

City of Redondo Beach, CA  
Public Art Commission and Cultural Arts Division

Request for Qualifications (RFQ)  
For a Public Art Consultant

For the “Artesia Boulevard Public Art Project”

## Introduction

The City of Redondo Beach Public Art Commission is seeking submissions from experienced consultants or consulting firms to develop and implement a Public Art Plan for Artesia Boulevard between Inglewood Avenue and Aviation Boulevard in Redondo Beach, CA (Site). The plan will be a three-year strategy for the integration of public art, placemaking, and placekeeping initiatives. The goal of the plan is to use public art as tool to help develop vibrant, engaging, and functional spaces that attract visitors, promote pride and reflect the unique character of Artesia Boulevard.

## Definitions

- Placemaking is the process of creating and enhancing spaces to promote community engagement, social interaction, and a sense of place. It is a collaborative, community-based approach that involves the design, activation, and management of spaces to reflect the unique character and identity of a community.
- Placekeeping is the practice of preserving and maintaining social, cultural, and environmental assets of a place. Placekeeping protects the unique character of a place through strategies such as environmental conservation, the promotion of local businesses, and the celebration of cultural traditions.

## Artesia & Aviation Corridors Area Plan (AACAP)

The “Artesia & Aviation Corridors Area Plan,” adopted by City Council on December 8, 2020 includes a long-term comprehensive strategy for the development of the Site. The Consultant will be expected to use the AACAP in the development of the Public Art Plan for the Site.

## Location

Artesia Boulevard originates at State Route 91 in Gardena and passes east to west through seven cities, including Redondo Beach, before terminating at Pacific Coast Highway (PCH) in Hermosa Beach. The 1.2 mile section of Artesia Boulevard (Site) to be addressed through the Public Art Plan is the section that runs from the transportation easement (rail line) east of Inglewood Avenue to the western city boundary at Aviation Boulevard. It occupies a strategic location in North Redondo and presents an opportunity to become a robust, pedestrian-oriented community hub. The Site is primary a commercial corridor with shopping centers and small service-commercial-office buildings along the majority of its length. The generally uniform pattern of development has the benefit of visual continuity but makes it difficult to distinguish one section from another. With its central location in North Redondo Beach and an estimated

12,089 people living within a quarter-mile walking distance of the Corridor, and 21,982 people within a half-mile bike ride, this segment of Artesia Boulevard has potential to become a thriving, pedestrian-oriented destination where residents and visitors come to live, work and play.

## **OPPORTUNITIES**

The AACAP identifies a number of opportunities to help establish the Site as a great public space, and the expectation exists that the Consultant will help the City answer the following questions”

### **1. How can public art improve connectivity to neighborhoods?**

Many nearby residents drive to the Site despite the easy walking distance. Creating new connections that make walking to the Site more convenient and improving the physical environment and perceived safety would entice more residents to approach the Site on foot. Strategies include establishing pedestrian pass-throughs and short cuts to improve access to the Site.

### **2. How can public art help create outdoor spaces where people want to gather?**

The Site currently attracts very few pedestrians. Part of this is because the Site lacks public spaces where people want to gather. How can public art integrate with the following and other strategies to address this issue?

- Establish design guidelines to ensure public improvements and private development enhance the pedestrian experience.
- Activate sidewalks with works of art, outdoor dining and other temporary uses.
- Establish new permanent and/or temporary public spaces such as streetlets (see Image 3 below) or parklets.

### **3. How can public art be used to help establish an identity for the Site and its surrounding neighborhoods?**

Commercial corridors are strongly linked to visitors' and locals' perceptions of the surrounding community. The Site, however, does not physically reflect the vibrant neighborhoods it represents.

- Establish a brand
- Introduce placemaking objects, wayfinding, and public art
- Unify signage

