

Pursuant to Assembly Bill 361 members of the Cultural Arts Commission and staff will participate in this meeting via teleconference or other electronic means.

**PARTICIPATE BEFORE THE MEETING** by emailing [ArtsCommission@TorranceCA.Gov](mailto:ArtsCommission@TorranceCA.Gov) and write "Public Comment" in the subject line. In the body of the email include the item number and/or title of the item with your comments.

**MEMBERS OF THE PUBLIC MAY VIEW AND PARTICIPATE IN THE MEETING** via Zoom by using the following link or by calling in with the phone number listed below:

<https://us02web.zoom.us/j/85002062488?pwd=VmU5MmpYOGRXdXBmbk1aZXVla3o2dz09>

Phone number: 1-669-900-9128

Meeting ID: 850 0206 2488

Passcode: 130986

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office at (310) 618-2780. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR35.102-35.104 ADA Title II]  
Direct questions or concerns to the Commission Liaison at (310) 618-618-2380 or individual department head prior to submission to the Commission. Parties will be notified if the complaint will be included on a subsequent agenda.

**\*\*\* REVISED \*\*\***

**TORRANCE CULTURAL ARTS COMMISSION AGENDA  
MONDAY, JANUARY 24, 2022  
REGULAR MEETING**

**7:00 P.M. VIA TELECONFERENCE OR OTHER ELECTRONIC MEANS**

**THE CULTURAL ARTS COMMISSION MAY TAKE ACTION ON ANY ITEM LISTED  
ON THE AGENDA**

**1. CALL MEETING TO ORDER**

**ROLL CALL:** Commission members Hsiao, Kraemer, Polcari, Radke, Sargent, Wright,  
Chair Klinenberg

**2. FLAG SALUTE:**

**3. REPORT OF THE CITY CLERK ON THE POSTING OF THE AGENDA**

The agenda was posted on the Public Notice Board at 3031 Torrance Bl. and on the City's Website on Thursday, January 20, 2022 /s/ Rebecca Poirier

**4. ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS**

**5. ORAL COMMUNICATIONS (Limited to a 30 minute period)**

*This portion of the meeting is reserved for public comment on items on the agenda or on topics of interest to the general public. Under the Ralph M. Brown Act, Commissioners cannot act on items raised during public comment but may respond briefly to statements made or questions posed; request clarification; or refer the item to staff. Speakers under this Public Comment period will have no longer than 3 minutes per speaker. Please do not use Bluetooth or speaker devices, mute the volume on your television or other electronic devices and speak clearly. Your phone call to the Commission meeting will be recorded as part of the meeting. By staying on the line and making public comment during the meeting, you are agreeing to have your phone call recorded.*

**6. CONSENT CALENDAR**

*Matters listed under the Consent Calendar are considered routine and will be enacted by one motion and one vote. There will be no separate discussion of these items. If discussion is desired, that item will be removed by a Commissioner from the Consent Calendar and considered separately.*

**6A. APPROVAL OF MINUTES:**

Recommendation of Cultural Services Manager that your Honorable Body approve the Cultural Arts Commission minutes of November 15, 2021.

**6B. ACCEPT AND FILE MONTHLY DIVISION REPORTS**

Recommendation of the Cultural Services Manager that the Cultural Arts Commission accept and file the Division Monthly Reports.

**7. ADMINISTRATIVE MATTERS**

**7A. Public Art Pilot Program**

Recommendation of the Community Services Director that the Cultural Arts Commission review and provide input on guidelines for a City traffic control public art pilot program.

**8. COMMISSION ORAL COMMUNICATIONS**

**9. ADJOURNMENT**

**9A.** Adjournment of the Cultural Arts Commission Meeting to MONDAY, FEBRUARY 28, 2022, at 7:00 p.m.

**MINUTES OF REGULAR MEETING OF THE  
TORRANCE CULTURAL ARTS COMMISSION**

**1. CALL MEETING TO ORDER**

The Torrance Cultural Arts Commission convened at 7:00 p.m. on Monday, November 15, 2021, in the West Annex Commission meeting room, Torrance City Hall.

**ROLL CALL**

Present: Commissioners Hsiao, Kraemer, Polcari, Radke,  
Sargent, Wright and Chairperson Klinenberg

Absent: None

Also Present: Cultural Services Manager Rappaport and  
Community Services Director La Rock

**2. FLAG SALUTE**

Commissioner Hsiao led the Pledge of Allegiance.

**3. REPORT OF THE CITY CLERK ON THE POSTING OF THE AGENDA**

Cultural Services Manager Rappaport reported the agenda was posted on the Public Notice Board at 3031 Torrance Blvd. and on the City's Website on Wednesday November 10, 2021.

**4. ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS**  
– None.

**5. ORAL COMMUNICATIONS #1**

Denielle Johnson, Torrance Art Museum Advocate, spoke.

**6. CONSENT CALENDAR**

Commissioner Kraemer requested the minutes pulled off the Consent Calendar to correct a scrivener's error be corrected on the Minutes dated October 18, 2021, Consent Calendar, page two - "6B" should be "6C." Requested motion for approval as amended.

**MOTION:** Commissioner Kraemer moved to approve the Consent Calendar. Commissioner Radke seconded the motion; a roll call vote reflected unanimous approval.

**6A. APPROVAL OF MINUTES: OCTOBER 18, 2021**

**MOTION:** Commissioner Kraemer moved to approve the Minutes as amended. Commissioner Radke seconded the motion; a roll call vote reflected unanimous approval.

