Item 7.2

PUBLIC ART MASTER PLAN REVIEW

Hamilton

Public Art Master Plan Review

PUBLIC ART MASTER PLAN REVIEW

- The current Public Art Master Plan was approved by Council in 2009.
- This review will identify 10-15 new priority public art sites or projects for implementation over the next five years.
- This review will evaluate the vision and principles of the plan and identify any new opportunities for policies and procedures that would improve the public art program.

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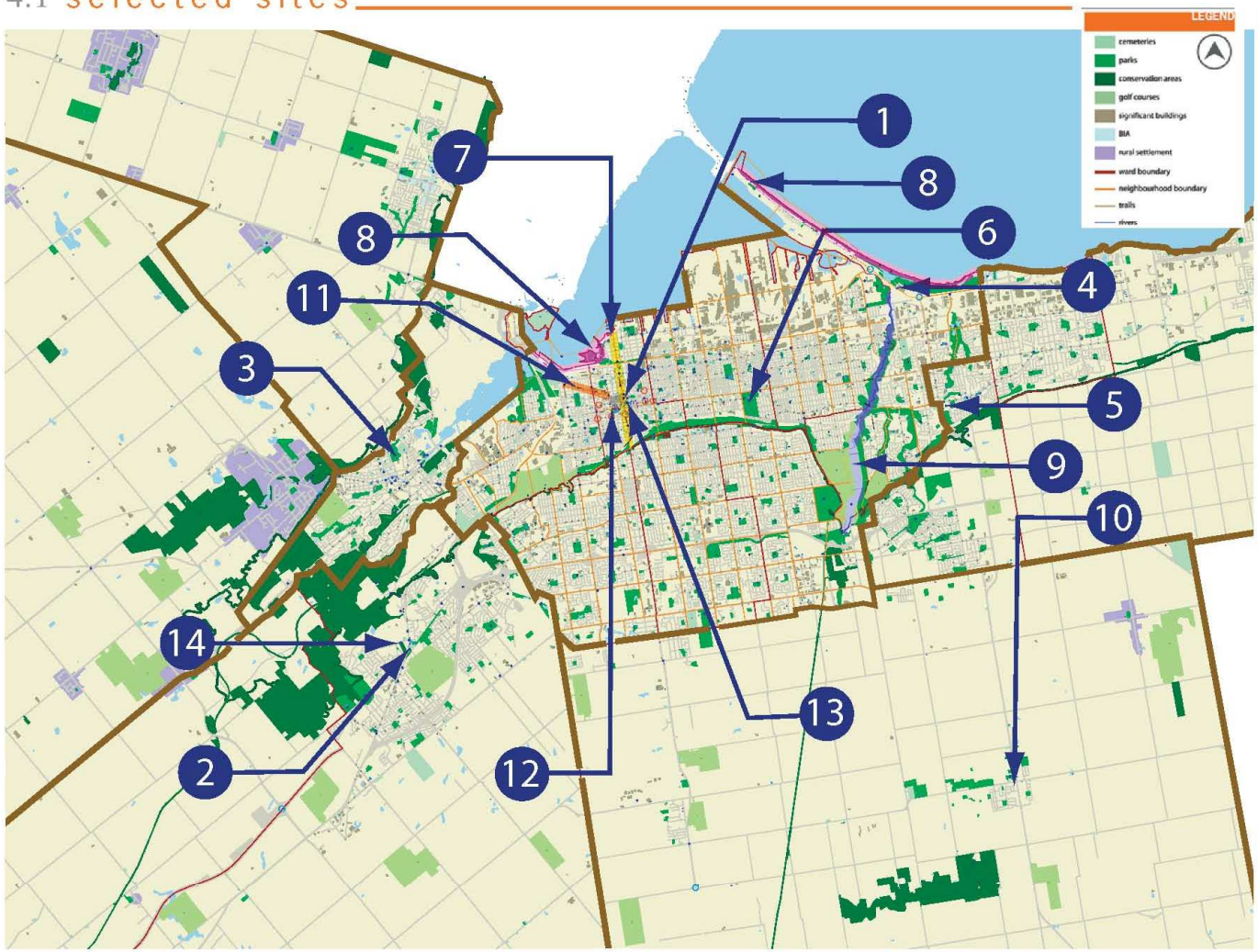
CURRENT STATUS OF PUBLIC ART SITES

