



**To:** Parks, Recreation and Cultural Services Committee  
**From:** Terry Crowe, Manager, Policy Planning  
**Re:** **STEVESTON HIGH SCHOOL ALUMNI ARTWORK DONATION TO THE CITY OF RICHMOND - "THE STEVESTON LEGACY PROJECT"**

**Date:** December 2, 2004  
**File:** 7000-09-20

**Staff Recommendation**

That the artwork which is proposed to be donated by the Steveston High School Alumni Association to the City of Richmond and the allocation of \$50,000 from the Public Art Program toward the artwork (as presented in the Manager, Policy Planning report dated December 2<sup>nd</sup>, 2004) be approved, subject to the Steveston High School Alumni Association raising the remaining required funds (e.g. \$200,000) to initiate and complete the project.

Terry Crowe  
Manager, Policy Planning

Att. 4

FOR ORIGINATING DIVISION USE ONLY					
<b>ROUTED TO:</b>		<b>CONCURRENCE</b>		<b>CONCURRENCE OF GENERAL MANAGER</b>	
Budgets .....		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>		
Parks Design, Construction & Programs ..		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>		
Recreation & Cultural Services .....		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>		
<b>REVIEWED BY TAG</b>		YES	NO	<b>REVIEWED BY CAO</b>	
		<input checked="" type="checkbox"/>	<input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>	

## Staff Report

### Origin

On October 14<sup>th</sup>, 2003, Council endorsed the following motion:

*"That:*

- (1) "The Steveston Project" (as outlined in the report dated September 18<sup>th</sup>, 2003 from the Director, Parks) be endorsed in principle;*
- (2) a letter of support for the "The Steveston Project" from Council be written for fundraising purposes; and*
- (3) staff report with siting and contribution plans for Council to consider at the appropriate time."*

The purpose of this report is to present:

- An overview of Steveston High School Alumni Association,
- The rationale for the proposed gift to the City,
- The proposed artwork design, theme, materials, and artist,
- The proposed artwork location, and site plan,
- The proposed site preparation, anticipated maintenance, and related costs,
- An overview of the proposed artwork budget and fundraising program,
- The review process and independent panel comments, and
- The staff comments, and recommendations to Council.

### Findings Of Fact

#### Overview of the Steveston High School Alumni Association

The Steveston High School Alumni Association was formed in 1987 and to date has approximately 4,400 members.

The Alumni Association is an incorporated society registered as a charity with Revenue Canada, and focuses on the following mandate:

*"As Partners in Education, our purpose is to initiate and enhance educational experiences and provide a focus for social interaction for all members of the Steveston High family."*

#### Rationale for Proposed Gift to the City

The artwork will:

- Represent a recognizable artwork symbol of Steveston's past.
- Be a unique, high quality artwork that easily transfers its identity and message to the passerby.
- Add an interactive element, where the passer-by can choose to view it or participate as part of the artwork's symbolic activity.
- Be presented in a simple, human scale level that educates both those who have participated in the fishing industry and newcomers who will learn about Steveston's past.
- Be designed by an artist who has demonstrated artistic experience, skills and expertise to create a high quality artwork.
- Raise the Public Art Program's profile and image in the City.

### Proposed Artwork design, Materials, and Artist

The proposed three dimensional life sized artwork will be rendered in cast bronze and will consist of three figures and a bench. The sculpture will be simple at a human scale and, easily recognizable by all ages.

The three figures will represent three aspects of the fishing industry. The old fisherman sits at his net mending bench and holds court with a young dock worker who unloads the catch, and a cannery worker on her break. They represent the ethnic diversity of the industry; the men and women, old and young.

Steveston High School Alumni Association has commissioned artist Norm Williams to design and develop the full size bronze statue.

The Steveston High School Alumni Association submission is presented in **Attachment 1**.

### Proposed Location and Site Plan

The proposed location for the artwork is the City-owned plaza space located along the waterfront walkway at the south east corner of No. 1 Road and Bayview Street (**Attachment 2**).

The No. 1 Road and Bayview Street site is recommended as it:

- Directly relates to the lands where Steveston's past fishing activities occurred.
- Is situated very near the river and water activities.
- Is a highly visual location and setting from different points of view.
- Provides varying back drop views for showcasing the artwork.
- Provides a focal point for the Steveston and Imperial Landing developments.
- Is located in a high profile pedestrian activity area and east-west route, one that will increase with the completion of the Imperial Landing developments and tourist oriented activities in Steveston.

### Proposed Artwork Site Preparation, Installation and Anticipated Maintenance Costs.

The proposed artwork siting, installation and site preparation work will be coordinated with Parks staff.

A patina will be applied to the bronze sculpture before it is unveiled to the public. The patina will be sealed with wax giving it a satin or semi-gloss appearance. As a result, ongoing maintenance will require annual cleaning and a coat of protective wax. Left on its own the artwork will eventually turn from green to matte black.

### Steveston High School Alumni Association's Artwork Budget

The total budget for the development of artwork is \$250,000. Once the City has endorsed the artwork donation and site, the Steveston High School Alumni Association will undertake a fundraising campaign to raise its portion (i.e. \$200,000) (**Attachment 3**).

### Proposed Artwork Ownership, Transfer to the City

If the proposed artwork donation is acceptable to the City, the Steveston High School Alumni Association will donate the sculpture and transfer ownership of the work to the City. With this

gift, the Association anticipates that the City will provide on-going maintenance, cleaning and security of the sculpture and the grounds immediately around it.

