



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Marie Fenwick
Director, Arts, Culture and Heritage Services

Re: 2023 Community Mural Program Projects

Date: December 9, 2022

File: 11-7000-09-20-255/Vol
01




Staff Recommendations

That the 2023 Community Mural Program Projects as presented in the staff report titled “2023 Community Mural Program Projects,” dated December 9, 2022, from the Director, Arts, Culture and Heritage Services, be approved for implementation once the Consolidated 5 Year Financial Plan (2023-2027) is adopted by Council.

CM Fenwick

Marie Fenwick
Director, Arts, Culture and Heritage Services
(604-276-4288)

Att. 3

| REPORT CONCURRENCE | | |
|-----------------------------------|--|---|
| ROUTED TO: | CONCURRENCE | CONCURRENCE OF GENERAL MANAGER |
| Finance | <input checked="" type="checkbox"/> |  |
| Recreation and Sport Services | <input checked="" type="checkbox"/> | |
| Facilities Services | <input checked="" type="checkbox"/> | |
| SENIOR STAFF REPORT REVIEW | INITIALS:  | APPROVED BY CAO  |

Staff Report

Origin

On February 13, 2018, Council endorsed the Public Art Community Mural Program (the Mural Program). The focus of the Mural Program is to install murals in highly visible locations in publicly accessible areas throughout Richmond.

This report brings forward for consideration five mural proposals for the 2023 Community Mural Program to be painted at the retaining wall at Bethany Baptist Church, proposed by the Hamilton Community Association; Mitchell Elementary School; Pacific Net & Twine; South Arm Outdoor Pool and Steveston Outdoor Pool.

This report supports Council's Strategic Plan 2018-2022 Strategy #3 One Community Together:

Vibrant and diverse arts and cultural activities and opportunities for community engagement and connection.

This report supports Council's Strategic Plan 2018-2022 Strategy #4 An Active and Thriving Richmond:

An active and thriving community characterized by diverse social and wellness programs, services and spaces that foster health and well-being for all.

This report supports the Artworks: Richmond Arts Strategy 2019-2024 Strategic Direction 5:

Activate public spaces through (and for) the arts.

Analysis

Background

Richmond's Mural Program provides opportunities to add vibrancy to highly visible public spaces, foster community dialogue and cross-cultural exchange, and engage diverse and multi-generational communities. Since Council's endorsement in 2018, 15 murals have been installed through this program at civic facilities, private businesses, schools and other buildings. See Attachment 1 for a list of completed murals since the Mural Program was launched.

These artworks have been well received by the general public, facility users and community stakeholders. As well, they contribute to animating Richmond's public spaces.

Mural Program Selection Process

The Mural Program selection process is as follows:

- An annual Open Call for mural locations is issued for community groups, associations, schools, businesses and property owners to apply for a mural on their property. Private single-family properties are not eligible to participate. Where the applicant is not the property owner, the property owner must indicate consent as part of the application.

- An Open Artist Call for the Mural Program Artist Roster is issued biannually to provide a list of pre-qualified, local artists to work with selected applicants to develop their mural. The roster includes artists with a range of art styles, media and approaches.
- In consultation with Public Art staff, selected applicants are matched with an artist from the Mural Artist Roster for each mural opportunity. Selected applicants are required to sign a Mural Art Agreement with the City, while each artist enters into a tri-party agreement for services with the City and the property owner or representative.
- The City manages and funds the projects. The property owner or representative provides permission and access to the wall for installation and agrees to keep and maintain the mural for a minimum of five years.

Open Call for Mural Locations

The Open Call for mural locations for the 2023 Mural Program was issued on September 6, 2022 with a deadline of September 26, 2022 (Attachment 2).

Nine applications were received. Staff met on September 28, 2022, to review the applications. All submissions were evaluated on the basis of location, public visibility, community impact and condition of wall surface, as well as budget. The following organizations submitted an application to participate in the Mural Program in 2023:

- Hamilton Community Association (Retaining wall at 22620 Westminster Highway);
- Farrell Estates;
- Lipont Place;
- Mitchell Elementary School;
- Pacific Net & Twine;
- Richmond Rugby Football Club;
- Richmond Aquatic Services (South Arm Outdoor Pool);
- Richmond Aquatic Services (Steveston Outdoor Pool); and
- Village Bikes.

Five locations were selected for the 2023 Mural Program:

- Retaining wall at 22620 Westminster Highway;
- Mitchell Elementary School;
- Pacific Net & Twine;
- South Arm Outdoor Pool; and
- Steveston Outdoor Pool.

