

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

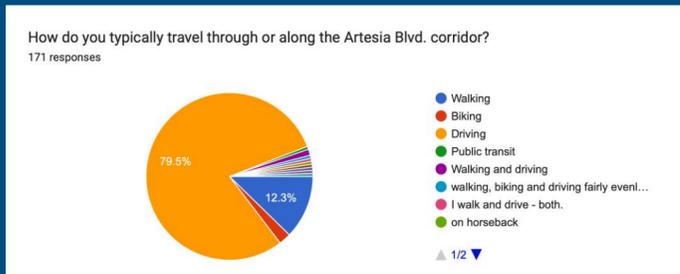
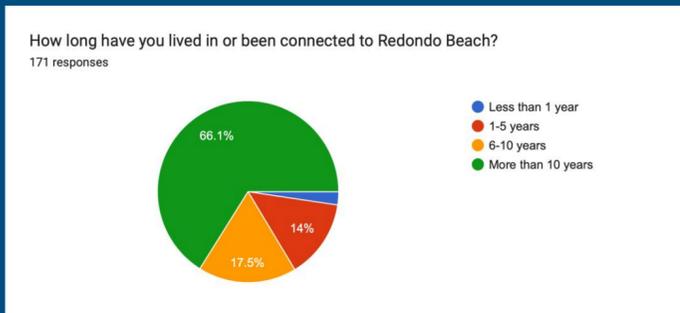
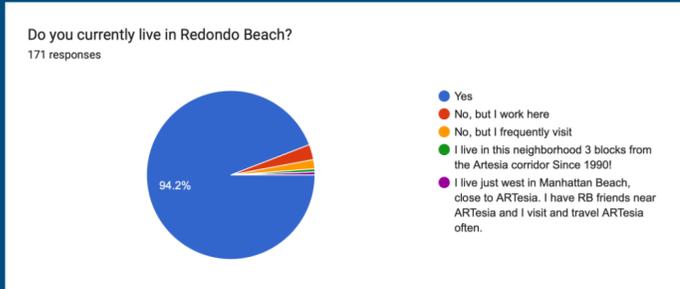
Community Outreach & Input Opportunities

- 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



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!

