



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: March 20, 2012

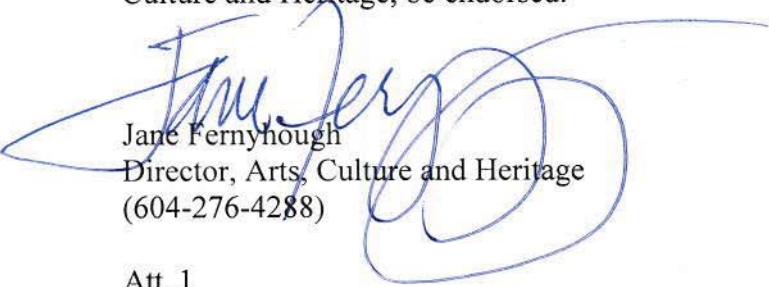
From: Jane Fernyhough
Director, Arts, Culture and Heritage

File: 11-7000-09-01/2012-
Vol 01

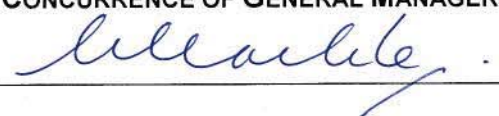
Re: **No. 3 Road Centre Median Railing Public Art Project: Browngate Road to
Cambie Road**

Staff Recommendation

That the Call to Artists for the No. 3 Road Centre Median Railing Public Art Project: Browngate Road to Cambie Road as presented in the report dated March 20, 2012 from the Director, Arts, Culture and Heritage, be endorsed.


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

Att. 1

FOR ORIGINATING DEPARTMENT USE ONLY			
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Budgets	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Engineering	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Parks	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Transportation	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

Staff Report

Origin

At the November 28, 2011 regular Council meeting, Council endorsed a proposed joint ICBC-City of Richmond road safety improvement project for the No. 3 Road median railing between Browngate Road and Cambie Road that included a provision for integrating public art within the project.

This report presents the proposed Call to Artists for Council's consideration and endorsement.

Analysis

Terms of Reference

The Public Art Terms of Reference for the No. 3 Road Median Railing Public Art Contest - Artist Call (**Attachment 1**) describes the art opportunity, site description, theme, budget, schedule, selection process, and submission criteria. The Terms of Reference were reviewed and endorsed by the Public Art Advisory Committee.

Public Art Selection Process


A five-member panel will consist of community members including art and design professionals. The panel will convene to review all artist submissions. At the conclusion of the process, the panel may recommend one artist/artist team for the project. The recommended artist and concept proposal will be reviewed by the Public Art Advisory Committee and presented to City Council for endorsement.

Financial Impact

A public art budget of \$10,000 was allocated from the 2011 Public Art Capital Project for public art opportunities associated with City streets, parks and buildings. 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 \$8,000. 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. Following issuance of the Artist Call and the completion for the selection process, the selected artist and concept proposal will be presented to Council for endorsement to proceed with fabrication and installation.