## **Analysis**

### Guidelines for Private Donations of Public Artwork to the City of Richmond

On September 13, 1999, Council endorsed the “Guidelines for Private Donations of Public Artwork to the City of Richmond”. These Guidelines have been established to evaluate proposed voluntary public art gifts from private sources.

The Guidelines include “Acceptance Conditions” and “Public Art Selection Criteria” (e.g. City Sites, Theme, Relevance, Artistic Excellence, Physical Durability, Public Safety, Costs, Legal).

The Guidelines state that all proposed gifts are to receive independent assessments by an independent public art review panel made up of artists, design professionals and citizens.

### Public Art Donation Review Panel

The Public Art Commission set up the 5 member Independent Panel made up of the following individuals:

- ❑ Ian Chang, Richmond resident,
- ❑ Tamaka Fisher, Richmond resident, artist and business proprietor (Steveston Village Gallery),
- ❑ Brian Foreman, Richmond resident and art curator (Surrey Art Gallery),
- ❑ Toady Innes, Richmond resident and artist, and
- ❑ Steve Portman, Richmond resident.

The findings and recommendations of the independent Public Art Donation Review Panel are presented in **Attachment 4**.

The Panel and Richmond Public Art Commission unanimously

- ❑ Endorsed the proposed Steveston High School Alumni Association artwork and its proposed location, and
- ❑ Recommends that Council accept the proposed artwork donation subject to the Steveston High Alumni Association completing its fundraising.

### Staff Comments of Proposed Artwork Donation to the City

City staff have met with the Steveston High School Alumni Association on numerous occasions to discuss the proposal. The site that is recommended provides a number of advantages that includes a location along a well used pedestrian corridor, it is immediately adjacent to the river, and the views of the proposed artwork can be viewed from various viewpoints.

Staff believe that the simplicity and the realism expressed in the art work is easy to understand and provides animation to the park by adding a 'human' face to the history of the area, therefore, would complement other park elements.

Staff recommend that Council support this proposal which includes the proposed sculpture gift from the Steveston High School Alumni Association for placement when it is completed.

The proposed site for the artwork is owned by the City.

Once Steveston High School Alumni Association has raised the required funding to complete this project, a progress report will be presented to Council.

**Financial Impact**

A. Funding

1. To create the artwork:

<b>Project Funding Sources</b>	<b>Funding Amount</b>
<input type="checkbox"/> City (Public Art Program)	\$ 30,000 (approval sought)
<input type="checkbox"/> Onni Developments (Already deposited in the Public Art Program)	\$ 20,000 (approval sought)
<input type="checkbox"/> Steveston High School Alumni Association Fundraising	\$200,000
<b>Total Est. Project Cost</b>	<b>\$250,000</b>

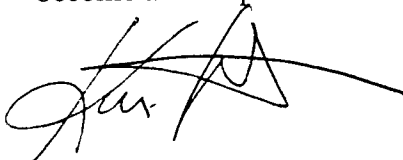
2. The artwork will require a Parks operating budget increase of \$500 per year for ongoing site maintenance of the ground surrounding the artwork and periodic cleaning.

B. Tax Deductible Contributions

Finance staff have agreed to set up a trust account for the receipt of private donations to “The Steveston Legacy Project”, and to issue tax receipts. The City will issue tax deductible receipts after the cheques have been deposited in the bank.

**Conclusion**

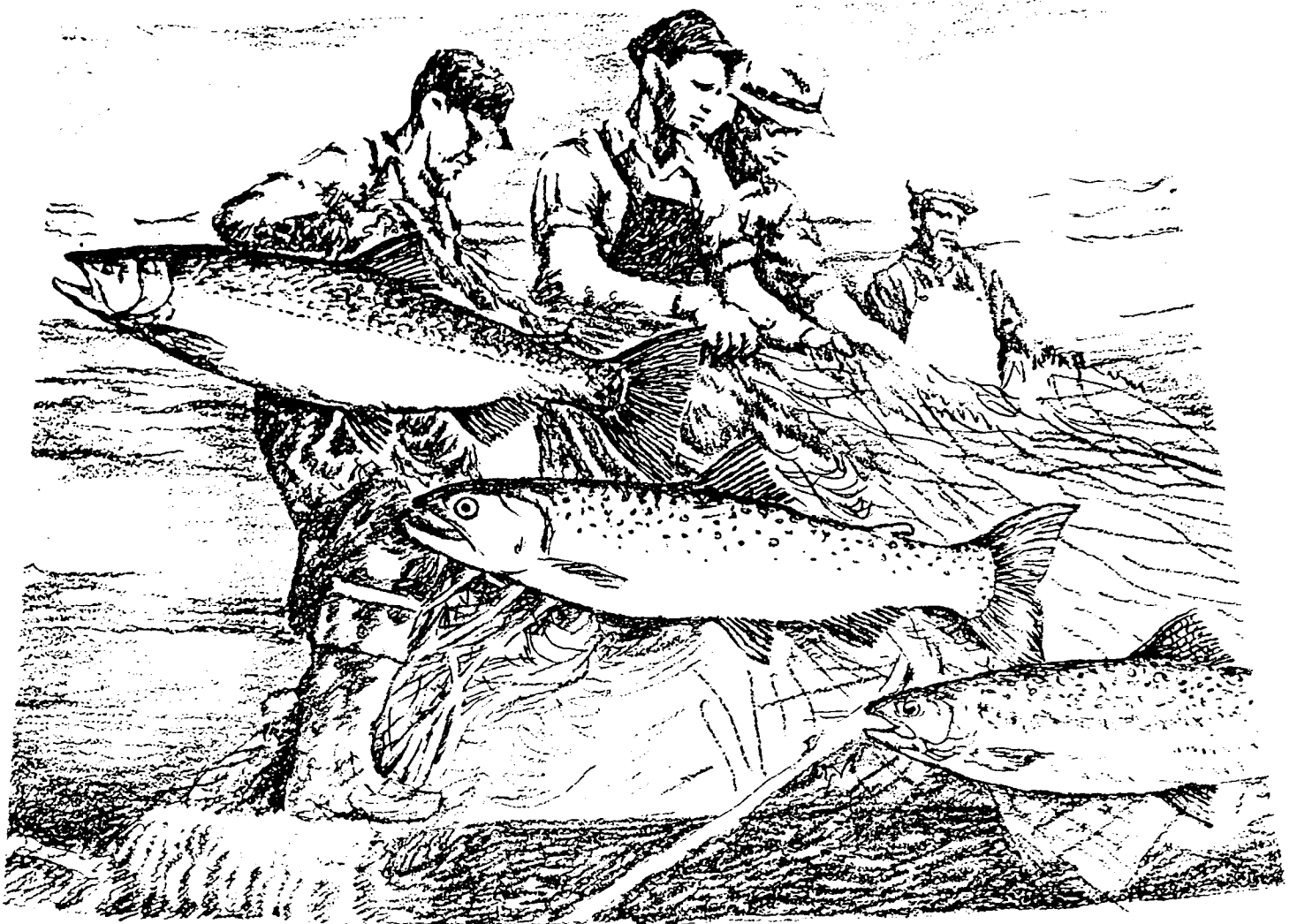
The proposed artwork represents a significant gift, one that will promote Richmond history, and become a focal point and a meeting place for residents and visitors to Steveston.



