



# City of Richmond

## Report to Committee


**To:** Public Works and Transportation Committee      **Date:** March 2, 2015  
**From:** Tom Stewart, ASCT.      **File:** 11-7000-09-20-101/Vol  
Director, Public Works      01

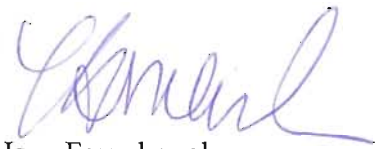
Jane Fernyhough  
Director, Arts, Culture and Heritage Services

**Re:** **City of Richmond Utility Box Art Wrap Program Implementation**




### Staff Recommendation

That the implementation of integrating artwork on City of Richmond utility boxes, as outlined in the staff report from the Director, Public Works and Director, Arts, Culture and Heritage Services, dated March 2, 2015, be endorsed.

  
Tom Stewart, ASCT.  
Director, Public Works  
(604-233-3301)

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

Att. 3

<b>REPORT CONCURRENCE</b>	
<b>CONCURRENCE OF GENERAL MANAGER</b>	
	
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b> 
<b>APPROVED BY CAO</b>	
	

## Staff Report

### Origin

On July 28, 2014, Council endorsed the City of Richmond Utility Box Art Wrap Program to engage local artists in the design of art wraps for utility boxes across the city.

The purpose of this report is to provide Council with information regarding the Utility Box Art Wrap Program Artist Roster Request for Qualifications, the results of the artist design selection process and recommendations for incorporating the designs onto existing utility boxes.

This initiative is in line with Council Term Goal #9 Arts and Culture:

*9.1 Build culturally rich public spaces across Richmond through a commitment to strong urban design, investment in public art and place making.*

### Analysis

#### Background

There are many ordinary looking utility boxes throughout the city, many in highly visible public locations adjacent to sidewalks in urban areas or in natural settings beside trails and in parks. The utility boxes for sanitary pump station equipment and traffic controls are utilitarian in design, however, inexpensive vinyl wraps can be applied to improve their appearance. By incorporating art into the design of utility boxes there is an opportunity to make these undistinguished civic utility boxes a unique source of beauty and civic pride. Art wraps are also effective in reducing graffiti.

City staff from Engineering, Public Works, Arts, Culture & Heritage Services, Planning, and Production have been collaborating on the development of this program. The Richmond Heritage Commission and the Richmond Public Art Advisory Committee have also been consulted on this project and recommend its support.

#### 2014-2016 Art Wrap Program Artist Roster Request for Qualifications

The Public Art Terms of Reference for the City of Richmond Utility Box Art Wrap Program, describes the art opportunity, project themes, entry requirements, and selection process. The request was officially launched on August 25, 2014, with a posting of application information on the City website (Attachment 1).

#### Artist Selection Process

Following the administrative procedures for artist selection for civic public art projects, a five person selection panel convened on November 6, 2014 to review the artist submissions. The panel was comprised of:

- Kathleen Beaumont, Richmond Heritage Commission Member
- Jennifer Heine, Artist

- Jeannette Jarville, Artist
- Steve Jedreicich, Vice President, Townline Group of Companies
- Carrie Walker, Artist

Forty-five (45) submissions from throughout Metro Vancouver were received by the contest closing date on September 25, 2014.

### Recommended Artist Roster

The selection panel recommended twenty-three (23) artists for the Art Wrap Artist Roster (Attachment 2). The artists were ranked for consideration for upcoming wrap projects, with the highest ranked artists to be selected first. Artists were also identified for specific themes: Steveston Heritage, Urban City Centre and Rural Nature. Placement on the roster does not guarantee that an artist will be selected for a wrap project.

### Recommendations for Implementation

The recommended artists were selected for each utility box opportunity by a City interdepartmental staff team based on the ranking established by the Selection Panel, availability of the artist, appropriateness of the artist's media and past work, and their experience with specific project requirements. The artists recommended for the initial series of utility box commissions and the selected locations are as follows:

- David Pacholko, Van Horne Sanitary Pump Station, 9080 Van Horne Way
- Ross Munro, Odlin West Sanitary Pump Station, 9288 Odlin Road
- Elia Mishkis, Richmond Centre Sanitary Pump Station, 6451 No. 3 Road
- Andrew Briggs, Moncton Street and No. 1 Road Kiosks, 4011 Moncton Street

The proposed artworks for the utility box art wraps are shown in Attachment 3.

