



**CITY OF RICHMOND**

**REPORT TO COMMITTEE**

**TO:** Planning Committee **DATE:** September 26, 2001  
**FROM:** Terry Crowe **FILE:** 7000-09-01  
 Manager, Policy Planning  
**RE: PUBLIC ART PROJECT INITIATIVES FOR 2001**

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**STAFF RECOMMENDATION**

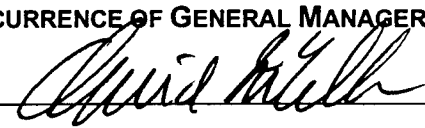
That Public Art Program Reserve Fund Expenditure Bylaw No. 7286 which authorizes the expenditure of:

- (a) \$25,000 to finance the Community Participation Public Art Projects,
- (b) \$20,000 for City Centre Artist(s)-in-Residence Program,
- (c) \$15,000 for Public Art Education Program, and
- (c) \$30,000 for part time public art assistance,

be introduced and given first, second and third readings.

  
 Terry Crowe  
 Manager, Policy Planning

Att. 2

| FOR ORIGINATING DIVISION USE ONLY    |  |  |
|--------------------------------------|--|--|
| <b>ROUTED TO:</b>                    | <b>CONCURRENCE</b>   | <b>CONCURRENCE OF GENERAL MANAGER</b>  |
| Recreation & Cultural Services ..... | Y <input checked="" type="checkbox"/> N <input type="checkbox"/> |  |
| Finance & Corporate Services .....   | Y <input checked="" type="checkbox"/> N <input type="checkbox"/> |  |

## STAFF REPORT

### ORIGIN

On June 23, 1997, Richmond City Council approved the Richmond Public Art Program, Policies and Implementation Actions report. The Program's objective is to integrate public art into the City's streets, buildings, parks and open spaces, and privately owned land.

On July 9, 2001, City Council received the Richmond Public Art Program Review Survey Findings and approved a 2001 – 2004 Implementation Work Program (see **Attachment A**).

The purpose of this report is to present four public art project initiatives, which are consistent with the approved Implementation Work Program for Council's consideration and approval.

The No. 3 Road Corridor Public Art Strategy report, which was identified as part of the Implementation Work Program, will be submitted to Council later this fall once the initiative has been further discussed with the Beautification and Civic Design Strategic Team.

### FINDINGS OF FACT

At this time, As part of the Richmond Public Art Program 2001 – 2004 Implementation Work Program, four implementation initiatives are identified:

#### A. Objective

- ***Establish a Public Art Program Participation Program and budget to improve public participation in community public art projects.***

#### Implementation

For the implementation of this objective in 2001, staff recommend two proposals:

1. Community Participation Public Art Projects, and
2. City Centre Artist(s)-in-Residence Program.

#### **1. Community Participation Public Art Projects**

Community organizations and groups, in collaboration with an artist(s), are invited to submit community artwork proposals for important neighbourhood sites.

The project goals are:

- To create a more humane and liveable city by linking community groups and artists in neighbourhood based public art projects.
- To support resident participation in local art projects in ways that respect the diversity of cultures and interests of the neighbourhood.
- To encourage the creation of works having both artistic merit and community benefit.

#### Benefits

1. Fosters neighbourhood identity by highlighting local sites and places through artworks.
2. Promotes and supports residents' leadership and participation in local art projects in ways that respects the diversity of cultures and interests of neighbourhood residents.
3. Encourages the creation of permanent artworks having both artistic merit, community participation, and community benefit.

Examples of past projects include:

- **About Faces** is a ceramic presentation of 29 plates which represents both the people who come to Richmond Caring Place to receive help and those who provide it. The project cost was \$6,000 with additional resources provided by Richmond Caring Place Society.
- **Richmond South Arm Millennium Mural Eco-vision** is an 8' x 18' ceramic-tile mural comprised of 580 hand-painted tiles at the South Arm Community Centre. The mural focuses on the bio-diversity of Richmond, with particular emphasis on the importance of people of all cultural backgrounds working together to preserve existing species and ecological systems. The project cost was \$4,600 with additional resources provided by South Arm Community Association, James Whiteside Elementary School, and School District No. 39 (RICHMOND).
- **Picket Fence** consists of 150 fence pickets decorated at the 1999 Multifest Celebration by Richmond residents for display at the No. 2 Road Community Garden. The project cost was \$1,400 with additional resource provided by the Cambie Community Association, Richmond Environmental Youth Corp, and Home Depot.

4 to 7 community based project submissions will be assessed by a panel of community members selected by the Public Art Commission. The selected projects will be presented to Council for approval. The dollars are for community groups, artists, materials, and supplies.

Cost

The recommended 2001 Community Public Art Participation Project budget is \$25,000. The chosen community projects will occur in 2002.

**2. City Centre Artist(s)-in-Residence Program**

The artist(s)-in-residence program purpose is to encourage public art in the City Centre community by initiating a wide variety of interactions between artists and community members. Although traditionally such programs require an artist to live at a designated location, the term 'residence' in this program refers to the artists' commitment to and consideration of, the peoples, places and issues located in the participating community.

