



To: Parks, Recreation and Cultural Services Committee **Date:** January 6, 2020

From: Marie Fenwick, Director, Arts, Culture and Heritage Services **File:** 11-7000-09-20-281/Vol 01

Re: **Alexandra Greenway Integrated Public Art Project Terms of Reference**

Staff Recommendation

1. That the Alexandra Greenway Integrated Public Art Project for \$50,000 be approved and funded by the Public Art Reserve;
2. That the Consolidated 5 Year Financial Plan (2020-2024) be amended accordingly; and
3. That the Alexandra Greenway Integrated Public Art Project Call to Artists provided in Attachment 4 in the staff report titled, "Alexandra Greenway Integrated Public Art Project Terms of Reference", dated January 6, 2020, from the Director, Arts, Culture and Heritage Services, be approved.

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

Att. 4

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Transportation	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS:	APPROVED BY CAO

Staff Report

Origin

On November 12, 2013, Council adopted the Alexandra Neighbourhood Public Art Plan which provides a thematic framework for the creation of public art to enrich the Alexandra neighbourhood. The location of the Alexandra neighbourhood provides a transition from the established residential neighbourhoods to the east and the north and to the emerging urban City Centre to the west. The Public Art Plan builds on the history and ecology of the neighbourhood, with priority given to development of artworks in parks, streets and greenways. These works will serve as landmarks and meeting places as residents make connections through the community.

This report presents the proposed Terms of Reference for the Alexandra Greenway Integrated Public Art Project in the form of a Call to Artists. The call seeks a Richmond artist to design a 2D artwork to be integrated into the asphalt paving of a multi-use corridor along May Drive, between Alexandra Road and Alderbridge Way. The integrated artwork will feature reflective markings to communicate right-of-way directions of travel and improve visibility and safety for cyclists and pedestrians. Examples of artwork integrated into asphalt transportation corridors are shown in Attachment 1.

This report supports Council's Strategic Plan 2018-2022 Strategy #2 A Sustainable and Environmentally Conscious City:

Environmentally conscious decision-making that demonstrates leadership in implementing innovative, sustainable practices and supports the City's unique biodiversity and island ecology.

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.

Analysis

Alexandra Neighbourhood Public Art Plan

The Alexandra Neighbourhood Public Art Plan builds on the history and ecology of the Alexandra Neighbourhood of the West Cambie Area to provide a thematic framework for the creation of public art to enrich this emerging community. In keeping with the West Cambie Area Plan's vision for the Alexandra Neighbourhood, to be a "complete and balanced" community, the thematic framework of the Public Art Plan incorporates Richmond's unique cultural heritage,

through the theme of “Connectivity: Ecology, Infrastructure and History” as a way to describe the many layers of urban systems required for sustainable and healthy living cities. The Alexandra Neighbourhood Public Art Plan encourages artists to design their works within this thematic framework, while allowing room for artistic exploration and a diversity of projects.

With traces of Alexandra’s agricultural past, and habitat supporting numerous species of birds and other wildlife, there are many opportunities for artworks to reference the ecology and history of the area. Public artwork in the greenway has the added benefit of promoting access to nature through a network of open spaces.

Proposed Location

The Alexandra Greenway and six-acre Alexandra Neighbourhood Park connect the established residential neighbourhood north of Cambie Road to the Garden City Lands south of Alderbridge Way. The context plan of the area is provided in Attachment 2.

The Alexandra Neighbourhood Land Use Map identifies a north-south pedestrian and cyclist path. The section of Alexandra Greenway adjacent to May Drive, between Alexandra Road and Alderbridge Way is part of this path, linking residential areas to new commercial zones. Public art in this location will help animate a safe and multi-use path and make it more engaging. This section of the greenway will feature a planted roundabout, new tree plantings and a natural stormwater management system. The Alexandra Greenway Integrated Public Art Project Location is provided in Attachment 3.

The public art work on the exterior facade of the Alexandra District Energy Utility Building located at Alexandra Neighbourhood Park is in proximity to the proposed location, further enriching the public realm in the area.

