



# City of Richmond

## Report to Committee

**To:** Parks, Recreation and Cultural Services  
Committee

**Date:** June 4, 2018

**From:** Jane Fernyhough  
Director, Arts, Culture and Heritage Services

**File:** 11-7000-09-20-244/Vol  
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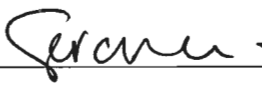

**Re:** **Hollybridge Way Public Art Landmark Terms of Reference**

### Staff Recommendation

That the staff report titled, "Hollybridge Way Public Art Landmark Terms of Reference," dated June 4, 2018, from the Director, Arts, Culture and Heritage Services, to issue the artist call for the Hollybridge Way Waterfront Park public art opportunity, be endorsed.

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

Att. 3

REPORT CONCURRENCE		
<b>ROUTED TO:</b>  Parks Services Finance	<b>CONCURRENCE</b>  <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<b>CONCURRENCE OF GENERAL MANAGER</b>  
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b>  CJ	<b>APPROVED BY CAO</b>  

## Staff Report

### Origin

On May 23, 2006, Council adopted the Oval Precinct and Surrounding Area Public Art Plan as the guiding plan for art opportunities in the Richmond Olympic Oval site and as a guideline for the Oval Village Neighborhood.

On October 11, 2011, Council adopted the City Centre Public Art Plan as the guide for public art to complement and develop the character of Richmond's diverse neighbourhoods to create distinctive spaces and villages, which enhance the sense of community, place and civic pride.

Hollybridge Way leads to a significant principle arrival point for the Middle Arm Park and Trail system and provides access to the Richmond Olympic Oval. Staff recommend that a landmark artwork be located on the stairs leading to the dyke, where it will be visible from the route along Hollybridge Way and from the Middle Arm Trail (Attachment 1).

This report presents, for Council's consideration, the Hollybridge Way Public Art Landmark Terms of Reference to select and contract an artist or artist team to develop a concept proposal for the Hollybridge Way Park location. The preferred artwork concept proposal will be brought forward to Council for endorsement.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

*Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.*

2.1. *Strong neighbourhoods.*

2.3. *Outstanding places, programs and services that support active living, wellness and a sense of belonging.*

2.4. *Vibrant arts, culture and heritage opportunities.*

### Analysis

#### Proposed Location

The recommended location for the Hollybridge Way Public Art Landmark is on the grand stairs, a high profile location with visibility from the dyke trail, and both Dinsmore and No. 2 Road bridges. It is the terminus for the proposed Lansdowne Road ceremonial route starting from the Garden City Lands to the Hollybridge Way plaza and Richmond Olympic Oval precinct. The location is also adjacent to primary bike and pedestrian routes from the City Centre to the waterfront park (Attachment 1).

The site is in close proximity to the mouth of the Fraser River and to the Vancouver International Airport. The artwork will provide a gateway/landmark for the new Hollybridge Waterfront Park and Pier, providing an opportunity for the public to experience close contact with the Fraser River.

A signature artwork at this location is anticipated to attract people to gather, pose for photos and create a sense of place. An example of a successful artwork integrated with a public staircase is shown in Attachment 2.

### Oval Precinct and Surrounding Area Public Art Plan

The Richmond Olympic Oval Precinct and Surrounding Area Public Art Plan incorporates the themes “flow, flight and fusion” to guide the shape and form of the art, landscape design and architecture in the precinct.

These themes support design and artwork that encapsulate the spirit of Olympic speed skating, the legacy of a community health and wellness centre and the growing complete community located at the water’s edge. Artists for public artworks within the precinct have taken the themes of “flow, flight and fusion” as a point of departure in developing their artworks; these include Susan Point’s *Buttress Runnels*, Janet Echelman’s *Water Sky Garden* and Buster Simpson’s *Ice Blade*.

### City Centre Public Art Plan

The City Centre Public Art Plan builds on the guiding principles of the City Centre Area Plan to create continuity throughout the City Centre and its individual villages. The City Centre Public Art Plan identifies themes and opportunities for public art to play a role in achieving a connected community.

“Richmond: Yesterday, Today and Tomorrow” is the thematic framework within which artists will design their artwork. This framework offers context to create continuity and synergy, while allowing room for artistic expression and diverse projects.

Oval Village—a high-density, mixed commercial and residential district—is an important location for public art and builds on the success of the Richmond Olympic Oval’s public art program. The growth underway in this area provides an opportunity to incorporate public art which reflects the cultural history and waterfront environment.

The City Centre Public Art Plan identifies an estimated budget of \$100,000–\$350,000 for artwork related to the Middle Arm Waterfront Art Walk, in which Hollybridge Park is located.

### Themes for the Hollybridge Way Public Art Landmark

Building on the Oval Precinct and City Centre Public Art Plan themes of “flow, flight and fusion” and “Richmond: Yesterday, Today and Tomorrow,” respectively, it is recommended that the theme “River and Sky” be used to provide a point of departure for interested artists to develop their conceptual approach for the Hollybridge Way Public Art Landmark.

- *River*: The artists should consider the ecology and the historic use of the site at the edge of the Fraser River, including the traditional use of the area by Indigenous inhabitants.

- *Sky*: The artists are to consider the relationship of the site to migratory birds in the Pacific flyway and the proximity to the airport.

The artwork may be a single integrated artwork, or series of sequential pieces, to further address the themes mentioned above.

The Hollybridge Way Public Art Landmark Terms of Reference for an artist call are provided in Attachment 3.

#### Selection Process for Artists and Artworks

The selection of an artist for this project will follow the Richmond Public Art Program Policy guidelines as outlined in the Public Art Program Administrative Procedures Manual. A minimum of two Richmond residents will be included in the selection panel.