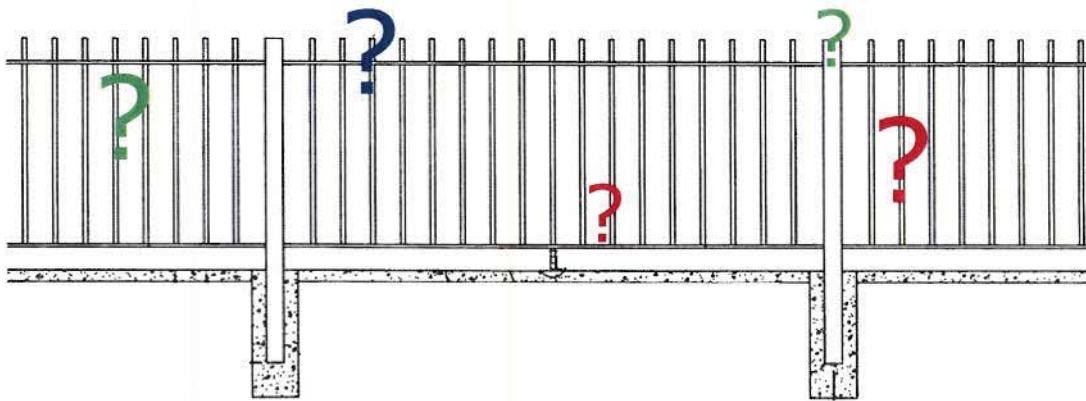


Eric Fiss
Public Art Planner
(604-247-4612)
EF:ef



City of
Richmond

Public Art Program



DRAFT No. 3 Road Median Railing Call to Artists – Public Art Contest

The City of Richmond Public Art Program seeks an artist or artist team to create a public artwork to accompany construction of a median railing on No. 3 Road, between Browngate Road and Cambie Road, at the Aberdeen Canada Line Station. The City of Richmond Public Art Program invites you to submit an original, two-dimensional concept image of your idea!

This competition is open to anyone, of any age, who lives, works or attends school in the City of Richmond. Professional and amateur artists are encouraged to apply. Current City of Richmond employees and Public Art Advisory Committee members (as well as immediate family members) may not apply. All are welcome to submit more than one design.

Winning artist receives:	\$1,500
Installation:	September, 2012
Deadline for Submissions:	Tuesday, May 1, 2012 @ 2:00 pm

For more information, contact the Public Art Program:

Phone: Eric Fiss at 604-247-4612

Email: publicart@richmond.ca

Project Overview

The increase in pedestrian traffic at this location since the opening of the Canada Line has raised safety concerns that are being addressed by installing a new metal Railing in the median of No. 3 Road between Browngate Road and Cambie Road to deter jaywalking. The aim of this project is to add an artistic element to the railing, using traffic sign materials and processes.

Theme

The artwork should be designed to enhance the No. 3 Road streetscape. Artists are free to propose projects based on whatever theme(s) they choose. The design should be functional and respect safety requirements.

Budget

The budget includes an Artist Fee of \$1500. The costs of fabrication, installation, photography and insurance will be managed by the City. Staff will work with the selected artist and City resources to facilitate final design, fabrication and installation.