Proposed Mural Projects

In compliance with the Community Mural Program artist selection procedure, artists are pre-selected from the Community Mural Program Artist Roster through an open call process every two years. Murals for the 2023 program will be created by artists selected from the 2022-2024 Roster. The Roster will be updated accordingly next year.

The following five proposed mural locations and artists have been endorsed by the Richmond Public Art Advisory Committee (RPAAC).

Bethany Baptist Church

The mural location proposed by the Hamilton Community Association is the retaining wall along the public use pathway at 22620 Westminster Highway. The retaining wall belongs to Bethany Baptist Church which is in support of the project. The location is highly visible and measures approximately 600 square feet.

The artist selection meeting took place on October 18, 2022. The selection panel included members of the Hamilton Community Association.

Artist Ho Lay Hoon is recommended for this mural opportunity (Attachment 3). The artist will work with the members of the Hamilton Community Association and local community to inform the design of the mural, exploring themes of local ecology, sustainability and flood protection.

Mitchell Elementary School

The proposed mural location for Mitchell Elementary School is on the west wall adjacent to the entrance of the facility, facing No. 5 Road. The location is publicly visible and measures approximately 350 square feet.

The artist selection meeting took place on November 1, 2022. The selection panel included principal Scott Plumb and teacher Shannon Mathers.

Artist Ben Evely is recommended for the Mitchell Elementary School mural opportunity (Attachment 3). He will work with students from Mitchell Elementary School to create a sense of identity and student pride with a collaborative mural.

Pacific Net & Twine

The proposed mural location for Pacific Net & Twine is on the west wall facing the laneway and it measures approximately 170 square feet.

The artist selection meeting took place on October 19, 2022. The selection panel included staff from Pacific Net & Twine.

Artist Mark Anderson is recommended for this mural opportunity (Attachment 3). He will work with staff from Pacific Net & Twine to inform the design of the mural and will consider themes of local fishing industry and Steveston heritage.

South Arm Outdoor Pool

The proposed mural locations for the South Arm Outdoor Pool are the two north walls facing the approach to the pool and playground, adjacent to the entrance. The walls are highly visible and publicly accessible from multiple access points. The walls measure approximately 160 square feet and 230 square feet, respectively.

The artist selection meeting took place on October 28, 2022. The selection panel included members of the Aquatic Advisory Board.

Artist Rory Doyle is recommended for the South Arm Outdoor Pool mural opportunity (Attachment 3). He will work with community members from the South Arm Outdoor Pool to consider themes of recreation, active living and the local community.

Steveston Outdoor Pool

The proposed mural locations for the Steveston Outdoor Pool are the two walls facing the walkway into the pool. The walls are highly visible and publicly accessible from multiple access points. The walls are south and east facing and measure approximately 53 square feet and 42 square feet, respectively. The artist selection meeting took place on October 28, 2022. The selection panel included members of the Aquatic Advisory Board.

Artist Nicole Larsen is recommended for this mural opportunity (Attachment 3). The artist will work with community members from Steveston Outdoor Pool and the Kigoos Swim Club to inform the design of the mural and consider the themes of local heritage, recreation and active living.

Next Steps

Pending Council endorsement of the proposed mural locations and artists, staff will work with the artists and community partners to execute agreements and develop project implementation work plans. If approved, the projects will move into the development phase with murals to be completed by September 2023.

Financial Impact

The Mural Program budget is \$30,000 and it is funded by voluntary developer contributions to the Public Art Program Reserve Fund. The budget is included in the City's proposed 2023 Public Art Program operating budget as part of the 2023 budget process and will be implemented once the proposed Consolidated 5-Year Financial Plan (2023-2027) is adopted by Council.

The individual budget for each mural is as follows:

- Retaining wall at 22620 Westminster Highway - \$10,000
- Mitchell Elementary School - \$5,000
- Pacific Net & Twine - \$4,500
- South Arm Outdoor Pool - \$6,500
- Steveston Outdoor Pool - \$4,000

Richmond School District No. 38 will contribute in-kind preparation of the walls as well as anti-graffiti coating for all murals on the Richmond School District property.

The selected organizations will retain and maintain the murals for a period of at least five years. The cost for any maintenance and repairs required for the artwork at the locations that are not owned by the City will be the responsibility of the community partners. Following Council's approval of the 2023 Community Mural Program Projects, all project partners will enter into a written agreement with the City to outline maintenance and repairs responsibilities.

Conclusion

Murals add vibrancy to the community by energizing our public spaces, fostering community identity and civic pride, engaging youth and deterring graffiti. The creation of murals brings together local artists, students, community groups, residents and local businesses to transform the places where we live, work and play into welcoming and beautiful environments that invite interaction and appreciation of art and culture.