The Artist Call is open to professional artists and artist teams residing in Canada. In recognition of the location in traditional Coast Salish territory, Indigenous artists are encouraged to apply.

The Public Art Advisory Committee has contributed to and endorsed the Terms of Reference. If approved by Council, the project will move into the selection of the artist through an arm's length selection process under the terms of the Public Art Policy Administrative Procedures.

#### Financial Analysis

ASPAC's River Green Development, Lot 9, has provided a cash contribution of \$20,000 towards artwork by the City for the Hollybridge Way Plaza. These funds have been applied to site works for the foundation below the staircase to support an artwork with a maximum weight of 8,000 kg (4 tons) and 6 m height (20 ft.). Conduits for potential electrical supply to an artwork have also been installed.

Funding for the public artwork is available from the approved Oval Precinct Public Art Capital Budget (CA40874). The total budget for the Hollybridge Way Public Art Landmark public art project is \$320,000. An allowance of \$20,000 has been set aside for all associated administration and coordination costs associated with the selection process and project administration. The remaining budget of \$300,000 will be available to the artist or artist team for all design costs, engineering fees, fabrication, installation, taxes and other associated costs to deliver a completed artwork integrated with the site.

Any repairs required to the artwork will be the responsibility of the Public Art Program. City funds for maintenance would be allocated out of the Public Art Program's annual Operating Budget.

#### **Financial Impact**

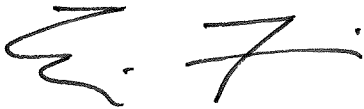
None.

## Conclusion

Adopted by Council on May 23, 2006, the Oval Precinct and Surrounding Area Public Art Plan provides a framework for including art in creating a culturally rich environment in a vibrant, healthy and sustainable city.

The Hollybridge Way Public Art Landmark Public Art Opportunity supports the Plan to include an integrated artwork in the new Hollybridge Way Park. A major artwork at this landmark location that celebrates “river and sky” provides an opportunity to reveal the connection of Richmond to the Fraser River estuary and Pacific flyway.

Following the selection process, the preferred artwork concept proposal will be brought forward to Council for endorsement in late 2018, in order to proceed with the detailed design and installation phases of the artwork in 2019.

A handwritten signature in black ink, appearing to read 'E. Fiss', with a stylized flourish at the end.

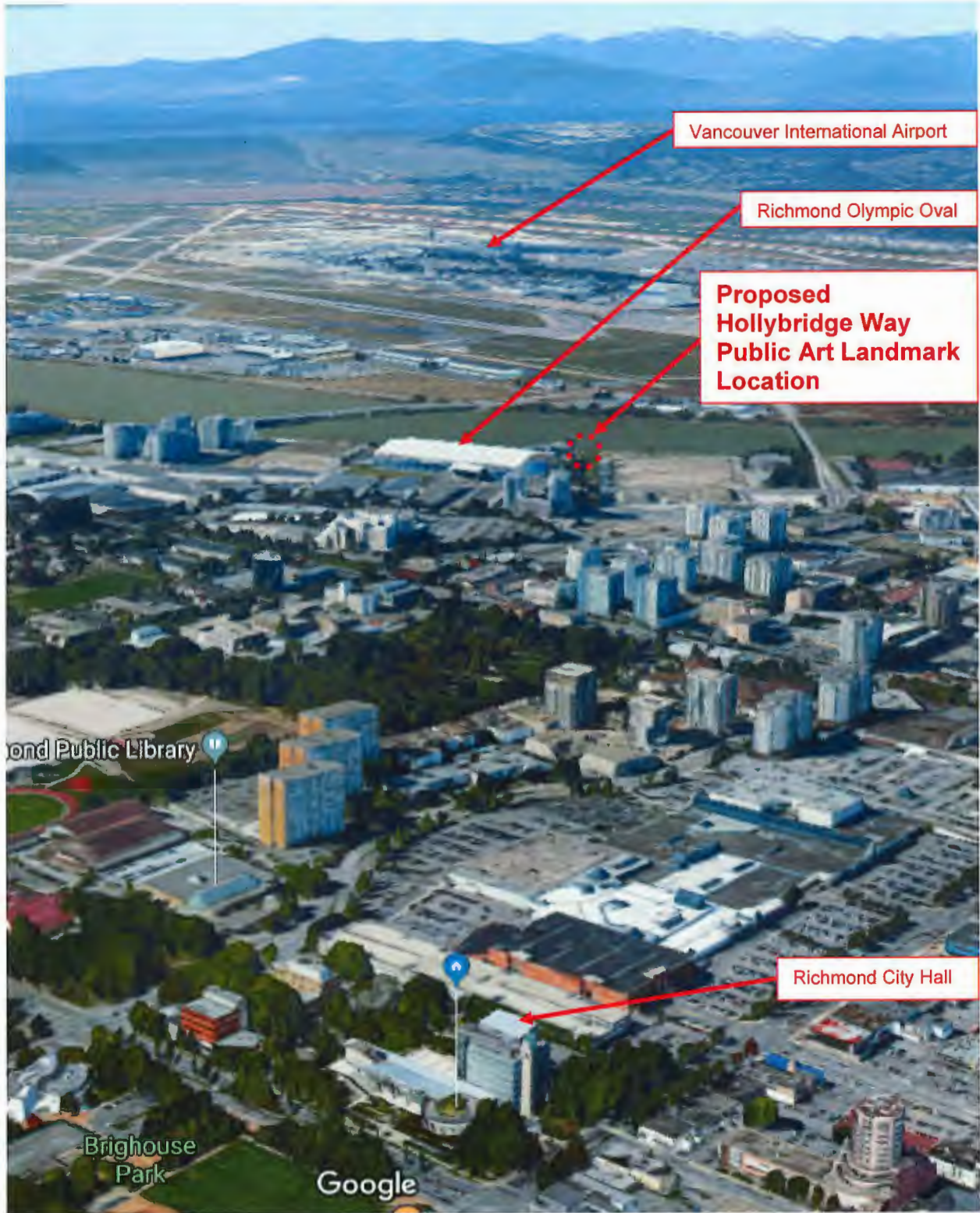
Eric Fiss  
Public Art Planner  
(604-247-4612)