The City Centre Artist(s)-in-Residence Program is to retain the services of an artist(s) for up to a six month period (i.e. April to September, 2002) and to focus on the "City Hall-Library/Cultural Centre-Minoru Precinct".

Benefits

1. Encourages visual artworks ranging from displays, art projects, events, etc.
2. Focuses on the creation of short-term projects.
3. Achieves a lasting impact and 'legacy' from the projects, including a new understanding of creative processes, the development of collaborative skills and artworks which remain in the community.

The selection of the artist would be chosen through a panel of art professionals chosen by the Public Art Commission, Cultural Centre (Art Gallery, Arts Centre, etc.) and City staff.

Cost

The recommended 2001 City Centre Artist-in-Residence Program budget is \$20,000.  
This project will occur in 2001 and 2002.

B. Objective

- ***Establish a Public Art Education Program and budget to improve education and promotion of the Public Art Program projects and initiatives in the community.***

Implementation

For the implementation of this initiative in 2001, staff recommend the development of a Public Art Education Program.

**Public Art Education Program**

The Public Art Education Program would be lead by the Public Art Commission and would educate, inform and promote a better understanding of the importance of art in the city and its benefits for creating a more appealing and liveable place.

Benefits

1. Organizes public events, lectures and displays on art and its importance to the community.
2. Provides regular updates to the public on planned and created artworks through the media and other venues.
3. Seeks commentary, advice and suggestions from the public on proposed, planned and completed works.
4. Informs the public where and how they can get involved in public art projects.
5. Showcases completed works to the community (e.g. lectures, slide shows, etc.).

Cost

The recommended 2001 Public Art Education Program Budget is \$15,000. This Program will be undertaken in 2001 and 2002. The dollars are for lectures, events, forums, publications, advertising, etc.)

C. Objective

- ***Explore, evaluate and recommend ways to improve Program administration.***

Implementation

For the implementation of this initiative in 2001, staff recommend the hiring of part time public art program assistant for one year.

**Part Time Public Art Program Assistance**

Richmond's Public Art Program is successful. The more success, the more projects. Currently, all public art program project planning, development, and co-ordination is being undertaken by the Senior Planner, Policy Planning, who also has additional planning responsibilities. To implement the Public Art Implementation Work Program and continue implementing a wide range of other planning projects, assistance would help.

Staff recommend that a part time assistant be retained (contract) for a one year period (January to December, 2002).

The assistant's prime tasks will be to administer the:

- Community Participation Public Art Projects,

- City Centre Artist(s)-in-Residence Program, and
- Public Art Education Program, identified earlier in this report.

At the end of 2002, staff will present an evaluation of the temporary position to Council, to determine whether the merits of continuing this temporary part time assistance into 2003 and 2004 is warranted.

Benefits

1. Permits the existing City staff person:
  - More time to work on other City priority projects, and
  - To undertake the other Council approved Public Art Program Implementation Work Program items (See Attachment A).
2. Helps ensure that Public Art Program projects are successfully undertaken.

Cost

The recommended 2001 Part Time Public Art Assistant Budget is \$30,000. It is anticipated that the assistant will begin work in 2002.

D. Options

**Option 1 – Approve the 4 Public Art Project Implementation Initiatives (Recommended)**

Pros:

1. Responds to the public's interest for more information, education and involvement in public art as identified in the 2001 Public Art Program Review Survey Findings.
3. Funds for the 2001 public art initiatives have already been earmarked in the City's 2001 Capital Budget and are available for allocation.
4. Provides additional resources to improve program implementation.
5. Presents a balanced, yet conservative approach for the development of public art.

Con:

1. Costs City funds.

**Option 2 – Refuse the 4 Proposed 2001 Implementation Initiatives**

Pros:

1. Save \$90,000.

Cons:

1. Does not achieve community objectives as identified in the Richmond Public Art Program Review Survey Findings.
2. Does not achieve Council approved 2001 – 2004 Implementation Work Program.
3. Defers implementation program.

FINANCIAL IMPACT

- As of June 8, 2001 the total unappropriated balance in the Public Art Statutory Reserve Funds is \$464,493.23.
- On June 25, 2001, City Council endorsed Bylaw No. 7251 to appropriate from the Reserve Fund the sum of \$400,000 to finance capital works approved in 2001 capital program.

The total recommended allocation of funds from the Public Art Reserve Fund total \$90,000, as follows:

- Community Participation Public Art Projects           \$25,000
- City Centre Artist-in-Residence Program           \$20,000
- Public Art Education Program                       \$15,000
- Part time public art assistance                     \$30,000

If this allocation is approved by Council, the total remaining funds in the Public Art Reserve Fund is \$374,493.23.

Later in 2001, additional public art projects will be presented for Council for approval.

Bylaw No. 7286 to allocate the \$90,000 from the Public Art Reserve Fund Expenditure Bylaw No. 7251, is attached to this report.

