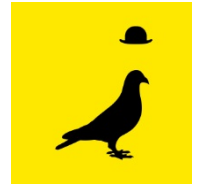




PUBLIC ART COMMISSION

CITY OF RICHMOND



PUBLIC MEETING + FIELD SURVEY REPORT

Project Name:	Riverfront Public Art Project #1	Meeting Dates:	May 6, 2014
Subject/Purpose:	Public Meeting Report	Issuance Date:	June 23, 2014

A public meeting was held on May 6, 2014 to inform the public about the Riverfront Public Art Project #1 and provide an opportunity for public comment and input. Public meeting notifications included several email broadcasts to members of the Riverfront Public Art Project #1 Site Selection Team requesting that they further disseminate announcements to their contacts; a public meeting announcement flyer; and postings on the Public Art Commission website and facebook pages. This Public Meeting Report provides an overview of the public input received during the meetings.

After the meeting, the Site Selection Team conducted additional field surveying with the intent of reaching a more diverse audience. The Site Selection Team developed an online survey for individuals to complete. The team also conducted in-person surveys at the fishing piers near Rocketts Landing, the River Rock Festival, the Overlook Climbing Wall, and the SunTrust cafeteria. The survey results are provided in this report.

This report is organized as follows:

- A. Meeting Overview
- B. Meeting Content
- C. Field Surveying
- D. Survey Results



A. MEETING OVERVIEW

Meeting attendance is noted below.

Date	Tuesday, May 6, 2014
Location	Plant Zero, Plant Zero, Zero East 4th Street, Richmond, VA 23224
Attendees	46
Public Art Commission (PAC) and Riverfront Public Art Project #1 Site Selection Team (SST) Members	9 David Bass (SST) Nathan Burrell (SST) William Carter (SST) Alex Dahm (SST) Justin Doyle (SST) Sarah Shields Driggs (PAC, SST) Anne Fletcher (PAC, SST Chair) Ed Trask (PAC, SST) Anne Wright (SST)
Media Attendees	1 Phil Riggan, Richmond.com
Total # Attendees / Meeting	56

B. MEETING CONTENT

A consistent meeting format was used for both meetings as described below:

1. **Registration** – Participants registered at the sign-in table and were given the meeting agenda, a printed copy of the Process Overview presentation, and a Prospectus Worksheet. Public Art Commission (PAC) members, Riverfront Public Art Project #1 Site Selection Team (SST) members, and city staff were available to answer questions.
2. **Process Overview Presentation** – Anne Fletcher (PAC member and SST chair) spoke about the process for selecting the artist and the site for the Riverfront Public Art Project #1. (The full presentation can be found here: http://www.richmondgov.com/content/CommissionPublicArt/documents/Riverfront_PublicMtg_May2013_Presentation.pdf)
3. **Public Art Overview** – Madge Bemiss, (Architect, Madge Bemiss Architecture) gave an overview of public art focusing on how public art has been incorporated along riverfronts.
4. **Feedback Exercise #1: Electronic Voting** – Maritza Pechin (Program Manager, PAC) led the group through a series of survey questions answered using electronic keypad voting (See results in Section D of this report).
5. **Feedback Exercise #2: Prospectus Worksheet** – The meeting attendees were asked to complete a worksheet to assist the SST in developing the Request for Proposals (See results in Section D of this report).

C. FIELD SURVEY

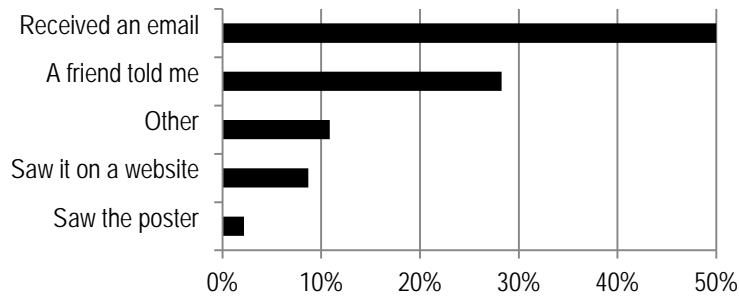
SST members collected additional surveys by canvassing onsite at the locations along the riverfront and posting the survey online. The results of the field survey are in Section D of this report.

