



Building A Better Long Beach

February 2, 2009

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Approve and authorize the Executive Director to enter into agreements with West Coast Choppers, Inc. and Patrick Vogel Designs, Inc. for decorative metal fabrication services. (All Project Areas – Citywide)

DISCUSSION

The Redevelopment Agency (Agency) has been actively involved in improving the appearance of commercial and industrial properties and public spaces within redevelopment project areas through the strategic use of architectural screening and ornamental metal work. The Agency utilizes these revitalization tools to leverage investments, decrease blight and contribute to positive neighborhood transformations.

To further these efforts, the Agency has solicited the services of West Coast Choppers, Inc. and Patrick Vogel Designs, Inc. to provide decorative metal fabrication services. Decorative metal fabrication is a unique craft that requires extensive workmanship. These local firms were selected based on their distinctive experience in decorative metal fabrication and for their ability to design, fabricate and install pieces in house. Redevelopment project areas will benefit from their handcrafted fabrications by providing additional architectural design choices that are not available from standard suppliers.

Both West Coast Choppers, Inc. and Patrick Vogel Designs, Inc. have successfully worked on City projects in the past. West Coast Choppers, Inc. donated its time to design the City's plan van creating a custom design with historic images of Long Beach and custom metal wheels. They also recently completed the decorative metal railings on the Pine Avenue planters that depict iconic images in the City (Exhibit A – Examples of Work).

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In 2007, the Agency commissioned Patrick Vogel to complete two art installations for the Spin Art Project in commemoration of the Amgen Tour. Locally his work can be viewed at Rotary Centennial Park, Daugherty Field, Signal Hill, and Catalina Island (Exhibit A – Examples of Work). He also fabricated public art installations for King County, Washington and Fort Worth, Texas. Internationally, Patrick Vogel is currently under commission to develop the commemorative art sculpture at the main entrance of the Frankfurt Germany Zoo.

Agency staff proposes to enter into agreements with West Coast Choppers, Inc. and Patrick Vogel Designs, Inc. This affords the Agency the ability to use each firm on an as-needed basis. The term of each agreement will be for a period of two years, for an amount not to exceed \$200,000.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,



CRAIG BECK
EXECUTIVE DIRECTOR

CB:AJB:DSW:EM

Attachment: Exhibit A – Examples of Work

Examples of Work

West Coast Choppers, Inc.



City of Long Beach Plan Van



West Coast Choppers Gate



Pine Avenue Planters

Patrick Vogel Designs, Inc.

Plane in Flight, Long Beach, CA



SPIN Art Project



River Crossing, King County, WA



Rotary Centennial Park, Long Beach, CA