About the Site

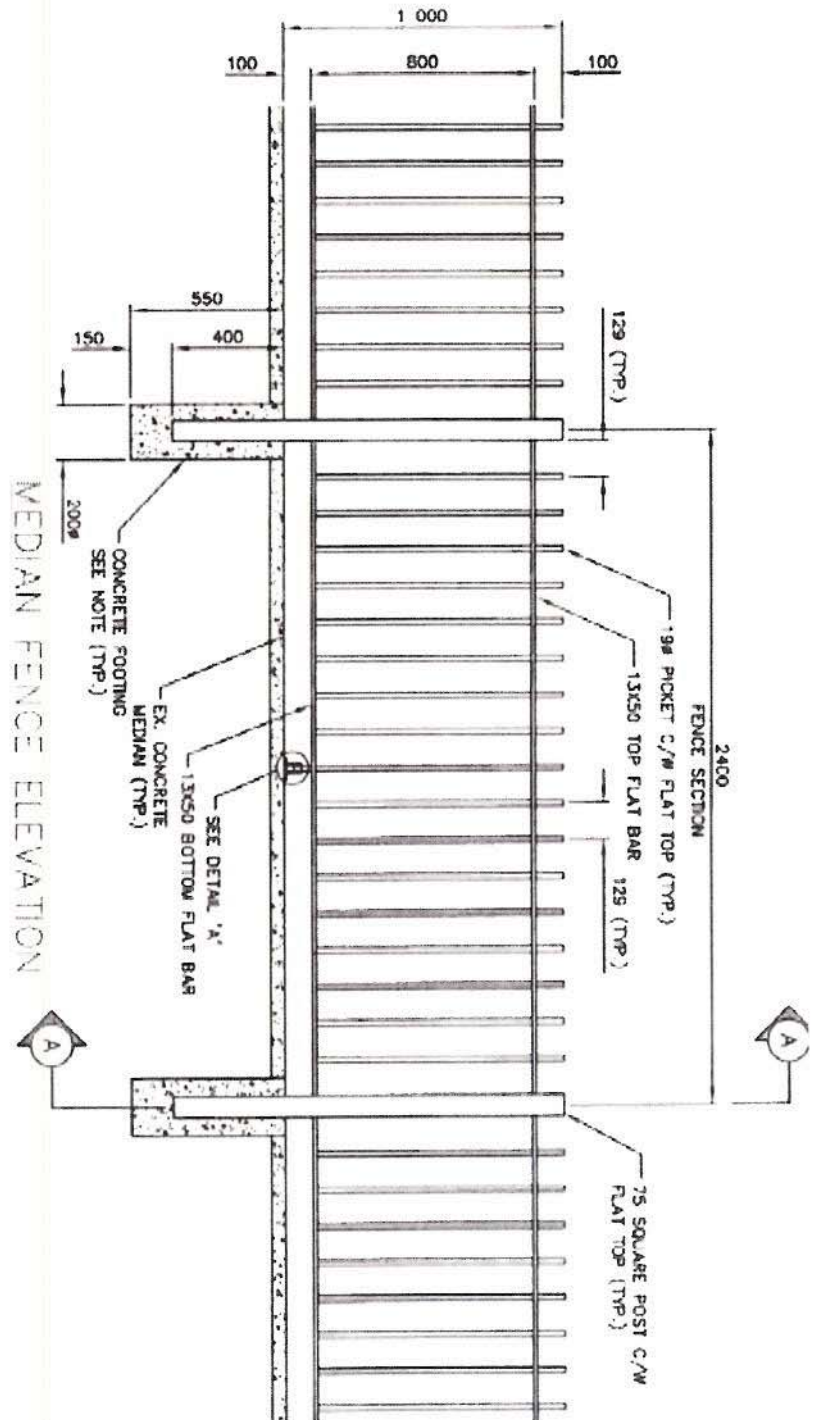
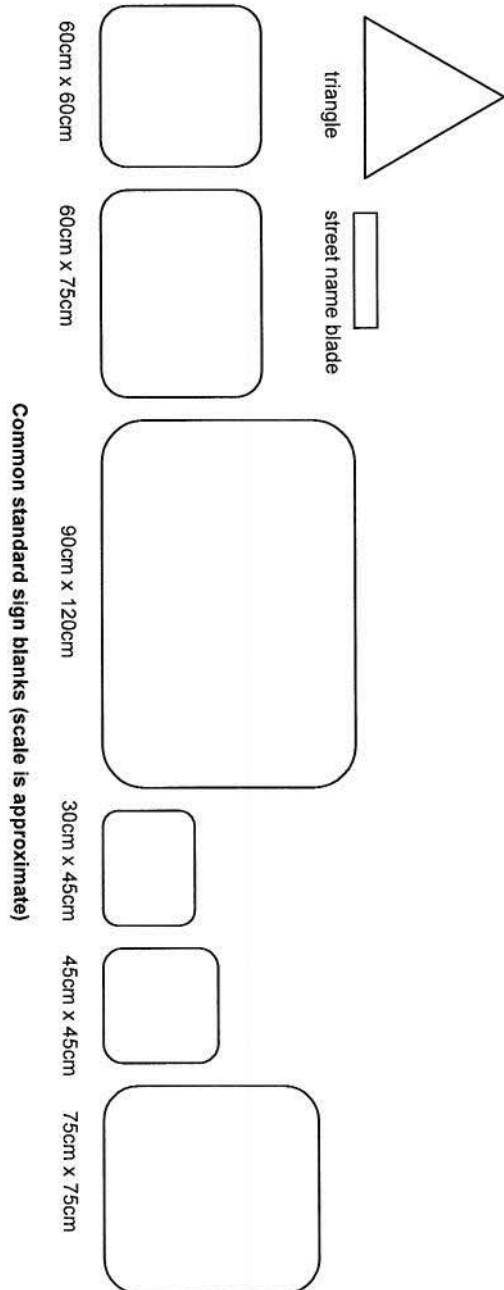
The work ultimately will be fabricated of sign materials that are exterior grade and durable since the median is exposed to the elements and potentially traffic. As it is placed in an area that is situated on a major route for both cars and public transit, this site will receive a great deal of public attention.



