

## PRIVATE DEVELOPMENT AND PUBLIC ART

Embracing a tradition that started in the 1940s, Richmond now proudly showcases more than 300 works of public art across city buildings, parks, streetscapes, and memorials. Incorporating public art enhances Richmond's businesses and public spaces by using artist-designed work in a variety of styles and forms. While most projects initiated by the City's Public Art Program are linked to one and one half percent (1.5%) capital improvement projects, the one Percent-for-Art (1%) for private developer's policy gives private developers an opportunity to connect their new projects with the public spaces around them. The one percent fee for new private development projects over \$500,000 encourages developers to integrate local artist-designed, publicly accessible works of art at their sites and helps enhance and improve Richmond's cultural, aesthetic, and economic value.

The Ridgeline Property Group's Pinole Pointe project embodies the power of community and collaboration. In February 2021, the private developer reached out to the City with an interest in celebrating local talent with an art commission for a new development. Richmond's Arts and Culture Commission and Public Art Advisory Committee, along with the Ridgeline Property Group, held an extensive selection process to commission a sculptor to cast a full-scale life-sized osprey bird on a branch. The osprey is the official bird of Richmond and the panel selected Richmond-based artist, Ron Holthuysen of Scientific Arts Studio (SAS) for the project.

**"When we started the Pinole Pointe project, we knew we wanted to work with a local artist to create a unique art installation reflective of the San Pablo Bay heritage of our project site. City of Richmond Arts and Culture Manager, Winifred Day, helped us cast a vision for the artwork, an Osprey Bird sculpture, and work through the Percent-for-Art process with the Richmond Arts and Culture Commission and Richmond Public Art Advisory Committee to select and contract a best-in-class local artist to realize that vision. We are grateful for the experience and teamwork by all involved, including Melissa Kirk and Tom Herriman. Artist Ron Holthuysen and the SAS team are very talented. We're excited the public can enjoy the incredible Osprey Bird sculpture for many years to come."**

- Steve Arthur, Partner, Ridgeline Property Group



Scientific Art Studio's team inspecting the stainless-steel internal support structure



Current state of work in progress

To incorporate public art into a private development project, contact Winifred Day, Arts and Culture Manager at [Winifred\\_Day@ci.richmond.ca.us](mailto:Winifred_Day@ci.richmond.ca.us) early in the development process.

### About the project:

Being part of the Richmond community since 2005, I was honored and excited to get selected out of a group of 3 artists for this project.

The Osprey is a bird that was on my list of "would like to do" sculptures. By pure coincidence, I also had to sculpt a life-sized Osprey for a European public art project with Mark Dion. So, my mind and daily focus was "Osprey" for the past several months.

The sculpture originally was envisioned to be executed in cast silicone bronze. I felt that the characteristics of bronze did not really work for an Osprey. In bronze, with its brown and golden colors, the piece would almost certainly give the impression of a Golden Bald Eagle, so I suggested using stainless steel instead.

Our team of artists has extensive experience with direct hand forming and shaping of steel and bronze materials. Stainless steel would give us what we needed to express the essence of Osprey. After discussions with the Arts and Culture Commission and the Developer, the choice of stainless steel was agreed upon.

Not only is the choice of 316L Stainless steel helping with the color perception of the animal, it also gives us great freedom to achieve the dynamic gesture of a bird of prey descending on an unsuspecting fish.

### About working with the City of Richmond and Ridgeline:

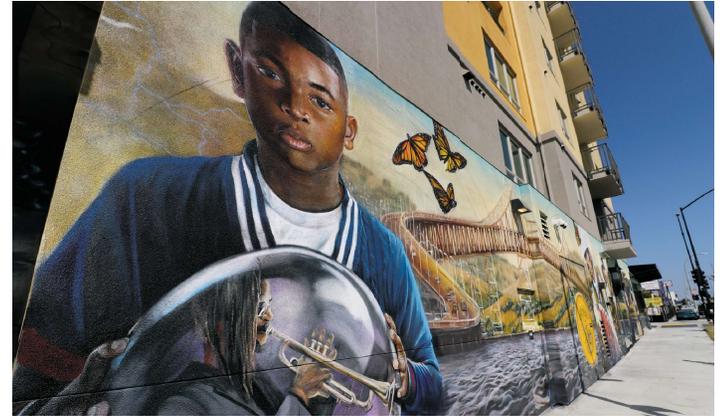
I must say that the collaboration with both Ridgeline and the City of Richmond Arts and Culture Commission on this sculpture project has been a very positive one.

Everyone was focused on a high-quality outcome and has shown great flexibility in the creative process. While public art creation is inherently a somewhat bureaucratic process, Winifred Day and her Arts and Culture Commission team made the path for this project as smooth as possible.

Steve Arthur of Ridgeline is an enthusiastic partner who gives us great feedback and at the same time allows us the freedom that artists require to create their art.

The working relationships have created an environment that demonstrates a desire to achieve a high level of workability which empowers artists to do their best work.

### Art revitalizing Richmond



Nevin Terrace mural (Artist: Jeff Carnie. Photo Credit: KCRT)



Eel Grass sculpture, title Changing Tide. (Artist team: Jeff Reed and Jennifer Madden)



Mural Sculpture, title: Regeneration, 2021-22. (Artist team, Last Ones Collective in Collaboration with Richard Salazar)