**7. ADMINISTRATIVE MATTERS**

**7A. OFFICIAL'S NIGHT ON DEC. 28**

Cultural Services Manager Rappaport provided information on the Official's Night to see the Rose Parade Floats on December 28, 2021. Invitations are being printed and will be sent out after Thanksgiving.

**7B. CANCEL DECEMBER COMMISSION MEETING**

Cultural Services Manager Rappaport explained that the Commission generally cancels December meetings and requested a motion to cancel the December meeting and adjourn to an adjourned regular meeting on January 24, 2022.

**MOTION:** Commissioner Kraemer moved to cancel the December meeting and adjourn to an adjourned regular meeting on January 24, 2022. Commissioner Polcari seconded the motion; a roll call vote reflected unanimous approval.

**7C. SCHEDULE FOR JANUARY AND FEBRUARY 2022 COMMISSION MEETINGS**

Cultural Services Manager Rappaport explained that the meetings will be adjourned regular meetings to be held on the fourth Monday in January and February due to the holidays. Meetings to continue its normal third Monday schedule starting in March. No motion needed.

**7D. STATUS ON LETTER RECEIVED FROM TORRANCE ARTISTS GUILD**

Cultural Services Manager Rappaport discussed the letter Chairperson Klinenberg received from the Torrance Artist Guild.

Senior Business Manager Jordan Rumery stated that the Torrance Arts Guild's next meeting will be December 14, 2021 and will be held in both Garden Rooms. Starting in January, only one of the Garden Rooms will be used; set-up and tear-down will cost \$36. Torrance Arts Guild meetings will be switching to every other month schedule.

**7E. CULTURAL ARTS MANAGER RETIREMENT**

Cultural Services Manager Rappaport announced she will be retiring. Commissioners stated their respect and well-wishes.

Community Services Director John La Rock stated that he will start recruitment before June 30, 2022, regarding Cultural Services staff. Items that Cultural Services Manager Rappaport have been working on will be pushed forward in the interim.

**8. COMMISSION ORAL COMMUNICATION**

Members of the Commission and staff spoke.

**9. ADJOURNMENT**

**MOTION:** At 7:53 p.m., Commissioner Hsiao moved to adjourn the meeting to Monday, January 24, 2022, at 7:00 p.m. in the West Annex Commission meeting room. Commissioner Kraemer seconded the motion; a roll call vote reflected approval.

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**TO: CULTURAL ARTS COMMISSION**

**FROM: JOYCE BELL, ACTING CULTURAL SERVICES MANAGER**

**SUBJECT: CULTURAL SERVICES DIVISION REPORT– November/December 2021**

**Joyce Bell, Acting Cultural Services Manager**

**Administration** – Staff coordinated a retirement party for Eve Rappoport on December 10<sup>th</sup>. The party was well attended. While the city is in the process of recruiting for a new division manager, Senior Supervisor Joyce Bell will serve as the Acting Manager from January 1, 2022 through March 31, 2022 and Senior Supervisor Michael Field will serve as the Acting Manager from April 1, 2022 through June 30, 2022. The Department anticipates filling the vacancy with a permanent employee by July 1, 2022.

**Classes** – Staff worked with the Recreation Services Division to pilot pickleball classes on the Roller Hockey rink at Wilson Park. The pilot was a huge success, with all the classes filled to capacity. Feedback from the participants was very positive. We will be expanding classes in that location during the upcoming winter and spring sessions.

Fall classes ended in December. Staff are making preparations for the upcoming winter and spring 2022 sessions. We will continue to offer a full range of class disciplines in the upcoming sessions.

Staff completed a successful 3-week mini session of Ceramic Open Studio classes in November and December. Participants were excited to have an opportunity to complete their holiday projects.

Staff sent out surveys to all participants in our fall classes. The responses were very positive.

**Charter Clubs** –The Aikido, Fencing, Kendo and Naginata Charter Clubs continued classes in November and December at the Cultural Arts Center.

The Dog Obedience Club of Torrance continued classes at WALTERIA Park in November and December. Staff coordinated with facility booking to reserve the WALTERIA Park meeting room for their monthly board meetings that begins in January. In November the group donated \$2,000 to the City to be used towards the potty bag program. The group has been making donations to the Community Services Department since 1958. They have been specifically donating towards the potty bag program since 2009.

The South Bay Judo Charter Club continued classes at Wilson Park in November and December.

The Torrance Craftsmen's Guild held their monthly meeting on November 4<sup>th</sup> in the Recreation Center. After two years, the group was finally able to hold their annual Craft Faire on November 12 & 13 at the Cultural Arts Center.

The Torrance Artist's Guild held their holiday party on December 14<sup>th</sup> in the Garden Room.

**Nico Clifton, Performing Arts Program Coordinator**

The fall session ended on November 6<sup>th</sup>, but that was not the end of classes for the year. A three week mini session began the week of November 15<sup>th</sup>, offering a total of five classes, which included Zumba and Ceramics. Both Zumba and Ceramics students were very pleased to have classes going deeper into the fall months.

The week of November 8<sup>th</sup>, surveys were sent out via email to all registered fall class participants. The responses have been overwhelmingly positive with plenty of quality feedback specifically with our Covid protocols. Our goal is to continue this positive trend as we prepare for the winter 2022 session, which registration for Torrance residents opened on November 30<sup>th</sup>.

The fall mini-session classes ended on December 3<sup>rd</sup>. During December, survey responses for the fall session continued to come in, and majority of the responses have been positive, especially for our two new yoga instructors.

The winter 2022 registration opened on December 7<sup>th</sup> for non-residents. Preparations for the winter 2022 session have begun, which include cleaning the studios, checking equipment, training/re-training staff, and promoting classes to increase enrollment.