Kari Huhtala  
Senior Planner

KEH:cas

# The Steveston Project



# A bronze dream for Steveston

By John Johnson

Staff Reporter

□ Two friends have teamed up to pay tribute to a community that is not like any other they have known.

Sculptor Norm Williams and old Steveston high school buddy Keith Lowes are hoping to raise money for a three-piece, life-sized bronze sculpture depicting 1930s life in the fishing village.

Williams, who lives near Aldergrove, and Lowes, a Richmond resident with a law practice in Vancouver, came to the Richmond parks and recreation commission meeting Wednesday asking for endorsement of their proposal and for authorization for city staff to help find an appropriate location for the sculpture once funding for the work has been found.

The commission agreed, but its recommendations must get approval from city council at council's first February meeting.

The sculpture model contains a grouping of three figures, intended to show a typical scene from Steveston of the '30s. An elderly fisherman sits on a mending bench, talking to a female Japanese cannery worker and a young dock worker on a coffee break.

The idea is that the figures will be at ground level, not on a pedestal, so people can walk among them. Williams intends to make molds out of plaster and then have them cast in bronze at a Langley foundry. He would like to have the work complete for an unveiling by July 1, 1995.

Williams and Lowes estimate that it would cost about \$150,000 to realize their dream of setting up the work in Steveston.

Lowes told the commission he is first going to approach a short list of people and "commercial contacts", people who have an interest in "enhancing the ambiance" of Steveston.

If he still doesn't have enough money after that, he will make his fundraising drive more general, said Lowes.

Later in an interview, Williams talked about his inspiration for

the work - Steveston itself. "Keith Lowes and I moved into the area about the same time. He came from East Vancouver and I came from North Burnaby. We moved out here in our mid-teens, which is really an impressionable age.

"We were both just kind of overwhelmed. It's not Burnaby, it's not East Vancouver. It's completely Steveston. I have hardly seen a community ever that is more its own thing than