Themes for the Alexandra Greenway Integrated Public Art Project

Artists for this commission will be invited to respond to the theme of “Connecting Ecology & Natural Heritage” as it relates to building sustainable and ecologically sensitive cities through the preservation of natural habitat for native plant and animal species:

- **Connecting Ecology:** Richmond’s landscape and hydrology has been formed by its unique location within the Fraser River Delta. The Alexandra Neighbourhood contains remnants of historic sloughs and agricultural networks, including an abundance of local wildlife. Public art can play an integral part in bringing awareness to the importance of preserving natural habitat and the role we can play in supporting local ecosystems.
- **Connecting History:** Public Art that references local farming, agricultural heritage and history of the area connects and reminds newcomers and longtime residents of the area’s unique past. History includes telling the story of the land, people and places that have inhabited the area. Public art will assist this new community in creating meaningful connections and memories while acknowledging the past and looking forward to the future.

The Public Art Advisory Committee endorsed the Terms of Reference at its meeting on January 21, 2020, noting that this project provides an opportunity for either an emerging or established Richmond-based artist who may not already have a public art practice.

The Alexandra Greenway Integrated Public Art Project Terms of Reference for an artist call are provided in Attachment 4.

Selection Process for Artists and Artworks

A two-stage artist selection process will be implemented and will follow the Richmond Public Art Program Policy guidelines as outlined in the Public Art Program Administrative Procedures Manual. The Artist Call will be open to artists residing in Richmond.

Following the selection process, the preferred artwork concept proposal will be brought forward to Council for endorsement in spring 2020, in order to proceed with the detailed design and installation phases of the artwork in summer 2020.

Financial Analysis

The total budget for the Alexandra Greenway Integrated Public Art Project is \$50,000. \$5,000 has been set aside for an artist design fee. The remaining budget of \$45,000 will be available to cover all implementation expenses including production, installation, taxes and other associated costs to deliver a completed artwork integrated with the site.

The 2020 Public Art Program Capital Budget will be increased to include \$50,000 for the Alexandra Greenway Integrated Public Art Project funded by the Public Art Reserve and the Consolidated 5 Year Financial Plan (2020-2024) will be amended accordingly.

The artwork will meet all safety requirements (eg, skid resistance). Any repairs to the artwork will be the responsibility of the Public Art Program.

Conclusion

Adopted by Council on November 12, 2013, the Alexandra Neighbourhood Public Art Plan provides a framework for including art in creating a culturally rich environment in a vibrant, healthy and sustainable city.

The Alexandra Greenway Integrated Public Art Project supports the Plan to include an integrated artwork in Alexandra Way. An artwork at this location will connect the local ecology and history to raise awareness and celebrate the aspirations of a sustainable and connected Richmond.



