



CITY OF RICHMOND

Department of Planning & Development Review Staff Report

CPCR.2018.055: Resolution to update the City's Master Plan to include the findings and recommendations of the Public Art Master Plan.

To: City Planning Commission
From: Land Use Administration
Date: June 4, 2018

PETITIONER

City of Richmond

PURPOSE

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

SUMMARY

The City has had a Public Art program since 1991, when the Public Art Commission (PAC) was founded to oversee a Percent for Art Program for eligible capital projects within the City's budget process. Over that time period, the Public Art Program has grown from a relatively modest program to one where the Percent for Art fund has a current balance of \$1 million, managing on behalf of the City of Richmond, 44 artworks valued at approximately \$1.46 million.

The intent of the Public Art Master Plan is to guide the City's and community's future investments into public art; to create expanded opportunities for investment into place making and public realm improvements; to put into place, and fund, tools to help inventory, assess, and maintained the City's growing collection, and to be able to do that on a regular basis. As the scope and breadth of the work of the PAC has grown, the PAC wanted to have a Public Art Master Plan that would provide support for policies and procedures necessary to align the Public Art Program more closely with best practices observed throughout the country. Further, the desire of the PAC was to have the recommendations of the Public Art Mast Plan adopted by the Richmond City Council before any additional projects are initiated.

An adopted Public Art Master Plan and available funding will enable Richmond to increase the size, quality and scope of its public art collection, gain national recognition in the arts scene, provide opportunities for local artists, and expand the definition of Public Art to include other media. The success of any 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.

At its core, the Public Art Master Plan represents the policy framework to revise the operational procedures of the Public Art Program, to create a more sustainable and adaptable Public Art Program, and implement projects that are 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.

Operationally, the Public Art Master Plan identifies goals for Richmond's Public Art Program, defines priorities and artistic approaches for the Public Art 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 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 and community's future investment into public art and reflects 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.

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 a Request for Proposals (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 selected and contracted with to lead the process to create a custom-tailored public art master plan for Richmond to elevate the arts programs, stimulate tourism and economic opportunity, provide for community collaborations, and showcase the unique character of Richmond's already thriving art scene.

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

Spring 2017 Draft Plan Released. The consultant team convened six (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 its framework at the April, May, and July 2017 meetings.

August 2017. The Public Art Commission recommended approval of the plan as presented and referred to Planning Commission.

Staff recommends approval of the plan with the following amendments:

The following recommendations reflect the changes that City staff and City Attorney felt were necessary to create a viable and useable framework for the Public Art Program, Commission and subsequent Public Art Master Plan.

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.

Recommended amendments:

1. Page 8 **add** City Planning Commission to the first sentence in paragraph 4 to read “The following Chart summarizes the actions to be considered by City Council, City Planning Commission and City of Richmond Public Art Commission.”
2. Within the 10-year action plan presented on pages 9-11, **remove** the following sections from the chart-
 - Section 32 item 2. “Amend City Charter to reassign control of the location of works of art and responsibility for the removal and relocation of artwork from Planning Commission to Public Art Commission.”
 - Section 35 item 4. “ Reorganize the reporting structure of the Public Art Program and place it directly under the Deputy Chief Administrative Officer”
 - Section 44 item 2. “ Establish and standardize a structure of the Public Art Program and place it directly under the Deputy Chief Administrative Officer”
 - Revise all numeration in chart to reflect above or other line items affected in subsequent notations.
3. Page 25 **Revise** State of Virginia to read Commonwealth of Virginia.
4. Pg. 29 (item 2) Dollar minimum of project budget should remain as it is before eligibility and consider project type and feasibility. Revise this to reflect a process to ensure clear eligibility when adopting a revised percent for arts ordinance. Consider the creation of the percent for arts yearly allocation based on total FY CIP funding separate from specific CIP project budget.
5. Page 29 **Revise** the Recommendations for Immediate action item 5. To read “Distribute an Annual Capital Improvement program project report to the Public Art Coordinator”.

