



Hamilton

INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	May 7, 2014
SUBJECT/REPORT NO:	Public Art Master Plan and Program - Annual Update (PED14088) (City Wide)
WARD(S) AFFECTED:	City Wide
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SUBMITTED BY:	Neil Everson Acting General Manager Planning and Economic Development Department
SIGNATURE:	

Council Direction:

At its meeting of February 25, 2009, Council approved Item 3(e) of the Emergency and Community Services Committee Report 09-003, which reads as follows:

That staff be directed to report to the Emergency and Community Services Committee respecting the status of the Public Art Master Plan implementation process and recommendation on an annual basis (Public Art Master Plan CS09020) (Item 7.1).

After the creation in February 2012 of the Tourism and Culture Division in the Planning and Economic Development Department it was determined by Council that the Public Art Master Plan Annual Update be reported at the General Issues Committee.

Information:

Program Update

This is the fifth update on the Public Art Master Plan and Program since the approval of the Public Art Master Plan by Council in February 2009. The last update was received by the General Issues Committee on April 17, 2013.

Purpose of the Public Art Master Plan

The Public Art Master Plan is primarily intended to identify and prioritize potential sites and opportunities for new public art within the City and to provide principles and guidance for their implementation. It was developed in consultation with City staff,

internal and external stakeholders and the public. It is to be a living document, evolving in accordance with changes in urban development, community needs and policy.

Project Updates

Appendix A to Report PED14088 provides a detailed account of the status of public art projects since approval of the Master Plan in 2009 to April 2014. This list provides a quick overview:

Projects Currently in Progress

One project is in the **construction phase**:

1. Battlefield Park – Ward 9

Two projects are in the **adjudication phase**:

1. Farmers' Market District – Ward 2
2. Carter Park Mural – Ward 2

Two projects are in the **Call for Artists phase**:

1. Fieldcote Walkway – Ward 12
2. Dundas Driving Park Phase 2 – Ward 13

One project is in the **community consultation phase**:

1. Ward 1 Public Art Project – Ward 1

Seven projects have **confirmed budgets and commitments in place**:

1. Waterdown Memorial Hall – Ward 15
2. King William Art Walk – Ward 2
3. James North GO Station – Ward 2
4. West Hamilton Rail Trail – Ward 1
5. James Street South Mural Replacement – Ward 2
6. Music themed Bike Racks – Ward 1
7. Central Memorial Recreation Centre Murals – Ward 2

One project is **pending approval** by the General Issues Committee on May 7, 2014:

1. Public Art Piece Honouring L.M. Alexander – Report PED14089

Identified Projects

Eight priority projects have been identified in the Public Art Master Plan, planning documents, neighbourhood strategies or as a ward specific initiative. It is anticipated that projects will be implemented as funds become available through the annual block funding from the Capital Budget or other project specific budgets. Projects are planned to occur from 2015 through 2017.

1. Pan-Am Games at Tim Horton's Field – Ward 3
2. Pedestrian Crossing at the QEW and Waterfront East (The Hamilton Waterfront Trail and the Hamilton Beach Recreation Trail) (combined project) – Ward 5

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3. Waterfront West – Ward 2
4. Gage Park – Ward 3
5. York Boulevard – Dundurn to Bay – Wards 1 and 2
6. Hamilton City Hall – Ward 2
7. Gore Park (2 phases) – Ward 2
8. James Street at Hunter Street – Ward 2

Potential Projects Under Study

Three projects are in the initial planning phase to determine scope, feasibility and funding:

1. Transit shelters and infrastructure for the B-Line and A-Line transit corridors – Wards 1, 2, 3, 4, 5, 7, 8, 9 and 11
2. North End Traffic Management Plan – Ward 2
3. Beasley Park – Ward 2

Completed Projects

Twelve projects have been completed:

1. King William Art Walk Banners – Ward 2
2. Dundas Driving Park - Phase 1 – Ward 13
3. North Wentworth Twin-Pad Arena Mural – Ward 15
4. King William Art Walk Benches – Ward 2
5. James Street North Seating – Ward 2
6. James Street North Bench – Ward 2
7. James Street North decorative paving – Ward 2
8. Hamilton Police Service Central Station/Art Walk – Ward 2
9. Installation of donated Conrad Furey painting at the Hamilton Farmers' Market – Ward 2
10. Locke Street – Ward 1
11. MacNab Street Pedestrian Underpass Youth Mural – Ward 2
12. East Kiwanis Place on Ottawa Street – Ward 4

Cancelled Projects

1. Frankie “Venom” Kerr themed Public Art – Ward 1

At the request of the family of Frankie Kerr and as a result of consultation before a public meeting held on April 17 this project as it relates to the theme of the musical legacy of Frankie Kerr has been cancelled. It is still to be determined if Ward 1 area rating funding is still available for public art with a new theme.

2. Binbrook Community Parkette Public Art – Ward 11

Having reviewed all of the proposals, the competition themes, the Parkette design and the results of the public consultation, the members of the Binbrook Art Competition Jury concluded that none of the proposals adequately addressed current community priorities. The jury recommended that the project not proceed and the competition closed as of May 2013. Funding provided to Public Art was returned to the Binbrook Parkette project budget.

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Projects are prioritized based on a number of factors including:

- Inclusion in the 2009 Public Art Master Plan;
- Inclusion in other planning documents such as master plans, secondary plans and neighbourhood strategies;
- Geographic distribution across the City;
- The availability of funding from public art accounts, project accounts, Area Rating or third-party partners;
- Timing considerations;
- Providing a diverse range of opportunities for artists and the needs of the arts community; and,
- Council direction.

In addition to implementing public art projects, a number of public art initiatives have been undertaken since the last Master Plan Update in 2013 including:

- Creation of templates and contracts to implement the new Public Art Call for Artists Policy (approved at General Issues Committee October 3, 2012) that allows for a more efficient and flexible method to acquire public art. All documents required approval by staff in Legal Services;
- Developing Terms and Conditions for the use of the Downtown Public Art Reserve as part of Urban Renewal Section's Financial Incentive Program.
- Producing documentation as required by Procurement staff to formally cancel the Binbrook public art call;
- Implementing the Constant Contact electronic newsletter management system for Public Art communication;
- Working with the Graffiti Management Program to explore if Public Art can be involved with their community approach; and,
- Continuing participation on Neighbourhood Development Strategy teams to incorporate public art into community-led neighbourhood improvement initiatives such as Carter Park.

Financial and Staffing Update

In 2013, \$148,288 was spent to implement public art projects including contract, artist fees, fabrication, installation, maintenance and selection process costs. The current and forecasted Public Art budgets are listed in the following two charts.

Public Art Program Funds	
Available Funds	Amount (\$)
Capital Account 7101058705 (As of December 31, 2013)	525,092
2014 Capital Allocation (GIC December 11, 2013)	71,000
Reserve Fund 108044 (As of December 31, 2013)	306,927
Total Funds Available	903,019

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Anticipated Financial Status of the Public Art Program		
Implementation Phase	Available Funds (\$)	
	Public Art (Capital and Reserve)	Other Source (Master Plans, Area Rating, etc.)
Currently Available (As of January 1, 2014)	903,019	847,500
Required to complete projects currently in progress (2014-2015)	-781,000	-622,500
Balance Remaining for Identified Projects (2015-2017)	122,019	225,000
Required for Identified Projects (2015-2017)	-995,000	-225,000
Deficit for Identified Projects (2015-2017)	-872,981	0

At present, funding for City of Hamilton public art projects exists primarily through three funding sources:

1. Annual Block Funding

From 2007 to 2010, the annual financial allocation for public art projects from the Capital Budget was \$250,000. No funding was provided in 2011. In 2012, \$191,000 was provided and \$182,000 in 2013. For 2014, \$71,000 has been approved. The reduced amount allows staff in the Tourism and Culture Division to catch up on past year's budget contributions.