**Michael Field, Senior Supervisor**

Torrance Art Museum staff continues to experience difficulty staffing volunteer shifts due to a reduction of volunteers. The Outreach Specialist has ended his employment within the City of Torrance, and we did receive permission to recruit just before the holiday. Staff continues to discuss with existing volunteers if anyone could rise to take on volunteer scheduling duties in the near term.

Tentative measures are moving ahead with planning for the 2022 Cherry Blossom Festival, currently scheduled for April 3, 2022. At present we do not have the funding to mount the festival, but staff is working directly with the Department Director to determine next steps.

**Torrance Sister City Association** - Torrance Sister City Association did not meet in December to utilize the time on annual budgetary information. The association continues to consider alternative outdoor locations for the 2022 Alumni Friendship Celebration and Bunka Sai. The new Executive Board will be installed just prior to their January meeting on January 10, 2022 at 7pm.

Planning for the 50<sup>th</sup> Anniversary continued, and the Torrance Committees is tasked with providing the city with funding amounts to request from council. New ideas were brought forward to the TSCA/City planning committee meeting in November that might require a sub-committee.

**Torrance Rose Float Association** - Their monthly meeting was held on December 7. Membership has seen a sharp decline after initial momentum, and response to the Rose

vial fundraiser is sharply behind. Official's Night went off without a hitch on Tuesday, December 28. Roughly 80 City Officials were in attendance and a great time was had by all.

**Gia Jordahl, Producing Artistic Director, Torrance Theatre Company**

In December the Torrance Theatre Company opened *The Importance of Being Earnest: A Wilde New Musical* Music by Bret Simmons, Book and Lyrics by David Howard, adapted from *The Importance of Being Earnest* by Oscar Wilde. We were thrilled to be working with the creative team on bringing this new musical to life. By opening night, the entire run was virtually sold out, and we ended up adding performances to meet demand. The show received rave reviews from the press and the patrons.

Auditions and rehearsals for the next show, *Holmes and Watson* by Jeffrey Hatcher were held in December, and that production will open on January 21st.

Subscription sales closed in December and our final tally is 312 subscribers.

The rest of the season line-up includes *Wait Until Dark* by Frederick Knott, Adapted by Jeffrey Hatcher; and *The Legend of Georgia McBride* by Matthew Lopez. Ticket information, and details about the productions will be found on our website at [TorranceTheatreCompany.com](http://TorranceTheatreCompany.com) Tickets for all shows are on sale at [www.torrancetheatrecompany.com](http://www.torrancetheatrecompany.com).

Our TEACH WEEK pilot program was pushed until later in 2022 due to the surge of the omicron variant. The program will offer high school drama students an opportunity to attend a dress rehearsal and a Q & A with actors and production team members. Offers will be extended to drama students in our local high schools in January, for a March launch of the program.

Plans for the annual summer musical, to be held at the Armstrong in August 2022, are currently on hold, pending review by City Council.

**Torrance Civic Chorale** - Due to the City-wide hiring freeze, we were unable to move forward with the candidates for the Civic Chorale Director position, but hope to do so in the early part of 2022.

**Max Presneil, TAM Curator and Director**

The Sur:Biennial exhibition closed on December 4<sup>th</sup>. It was visited by 864 people.

Staff spent the rest of December preparing the gallery walls for a new year of installing art works, as well as prepping for the 2022 exhibition schedule by collecting art works, writing didactics and labels, designing adverts and other aspects of putting on an art exhibition.

The Curator visited various SoCal art galleries to view new art works that might be potentially loaned for future exhibitions as well as reconnecting with the owners of the galleries to keep up the personal interactions that allow smooth interactions when TAM borrows art works from them.

The New Year's exhibition program gets back on track with the opening of Quadrant on Saturday January 22 from 6-9pm.

### **Joyce Chan, Farmers' Market Manager**

**Farmers' Market** - The month of November was a busy time at the Farmers' Market. We enjoyed the lead up to the Thanksgiving holiday, with the farm stands full of produce, and the market full of shoppers.

We had baby lettuces, fresh herbs, butternut squash, pumpkins, kabocha squash, potatoes, sweet potatoes, radishes, and the last of the tomatoes. Citrus is just beginning this year, slower to appear than it has in the past. We are seeing persimmons, jujubees, kale, mixed lettuces, cauliflower, broccoli, chard, etc.

The market added a new knife sharpener, which will start right before the holidays.

The Farmers' Market welcomed a new farmer, Nature Grows, selling microgreens and mushrooms at Tuesday and Saturday market.

The market added a sugar-free dessert vendor, and a vegan pastry food vendor with gallettes filled with delicious fillings.

The manager is currently working on filling the market with more prepackaged food vendors and farmers in the beginning of January.

The Farmers' Market was closed on Saturday, December 25<sup>th</sup>. Most of the farmers appreciated the break and rested with their families. Since it is winter, produce was slow harvesting. In December we had one rainy week, and many of the fields experienced flooding. Thus, the tables were barer of produce than usual. The farm stands were full of juicy tangerines, Japanese persimmons, lettuces, broccoli, and cabbage, carrots (white, yellow, orange, and purple).

Many customers were out shopping for presents or appetizers, in our prepackaged section, such as fudge, hummus, cheese, baked goods, etc. The market, although slower than the rest of the year, still saw many shoppers.

The market hosted Santa, who took pictures with kids, gave out free candy canes, and listened to what children wanted for Christmas.

**Community Gardens** -The gardens look in good shape for winter planting. Many gardeners have come out to weed their plots and prepare for the upcoming season. Staff worked on weeding a plot that had been given up by the gardener because the gardener was physically unable to weed. Staff is preparing for a Community Gardens teaching workshop, slated to in January/February.