No. 3 Road Railing

About the Railing

The railing itself is one (1) meter high including the curb. *A total maximum height of 1.1 meters including artwork is permitted.* The railing has been installed, and the artistic element(s) will be added in situ. The railing segments are 2.4 meters long, and there are 50 segments, totalling 120 meters. It is up to proposing artists to recommend how much and/or which area(s) of the railing to augment.



Project Criteria

- Resources likely include 50 units of 60cm square sign, or other combination of quantity, shape, and size, budget permitting.
- Both sides of the railing must be treated.
- Printing will be done using a cut vinyl process, which allows only for solid colours – halftones, gradient colour, and photographic images will not be viable for this process.
- Multiple shapes, sizes and variance in design and colour from sign to sign are possible.
- Pre-cut signs include squares, rectangles, triangles, and five-sided school zone shapes, and custom cutting of the materials into more intricate shapes is possible.
- Proposals should consider that the median itself is not wide, and the work must not interfere with traffic. Specifically, the work will not extend towards traffic any further than the face of the railing's vertical supports.
- Due to driver and pedestrian safety concerns, stop sign octagons and any design resembling traffic control signage cannot be used.
- City of Richmond technical staff must review and approve final design(s) and installation method(s) to ensure safety considerations are addressed.
- Proposals should keep in mind that pedestrians will not be able to view the railing up close.
- Staff will work with the selected artist to refine the scope and specifics that will be achievable within the project's overall budget.

Schedule (subject to change)

RFP closes:

May 3, 2012

Selection process closes:

May 2012

Design Development:

June 2012

Fabrication and Installation:

July – September 2012

Unveiling:

September 2012

Selection Panel & Process

A five-member panel will consist of stakeholders including art and design professionals. The panel will convene to review all artist submissions. At the conclusion of the process, the panel may recommend one artist/artist team for the project. The recommended artist and concept proposal will be reviewed by the Public Art Advisory Committee and presented to City Council for endorsement.

Selection Criteria

Submissions will be reviewed and decisions made based on:

- Appropriateness of the proposal to the project terms of reference and Public Art Program goals;
- Artistic merit of the proposal;
- Degree to which the proposal is site and community responsive, and technically feasible;
- Probability of successful completion; and

Additional consideration may be given to artists who have not been selected for a Richmond Public Art project in the past three years

Submission Requirements

All submissions should contain the following items and in the following order.

- Information Form (1 page, below)
 - A completed Information Form found on last page of this document.
- Sign Concept Sketch (1 page)
- One or both of the following:
 - Concept sketch of multiple railing segments and/or image from both sides of the railing, maximum paper size 8.5 x 11 inches each (2 pages maximum)
 - Written description (200 words maximum, typed)

Submission Guidelines

This RFP accepts paper submissions via mail or delivered in person. Electronic submissions are accepted and encouraged. Submissions must be complete and strictly adhere to these guidelines and Submission Requirements (above) or risk not being considered. Faxed submissions will not be accepted.

- All submissions (electronic and print) must be formatted to 8.5 x 11 inch pages. Do not send any models, maquettes, or videos.
- The Artist's (or Team's) name should appear in the right header of every page.
- Submissions will not be returned.
- Do not bind, staple or use plastic cover sheets.

In addition, electronic submissions:

- Must be submitted in MS Word or PDF format. Do not submit materials that require plug-ins, extensions or other executables that need to be downloaded or installed. Do not compress (zip) files
- Must be self-contained. Do not imbed links to other websites or on-line documentation or media.
- Must be contained in *one single document*. Do not submit multiple electronic documents.
- Must be 10MB or smaller (if emailed). Submission over 10MB must be sent via PC-compatible CD.

Submitting as a Team:

The team should designate one representative to complete the entry form. Team submissions must adhere to the specific submission guidelines with the following exceptions:

- All Team Members must list their full names on the space provided on the Information Form

Deadline for Submissions

Submissions must be received by Tuesday, May 1, 2012 @ 2:00 pm. This is not a postmark date. Extensions to this deadline will not be granted under any circumstances. **Submissions received after the deadline and those that are found to be incomplete will not be reviewed.**

It is the applicant's responsibility to ensure the submission package reaches the City of Richmond by the deadline.

