



# Administrative Report

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N.1., File # 25-0596

Meeting Date: 5/13/2025

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**To:** MAYOR AND CITY COUNCIL

**From:** ELIZABETH HAUSE, COMMUNITY SERVICES DIRECTOR

## **TITLE**

DISCUSSION AND POSSIBLE ACTION REGARDING THE ARTESIA BLVD. CORRIDOR PUBLIC ART PROJECT

APPROVE AN AGREEMENT WITH LBP CONSULTING, LLC FOR CONSULTING SERVICES TO DEVELOP A COMPREHENSIVE PUBLIC ART PLACEMAKING AND PLACEKEEPING PLAN FOR THE MANAGEMENT AND INSTALLATION OF PUBLIC ART PROJECTS ALONG ARTESIA BLVD. FOR AN AMOUNT NOT TO EXCEED \$45,000

## **EXECUTIVE SUMMARY**

Approval of this Agreement will authorize LBP Consulting, LLC (LeBasse) to serve as the City's Public Art Consultant for the ARTesia Public Art Project. The Consultant will develop a comprehensive public art plan, rooted in placemaking and placekeeping principles, and will manage all phases of the implementation of a minimum of three public art installations along Artesia Boulevard, within the \$450,000 budget allocated by City Council (including the \$45,000 for consulting services). The Consultant's role includes stakeholder engagement, artist recruitment, facilitation of public input through a community review panel, and project management from design through installation. If approved, the term of the Agreement will commence on May 14, 2025 and expire on December 31, 2027.

## **BACKGROUND**

The City of Redondo Beach has long recognized the potential of Artesia Boulevard as a key commercial and cultural corridor. On December 8, 2020, the City Council approved the Artesia & Aviation Corridors Area Plan (AACAP), which strongly promotes public art as a tool to foster place identity, pedestrian activation, and cultural vitality.

The City Council reaffirmed this direction through its May 2023 Strategic Plan, which emphasized creative placemaking and specifically requested exploration of a public art archway. On January 17, 2023, the City Council directed staff to broaden the project scope to include comprehensive public art installations along the entire Artesia corridor. On January 9, 2024, the Council approved a \$400,000 allocation (later increased to \$450,000) from the John Parsons Public Art Fund and approved retaining a public art consultant, with an expense cap of 10% of the total project amount. To support this process, the City followed guidelines established by Redondo Beach Municipal Code (RMBC) Section 2-6.09, which permits consultant selection based on qualifications rather than cost alone.

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**Consultant Selection Process**

Following Council approval of the concept, staff prepared a Request for Qualifications (RFQ) for Public Art Consultants. The Cultural Arts Commission (formerly the Public Art Commission) reviewed and revised the draft RFQ at its meetings on March 27, April 26, and May 22, 2024, providing detailed input on consultant qualifications, scope, and expectations. The Commission officially approved the RFQ on May 22, 2024, emphasizing their desire for a consultant who demonstrates:

- Extensive public art management experience
- Familiarity with community engagement processes
- An understanding of placemaking and placekeeping practices
- Awareness of Redondo Beach's unique cultural and neighborhood context

The RFQ was published on the “Call for Entries” website on July 1, 2024, with an August 30 submittal deadline. A total of nine submissions were received.

On September 25, 2024, the Cultural Arts Commission discussed the submissions in detail. The Commission expressed strong enthusiasm for the high quality of the submittals, with each Commissioner highlighting different strengths across the proposals. While their individual preferences varied, the overall sentiment was supportive of multiple candidates. Given the depth of talent and broad appeal of the submissions, the Commission directed staff to advance the process through internal review and bring a recommendation forward to Council.

On October 31, 2024, a staff panel, including representatives from the Community Services, Public Works, and Waterfront & Economic Development Departments, reviewed and scored the applications. Three finalists were interviewed on November 11 and 12, 2024, with LeBasse being selected on the strength of their portfolio, local contextual understanding, and proposed collaborative approach.