Many of the Community Gardeners have stopped harvesting and are getting ready for the Spring. Many of the plots are covered. Those who are harvesting, are grateful for the rain we had. The rainwater is especially great for the gardens.

Because of the rain, the focus this month is to encourage gardeners to weed along the pathways of the gardens.



**TORRANCE CERTIFIED FARMERS' MARKET  
MONTHLY REPORT**

<b>TUESDAY MARKET November</b>	<b>2020-2021 (4 Market Days) <i>Pre &amp; Post-Covid</i></b>	<b>2021-2022 (5 Market Days) <i>Post-COVID Regs</i></b>
FARMERS' GROSS SALES	\$139,697.70	\$195,749.18
FARMERS' FEES TO CITY (8%)	\$ 11,175.81	\$15,659.93
NON-AGRICULTURAL GROSS SALES	\$42,475.09	\$133,966.08
NON-AGRICULTURAL FEES TO CITY (12%)	\$5,539.06	\$13,676.03
PROMOTIONAL REVENUE TO CITY	\$83.00	\$100.00
AVERAGE ATTENDANCE	5,588	7,830
AVERAGE NUMBER OF FARMERS	40	41
<b>TUESDAY REVENUE TOTAL</b>	<b>\$ 16,797.87</b>	<b>\$29,435.96</b>

<b>SATURDAY MARKET November</b>	<b>2020-2021 (4 Market Days)</b>	<b>2021-2022 (4 Market Days)</b>
FARMERS' GROSS SALES	\$ 218,023.75	\$ 296,831.99
FARMERS' FEES TO CITY (8%)	\$ 17,441.90	\$ 23,746.56
NON-AGRICULTURAL GROSS SALES	\$ 84,964.92	\$ 193,873.55
NON-AGRICULTURAL FEES TO CITY (12%)	\$ 10,195.74	\$ 24,045.40
PROMOTIONAL REVENUE TO CITY	\$ 109.00	\$ 237.00
AVERAGE ATTENDANCE	8,721	11,873
AVERAGE NUMBER OF FARMERS	52	53
<b>SATURDAY REVENUE TOTAL</b>	<b>\$ 27,746.64</b>	<b>\$ 48,028.96</b>
<b>TOTAL MONTHLY PROGRAM REVENUE</b>	<b>\$44,544.51</b>	<b>\$77,464.92</b>
<b>FISCAL YEAR PROGRAM REVENUE TO DATE</b>	<b>\$271,556.77</b>	<b>\$412,202.82</b>

**TORRANCE CERTIFIED FARMERS' MARKET  
MONTHLY REPORT**

<b>TUESDAY MARKET</b>  <b>December</b>	<b>2020-2021</b>  (5 Market Days)  <i>Partially Operational</i>	<b>2021-2022</b> (4 Market Days) 1 Rainy Day <i>Fully Operational</i>
FARMERS' GROSS SALES	\$120,252.71	\$107,005.00
FARMERS' FEES TO CITY (8%)	\$ 9,620.22	\$8,560.40
NON-AGRICULTURAL GROSS SALES	\$47,819.99	\$66,535.35
NON-AGRICULTURAL FEES TO CITY (12%)	\$5,738.39	\$7,984.24
PROMOTIONAL REVENUE TO CITY	\$110.00	\$40.00
AVERAGE ATTENDANCE	4,810	4,280
AVERAGE NUMBER OF FARMERS	38	29.25
<b>TUESDAY REVENUE TOTAL</b>	<b>\$ 15,468.61</b>	<b>\$16,584.64</b>

<b>SATURDAY MARKET</b>  <b>December</b>	<b>2020-2021</b>  (4 Market Days)	<b>2021-2022</b> (3 Market Days) 1 dark market
FARMERS' GROSS SALES	\$ 208,061.86	\$205,644.10
FARMERS' FEES TO CITY (8%)	\$ 16,644.95	\$16,451.54
NON-AGRICULTURAL GROSS SALES	\$ 78,913.00	\$142,608.58
NON-AGRICULTURAL FEES TO CITY (12%)	\$ 9,469.56	\$17,059.26
PROMOTIONAL REVENUE TO CITY	\$ 398.00	\$264.00
AVERAGE ATTENDANCE	8,322	8,226
AVERAGE NUMBER OF FARMERS	50	55
<b>SATURDAY REVENUE TOTAL</b>	<b>\$ 26,512.51</b>	<b>\$33,774.80</b>
<b>TOTAL MONTHLY PROGRAM REVENUE</b>	<b>\$41,981.12</b>	<b>\$50,359.44</b>
<b>FISCAL YEAR PROGRAM REVENUE TO DATE</b>	<b>\$313,537.89</b>	<b>\$462,562.26</b>

FOR COMMISSION MEETING

January 24, 2022

**TO: CULTURAL ARTS COMMISSION**  
**FROM: JOHN LA ROCK, COMMUNITY SERVICES DIRECTOR**  
**SUBJECT: GUIDELINES FOR CITY TRAFFIC CONTROL BOX PUBLIC ART PILOT PROGRAM**

Recommendation of the Community Services Director that the Cultural Arts Commission review and provide input on guidelines for City Traffic Control Box Public Art Pilot Program.

On December 7, 2021, the City Council provided conceptual approval of a public art pilot program that would entail the installation of digitally produced artworks onto the City's traffic control boxes located at signalized intersections. There are currently over 200 available control boxes.

Before a program could be initiated, program guidelines would need to be developed that address the process to select artists, manage expenses (whether incurred by the City, artist or sponsors), select locations, consider artistic themes, and other aspects.