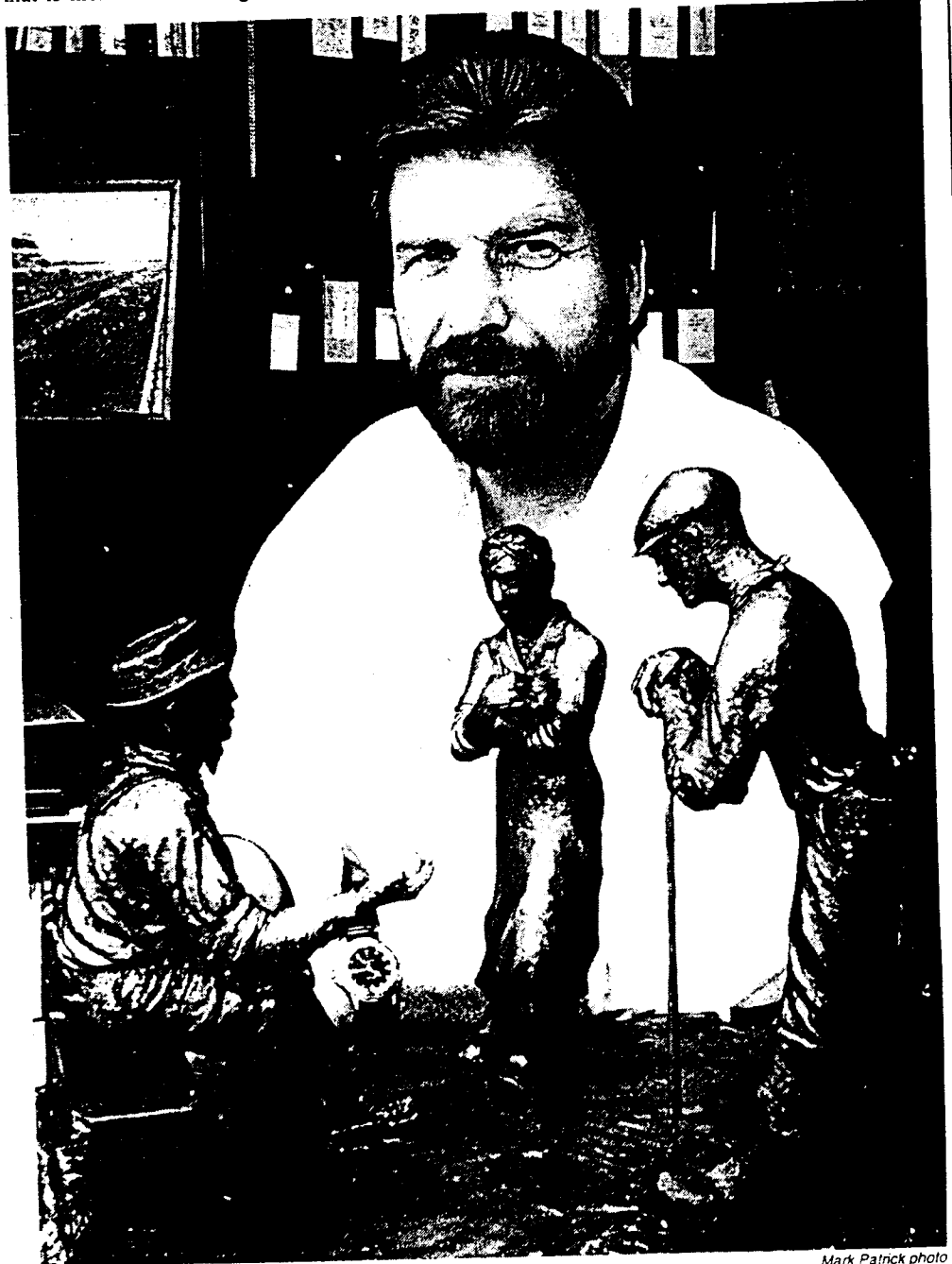
Steveston is. "It had a real big effect on the two of us. Keith is quite literary and he had a lot of ideas of writing the great Steveston novel and I was artistic and I had an idea of creating the great Steveston sculpture. We have talked about it off and on - well, since graduation, since 1962."

A couple of years ago when Williams and Lowes met at a Steveston high school reunion, the subject came up again.

Williams started working informally on the project, thinking of different ideas. He got some suggestions from Lowes and local historian Duncan Stacey for authenticity in details.

The sculpture shows the old fisherman "kind of holding court, telling stories, with the other two listening.

I wanted to transcend age, sex, and nationality, and make it as eternal a thing as I possibly can."



Mark Patrick photo

Sculptor Norm Williams' dream is to transform his model into a life-sized Steveston landmark.

In high school in the early 1960s we spoke of creating artwork for and about Steveston. Keith would write a novel and I would build a sculpture. We revised those dreams at a 30-year reunion for Steveston High School class of '62. By the following year, I had a maquette ready for presentation. It was very well received but funds were not forthcoming. The dream has never died, and finally looks as if it will become a reality.

The three figures represent 3 aspects of the fishing industry. The old fisherman sits at his net mending bench and holds court with a young dockworker who unloads the catch, and a cannery worker on her break. They represent the ethnic diversity of the industry; the men and woman and young. The setting is pre-war. The intent is to portray a historically accurate image of the industry and its people. It is my intention that it can be appreciated on 3 levels.

