

VISION MANDATE:

Arts, culture, and heritage are fundamental needs and rights of every citizen and a “**core value**” integral to the growth of Richmond and its downtown and will help to:

- **“Build Community”**: Build capacity within and connections among communities, and support for individuals, organizations, and communities;
- **“Build Green”**: Promote public understanding and stewardship of the natural and human environment, and sustainability;
- **“Build Economic Vitality”**: Foster a progressive business environment that enhances investment, economic diversity and adaptability, employee satisfaction, and customer appeal;
- **“Build a Legacy”**: Encourage social cohesiveness and community pride and contribute towards a sense of place and belonging.

“One can endlessly cite statistics to prove employment, economic impact and tourist magnetism. What the arts – given a chance – bring to a city is something in addition to all these material rewards. They give a great city an image of its soul.”

Tom Hendry, Playwright, Arts Policy Advisor, and Officer of the Order of Canada

2.4 Arts, Culture & Heritage

ISSUE:

Arts, culture, and heritage are integral to:

- **Quality of Life** – Contributing to the life and soul of a community in meaningful and enduring ways;
- **Social Cohesion** – Contributing to a community’s humanity and social capital by building understanding and bridging across people, cultures, and language;
- **Health and Well-Being** – Contributing to a holistic environment that is relevant to, supported by, and rooted in local communities and, in turn, empowers those communities to become self-reliant, self-sufficient, and “complete”;
- **Economic Development** – Strengthening a community’s economy, tax base and ability to adapt to and encourage positive changes in market conditions.

The arts help us to understand ourselves and others, to celebrate our different backgrounds and cultures, and thereby to increase acceptance and harmony. The arts can provide physical and social environments that encourage the dynamic coexistence of activities and the potential for otherwise diverse social communities to interact, engage and be empowered. And furthermore, there is a direct connection between cultural development and its contribution to an improved quality of life and the consequent impact that this has on economic development.

Richmond is fortunate to have rich arts experiences, heritage, and mixes of cultures, but much of this is scattered or “invisible”. This undermines its ability to contribute fully to the broader community and vice versa. When citizens are made aware of the opportunity for participation in and enjoyment of the arts in their own community, they are far more likely to participate in and support the arts.

The growth and development of the City Centre presents a unique opportunity to address this situation by supporting arts, culture, and heritage as key building blocks of a dynamic, sustainable urban community that is attractive to residents, business, tourists, and others – and is the heart of Richmond.

OBJECTIVE:

Provide a framework for the City Centre as a **“thriving and creative community”** that is empowered, engaged and diverse, and where arts, culture, and heritage are inextricably linked with and support:

- **a strong community voice and engaged community** that enhances the relevance and responsiveness of urban and economic development, planning, and governance;
- **placemaking**, with a mosaic of appealing, lively, and distinctive urban villages, vibrant public spaces, festivals, events, and activities;
- **an increased creative capacity** which enriches the quality of life and attracts progressive business opportunities which support:
 - the arts, heritage and cultural practitioners;
 - the identification, conservation, and interpretation of heritage resources;
 - spaces for residents and visitors to work and participate in arts, culture and heritage activities;
- **an enhanced enjoyment** of the urban realm and respect for and connectivity among citizens and cultures.

Arts & Culture Map (2031)