- Att. 1: Hollybridge Way Waterfront Park Public Art Location
- 2: Examples of Artwork Integrated with a Public Ceremonial Staircase
- 3: Hollybridge Way Waterfront Park Public Art Opportunity Call to Artists

Hollybridge Way Waterfront Park Public Art Location

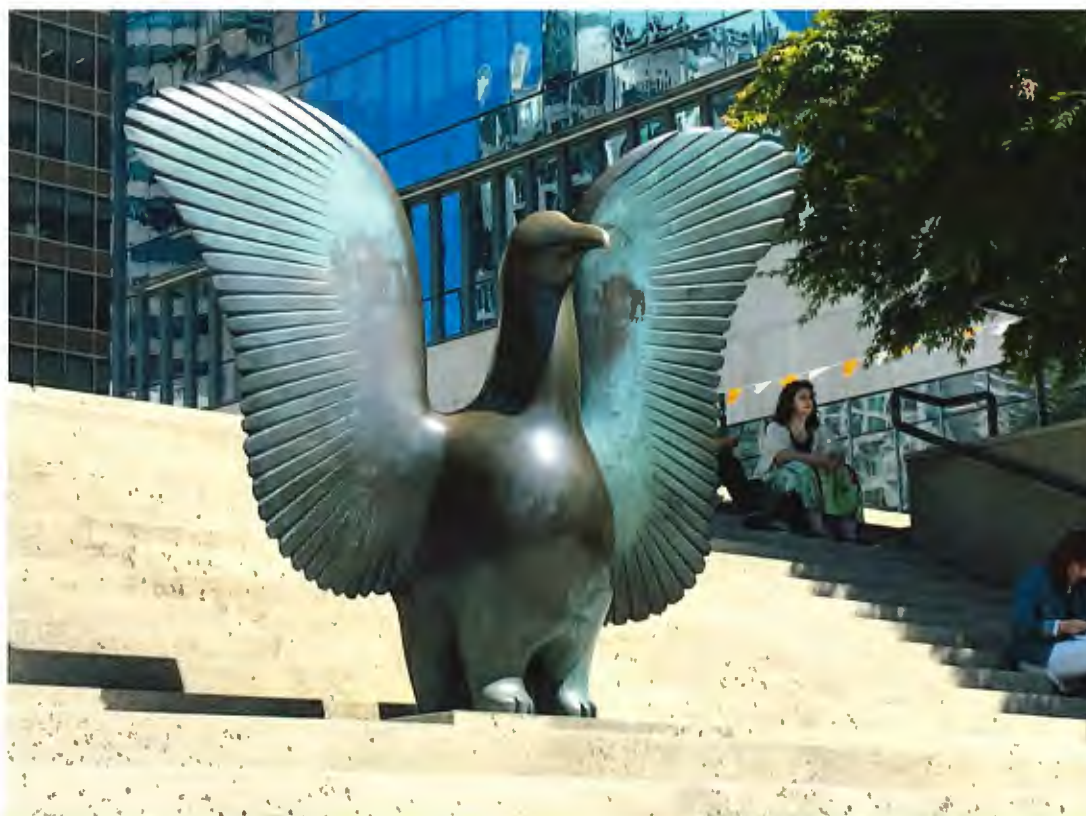


Aerial Plan

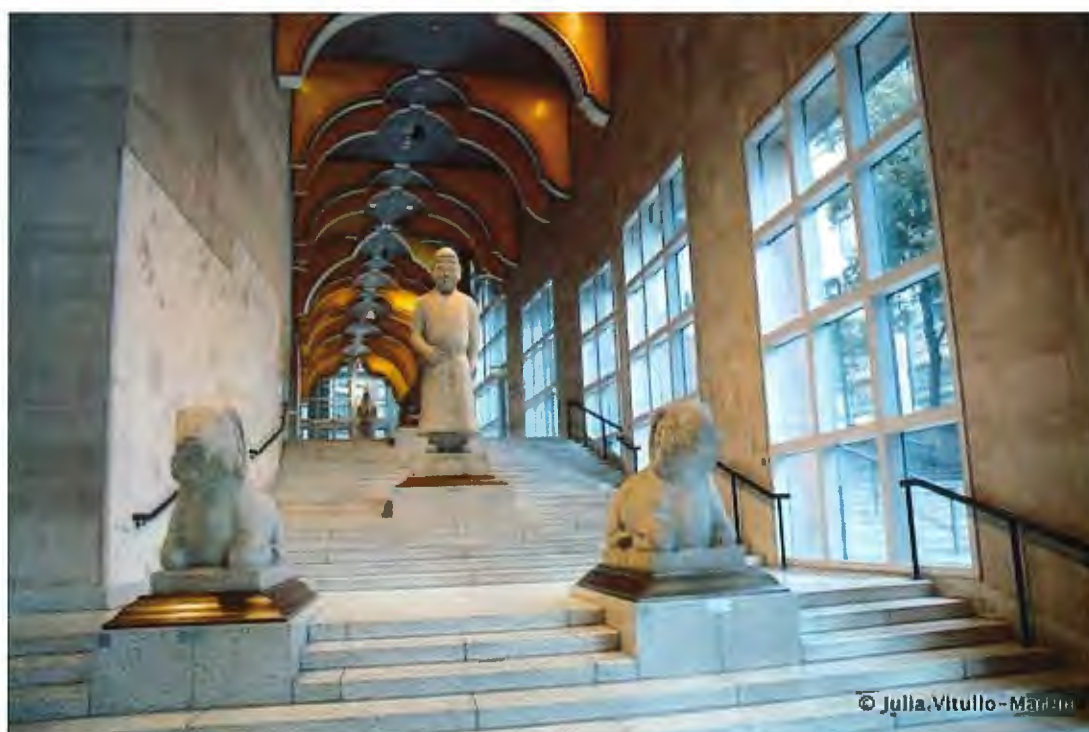


Aerial View, Source: Google Maps

**Examples of Artwork Integrated with a Public Ceremonial Staircase**



*Bird of Spring*, Abraham Etungat, bronze, 1979, Robson Square, Vancouver



*Chinese Statues*, Seattle Art Museum, Photo credit: Julia Vitullo-Martin



# call to artists



Figure 1. Approach to Hollybridge Way Park staircase from the south east

## Hollybridge Way Public Art Landmark

City of Richmond, BC

## Request for Qualifications (RFQ)

June 2018

### OPPORTUNITY

The Richmond Public Art Program, in partnership with the Parks Department, is seeking an artist or artist team to create a site-responsive landmark artwork for the new entrance plaza at the Hollybridge Way Waterfront Park located adjacent to the rapidly developing Oval Village, in Richmond, BC.

This is a two-stage open artist call. Following review by the selection panel of the submitted artists' statements of interest and their qualifications, up to five artists will be shortlisted and invited to attend a site orientation and prepare a concept proposal for presentation at an interview. An interview and concept proposal fee of \$2,000.00 CDN plus GST will be paid to each of the shortlisted artists or artist teams, plus travel expenses to a maximum of \$1,000.00.

<b>Budget:</b>	The total artwork budget is \$300,000 CAD, for all design, consultants, fabrication, installation, documentation and all associated costs.
<b>Technical Limits:</b>	Maximum weight of 8,000 kg (4 tons) and maximum height of 6 m (20 ft.)
<b>Eligibility Requirements:</b>	Open to professional artists and artist teams residing in Canada. Indigenous artists are encouraged to apply.
<b>Deadline for Submissions:</b>	Thursday, July 26, 2018, 4:00 p.m. PDT
<b>Installation:</b>	Summer 2019

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## LOCATION

The location for the Hollybridge Way Public Art Landmark on the grand stairs is a high profile location with visibility from the dyke trail, and both Dinsmore and No. 2 Road bridges. It is the terminus for the proposed Lansdowne Road ceremonial route starting from the Garden City Lands to the Hollybridge Way plaza and Olympic Oval precinct. The location is also adjacent to primary bike and pedestrian routes from the City Centre to the waterfront park. See Appendices 1–3.

