



# City of Richmond

## Report to Committee

**To:** Parks, Recreation and Cultural Services Committee      **Date:** April 20, 2023

**From:** Marie Fenwick, Director, Arts, Culture and Heritage Services      **File:** 11-7000-09-20-346/Vol 01

**Re:** **Richmond Cultural Centre Annex Community Mural Project Terms of Reference**

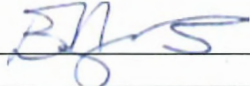

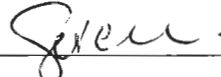
### Staff Recommendation

That the Terms of Reference for the Richmond Cultural Centre Annex Community Mural Project, as presented in the staff report titled "Richmond Cultural Centre Annex Community Mural Project Terms of Reference," dated April 20, 2023, from the Director, Arts, Culture and Heritage Services, be endorsed.

*CM Fenwick*

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

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department	<input checked="" type="checkbox"/>	
Facility Services & Project Development	<input checked="" type="checkbox"/>	
<b>SENIOR STAFF REPORT REVIEW</b>	INITIALS: 	<b>APPROVED BY CAO</b> 

## Staff Report

### Origin

On November 13, 2018, Council approved Community Arts Education and Program Space as the preferred program for the building formerly known as the Minoru Place Activity Centre, now known as the Richmond Cultural Centre Annex (RCCA). Renovations of the RCCA are currently underway and the facility is expected to open to the public in the fall.

In accordance with the Public Art Program Policy No. 8703, an allocation of one per cent of the construction budget for the civic project is allotted to public art in connection with the building. This report brings forward for consideration a proposal for a community mural to be installed on the exterior façade of the RCCA.

This report supports Council's Strategic Plan 2022-2026 Focus Area #6 A Vibrant, Resilient and Active Community:

*Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.*

*6.1 Advance a variety of program, services, and community amenities to support diverse needs and interests and activate the community.*

*6.2 Enhance the City's network of parks, trails and open spaces.*

*6.3 Foster intercultural harmony, community belonging, and social connections.*

*6.4 Support vulnerable populations through collaborative and sustainable programs and services.*

*6.5 Enhance and preserve arts and heritage assets in the community.*

### Analysis

#### Background

The RCCA is located directly across from the Richmond Cultural Centre/Richmond Public Library in Minoru Park. The converted facility will include an array of purpose-built spaces including two performing arts studios, a pottery studio, new Media Lab, multi-use spaces for arts and cultural educational programs, as well as a large lobby featuring exhibition space for local artists.

#### Public Art Opportunity

Staff considered a number of public art opportunities for this project including stand-alone artworks and integrated pavement works in addition to a painted mural. The limited budget does not allow for stand-alone artworks which would require an engineered foundation in addition to the robust material costs. An integrated pavement work would not contribute to building visibility and wayfinding.

Based on the available budget, the recommended public art contribution for RCCA is a mural installed on the exterior upper fascia surfaces, surrounding the building. The mural will be visible from all directions and therefore increase public awareness of the building while allowing for a visible linkage and connectivity to the existing Richmond Cultural Centre with its own similarly located mural, directly opposite.

For this opportunity, the commissioned artist or artist team will engage community members to help develop and inform the mural design, which will be applied to the high-level exterior fascia surfaces that surround the building. Artwork themes might reflect Richmond's cultural heritage and/or represent the plethora of arts and cultural activities offered at the facility.

The mural will join a growing number of public artworks located in Minoru Park, including *Continuum* by artists Richard Tetrault and Jerry Whitehead, a community mural project commissioned in 2019 that also encircles the nearby Richmond Cultural Centre/Richmond Public Library.

#### Artist Selection Process

A two-stage selection process will be implemented for the artist opportunity in accordance with the terms of the Public Art Program Policy Administrative Procedures. A five-person selection panel will convene, comprised of community representatives, professional artists, and arts professionals. The selection panel meetings will be facilitated by Public Art staff with staff advisors from Capital Buildings Project Development and Richmond Arts Services. A member of the Richmond Public Art Advisory Committee (RPAAC) will be invited as an observer.

The terms of reference for this artist call was presented to the RPAAC by email on April 20, 2023. RPAAC supported the Terms of Reference for the artist opportunity.