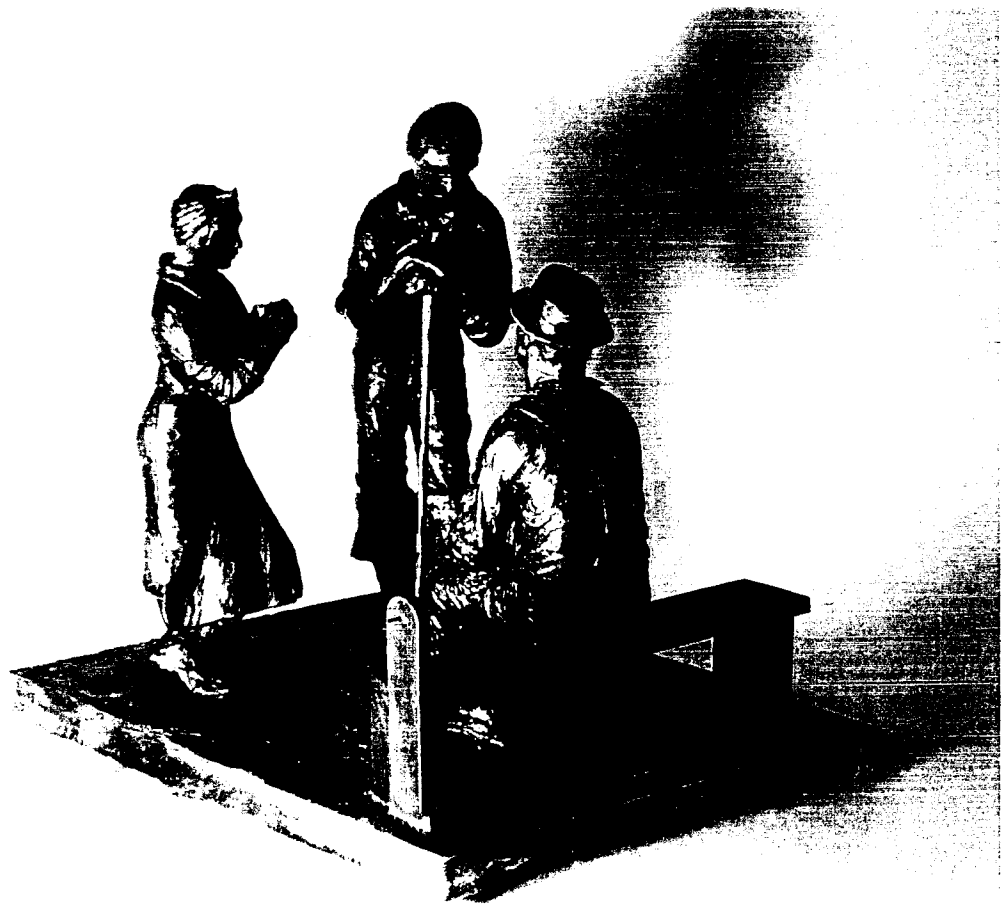
- to the casual observer it will be thought provoking and attractive
- to those who spent years in the industry it will be an accurate image of days gone by
- for the connoisseur who appreciates art on a more abstract plane it will incorporate ideals of positive and negative spaces, texture, flow and composition.

This sculpture can be a focal point in Steveston's brave new world, while remaining a link to its past. It is keeping with the modern developments that have not lost touch with history. Steveston is a rarity. It is different from the interchangeable cookie cutter homes and strip malls of other communities. It has history without being a museum; character without being a caricature. It is working, living and vibrant. It's future celebrates it's past without being shackled by it. Surrounded by the new shops and homes built on the former B.C. Packers site, this work can be pivotal historical reference. It can help nourish the roots of a town built on the fishing industry.

The project is to be rendered in cast bronze. Bronze allows an unlimited high level of control and detailing. It is extremely durable and will stand for centuries. Once the original set of moulds is made, it is possible to re-cast the sculpture in part or in whole. If desired, copies could then be made available to another city, such as a sister city, or to private collectors.

As a sculptor, I prefer to work directly in 3 dimensions. I do few working drawings and no strict 2 dimensional plans. Even the maquette is only a 'jumping-off point'. Sculptures have a life of their own. They seem to grow in a way that cannot be totally pre-planned. That spontaneity and flexibility in design is the difference between creation and construction. I have put a great deal of time and thought into the design and do not expect to alter the concept, but some change in gesture or detail is inevitable.