The site is in close proximity to the mouth of the Fraser River and to the Vancouver International Airport. The artwork is to provide a gateway/landmark for the new Hollybridge Waterfront Park and Pier, an opportunity for the public to experience close contact with the Fraser River.

A signature artwork at this location is anticipated to attract people to gather, pose for photos and create a sense of place.

## BUDGET

The total budget for this project is \$300,000 CAD. The budget includes (but is not limited to) artist fees, design, permitting as needed, engineering fees, fabrication, installation, administration, photography, insurance and all taxes (GST excluded). Travel to Richmond and/or accommodation for the duration of the artist's contract for the commission is at the artist's expense.

## ARTIST ELIGIBILITY

This opportunity is open to artists or artist teams residing in Canada. In consideration of the historic significance of the site to Coast Salish peoples, Indigenous artists are encouraged to apply. Qualified artists will have proven experience developing artworks, specifically for civic projects. City of Richmond staff and its Public Art Advisory Committee members, selection panel members, project personnel, and immediate family members of all of the above are not eligible. Richmond-based artists are urged to consider this opportunity.

Artists that are currently under contract with the City in a public art project are ineligible for other projects until the current contract is deemed complete.

## THEMES

In setting themes for the Hollybridge Way Public Art Landmark, artists are to consider previous Civic Public Art Plans for this neighbourhood.

The *Richmond City Centre Public Art Plan* (Figures 2 and 3) identifies **Richmond: Yesterday, Today and Tomorrow** as the thematic framework within which artists will design their work, telling a cohesive story about Richmond while allowing room for artistic expression and diverse projects.

The *Richmond Olympic Oval Precinct Public Art Plan* (Figure 4) has identified **Flow, Flight, Fusion** as the theme for the architecture and artwork within the Oval Village neighbourhood, joining the physical site context with the spirit of Olympic speed skating and the legacy health and wellness centre.