Traffic control and utility box public art is a common program amongst cities in California and across the United States. Examples of artwork installations and a sample set of program guidelines are attached to this report.

The pilot program will be placed on future Cultural Arts Commission agendas to allow the Commission to make recommendations regarding the program guidelines for Torrance. Ultimately, any finalized recommendations from the Commission would be shared with relevant City staff and ultimately presented to City Council for further consideration.

Respectfully Submitted,

  
\_\_\_\_\_  
John La Rock  
Community Services Director

Attachments: A) Public Art Signal/Utility Box Example Images  
B) Sample Public Art Program Guidelines

Utility Box Example Images



Box Wrapping in Progress



Completed Project



Before and After



Before and After

City of Redondo Beach  
Public Art Program



UTILITY BOX PUBLIC ART PROGRAM INFORMATION

The City of Redondo Beach and its Public Art Commission invites artists to participate in the City’s Utility Box Public Art Program. The City and the Commission are seeking artists to showcase their work to beautify utility boxes located throughout the City of Redondo Beach. The goals of the program are to use public art to contribute to the vitality and attractiveness of the City’s streetscapes and bring art to unexpected places.

The Application and Guidelines are accessible on the Redondo Beach website, Public Art section at [www.redondo.org/recreation](http://www.redondo.org/recreation) or at the Community Services Department offices located at 1922 Artesia Blvd., Redondo Beach, CA 90278

SPONSORSHIP FORM

Envision how public art can transform a street, a community, a City. Sponsors are welcome to support the work of artists that will showcase original art work on utility boxes located throughout Redondo Beach. The Utility Box Program aims to replace unsightly utility boxes by bringing art to unexpected places and enhancing the beauty and vibrancy of Redondo Beach for years to come. Utility Box Sponsors may request a specific artwork be considered with support of their sponsorship, however, the Public Art Commission will not guarantee that the requested artwork will be accepted and may choose any other artwork for the sponsored box at their sole discretion. All Utility Box art for consideration will be subject to the guidelines established in the Call for Artists and the Public Art Commission will determine final locations.

Sponsor Information:

Name of Person, Business or Organization: \_\_\_\_\_

Sponsor Name to appear on the Box (no logos are permitted): \_\_\_\_\_

Contact name (if different from above): \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Desired Box Location(s) (not guaranteed): \_\_\_\_\_

Please select a sponsorship category:

Utility Box Sponsor: \$1,000 donation

One or more individuals, an organization or a business can sponsor a Utility Box. The identified name(s) will be included on the Utility Box public artwork. It will also be listed in the Public Art Program information in print and online.

Utility Box Supporter: Minimum \$50 donation

The identified name will not be placed on the Utility Box public artwork but will be listed in Public Art Program information in print and online.

Total Sponsor/Supporter Amount: \$ \_\_\_\_\_

Please submit a check payable to “City of Redondo Beach” with this form to:

City of Redondo Beach  
Attn: Utility Box Program  
1922 Artesia Blvd.  
Redondo Beach, CA 90278

Questions? Please contact the Community Services Department at (310) 318-0610 or [cameron.harding@redondo.org](mailto:cameron.harding@redondo.org)

# City of Redondo Beach Public Art Program



## UTILITY BOX PUBLIC ART PROGRAM INFORMATION

The City of Redondo Beach and its Public Art Commission invites artists to participate in the City's Utility Box Public Art Program. The City and the Commission are seeking artists to showcase their work to beautify utility boxes located throughout the City of Redondo Beach. The goals of the program are to use public art to contribute to the vitality and attractiveness of the City's streetscapes and bring art to unexpected places.

Applications can be downloaded from [www.redondo.org/recreation](http://www.redondo.org/recreation) at the Public Art section.

Please read this Program Announcement in its entirety before completing the application.

### Eligibility

This Public Art Program is open to all adult and student practicing artists. The Call is also open to art teachers that are interested in mentoring a group of students. All entries must be an original design and artwork of the entrant and must be suitable for viewing by all ages.

### Description and Location of Utility Boxes

The City's Utility Boxes vary in size. The boxes are currently gray or green and overall installation of artwork will be completed by a vinyl wrap company, complete with necessary preparations including scraping, sanding and priming. The vinyl material used will also have a UV-protective clear coat to protect from sun and additional damage. The boxes are located throughout Redondo Beach, including major thoroughfares with traffic signals that are visible to pedestrian, cycling and automobile traffic.

The utility boxes are located within each of the 5 Districts of the City of Redondo Beach. The locations of the utility boxes are listed on page 4. Images of all utility boxes are available at [www.redondo.org/recreation](http://www.redondo.org/recreation) at the Public Art section.

This call is only for Redondo Beach Utility Boxes. At some intersections where there are more than one utility box, the City's box is the only available box for public art installation.

### Artwork Opportunity

The proposed Utility Box public art designs must be applicable and usable, covering all four sides and the top of the box. The artwork will be printed and installed by a contracted vinyl wrapping contractor on behalf of the artists and the City of Redondo Beach. The art should enliven the area, transform the street and reflect the neighborhood or area where the utility box is located. The artwork submitted should be family-friendly and suitable for viewing by all ages. Due to the location of the boxes, the art should be visible from a distance; therefore, you may choose to utilize bold colors and designs. Artwork using a majority of dark colors will not be considered due to the potential for overheating the utility boxes. Additional consideration can be given to a project that showcases Redondo Beach's cultural diversity, historic heritage, or acknowledges a key activity that takes place in the area. Artists can

submit more than one concept for the same location or submit a concept that includes a continuous theme across multiple utility boxes and locations.