Location	Date	# Surveys
Fishing Pier at Rocketts Landing	May 16, 2014	15
Riverrock Festival	May 17, 2014	46
Overlook Climbing Wall and SunTrust Cafeteria	June 20, 2014	42
Online Survey	Open from May 16 – June 22, 2014	18
Total		121

D. SURVEY RESULTS

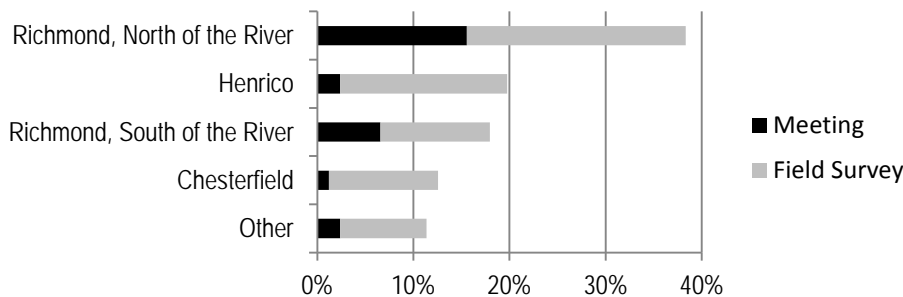
The following charts show the results of the survey conducted during the meeting and the survey conducted on the field.

How did you hear about tonight's meeting?

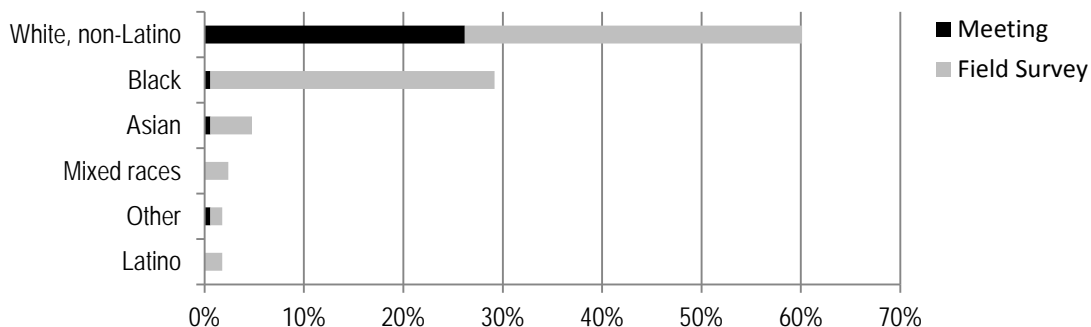


Note: This question asked during the public meeting. Field survey respondents were not asked this question.

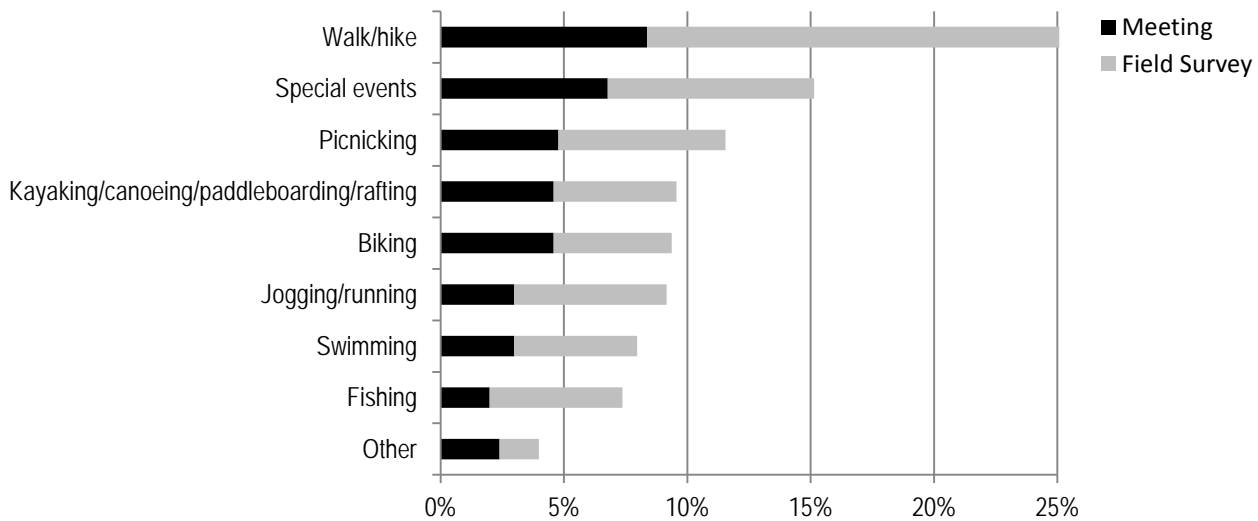
Where do you live?



