



R I C H L A N D

Public Art Strategic Plan

Preliminary Draft

Prepared for:

City of Richland, Washington

By:

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In association with:

Regional Arts & Culture Council

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Executive Summary

In recent years, the City of Richland, Washington has taken important steps to revitalize its core. One goal is to reinforce Richland’s niche as the cultural center for the Tri-Cities region. The City of Richland has established an Arts & Entertainment District, which is becoming the focal point for community arts and culture.

City leaders are committed to sustaining this momentum, and envision public art as a fundamental element which can become a defining characteristic for Richland. The City of Richland has now created a Public Art Strategic Plan that outlines how to make this happen.

More than one hundred of Richland’s citizens have participated in the plan, joining together to share their ideas on how public art can contribute to community livability. Nearly all participants agree that public art is an essential element. The community’s shared vision is for a diverse range of art, of high quality, to be installed at the most visible sites.

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An essential element for the success of Richland’s public art program is a secure funding base. The plan recommends a ~~percent for art policy and other~~ public and private funding sources that will ensure adequate resources are provided to launch and sustain the program. These financial resources will allow the public art program to grow gradually, add to the City’s art collection over the years, and set aside funds to maintain the newly acquired artworks.

To manage Richland’s public art program, City Council will appoint a Richland Arts Commission. The Commission will be responsible for handling the details of the public art program, serving as curator for the growing public art collection, managing the newly established Public Art Trust Fund, overseeing the selection of artworks, and advising City Council on public art matters.

Professional staffing will be provided initially by existing City personnel. A staff member will be assigned to serve as part-time Public Art Director. As the program grows, the intent is to recruit a full-time director.

Richland Public Art Priorities

Priorities for Richland's public art program, as defined by community leaders and citizens:

- ✓ ~~Adopt a percent for art policy and other funding sources to ensure sustainable funding.~~
- ✓ Assign part-time City staff to launch the program.
- ✓ Build public art infrastructure as a key component of community revitalization and community life.
- ✓ Concentrate public art first in the locations most visible and accessible to Richland citizens and visitors: in the Arts & Entertainment District, Howard Amon Park and along the Riverwalk.
- ✓ Over time, expand public art beyond the downtown area, introducing artworks into parks, public schools and neighborhoods, and at community gateways.
- ✓ Establish a program for ongoing maintenance of the City-owned public art collection.

In creating its own public art program, Richland is following in the path of several hundred cities across the nation. These communities – including many in Washington State – are experiencing the benefits of public art: a more livable city for residents, and attractive new destinations for visitors.

I. Introduction

Richland Public Art Strategic Plan

The City of Richland is engaged in comprehensive revitalization of its downtown, as a key element of the community’s economic diversification plan. The program includes many visible improvements – new public facilities, parks, visitor amenities, streetscape enhancements, historic preservation, and upgraded infrastructure.

To complement this effort, the City has created the Three Rivers Arts and Entertainment District, in recognition of the prominent role the arts can play in promoting community vitality. Richland already enjoys a diversity of arts organizations, events, artists and cultural institutions which appeals to visitors and area residents alike. The goal is to strengthen Richland’s unique position as the cultural center for the Tri-Cities.

With all of these activities underway, the City of Richland has long been interested in developing a master plan for the arts that can lend cohesiveness to the community’s many arts-related initiatives. As a centerpiece for this arts plan, Richland envisions taking steps to encourage further development of public art: to beautify the city, enrich local cultural / historic offerings, attract visitors, and contribute to the local economy.

The *Richland Public Art Strategic Plan* provides the organizing principles and recommended policies for Richland’s public art program. The plan also addresses questions about funding methods, art selection and commissioning, siting, security, ongoing conservation and maintenance, and staffing. Public art program goals are identified for short-, mid- and long-range time periods.

A multi-disciplinary consultant team led by Barney & Worth, Inc. (Portland, Oregon and Olympia, Washington) was retained to assist Richland in preparing the strategic plan for public art. The consultants worked with the City of Richland and interested parties to gain a better understanding of the issues and opportunities confronting an expanded public art program for the community.