### **Financial Impact**

The total project budget is estimated at up to \$20,000 over two years, to be cost shared between Engineering & Public Works and Community Services. Public Works has allocated up to \$10,000 through Minor Capital over two years for fabrication and installation costs for this project. The Public Art Program has allocated the remaining \$10,000 for selection panel honorariums and artist fees from the approved 2014 Capital Budget to support public art programs for City streets and public works for this two year period.

### **Conclusion**

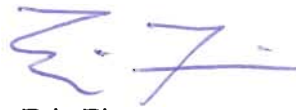
The City of Richmond Utility Box Art Wrap Program represents an opportunity for local artists from a variety of creative practices to participate in the public art program for integration of their artworks in the public realm. Incorporating art into functional objects is an affordable, high-impact method of integrating the arts into everyday life by making art accessible to the public and benefitting the city through beautification of the public realm.

The utility box art wrap project builds on other programs for successfully integrating art with civic infrastructure, such as drainage pumps stations, the district energy utility and manhole covers and is a low cost opportunity to continue this practice. Integration of public art with utility boxes is consistent with the vision and strategic directions of the Richmond Arts Strategy, to broaden the diversity of arts experiences and opportunities and to expand public awareness and understanding of the arts through continued City support.

Upon endorsement, staff will select a fabricator from competitive proposals for the supply and installation of the utility box wraps for installation in late spring of 2015.



Romeo Bicego  
Manager, Sewerage & Drainage  
(604-244-1209)



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

EF:ef

- Att. 1: 2014-2016 Art Wrap Program Artist Roster Request for Qualifications
- 2: Recommended Art Wraps Artist Roster
- 3: Recommended Art Wraps for Implementation

## 2014-2016 Art Wrap Program Artist Roster Request for Qualifications

# call to artists

PUBLIC ART  
RICHMOND



Figure 1. Example utility box tagged with graffiti.

## 2014-2016 Art Wrap Program Artist Roster

### (RFQ) Request For Qualifications

September 2014

#### OPPORTUNITY

The Richmond Public Art Program invites artists residing in the BC Lower Mainland to submit applications to be considered for a 30-member artist roster for 2014–2016. The artists on the roster will be automatically considered for commission, to provide one original artwork in a digital format for a series of art wraps on utility boxes located in and around Richmond. Artists may be selected for one or more utility boxes. All information about the project is contained herein.

**Artist Fee:** \$1,000 CAD per utility box. [Reproduction and installation costs will be paid by the City of Richmond]

**Eligibility:** Artists residing in the Lower Mainland of British Columbia

**Deadline:** Thursday September 25, 2014 by 5:00pm PST.

**Installation:** Fall 2014 to 2016



# call to artists

## BACKGROUND

While large utility boxes are a necessity in today's world, they do not have to mar the landscape or be targets for graffiti (Figure 1). In many municipalities, they are now frequently transformed into artistic objects that enhance the urban realm, reflect community identity and contribute to building culturally rich places. (Figure 2).

The City of Richmond wishes to wrap several City-owned utility boxes from 2014 to 2016. The artists will be expected to work with City staff and the City's printing contractor to wrap the boxes with original artwork. The artwork will be digitally reproduced on special film and then adhered to utility boxes throughout the City. It is the expectation that the art wrap will last for approximately three or more years.

## THEMES

This is an opportunity for artists to examine these boxes through a different lens. Could they be imagined as precious sculptures, fragile ornaments or iconic place markers? We are looking for artists who can produce artwork that is mindful of the diverse historical, geographical and cultural heritage of different sites and communities in Richmond. Heritage considerations are particularly relevant for art wrap opportunities in Steveston Village. In addition to urban locations, many of the utility boxes are situated in terrestrial and marine shoreline natural areas and may reflect Richmond's natural heritage and ecological network.



Figure 2. *Untitled*, Jeanette Jarville. 2010

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## LOCATIONS

Priority will be given to utility boxes located in highly visible pedestrian areas in Richmond. They will include the urban villages that make up Richmond's City Centre and Steveston Village, Figure 3.