6. Page 30 Paragraph 1 **Remove** “the Department of Planning and Development Review”.
7. Page 30 **Remove** the line “Currently the identification of applicable Capital Improvement Program projects is vetted by the Director of Planning Development Review and the amount of funds equivalent to the Percent for Arts calculation subsequently are transferred from a non-Capital Improvement Program fund to the Public Art Program”.
8. Page 32 **Remove** the long-term recommendation to “amend the City Charter to reading control of the location of works of art and other statuary and responsibility for the removal and relocation of artwork from the Planning Commission to the Public Art Commission”.
9. Page 33 **Remove** second paragraph that states, “The City Charter states that the Planning Commission controls the location of works of art and other statuary and is responsible for the removal and relocation of artwork. Therefore formal actions must be vetted through the Planning Commission to adopt best practices in the field, streamline the review process and accurately reflect the responsibilities of the Public Art Commission, the City Charter needs to be amended to reassign the controls and responsibilities for public art from the Planning Commission to the Public Art Commission.
10. Page 33 Roles and Responsibilities **Revise** item 2 to read “Advise on the project parameters for each new public art project on City-owned property, including the artist selection criteria and scope of project.
11. Page 35 Recommendations **Remove** item 3 “Within two years, reorganize the reporting structure of the Public Art Program and place it directly under the Deputy Chief Administrative Officer”.
12. Page 36 **Remove** the entire fifth paragraph.
13. Page. 37 **Remove** the second paragraph that states “ When the reporting structure of the Public Art Program is reorganized and placed directly under the Deputy Chief Administrative Officer, the position of Public Art Manager should be upgraded to Public Art Director.”
14. Page 37(1-F) **Revise** sentence “represent and defend the interests of the artist and the intended artwork from the beginning to the end of a project.” **To read:** Advocate for best practices and balance the needs of the City of Richmond, Artist or Artist Group and project site partner interests to achieve artistic excellence while working to implement quality projects and maintain program integrity throughout all aspects of the process.
15. Page. 41 **Remove** Chart: At such point when the process is revised, create work flow chart that reflects new process.

16. Page 42 both bulleted paragraphs **revise** to read- “approved by the Public Art Commission as advisory to the City Planning Commission.”
17. Page 44 **Revise** the section under Recommendation to read “Within two years, develop an annual Public Art Work Plan for review and recommendation by the Public Art Commission and approval by the City Planning Commission.”
18. Page 46 Art Conservation Fund Overview - **Remove** the entire line “to the extent permitted by law and funding source restrictions, 5 %collection.”
19. Page 51 **Replace** City Council with City Planning Commission in Paragraph 1 and 3.
20. Page 55 **Remove** the 5th paragraph that states “Contextualize Monument Avenue and better connect it to the City of Richmond’s Residents. Citizens need to have a direct conversation about its collective meaning. The statues must be contextualized and signage with explanations must be added. This is an important opportunity for community education that should not be overlooked.”
21. **Remove** the entire section under the header “Provide Community Leadership with regards to Monument Avenue statuary. (page 57-58)

Please note: For items 20 and 21, the removal is to reflect the duplicative nature of this role in light of the Monument Avenue Commission, which was created by Mayor Stoney to address these issues.

22. Create an additional appendix for Menu of Project Considerations and move pages 61-71 and 77-80 into an appendix as consultant team recommendations.
23. Pages 72-76 “Special Initiatives” should be moved to a new section at the end of Page 60 and renumbered accordingly.

Opportunities and Objectives

- 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 as outlined below as the first priorities.

Immediate Priorities

1. Rewrite and adopt a Percent for Art ordinance that best reflects practices in the public art field.
2. Formalize the Public Art Commission, revise administrative procedures and diversify the commission to reflect a more authentic representation of the Richmond population.
3. Develop an annual Public Artwork Plan for review and recommendation by the Public Art Commission.
4. 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.
5. Revise the artist and artwork selection panel process.

Public Participation

The Public Art Commission as well as City staff guided the Public Art Master Plan. 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. The full list of participants interviewed is available in Appendix A and survey results are tabulated in Appendix B.

Conclusion

This plan was initiated by the City of Richmond in 2014 to create a strategy to bring the Public Art Program, Percent for Art Ordinance and Public Art Commission procedures up to nationally recognized standards and also gather community input to distribute public art more effectively throughout the city. In order to grow the program and continue to create significant and impactful public art that is a reflection of the civic pride and the value of One Richmond, the policies and procedures need to be established formally as outlined in the plan. We respectfully request a recommendation of approval by the Planning Commission with the noted amendments.

Staff Contact

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