The information gathered assisted the City of Richland in developing its Public Art Strategic Plan. This new document is anticipated to guide Richland’s public art efforts for the coming years.

Background / History

The City of Richland is located in Southeast Washington near the confluence of the Columbia and Yakima Rivers. Richland grew and developed as a “company town” in conjunction with development of the Hanford Nuclear Reservation. Through the years, the City’s economic dependence on government activities at Hanford has had an impact on the development of several neighborhoods within Richland, including the downtown. The Richland City Council has taken steps to promote the diversification of the local economy. One component of this economic diversification initiative calls for the City to develop and implement a strategic, long-range plan for public art.

In 1999 Richland formed the Three Rivers Arts and Entertainment District encompassing the downtown and adjacent riverfront area. The City has constructed a new community center, police station, and is redeveloping the infrastructure and streetscape in the downtown. In addition, the City completed a master plan for historic Howard Amon Park located on the Columbia River in downtown Richland, and is

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constructing a public dock within the park capable of providing moorage for Columbia River cruise vessels.

Elsewhere in Richland the historic “alphabet homes” – built by the federal government in the early 1940s to house workers of the Manhattan Project – have been inventoried to prepare for eligibility to form a historic district.

Richland has longstanding ties to arts and culture, and a rich history of volunteer arts organizations – some over fifty years old. The wealth of visual and performing arts groups includes the Allied Arts Gallery, Players Theater, Mid-Columbia Symphony, Tri-Cities Academy of Ballet, Columbia River Exhibition of History Science and Technology (CREHST), Richland Light Opera, the Battelle Business Center for the Performing Arts, Washington East Opera, and the Three Rivers Children’s Museum.

Art and performance events which attract local audiences as well as visitors include the annual Allied Arts Sidewalk Show, Chalk Art Festival, Scarecrow Contest, Tumbleweed Music Festival, Ye Merrie Greenwood Players Renaissance Faire, Cool Desert Nights, and the Super Summer Series (outdoor concert and entertainment event). The City is also home to many independent visual and performance artists in addition to the established organizations listed above.

Annual Events Calendar – 2003	
June 19-21	Cool Desert Nights
June 28-29	Ye Merrie Greenwood Players Renaissance Faire
July 25-26	Allied Arts Sidewalk Show
June 17, July 22, August 26	Super Summer Series
August 30-31	Tumbleweed Music Festival

In 1991 an anonymous citizen donated an abstract sculpture to the City, encouraging others to make similar gifts to Richland’s parks. The City Council chose to place this gift in John Dam Plaza, in the business center of the community. Later, a second sculpture donated by a local credit union was sited nearby. Recently, a local family gave another sculpture that is being located adjacent to a small reflecting pool in the downtown business district redevelopment area.

Through City Council leadership, the City determined that a long-range plan for public art would help bring several projects together under a unified umbrella: including the Arts & Entertainment District, Downtown Revitalization Project, and other beautification efforts. The City is producing a master plan for the arts intended to lend some cohesiveness to the diverse visual, performance and literary artistic efforts. The strategic plan will pinpoint the most important “first steps” in establishing a public art program to encourage further development of public art that would not only beautify the city, but would help attract visitors and contribute to economic development.

Community Input

An important ingredient in Richland’s public art plan has been citizen participation. A number of methods were used to engage Richland citizens in articulating the community’s priorities for public art, and developing the plan.

As an early step in the public art planning, community leaders, arts activists, and other key “stakeholders” were surveyed in December 2002 to seek their views on many important issues linked to Richland’s public art program. Interviews were conducted in-person and by telephone with more than fifty persons who are involved or have an interest in decisions surrounding the future of public art in Richland. (A list of participants is attached in the *Acknowledgements*.) Participants were asked to share their perceptions related to the community’s current public art collection, the most promising opportunities for a future public art program, and how best to proceed.

A summary of key points from the interviews appears below.