2. Capital Project Budgets

Several Master Planning and Capital Improvement Projects led by other City Departments have identified a need for the inclusion of public art, and internal partnerships continue to be built to this end. Public art at Battlefield Park and the Carter Park Mural are examples of how cohesive internal planning can help broaden a project to include public art, and heighten the overall impact of the development.

3. Area Rating

A new source of Public Art funding is from Area Rating. Currently there are four projects that will be partially or fully funded through Area Rating: Ward 1 Public Art Project, West Hamilton Rail Trail, Central Memorial Recreation Centre Murals, and Music themed bike racks. Through their financial backing, Councillors are able to recognize and support community based projects and/or enhance Ward specific initiatives.

Downtown Public Art Reserve

In February 2012, Council approved the creation of a Downtown Public Art Reserve (FCS12015). This Reserve is funded through voluntary contributions based on Dollar for Dollar exemption in Development Charges for eligible developments within the Downtown Hamilton Community Improvement Project Area (DHCIPA). As of March 2014, the Reserve had a total balance over \$400,000, of which \$356,231 are deferred contributions. The Terms and Conditions for the Use of the Downtown Public Art Reserve Fund will be brought forward for approval Q2 2014 at the General Issues Committee.

Public Art Master Plan Review

Public Art Master Plan Recommendation 22 states: Review and update the Public Art Master Plan every three years.

Tourism and Culture Division staff implemented changes to the Public Art Call for Artists policy in 2013 as they had been identified in a review of the procurement aspects of public art in 2012. In 2014, a full review of the Public Art Master Plan will take place. This review will: evaluate the success of implementing the plan and recommendations to date; revise or develop recommendations to maximize the quality, impact and process of the Public Art Program. This will be achieved through a review of the following:

1. Ongoing and new funding mechanisms;
2. Determining the area and scope for new public art projects; and,
3. Other issues identified through consultation.

Consultation with the public, stakeholders and City staff will be an integral part of this review.

Public Art Program Background

Definition of Public Art:

Cities around the world are increasingly realizing the economic and social benefits, and quality of life enhancements that flow from creativity and investment in culture and the expression of a community's culture through mediums such as public art. In addition to bringing vibrancy to a city's public spaces, public art is a tremendous source of civic pride and conveys the identity and cultural image of a city to its residents and visitors.

Public Art is defined by the City of Hamilton as:

Art created by artists or in collaboration with artists through a public process and existing in publicly accessible City property. The process is a City led formal selection method; whereby, artists are invited to share their vision to enhance public places through the medium of art for the benefit of all residents and visitors.

The principles of the Public Art Program include:

- Encouraging new ideas and reflecting a variety of artistic expression;
- Demonstrating excellence in creativity and design;
- Reflecting community history; and,
- Creating Public Art through an open and transparent process.

Examples of Public Art could include the following:

Lighting, multi-media murals, street furniture, sculptures, landscape and amenity designs. Public art can be permanent or temporary in nature depending on the scope of the project and materials used. Public art can be functional, designed to be partially or fully integrated into the city's infrastructure, or commissioned to engage public space.

The Public Art Call for Artists Policy:

The current public art process is a City led formal selection method whereby artists can submit proposals to projects for select sites identified in the Public Art Master Plan and projects identified in internal planning documents.

The Public Art process involves community consultation, in the form of a stakeholder focus group and/or public meeting, to determine a theme or goals for the project. During the competition period, a public input phase allows for the public to submit comments on the finalists, either online or in select locations that are easily accessible. Selection of finalists is decided by a jury of volunteer citizens representative of a broad range of backgrounds, skills and experience.

APPENDICES AND SCHEDULES ATTACHED:

Appendix "A" to Report PED14088 – Public Art Projects Status Update, April 2014

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