The artwork design may not restrict any vents or airflow through the boxes, thus necessary layout edits to designs may be made by the City. The City must be able to fully access the box and the components inside the box at all times. In the event the utility box is mounted on a base or concrete or other material, the base shall not be included as part of the available area for a public art design. Any nearby protective poles, bollards, planters, etc. are not be included as part of the available area for a public art design. The artist is responsible for the design of the artwork to be printed on the vinyl and wrapped. Entries that use a copyrighted or trademarked image will not be accepted. In addition, the art must not be plagiarized, stolen, or copied from any other source. Entries must not defame or invade the rights of any person, living or dead.

The artwork may include the name of the artist and, if applicable, the sponsor of the specific utility box in no larger than a 3" x 5" space on one of the box's 4 side panels. The artwork is considered a long-term installation and will become the property of the City of Redondo Beach. The artist will retain the right to reproduce and/or sell their original art.

### **How to Apply for this Call**

Please go to [www.redondo.org/recreation](http://www.redondo.org/recreation) and select Public Art to access the City's Public Art Program and this application which is available for download.

### **Application**

All requirements listed below must be met or the application will be removed from consideration.

- 1. Application Form completed.
- 2. A concept drawing that shows all four sides and top of the utility box must be included in the application. Please note that utility boxes do differ in size, so the diagram is for a concept drawing not necessarily to scale. Concept drawings may be hand drawn, however digital design is recommended.
- 3. Specifications on materials and/or program used to design artwork (e.g. oil painting scanned into a jpeg, InDesign, Photoshop, original photography).
- 4. An Artist Statement (2,000 characters maximum) that describes why the artist is interested designing a utility box, previous experience working on public art projects, and how the artist believes the art will transform the street and/or enliven the area.
- 5. A resume that includes exhibition history, past projects; or a brief description of cooperative, community-based projects (four pages maximum). If you are a student, a letter of recommendation from an art teacher will be accepted in lieu of a resume.
- 6. A maximum of 3 examples of previous work including a brief description.
- 7. Desired box location (not guaranteed). The Public Art Commission will accept up to 3 location choices. Please rank the specific location with "#1" being the most desired, "#2" being the next, and so forth. The City and the Public Art Commission will have final say on all determinations of location if artist is accepted.

**Selection Criteria**

When making the selection for the Utility Box Public Art Project, the following will be considered:

Artistic excellence, innovation, and originality.

Does the artist have the experience to complete the project within timeframe?

Does the art meet the goals of the project?

Does the art transform the project area?

Does the art relate to the area where the utility box is located?

Does the art portray the City’s cultural diversity, historic heritage, or a key activity?

**Artist Selection Process**

The selection process will consist of a review and project approval by the Public Art Commission. Artists will be notified by the City if and when their designs are accepted.

**If you are selected to complete a Utility Box Public Art Project**

All artists must sign a City Redondo Beach liability release and complete agreement before artwork will be installed. The artists will receive a \$350.00 stipend when final artwork is submitted and approved for a single utility box. Artist must notify the City when a project is completed. In order to receive payment, artists must submit a completed W9 form.

Once selected, the following shall be submitted within (30) thirty days:

- 1. Final artwork and design. Artwork must be in hi-resolution digital format. If submitting a Photoshop, Illustrator, or InDesign file, please also submit a hi-resolution image file of the same artwork.
- 2. Title of the artwork and artist name.

Questions?

Please contact the Community Services Department by emailing at [cameron.harding@redondo.org](mailto:cameron.harding@redondo.org) or call (310) 318-0610.



## Utility Box Locations

(Locations in bold typeface have already been selected.)

### District One:

1. Prospect Avenue @ Palos Verdes Boulevard
2. **Palos Verdes Boulevard @ Pacific Coast Highway \*Note: This box has be removed and is no longer available for this program.**
3. Catalina Avenue @ Knob Hill Avenue
4. Catalina Avenue @ Pearl Avenue
5. Pacific Coast Highway @ Ruby Street

### District Two:

1. **Catalina Avenue @ Torrance Boulevard**
2. Catalina Avenue @ Garnet Street
3. Diamond Street @ Pacific Coast Highway
4. Harbor Drive @ Beryl Street
5. Harbor Drive @ Herondo Street

### District Three:

1. **190<sup>th</sup> Street @ Prospect Avenue**
2. Inglewood Avenue @ 182<sup>nd</sup> Street
3. Inglewood Avenue @ 190<sup>th</sup> Street
4. Inglewood Avenue @ Ralston Lane
5. Harkness Lane @ Anita Street

### District Four:

1. Artesia Boulevard @ Green Lane
2. Grant Avenue @ Flagler Lane
3. **Grant Avenue @ McKay Lane**
4. Grant Avenue @ Kingsdale Avenue
5. Artesia Boulevard @ Felton Lane

### District Five:

1. Manhattan Beach Boulevard @ Vail Avenue
2. Marine Avenue @ Redondo Beach Avenue
3. **Aviation Way @ Artesia Boulevard**
4. Marine Avenue @ Hotel Drive
5. Manhattan Beach Boulevard @ Inglewood Avenue

**ARTIST APPLICATION**

Artist Name\_\_\_\_\_

Business Name\_\_\_\_\_

Address\_\_\_\_\_

Phone Number\_\_\_\_\_

Email\_\_\_\_\_

Web Site\_\_\_\_\_

Examples of work:

Title of Work\_\_\_\_\_

Medium/Description\_\_\_\_\_

\_\_\_\_\_

(Attach additional examples as needed.)

\_\_\_\_\_ I certify that I have created the above artwork (please initial).

