



LONG BEACH REDEVELOPMENT AGENCY

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July 2, 2007

REDEVELOPMENT AGENCY BOARD MEMBERS
City of Long Beach
California

RECOMMENDATION:

Authorize the Executive Director to enter into an agreement with the National Sculptor's Guild for the purchase and installation of public art as part of the North Long Beach Street Improvement Program in the amount of \$104,000 plus installation. (North – District 8)

DISCUSSION

In 2002, the Redevelopment Agency (Agency), working with the community, developed a vision for North Long Beach that included upgrading the commercial corridors in the North Long Beach area. The vision included the transformation of these corridors through streetscape and parking improvements, green space, upgraded street frontages, new public uses, and pedestrian-oriented retail uses.

Revitalization efforts in North Long Beach are underway along many corridors as part of the Agency's comprehensive public infrastructure improvement program. To date, new streets, medians, landscaping and pedestrian lights have been completed along Atlantic, Artesia, Long Beach Boulevard, Santa Fe, and other commercial corridors. To further enhance these improvements, staff is looking to include the placement of public art.

The North Long Beach Project Area Committee (North PAC) created a sub-committee tasked with reviewing public art opportunities in the area. The group recommended the purchase and installation of a sculpture by artist Kathleen Caricof named, "Orange Twist" (Exhibit A), available through the National Sculptor's Guild. The sculpture is made of a stone-like material and is 12 feet long and 9 feet wide. It will be placed atop a granite base with the inscription, "Top of the town" as part of a commercial corridor project.

The mission of the Long Beach Redevelopment Agency is to enhance the quality of life by improving blighted areas of Long Beach, revitalizing neighborhoods, promoting economic development, creating jobs, providing affordable housing and encouraging citizen participation.

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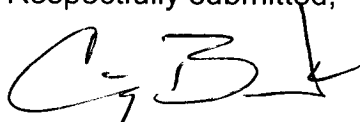
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The cost for the sculpture is \$104,000 plus installation and was approved by North PAC on March 22, 2007. Upon Agency approval, this project will be completed within six months.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,

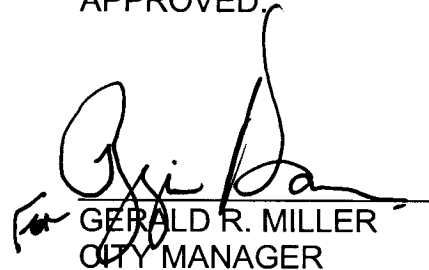


for PATRICK H. WEST
EXECUTIVE DIRECTOR

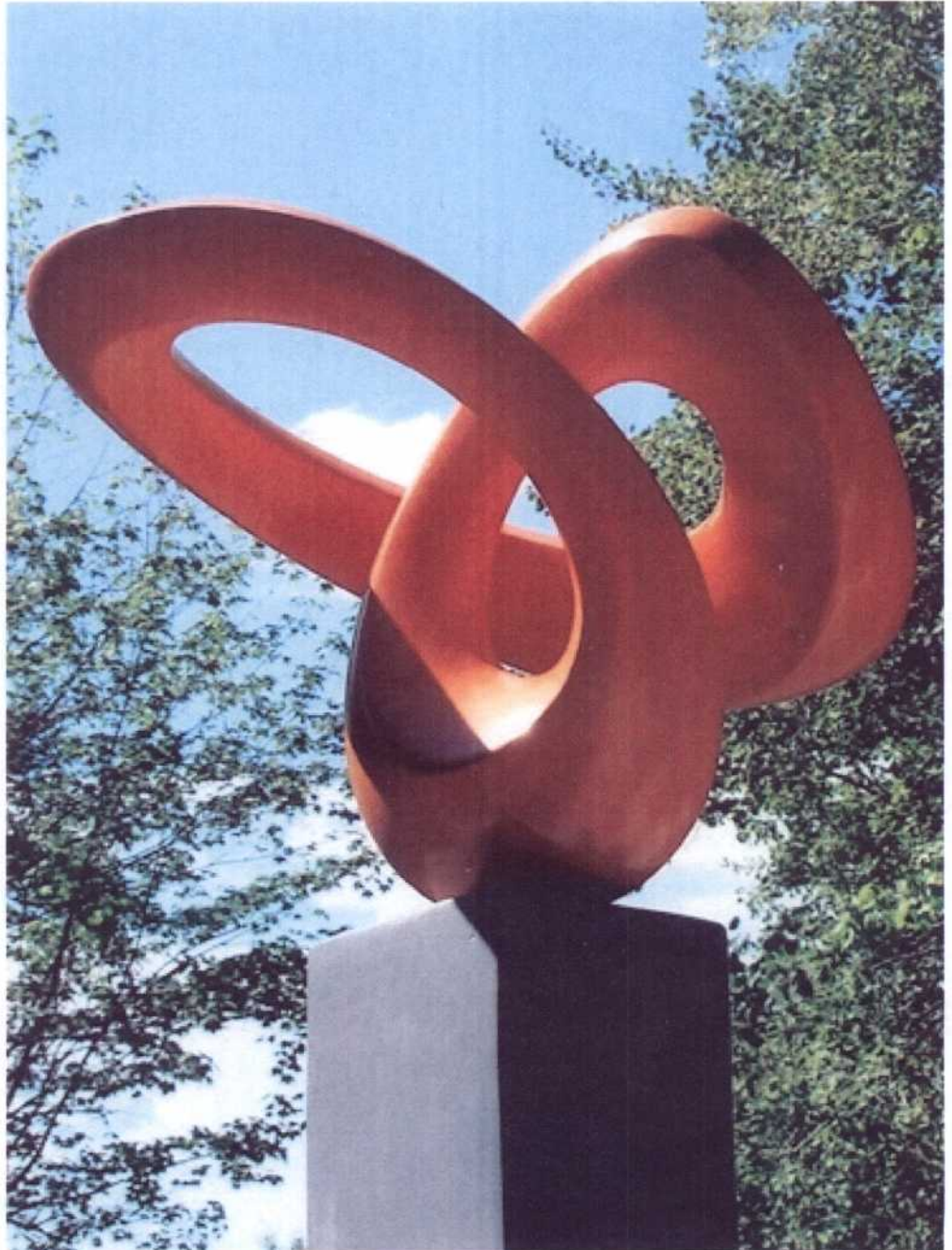
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Attachment: Exhibit A – Art Photo

APPROVED:



for GERALD R. MILLER
CITY MANAGER



Orange Twist

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