## DESIGN CONSIDERATIONS

- The utility boxes vary in dimensions and shape, ranging from approximately 45x75x150cm to 60x250x130cm.
- Commissioned artists will be required to provide the City with artworks in a digital format for printing and reproduction. The artwork can be a reproduction of an original painting, sculpture or installation. Equally acceptable would be an original photographic image or new media artwork.
- Commissioned artists shall not promote goods and services of any businesses and shall not violate any federal, provincial or local laws. Additionally, the artwork shall not convey partisan politics, negative imagery, religion and sexual content.
- Commissioned artists should keep in mind that busier designs are more successful in deterring graffiti and vandalism, while open spaces in the design are often targets for tagging by graffiti artists.



Figure 3. Examples of existing utility boxes in Richmond.



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## ARTIST ROSTER SELECTION PROCESS

[SELECTION FOR THE ROSTER DOES NOT GUARANTEE SELECTION FOR A PROJECT COMMISSION]

The artists will be chosen for inclusion on the Artist Roster through a one-stage selection process. A five-person Selection Panel will convene to review all artist packages and recommend up to thirty (30) artists for the Artist Roster. The Selection Panel will be composed of artists, community representatives and art and design professionals.

The Artist Roster will remain in effect until 2016. Artists selected for the Roster will be notified prior to being placed into consideration for specific projects. Qualified artists will be evaluated for each project opportunity by an interdepartmental staff team, based on a ranking and established by the Selection Panel, including availability, appropriateness of the artist's media and experience for specific project requirements. The selected artist will ultimately be commissioned for the project on the combined strength of a proposal, interview and references. Commissioned artists will enter into a contract with the City of Richmond.

## ARTIST ROSTER SELECTION CRITERIA:

[THE CRITERIA LISTED BELOW WILL ASSIST THE SELECTION PANEL TO EVALUATE SUPPORTING ARTIST DOCUMENTATION]

- Qualifications and proven capability to produce work of the highest quality.\*
- Capacity and experience to work with communities, diverse groups and other design professionals.
- Capacity and experience to produce work that will reflect community identity and assist in building rich cultural places, taking into consideration scale, colour, material, texture, content and the existing social dynamics of the community, including Richmond's unique diversity, history and environment.
- Demonstrated capacity and experience in producing sustainable and technically feasible work.
- Demonstrated capacity and experience to complete work within established project schedules and timelines.

**\*Note:** Additional consideration will be given to artists who have not received commissions from the City of Richmond in the past three years.



# call to artists

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## SUBMISSION REQUIREMENTS

[E-MAIL ALL DOCUMENTATION AS ONE (1) PDF DOCUMENT, NOT TO EXCEED A FILE SIZE OF 5MB TO: [publicart@richmond.ca](mailto:publicart@richmond.ca)]

## CHECKLIST:

- INFORMATION FORM** - Please complete the information form attached to this document.
- STATEMENT OF INTEREST** - 300 words or less, explaining artistic practice, why the artist is interested in this opportunity and how their practice relates to this project and the selection criteria.
- CV** - One page (maximum) current professional CV. Teams should include one-page CV's for all members as one document.
- REFERENCES** - Applicants must provide the names, titles, contact telephone and e-mail of three (3) references who can speak to the artist's ability, skills and experience.
- WORK SAMPLES** - Five (5) image examples of previous work. One image per page for a total of five (5) pages. This work should not be the proposed design for utility wraps, but should respond to the selection criteria on page 4.
  - Please include artist name(s), title, year, location and medium information to be on each image page (Note: Multiple images of a work may be shown on each page to provide context and details, if desired).

**ALL MATERIALS MUST BE RECEIVED BY:**

**Thursday September 25, 2014 by 5:00pm PST.**

**[LATE SUBMISSIONS WILL NOT BE CONSIDERED]**

**APPLICATIONS MUST BE SUBMITTED TO:**

**[publicart@richmond.ca](mailto:publicart@richmond.ca)**

**Questions?**

**[publicart@richmond.ca](mailto:publicart@richmond.ca)**

# call to artists

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2014-2016 ART WRAPS PROGRAM - ARTIST ROSTER

**Submission Deadline: Thursday September 25, 2014 by 5:00pm PST.**

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

Name: \_\_\_\_\_

Team Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City/Postal Code \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Secondary Phone: \_\_\_\_\_

Email \_\_\_\_\_ Website: \_\_\_\_\_

(one website or blog only)

**Incomplete submissions will not be accepted. E-mailed submissions over 5MB will not be accepted. Information beyond what is listed in the checklist will not be reviewed.**

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: \_\_\_\_\_

**Submit applications by e-mail to: [publicart@richmond.ca](mailto:publicart@richmond.ca)**

**Additional Information:**

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 RFQ as required. All submissions to this RFQ become the property of the City. All information provided under the submission is subject to the Freedom of Information and Protection of Privacy Act (BC) and shall only be withheld from release if an exemption from release is permitted by the Act. The artist shall retain copyright of the submitted documents. 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.



