



City of Culver City

Staff Report

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Item #: A-3.

CC-(1) Presentation and Discussion of the Design on the Asphalt Art Component of the MOVE Culver City Downtown Corridor Project; and (2) Direction to the City Manager as Deemed Appropriate.

Meeting Date: June 14, 2021

Contact Person/Dept: Diana Chang / Transportation Department

Phone Number: (310) 253-6566

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing: Action Item:

Attachments:

Commission Action Required: Yes No **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (06/09/2021)

Department Approval: Rolando Cruz (06/03/2021)

RECOMMENDATION

Staff recommends the City Council (1) receive a presentation on the asphalt art component of the MOVE Culver City Downtown Corridor Project; and (2) provide direction to the City Manager as deemed appropriate.

BACKGROUND

On May 18, 2020, City Council directed City Transportation Department to capitalize on reduced traffic as a result of the pandemic by reclaiming space on the street and installing dedicated bus lanes to improve mobility throughout the City. On September 29, 2020, City Council approved the professional services agreement with Sam Schwartz to plan, design, and implement quick-build mobility lane pilot projects. MOVE Culver City includes three corridors: Downtown/E Line/Arts District corridor on Culver and Washington Boulevards (Downtown Corridor), Sepulveda Boulevard, and Jefferson Boulevard. The City's Transportation Department, in coordination with Department of Public Works, Community Development and other City departments, has been implementing Corridor 1: Downtown Corridor since October 2020. The Sepulveda and Jefferson corridors will be implemented in a future phase of the project.

The Downtown Corridor Project (herein after referred to as “the Project”) will build mobility lanes in the 1.3-mile stretch of Culver Boulevard and Washington Boulevard between Culver Boulevard at Duquesne Avenue and Washington Boulevard at La Cienega Avenue.

On March 22, 2021, the City Council approved the 90% complete Downtown Corridor Project plans and specifications; and, adopted a resolution certifying the Project will be completed by a skilled and trained workforce and granting the following exemptions from the California Environmental Quality Act (CEQA): (1) Class 1 - Existing Facilities Categorical Exemption, pursuant to CEQA Guidelines (14 CCR § 15301); and (2) statutory exemption, pursuant to Public Recourses Code Section 21080.25 (CEQA Resolution).

On May 10, 2021, the City Council approved the final plans and specifications for the MOVE Culver City Downtown Corridor Project PS017 (Project) and the professional services agreement with LNI Custom Manufacturing Inc. to design, fabricate, and install bus/bike platforms.

The design of the Project calls for the implementation of asphalt art at select curb extensions and/or crosswalks along the corridor (mainly in Arts District and Downtown Culver City). Since January, the Project team has been engaging the Project’s Community Project Advisory Committee (CPAC) and the community to obtain input during the asphalt art design development process.

DISCUSSION

In January 2021, the MOVE Culver City team released a survey to receive public input on their preferred themes and mural styles for the corridor. The team presented the survey results and initial art sketches in the mobility subcommittee meeting, public virtual workshop and Community Project Advisory Committee (CPAC) meetings in April. Participants provided constructive feedback for the team to narrow down the themes and refine the sketches.

On May 13, 2021, the team released a follow up survey to gauge public preference for refined design concepts and potential locations of the asphalt art. The three surveyed options were (1) Scenes of Ballona Creek, (2) Icons of Culver City, and (3) Bands of Deco. After the closing of the survey on May 20, 2021, the results were presented to the Mobility Subcommittee and CPAC on May 24 - 25, 2021. The team received a total of 118 responses, with 65% of respondents showing a clear preference toward “Scenes of Ballona Creek”, 50 participants providing unique insights regarding color, design, and location of the artwork, and 45% of respondents showing interest in the volunteer initiative.

CPAC provided feedback on the art designs on May 24, 2021. The committee preferred “Scenes of Ballona Creek” design, followed by “Bands of Deco” design and expressed the least interest in the “Icons of Culver City” design. CPAC also expressed a preference for vibrancy and boldness in the colors selected for each design.

The Project team has since been developing the design and determining the locations of the asphalt art taking into consideration the feedback received and other factors such as the longevity and durability of color choices given the pedestrian traffic and sunlight, project timeline and the Project team’s ability to complete the asphalt art by the targeted go-live date. At the June 14th City Council meeting, the Project team will present the designs and the location plan of the asphalt art. Staff anticipates the installation of the asphalt art will take place during the week of July 26.

FISCAL ANALYSIS

There is no fiscal impact associated with this presentation.

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Receive a presentation on the asphalt art component of the MOVE Culver City Downtown Corridor Project; and
2. Provide direction to the City Manager as deemed appropriate.