POLICIES (lead by PRCS)	
2.4.1 Urban Revitalization & Renewal	
a)	Create a Richmond Arts District Encourage the establishment of an arts, culture and heritage district within the City Centre as a centre for: creative services, production, sales, marketing and performance; an “incubator” for emerging arts, artists, and arts organizations; a special precinct where zoning and development guidelines, economic and cultural strategies and related practices support and provide incentives for a vibrant, diverse and viable arts community and a focus for complementary uses, such as dining, theatre, galleries, retail, education and festivals.
b)	Promote Animated Public Spaces & Places – Places to Gather & Celebrate <ul style="list-style-type: none"> • Develop people-friendly, art-friendly public spaces and facilities that connect communities, animate the public realm & enhance quality of life. • Reserve and design the majority of residual boulevard space under the Canada Line guideway between the Aberdeen and Lansdowne Stations (Cambie Road to Lansdowne Road) as a ‘flexible street festival zone’. • Encourage the presence of buskers and artisans (e.g., via appropriate bylaws).
c)	Public Art Build on the strengths of the Public Art Program by developing a Public Art Plan for the City Centre to maximize the effectiveness of public art and ensure that it is a key element in shaping, animating and enriching the public realm and strengthening civic pride and community identity.
2.4.2 Magnet for Arts Activity & Creative Services	
a)	Encourage the Establishment of Creative Industries & Spaces for Artists to Live and Work <ul style="list-style-type: none"> • Develop a Creative Sector Attraction Strategy to encourage artists to live and work in the City Centre. • Develop strategies including incentives and appropriate zoning & bylaws to encourage the provision of affordable housing for artists and their families. • Develop strategies to attract the core arts, cultural industries and cultural services including affordable and appropriate studio spaces.
b)	Cultural Facilities Develop a cultural facilities plan for all types of facilities required to support a healthy cultural sector including creative and administrative spaces.
c)	Establish a Centre for Increased Creative Capacity Support emerging & amateur artists, cultural organizations & professional and service networks, and partnerships with a centralized, inter-disciplinary facility providing programs, advocacy, media relations, networking, program coordination, socializing, education, administrative support, meeting space and other related uses.
2.4.3 Heritage Renewal & Interpretation	
a)	Position the City Centre as a Gateway to the Rich Heritage Assets of the Entire Community <ul style="list-style-type: none"> • Refer to the approved Museum & Heritage Strategy (2007) and pending Implementation Plan to guide strategic initiatives. • Develop strategies that ensure that the heritage of the whole community is visible and accessible.
b)	Encourage the Preservation & Celebration of the Heritage of the Area Prepare a comprehensive heritage inventory and a heritage management strategy for the preservation, incorporation, interpretation and reuse of heritage buildings, cultural landscapes and former uses.
2.4.4 An Economic Engine	
a)	Cultural Tourism Build on the City’s Tourism Strategy and develop programs to strengthen the contribution of the City’s cultures to the thriving community tourism sector.
b)	Cultural Industries <ul style="list-style-type: none"> • Prepare a study to determine actions which are required to attract and retain cultural industries in the City Centre. • Work with the film industry to establish facilities in the City Centre for associated supporting industries.
2.4.5 Cultural Engagement, Leadership & Partnerships	
a)	Encourage the Expansion of Arts, Culture & Heritage Education in the City Centre Take a multi-pronged approach to the expansion of arts, culture and heritage education, including the establishment of one or more major civic facilities; supporting the establishment of a major post-secondary arts-focused facility; and, facilitating the establishment of public, private & not-for-profit focused art schools such as dance & music.
b)	Celebrate the Accomplishments of Citizens, Organizations & Businesses Who Enrich the Cultural Fabric of Richmond Support the establishment of awards programs, festivals, parades & other intercultural events, along with venues & support facilities (e.g., fairgrounds, Richmond Oval, riverfront), showcasing arts, culture & heritage.

2.4.1(a) Richmond Arts District (RAD)

An “arts district” is a proposed contiguous geographically defined area of a city where a high concentration of public and private arts, culture and heritage uses, facilities and activities are situated and serve to achieve the following objectives:

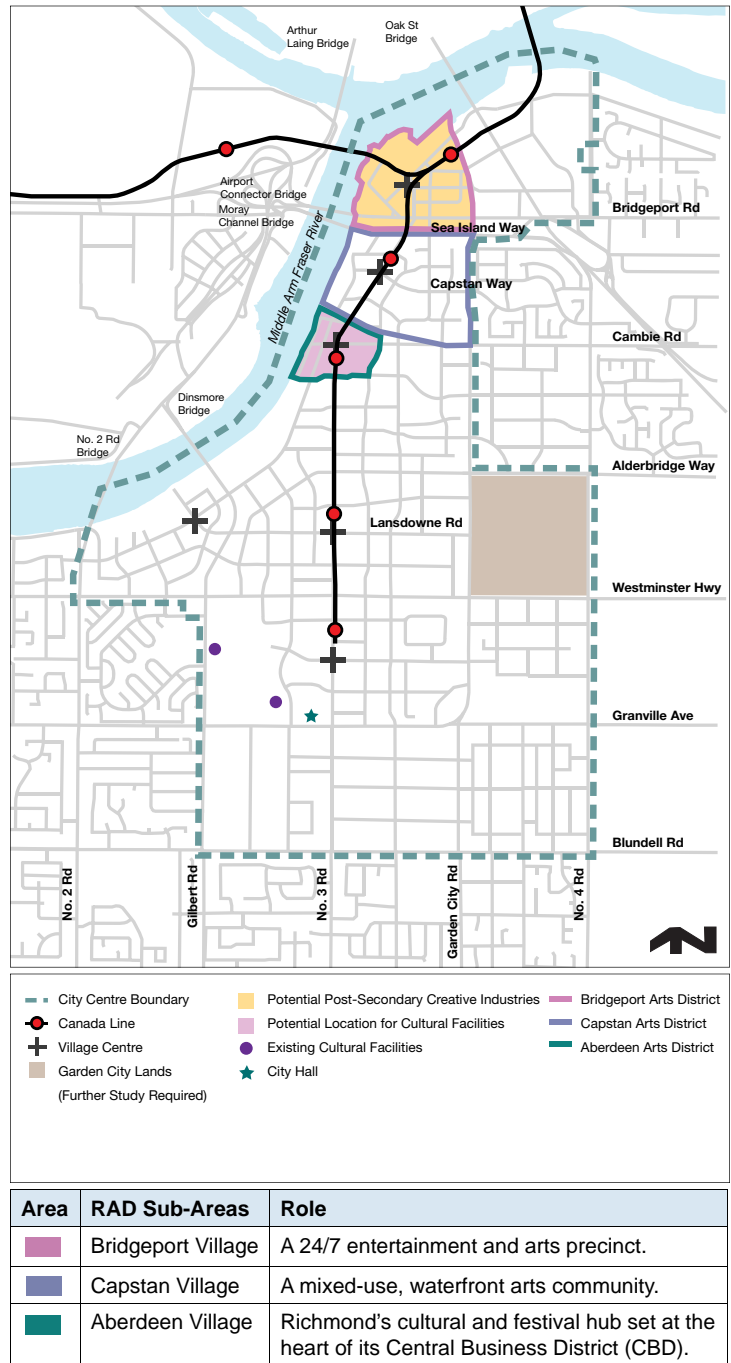
- act as an “anchor” for the day-to-day life of the local community;
- provide a unique reflection of the local environment, community, history and cultures;
- enhance public access to and understanding of the arts;
- support the arts, artists and arts organizations;
- provide a catalyst for tourism, economic development, diversification and revitalization, and the attraction and retention of well-educated employees.

Challenges/Opportunities

Arts districts tend to spring up in declining inner-city, industrial areas that attract artists with their large spaces, low rents, edgy urban environments and lack of “sensitive” neighbours. The City Centre has little of this type of space and much of what it does have is already earmarked for redevelopment.

What Richmond and its City Centre do have however, is a rich arts and cultural community, enhanced regional access via the soon-to-be completed Canada Line transit system, the Richmond Oval, plans to revitalize the waterfront and the opportunity to showcase Richmond’s art scene on the world stage via the 2010 Olympic and Paralympic Winter Games.

Richmond Arts District (RAD) Map



RAD Sub-Areas

The Richmond Arts District (RAD) is proposed based on a belief that a sustainable urban centre is more than the sum of its parts and that the synergy among its economic, environmental and social aspects, and the pleasure which its citizens find in public life are dramatically enhanced where arts, culture and heritage are supported as an integral and meaningful part of the community.

The proposed Richmond Arts District (RAD) is made up of three distinct, yet complementary areas which are intended to take advantage of local opportunities and challenges, and to support the establishment of a vibrant new downtown focus for arts, culture and heritage.

Proposed Strategy

In order to achieve the five objectives laid out for the RAD, the City needs to:

- encourage the creation of affordable artist living and working spaces;
- prepare a strategy to attract a major post-secondary arts related facility, creative industries and cultural institutions;
- pursue the City's development of a major cultural facility such as a Museum, Visual & Performing Arts Centre & administrative spaces for arts & heritage organizations;
- build on the appeal of the waterfront by ensuring public access to the water's edge and water based activities;
- actively seek partnerships and alliances to enhance the economic potential of the proposed arts, culture, heritage components;
- encourage proponents and partners to "think outside the box" and engage support from service organizations, city organizations and other levels of senior government.