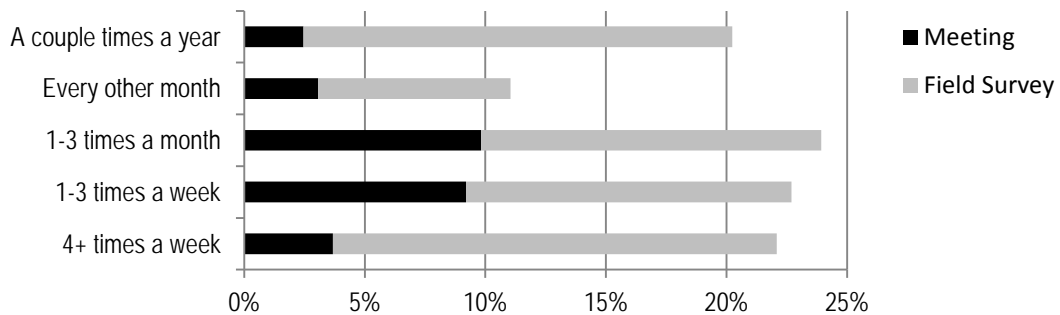
What is your race / ethnicity?



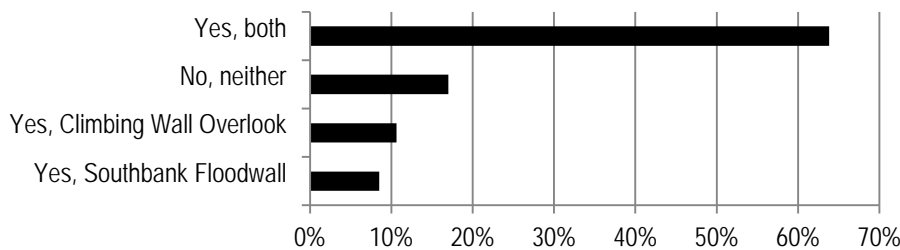
How do you use the river? (select all that apply)



How often do you use the river?

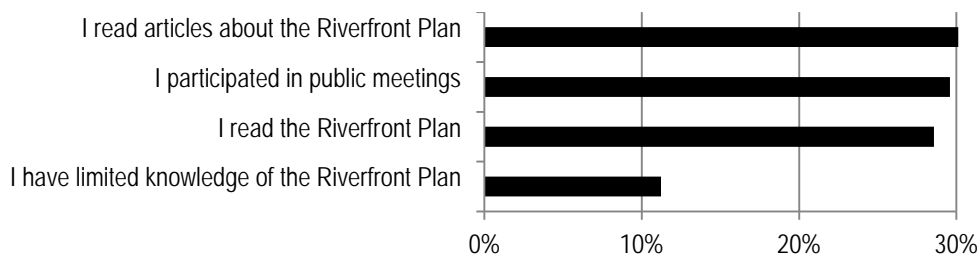


Have you been to the Climbing Wall Overlook or Southbank Floodwall?



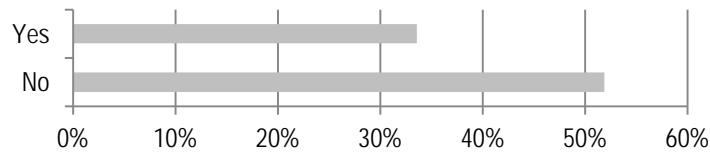
Note: This question asked during the public meeting. Field survey respondents were not asked this question.

