



## Definition of Public Art

**Public art** is defined as artwork in the public realm, which is accessible physically or visually to the public and possesses aesthetic qualities.

**Public realm** includes the places and spaces, such as building facades, parks, public open spaces and streets, which provide physical or visual access to the general public.

## Richmond Public Art Program

Public art animates the built and natural environment with meaning, contributing to a vibrant city in which to live, work and visit. By placing artwork in our everyday environment, the Public Art Program sparks community participation in the building of our public spaces, offers public access to ideas generated by contemporary art, celebrates community history, identity, achievements and aspirations, encourages citizens to take pride in community cultural expression and creates a forum to address relevant themes and issues of interest and concern to Richmond's citizens.

## Instructions

All Rezoning and Development Permit applicants are required to complete the following process:

- 1. Preliminary Public Art Plan** – Applicants are to review and complete the attached checklist, as a preliminary Public Art Plan. For large-scale developments, it is recommended that a consultant with expertise in public art administration be retained to assist the applicant. For complete details on the Public Art Plan see Sections 2 and 8 of the *Public Art Program Administrative Procedures Manual*, [http://www.richmond.ca/\\_shared/assets/adminprocedures32120.pdf](http://www.richmond.ca/_shared/assets/adminprocedures32120.pdf).
- 2. Supplemental Information** – The checklist is intended to assist in describing the basic elements of the Public Art Plan. If needed, additional descriptions or drawings should be provided to describe how the proposed development incorporates public art into the proposed development.
- 3. Submit Application** – Submit the completed checklist, drawings and supplementary information as part of the rezoning or development permit application.
- 4. Assessment** – City staff will review the checklist and discuss the proposal with the applicant. Following consultation with staff, the applicant will prepare and submit a Detailed Public Art Plan for review by the Public Art Advisory Committee and Council, as part of the application process.

Please consult City staff for questions about the completion of the checklist and the preparation of the Detailed Public Art Plan.

## For More Information

Please visit: [www.richmond.ca/publicart](http://www.richmond.ca/publicart)

or contact

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Please submit this completed form to the Development Applications Counter located at City Hall. **All materials submitted to the City for *Development Applications* become public property, and therefore, available for public enquiry.**

Please see the attached details on application information requirements.

## 1. Project Identification

**Project Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Planning Area:** \_\_\_\_\_

**Building Type:** \_\_\_\_\_

**Total Floor Area:** \_\_\_\_\_

## 2. Project Team

**Name of Developer:** \_\_\_\_\_

**Project Architect:** \_\_\_\_\_

**Landscape Architect:** \_\_\_\_\_

**Public Art Consultant:** \_\_\_\_\_

## 3. Project Vision: Objectives for Public Art

Public art opportunities at the development should evoke some aspect including the social, political, historical, or physical context of the site through public art.

**Project Vision:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Indicate objectives of the public art program for this project (check relevant boxes):

- Create a suitable landmark for a major gateway entrance to the City of Richmond.
- Provide a significant profile for the development project.
- Animate public space related to the development.
- Integrate with the building and landscape design of the development.
- Engage children/youth/seniors/general public in the appreciation of art and culture.
- Respect the goals of the owner to create a sustainable development.
- Other: \_\_\_\_\_
- Add additional information on separate sheet, if required**

#### 4. Public Art Opportunities and Site Potential

Public art is a valuable contribution to be enjoyed and experienced in the public realm. Artwork must be located in areas offering the public a free and unobstructed experience of the artwork, with preference given to areas providing the greatest opportunities for interaction and accessibility.

Sites on the development that provide unique or unconventional public art opportunities are preferred. If the project is large enough, the plan should include a balance of different types of public art opportunities.

**Potential locations:**

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*(Please attach an annotated Site Plan)*

#### 5. Implementation

The plan should be drafted at the earliest possible stage to create a well-balanced program, which can be successfully integrated with the timing of the rest of the project. Single and multi-phased developments can offer a variety of art sites and opportunities if planned well in advance. The public art plan shall include a projected schedule for implementation.

**Estimated Schedule:**

Contribution payment/rezoning adoption/DP issuance: \_\_\_\_\_

Construction start date: \_\_\_\_\_

Project completion/occupancy: \_\_\_\_\_

#### 6. Calculation Method for Private Sector Public Art Budgets

To achieve the 0.5% flat rate Policy objective, the following table provides a guideline for public art contributions. Contributions are based on maximum developable floor area (FAR) and categorized by building type.