What Richland Stakeholders Say About Public Art

1. Richland is “just getting started” with public art.
2. A public art program should contribute to Richland’s economic diversification.
3. Richland’s public art collection should be diverse. Stakeholders want an expanded public art program to incorporate a wide range of artworks – representing different artists, art media, styles, sizes, and locations.
4. Priority locations for public art are the Arts & Entertainment District, Howard Amon Park and the riverfront, and public buildings.
5. One key to success will be workable funding sources.
6. Richland’s expanded public art program should be City-run.
7. Stakeholders want Richland to benefit from what other cities have learned.
8. The initial public art commissions and selections should avoid controversy.
9. Final advice: involve the community!

A large public workshop opened participation to a still wider range of interested citizens. More than 60 Richland area residents attended the workshop held on January 27, 2003 to contribute their creative suggestions to help shape the Public Art Strategic Plan.

This outstanding community participation demonstrates the strong interest and emerging support for a new public art program. The results of community input are reflected in every element of Richland’s Public Art Strategic Plan.

II. Public Art: Today & Tomorrow

Richland’s Existing Public Art Collection

Although the City of Richland has never established a formal public art program, over the years the community has accumulated an array of artworks displayed in public spaces. A city-wide inventory conducted by City staff initially identified more than 40 such artworks. Some of these pieces are City-owned, and others by local institutions and a variety of private entities.¹

Artworks displayed in public places in Richland include:

- ◆ A large and diverse collection of art installed at the Richland Public Library, including relief sculptures, indoor and outdoor sculpture, paintings, murals, stained glass and portable works
- ◆ Bronze and steel sculptures installed at John Dam Plaza, Carol Woodruff Plaza and other locations
- ◆ Mosaics and outdoor sculptures at the Allied Arts Gallery
- ◆ A large exterior mural at Richland High School
- ◆ Murals on downtown business walls
- ◆ Eye-catching installations at the Washington State University campus
- ◆ Private / corporate art displayed in public places at several prominent sites

Stakeholders name as Richland’s most successful public art those pieces which are in visible locations and are therefore most familiar: the sculptures in John Dam plaza; Richland Public Library’s art collection and exhibits; and wall murals and mosaics – at Allied Arts and on private buildings.

Local observers’ most common response, however, is that Richland has too little existing public art to provide the foundation for a comprehensive, future collection. No themes or aesthetic features have been established yet to build upon. Richland’s existing public art “is not a destination”. “We’re starting from scratch”, summarizes one community leader.

It is important to recognize that, while the number of artworks in public places is growing in Richland, it does not truly represent a public art collection:

- ◆ Some of the artworks are not publicly owned, and could easily be removed or relocated to private sites.
- ◆ There is not yet a balance of various art media. Many of the existing pieces are sculptures.
- ◆ Most of the artworks have been merely placed at a location, rather than being commissioned with a particular site in mind.
- ◆ There is little interpretation of the public art that exists – no walking tour maps, interpretive signage, in many instances not even labels identifying the artist.
- ◆ There is no ongoing public art maintenance program. Several artworks have been damaged and placed in storage, with no plan for their restoration.

¹ City of Richland, Housing & Redevelopment Division, 2002.

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- ◆ Most areas of the city still have no public art. When asked to describe their favorite pieces of public art, many Richland citizens respond: “What public art?”

As a result, the community’s 40+ artworks lack unifying characteristics that would contribute to a public art collection: consistent quality standards, diversity of art media and locations, recurring themes, durable materials, etc. This underscores the need for a well conceived and well organized public art program.

Public Art in the Future – Community Vision

Through a process of planning, public workshop, surveys and interviews, more than one hundred citizens have helped shape the community’s shared vision for a new public art program in Richland. Together, these participants articulate the need for a public art program to complement other important public and private initiatives: for the downtown, Arts & Entertainment District, Howard Amon Park and the riverfront.

The shared vision of key stakeholders and other citizens is for Richland to prepare the solid framework that is necessary to build a lasting public art program. Their formula includes four steps:

1. Adopt the Public Art Strategic Plan.
2. Gain public support for the public art program.
3. Secure funding sources.
4. Commission new artworks for public places.