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

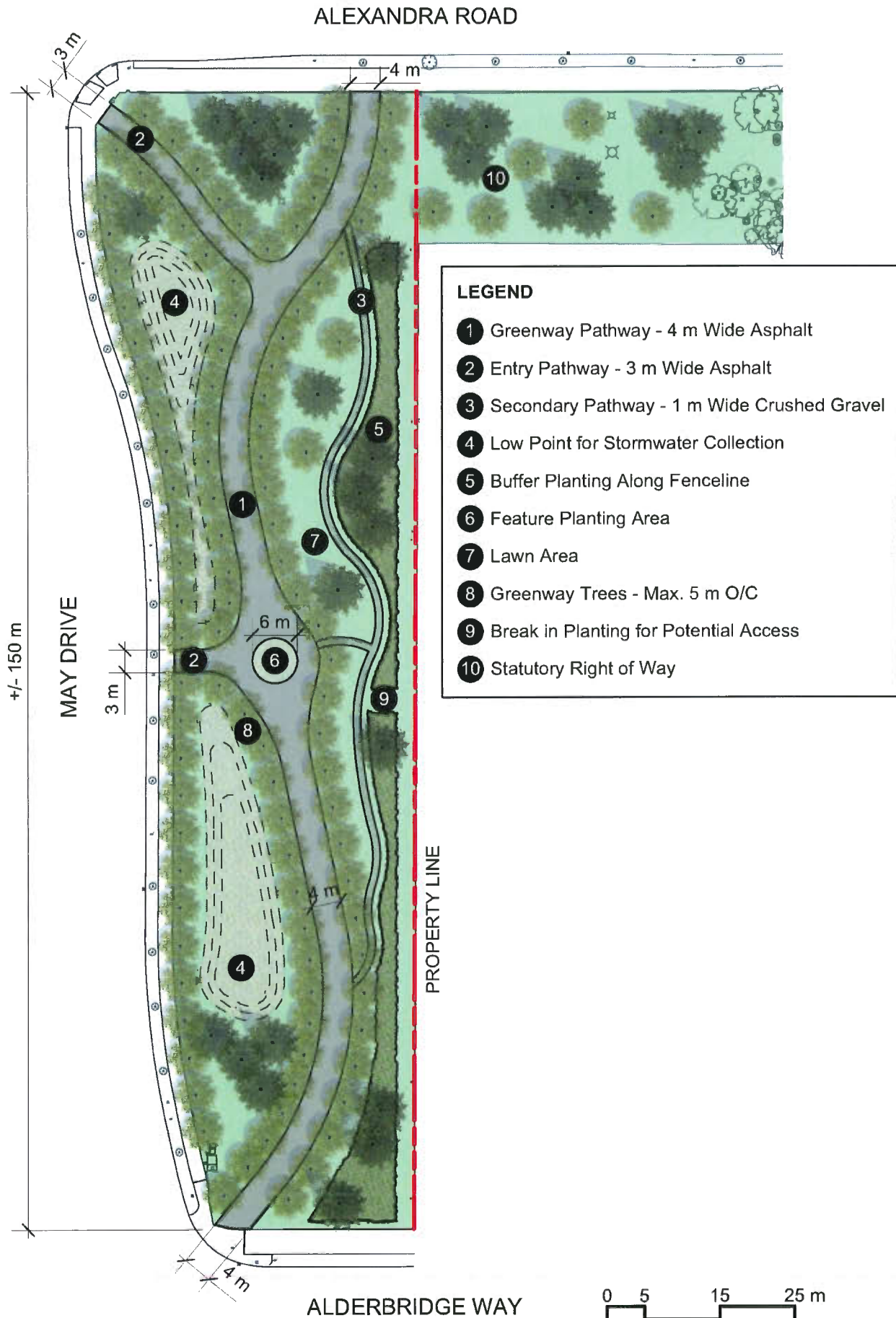
- Att. 1: Examples of Artwork Integrated into Asphalt Transportation Corridors
- 2: Alexandra Greenway Context Plan
- 3: Alexandra Greenway Integrated Public Art Project Location
- 4: Alexandra Greenway Integrated Public Art Project Call to Artists