4.1 selected sites



SELECTED SITES

1. **King William-James to Ferguson (Art Walk)** — Ward 2, Identified site #8 — ★
2. **Memorial Square (Ancaster Town Square)** — Ward 12, Identified site #131 — ☆
3. **Dundas Driving Park** — Ward 13, Identified site #141 — ★
4. **Pedestrian Crossing at the QEW** — Ward 5, Identified site #95 — ✓
5. **Battlefield Park** — Ward 9, Identified site #98 — ★
6. **Gage Park** — Ward 3, Identified site #24 — ✓
7. **James Street-Escarpment to the Bay** — Ward 2, Identified site #72 — ★
8. **Waterfront Trails** *(The Hamilton Waterfront Trail & The Hamilton Beach Recreation Trail)* — Wards 1, 2 & 5, Identified site #87 — ✓
9. **Red Hil Valley Trail** — Ward 5, Identified site #58 — ✓
10. **Binbrook Fairgrounds/ Old Town Hall** — Ward 11, Identified site #126 — ✖
11. **York Boulevard-Dundurn-to Bay** — Ward 1, Identified site #18 — ✓
12. **Hamilton City Hall** — Ward 2, Identified site #13 — ✓
13. **Gore Park** — Ward 2, Identified site #2 — ☆
14. **Fieldcote Memorial Park** — Ward 12, Identified site #147 — ☆

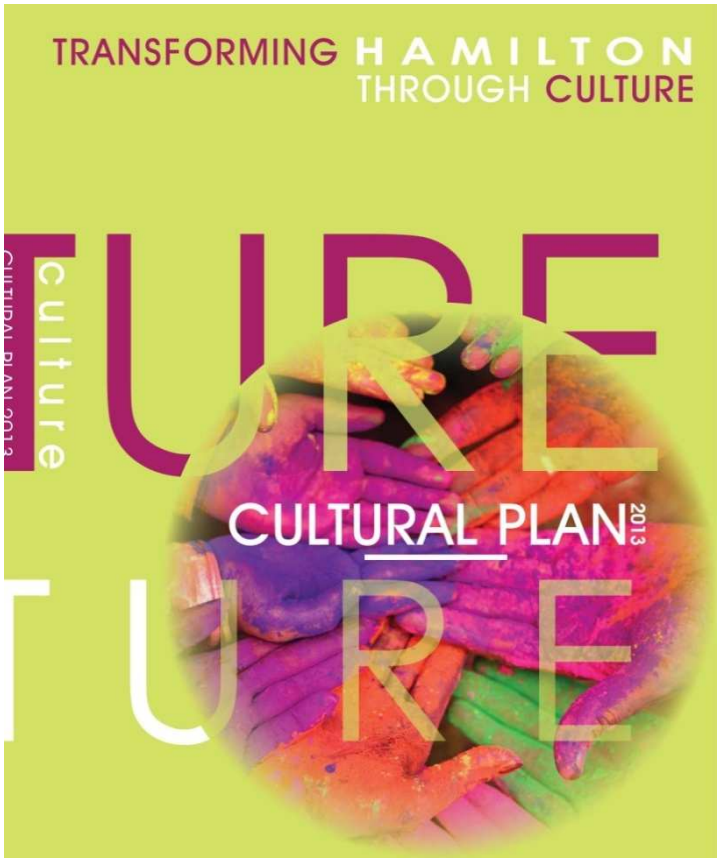
✓ Project has been reviewed and requires other approvals or projects to be complete

☆ The project is planned or underway

★ Art is in place

✖ Process completed project cancelled

THE CULTURE PLAN



Recommendation 6:

Develop and animate public spaces and places and the following action items:

Action 6.4: Incorporate public art throughout the city as outlined in the Public Art Master Plan.

Action 6.5: Develop Public Art policies and strategies to enhance urban design and development projects.

Action 6.6: Promote the inclusion of public art and other public realm enhancements in new private developments.

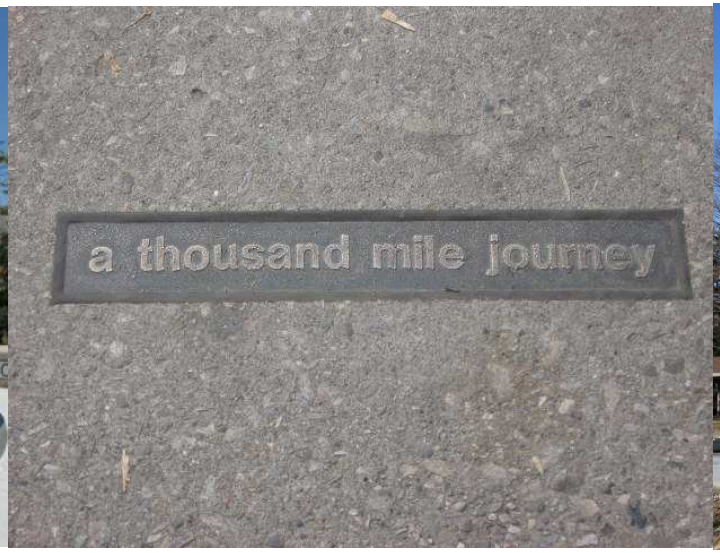
Action 6.7: Develop and implement the community art portion of the Art in Public Places Program.