Email, mail or deliver submissions to:

Richmond Public Art Program
City of Richmond
6911 No.3 Road
Richmond, BC V6Y 2C1
604-204-8671
publicart@richmond.ca

For questions and additional information, contact

Eric Fiss, MAIBC, MCIP, LEED AP
Public Art Planner
City of Richmond
604-247-4612
efiss@richmond.ca

For more information on the Public Art Program please visit www.richmond.ca/publicart.

Additional Information

The City of Richmond will own the rights to reproduce the selected design from the original drawing, digital file or photos of the design created for the "*No. 3 Road Median Railing*" call. Copyright of the artwork, including the original artwork or digital image, will remain with the Artist. The City will have the right to reproduce the design entries, including the winning and honourable mention designs, in any manner, in whole or in part, for cataloguing, City publications, public relations or publicity purposes. The City will use reasonable efforts to indicate the name of the contestant in the publication for these listed purposes.

The artist may reproduce the artwork with the City's prior written approval for publicity purposes, only, with ownership credit for the completed installation of the artwork given to the City of Richmond. The artist may include photos of the artwork in presentations and portfolios of their work without prior written approval of the City.

Please be advised that the City and the selection panel are not obliged to accept any of the submissions, and may reject all submissions. The City reserves the right to reissue the RFP as required.

All information provided under the submission shall be considered confidential and shall only be disseminated to City staff and partners for the purposes of the selection process. All submissions to this RFP become the property of the City and will be held in confidence as required by law. The artist shall retain copyright in the concept proposal.

While every precaution will be taken to prevent the loss or damage of submissions, the City and its agents shall not be liable for any loss or damage, however caused.

Sample Railing Art



unknown



unknown



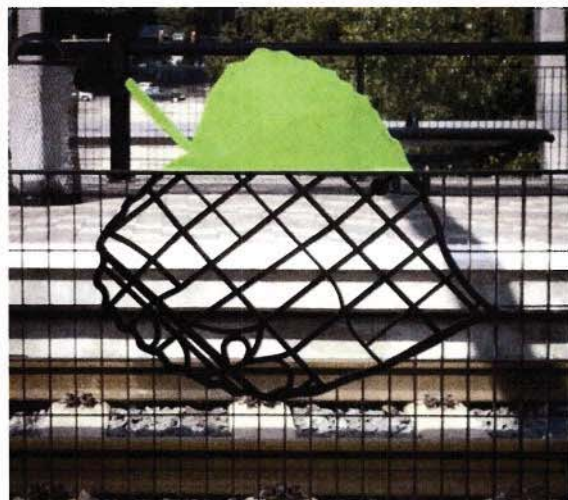
The Garden Gate, Philip & Kirsty Robbins,
Richmond BC 2003