How familiar are you with the Riverfront Plan? (select all that apply)



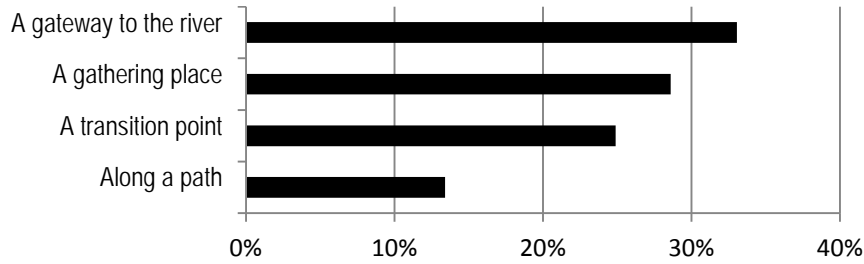
Note: This question asked during the public meeting. Field survey respondents were not asked this question.

Are you familiar with the Riverfront Plan?



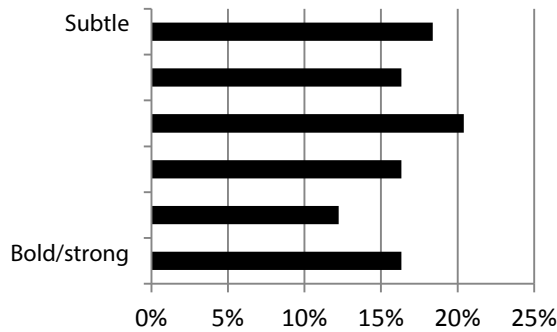
Note: This question asked during field survey. Public meeting attendees were not asked this question.

Project #1 might be located at...



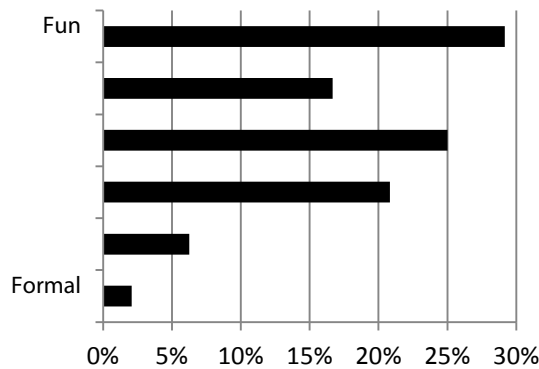
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Project #1 should be... (select a number along this scale)



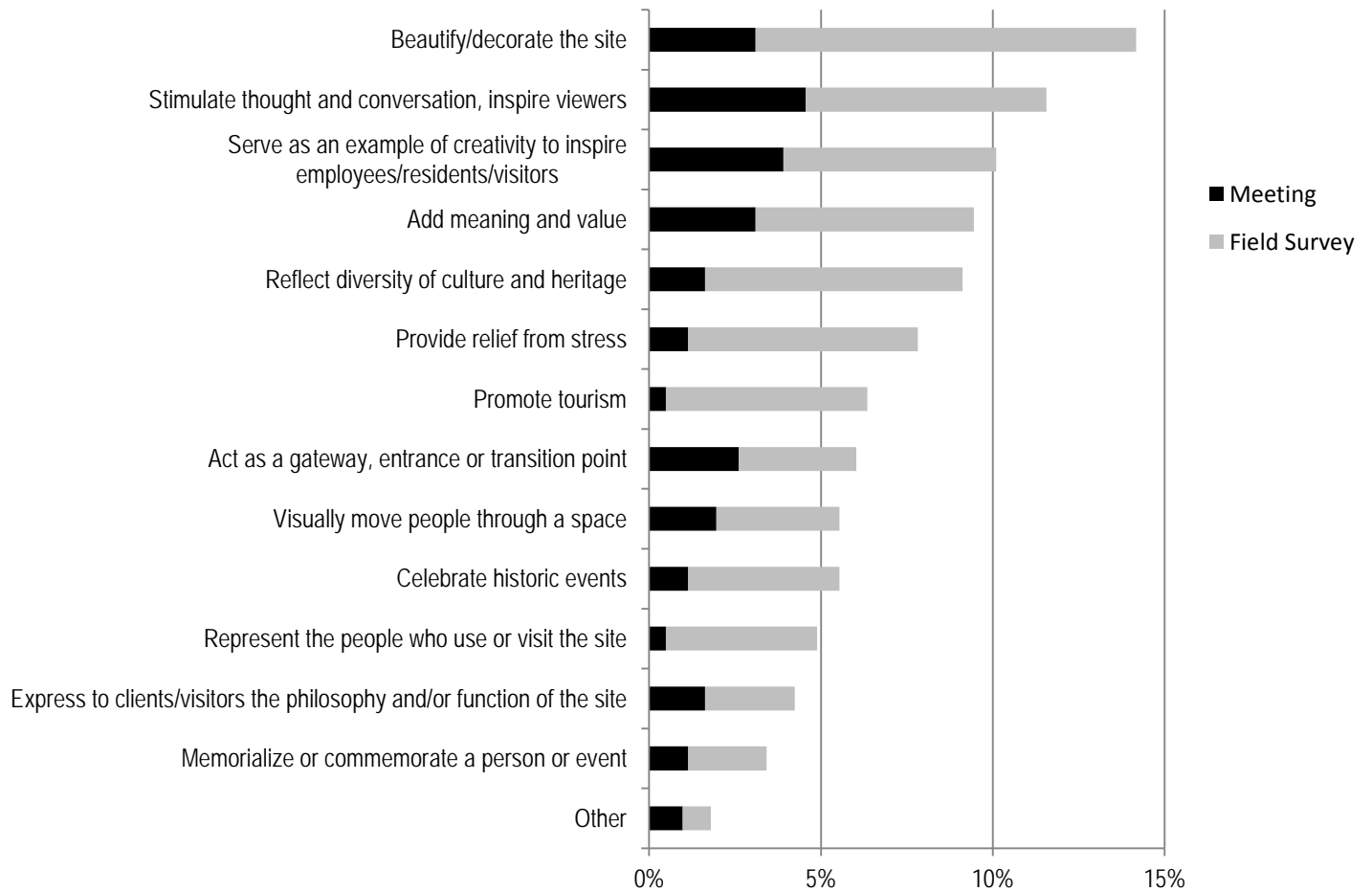
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Project #1 should be... (select a number along this scale)