#### Terms of Reference for the RCCA Public Art Mural Project

As outlined in the Terms of Reference (Attachment 1), as part of the project's scope of work, the selected artist or artist team will lead a minimum of five hands-on art-activity public engagement events with the RCCA's resident groups and users to solicit individual creative expressions in response to artist prompts, approach, rationale and intentions. The engagement sessions will be free and accessible to resident art groups, staff and community members.

Upon completion of the community engagement phase, the commissioned artist or artist team will work to develop a concept mural design for presentation to staff and stakeholders. The final mural design will reflect the aspirations and creative activities of a diverse and creative local community.

#### Next Steps

Should Council endorse the RCCA Community Mural Project Terms of Reference as presented in this report, staff will work to coordinate and implement the artist selection process based on these terms. At the conclusion of the process, staff will return to Council to present the recommended artist and artist approach for the mural.

### **Financial Impact**

The RCCA Community Mural Project budget is \$40,000 funded by one per cent of the total construction cost of the facility's capital project budget (\$10,000) supplemented by \$30,000 from the approved Public Art Program budget, which is funded through the voluntary contributions of private developers. As per the Terms of Reference, \$35,000 is the total budget for mural implementation and \$5,000 is allocated for administration costs.

The mural will have an anti-graffiti coating and will require minimal maintenance. The Public Art Program will be responsible for maintenance and repairs.

### **Conclusion**

The RCCA Community Mural Project creates an opportunity for engaging community and encouraging cultural exchange through free and accessible hands-on art activities. The mural will transform the building's exterior with a unique and welcoming artwork that will visually connect the new facility to the existing Richmond Cultural Centre building, reflecting a vibrant and culturally diverse community for years to come.



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

Att. 1: Richmond Cultural Centre Annex Community Mural Project Artist Call

# call to artists

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Figure 1: Architectural Rendering: RCCA, north façade. Fascia areas for mural application highlighted in red. Note: mural to encircle building.

## Richmond Cultural Centre Annex Mural Project

### Request for Qualifications (RFQ)

June 2023

## OPPORTUNITY

The Richmond Public Art Program is seeking an artist or artist team to develop and implement a community-engaged artist process to create a public art mural for the new Richmond Cultural Centre Annex, 7660 Minoru Gate.

Mural artists or artist teams with demonstrated experience in executing outdoor murals and working with community groups and multiple project stakeholders are encouraged to apply.

**Deadline:** XXX

**Budget:** \$35,000

**Eligibility:** Artists Residing in British Columbia

**Completion:** Spring 2024

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## BACKGROUND

The Richmond Cultural Centre Annex (RCCA) is a newly renovated facility located directly across from the Richmond Cultural Centre/Richmond Public Library in Minoru Park. This building, formerly known as the Minoru Place Activity Centre, will open to the public in fall 2023 with an array of purpose-built cultural spaces including:

- Two performing arts studios, primarily for dance;
- Pottery studio;
- Flex lobby with space for art exhibitions and casual public performances and events;
- History Lab for Richmond Museum schools programs;
- Media Lab with computers, green screen, recording studio and more; and
- Creativity Studio for visual and performing arts education.

These spaces will address increased demands for City arts and cultural programs as well as be available for rent by local community arts and cultural organizations for a wide range of activities.

## LOCATION

The commissioned mural will be located at the RCCA, 7660 Minoru Gate. The mural will be installed on the exterior upper fascia surfaces, surrounding the building. Please refer to pages 1 and 6 for images that highlight the surface areas to receive the mural. Applicants are encouraged to visit the site and view the existing collection of public artworks located in Minoru Park, including *Continuum* by Richard Tetrault and Jerry Whitehead, the mural surrounding the upper exterior fascia of the Richmond Cultural Centre/Richmond Public Library located directly opposite.

## THEMES

Themes and subject matter will be identified through artist-led community engagement workshops. The commissioned artist or artist team will be expected to develop and implement a minimum of five (5) public engagement workshops with the first to happen on site during the Richmond Culture Days kick-off weekend on September 23, 2023. The workshops can incorporate art activities and prompts to foster community dialogue, relationship-building, and skills-sharing with resident art groups, staff and community members.

The expectation is for the mural to engage multiple generations, including children, youth, adults and seniors. The mural may reflect the diversity of activities offered in the new facility and may also reference Richmond's cultural and natural heritage.

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## ARTIST SCOPE OF WORK

The commissioned artist or artist team will coordinate with City staff to implement the community engagement process. The City of Richmond will provide workshop spaces and assist in communication/promotion of the public engagement sessions.