The proposed contract with LeBasse includes the development and implementation of a three-year Public Art Plan for Artesia Boulevard between Inglewood Avenue and Aviation Boulevard, in accordance with the AACAP and Council directives. Key tasks include:

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

- Document and analyze current public art, placemaking assets, and physical infrastructure
- Conduct SWOT analysis
- Present comparable case studies and best practices
- Create a stakeholder database and develop a timeline

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

- Refine project goals through collaboration with:
  - Cultural Arts Commission
  - North Redondo Beach Business Association (NRBBA)
  - Districts 4 and 5 Council Offices
  - Residents, businesses, and community groups
- Facilitate at least one public workshop and one Commission meeting
- Identify priority art locations

*Task 3: Artist Selection*

- Develop and present an RFQ for artist recruitment
- Recommend a Community Review Panel to assess submissions and support advocacy
- Lead artist proposal evaluations in collaboration with the Commission
- Issue a final “Call for Proposals” for project commissions

*Task 4: Installation*

- Oversee artist agreements, technical compliance, and site preparation
- Coordinate approvals and interdepartmental cooperation
- Deliver presentations to senior staff, Commission, and City Council
- Support execution of at least three artworks within budget

The success of the Artesia Public Art Project depends on meaningful and ongoing collaboration with both the Cultural Arts Commission and the community. From the outset, the Cultural Arts Commission has played a central role in shaping the vision for this initiative, including reviewing and approving the RFQ, outlining the desired qualifications and qualities of the selected consultant, and offering feedback on artist proposals. The Commission will continue to act as a key advisory body, reviewing all major consultant deliverables-such as the public art plan, draft RFQs for artists, artist shortlists, and final proposals, including providing formal recommendations to the City Council.

To further expand community participation, a Community Review Panel will be convened to help evaluate artist submissions and public art concepts. The panel will include residents, business owners, and stakeholders from the Artesia corridor and surrounding neighborhoods. The panel will be designed to ensure that a diversity of voices-particularly those with direct ties to the area-are involved in shaping the visual and cultural identity of the corridor.

The consultant will work closely with this panel throughout the artist selection process. They will facilitate orientation sessions to prepare members for their role, provide context on public art best practices, and guide them in evaluating artist qualifications and proposals. The panel's input will be presented to the Cultural Arts Commission as part of its formal review process, ensuring that both professional and community perspectives inform the final recommendations.

In addition to panel facilitation, the consultant will host at least one public workshop to gather broader community input. This workshop will provide residents and stakeholders with an opportunity to contribute ideas about themes, locations, and priorities for public art. Feedback from this event will directly inform the development of the public art plan and help identify the type of projects to procure.

Ultimately, the engagement process is designed to foster transparency, build public ownership of the project, and ensure that the resulting artworks resonate with the local community. By integrating both institutional and grassroots voices, the City aims to create a public art program that is thoughtful, inclusive, and deeply rooted in place.

Hiring an experienced consultant to assist with the development of an art plan for the Artesia corridor, and with the curation of the art pieces, offers several important advantages for the City. LeBasse will develop a customized public art strategy that reflects the unique identity and character of the Artesia corridor and the broader community. Their work will include an expert assessment of the City's existing public art collection to identify strengths, gaps, and opportunities for improvement. LeBasse will also help uncover underutilized or strategic locations for new installations, enhancing visibility and

impact. Their extensive network provides access to a broad and diverse pool of artists, many of whom might not otherwise be reachable through a traditional RFQ process. Additionally, they have experience mentoring emerging and early-career artists-particularly those local to the area-helping them transition into the public art sphere. The firm will manage the entire lifecycle of each project, from concept to installation, and can offer ongoing curatorial guidance and maintenance planning should the City choose to extend their engagement beyond the initial phase.

The selection of a consultant marks a significant milestone in the City's efforts to implement the vision laid out in the AACAP and the City Council's strategic goals. With funding, and a clear mandate for creative placemaking, the project is now poised to move forward into a dynamic phase of planning, engagement, and implementation. The hiring of LeBasse will provide the expertise and leadership necessary to translate community aspirations into a cohesive public art program that reflects Redondo Beach's character, celebrates its neighborhoods, and activates Artesia Boulevard as a vibrant cultural corridor. Staff recommends Council approve the attached agreement with LeBasse.

### **COORDINATION**

The Community Services Department coordinated the preparation of this report with input from the Public Works Department, and Waterfront and Economic Development Department. The City Attorney's Office approved the proposed Agreement as to form.

### **FISCAL IMPACT**

The 2024-25 Fiscal Year Budget includes an appropriation of \$450,000 from the John Parsons Public Art Fund for the ARTesia Public Art Project. Ten percent of this amount was identified to acquire the services of an art consultant to manage the Project's community outreach and art procurement efforts. This allows \$45,000 to be paid to LeBasse for the proposed services and leaves \$405,000 for the procurement of art and other associated installation costs.

### **APPROVED BY:**

*Mike Witzansky, City Manager*

### **ATTACHMENTS**

- Agmt - LeBasse Projects
- Artesia & Aviation Corridors Area Plan (AACAP)