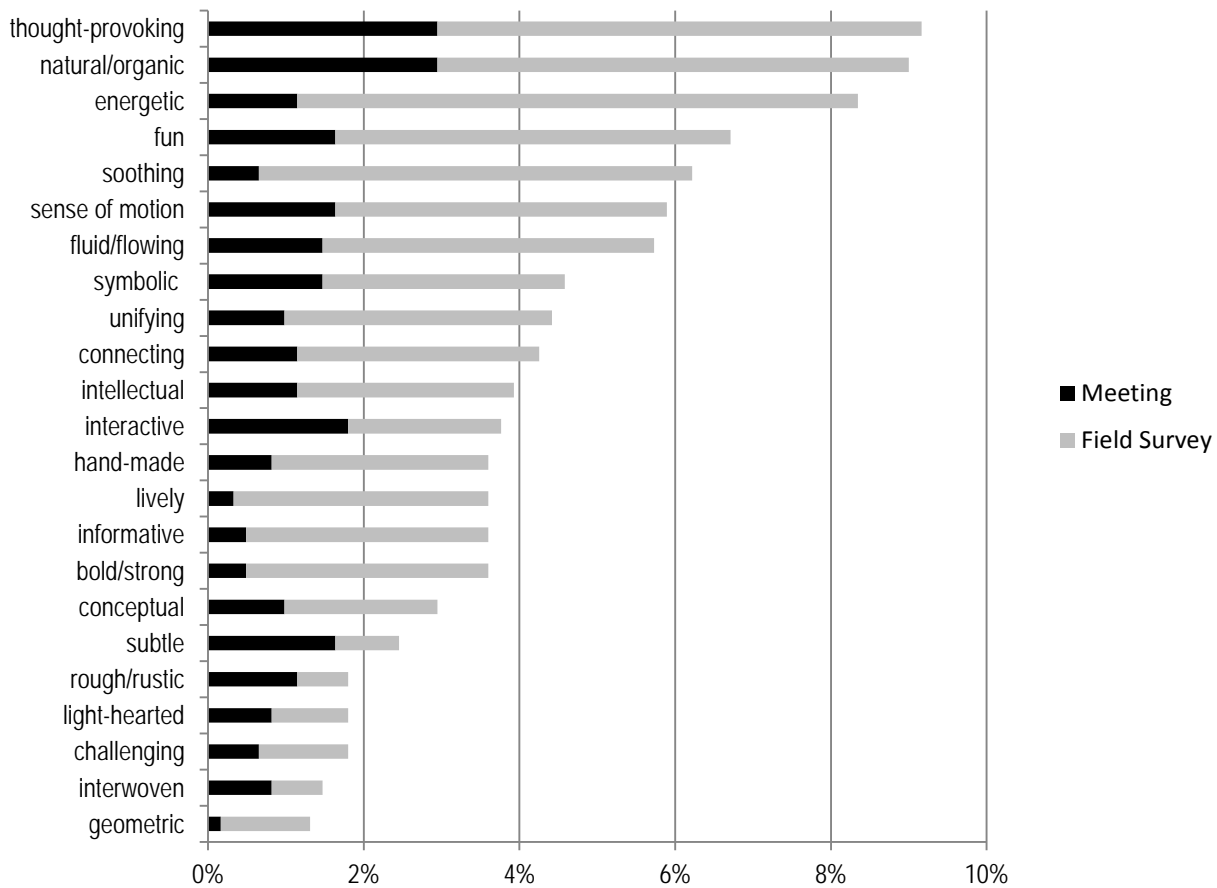


Note: This question asked during the public meeting. Field survey respondents were not asked this question.

What primary functions would you like the artwork to serve in the site? Select up to 5



What are some of the characteristics – visual, aesthetic, emotional – you would like to see in the artwork? Select up to 5



Other Comments

- 1 Especially for the first piece, something people will like
- 2 Bike changing station = in form of Ralph in front of JRP offices
Local art, unless Andy Goldsworthy
Areas for people with ideas to have input if they are not artists themselves
- 3 Keep the language of the animals not part of sculpture. Let real birds be birds - this is ART - although ART can be where some animals can live - like BATS or BIRDS.
Summer + winter - winter may restrict fountains.
Consider a walk below water level with windows to see fish migrate.
I pray that no matter what we can find both spontaneity and serenity. AMEN
Thank you for your efforts.
- 4 No statues to historic people
No reference to past wars
The focus should be the river not Richmond history - that is well represented elsewhere
Abstract is good, nothing too literal (sturgeon statue)
Incorporating evening lighting would be great
Thanks for letting us be a part of the process!

- 5 I'd like to see an Atlantic Sturgeon statue or perhaps a statue to commemorate the Richmond 2015 bike races. My preference is subtle, not bold. The river is too beautiful itself, does not need to be overshadowed.
- 6 Public art as something that is discovered and delightful because it's a part of the landscape - that's my ideal. Something designed by someone who understands the river and the city - who can speak to the city as well as engage visitors
- 7 Other - Provide interactive experience - art you can touch and climb on
A life-sized statue of an American Sturgeon swimming - made of bronze or a hard polymer about 7 or 8 feet long. (May perhaps include an accompanying smaller statue 4-5 feet long representing a male sturgeon)
There could be an accompanying plaque or interpretive sign telling about sturgeon breeding in these rivers and being ridden by Native American boys as a rite of manhood.
- 8 I'd really like to see a wide variety of installations that serve many purposes. While I checked my personal preferences, I think they all have merit. Most importantly, the installations should be approachable and tactile. Further, I really like to be surprised by seeing installations where they are not expected. While a few large, landmark pieces will be nice, I'd prefer many smaller installations.
