

CITY OF HAMILTON

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO: Mayor and Members General Issues Committee	WARD(S) AFFECTED: WARD 2
COMMITTEE DATE: September 6, 2012	
SUBJECT/REPORT NO: New Public Art Installation on York Boulevard (PED12148) (Ward 2) (Outstanding Business List Item)	
SUBMITTED BY: Tim McCabe General Manager Planning and Economic Development Department	PREPARED BY: Ken Coit (905) 546-2424 Ext. 6281
SIGNATURE:	

RECOMMENDATIONS

- (a) That \$50,000 from the Public Art – James and Hunter Capital Account 7101058700 be reallocated to the Public Art Capital Account 7101058705 to be used for the completion of a public art project to be located on the York Boulevard sidewalk in the area outside the easterly entrance to the Hamilton Farmers’ Market;
- (b) That \$50,000 from the Public Art – Main and Queen Capital Account 7101058701 be reallocated to the Public Art Capital Account 7101058705 to be used for the completion of a public art project to be located on the York Boulevard sidewalk in the area outside the easterly entrance to the Hamilton Farmers’ Market;
- (c) That the Public Art – Main and Queen Capital Account 7101058701 be closed.

EXECUTIVE SUMMARY

This report responds to Council's direction to review the feasibility of undertaking a public art process for a new public art installation to be located on the York Boulevard sidewalk in the area outside the easterly entrance to the Hamilton Farmers' Market (Market).

It is feasible to undertake a public art installation in this location that will identify the location of the Market and express the spirit and qualities of the Market to passing motorists and pedestrians. Such an installation will help to create a sense of place in the Market area, enhancing the Market's appeal as a unique shopping destination. The costs for this public art project can be sourced from existing capital accounts for public art in the Downtown.

Alternatives for Consideration – Not applicable.

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial:

Tourism and Culture staff in consultation with Urban Renewal, Public Works and Community Planning and Design staff have determined that \$100,000 can be reallocated from existing capital accounts to fund a new public art project on York Boulevard near the Market. This funding can be transferred from two downtown public art projects, \$50,000 from a project at James and Hunter Streets (Capital Account 7101058700), and an additional \$50,000 from a project at Queen and Main Streets (Capital Account 7101058701).

A budget of \$200,000 is currently allocated for a public art project at James and Hunter Streets. A preliminary review of the area determined that there were many opportunities for public art of different scales and types in this location. Given the flexibility of opportunities at this site reducing the project budget to \$150,000 would still allow for a significant public art work(s) at this location. Therefore \$50,000 may be reallocated from this budget to a public art project near the Market.

It was determined, through preliminary planning, that a proposed project at Queen and Main Streets had limited opportunity to achieve its goal as a gateway to downtown being limited in size by the small budget and small site in a location that would require a larger work to have any impact. This project was, therefore, scheduled to be cancelled and alternate sites determined through the Downtown Secondary Plan Review and the Strathcona Secondary Plan. Stakeholders for this project have been contacted by

Urban Renewal staff and had no concerns with the cancellation. The \$50,000 allocated to this project may, therefore, be reallocated.

Staffing:

There are no staffing implications associated with the recommendations of Report PED12148.

Legal:

There are no legal implications associated with the recommendations of Report PED12148.

HISTORICAL BACKGROUND

At its meeting of March 28, 2012, Council approved item 10.1 (i) of the Emergency and Community Services Committee Report 12-003, which reads as follows:

- (a) That staff be directed to review the feasibility of undertaking a public art process for a new public art installation to be located on the York Boulevard sidewalk in the area outside the easterly entrance to the Hamilton Farmers' Market to identify the location of the Market and express the spirit and qualities of the market to passing motorists and pedestrians and report back to Committee.
- (b) That staff be directed to investigate the reallocation of current monies allocated for downtown public art projects to a public art project for the Market and report back to Committee.
- (c) That staff work in consultation with the Farmers' Market Stallholders with respect to what may be included in such a design.

POLICY IMPLICATIONS

There are no policy implications associated with the recommendations of Report PED12148.

RELEVANT CONSULTATION

Consultation has taken place with staff from the following Divisions:

Market Manager, Hamilton Farmers' Market, Community Services Department

Manager and Planner, Urban Design, Community Planning and Design, Planning and Economic Development Department

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Manager and Coordinator, Urban Renewal Initiatives, Urban Renewal, Planning and Economic Development Department

Senior Project Manager, Design, Environment and Sustainable Infrastructure, Public Works Department

Supervisor, Landscape Architectural Services, Environment and Sustainable Infrastructure, Public Works Department

In order to determine the goals and themes for the public art work, stakeholder consultation will occur which will include the Market Stallholders. It is also anticipated that a representative of the Market Stallholders will be on the jury evaluating the artists' proposals.

ANALYSIS / RATIONALE FOR RECOMMENDATIONS

Tourism and Culture staff in consultation with Farmers' Market, Community Planning and Design, and Public Works staff have determined that one medium-sized or a series of smaller public art works can be accommodated on the sidewalk in the vicinity of the east entrance to the Hamilton Farmers' Market. Although space on the public sidewalk in this area is limited, it was determined that there was an opportunity to locate public art in one of the following three areas.

1. An area 1.5m to 2.5m wide and 20m long located between the clear path of the sidewalk and the south curb of York Boulevard between MacNab Street and the centre of the Library/Market façade. This area is not designated as part of the outdoor Market area due to its width and slope.
2. The existing planting area at the Southeast corner of MacNab Street and York Boulevard.
3. An area approximately 4.0m x 10.0m in size located between the clear path of the sidewalk and the City Centre façade just east of MacNab Street.

Tourism and Culture Staff will continue to consult with Public Works staff during the development of the Request for Proposals document to identify any issues such as required clearances to existing street features to allow for snow clearing and locations of underground services to ensure artists are aware of the site constraints before making submissions.

ALTERNATIVES FOR CONSIDERATION

Not applicable.

CORPORATE STRATEGIC PLAN

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability,

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3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development,
6. Environmental Stewardship, 7. Healthy Community

Growing Our Economy

- ◆ A visitor and convention destination

Healthy Community

- ◆ Plan and manage the built environment

APPENDICES / SCHEDULES

N/A

KC:ro