



Administrative Report

J.2., File # 25-1073

Meeting Date: 7/23/2025

To: CULTURAL ARTS COMMISSION
From: JACK MEYER, CULTURAL ARTS MANAGER

TITLE

UPDATE ON ARTESIA PUBLIC ART PROJECT BY PUBLIC ART CONSULTANT LEBASSE PROJECTS

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.

After an exhaustive selection process, with input from the former Public Art Commission (now renamed the Cultural Art Commission) and a staff panel, including representatives from the Community Services Department, Public Works, and Waterfront & Economic Development Departments, LeBasse Projects was selected on the strength of their portfolio, local contextual understanding, and proposed collaborative approach. On May 13, 2025, the City Council approved a contract with LeBasse Projects to develop a 3-year Public Art Plan for Artesia Boulevard between the rail crossing east of Inglewood Avenue and the City boundary at Aviation Boulevard.

ATTACHMENTS

Agreement with LBC Consulting LLC