### **4. How can public art help reduce the number of cars using the site?**

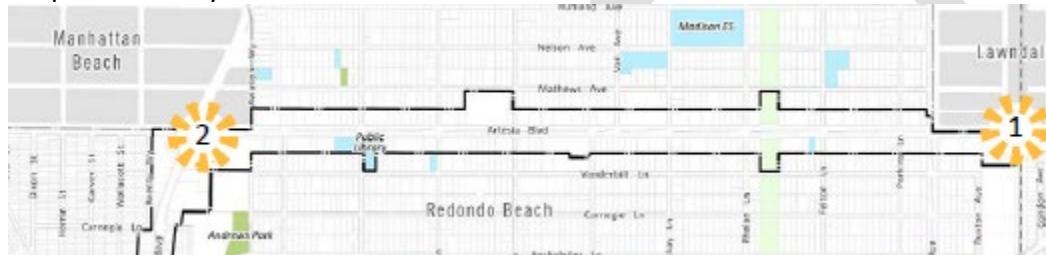
People are more likely to walk, bike, ride a personal scooter, skateboard, or take a ride share if the appropriate infrastructure is available. Adding bicycle lanes and installing more bicycle racks would encourage more people to bike to the Site. Designating areas where ride share services can pick up and drop off passengers makes it easier for people to use those services. Additionally, as more preferred uses move into the Site, the parking demand may increase, so enabling alternative modes of transportation would help to reduce parking demand.

- Walking, biking, and other active transit infrastructure
- Ride share pick up/ drop off stations

## 5. How can public art be used to announce entry to the site?

The gateways that mark entry into the Site do not currently stand out from the adjacent commercial areas, so there is an opportunity to enhance the sense of arrival for all visitors and provide a visual cue marking boundaries and indicating to visitors that they are somewhere special. Map 1 shows the two obvious gateway locations, and the Images 1 and 2 below show that these gateways today have no visual indicators. This creates numerous opportunities to enhance the Site's existing gateway conditions as one piece of the Site's identity. City Council has indicated, however, that it is not in favor of large overhead signage similar to what is currently located at the entrance to King Harbor.

Map 1: Gateway Locations



1. The transit underpass marks the eastern gateway to the Artesia Corridor.
2. The southeast corner of Artesia and Aviation Boulevards marks both the western gateway to Artesia Corridor and the northern gateway to Aviation Corridor.

Image 1: Train Underpass East of Inglewood Avenue



Image 2: Artesia and Aviation Boulevards



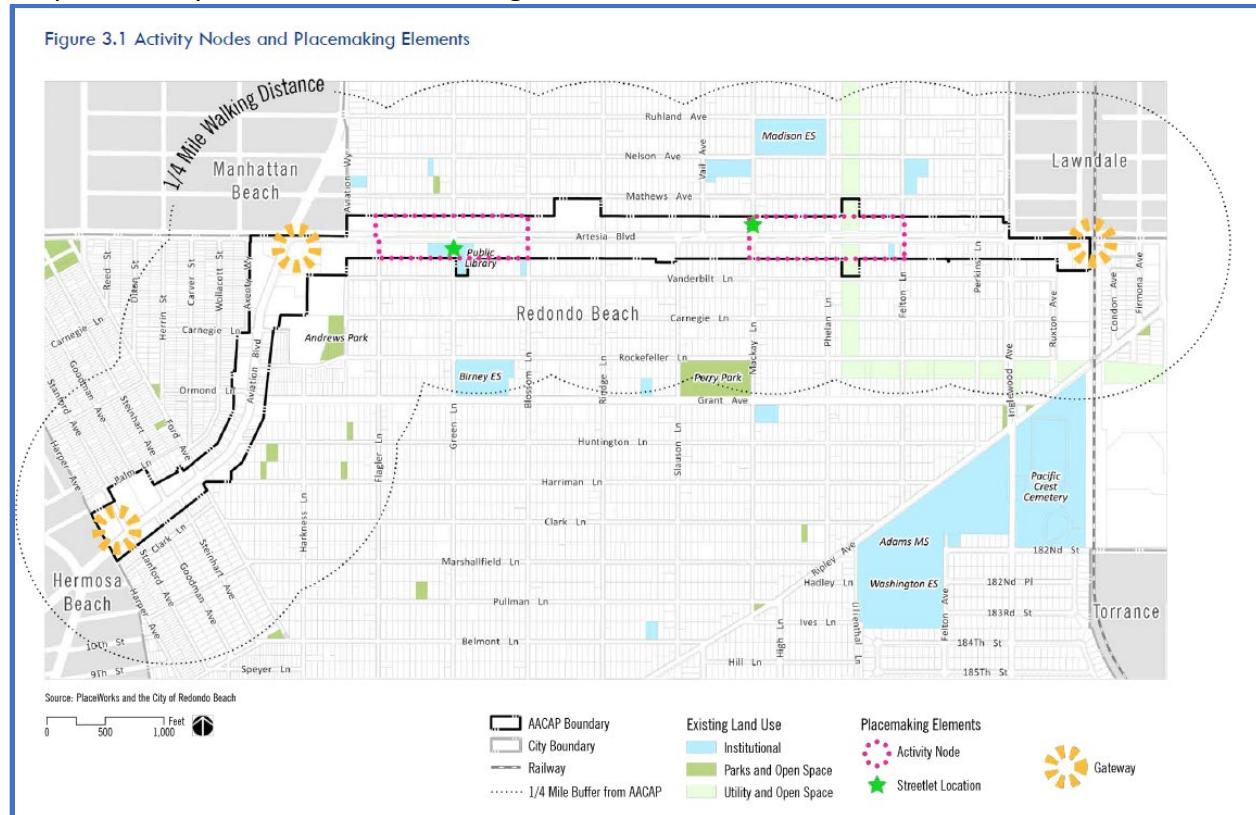
### Opportunities for Public Art: Activity Nodes and Streetlets