Examples of Artwork Integrated into Asphalt Transportation Corridors



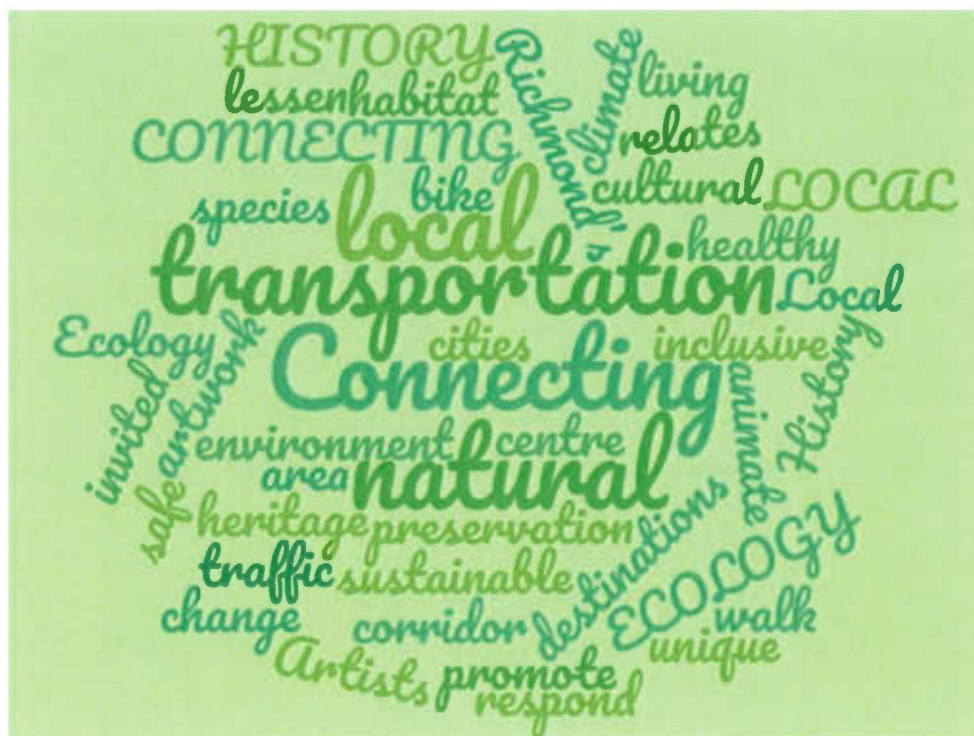
Alexandra Greenway Context Plan





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Alexandra Greenway Integrated Artwork

Request for Proposals, RFP

OPPORTUNITY

The Richmond Public Art Program, in partnership with Parks Services, is seeking an artist to create a 2D artwork to be integrated into a car-free multiuse greenway along the east side of May Drive between Alexandra Road and Alderbridge Way.

The commissioned artist will work with third-party contractors and City staff to finalize the artwork design and create a vector-based digital artwork file for the implementation phases. The cost of production and installation will be the responsibility of the City of Richmond. Artists or artist teams residing in Richmond with visual art practices in printmaking, drawing, illustration, painting and other mixed-media disciplines are encouraged to apply.

Artist Fee: \$5,000 CAD

Eligibility: Artists residing in Richmond, British Columbia

Deadline for Stage 1: April 6, 2020 at 5:00 p.m.

Completion: Fall 2020

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BACKGROUND

Formally a semi-rural landscape, the Alexandra neighbourhood is now comprised of multiple family housing developments and places to work, shop and play. It is bordered by residential neighbourhoods to the east and north, and by the urban City Centre to the west. The Alexandra Greenway and new six-acre Alexandra Neighbourhood Park run across the neighbourhood and connect established residential areas north of Cambie Road to the Garden City Lands south of Alderbridge Way (Figure 1 & 2).

The Garden City Lands are an extraordinary 55.2 hectares (136.5 acres) of open space located within the Agricultural Land Reserve, in the heart of Richmond, between Westminster Highway, Alderbridge Way, Garden City Way and No. 4 Road (Figure 2). The Garden City Lands is in the process of becoming a new community park with diverse uses including, urban agriculture, environmental preservation and interpretation, as well as recreational and cultural uses.

LOCATION

The section of the Alexandra Greenway, running north-south along May Drive between Alexandra Road and Alderbridge Way (Figures 1 & 2), is part of a larger neighbourhood pedestrian and cyclist route with resting nodes linking residential areas to new commercial zones.

“CONNECTING ECOLOGY & NATURAL HERITAGE”

Artists are invited to respond to the theme of “**Connecting Ecology & Natural Heritage**” as it relates to building sustainable and ecologically sensitive cities through the preservation of natural habitat for native plant and animal species. The public art will help promote and animate a safe, multi-use path to decrease vehicular traffic in the area and complement new tree plantings, native plant species and a natural stormwater management system.

- **Connecting Ecology:** Richmond’s landscape and hydrology has been formed by its unique location within the Fraser River delta. The Alexandra Neighbourhood contains remnants of historic sloughs and agricultural networks, including an abundance of local wildlife. Public art can play an integral part in bringing awareness to the importance of preserving natural habitat and the role we can play in supporting local ecosystems.
- **Connecting Natural Heritage:** Public Art that references local farming, agricultural heritage and history of the area connects and reminds

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newcomers and longtime residents of the area's unique past. History includes telling the story of the land, people and places that have inhabited the area. Public art will assist this new community in creating meaningful connections and memories while acknowledging the past and looking forward to the future.

BUDGET

The artist fee for this project is \$5,000 for the provision of an artwork design and delivery of vector-based digital artwork file(s). The artist will work in consultation with City staff and contractors retained by the City to refine the design as appropriate. This budget includes (but is not limited to) artist fees and administration, travel expenses, artist studio overhead, photography documentation and all taxes excluding GST. Production and installation costs will be the responsibility of the City of Richmond.

