

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

Request for Qualifications (RFQ)
For a Public Art Consultant

“Artesia Boulevard Public Art Project”

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Part I: The Project

Description

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 project is to use public art as a tool to help develop vibrant, engaging and functional spaces that attract visitors, promote pride and reflect the unique character of Artesia Boulevard and the surrounding neighborhoods.

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.

The Site

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 primarily 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, an estimated 12,089 people living within a quarter-mile walking distance 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.

Foundational Work: “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.

Strategies

The AACAP identifies a number of opportunities to help establish the Site as a great public space. The expectation exists that the Consultant will help the city transform these opportunities into strategies as follows:

Use Public Art to help create outdoor spaces where people want to gather.

The Site currently attracts very few pedestrians. Part of this is because the Site lacks interesting public spaces where people want to gather.

- Establish design guidelines that promote the use of public art in both public and private developments and enhance the pedestrian experience.
- Use public art to activate sidewalks, outdoor dining areas and other places where people naturally gather.
- Use public art to activate innovative new permanent and/or temporary public spaces such as streetlets (see Image 3 below) or parklets.

Use Public Art to help improve connectivity to neighborhoods.

Many nearby residents drive to the Site despite the easy walking distance. Public art should be integrated into the creation of new connections that will make walking to the Site more convenient, safe and fun and will result in more residents walking to the Site.

Use Public Art to help reduce the number of cars using the site.

People are more likely to walk, bike, scooter, skateboard or ride share if the appropriate interesting infrastructure is available.

- Integrate public art into the development of new bicycle lanes and the installation of bicycle racks.
- Integrate public art into the design of mass transit and ride share pick up and drop off areas.

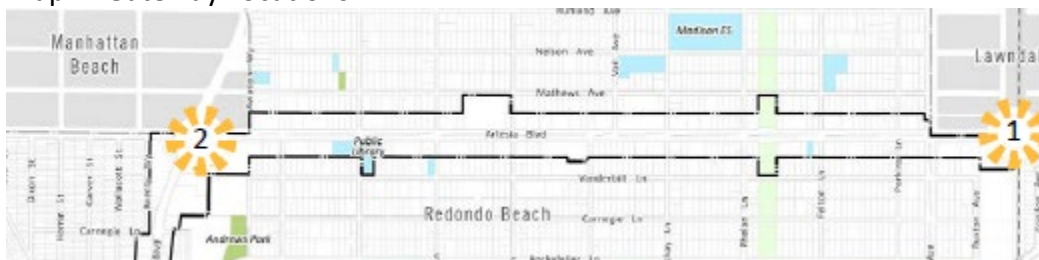
Use Public Art to help establish an identity for the Site.

- Use public art to help establish the “Artesia” brand and help develop unified signage.
- Use public art for placemaking and wayfinding.
- Use public art for amenities, for examples bicycle racks, benches, waste receptacles and pet stations.
- Introduce a grant program and/or other programs to incentivize property owners to use public art to enhance their storefronts, sides, backs, parking lots, etc.

Use Public Art to welcome visitors 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 by providing interesting cues that they have arrived at a special place. Map 1 shows the two obvious gateway locations, and Images 1 and 2 show that these gateways currently have no interesting cues. 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