To promote the clustering of preferred and synergistic uses as the Site evolves, the City has identified two areas to operate as “Activity Nodes,” i.e., areas where pedestrian activity is most likely to occur and most desirable. In addition, “streetlets,” i.e., the conversion of street segments to temporary or permanent open space often through the use of large planters or other physical barriers to protect the space from vehicles, can be installed to create a public space. These spaces may include seating and active play areas to promote social interactions along the Site.

Image 3: Example of a “Streetlet” in Los Angeles



## Map 2: Activity Nodes and Placemaking Elements



### Activity Node #1: MacKay Lane to Felton Lane (two blocks) – A Potential Food Destination

Activity Nodes can grow from areas where the existing mix of uses already attracts visitors. The new coffee shop at Artesia Blvd. and Felton Ln. and the mixed restaurant offerings at the adjacent Artesia Plaza are active areas based on parking demand. There is opportunity, therefore, to capitalize on the synergy and activity generated by these uses and introduce new pedestrian enhancements that will encourage more visitors to walk to this area, possibly creating a foodie “go to” node on the Site. This Activity Node includes the SCE easement, which links the Corridor to neighborhoods and parks in North Redondo, and there are plans to connect it to the Galleria.

Image 4: Artesia Plaza and Coffee Shop at northwest corner of Artesia Blvd. and Phelan Ln.



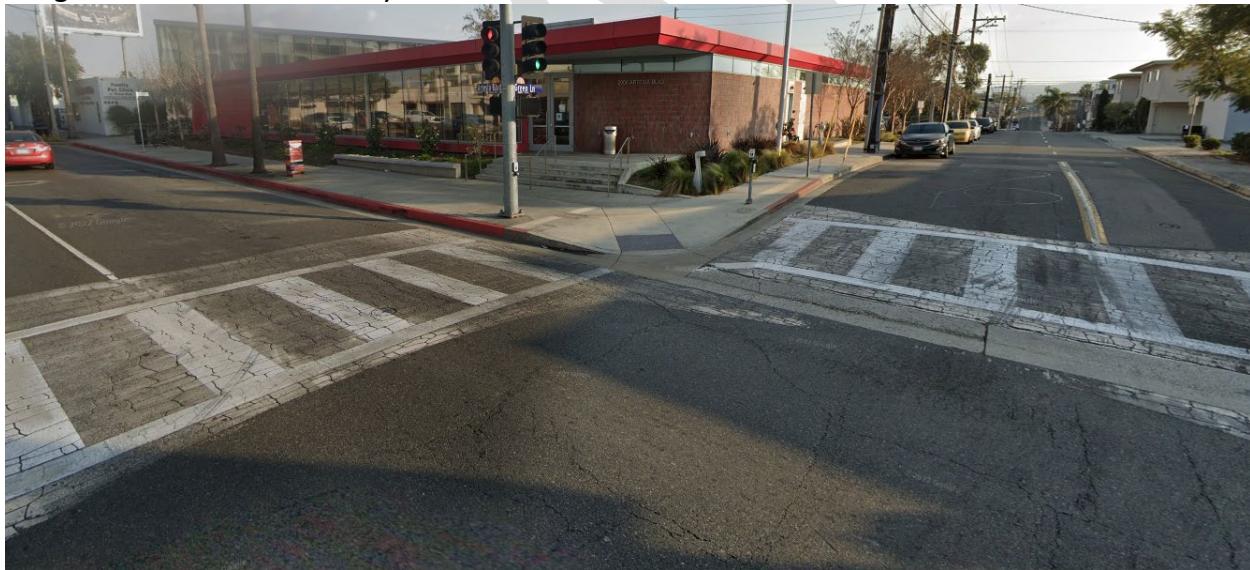
Image 5: SCE Easement Facing North



#### **Flagler Lane to Blossom Lane (two blocks) – A Potential Service Destination**

A concentration of public uses and complementary activities can also be a catalyst to activate an area. This Activity Node will capitalize on the North Redondo Branch Library, which has significant potential to attract visitors on foot, bike, or scooter. This segment includes the potential location of the Green Lane streetlet.

