



# INFORMATION REPORT

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	February 4, 2015
<b>SUBJECT/REPORT NO:</b>	Public Art Master Plan Review Update (PED15011) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
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<b>SIGNATURE</b>	

## Council Direction:

The purpose of this Report is to inform Council about the upcoming 2015 review of the City of Hamilton Public Art Master Plan as per Council approved Item 3(c) of the Emergency and Community Services Committee Report 09-003 (Council: February 25, 2009), which reads as follows:

“That staff be directed to implement the Public Art Master Plan recommendations, as shown on Appendix A to Report 09-003, as they do not have any policy or budget implications (Public Art Master Plan CS09020) (Item 7.1)

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

The Public Art Master Plan Review also aligns with the Council-approved City of Hamilton Cultural Plan Recommendation 6: Develop and animate public spaces and places (Council: October 23, 2013, PED12117(a)).

## Information:

The Public Art Master Plan (Master Plan) provides direction to the City’s Public Art Program within the operations and responsibilities of the Tourism and Culture Division.

The Master Plan is intended to be a living document with the capacity to accommodate changes in existing planning documents; incorporate directives in new planning documents; and adapt to new processes and types of public art, thus maximizing opportunities for installations throughout the City.

Staff have provided Master Plan updates by way of annual information reports to Council over the last five years. These reports (2009 through 2014) focused on the status of public art projects completed, in process, and in the planning stages.

Objectives of the 2015 Public Art Master Plan Review:

The current full review of the Master Plan will be the first since the Master Plan was passed by Council in 2009. The objectives of the review are to develop and implement a City-led, community-based consultation approach and, through these consultations, to:

1. Evaluate the success to date of implementing the 2009 Master Plan recommendations (Report CS09020: February 25, 2009).
2. Review the roles and responsibilities of the Public Art Program in physical works of community art, art created through private development and private donations installed in the public realm.
3. Evaluate, select and prioritize new sites and opportunities for public art within the city, including identification of:
  - the types of public art to be considered for each site, including permanent, temporary and integrated; and,
  - the estimated costs for each of the proposed public art projects identified.
4. Evaluate, select and prioritize suitable sites and types of public art to be funded from the Downtown Public Art Reserve.
5. Provide supporting rationale for the recommended siting, type and cost of public art projects.
6. Develop a process with respect to the memorialization of individuals, groups of people, events and causes through public art with respect to:
  - selection of the individual/group/cause/event to be memorialized; and,
  - determination of location, scale, cost and funding sources.

7. Identify the funding required to implement the revised Master Plan.
8. Review City staff resources and internal approval structure required to implement the revised Master Plan projects.
9. Address other issues identified through consultation which may include further development of City policies and procedures with respect to the financing, acquisition, placement, and conservation of artworks.

Stakeholders and Timelines:

The review will include consultation with a wide range of stakeholders, as follows:

- Members of Council;
- General public;
- An internal focus group consisting of staff from the Planning and Economic Development Department, Public Works Department, Community and Emergency Services Department and Finance and Corporate Services Department;
- An external focus group consisting of artists, arts curators, cultural programmers, community builders and past Public Art Program artists and jurors; and,
- The City of Hamilton Cultural Roundtable.

The consultation methodology will include individual interviews, focus group meetings, a web-based survey and mapping tool, and City-wide public meetings planned to take place Q1 and Q2 of 2015. The revised Master Plan is targeted to be presented for Council's consideration before the end of 2015.

KC/PM/ro