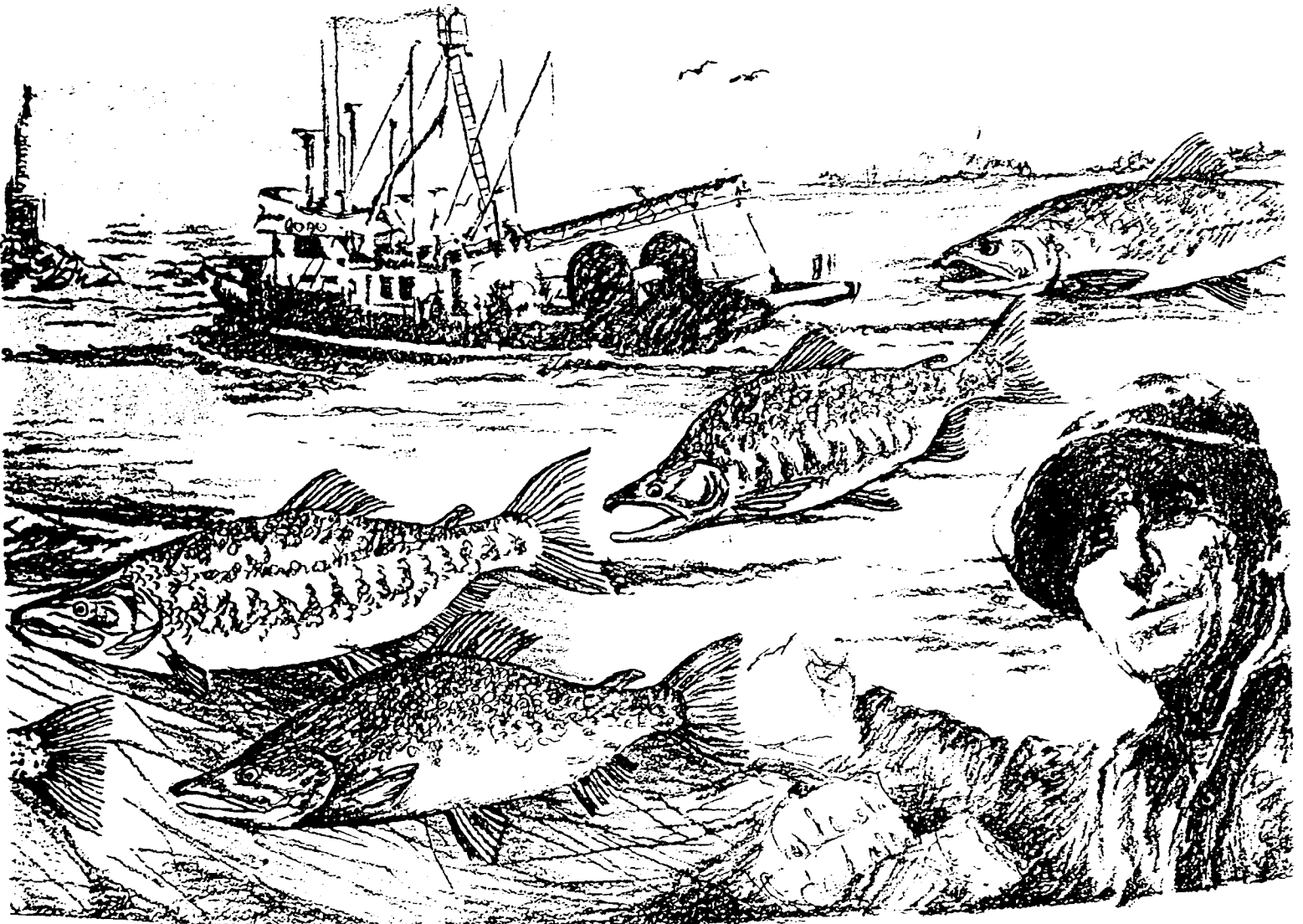


## TIME LINE

- 2,000 man hours were required to take Abbotsford's Unity Statue from maquette to foundry ready.
- The Unity Statue consists of 2 bronze figures 1 1/6 life size.
- The Steveston project consists of 3 lifesize figures and a bench. Estimated time from maquette to foundry ready is 2500 man hours.

Foundry time can overlap production time. Total time 18 – 20 months.

Foundations and government program grants may require a shorter time line, in which case I would have to hire an assistant.



Cathy Burrell is an Abbotsford business woman and president of the Abbotsford Arts Council. She spearheaded the fundraising and organization of Abbotsford's Unity Statue project. At the time she had no experience fundraising for such a large project and no knowledge of the legalities involved. Further, she faced an uncooperative city council.

Cathy is willing to act as an advisor to the organizers of the Steveston project. She is able to provide a list of foundations and government programs that support public art. She can help to anticipate and protect against pitfalls that befell the Unity Statue project.

Sharlene Williams has a business and administration background and has offered to serve as a secretary for the project. She is able to handle correspondence and work with Cathy and Norm to provide mailouts and the necessary followup to potential sponsors.

*NORM WILLIAMS, SCULPTOR*

*Graduate of Vancouver School of Art (now Emily Carr College of Art & Design)  
4 year Sculpture Major  
Graduate of University of British Columbia  
Double Fine Arts Major*

*Worked as a teacher, commercial artist, illustrator & animator*

*Collaborating sculptor on Unity Statue, Abbotsford, B.C.  
Designer, sculptor "Strauss & Gallo Watching the Farm"  
Downtown Benchart Project, Abbotsford, B.C.  
Just completing a bronze grouping for Abbotsford, B.C.  
Assisted sculptor Jack Harmon on the Pacific Press Building bronze  
family group sculpture  
Studied under and assisted well renowned sculptor Bill Reid,  
Bill Koochin & Leonard Epp*

*Works in private collections throughout Canada, United States,  
England & Japan*

*Featured on magazine covers and articles in Canada and England  
as well as countless newspapers, art papers and brochures in Canada  
and the United States*

*Displayed art work in shows extensively throughout Canada and the United States:  
Abbotsford, Aldergrove, White Rock, Vancouver, West Vancouver, Victoria, Saanich,  
Parksville, Massett, Queen Charlotte Islands; Tacoma, Yakima, Fairhaven,  
Washington; Lakin, Kansas; Misoulla, Montana; Ocean City, Maryland; Nashville,  
Tennessee; Huntsville, Alabama; Dayton, Ohio; Atlanta, Georgia.*

August 14, 2002

To Whom It May Concern:

I co-ordinated a project to create a large bronze statue with the Abbotsford Arts Council last year. One of the principal artists/sculptors was Norm Williams. Norm created a timeline that was workable and appropriate for this project, as well as building an armature for the statue that needed little or no adjusting from start to finish. He developed, with the other artists, the final texture for the piece, and created the more intricate pieces out of plasticine that completed the final statue. He also communicated with the foundry on a regular basis.

Work on this project was almost completely unsupervised, and I found Norm to be hardworking, thoughtful, wonderfully creative, and most of all, a supremely talented artist. His determination to 'get the job done' on time and on budget was very much appreciated by myself and my organization, and despite quite a few unexpected distractions, he did just that. Norm also made himself available for any fundraising events, or publicity that we needed him for. He was very creative and helpful when expressing ideas about fundraising, as well as giving feedback and advice based on his wealth of experience working on other large projects. It would not be exaggerating to say that our project would not have succeeded without him.

Sincerely,

Cathy Burrell,  
Past President Abbotsford Arts Council  
Unity Statue Co-ordinator

### FINNISH & MAINTENANCE

A patina is applied to every bronze sculpture before unveiling. It can vary from glossy brass to matte black in colour and surface. The patina I have in mind will be dark in recessed and rough areas with rich bronze coloured highlights. It will then be sealed with wax giving it a satin or semi-gloss appearance. This finish can be maintained with an annual cleaning and a coat of protective wax. Left on it own it will eventually turn from green to matte black.

