council add a proposed LGBTQ-themed sculpture, conceptualized by the Commission, to be placed in front of the North Branch Library, to Phase I with an additional funding allocation of \$32,500 from the JPPAF. This total includes \$25,000 for the sculpture and \$7,500 for LBP's services to curate and provide support for this additional installation on top of the other

installations included in the Phase I recommendation. Currently, there is \$75,280.50 available in the JPPAF, with the fund's detailed account information included as an attachment to this item for reference.

The LGBTQ-themed sculpture is a concept that the Commission has considered throughout the last year with support from its LGBTQ Permanent Public Art Ad Hoc Subcommittee (Subcommittee). This Subcommittee, formed in January 2025, was tasked to consider whether an LGBTQ-themed piece should be commissioned by the City and if there was a preferred location for consideration. Through the Subcommittee's recommendation and the Commission's support, the Commission had recently advocated to the Mayor and City Council for the allocation of funding from the JPPAF for implementation of a dedicated piece in front of the North Branch Library. Following its review of the Plan in November, the Commission did not want to remove or replace any of the recommendations outlined for Phase I, but sought the inclusion of the additional, pre-conceptualized LGBTQ-themed sculpture in Phase I of the project, noting that it is within the boundaries of the Plan and that its inclusion in Phase I would provide the support and resources to ensure its installation.

At this time, staff recommends the City Council approve the proposed Artesia Blvd. Strategic Art Plan and provide direction regarding the inclusion of the LGBTQ-themed sculpture in front of the North Branch Library as part of the implementation of Phase I, and the possible allocation of an additional \$32,500 from the JPPAF.

COORDINATION

The Community Services Department coordinated the development of the proposed Plan with support from the Public Works Department.

FISCAL IMPACT

There are sufficient funds in the JPPAF to support the implementation of Phase I recommendations outlined in the proposed Artesia Blvd. Strategic Art Plan. Should the City Council wish to add the LGBTQ-themed sculpture to the implementation of Phase I, this would require an additional appropriation of \$32,500 from the JPPAF, which has a current balance of \$75,280.50.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Proposed Artesia Blvd. Strategic Art Plan
- John Parsons Public Art Fund Balance Sheet