- 9 Memorialize or commemorate a person or event, if so, which person/event? - Tyler Potterfield
This should serve as an opportunity to produce a creative, contemporary and engaging piece. Functional would be great also such as shade or a water feature, something that could be flexible/seasonal/adaptable.
- 10 Other - Calls viewers to beauty of nature
I would view the river as the true art, and would hope any art installations don't try to take that lead. It is already artistic - let it be!
History points add to human connections. Participatory, temporary are good adjectives.
- 11 In general the artwork should represent the entire spectrum of the river, to include the many moods of the river, the history of the river and its inhabitants (human, fish, animals, etc.) Also to include the flora and fauna of the river
- 12 Other - create community place
Collaborative
Part of a larger vision for public art
Reveal layers of meaning / connections to the site
Discovery
- 13 The art should convey all the worth and information brought to the riverfront project as a whole. "Aesthetics" are relative to each individual, but the aesthetic value I would desire to see would be environmentally beautiful, natural, animal example: bears, the bears that migrate along the river, the wilderness, the birds.
Interactive piece would in my opinion create diversion from the river.
The thought that lighting installations might happen, to me, would distract the beauty of the nighttime river.
- 14 Celebrate historic events, if so, which events? - All
Memorialize or commemorate a person or event, if so, which person/event? - Ralph White
Other - Be evocative of river and nature
Fit to site
Evoke the beauty of the river
Not block views
- 15 Celebrate historic events, if so, which events? - floods
Light
Sound
Wind
- 16 Celebrate historic events, if so, which events? - All starting w/ 1607
Please consider the site. There is no shortage of things to see and do along the river. The art should compliment what is there. Expose visitors to our rich history. I thought the Gateshead art was great for Gateshead, but would be totally inappropriate for Richmond. We are a vibrant community and there is already a lot to see and experience along the river. The art should enhance what is there and we don't need a major focal point.

