



## CITY OF RICHMOND

### Department of Planning & Development Review Staff Report

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**To:** Public Art Commission  
**From:** Ellyn Parker  
**Date:** August 17, 2017

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#### **APPLICANT**

Gail M. Goldman Associates, Gretchen Freeman & Co.

#### **PURPOSE**

To adopt a Public Art Master Plan for the City of Richmond. The plan includes a 10 year overview of the actions required to bring the policies and procedures up to national standards and best practices in the field of public art.

#### **SUMMARY & RECOMMENDATION**

The Percent for the Arts fund currently has a balance of approximately \$2.8 million. The Public Art Master plan will guide the city's and community's future investment into public art and create expanded opportunity for investment into place-making and public realm improvements. The City of Richmond owns 44 artworks values at \$1.46 million that need to be inventoried, assessed, and maintained on a regular basis. The new ordinance, policies and procedures need to be implemented before any additional projects are initiated.

The master plan and available funding enable Richmond to increase the size, quality and scope of its public art collection and gain national recognition in the arts scene while also providing opportunities for local artists and expanding the definition of art to include other mediums. The success of the Public Art Program relies on the structure and the efficiency of the administrative process to ensure that funding is allocated and that projects are undertaken that are of both aesthetic value and reflect the ideals of the Richmond community. This plan represents a policy framework to revise the operational procedures of the Public Art Program, create a more sustainable and adaptable public art program, and implement projects in a method that is in alignment with successful programs nationally. The plan will update all policies to reflect current national best practice standards and create a platform for community engagement, artistic excellence and comprehensive integration of public art into city processes.

This document also identifies goals for Richmond's Public Art Program, defines priorities and artistic approaches for the program, expands the definition of Public Art to broaden project eligibility, identifies strategic partnerships and possible sources of alternative funding, and provides direction for ongoing program development and management. The new plan also addresses opportunities for ongoing public engagement, supports increased opportunities for public art, and celebrates art as an essential element for a thriving, healthy and inclusive community. The Public Art Master plan will guide the city's and community's future investment into public art and reflect the national best practices and standards related to creative place-making, public art and city design. The plan updates all policies to create a platform for community engagement, artistic excellence and comprehensive integration of public art into city processes.

**Staff recommends the approval and adoption of the plan with the following conditions:**

1. **Replacement of photographs with professional high resolution images. Photographer's credits should be listed in one list on the authorship page per direction below.**
2. **Cover page needs to be reformatted with the title only and City of Richmond and PAC logos. Acknowledgements and authorship credits should be formatted in accordance with the example provided from the Pulse Corridor plan (attached)**
3. **Addition of the graphic representation of survey data into Appendix B.**

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**FINDINGS OF FACT**

**Background and Timeline.**

**June 2014 RFP Issued.** The Department of Planning and Development Review (PDR) with the Public Art Commission (PAC) issued an RFP for the creation of a Public Art Master Plan to create a vision for the future of Richmond's Public Art. The identified scope include the clarification of key themes and values, direction for the selection, creation, placement and maintenance of public art throughout the city, and identifying methods of integrating public art efforts into other planning investments in the city.

**May 2015 RFP awarded.** Gail Goldman and Gretchen Freeman, a nationally known consulting team were contracted to lead the process to create a custom-tailored public art master plan for Richmond that will help elevate the arts programs, stimulate tourism and economic opportunity, provide community collaborations, and showcase the unique character of Richmond's already thriving art scene.

**August 2015-March 2016. Stakeholder Interviews/Public Meetings.** Interviewed 73 individuals, held 4 focus groups, and convened 3 public meetings with 150 attendees, conducted an online survey with 605 responses. City staff conducted additional outreach with arts community stakeholders during this period also.

**Draft Plan Released Spring 2017.** 6 public meetings were held and the draft plan was posted online for public input and feedback. The input and comments were relayed to the consultant team by city staff. The Public Art Commission discussed the plan and it's framework at the April, May and July 2017 meetings.

**Next Steps Fall 2017.** Adoption of the Public Art Master Plan by the Public Art Commission, City Planning Commission (9/18/17) and by City Council.

The scope of this document does not mandate exact locations or projects as this will be determined in the annual work plan but creates a framework for procedures and reflects the input of community members and stakeholders who were engaged in the direct formation of the plan. The ten year action plan lays out the implementation timeline and directives to adopt the recommendations and policy framework, and restructure of the commission, program and artist selection process.

Guiding principles are clearly articulated in the plan's framework and provide context for the procedural elements of the plan. Principles include comprehensive integration, democratic process, insistence on excellence and authenticity. The consultant team developed a series of recommendations that will not only strengthen the administrative oversight of the program but also will recommend project priorities that emerged throughout community engagement and public meetings. Specific locations that are identified as project priorities and maps are reflective of the input from the community and not a mandate but a reflection of public input. Funding allocations and projects will be determined in an annual work plan that is created with the input of the Mayoral administration, CAO, Public Art Staff and Commission and will be fluid to adapt to a changing cultural landscape and also reflect strategic partnership possibilities and external funding opportunities. The opportunity to expand the public art program in order to create a more sustainable and effective program that is in alignment with national best practices is reliant upon the organizational shift of the commission to embrace their role as an advocacy and approving body. The restructure is necessary to implement a cohesive and functional program and the immediate steps

1. Rewrite and adopt a Percent for Art ordinance that best reflects practices in the public art field and formalize the Public Art Commission procedures and diversify the commission to reflect a more authentic representation of the Richmond population.
2. Develop an annual Public Artwork Plan for review and recommendation by the Public Art Commission and the CAO.
3. Adopt additional policies (outlined in Appendix C-G) that will include procedures for temporary art, memorials and clearer administrative guidelines to ensure that funding is allocated as mandated by the Percent for Art ordinance which includes clearly defining project eligibility and having a Percent for Art line item added to the Capital Improvement Project (CIP) Budget with clear instructions for CIP and Budget departments to include the allocation.
4. Formally establish the Public Art Coordinator Position in the city general fund budget. This position is currently funded out of the Percent for Arts allocation which is not mandated as an allowable use nor is a sustainable practice.
5. Revise the artist and artwork selection panel process.

### **Public Participation**

The Public Art Master Plan was guided by the Public Art Commission as well as city staff. The community input that was gathered through both small group meetings, individual interviews with community stakeholders, focus groups, town halls and an online survey with over 600 unique responses.

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