While Richland has already accumulated more than forty artworks in public places, the goal is to build a coordinated, organized public art collection as a key element of the community’s heritage. The community’s shared vision is for art of high quality, installed at the most visible sites, and appealing to local residents and visitors alike.

The community desires Richland’s public art collection to be diverse, including: permanent and temporary art; sculpture, paintings and other media covering a wide range of sizes, styles and themes; art placed at outdoor and indoor locations; art integrated into the design of local buildings and parks; and opportunities for youth participation.

Consensus among participants is that Richland’s public art collection should focus on fewer, high quality pieces. These observers want the collection to become a “showcase” to attract visitors and bolster community pride – a suitable subject for a future Sunset magazine feature. The centerpieces should be “remarkable artworks”, perhaps even rivaling Maya Lin’s memorial in Washington, D.C. This focus on few, better pieces would also help avoid a “cluttered” look.

The area’s history and pre-history are often mentioned as important subjects or themes for Richland’s future public art collection: including geologic pre-history, archaeological findings, cultural and historical references, and the Manhattan Project: “Who we are and what we stand for”. As one local resident suggests, “Use art to tell our story”.

Richland community leaders and other stakeholders also think it is important to take cues from similar-size cities which already have successful public art programs in place.

Additional elements of the collective vision for Richland’s future public art program:

- ◆ A diverse public art program that is open to various art media, a wide range of locations and expressions
- ◆ Art integrated into the planning for new public buildings: e.g., exhibit spaces in new City Hall and expanded public library
- ◆ A range of art displayed outdoors, especially along the river, capitalizing on the location of Allied Arts’ annual show

- ◆ Art that is attainable and affordable.
- ◆ Art that is interesting to all citizens, with cross-generational appeal, including children’s art and artworks, events which appeal to children – such as the Chalk Art Festival, and places to display children’s art

Context for Public Art

A public art program provides a natural complement to Richland’s already well developed artistic and cultural heritage. Through a partnership between the business community and the City of Richland, a major effort is underway to revitalize the downtown – redeveloping infrastructure and streetscape.

At the same time, Richland is developing Howard Amon Park, a large green space that overlooks the Columbia River and accommodates recreation activities and outdoor events. The newly redesigned park, adjacent to the downtown, has become central to community life – Richland’s “living room”. A new community center in the park provides a stunning venue for a range of events, performances and exhibitions. The Allied Arts Gallery is located just around the corner, and the annual Allied Arts Sidewalk Show is also held in the park.

The Tri-Cities population has experienced steady growth, and its combined numbers are now approaching the size of a major city – nearly 200,000 (see below).

Population (2001 Estimate)	
City of Richland	39,350
Benton County	144,800
Tri-Cities MSA*	195,200
* Richland, Kennewick, Pasco	

Within the Tri-Cities area, Richland has long been considered as the cultural center. There are already dozens of volunteer arts and cultural organizations and institutions, some of which date back to the earliest days of the city. The Three Rivers Arts and Entertainment District has been designated as a focal point for Tri-Cities arts and cultural activities, and redevelopment of the District is underway.

A contributing factor in Richland’s strong tradition of arts and culture is the community’s highly educated workforce. Nearly all of the top ten employers hire predominantly scientific and technical professionals who have post-graduate educations (see below). By necessity, the community has evolved high educational standards and values.

Richland is also well positioned to become a home base for visitors exploring the emerging Columbia Valley wine country, which lies on the same latitude as the great Burgundy and Bordeaux regions of France – with rich soil and perfect climate for growing wine grapes. The region has been “discovered” by the world’s wine industry. The Columbia Valley is now home to 30,000 acres of wine grapes – and 98% of Washington’s vineyards! The wineries are expected to attract thousands of middle / upper income visitors each year – visitors who would also be drawn to regional art and cultural attractions.