- 17 Celebrate historic events, if so, which events? - John Smith
Memorialize or commemorate a person or event, if so, which person/event? - Sturgeon.
I found the examples in the England town appalling. The most absurd was the angel that no one apparently understands.
Richmond is rich in legacy, history that would be appropriate to project in our art.
Please not put "art" on the river that everyone won't understand.
Don't allow artists who are out of touch with the general population to decide this.
- 18 Memorialize or commemorate a person or event, if so, which person/event? - Ralph White
Like the idea of a functional piece
Like the idea of local artists
If we are as creative as we say we are, this is a chance to prove it.
- 19 Please include sound art installations
- 20 Memorialize or commemorate a person or event, if so, which person/event? - Ralph White
Someone should paint a picture from the train bridge looking up pipeline rapid at sunset
- 21 Engage those who use the area as well as those new to it
- 22 Thanks good presentation. Informative and exciting to a part of this.
- 23 Tribute to Ralph White
- 24 Memorialize or commemorate a person or event, if so, which person/event? - Ralph White
- 25 Nice work. Really looking forward to this actually happening
- 26 Loved the presentation!
- 27 Like the sheep in the presentation and the rusty bridge (fantastic)
Would like to see natural and interwoven art in the woods - more subtle
- 28 I'm interested in keeping the art off of the dam walk and on the banks of the river. I think the art should be striking so it makes the river area more of a destination
- 29 I love the idea of a tribute to Ralph White
- 30 Audio and light must be used carefully and with understanding of ecological issues related especially to light trespass and pollution
- 31 I am a life-long resident of Richmond and have long loved the river. I learned that although we call it the James, the Indians called it Powhatan. I would love to see some focus on the Indian culture that preceded ours.
- 32 Please of not use religious symbols.
I like the idea of having some functional art.
It would be wonderful to honor Ralph White
- 33 Since this is the first piece, it should have a real presence and impact on the viewer and/or participant
- 34 Please include Art on Wheels in correspondence regarding Request for Qualifications. Thank you.
- 35 No neon please
- 36 Thanks, the James is our gem.
- 37 Celebrate historic events, if so, which events? Industrial revolution
Other primary functions you'd like the artwork to serve? Historical quotes are great
- 38 Memorialize or commemorate a person or event, if so, which person/event? Ralph White

- 39 Other: No art, leave natural
- 40 Other: Inspire to get in the river
- 41 Do not promote tourism
Other: encourage respect of the environment
- 42 Celebrate historic events, if so, which events? Civil War
- 43 What is the cities future plan(s) for our Dock St. fishing pier?
- 44 What will happen to the fishing pier at 25th and Dock St?
- 45 Celebrate historic events, if so, which events? Black history
- 46 Other: provide a place for traveling exhibitions and students to display
- 47 Memorialize or commemorate a person or event, if so, which person/event? Ralph White
- 48 Memorialize or commemorate a person or event, if so, which person/event? Any slave route, colonial significance
- 49 I don't think taxpayer dollars should be spent on this project while both the city and state are facing deficits and deficiencies in other areas (schools, police)
- 50 Hip hop art
- 51 Celebrate historic events, if so, which events? Founding of Richmond
- 52 Memorialize or commemorate a person or event, if so, which person/event? Historical leaders
- 53 Celebrate historic events, if so, which events? African American History