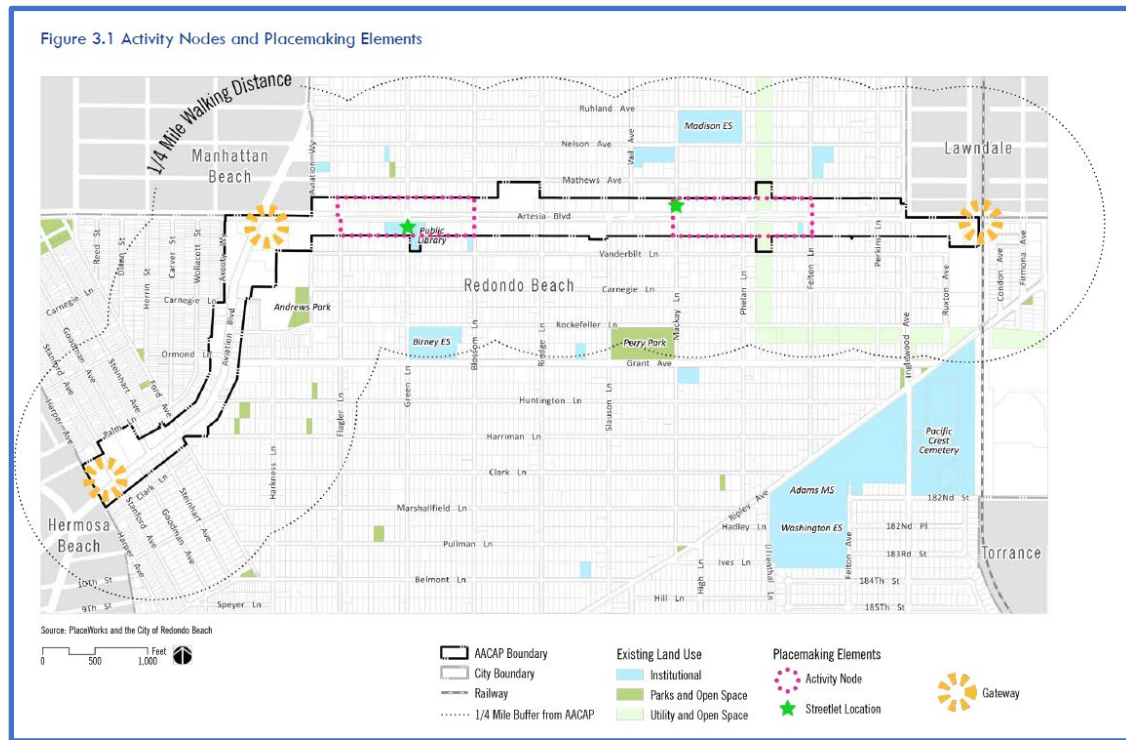
Possible Future Opportunities: Activity Nodes and Streetlets

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 into temporary or permanent open space. Planters, bollards and other kinds of physical barriers are used to protect the space from vehicles. These barriers should be seen as opportunities for public art. Other public art opportunities include the seating and the play areas. Since the goal of all of these public art projects is promoting social interactions, interactive public art projects might work especially well in activity nodes and streetlets.

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



Map 2: Activity Nodes and Placemaking Elements



Activity Node #1 – A Potential Food Destination Mackay Lane to Felton Lane (2 blocks)

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. (Image 4) 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 interesting 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 (Image 5), which links the Site 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 Felton Ln.



Image 5: SCE Easement Facing North



Activity Node #2 – A Potential Service Destination
Flagler Lane to Blossom Lane (2 blocks)

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 (Image 6), 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



Project Timeline

Phase 1

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 July, 2027.

Task 1: Existing Conditions Assessment	by March, 2025
Task 2: Visioning and Engagement	by September, 2025
Task 3: Artist Selection	by March, 2026
Task 4: Installation of Artworks (Phase I)	by July, 2027

Phase 2 (pending additional funding)

- To be completed by June 2029

Project Budget

The Redondo Beach City Council has approved an initial appropriation of \$450,000 (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 \$550,000 (Phase 2) for the project as funds become available. Phase 1 public art projects, currently scheduled to be installed by July 2027, should be commissioned with Phase 1 funds minus the consultant's fee up to that point.

Part II: The Role of the Consultant

Planned future investments position the Site to be a national model for creative placemaking and placekeeping by activating underutilized spaces to drive economic and social transformation. Consistent creative and interactive public art is a key 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

The selected Consultant (or consultant team) will be responsible for developing a ***Comprehensive Public Art Placemaking and Placekeeping Strategic Plan*** for the Site that aligns with the recommendations set forth in the AACAP. The plan should include the following elements:

Task 1: Existing Conditions Assessment

The selected Consultant will conduct a review of existing public art, placemaking and placekeeping assets 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, if necessary.
- Documentation (maps, photographs, interviews, database, etc.) of existing public art, placemaking, placekeeping and other relevant initiatives along the Site, including an assessment of their impact and relevance to the project's goals.
- Analysis and presentation of 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 (opportunities) that public art could be integrated into the site, for example, public-private partnerships, grants and other publicly-supported programs for businesses to install storefront murals and sculptures, temporary art installations in the medians or along the sidewalks (similar to El Paseo or ART2C on Havana), permanent art installations in the medians, benches, mass transit/ride share shelters, poles/signage, trash receptacles, planters, bollards, bicycle racks, pet stations, 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 key decision-makers and stakeholders and selection of priority locations.