Top Ten Employers	
Fluor Hanford, Inc.	4,011
Pacific Northwest National Laboratory	3,119
Bechtel National, Inc.	3,000
CH2M Hill Hanford Group	1,464
Energy Northwest	1,177
Richland School District	1,149
Framatome ANP	1,177
Kadlec Medical Center	1,000
Fluor Federal Services, Inc.	784
Bechtel Hanford, Inc.	702
Fluor Hanford, Inc.	4,011

In the future, still more travelers from across the Pacific Northwest and the nation are expected to be visiting the newly federally designated Hanford Reach Interpretive Center.

As many observers in Richland are beginning to notice, it's all here – the only thing missing is public art! Many participants cite examples of successful public art in other cities. However, despite the absence of artworks, Richland is viewed as a well-planned community, providing excellent opportunities for public art.

Public Art Program Goals

The purpose and goals for Richland's public art program are outlined below.

Purpose

The purpose of Richland's public art program is to introduce a wide range of high quality public art into the community, enhancing the civic environment and enriching the lives of residents and visitors.

Goals

Goals for the Richland public art program:

- ◆ Provide a public art program framework which ensures artistic excellence and opportunities for community engagement.
- ◆ Focus on priority sites with high public visibility.
- ◆ Develop a collection of public artworks representing the full range of art media, and sharing strong aesthetic form and content.
- ◆ Reflect the diversity of the community, its history, culture and goals.
- ◆ Engage residents and visitors with both permanent and temporary artworks.

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- ◆ Display and interpret the public art collection in a manner that ensures artworks are accessible to citizens of all ages and mobility ranges.
- ◆ Contribute to downtown and neighborhood revitalization and redevelopment efforts.
- ◆ Attract visitors to Richland, enhancing the quality of their time spent in the community, and inducing longer stays and repeat visits.
- ◆ Encourage community understanding of and dialogue about issues raised by artists in their public work.
- ◆ Provide opportunities for local regional, national and international artists of diverse artistic and cultural perspectives to work within the community.
- ◆ Encourage early collaboration among artists, architects, engineers, and owners in the design of public and private facilities and spaces.
- ◆ Ensure appropriate cataloguing and ongoing maintenance of Richland’s public art collection.
- ◆ Provide educational materials and activities about the public art collection, and incorporate public art as an element of community education.

III. Managing Richland’s Public Art Program

Public Art Priorities

A strategic plan for Richland’s fledgling public art program should be truly strategic. It’s not possible to “do it all” in the first years. The community must make choices, pinpointing those actions which will be crucial to the public art program’s successful implementation.

Community participation has demonstrated strong interest in moving ahead to make public art a priority. Community leaders and residents see public art as a timely complement to the significant investment that Richland is already making in community revitalization. As an amenity appreciated by local residents and visitors alike, public art can play a role in the community’s economic diversification.

The following highlights describe key elements of the public art program desired by Richland’s community leaders and citizens.

Richland Public Art Program – Key Features

Diverse Art Offerings	Expand the City’s collection, choosing a range of high quality artworks representing a variety of art media, sites and expressions.
Initial Focus	Concentrate the City’s artworks to leverage other public / private projects. Collect fewer, better pieces.
Opportunity Sites	Install initial artworks at locations most visible and accessible to Richland citizens and visitors. Priority sites include: Arts & Entertainment District, Howard Amon Park / community center, Riverfront trail, Columbia Point.
Sustainable Funding	Enact a City percent for art program to gradually incorporate art into City facilities. Adopt additional public and private sources to secure a stable funding base. Public funding is the foundation for any public art collection.
Richland Arts Commission	Appoint a citizen commission to oversee the public art program. The Commission will curate the City’s art collection, manage the public art funds, approve selection of artworks, and advise City Council.
Staffing	Assign existing City staff to launch the new program. As the program grows, recruit a full-time Public Art Director.
Policies and Guidelines	Establish policies to guide the public art selection / procurement process.
Partnerships	Form alliances to expand the City’s public art initiatives: with Allied Arts, local performing arts groups, Washington State University, Columbia Basin College, others