### OWNERSHIP

Ownership of the statue will be turned over to the City of Richmond. The use of its image will be the right of the city and would not require royalty payments or any other fees. Private companies or persons wishing to produce or sell images or replicas of the stature would first have to gain written consent from the City of Richmond. The artist and the sponsorship group should be kept informed of the use of the image or any moving of the sculpture itself simply to help protect the dignity of the work.

### THE FUNDING PROGRAM

Fundraising for the project is being undertaken by a sub committee of the Steveston High School Alumni Association. It is understood that the City of Richmond will be a primary financial contributor. The committee has a number of other potential contributors in mind from both the private and public sectors. We are fortunate to have Cathy Burrell of the Abbotsford Arts Council to serve as project advisor. Cathy was the driving force in fundraising for Abbotsford's Unity Statute.

Number 1 Road

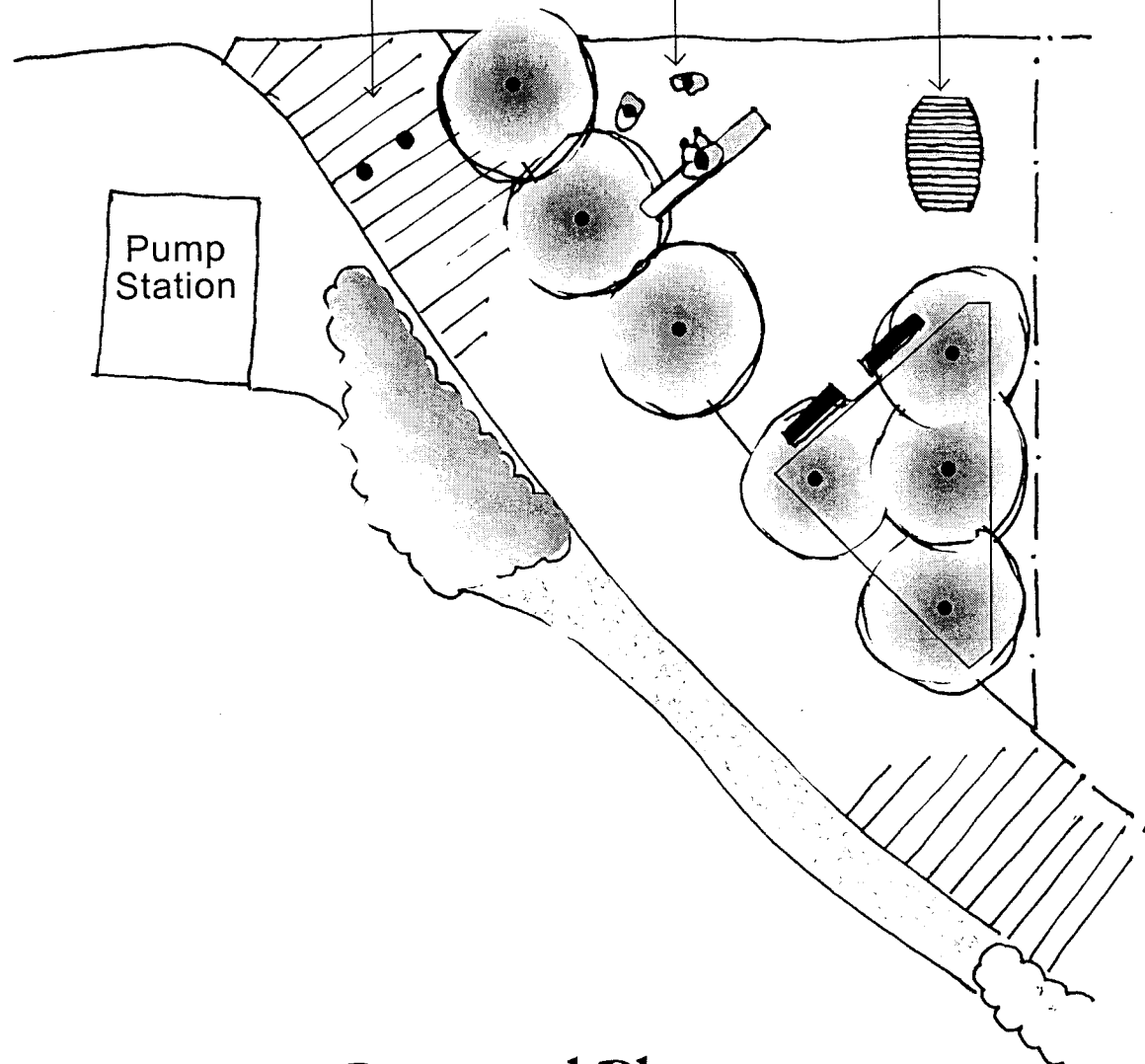
Bayview Street

Entrance to Imperial Landing Trail

Proposed Location of Public Art

Information Sign (Relocated)

Pump Station



Proposed Plan

bayview\_b





## *The Steveston Legacy Project*

Supported by:

**Steveston High School Alumni Association**

P. O. Box 63046

Richmond, B. C. V7E 6K4

October 20, 2004

Mr. Kari Huhtala, MCIP  
Senior Planner  
Policy Planning  
City of Richmond  
6911 Number 3 Road  
Richmond, B. C. V6Y 2C1

Re: Steveston's Legacy

Dear Mr. Huhtala:

This is in answer to your request for a letter to Council and relevant staff to confirm our readiness and capacity to make this project a reality.