Artwork Proposal

Preferred utility Box Number(s)/Location(s):\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Rendering for Utility Box:

Description\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please attach designs for consideration by the Public Art Commission.  
Please submit designs using the Design Template form or a reasonable facsimile.

City of Redondo Beach Public Art Program

All Artists: Please sign, date and return with Artist Application:

I agree that: (1) my submission(s) and their contents will automatically become the property of the City of Redondo Beach, with no guarantee of compensation to me; (2) The City of Redondo Beach may use or redistribute the submissions and their contents for any purpose and in any way; (3) there is no obligation for the City of Redondo Beach to review the submission; and (4) there is no obligation to keep any submissions confidential. Further, I agree to waive my rights of attribution out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA").

ARTIST \_\_\_\_\_ Date \_\_\_\_\_

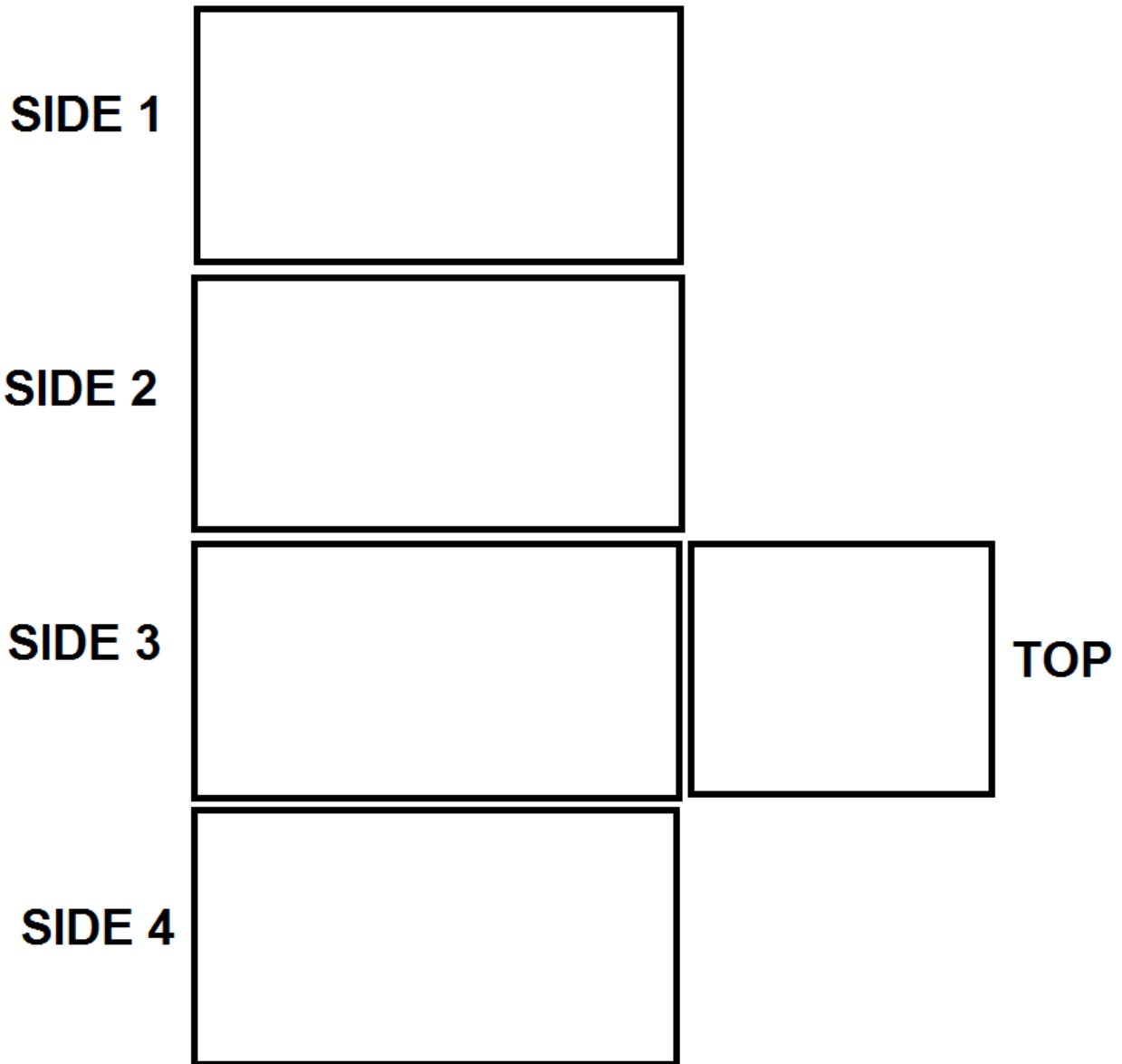
DISCLAIMER

I have read the attached information and agree to the rules & regulations stated. The undersigned agrees to indemnify and hold harmless, the City of Redondo Beach, Its Council, Officers, Boards, Commissions, Agents, associated Foundations and Employees for any loss or liability which results or is alleged to have resulted from my participation in this event, including any claim arising out of the applicants entry, acts, or omissions in said contest or any accident, injury or damage involved therein, including but not limited to attorney fees and court costs. I have read and fully understand these policies. I am an adult and my signature is below.

ARTIST \_\_\_\_\_ Date \_\_\_\_\_

**Design Template Sample**

This is a typical utility box diagram representing the four sides and top. Please use it to submit the utility box design/images as it would be wrapped. Unique colors and bold graphics work well, along with bright images that can be seen from a distance. Detailed images of each side must be submitted on 8.5" x 11" paper. *Actual utility boxes vary in size shape and have various vents, seams, doors, and handles. Be prepared to adjust artwork to fit a unique utility box.*



## SPONSORSHIP FORM

Envision how public art can transform a street, a community, a City. Sponsors are welcome to support the work of artists that will showcase original art work on utility boxes located throughout Redondo Beach. The Utility Box Program aims to replace unsightly utility boxes by bringing art to unexpected places and enhancing the beauty and vibrancy of Redondo Beach for years to come.

