



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee **Date:** July 2, 2014

From: Jane Fernyhough, Director, Arts, Culture and Heritage Services **File:** 11-7000-09-20-101/Vol 01

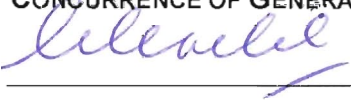


Re: **City of Richmond Utility Box Art Wrap Program**

Staff Recommendation

That the opportunity to integrate public artwork on City of Richmond utility boxes, as outlined in the report from the Director, Arts, Culture and Heritage Services dated July 2, 2014, be endorsed.

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

Att. 1

REPORT CONCURRENCE		
ROUTED TO: Public Works	CONCURRENCE <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER 
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

On July 27, 2010, Council endorsed the Public Art Program Policy 8703, which identifies strategies to fully integrate artwork into the planning, design and construction of civic works.

On October 11, 2011, Council endorsed the City Centre Public Art Plan identifying and prioritizing public art opportunities in the City Centre. Integrating public art into infrastructure design, including pump station and traffic control utility boxes, was identified as an immediate priority.

The purpose of this report is to provide Council with information regarding the Terms of Reference for the City of Richmond Utility Box Art Wrap Program (Attachment 1) and the request for qualifications for an artist roster to engage artists with a wide range of expertise to prepare artwork for utility box wraps.

This initiative is in line with Council's Term Goal 9.1 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. As well, art wraps are effective in reducing graffiti. 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.

City staff have been working across departmental sections, including Engineering, Public Works, Environmental Programs, Arts, Culture & Heritage Services, Planning, and Production in the development of this program. The Richmond Heritage Commission and the Richmond Public Art Advisory Committee have been consulted on this project and recommend its support.

Terms of Reference – City of Richmond Utility Box Art Wrap Program

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.

Themes

The designs for the utility box wraps will be as diverse as their locations. Artists will need to consider the historical, geographical and cultural heritage of each specific site, whether it is located along No.3 Road in the City Centre, or in Steveston Village. In addition to urban

locations, utility boxes located within natural areas should consider themes related to the environment and support the City-wide Ecological Network.

Artist Selection Process

Following the administrative procedures for artist selection for civic public art projects, a five person selection panel will convene to review the artist submissions. It is intended that up to thirty (30) artists will be recommended for the Art Wrap Artist Roster. The artists will be ranked for consideration for upcoming wrap projects, with the highest ranked artists selected first. Artists will also be identified for specific themes, i.e., heritage, nature, culture, or general. Placement on the roster does not guarantee that an artist will be selected for a wrap project.

Appropriate pre-qualified artists will be selected from the roster for each project opportunity by an interdepartmental staff team, including representatives from Engineering, Parks, Planning and Arts, Culture & Heritage, as suitable to each circumstance. Selection will be based on a 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 selected artist will ultimately be commissioned for the project on the combined strength of a concept proposal, interview and references.

Implementation

Staff will obtain competitive quotes from companies that supply and install digital graphic wraps with anti-graffiti coatings, and work with the artist to translate their design to the utility box surface. Costs per box for fabrication and installation typically range from under \$1,000 for medium sized boxes up to \$2,000 for large boxes.

The focus of the initial program will be to wrap boxes in high visibility locations in pedestrian oriented areas throughout the city including trails and parks, the City Centre and in Steveston.

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. This will include selection panel honorariums, artist fees, fabrication and installation. Public Works has allocated up to \$10,000 over two years for this project from Public Works Minor Capital. The Public Art Program will provide the remaining \$10,000 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 Box Art Wrap Program represents an opportunity to artists from a variety of creative practices. 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 and the district energy utility, 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 expand public awareness and understanding of the arts through continued City support.

This program supports Council's Term Goal to build culturally rich public spaces across Richmond through a commitment to strong urban design, investment in public art and place making.

A handwritten signature in blue ink, consisting of a stylized 'E' followed by a horizontal line and a dot.

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

LB:ef

Att. 1: Terms of Reference Document



**City of Richmond Art Wraps Program
Terms of Reference for Artist Call**

Request for Qualifications – Artist Roster for Richmond Utility Box Art Wraps

The Richmond Public Art Program invites artists residing in Metro Vancouver and the BC Lower Mainland to submit applications to be considered for a thirty (30) member artist roster for 2014-2015. The artists on the roster will be automatically considered for commissions to provide one original artwork in a digital format for a series of art wraps on utility boxes located in and around Richmond. Artist may be selected for one or more utility boxes.