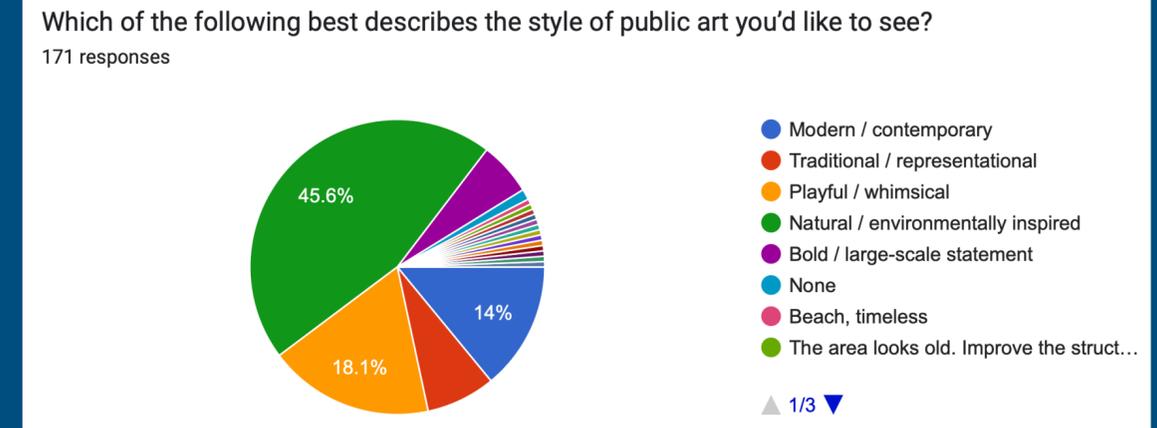
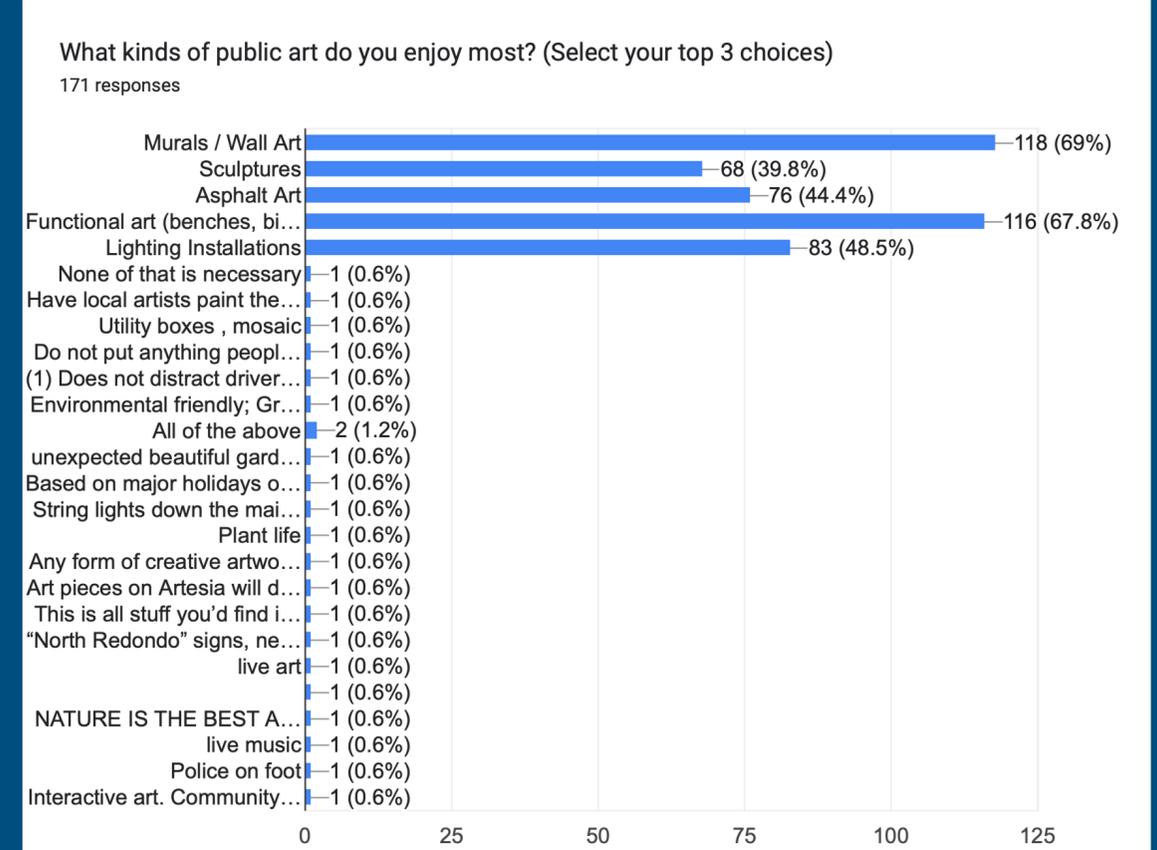
