



City of Richmond

Report to Committee

To: PRCs Mtg. Sept. 25, 2012

To: Parks, Recreation and Cultural Services
Committee

Date: August 29, 2012

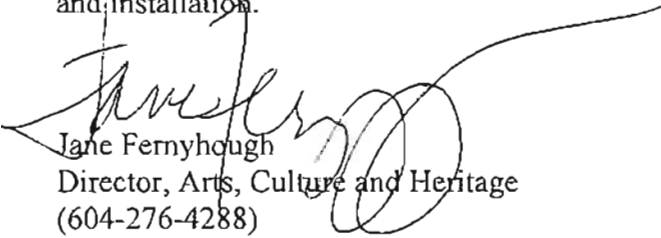
From: Jane Fernyhough
Director, Arts, Culture and Heritage

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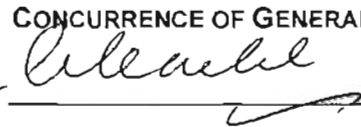

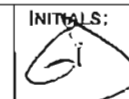
Re: **Concept Proposal for the No. 3 Road Centre Median Railing Public Art
Project: Browngate Road to Cambie Road**

Staff Recommendation

That the concept proposal for the No. 3 Road Centre Median Railing Public Art Project: Browngate Road to Cambie Road by artist Ted Yadeta, as presented in the report from the Director, Arts, Culture & Heritage Services dated August 29, 2012, be approved for fabrication and installation.


Jane Fernyhough
Director, Arts, Culture and Heritage
(604-276-4288)

Att. 1

REPORT CONCURRENCE			
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Budgets	<input checked="" type="checkbox"/>		
Engineering	<input checked="" type="checkbox"/>		
Public Works	<input checked="" type="checkbox"/>		
Transportation	<input checked="" type="checkbox"/>		
REVIEWED BY SMT SUBCOMMITTEE	INITIALS: 	REVIEWED BY CAO	INITIALS: 

Staff Report

Origin

On April 10, 2012, Council endorsed the Call to Artists for the No. 3 Road Centre Median Railing Public Art Project: Browngate Road to Cambie Road, for integrating public art within the joint ICBC-City of Richmond road safety improvement project. This report brings forward the recommended concept proposal for Council approval to proceed with fabrication and installation.

The creation of public art within the No. 3 Road median contributes to Council Term Goals to advance the City's destination status and appeal, and to ensure our continued development as a vibrant cultural city.

Analysis

Public Art Selection Process

In Spring 2012, through the Public Art Program, the City issued an Artist's Call to submit original two-dimensional concept sketches for a design to be added to the installed median railing on No. 3 Road, adjacent to the Aberdeen Canada Line Station. A public art Terms of Reference, describing the art opportunity, site description, themes, budget, selection process, and submission requirements was developed specifically for the contest. These Terms of Reference were reviewed and endorsed by the Public Art Advisory Committee.

In accordance with the City Public Art Program procedures for a City-initiated public art project, a three-member panel reviewed the artist submissions on June 15, 2012. The members of the selection panel included:

- Diyan Achjadi, Vancouver-based visual artist
- Viven Chiu, Richmond-based visual artist
- Joey Kwan, Promotion and Public Relations Manager, Aberdeen Centre

City staff reviewed the submissions for technical feasibility and potential transportation safety issues. Staff comments were provided to the selection panel. Following review of the submissions, the panel unanimously recommended the concept design by artist Ted Yadeta. The Public Art Advisory Committee provided an observer for the selection process and recommends Council endorse the concept proposal (**Attachment 1**).

Recommended Public Art Project

Ted Yadeta is a local artist living in the Hamilton neighbourhood of Richmond. He is entering his second year in the Studio Art Program at Capilano University. In response to the site, the artist proposes inserting thin aluminum panels (similar to those used for street signs) between the vertical pickets of the railing. Each panel will be a solid colour and placed in an order to convey a gradient of a colour spectrum. As a result, passengers, drivers and pedestrians can witness a transition of colour as they travel along the road, giving the viewer a subtle experience of progress and change.

Based on direction from City Traffic Operations staff, the design of the artwork will avoid using traffic colours (red, amber, green) in the vicinity of the main intersections at Browngate Road and Cambie Road to reduce any visual impairments and distraction to drivers.

Following an initial research phase by staff, it has been determined that the aluminum panels can be supplied and fabricated by a local Richmond-based company. Applying the colour to the panels will be completed either by a powder coating process or a digital printing process using adhesive vinyl, which can also be provided by Richmond-based companies. The installation of the panels will be completed by City Fleet Operations staff. The colour finish will be non-reflective to minimize glare from headlights.

Financial Impact

A public art budget of \$10,000 was initially identified for this project. However, the design recommended by the panel would use more material than in the original staff estimate, which would increase the budget to a total of \$17,000. In addition to the \$10,000 allocated from the 2011 Public Art Capital Project for public art opportunities associated with City streets, parks and buildings, an additional \$7,000 will be allocated from the 2012 Public Art Capital Project in order to provide colour panels along the entire length of the railing.

A budget of \$1,500 is provided to the artist for the winning design. The cost of fabrication and installation will be managed by the City, to a maximum budget of \$15,000. The remaining \$500 in the approved budget is for selection panel expenses and honorariums. The operating budget impact (OBI) for cleaning and maintenance of the art work are included in the approved 2011 Public Art Program capital project.

Conclusion

The new public safety railing on No. 3 Road between Browngate Road and Cambie Road represents an opportunity to provide public art to enhance the public realm along No. 3 Road in the vicinity of the Aberdeen Canada Line Station and neighbouring Coast Mountain bus stops.

If approved, the project will move into the detailed design phase, with a mock-up to be installed prior to final fabrication and installation, with the entire project to be completed in the fall of 2012.



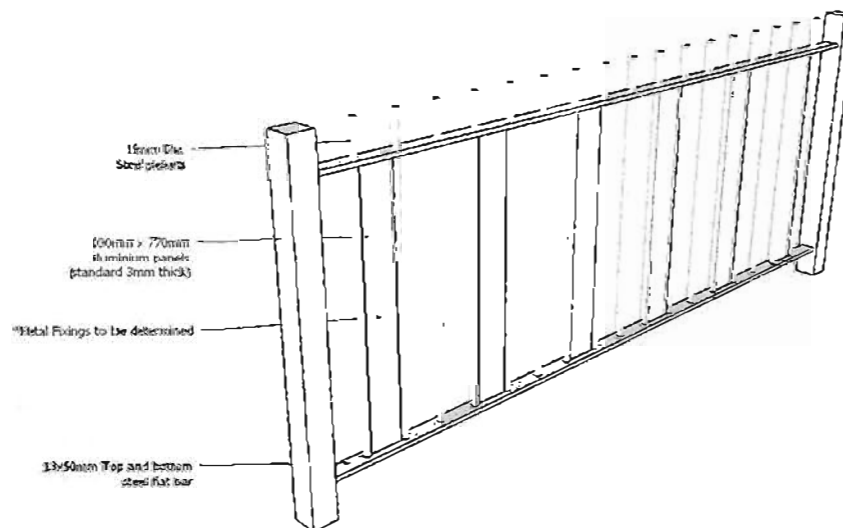
Eric Fiss
Public Art Planner
(604-247-4612)

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Concept Proposal – Ted Yadeta, Artist



View of Artwork from Cambie at No 3 Road



Detail of Proposed Artwork Installation