Image 6: North Branch Library



#### **A Public Art and Creative Placemaking Consultant**

Planned future investments position the Site to be a national model for creative placemaking by activating underutilized spaces driving economic and social transformation. Consistent creative and interactive visual art is one aspect of a long-term action plan. As the Site undergoes this renaissance, Public Art has the potential to play a significant role in shaping Redondo Beach's image as a cultural and creative center. To help meet these challenges, the City seeks a qualified consultant to develop a three-year plan and implementation strategy for future art, placemaking, and placekeeping along the Site.

## **Scope of Work**

Working closely with staff and the Public Art Commission, the selected consultant (or consultant team) will be responsible for developing and implementing a comprehensive “Public Art Plan” for the Site that aligns with the placemaking and placekeeping goals and recommendations set forth in the AACAP. The plan should include the following elements:

### **Task 1: Existing Conditions Assessment**

The selected Consultant(s) will conduct a review of existing assets, public art and placemaking initiatives along the Site, including an assessment of their impact and relevance to the project’s goals. This step will provide a strong foundation for the development of a successful plan that reflects the unique character and identity of the Site and the adjoining neighborhoods.

Deliverables to include the following:

- Develop a timeline and make recommendations for the refinement of this Scope of Work, of necessary.
- Documentation (maps, photographs, database) of existing assets, public art, and placemaking initiatives along the Site, including an assessment of their impact and relevance to the project’s goals.
- Analysis and presentation regarding best practices and successful examples of public art, placemaking and placekeeping initiatives in other urban areas that could be adapted the site
- SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis of public art, placemaking and placekeeping along the site, including all the yet untried ways (with examples from other cities) that public art could be integrated into the site, for example, partnerships with businesses to install storefront murals and sculptures, grant programs for businesses to install storefront murals and sculptures, temporary art installations in the medians or along the sidewalks, permanent art installations in the medians, benches, bus shelters, poles/signage, trash receptacles, bicycle racks, pet stations, lighting and/or sound installations, incentives to attract arts-centric businesses and nonprofits, etc.
- A database of area businesses, residents and other stakeholders.

### **Task 2: Visioning and Engagement**

In this task, the selected Consultant(s) will conduct the first phase of the Plan development, including the refinement of goals, engagement with the Public Art Commission and other key decision-makers and stakeholders.

Deliverables to include the following:

- Refine goals and values of future public art, placemaking and placekeeping along the Site in alignment with the recommendations in the AACAP.

- Engage and collaborate with decision-makers and stakeholders. This may include but is not limited to the North Redondo Beach Business Association, Council Districts 4 and 5, the Public Art Commission and various City staff.
- This phase will include hosting one community meeting. This phase may also include meetings with stakeholders and attendance at Public Art Commission or other meetings as needed.
- Develop a list of priority areas and locations for public art projects. Priority areas should be selected based on the analysis of existing assets, identified gaps, best practices, and regulatory framework (conducted in Task 1).

### **Task 3: Artist Selection**

The selected consultant(s) will develop and implement a plan for recruiting and selecting public artists to commission for the Project.

Deliverables to include the following:

- Recommend members for a Community Panel to serve as the first review for selecting artists and ultimately public art projects for the Site.
- Develop and present to the Community Panel and the Public Art Commission for their review and recommendations a “Request for Qualifications” to establish a pool of artists with the necessary skills and experience to create artwork for the Project.
- Lead the Community Panel and the Public Art Commission in the review of submissions from the RFQ and the selection of finalists.
- Develop and present to the Community Panel and the Public Art Commission for their review and recommendations a “Call for Proposals” to facilitate the selection of artists to be commissioned to create artwork for the Project.

### **Task 4: Installation of Artworks**

The selected consultant(s) will facilitate the processes and deliverables:

- Lead the Community Panel and the Public Art Commission in the review of proposals from the selected artists.
- Develop and present to the Community Panel, the Public Art Commission and City Council a map of the locations of the recommended public art projects and prepare a presentation to include relevant context and renderings or other visuals for each recommended public art project along the Site.
- Develop a clear implementation timeline and budget.
- This phase may include hosting at least one community meeting and presenting at a senior staff meeting.
- Identify and complete initial approvals required for each public art site.
- Work with the artists to help ensure that their proposals address all of the required approvals and that their budgets include all of the required expenses.
- Liaise with the various City departments and any third parties responsible for the review of technical documents, issuing of permits and/or work related to preparing, securing and cleaning the specific areas along the Site where installations will occur.