Deliverables to include the following:

- Refine goals for future public art, placemaking and placekeeping along the Site in alignment with the recommendations in the AACAP and any new City Council-approved plans, guidelines, etc.
- Engage and collaborate with decision-makers and stakeholders. This may include, but is not limited to, the North Redondo Beach Business Association, Council Districts 3, 4 and 5, the Public Art Commission and various City staff.
- Host at least one community meeting, and present and facilitate a discussion at one Public Art Commission meeting.
- Develop a list of priority areas and locations for public art projects in collaboration with staff. 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 be commissioned 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 following processes and/or deliverables:

- Lead the Community Panel and the Public Art Commission in the review of proposals from the selected artists.
- Given the available budget and the budgets from the selected artists, develop and present to the Community Panel, the Public Art Commission and the City Council a map of the recommended locations and commissions for both Phase 1 and Phase 2 with

relevant context and renderings or other visuals for each recommended public art project along the Site.

- Prioritize the implementation order of projects to maximize interest in the project, and develop a clear implementation timeline for Phase 1.
- 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.
- Work with staff to execute agreements with all of the selected artists and any other procedures requiring City Council approval.

Part III: The Application Process

Application Deadline

To respond to this Request for Qualifications, please submit a complete application via [CaFÉ™](#) by 11:59 p.m. on August 30, 2024.

[Here is the direct link to the call.](#)

The CaFÉ™ Website

All materials must be submitted online, via the CaFÉ™ website (www.callforentry.org). There is no application fee to apply or to use the CaFÉ™ online application system.

Instructions on how to format images to CaFÉ™ specifications can be found at <https://www.callforentry.org/uploading-images-audio-and-video-files/>. Assistance in using the CaFÉ™ system is available here: <https://www.callforentry.org/artist-help-cafe/>.

Eligibility

This Request for Qualifications is open to U.S. residents with a strong background in cultural and public art planning, urban design, and architecture.

Qualifications

The ideal consultant has the following qualities and abilities:

- Can demonstrate an understanding of the goals set forth in the AACAP.
- Has ideas for how to implement the five strategies identified under Part 1.
- Has experience as both a public artist and a public art project manager.
- Possesses a deep understanding of the L.A. County public art ecosystem, including artists, fabricators and contractors.
- Has experience successfully implementing public art initiatives in the L.A. County area.
- Has 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.

Materials to be Submitted

Please read this section carefully. Incomplete applications will NOT be considered. The applicant's name must appear on all materials submitted.

The city seeks submissions that are well-organized, detailed, within budget and demonstrating a clear understanding of the project's goals, strategies and possibilities. To ensure a comprehensive and competitive response to this RFQ, applications must meet the following submission requirements.

Project Team:

Introduce yourself and your team, including why you are interested in this project, a brief description of your experience with public art and especially placemaking and placekeeping initiatives (similar projects). Please include a list of key staff who will be involved in the project, including their roles, qualifications and experience.

Project Approach:

Please provide a summary of your approach to facilitating the Scope of Work set forth in this announcement, including a description of your methods, processes, and tools.

Timeline:

Please provide a detailed timeline to include all of the 5 tasks and deliverables described above. The proposed timeline must complete Tasks 1-4 by July 30, 2027.

Relevant Work Samples (Digital Images):

Please submit three to six digital images of **previously completed** artworks either created or managed by you (this distinction must be specified). Samples should highlight your expertise in public art, placemaking and placekeeping based on the requirements of this project. Applicants who wish to submit kinetic, sound or media works may upload a maximum of three video files.

Budget:

Please provide 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.

References:

Please provide a list of at least three references from similar projects the consultant has completed, including the names and contact information for each reference.

Decision Timeline

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 Wednesday, September 18, 2024.

Staff will make the final selection by the end of October 2024.