ARTWORK AND DESIGN CONSIDERATIONS

- The artwork will be conceived as a repeating pattern or family of repeating elements.
- The total area of the artwork will cover approximately 20-30% of the asphalt-paved corridor.
- The commissioned artist will propose the layout and placement of the artwork to delineate directions of travel and create an experiential viewing experience.
- The commissioned artist must work within the paving product manufacturer's design specifications and submit the artwork as a digital black and white vector-based file without the use of gradients or shading in the artwork.
- Short-listed artists will attend an orientation meeting with City Staff and City-contracted service professionals.

ARTIST ELIGIBILITY

This call is open to artists residing in Richmond, B.C. Artists who are currently contracted by the City for a public art commission are not eligible to apply. City of Richmond employees and members of the Richmond Public Art Advisory Committee are not eligible to apply.

SELECTION PROCESS

A selection panel consisting of a combination of artists, art professionals and community representatives will engage in a two-stage artist selection process to review all artist applications. Three artists will be shortlisted and given a

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\$200 honorarium to attend an Artist Orientation Session, develop a concept proposal and attend an interview and presentation with the selection panel. At the conclusion of the process, the panel will recommend one artist for the commission. The selected artist will enter into a contract with the City of Richmond.

STAGE 1: ARTIST SELECTION CRITERIA

Submissions will be reviewed and decisions made based on:

- demonstrated skills and experience based on artist's portfolio and CV;
- initial approach to the identified thematic framework as described in the Letter of Intent;
- artist capacity to work with other design professionals and stakeholders;
- appropriateness of the approach to the Public Art Program goals:
www.richmond.ca/culture/publicart/plans/policy

Note: Submissions should not include a concept proposal for Stage 1 of the artist selection process.

STAGE 2: ARTIST SELECTION CRITERIA

Three short-listed artists will submit concept proposals to be reviewed, based on the following criteria:

- interpretation and approach to the identified theme and appropriateness for the site and context of Alexandra neighbourhood;
- merit and technical feasibility of the concept proposal;
- responses to follow-up questions/ and feedback from the Stage 1 selection panel review;
- appropriateness of the concept to the Public Art Program goals:
www.richmond.ca/culture/publicart/plans/policy

STAGE 1: SUBMISSION REQUIREMENTS

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

- INFORMATION FORM – Please complete the information form attached to this document.
- LETTER OF INTEREST – 300 words or less, describing art practice, initial approach to the work and any relevant experience or similar completed projects.
- ARTIST CV – (2 page maximum). Teams should include one page for each member.
- WORK SAMPLES – Up to ten (10) image examples of previous work that illustrate and demonstrate practice, skills and experience for this opportunity. One image per page. Please include artist name(s), title, year, location and medium information to be on each image page.

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PROJECT TIMELINE

Applicants should reserve the Stage 2 Interview date in their schedules.

Stage 1 Deadline:	April 6, 2020 at 5:00 p.m.
Artist Orientation:	April 15, 2020 at 5:30 p.m.
Stage 2 Deadline:	April 29, 2020 at 5:00 p.m.
Stage 2 Interview:	May 11, 2020, 5:30 p.m., Richmond City Hall, 6911 No.3 Road.
Project Completion:	Fall 2020

SOURCES FOR ADDITIONAL INFORMATION

- [Alexandra Neighbourhood Public Art Plan](#)
- [Richmond Arts Strategy, 2019-2024](#)
- [Richmond Public Art Program](#)
- [Richmond Archives](#)

SUBMISSION GUIDELINES

1. All supporting documents must be complete and adhere to these guidelines and submission requirements or risk not being considered.
2. All submissions must be formatted to 8.5 x 11 inch pages. Portfolio images would be best formatted to landscape format.
3. If submitting as a team, the team should designate one representative to complete the entry form. Each team member must submit an individual curriculum vitae. (See Submission Requirements).
4. All documents must be sent by e-mail to: publicart@richmond.ca

ADDITIONAL INFORMATION

1. The selected artist may be required to show proof of WCB coverage and \$2,000,000 general liability insurance.
2. 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.