- Work with staff to execute agreements with all of the selected artists and any other procedures requiring City Council approval.

### **Timeline**

The development of the Artesia Boulevard Creative Placemaking and Placekeeping Plan, including the design, fabrication, and installation of a minimum of three of the selected artworks, should be completed by **September of 2027**.

#### **Task 1: Existing Conditions Assessment**

- Timeframe: For Public Art Commission Review in January, 2025

#### **Task 2: Visioning and Engagement**

- Timeframe: To be completed by June, 2025

#### **Task 3: Artist Selection**

- Timeframe: To be completed by June, 2026

#### **Task 4: Installation of Artworks (Phase I)**

- Timeframe: To be completed by June, 2027

#### **Task 5: Complete Installations of Artwork (pending funding approval)**

- Timeframe: To be completed by June 2029

### **Project Budget**

The Redondo Beach City Council has approved an initial appropriation of \$400,000 (Phase 1) from the John Parson Public Art Fund to support this project, including up to 10% for a consultant. The stated intention of City Council is to appropriate an additional \$600,000 (Phase 2) for the project as funds become available. The initial three (3) public art projects to be completed by September, 2027, therefore, should be commissioned with Phase 1 funds minus the consultant's fee up to that point.

### **Eligibility**

This Request for Qualifications is seeking consultants with a strong background in cultural and public art planning, urban design, and architecture. The ideal consultant will have experience as both an artist and a public art project manager. The ideal candidate possesses a deep understanding of the L.A. County public art ecosystem, including artists, fabricators and contractors. In addition, the selected consultant should have experience successfully implementing public art initiatives in the L.A. County area. The selected consultant must also have excellent oral and written communications skills, the ability to use the complete Microsoft Office Suite of applications, the ability to plan and implement community meetings, the ability to conduct and analyze surveys, and the expertise to navigate government regulations and permitting processes.

### **Submission Requirements**

To ensure a comprehensive and competitive response to this RFQ, submissions must meet the following submission requirements. The City seeks submissions that are well-organized,

detailed, within budget, and demonstrate a clear understanding of the project's scope and goals. Proposals must include the following requirements:

1. Statement of Interest: Introduce the consultant and their team, including a brief description of their experience with public art, placemaking and placekeeping initiatives in the area and their interest in the project.
2. Project Approach: A summary of the consultant's proposed approach to facilitating the Scope of Work set forth in this announcement (or a revised scope of work, if necessary), including a description of the consultant's methods, processes, and tools.
3. Project Team: A list of key staff who will be involved in the project, including their roles, qualifications, and experience.
4. Timeline: A detailed timeline outlining the proposed schedule based on the tasks and deliverables including specific milestones and deadlines. The proposed timeline must complete Tasks 1-4 by June 30, 2027.
5. Budget: A detailed budget for Phase 1 that outlines all expenses associated with the development of the public art, placemaking and placekeeping plan, including consultant fees, travel, and other expenses. The proposed budget must not exceed \$30,000 in consultant fees and \$10,000 in expenses. The proposed budget should include clear line items by tasks and deliverables that do not exceed the requested amount and are directly related to the project scope. Each cost should include details such as item description, hours worked, materials, or other explanations as needed. A rate sheet that shows the different types of services offered and how compensation is to be determined, for example, percentage, hourly rate, or flat rates for each service, should also be included.
6. Relevant Work Samples: Samples should highlight the consultant's expertise in public art, placemaking and placekeeping based on the requirements of this project.
7. References: a list of at least three references from similar projects the consultant has completed, including the names and contact information for each reference.

#### **TO BE COMPLETED**

To respond to this Request for Qualifications, please submit a complete submission to Café by 5:00 p.m. on XXXX. Proposals submitted after 5:00 p.m. on XXXX, will not be considered.

Staff will review all submissions and evaluate each submission based on their compliance with the submission requirements, experience, qualifications, and demonstrated ability to deliver the project on time and within budget.

The Public Art Commission will review submissions and make a recommendation at their regular meeting on XXXX.

Staff will make the final selection no later than XXXXX.

DRAFT