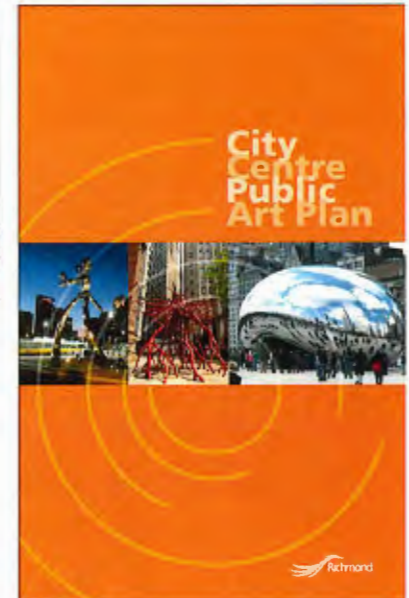


Figure 2. Cover of the City Centre Public Art Plan

Link: [City Centre Public Art Plan](#)

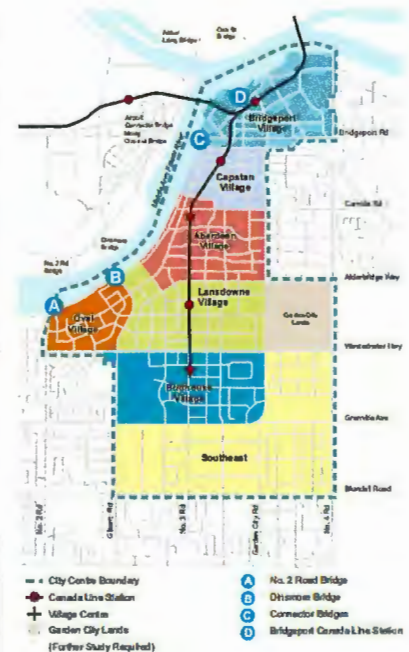


Figure 3. Enhanced Gateways map from the City Centre Public Art Plan. The Hollybridge Way is located between Gateways A and B as shown on the map.

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Building on these overarching themes of *Richmond: Yesterday, Today and Tomorrow* and *Flow, Flight, Fusion*, the theme of *River and Sky* has been identified for the Hollybridge Way Public Art Landmark opportunity.

## River

- The artwork will provide a gateway/landmark for the new Hollybridge Way Waterfront Park and Pier, an opportunity for the public to experience close contact with the Fraser River.
- The art project should consider the natural ecology of the Fraser River and ecological network.
- The waters of the Fraser River conceal a diverse and significant aquatic habitat. Richmond's unique position at the mouth of the Fraser River means the City has a key role to play in ensuring the health of the foreshore, for the benefit of the entire watershed.
- The artwork should also consider the historic use of the riverfront site—including recognition of the Coast Salish people who fished, hunted, trapped and gathered on the site for thousands of years—and the transformation of the marshy lands in the Fraser River for agriculture and industry.

## Sky

- In addition to the contemporary use of the skies for the Vancouver International Airport, the Fraser River estuary has long provided essential resting areas for migratory birds on the Pacific Flyway – a major migratory route for birds travelling between the western Arctic and southern areas of the continent of South America.
- The estuary supports the largest overwintering population of birds in all of Canada, at certain times of the year playing host to millions of birds.

The artwork may be a single integrated artwork, or series of sequential pieces, to further address the themes mentioned above.

## SELECTION PROCESS

A selection panel will recommend the artist/artist team to Council through a two-stage open call process. A concept proposal fee of \$2,000 will be paid to each of the shortlisted artists or artist teams. Expense for travel and lodging will be provided to a maximum of \$1,000 per artist or artist team residing outside of Greater Vancouver.

Out-of-town finalists will be reimbursed for travel and lodging expenses to attend the interview in Richmond. If applying as a team, the allowance for travel may not fully reimburse all team members.

A selection panel comprised of three art or design professionals and two representatives from the City Centre neighbourhood will review the applicants' materials. Representatives from the City Parks and Recreation Department



Figure 4. Richmond Olympic Oval Precinct Public Art Plan, 2006

Link: [Richmond Olympic Oval Public Art Plan](#)

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and Engineering Department will serve as advisors to the panel. Based on the selection criteria listed below, the panel will select up to five finalists to develop their concept proposals and attend an interview.

## Stage 1

- Artists submit a written Statement of Interest, Approach to the Site and their Qualifications in the format outlined in the Submission Requirements below.
- Selection Panel to shortlist three to five artists or teams for Stage 2.

## Stage 2

- Shortlisted artists enter into an Agreement with the City to prepare a Detailed Concept Proposal based on their initial Approach.
- Artists to be provided with detailed site information and responses to questions about the site from City staff.
- Shortlisted artists to attend an interview (in-person or via Skype) with the Selection Panel to present a Detailed Concept Design.
- Selection Panel to recommend one artist or artist team to City Council for endorsement. Panel reserves the right to make no recommendations from the submitted applications and artist interviews.

## ARTIST SELECTION CRITERIA

Submissions to the call (for Stage 1 and Stage 2, as appropriate) will be reviewed and decisions made based on the following:

- Artistic merit of artist statement of interest.
- Appropriateness of approach to the site and viability of preliminary ideas.
- Understanding of the relevance of the site and its histories.
- Ability of the artwork to respond to the existing character of the site by taking into account scale, colour, material, texture, content and the physical characteristics of the location.
- Potential for making engaging artwork, suitable for multiple audiences.
- Sensitivity to environmental concerns.
- Qualifications as demonstrated by creativity and quality of previous work and experience with projects in the public environment.
- Willingness and capacity to work with other design professionals and stakeholders through a complex process.
- Appropriateness of the proposal to the City of Richmond's [Public Art Program Goals](#).

## SUBMISSION REQUIREMENTS

E-mail all documentation as one (1) PDF document, portrait format, not to exceed a file size of 5 MB to: [publicart@richmond.ca](mailto:publicart@richmond.ca)

- INFORMATION FORM – Please complete the information form attached to this document.



Figure 5. *Bird of Spring*, Abraham Etungat, bronze, 1979, Robson Square, Vancouver



Figure 6. *Chinese Statues*, Seattle Art Museum, Photo credit: Julia Vitullo-Martin

Examples of artwork integrated with a public ceremonial staircase.