1. Bridgeport Village: A 24/7 entertainment & arts precinct

- A regional entertainment precinct characterized by street-oriented wine bars, ethnic eateries, cinemas, and live music and performance venues (including the River Rock Casino venue).
- An artist "work-only" studio precinct offering purpose-built and incubator spaces in mixed entertainment-office-retail-high technology buildings.
- A design precinct offering an eclectic mix of boutiques, home furnishing stores and related uses.
- A unique arts and cultural focus anchored by one or more of:
 - a) major post-secondary institution;
 - b) creative industries (e.g., new media, design studios);
 - c) City cultural facility (e.g., performance arts theatre)



2. Capstan Village: A mixed-use, waterfront arts community

- A waterfront-residential community offering a mix of townhouses, apartments and float homes.
- A wide range of work-from-home options suitable for artists and others (e.g., City Centre Home Occupation, Home-Based Business Dwellings, and Live/Work Dwellings) accommodated in purpose-built buildings and including street-oriented work, display and gallery spaces.
- A busy, small scale "high street" designed to serve the needs of local residents, together with a limited number of waterfront restaurants, pubs and marine-related uses.



3. Aberdeen Village: Richmond's cultural and festival hub

- A cultural and festival hub situated at the point where the river, Middle Arm Park, Canada Line system, No. 3 Road and the heart of Richmond's proposed Central Business District (CBD) come together.
- A unique arts, culture and heritage focus anchored by one or more of:
 - a) Museum;
 - b) Visual & Performing Arts Centre.
- A high-end commercial precinct characterized by high-end galleries and retail, waterfront dining and hotels.
- The northern terminus of the City Centre's designated parade route.



2.4.1(b) Places to Gather & Celebrate

Public open space and streetscape will play a key role in supporting interaction within the City Centre linking people, buildings & activities. Public spaces are important “mixing places” for community residents, artists & visitors and serve as “stages” for showcasing the work of local artists.

Celebrations form an important part of vibrant urban living & provide opportunities for residents & visitors to come together bringing understanding and a sense of belonging. Many celebrations are intentionally small and community focused. In other cases however, the intent is to invite the City, the region and the world, which requires special accommodation and co-location with City facilities and private developments.