All information about the project is contained herein.

Artist remuneration for use of artwork: Up to \$1,200 per design based on size and number of utility boxes per commission (reproduction and installation costs paid by the City of Richmond)

Deadline for Submissions:

Friday, September 1st, 2014 at 5:00 pm

Background

While large utility boxes are a necessity in today's world, they do not have to mar the landscape or become urban eyesores and targets for graffiti. In many municipalities, they are now frequently transformed into artistic objects that enhance the public realm.

The City of Richmond wishes to wrap several City-owned utility boxes throughout 2014 to 2015. The artists will be expected to work with the City's printing specialist contractor to cover the boxes with an image on film that will be adhered to the box and last for approximately three (3) or more years.

Themes

How can these ordinary and anonymous objects we encounter on our daily walks and commutes in Richmond be transformed into a work of art? This is an opportunity for artists to look at these boxes through a different lens. Could they be imagined as precious sculptures, fragile ornaments or iconic place markers? We are looking for artwork that is mindful of the historical, geographical and cultural heritage of the site or community. Heritage considerations are particularly relevant for Steveston Village wrap opportunities.

In addition to urban locations, many of the utility boxes are situated in terrestrial and marine shoreline natural areas, and may be themed to enhance the City-wide Ecological Network.

Artists will be expected to consider scale, color, material and subject matter in creating the artwork. The artwork shall not promote goods and services of any businesses.

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.

The utility boxes vary in dimensions, ranging from 45cm x 75cm x 150cm to 60cm x 250cm x 130cm, depending on each boxes' specifications and their locations.

Consideration

The artwork must be a digital file, but can be an image of any medium, for example an image of an original painting, sculpture or installation would be equally acceptable as an original photographic image or graphic design. The work should enhance the existing character of the site by taking into account scale, colour, material, texture, content and the social dynamics of the location while dealing with themes important to Richmond, such as multiculturalism, history, and environment.

The artwork shall not promote goods and services of any businesses and shall not violate any federal, provincial or local laws. Additionally, the artwork shall not reflect partisan politics, negative imagery, religion and sexual content.

When preparing designs please keep in mind that busier designs are more successful in deterring graffiti and vandalism, while open spaces in the design are targets for tagging by graffiti artists.

Roster Selection Process and Criteria

- The artists will be chosen for inclusion on the Artist Roster through a one-stage selection process under the mandate of the Richmond Public Art Committee.
- A five person Selection Panel will review all artist packages and recommend up to thirty (30) artists for the Artist Roster based on a number of criteria, including:
 - Aesthetic merit of past projects and artistic concepts
 - Technical capabilities
 - Experience and interest in creating public artworks
- Through subsequent artist Selection Panels, commissions will be awarded to artists through 2014 to 2015

Upon approval, the Roster will remain in effect for two (2) years. Artists selected for the Roster will be notified prior to being placed into consideration for specific projects

Project Selection Process

Selection for the Roster does not guarantee selection for a project commission.

Qualified artists will be evaluated for each project opportunity by an interdepartmental staff team, based on a ranking established by the Selection Panel, 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.

Submission Requirements

- Five (5) low resolution image pages of previous work. This work should not be the proposed design for utility wraps but provide examples of artist's style and variety of work, not necessarily public artworks. Name, title, year, location and medium information to be included on each image

page (Note: Multiple images of a work may be shown on each page to provide context and details, if desired)

- One (1) page written Letter of Interest, explaining artistic practice and approach to the project
- One (1) page artist CV or Resume

Only PDF files under 5MB will be accepted. Please e-mail your submission packages to:

publicart@richmond.ca

Questions?

publicart@richmond.ca

Examples of Richmond Art Wraps:



Richmond School Board



Steveston Fire Hall



Ackroyd Pump Station



No 2 Rd Pump Station

Potential opportunities for Art Wraps:



Van Horne Pump Station (9031 Bridgeport Rd.)



Moncton St and No. 1 Rd (NW)



3800 Chatham St



No. 1 Rd (Steveston Tram)