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4. Extensions to the 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

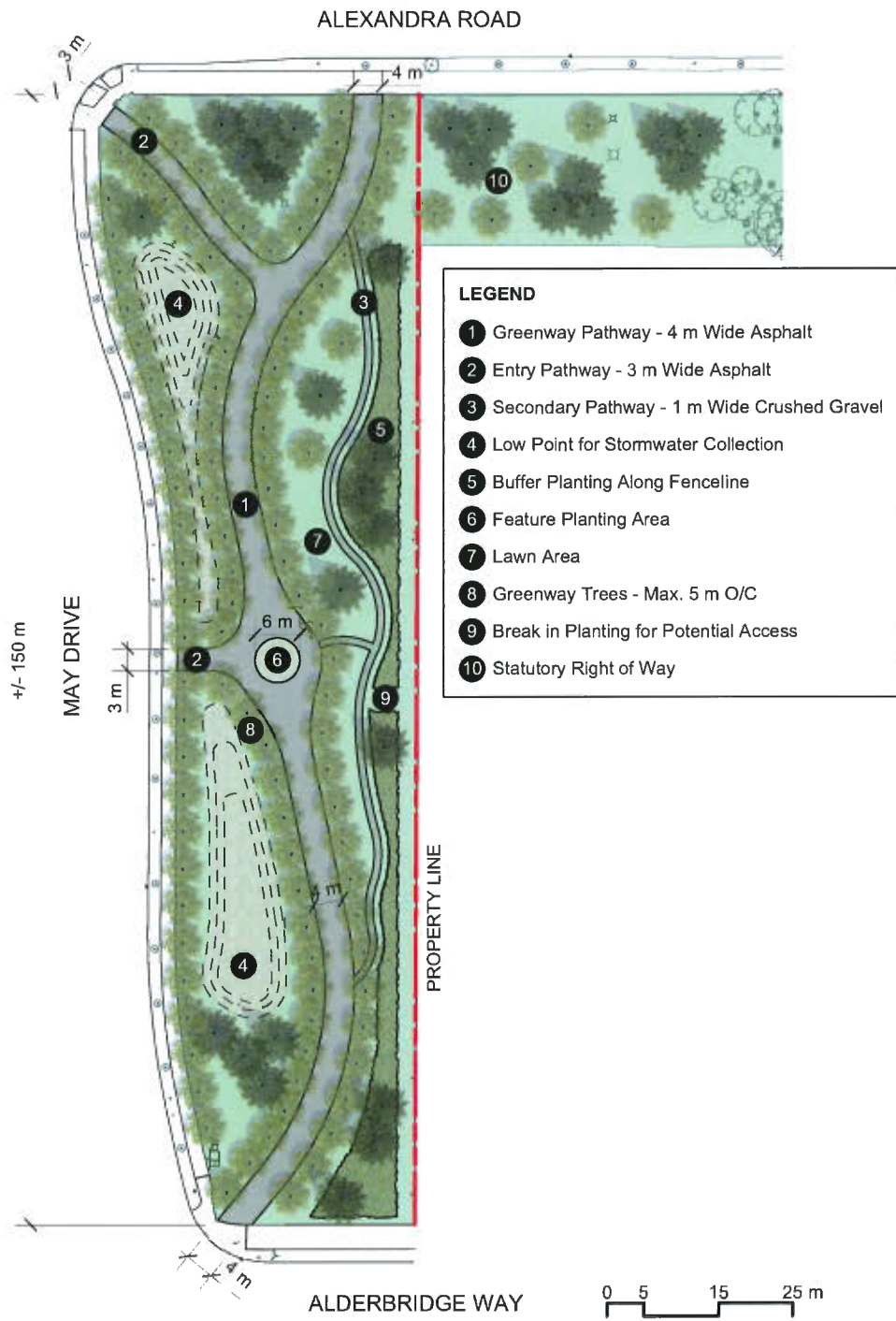
Please contact the Richmond Public Art Program:

Tel: 604-204-8671

E-mail: publicart@richmond.ca

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ALEXANDRA GREENWAY | CONCEPT PLAN | 9540 ALEXANDRA ROAD CITY OF RICHMOND
DATE: NOVEMBER 2019



Figure 1. Alexandra Greenway (May Drive Section) Site Plan

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Figure 2. Neighbourhood Map showing Alexandra Greenway

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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

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 RFP 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.