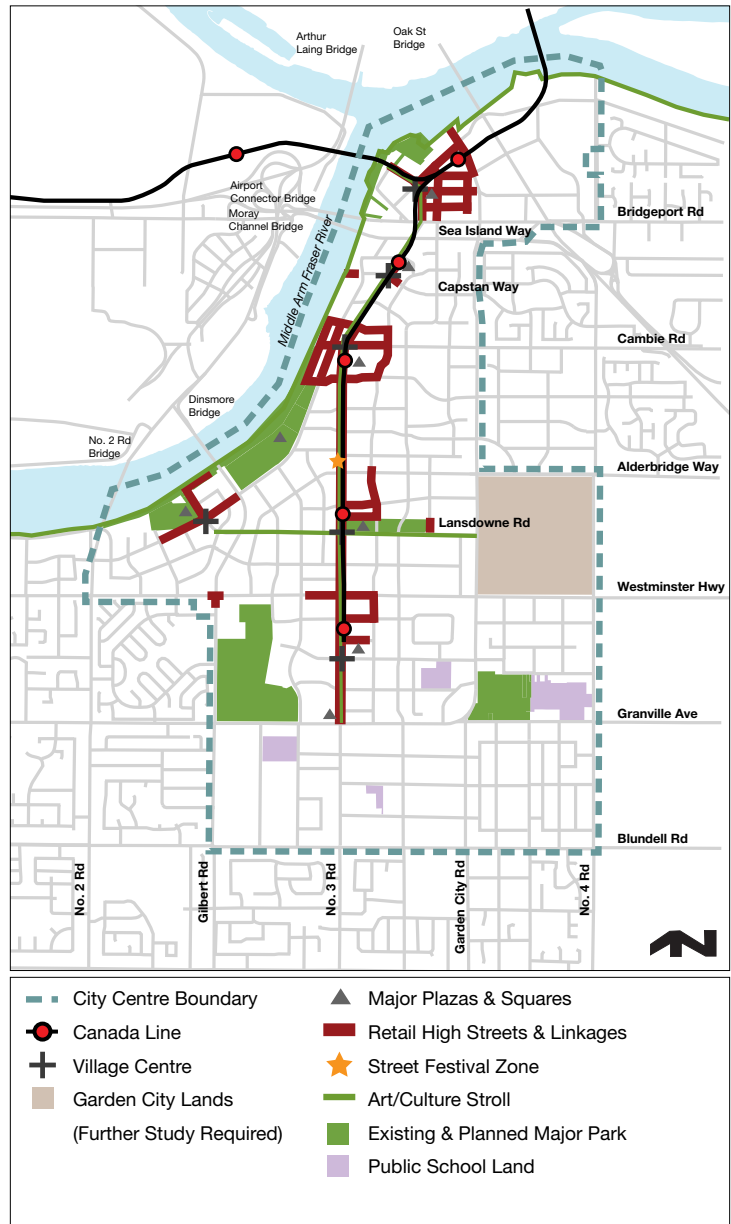
Challenges/Opportunities

With the Canada Line, the Oval Plaza & the Middle Arm Park in the development phase, the infrastructure to provide facilities to host events can be built into the design of the spaces instead of having to adapt spaces and bring in infrastructure for each event.

Proposed Strategy

- Prepare a festival/events plan including appropriately designed spaces and parade routes.
- Design spaces that ensure staging, view corridors, seating areas, power supply & lights that can flexibly accommodate events of different sizes & styles of community gatherings and festivals.
- Ensure the provision of public and private open spaces that are designed as people gathering and mixing spaces including elements such as conversation areas, public art, busker and performance space and informal play areas.

Public Spaces & Places Map (2031)



2.4.1(c) Public Art

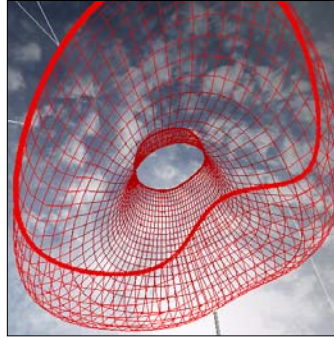
Art in everyday life brings a sense of meaning and place to local citizens, gives visitors a lasting memory and reflects a city's long-term investment in the future. Public art provides emotional meaning to shared public spaces, increases the sense of place and belonging, builds civic pride and provides a layered cultural legacy. It helps shape the built environment and expresses universal human values.

Public art is valued and supported by both the public and private sectors. It serves as a catalyst for high-quality public and private investments, stimulates economic development initiatives, supports cultural tourism and fosters a quality of place that helps attract businesses and a creative work force.

Art inspires us. Inspired citizens are engaged citizens, invested in a future with a shared commitment, mutual respect, understanding and a sense of limitless possibilities. Art plays a significant role in creating places where we feel comfortable and inspired, and where we want to return, again and again.

Challenges/Opportunities

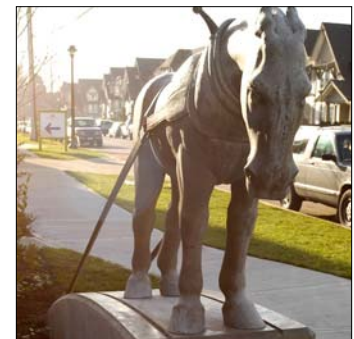
In light of the opportunities with the high levels of development in the City Centre and as it is the high amenity urban area of the community, it will be important to maximize the inclusion of public art and ensure that it is a key element in shaping, animating and enriching the public realm, and strengthening civic pride and community identity.



Enhance public plazas.
Large scale and small scale Public Art to celebrate civic places.



Enhance the waterfront.
Public space along the dyke trail and park to enhance the waterfront.



Enhance private development.
Public art to enrich the public realm with private developments.



Enhance gateways.
Public art at gateways to strengthen civic pride and community identity.

Proposed Strategy

To achieve the benefits of public art in the City Centre, the City needs to:

- develop a public art plan for the City Centre Area identifying high priority locations for the inclusion of art and encouraging developers to voluntarily contribute to public art in those areas;
- incorporate public art into the development and renovation of civic infrastructure, buildings, parks and bridges;
- promote strategies aimed at increasing public participation in and an understanding, awareness and enjoyment of the arts in everyday life.