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- STATEMENT OF INTEREST – (300 words or less) Why the artist/team is interested in this opportunity and how their practice relates to this project and the posted selection criteria. If applying as a team, please address how team members work together in the statement of interest.
- APPROACH TO THE SITE – (1 page maximum) Text and/or visual preliminary artistic approach or working methodology stating how you propose to respond to the posted themes and site context.
- ARTIST CV – (2 pages maximum) Current professional resume. Teams should include two-page resumes for all members as one document
- DIGITAL IMAGE WORK SAMPLES – Applicants may submit up to 12 supporting image examples of past work that best illustrate their qualifications for this project. If applying as a team, the team submits no more than 12 images, total. One image per page. Please include artist name(s), title, year, location and medium information on each image page in portrait format.
- REFERENCES – Three (3) references who can speak to your abilities, skills and accomplishments. Please provide name, title and contact telephone number and/or e-mail.

## PROJECT TIMELINE

<b>Submission Deadline:</b>	Thursday, July 26, 2018, 4:00 p.m. PDT
<b>Finalist Notifications:</b>	Thursday, August 16, 2018
<b>Shortlisted Artist Interviews:</b>	Thursday, October 4, 2018*
<b>Installation:</b>	Summer 2019

\*All applicants are asked to reserve this date on their calendars.

## SOURCES FOR ADDITIONAL INFORMATION

[Richmond Public Art Program](#)  
[City Centre Public Art Plan](#)  
[Richmond Olympic Oval Public Art Plan](#)  
[City of Richmond Archives](#)

## SUBMISSION GUIDELINES

1. All supporting documents must be complete and strictly adhere to these guidelines and submission requirements (above) or risk not being considered.
2. All submissions must be formatted to 8.5 x 11 inch pages, portrait format.
3. Submission files must be 5 MB or smaller.
4. If submitting as a team, the team should designate one representative to complete the entry form. Each team member must submit an individual resume/curriculum vitae. (See Submission Requirements)
5. All documents must be sent by e-mail to: [publicart@richmond.ca](mailto:publicart@richmond.ca)

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## ADDITIONAL INFORMATION

1. The selected artist will be required to show proof of WCB coverage and \$5,000,000 general liability insurance.
2. 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 Artist Call as required.
3. All submissions to this Artist Call 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 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.
4. Submissions must be received by Thursday, August 16, 2018, 4:00 p.m. PDT. 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.

## QUESTIONS

Please contact the Richmond Public Art Program:

Tel: 604-204-8671

E-mail: [publicart@richmond.ca](mailto:publicart@richmond.ca)

## SUBMISSION DEADLINE

Thursday, August 16, 2018

## SUBMISSION ADDRESS

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

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## APPENDIX 1 HOLLYBRIDGE WAY PUBLIC ART LANDMARK LOCATION

Situated in the Oval Village in Richmond City Centre, the site is a highly visible location on the Middle Arm of the Fraser River, between the No. 2 Road and Dinsmore Bridges that connect Lulu Island with Sea Island (Figure 7).

The artwork will be located at the north end of Hollybridge Way and integrated into the wide “ceremonial” staircase that leads to the new Hollybridge Way Park and Pier. It will provide an entry into the Oval East Waterfront Park and be highly visible to vehicle and pedestrian traffic along River Road and on the Dinsmore and No. 2 Road Bridges (Figure 8).



Figure 7. Aerial view of proposed artwork location

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The Hollybridge Way Plaza and future pier mark the intersection of the new park with the north end of Hollybridge Way and will become the park's defining feature. The plaza is composed of an upper area on top of the dike that is designed to provide a gathering spot beside the river, host community events and gatherings, and provide access to the pier once it is constructed.

A lower area at Hollybridge Way will provide a clearly defined entry into the park. Linking the two plazas is a wide "ceremonial" staircase that will also serve as an amphitheatre for community events when Hollybridge Way is temporarily closed. Barrier-free access is provided, in part, by the adjacent dike maintenance service road.