Biliana Velkova
Public Art Planner
(604-247-4612)

- Att. 1: List of completed Community Mural Program murals
- 2: Community Mural Program Property Owners Application form
- 3: Hamilton Community Association Mural Proposal, Mitchell Elementary School Mural Proposal, Pacific Net & Twine Mural Proposal, South Arm Outdoor Pool Mural Proposal and Steveston Outdoor Pool Mural Proposal

**Community Mural Program
Completed Projects**

2022

| | |
|---|--|
|  | <p>Carolyn Wong <i>A Fisherman's Dream</i> Steveston Harbour Authority, 3180 Chatham Street</p> |
|  | <p>Jean Bradbury <i>Our Friends the Trees</i> Maple Lane Elementary School, 7671 Alouette Drive</p> |
|  | <p>Erica and Maddy Phillips <i>Facets of Byng</i> Lord Byng Elementary School, 3711 Georgia Street</p> |
|  | <p>Dolores Altin and Elvira DS Monteforte <i>Cause and Effect</i> Hayer Demolition & Recycling, 12011 Mitchell Road</p> |



Atheana Picha
Garden City School Mural
Garden City Elementary School,
8311 Garden City Road

2021



April dela Noche Milne and Dawn Lo
Let's Play Let's Go
Westwind Elementary School,
11371 Kingfisher Drive



Atheana Picha
Tomekichi Homma Mural
Tomekichi Homma Elementary School,
5100 Brunswick Drive



Fiona Tang
Thinking Learning Caring
Thompson Elementary School,
6211 Forsyth Crescent



Dean and Christina Lauzé
McMath School Mural
McMath Secondary School,
4251 Garry Street



Karen Yurkovich and Tristesse Seeliger
Metamorphosis
Lehigh Hanson,
12651 Mitchell Road



Carmen Chan
Stages of Bloom
Gateway Theatre,
6500 Gilbert Road

2020



Andrew Tavukciyan
Richmond Ice Centre Community Mural
Richmond Ice Centre,
14140 Triangle Road



Mark Anderson
Richmond's home of Curl'ture & Curl'munity
Richmond Winter Club,
5540 Hollybridge Way



Laura Kwok
Ladybug and the Sun
West Richmond Community Centre,
9180 No. 1 Road

2019



Richard Tetrault and Jerry Whitehead
Continuum
Richmond Cultural Centre,
7700 Minoru Gate



City of
Richmond

Community Mural Application

Public Art Program

6911 No. 3 Road, Richmond, BC V6Y 2C1

www.richmond.ca

Contact 604-204-8696

Please submit this completed form, and return to the Information counter located at City Hall or to publicart@richmond.ca. All materials submitted to the City for a *Community Mural Application* become public property, and therefore, available for public inquiry.

Mural Site Address: _____

Primary Contact Name: _____

Contact person's address, if different: _____

Contact info: _____
Telephone Number Mobile Telephone Number

Email

Secondary Contact Name: _____

Contact info: _____
Telephone Number Mobile Telephone Number

Email

Property Owner (if different from above) Signature: _____

Please print name

Contact info: _____
Telephone Number Mobile Telephone Number

Email

For Office Use

Date Received: _____ Contribution: _____

File No.: _____ Note: _____



The following items must be completed and submitted with your Community Mural Application.

1. Proposed Mural Wall: Area (square feet): _____
 - Attach photo or sketch with the wall's dimensions
 - Attach recent photograph of the wall (JPG or PDF not exceeding 2MB)
2. Do you have a preferred theme or style of art for the proposed wall?

3. Please provide evidence of support from the building tenant(s) (if different from the building owner), as well as neighborhood associations and/or adjacent neighbors (e.g., e-mail or letter of support).
4. Do you have additional funding for the project?
 - Yes (Estimated amount \$ _____)
 - No
5. Is your proposed wall on a heritage building?
 - Yes
 - No

Note: All murals on designated heritage resources, or within the Steveston Village Heritage Conservation Area (HCA), require approval by City Council and may require a Heritage Alteration Permit. Any murals on heritage buildings/structures or within the Steveston HCA will also be reviewed by the Richmond Heritage Commission.

Maintenance

The Property Owner will agree to retain and maintain the mural for a period of five years (subject to mutual agreement to terminate the agreement at an earlier date due to change of ownership, building renovations, and/or condition of the mural).

Agreement

Selected property owners will enter into a tri-party agreement for services with the City and the selected artist.