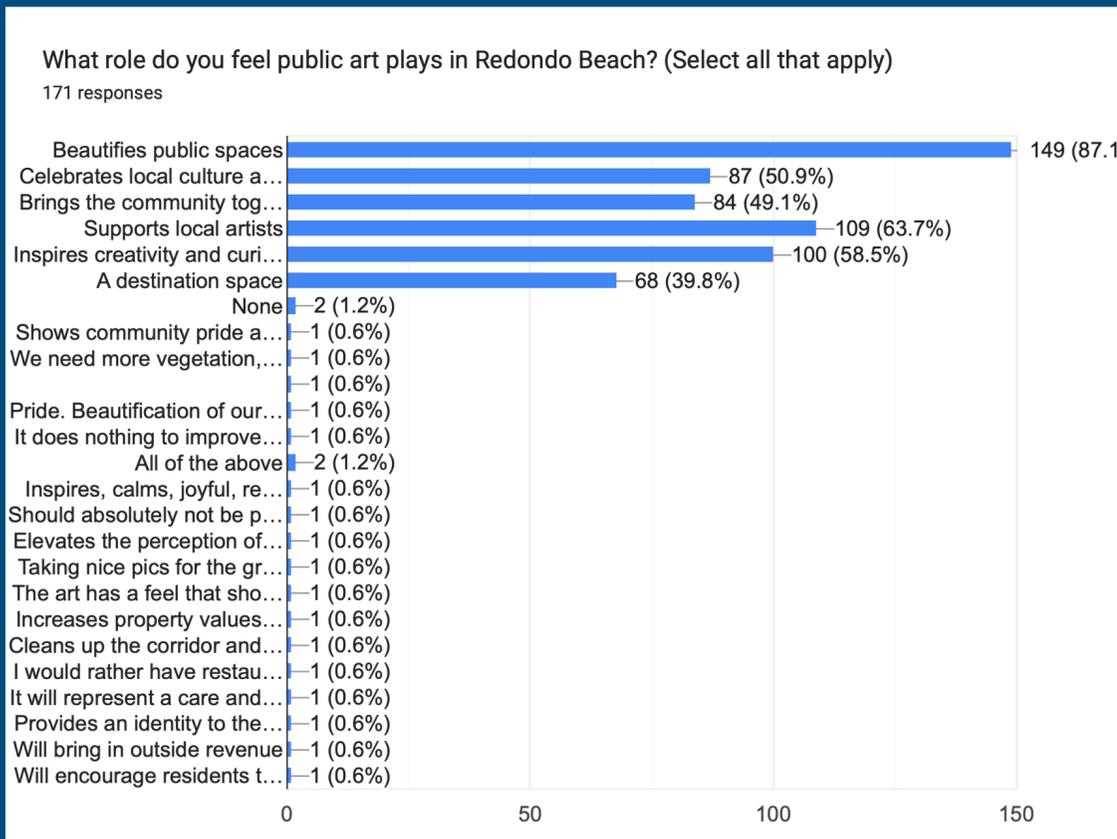
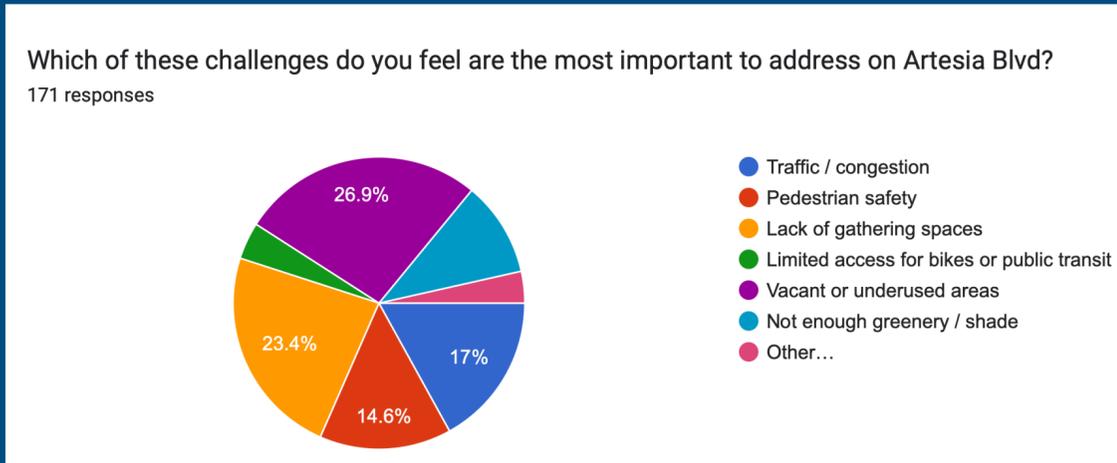
Parking