CONCLUSION

This report recommends several initiatives to improve the Program's effectiveness.

The recommended projects will go a long way to improve and increase public awareness, understanding, participation and support for public art in Richmond.

Kari Huhtala  
Senior Planner  
KEH:cas

**Recommended Implementation Work Program  
Public Art Program**

| Expected Time Frame | Task   |
|---------------------|--|
| 2001                | <p><b>Clarify Roles</b></p> <ul style="list-style-type: none"> <li>• Start clarifying the roles of all participants during the planning, development and implementation of public art works projects.</li> </ul> <p><b>Clarify the Program Manual and Administration</b></p> <ul style="list-style-type: none"> <li>• Refine the Public Art Program and Implementation Manual.</li> <li>• Explore, evaluate and recommend ways to improve Program administration (e.g., hire a part time co-ordinator).</li> </ul> <p><b>Improve Education</b></p> <ul style="list-style-type: none"> <li>• Establish a Public Art Education Program and budget for Council's approval</li> </ul> <p><b>Improve Public Participation</b></p> <ul style="list-style-type: none"> <li>• Establish a Public Art Participation Program and budget for Council's approval.</li> </ul> <p><b>Improve Promotion</b></p> <ul style="list-style-type: none"> <li>• Start ongoing promotion of proposed and planned public art projects.</li> </ul> <p><b>Clarify Project Locations</b></p> <ul style="list-style-type: none"> <li>• Present the No. 3 Road Corridor Public Art Strategy first phase consultant report for Council approval and implementation.</li> <li>• Identify other public art opportunities in the City Centre of outside for Council's consideration.</li> </ul> <p><b>Improve Budget Management</b></p> <ul style="list-style-type: none"> <li>• For 2001 <ul style="list-style-type: none"> <li>- As of June 12, 2001, \$464,720 is available in the Public Art Statutory Reserve Fund, of which 50% has been contributed by the private sector.</li> <li>- Council has approved \$400,000 in the 2001 Capital Program as part of the 5 Year Financial Plan (2001 –2005).</li> <li>- It is recommended that up to \$400,000 be allocated in 2001 for: <ul style="list-style-type: none"> <li>- public art projects,</li> <li>- education,</li> <li>- community public art project participation and</li> <li>- program administration,</li> </ul> </li> <li>- Continue to encourage non-City sources to contribute towards the creation of public art.</li> </ul> </li> <li>• For 2002 to 2004: <ul style="list-style-type: none"> <li>- Expenditures and revenues to be determined,</li> <li>- Multi-year Program budget (revenues and expenditures) options and models will be prepared for Council's consideration and approval.</li> <li>- Continue to encourage non-City sources to contribute towards the creation of public art.</li> </ul> </li> </ul> |
| 2002, 2003 and 2004 | <ul style="list-style-type: none"> <li>• Continue the above as necessary</li> </ul>  |
| 2004                | <p><b>Review</b></p> <ul style="list-style-type: none"> <li>• Undertake review of Public Art Program</li> <li>• Continue the above as necessary</li> </ul>   |

CITY OF RICHMOND

**BYLAW 7286**

**PUBLIC ART PROGRAM RESERVE FUND EXPENDITURE  
Bylaw 7286**

WHEREAS there is an unappropriated balance in the Public Art Program Fund established pursuant to the Municipal Act of \$464,493.23 as at June 8, 2001 which amount has been calculated as follows:

|   |                     |
|---|---------------------|
| Balance in Reserve Fund at<br>December 31, 2000 (unaudited) | \$464,493.23        |
| Transactions since January 1, 2001                          | \$0.00              |
| <b>Balance in Reserve Fund at<br/>June 8, 2001</b>          | <b>\$464,493.23</b> |

AND WHEREAS it is deemed desirable to expend a portion of the said monies to meet the cost of various capital projects;

NOW THEREFORE the Council of the City of Richmond, in open meeting assembled, enacts as follows:

1. The sum of \$25,000 is hereby appropriated from the Public Art Reserve Fund to finance the Community Participation Public Art Projects.
2. The sum of \$20,000 is hereby appropriated from the Public Art Reserve Fund to finance the City Centre Artist-in-Residence Program.
3. The sum of \$15,000 is hereby appropriated from the Public Art Reserve Fund to finance the Public Art Education Program.
4. The sum of \$30,000 is hereby appropriated from the Public Art Reserve Fund to finance the Public Art Co-ordinator position.
5. Should any of the above amounts remain unexpended after the expenditures hereby authorized have been made, any unexpended balance shall be returned to the credit of the said Reserve Fund.
6. This Bylaw may be cited as "Public Art Program Reserve Fund Expenditure Bylaw No. 7286.

FIRST READING

SECOND READING

THIRD READING

ADOPTED

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| CITY OF RICHMOND                          |
| APPROVED for content by originating dept. |
| APPROVED for legality by Solicitor        |

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CITY CLERK