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Communications	Develop interpretive signage for Richland’s public art collection, along with a self-guided tour brochure and other materials. Conduct a public education campaign: using public meetings, newspaper, television and community access cable. Convene public forums, inviting Richland citizens to meet visiting artists.
Affordable Artworks	Focus on fewer, better pieces, while saving room in the public art program for some “shoestring budget” items to continue momentum between the occasional larger projects.
Ongoing Maintenance	Establish a program for ongoing maintenance of the City-owned public art collection. Complete the inventory and assess condition of existing public art. Identify maintenance needs, and create a program and fund for maintenance of future artworks. Restore and reinstall artworks currently in storage.
Future	Identify long-term opportunities to extend public art beyond the Arts & Entertainment District, riverfront and downtown. Examples: prominent neighborhood sites, parks, public schools, city gateways.

Funding Strategies

The success of a new public art program hinges on adequate, reliable funding. Richland wants its public art program to be supported through a blend of public and private funding methods and mechanisms. The goal is to create a portfolio of funding sources, which together can sustain in perpetuity the community’s gradually expanding public art collection.

Initially, funding mechanisms for Richland’s public art program will include:

- ◆ ~~A percent for art program covering the City of Richland’s construction and renovation of public facilities, parks, and selected capital improvement projects in the “built environment” that are used by citizens and are visible and accessible to the public. The percent for art program would also apply to the price of purchased facilities and their remodeling costs.~~
- ◆ ~~Incentives that encourage private development projects to dedicate a percentage of their construction costs for public art. (Some incentives are already in place: public art is already eligible for the City’s Improvement Grant Program.)~~
- ◆ ~~A five year commitment of fifty cents per capita from the City General Fund, providing the seed money for the startup of Richland’s public art program. (This program could be renewable, if deemed a success by policymakers.)~~
- ◆ Financial contributions and gifts by corporations and private individuals for artworks to be displayed in public places. Examples might include: Hanford contractors asked to commission / contribute significant new artworks to be installed in public places; and a mechanism created to generate financial contributions from private citizens, who would underwrite individual artworks.
- ◆ Grants from private foundations, state and federal sources.

Proceeds from these funding sources would be deposited and held in Richland’s Public Art Trust Fund. Details of the funding mechanisms are described more fully in the Policies and Guidelines (see below and in the Appendix).

Policies and Guidelines

To establish and operate the community’s public art program, the Richland City Council will create the Richland Arts Commission and adopt funding measures and other policies to support the Commission’s mission.

The Richland Arts Commission will be responsible for carrying out the details of the public art program, with final decision authority resting with City Council. The Commission will serve as curator for the public art collection, manage the Public Art Trust Fund, oversee selection of artworks, and advise City Council on all matters related to public art. The Arts Commission will also replace the Parks and Recreation Commission’s Standing Committee on Public Art, which currently has limited duties in this area.

Professional staffing for Richland’s emerging public art program will be provided initially from existing City staff. A current staff member will be assigned to serve as part-time Public Art Director. Additional part-time support will also be provided by the City of Richland.

As the program expands, the intent is to recruit a full-time Public Art Director. Funding mechanisms will provide for additional staff as the public art program grows.

Recommended policies and guidelines have been developed for Richland’s new public art program. These policies and guidelines:

- ◆ Create the Richland Arts Commission.
- ◆ Assign the Commission authority and responsibility for the public art program.
- ◆ Establish a Public Art Trust Fund.
- ◆ Provide for professional staffing.
- ◆ Define procedures for selecting and managing artworks.

The accompanying document establishes public art program policies initially for these topics:

- ◆ ~~Percent for Art Funding~~
- ◆ ~~Art in Private Development~~
- ◆ Donations
- ◆ Re-siting and De-accessioning of Artworks

Guidelines are outlined for:

- ◆ Richland Arts Commission
- ◆ Conflict of Interest
- ◆ Selection Panels
- ◆ Selection Criteria

- ◆ Inventory, Management and Maintenance

The recommended Policies and Guidelines for Richland’s Public Art Program are detailed in an Appendix to this report.