Motion Song, Julie Berger, Seattle WA 2004



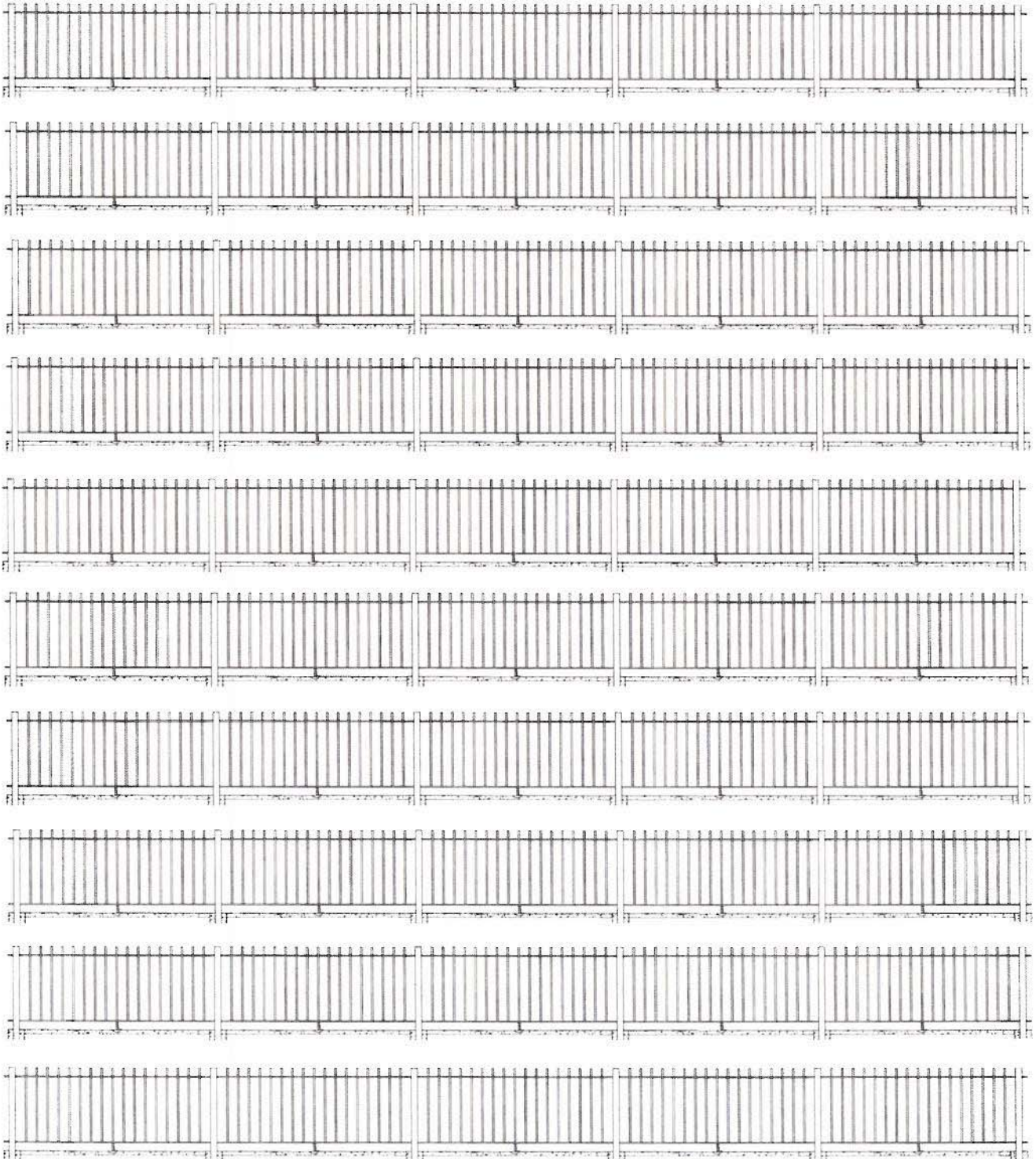
Unknown



Cottonwood, Shawn Cassidy, Charlotte NC 2007
Photo: JoAnn Sieberg Baker

(Images are provided for reference only. Proposals are not constrained to any of these styles or forms.)

50 Railing Segments



Attach one (1) copy of this form as the first page of the submission.

PLEASE NOTE: You can type your responses into this PDF document.

Name: _____

Team Name (if applicable): _____

Address: _____

City/Postal Code: _____

Primary Phone: _____ Secondary Phone: _____

Email: _____ Website: _____

(one website or blog only)

Submission Checklist

Please provide these items in the following order (As outlined in Submission Requirements):

- ☐ Information Form (this page)
- ☐ Sign Concept Sketch(es)
- ☐ (Optional) Concept Description (200 words maximum)

Incomplete or faxed submissions will not be accepted. Emailed submissions over 10MB will not be accepted.

List Team Member Names Here (Team Lead complete above portion):

Please let us know how you found out about this opportunity:

Would you like to receive direct emails from the Richmond Public Art Program? _____

Signature: _____ Date: _____

Submission Deadline: Tuesday, May 1, 2012 @ 2:00 pm.

Deliver to: City of Richmond, Public Art
6911 No. 3 Rd. Richmond, BC, V6Y 2C1

Or by email to:
publicart@richmond.ca