The City will manage the project and fund the work. The applicant may augment the project budget with additional funding, or cover all hard costs, if appropriate. The property owner will provide permission and access to the wall for installing the mural, as well as maintenance, if required.

Selection Process

A five-person interdepartmental staff Mural Committee will convene to review applications from property owners. The applications will be ranked based on the following criteria:

- public visibility of the location;
- condition of the wall surface;
- potential impact on adjacent properties;
- community impact;
- provision of additional or full funding of hard costs, if appropriate;
- provision of murals throughout the City; and
- evidence of support from the building tenants (if different from the building owner), as well as neighborhood associations and/or adjacent neighbors (e.g., email or letter of support).

Additional Information (Optional)

Project Timeline

Submission Deadline: Monday, September 26, 2022, 5:00 p.m.

Property Owners Notification: Thursday, October 6, 2022, 5:00 p.m.

Questions

Please contact the Richmond Public Art Program:

Tel: 604-247-4612

Email: publicart@richmond.ca

Ho Lay Hoon | Hamilton Community Association

Artist Ho Lay Hoon will work with the members of the Hamilton Community Association and local community members to inform the design of the mural, exploring themes of local ecology, Fraser River, sustainability and flood protection.

Ho Lay Hoon is a multidisciplinary artist, who works in variety of mediums. She has created a number of engaging murals and is passionate about creating art that unifies and uplifts the community.

Examples of Previous Projects:



Ho Lay Hoon, *We the Giants*, 3302 Cambie Street, Vancouver, 2021



Ho Lay Hoon, *We the Giants*, 3302 Cambie Street, Vancouver, 2021



Proposed mural wall at 22620 Westminster Highway, Bethany Baptist Church (approx. 600 square feet)

Ben Evely | Mitchell Elementary School

Artist Ben Evely will work with students from Mitchell Elementary School to explore themes of identity and student pride through a collaboratively designed mural.

Ben Evely is emerging artist with an active painting, drawing and mural practice. He enjoys working with the public and continues to grow his interest in community-engaged art to create opportunities for neighbours and newcomers to share ideas and contribute to the spaces they inhabit.

Examples of Previous Projects:



Ben Evely with Maddy Philips, *Metro Migration*, 8002 Granville Street, Vancouver, 2017



Ben Evely, *Untitled*, Thunderbird Parkade, University of British Columbia, Vancouver, 2019



Proposed mural wall at Mitchell Elementary School (approx. 350 square feet)

Mark Anderson | Pacific Net & Twine

Artist Mark Anderson will work with staff from Pacific Net & Twine to inform the design of the mural and will consider themes of the local fishing industry and Steveston's heritage.

Mark Anderson is an accomplished mural artist with a number of high profile murals in Metro Vancouver. His artworks tell a story of a specific and relevant narrative that is connected to the geography, history or mythology of a specific place and time.

Examples of Previous Projects:



Mark Anderson, *Richmond's home of Curl'ture & Curl'munity*, Richmond Winter Club, Richmond, 2019



Mark Anderson, *Little League Champs*, Vancouver, 2014



Proposed mural wall at Pacific Net & Twine* (approx. 170 square feet)

Note: the existing mural does not have heritage value; it was installed for a film production and the property owner would like to have it covered.

Rory Doyle | South Arm Outdoor Pool

Artist Rory Doyle will engage with stakeholders from the South Arm Outdoor Pool to consider themes of recreation, active living and the local community

Rory Doyle is an artist and designer with interdisciplinary art practice specializing in murals, illustration, package design and visual branding. His intent is to find positive emotion in the viewer through vibrant palettes and movement in the subject matter.

Examples of Previous Projects:



Rory Doyle, *Craft Beer Market Mural*, Vancouver, 2021



Proposed mural walls at South Arm Outdoor Pool (approx. 230 square feet)



Proposed mural walls at South Arm Outdoor Pool (approx. 160 square feet)

Nicole Larsen | Steveston Outdoor Pool

Artist Nicole Larsen will work with the community from Steveston Outdoor Pool to inform the design of the mural and consider the themes of Steveston heritage, recreation and active living.

Nicole Larsen is an artist with an active mural and graphic design practice. She is influenced by nature and her desire to uplift others with her artwork. She often incorporates bold, bright colours and organic movement into her designs as well as themes of biodiversity, community and mental well-being.

Examples of Previous Projects:



Nicole Larsen, *Pause & Bloom*, Vancouver, 2021



Nicole Larsen, *Pause & Bloom*, Vancouver, 2021



Proposed mural walls at Steveston Outdoor Pool (approx. 55 square feet)



Proposed mural walls at Steveston Outdoor Pool (approx. 45 square feet)