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,



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.

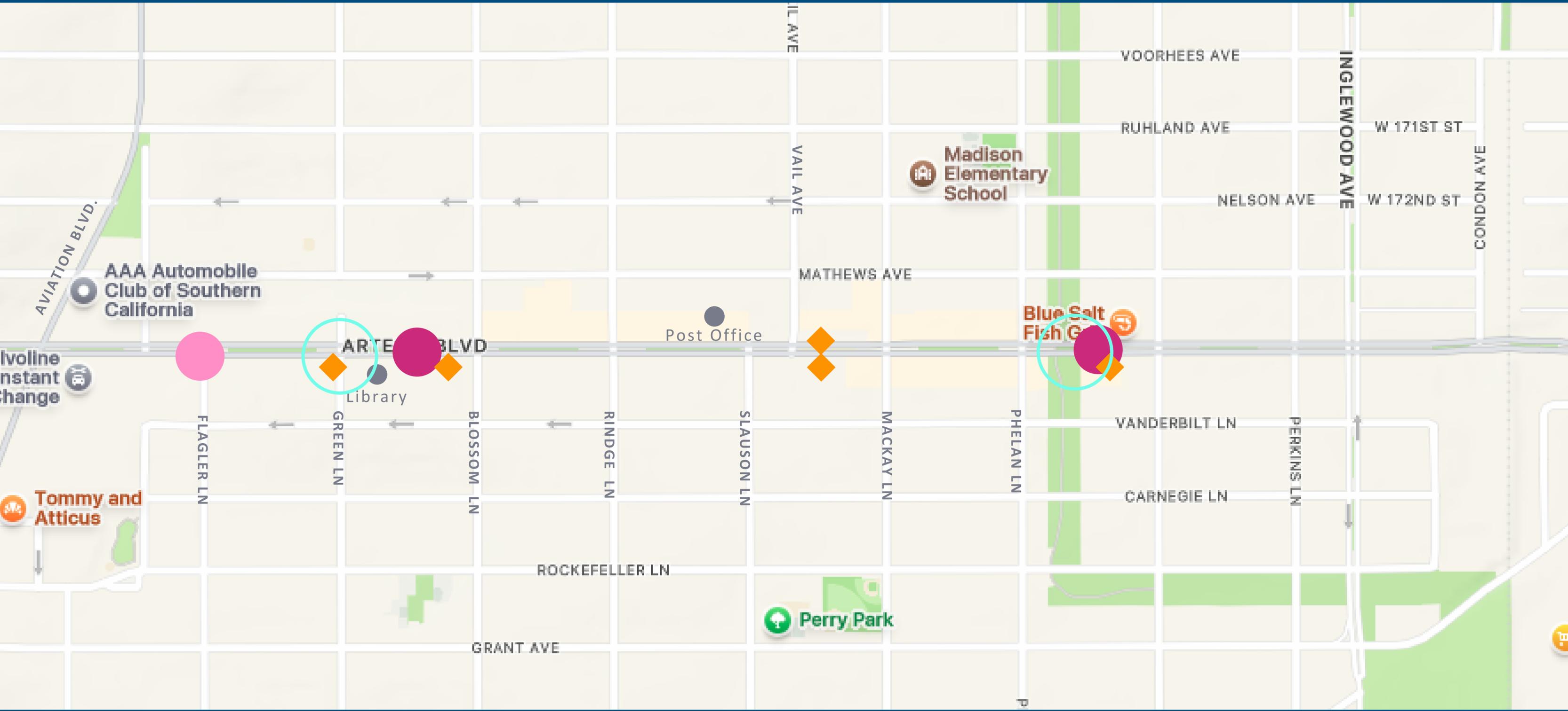
ART LOCATIONS



RECOMMENDED LOCATIONS

PHASE 1 - Installation Map

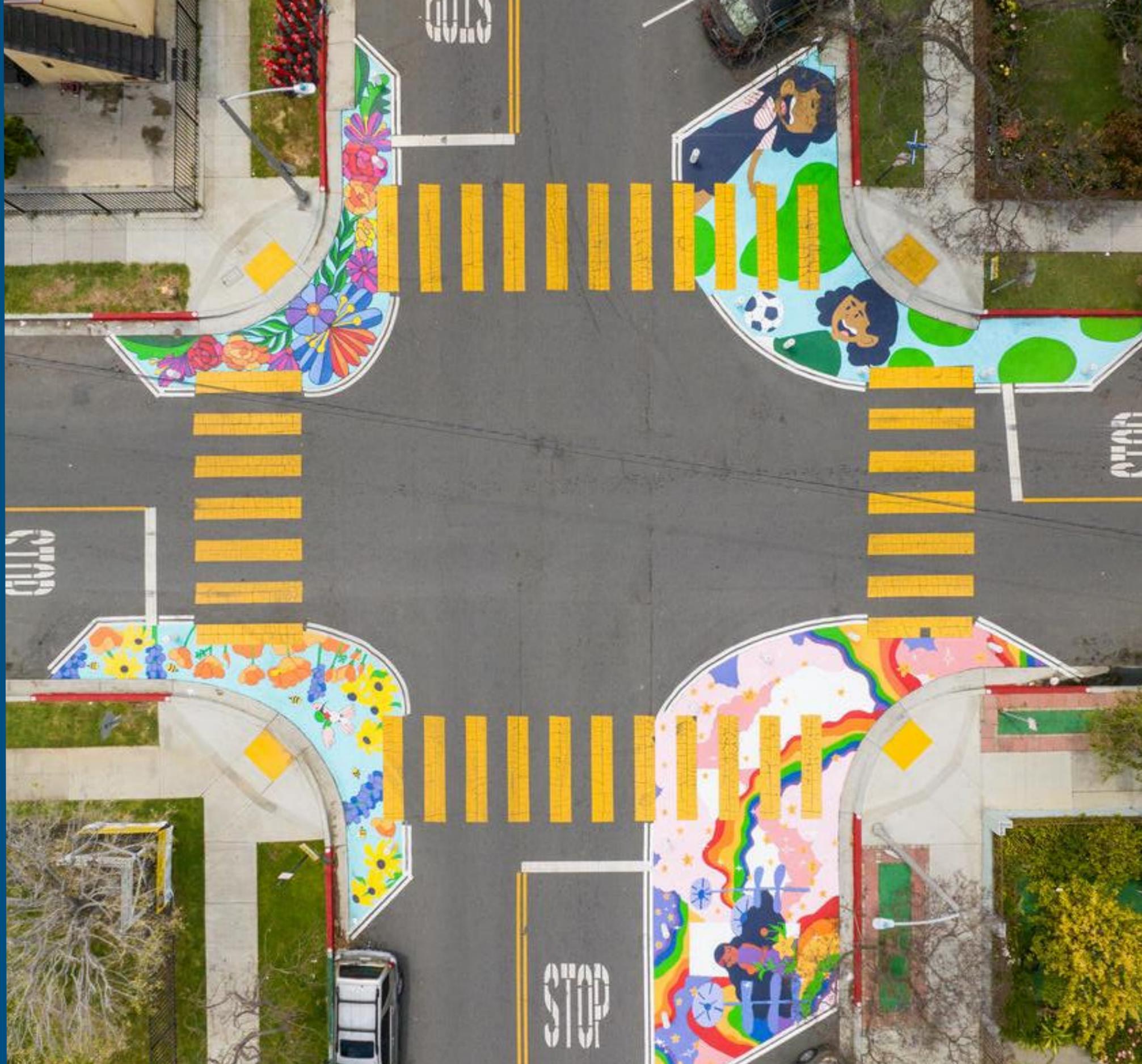
-  Crosswalk (2x)
-  Concrete Benches (5x)
-  Median (2x)
-  Welcome sign (1x)



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

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





THANK YOU

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