**Recommended Public Art Contributions by Building Type  
Effective January 1, 2019**

Building Type	Recommended Public Art Contribution (\$/sq. ft.)
Residential (all construction types)	\$0.87
Commercial, Office	\$0.46
Industrial, Light Industrial	\$0.25

**Notes:**

1. Rates to be adjusted annually based on Consumer Price Index
2. Applicable projects includes new construction and major additions for residential uses containing 10 or more units; and for non-residential units with a total floor area of 2,000 m<sup>2</sup> (21,530 ft<sup>2</sup>) or greater.
3. Purpose built non-market housing, and/or units secured through the City’s Affordable Housing Strategy, Market Rental Housing Policy, Community Amenity Space, Community Care Facilities, Congregate Housing, Child Care, Health Services and Educational uses are exempt from the calculation of residential floor area.  
*See the Public Art Program Policy 8703 for a full list of exemptions and interpretation.*

## 7. Estimated Budget

The applicant must estimate the budget at the rezoning or development permit stage. Please see the Public Art Program Administrative Procedures Manual for eligible items for public art program budgets.

Once the budget is accepted, the applicant must document all invoices and cheques issued. At the completion of the project, the City will review the complete financial record.

<b>Public Art Contribution</b> (see Calculation Method, above)	Total contribution: \$ _____
<b>Administration Allowance</b> (15% of the Public Art Contribution): 5% for Public Art Program administration 10% for project management (public art consultant or Public Art Program)	Less 5% (\$ _____) Less 10% (\$ _____)
<b>Total for Public Art Project</b> (including all artist and consultants fees, engineering certificates, construction coordination, fabrication, site preparation, installation, insurance, contingency and all applicable taxes)	Art budget : \$ _____

## 8. Method of Artist Selection

The Richmond Public Art Program seeks to ensure fair, informed and competitive artist selection. Depending on the site opportunities and the budget allocation, artists may be selected through one of the following methods:

- Open competition – A widely publicized call with no specific recipient list. (Circle one of the following)
  - i. One Stage – Call for Concept Proposals to be reviewed by Selection Panel
  - ii. Two Stage – Call for Qualifications reviewed by a Selection Panel. Artists are shortlisted based on past work and invited to submit Detailed Concept Proposals and/or participate in the interview process for selection.
- Invitational competition – A call with a predetermined recipient list of specific and qualified artists, as determined through research by qualified arts professionals.
  - i. Artists selected based on past work and invited to submit Detailed Concept Proposals and/or interview process for selection
- Direct Commission – After consulting with curators and/or other art and design professionals, an invitation to submit a project proposal is issued to a specific artist or artist team. Recommendation is subject to an arm’s length Review Panel. **Not recommended for artworks to be sited on City property (Streets, Parks, etc.).**

## 9. Potential Artists

Artists should be considered on the basis of past experience and the relationship of their experience and talents to the nature of the opportunity for public art in the development. Depending on the site opportunities and overall budget, local, regional, national and international artists may be considered.

## 10. Panel Composition

While the composition of the panel must have a majority of its members with professional art experience, the applicant is encouraged to be part of the selection process. Normally a panel will consist of three or five people with one member representing the local community. Please list your panel (complete or in part) here:

- Owner representative\*: \_\_\_\_\_  
\*(i.e., development manager or project architect)

Art or design professional\*\*:

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\*\* (art educator, architect, landscape architect, etc)

Art professionals (2):

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Community representative:

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Non-voting advisors\*\*\*:

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\*\*\* (i.e., Community stakeholder, owner representative, development manager, project landscape architect and project architect)

## 11. Criteria for Selection

The selection criteria may vary slightly with each panel and with the type of panel (Selection vs. Review Panel). Please see the Public Art Administrative Procedures Manual (Section 4) for a complete list of standard criteria.

## 12. Public Relations Program

A public relations program goal is to help others understand, promote, appreciate and celebrate public art. Programs often include (but are not limited to) educational and promotional initiatives, signage and displays.

**Proposed Program:**

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## 13. Management of the Public Art Process

To manage the public art process, the developer has two options:

- The developer can engage the City of Richmond Public Art Program to manage the process.
- The developer can engage the services of a public art consultant\*. This is the recommended option for large developments or developments with multiple public art projects. Engaging a public art consultant can ensure a successfully executed public art plan.

Please see the Public Art Administrative Procedures Manual (section 8.3) for a complete list of Private Development Public Art Options.

*\*The art consultant is an independent agent who facilitates the plan, acts as the agent for the proponent and advocates for the artist(s) to achieve the successful integration of the artwork within the surrounding urban fabric.*

**Submitted by:** 

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 **Title:** 

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**Organization:** 

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**Address:** 

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**Phone Number:** 

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 **Email:** 

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**Date:** 

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