“The future, like the past, is a story. A story waiting to happen, but its roots are here and now. We are part of that story. The arts are ... about coming to terms with issues and events that confront and challenge us, and about stimulating the debate with imagination and courage, showing how ... we might live in future.”

Jennifer Bott, former CEP of the Australia Council for the Arts, 2006



Enhance public realm.
Public art creates memorable landmarks.



Enhance public open space.
Public art adds a rich layer of meaning to familiar places.



Enhance heritage interpretation and celebration.
Public art tells stories and brings places to life.



Enhance everyday events.
Public art adds meaning and humour.

2.4.2(a) Places to Live & Work

In order to achieve the goal of a vibrant City Centre and a concentration of arts, heritage and cultural practitioners living and working in the City, affordable places for artists to live and to create, produce and sell their work must be available and protected. As artists typically fall into the low income bracket of the community, affordability of space becomes of paramount importance. Access to social spaces, local services and supporting businesses is also important.

Challenges/Opportunities

Regional access via the soon-to-be completed Canada Line transit system and proximity to cultural institutions and local services makes the City Centre an ideal location for a critical mass of creative workers to live and work. As the City Centre redevelops, strategies are required to ensure an available stock of affordable spaces for living and working in order to attract a thriving arts community, and a concentration of creative people living and working together.

Proposed Strategy

- Explore and develop innovative ways to create affordable living and working spaces for artists.
- Facilitate partnerships to build live, live/work and work studios.
- Pursue opportunities to attract developers to build a purpose-built building(s) for housing artists and their families.
- Ensure appropriate bylaws, zoning and covenants to protect conditions facilitating artists living and working spaces, and allow items such as signage to promote awareness and selling of artists work.



2.4.3 Conservation of Our Heritage

Position and brand Richmond as the leading museum and heritage destination in the Lower Mainland. With a network of unique and authentic restored historic sites and heritage areas, a vibrant heritage program and a new Richmond Museum, Richmond would be in a unique position to become the leading museum and heritage destination in the Lower Mainland.

Challenge/Opportunity

Richmond has an exciting array of heritage resources, in both public and private ownership, that are unique in the Lower Mainland. If carefully preserved, interpreted and promoted these resources have the potential to tell the complete story of Richmond's past, present and future. These resources must be properly managed and supported for them to fulfil their potential of contributing to the vibrancy of the City. The City Centre has the potential to be the gateway to the heritage resources throughout the community. These resources should be visible and accessible throughout the City Centre to generate the interest of residents and visitors to explore further.

Proposed Strategy

- Position the City Centre as the Gateway to the rich heritage assets of the whole community. A strategy will be prepared that makes visible and accessible the heritage of the community through things such as signage, public art, buildings and events.
- The preservation & celebration of the heritage of the City Centre is encouraged.



*First airplane lands at Minoru Park, 1910.
Credit: City of Richmond Archives, Photograph 1978 15 18.*



*Lansdowne Park Race Track (hand-tinted photograph), 1926.
Credit: City of Richmond Archives, Photograph 1987 92 1.*



*Richmond Lumber Company, 1935.
Credit: City of Richmond Archives, Photograph 1984 9 4.*

- A comprehensive heritage inventory identifying significant buildings, cultural landscapes and uses no longer present but significant to the development of the community is required. Provide for the preservation and enhancement of City Centre heritage resources through conservation, incorporation, and interpretation/evocation to celebrate and enhance community awareness of their value.
- Use tools, incentives and a coordinated approach to heritage planning to enter into partnerships with senior levels of governments, and engage the private and volunteer sectors. This will benefit the urbanization and enhancement of arts and cultural resources in the City Centre Area.
- Encourage the integration of heritage resources with development to achieve innovative, win/win heritage conservation.
- Integrate a broad interpretation of heritage into festivals and celebrations unique to Richmond.



Richmond centre, 1907.
Credit: City of Richmond Archives, Photograph 1977 9 18.



North Arm of Fraser River, ca. 1910.
Credit: City of Richmond Archives, Photograph 1977 2 25.



Richmond Cenotaph, 1945.
Credit: City of Richmond Archives, Photograph 1977 21 8.



Brighouse area, showing Richmond High School, Brighouse Race Track and Middle Arm of Fraser River, 1953.
Credit: City of Richmond Archives, Photograph 1984 17 22.