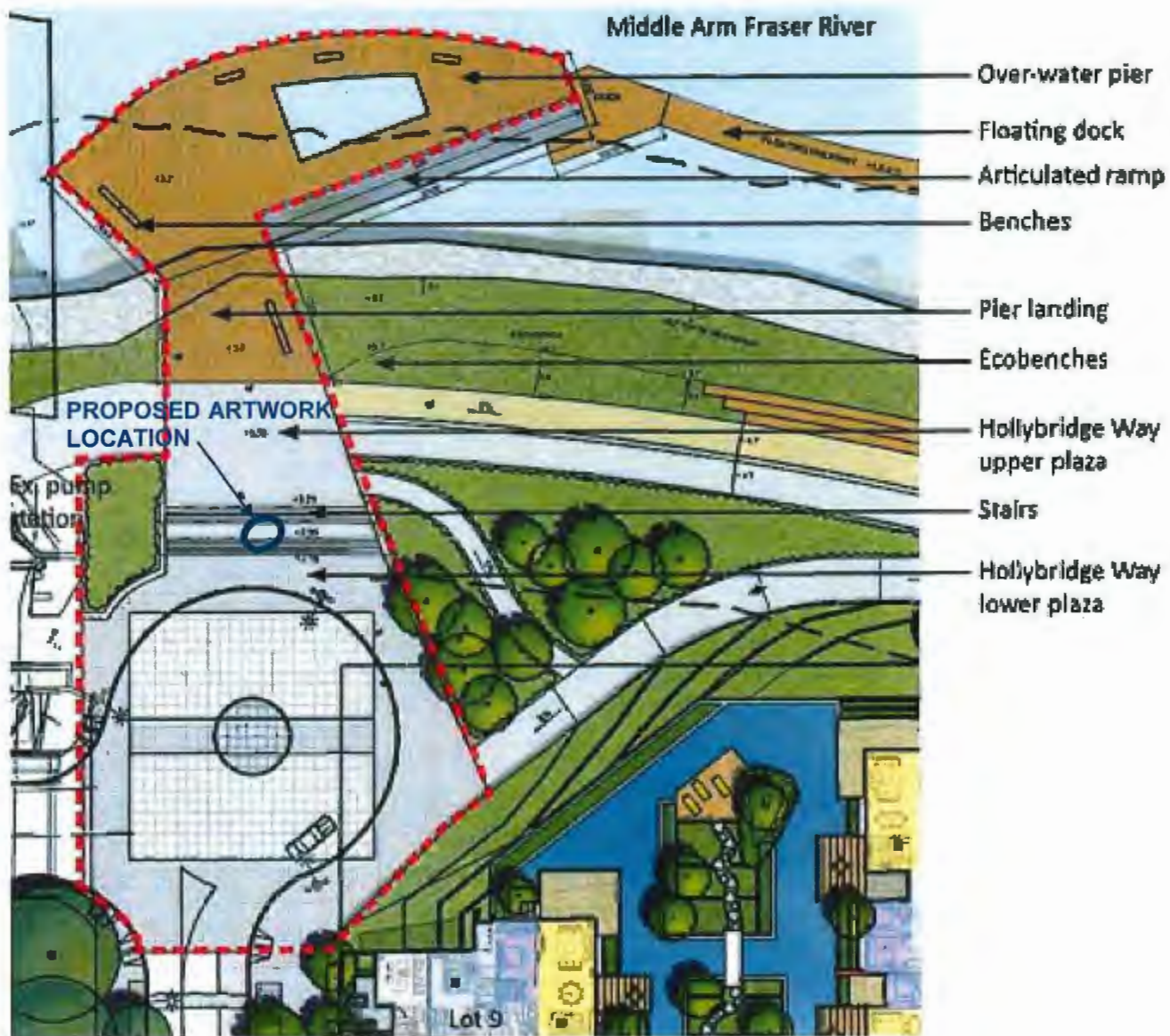


Figure 8. Hollybridge Way Plaza and Future Pier



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## APPENDIX 2 VIEWS OF THE HOLLYBRIDGE WAY PUBLIC ART LANDMARK LOCATION



Figure 9. View looking north

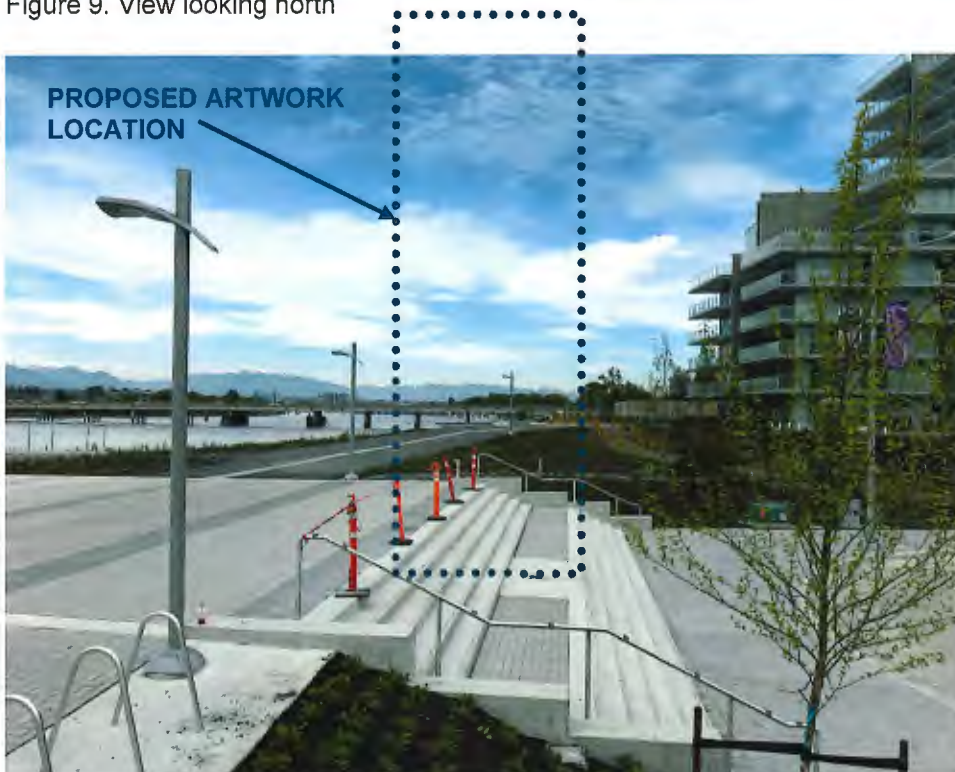


Figure 10. View looking west

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## APPENDIX 3 TECHNICAL DRAWINGS

Maximum weight of 8,000 kg (4 tons) and 6 m height (20 ft.)