Upon completion of the community engagement process, the commissioned artist or artist team will propose a concept mural design for presentation to City staff and community stakeholders. Artists will respond to stakeholder feedback, which may result in revisions to the mural design.

The total building surface area to be painted is approximately 1,600 sq.ft.

The commissioned artist or artist team will be required to coordinate work on site and obtain all the necessary insurance and permitting to use lift equipment or scaffolding as necessary. An approved installation work plan will be developed and approved in consultation with the City of Richmond.

## BUDGET

The budget for this opportunity is \$35,000. This is inclusive (but not limited to) artist fees, painting supplies, equipment, artist supplies, administration, documentation, insurance, travel, accommodation and all taxes, excluding GST.

## ARTIST ELIGIBILITY

Artists residing in British Columbia are eligible to apply. Indigenous artists are encouraged to apply. City employees and volunteers serving on City of Richmond Public Art Advisory Committee are not eligible to apply.

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.

## SELECTION PROCESS

This will be a two-stage artist selection process. The Selection Panel will be comprised of artists, community representatives, and arts professionals. In the first stage, a five-person Selection Panel will convene to review all artist packages and shortlist up to three (3) artists for the commission.

In the second stage, shortlisted artists will be provided with a \$150 honorarium to develop a proposal, outlining proposed artist methodology and how the artist will engage community for the project. A preliminary budget will also be required. Upon Council approval, the commissioned artist or artist team will enter into a contract with the City of Richmond.

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## SELECTION CRITERIA

- Artist's demonstrated mural experience and proven capability in producing murals that reflect community identity and assist in building rich cultural places.
- Artist's capacity to engage community stakeholders and work with other City contractors and staff professionals if required.
- *Appropriateness of the proposal to the Public Art Program goals:*  
[https://www.richmond.ca/shared/assets/Public Art Program Policy 87 03 32088.pdf](https://www.richmond.ca/shared/assets/Public_Art_Program_Policy_87_03_32088.pdf)

## SUBMISSION REQUIREMENTS

Email all documentation as one (1) PDF document, 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.

**STATEMENT OF INTENT** – 300 words or less, highlighting past relevant experience and skillsets, artist methodology, and why the artist is interested in this opportunity.

**ARTIST CV** – (1 page maximum) Teams should include one page for each member.

**WORK SAMPLES** – Ten (10) supporting image examples of previous work. One image per page. Please include artist name(s), title, year, location and medium information to be on each image page.

**REFERENCES** – Submit the names, titles and contact information of three (3) individuals who can speak to your relevant experience.

## PROJECT TIMELINE

<b>Submission Deadline:</b>	XXX
<b>Artists Notification:</b>	August 2023
<b>Community Engagement:</b>	Fall/Winter, starting on September 23, 2023
<b>Project Completion:</b>	Spring 2024



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## SOURCES FOR ADDITIONAL INFORMATION

- City Centre Public Art Plan, [www.richmond.ca/culture/publicart/plans](http://www.richmond.ca/culture/publicart/plans)
- Community Mural Program, [www.richmond.ca/culture/publicart/whatsnew/communitymural](http://www.richmond.ca/culture/publicart/whatsnew/communitymural)
- Richmond Public Art Program, [www.richmond.ca/culture/publicart](http://www.richmond.ca/culture/publicart)
- Richmond Public Art Registry, [www.richmond.ca/culture/publicart/collection/catalog.aspx](http://www.richmond.ca/culture/publicart/collection/catalog.aspx)
- Richmond Archives, [www.richmond.ca/cityhall/archives/search-archives](http://www.richmond.ca/cityhall/archives/search-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. Portfolio images and concept sketches would be best formatted to landscape 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 email to: [publicart@richmond.ca](mailto:publicart@richmond.ca).

## ADDITIONAL INFORMATION

1. Selected artists will be required to show proof of WCB coverage and appropriate 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.

## QUESTIONS

Please contact the Richmond Public Art Program:

Tel: 604-204-8671

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

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Figure 2. Architectural Rendering: RCCA, east façade. Fascia areas for mural application highlighted in red. Note: mural to encircle entire building.



Figure 3. *Continuum*, Richard Tetrault and Jerry Whitehead, Richmond Cultural Centre, 2019

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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: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_  
(One website or blog only)

**Incomplete submissions will not be accepted. Emailed submissions over 5 MB 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 Richmond Arts Services?  Yes  No

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Submit applications by email 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.