Recommended Art Wraps Artist Roster

**Steveston Heritage**

Andrew Briggs

Bruce Walther

**Urban City Centre**

David Pacholko

Elia Mishkis

Andy McCready

Anita Lee

Zola Novak

Wilfrido Limavalencia

Naza del Rosal/Juan Rico

(Ollimoonsta)

Anita Vu

Jean Duguay

Viven Chiu

Claudia Segovia

Roselina Hung

**Rural Natural**

Ross Munro

Joanne Hastie

Don Li-Leger

Ronn Martin

Danny Chen

Eileen Fong

Ilsoo Kyung MacLaurin

Dione Dolan

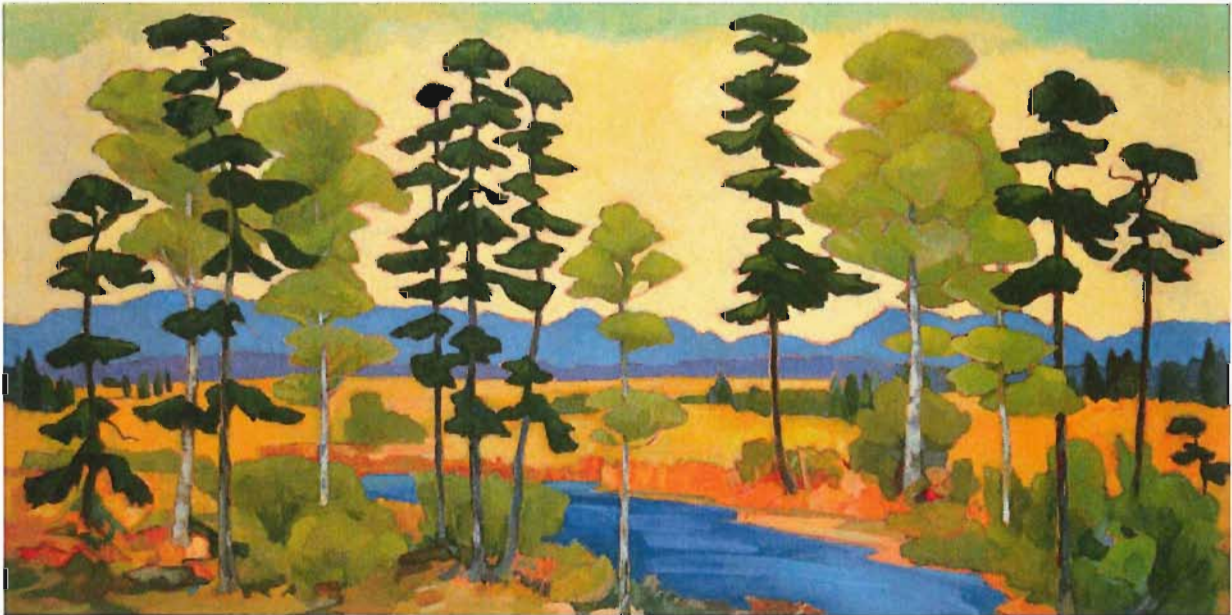
Terry Wong



Recommended Art Wraps for Implementation



David Pacholko, Van Horne Sanitary Pump Station, 9080 Van Horne Way



Ross Munro, Odlin West Sanitary Pump Station, 9288 Odlin Road



RICHMOND WRAP  
BOX SIZE:  
TOP: 67"x42"  
SIDES: 64"x44", 38"x44"  
SCALE OF MOCKUP - 1:10

"ISLAND CITY"



Elia Mishkis, Richmond Centre Sanitary Pump Station, 6451 No. 3 Road



Andrew Briggs, Moncton Street and No. 1 Road Kiosks, 4011 Moncton Street