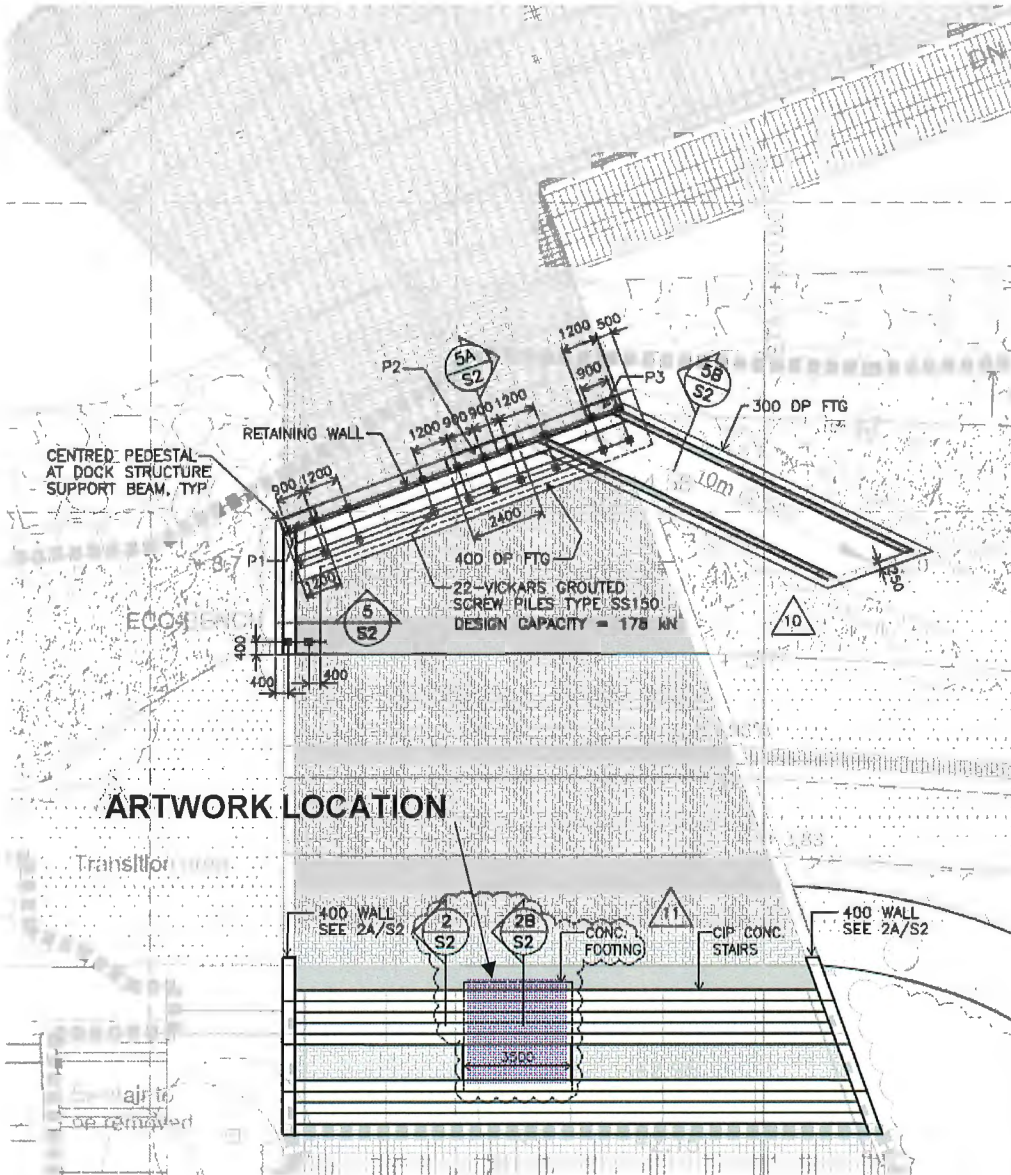


Figure 11. Waterfront Park partial Plan – concrete pedestal on upper stairs

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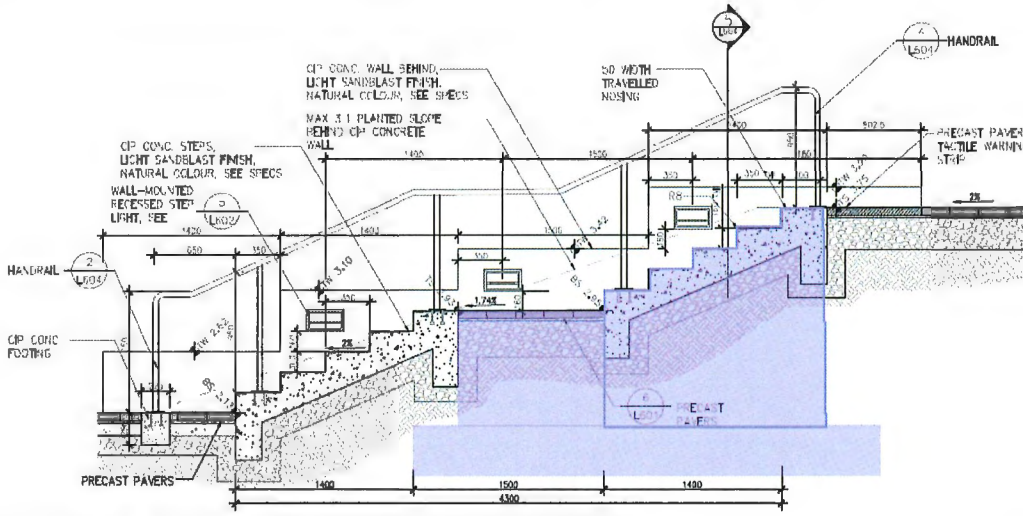


Figure 12. Section of concrete support on stairs

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## Hollybridge Way Public Art Landmark

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: \_\_\_\_\_

e-mail: \_\_\_\_\_ Website: \_\_\_\_\_  
(One website or blog only)

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

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

\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_

Would you like to receive direct e-mails from the Richmond Public Art Program?  Yes  No

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.