IV. Implementation Action Plan

This section identifies implementation steps for Richland’s Public Art Strategic Plan. The action plan covers three time periods: immediate (2003); three years (2003-2005); and four years and beyond (2006 +).

Immediate (2003)

The most important step is *getting started*. Immediate priorities for implementation of Richland’s public art program include key tasks to organize and fund the program, as well as commissioning the first artworks.

First year activities / actions for the public art program include:

- A. Establish and appoint the Richland Arts Commission, to oversee the art selection process and administer the trust fund. This is the most important step, symbolizing the community’s commitment to a public art program.
- B. Assign professional staff: a City staff member to serve as part-time Public Art Director, along with part-time administrative support.
- C. Gain public support for the public art program, publicizing the new program and continuing to involve citizens.
- D. ~~Enact percent for art and other funding sources.~~ Establish the Public Art Trust Fund to steward public art monies. Public funding is the foundation for any public art program.
- E. Adopt an art selection / procurement process that assures the first artworks will represent high quality and the best artistic values.
- F. Commission the first pieces of public art for key opportunity sites.

**Richland Public Art Strategic Plan
Action Plan (2003)**

- ✓ Establish and appoint the Richland Arts Commission.
- ✓ Assign professional staff.
- ✓ Gain public support for the public art program.
- ✓ Enact funding sources.
- ✓ Adopt an art selection / procurement process.
- ✓ Commission / purchase first public artworks.

These immediate actions are further detailed in Section III and in an Appendix (*Public Art Policies and Guidelines*).

Three Years 2003–2005

Mid-term priorities for Richland’s public art program are identified for 2003 through 2005. Activities / actions include:

- ◆ Seek opportunities to introduce public art into other public projects and private initiatives: Public Library, City Hall and other upcoming projects.
- ◆ Develop interpretive signage for Richland’s existing public art, along with a self-guided tour brochure and other materials.
- ◆ Conduct a public education campaign to raise the level of awareness about public art. Convene public forums, inviting Richland residents to meet artists involved in public art commissions.
- ◆ Complete the inventory of Richland’s existing public art.
- ◆ Identify maintenance needs, and create a program and fund for maintenance of future works. Repair and reinstall stored artworks.

Four Years and Beyond (2006)

Long-term priorities for Richland’s public art program have also been identified, for 2006 and beyond. Activities / actions include:

- ◆ Extend public art beyond the initial priority sites.
- ◆ Seek opportunities to introduce public art in neighborhoods, parks, public schools and at community gateways.
- ◆ Forge a link with Kennewick and Pasco, and pursue collaborations to further public art objectives and benefit the entire Tri-Cities region.

V. Appendices

- ◆ Acknowledgements
- ◆ Public Art Policies and Guidelines
- ◆ Catalog of Art in Richland

Acknowledgements

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Stakeholder Interviews

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Joel Rogo, Public Facilities District, Tri-Cities Academy of Ballet, Mid-Columbia Ballet
Burt Vaughn, Public Facilities District, Performing Arts Task Force
Mindy Strong, Arts & Entertainment District Planning Committee
Artis Vaughn, Parks & Recreation Subcommittee
Kim Welsch, Housing & Community Development Advisory Committee
Bill Allen, Richland Players Theater
Gloria Cummins, Richland Players Theater
Marion Goheen, Allied Arts
Carmon Kimbell, Richland Light Opera
Marjorie Kunigisky, Ye Merrie Greenwood Players
Gwen Leth, CREHST
Nancy Messner, Allied Arts
Ken Pointer, Mid-Columbia Symphony, Battelle Business Center for the Arts
Kendall Smith, Academy of Children's Theater
Wayne Suggs, Richland Public Library
Penny Walder, Allied Arts Gallery
LoAnn Ayers, Washington State University
Bill McKay, Columbia Basin College
Janet Brinkerhauf, Kadlec Medical Center
Jo Brodzinski, Seth Ryan Winery
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City of Richland

John Fox, City Council
Jerry Greenfield, Mayor Pro Tem
Larry Haler, City Council
Rita Mazur, City Council
Carol Moser, City Council
Rob Welch, City Council
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