Utility Box Sponsors may request a specific artwork be considered with support of their sponsorship, however, the Public Art Commission will not guarantee that the requested artwork will be accepted and may choose any other artwork for the sponsored box at their sole discretion. All Utility Box art for consideration will be subject to the guidelines established in the Call for Artists and the Public Art Commission will determine final locations.

### Sponsor Information:

Name of Person, Business or Organization: \_\_\_\_\_

Sponsor Name to appear on the Box (no logos are permitted): \_\_\_\_\_

Contact name (if different from above): \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_ Email: \_\_\_\_\_

Desired Box Location(s) (not guaranteed): \_\_\_\_\_

Please select a sponsorship category:

Utility Box Sponsor: \$1,000 donation

One or more individuals, an organization or a business can sponsor a Utility Box. The identified name(s) will be included on the Utility Box public artwork. It will also be listed in the Public Art Program information in print and online.

Utility Box Supporter: Minimum \$50 donation

The identified name will not be placed on the Utility Box public artwork but will be listed in Public Art Program information in print and online.

Total Sponsor/Supporter Amount: \$ \_\_\_\_\_

Please submit a check payable to "City of Redondo Beach" with this form to:

City of Redondo Beach  
Cultural Arts Division  
Attn: Utility Box Program  
1922 Artesia Blvd.  
Redondo Beach, CA 90278

Questions? Please contact the Community Services Director at (310) 318-0610 or via email at [cameron.harding@redondo.org](mailto:cameron.harding@redondo.org).

## FREQUENTLY ASKED QUESTIONS

### ***Why are utility boxes receiving public art?***

The City of Redondo Beach is committed to public art as a means for vibrancy, cultural uniqueness, community building, improving the quality of life, and making Redondo Beach a cultural destination.

### ***Who is paying for the utility boxes to have public art?***

The utility boxes are being paid for by the City of Redondo Beach John Parsons Public Art Fund and in some cases by sponsors.

### ***How can I sponsor or support public art for a utility box?***

Donations for the utility box public arts project can be made through the City of Redondo Beach for the John Parsons Public Art Fund. Please contact the Community Services Director at 310-318-0610 or email at [cameron.harding@redondo.org](mailto:cameron.harding@redondo.org) for more information.

### ***If I sponsor a box may I choose the artwork for the box?***

Utility Box Sponsors may request a specific artwork be considered with support of their sponsorship, however, the Public Art Commission will not guarantee that the requested artwork will be accepted and may choose any other artwork for the sponsored box at their sole discretion. All Utility Box art for consideration will be subject to the guidelines established in the Call for Artists.

### ***How do you find out about future projects and opportunities?***

Information on this and other public art programs can be found on the City of Redondo Beach Community Services webpage located at [www.redondo.org/recreation](http://www.redondo.org/recreation) and select Public Art.

### ***Is this legal?***

Yes, these public art projects are sponsored and supported by the City of Redondo Beach on City of Redondo Beach property.

### ***Are the artists being paid?***

Yes, artist receives a \$350.00 stipend for their artwork.

### ***How did you come up with the design and how do you transfer it to the box?***

Each artist has an idea that has inspired him/her which they create into a rendering and proposal. The rendering is submitted to the Public Art Commission for approval. The rendering is then scaled up to fit the size of the box and is applied using a durable vinyl wrap.

### ***What are the guidelines to what design is acceptable?***

The criteria requires the artwork to be appropriate for the entire community to view and appropriate for its location.

## **FAQ CONTINUED**

### ***Is this permanent?***

The utility box will be finished with a UV/anti-graffiti coating and should last between 7-10 years. The City reserves the right to remove a utility box public artwork at any time for any reason.

### ***What happens if a utility box gets tagged and or vandalized?***

If the artwork is vandalized, the City of Redondo Beach will mitigate the graffiti or other damage to the utility box. The artist is not responsible for repair.

### ***What inspired the public artwork design?***

Each artist has an individual source of inspiration. Artist statements regarding their design can be made available upon request.

### ***Are the artists from Redondo Beach?***

Priority is given to artists that live in Redondo Beach, however, all artists are welcome to apply.

### ***How long does it take to install public art on a utility box?***

This varies based on the artist, utility box, location and design, but all artwork shall be received within thirty (30) days from the notice to proceed from the City.

### ***What does the city do to protect the finished design from being defaced?***

Once the contractor has completed the vinyl wrapping, a UV/anti-graffiti coating will be applied. The City has contracted for graffiti abatement services that are ready to mitigate any tagging or graffiti that is reported in the City.

### ***How can I comment regarding the art?***

The public is welcome to send comments to the Community Services Director at [cameron.harding@redondo.org](mailto:cameron.harding@redondo.org).

### ***How do I submit an application?***

Applications can be found on the Redondo Beach website, Public Art section at [www.redondo.org/recreation](http://www.redondo.org/recreation) or at the Community Services Department offices located at 1922 Artesia Blvd., Redondo Beach, CA 90278

Applications and printed examples of your art can be submitted in person via hard copy at the Community Services Department offices located at 1922 Artesia Blvd., Redondo Beach, CA 90278 or can be sent electronically as attachments to [cameron.harding@redondo.org](mailto:cameron.harding@redondo.org).