By "this project", we refer to the 3 figure, life sized bronze sculpture depicting a fisherman, tenderman and cannery worker in conversation during a work-break, which we have given the working title "Steveston's Legacy".

As you know, we are a group, operating under the aegis of the Steveston High School Alumni Association, composed of Steveston High School graduates, friends and classmates of the artist (also a Steveston High School graduate) and others with connections to Steveston and it's heritage.

Our group includes:

<i>Keith Lowes</i>	<i>Steveston Grad of '62, Lawyer</i>
<i>Richard Gregory</i>	<i>Vice-President - Canada Packers</i>
<i>Patsy Kikegawa</i>	<i>Steveston Grad of '62</i>
<i>Ken Kikegawa</i>	<i>Geodrafting Services Ltd.</i>
<i>Glenn Kishi</i>	<i>Steveston Grad of '74, District Admin., Richmond School District</i>
<i>Mark Sakai</i>	<i>Steveston Grad of '78, Manager, Gulf of Georgia Cannery Society</i>
<i>Norm Williams</i>	<i>Steveston Grad of '62, Sculptor</i>
<i>Sharlene Williams</i>	<i>Steveston Grad of '62</i>
<i>Ralph Turner</i>	<i>Steveston Grad of '61</i>
<i>Edith Turner</i>	<i>Steveston Historical Society</i>
<i>Bob Carkner, O.C.</i>	<i>Retired Principal of Steveston High</i>
<i>Duncan Stacey</i>	<i>Historian and Author of Salmonopolis</i>



# *The Steveston Legacy Project*

Supported by:

**Steveston High School Alumni Association**

P. O. Box 63046

Richmond, B. C. V7E 6K4

October 20, 2004

Mr. Kari Huhtala, MCIP  
Senior Planner  
Policy Planning  
City of Richmond  
6911 Number 3 Road  
Richmond, B. C. V6Y 2C1

Re: Steveston's Legacy

Re: Estimate for completion of Steveston Legacy Bronze Statue

The total cost of approximately \$250,000 is based on:

- Administrative costs
- Setup
- Studio
- Salaries, including assistant
- Foundry costs

Variables include the possibility of rising foundry costs and Promotions.

We have to come up with an appropriate way to acknowledge our sponsors. If there are only 2 or 3 major sponsors it will be quite easy to include an acknowledgement in the design. If we rely on many, smaller donors, acknowledgment is much trickier and cost for promotion, design and gifts to sponsors rise accordingly.

We also enjoy the support of the Steveston Community Association and in particular, *Mr. Jim Kojima, O.C., and Captain (Rt'd) Loren Slye.*

The estimated cost of the project (excluding site preparation and installation) is approximately \$250,000.00. The estimated time to completion is approximately 2 years, inclusive of fund raising.

We have discussed with the city, (Mr. Bruce) arrangements with it which will qualify donations as tax deductible. We expect that such arrangements will be confirmed by Mr. Bruce's successor and the appropriate mechanism put into place.

In addition, we understand that the city will be contributing directly and indirectly to the cost; we have not been informed of the amount of such contribution(s).

Our basic fundraising and public relations strategy has been developed; it will be refined and implemented once we know the size of the city's contribution and hence the amount required to be raised by us.

If you have any questions or wish to discuss this matter in detail, do not hesitate to contact the writer at the above address or by telephone at: (604)681-8461 (office), or (604)274-5482(home).

Yours truly,



J. Keith Lowes,  
Committee Chair

## **Independent Public Art Donation Review Panel Findings & Recommendations**

### Public Art Panel Review

The Panel review involved:

- ❑ Presentation of the proposed artwork by the artist and the Steveston High School Alumni Association,
- ❑ Review of the Council endorsed Guidelines for Private Donations of Artwork to the City of Richmond, and
- ❑ Site visits to the three recommended sites for the artwork (1: Tin Shed Site [next to the Gulf of Georgia Cannery}, 2: sidewalk area in front of the Old Steveston Post Office, and 3: the square at No. 1 Road and Bayview Street).

### Public Art Panel Findings

The Panel supported the artwork to be placed at the No. 1 Road and Bayview Street, because the site:

- ❑ Conforms to the standards as presented in the Guideline's "Acceptance Conditions" and "Public Art Selection Criteria".
- ❑ Directly relates to the lands where Steveston's past fishing activities occurred.
- ❑ Is situated very near the river and water activities.
- ❑ Is a highly visual location and setting from different points of view.
- ❑ Provides varying back drop views for showcasing the artwork.
- ❑ Provides a focal point for the Steveston and Imperial Landing developments
- ❑ Is located in a high profile pedestrian activity area and east-west route, one that will increase with the completion of the Imperial Landing developments and tourist oriented activities in Steveston.

### Public Art Panel Recommendations

The Panel recommended that the artwork:

- ❑ Should be placed on a wooden, plank base to simulate the historical setting of the period presented.
- ❑ Be located in a manner that maximizes viewing and interacting with the artwork (i.e. relocating or removing adjacent signage, etc.).
- ❑ Include an easy to read description to the passing public of what period it depicts in Steveston's past (e.g. dated newspaper sculpted into the bench, etc.).
- ❑ Include one or two additional benches to permit the public to choose how they can interact with the artwork
- ❑ Orientation, siting and site preparation involve the artist, Steveston High School Alumni Association, Parks and other City staff.
- ❑ Location and placement should ensure that it maintains sufficient public space separation from the activities associated with the proposed retail and residential developments to the east.