Hamilton

PUBLIC ART

***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 of Hamilton property.**

Dressmaker's Mannequin
Daniel Develaar



Concrete Poetry Simon Frank

Racing Carousel
Les Drysdale and
Sandor Monos

The Eagles Among Us David General

Hamilton

Public Art Master Plan Review

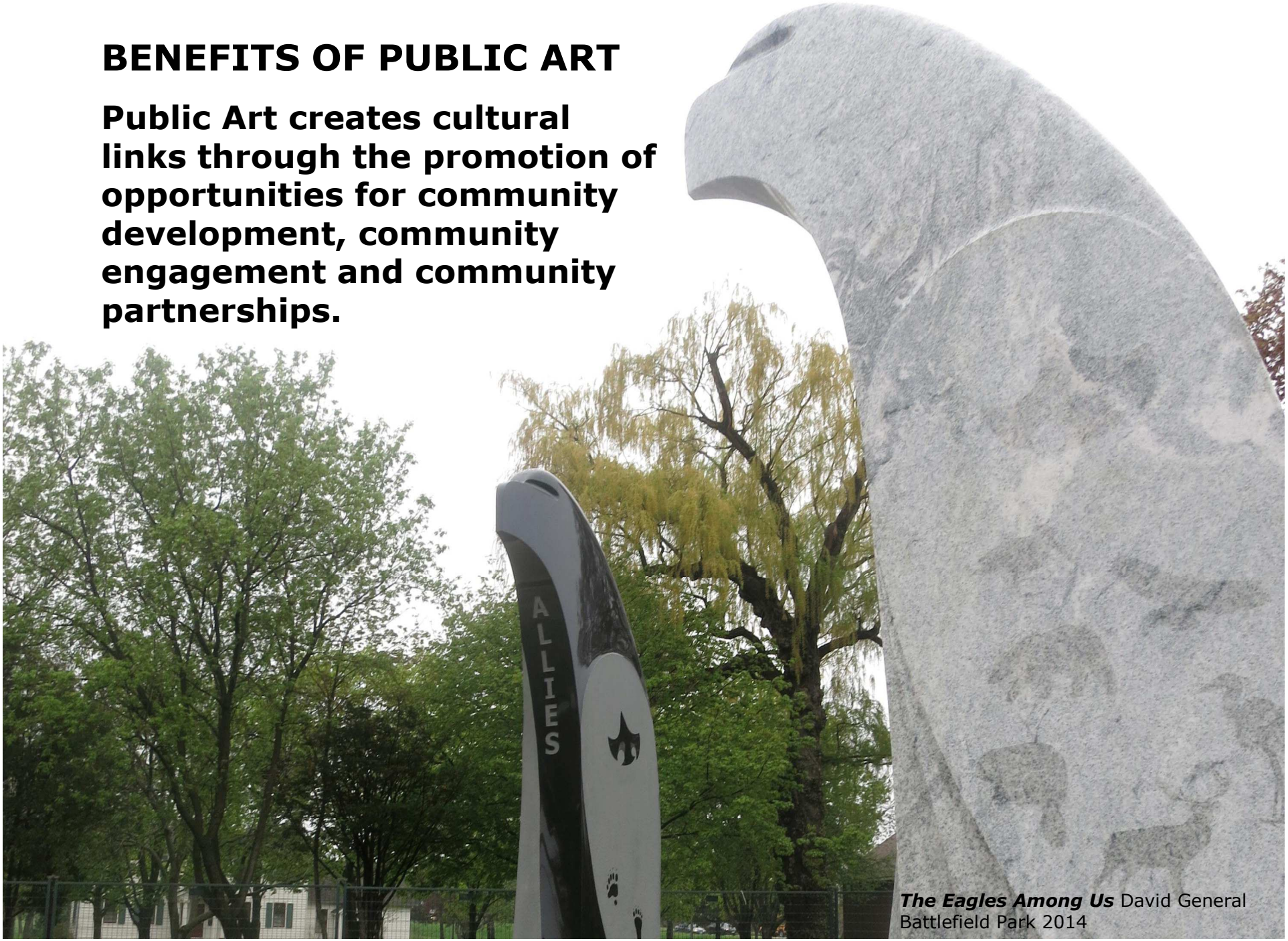
BENEFITS OF PUBLIC ART

Public Art creates a clear sense of community pride and identity.

Unlost by Becky Katz & local youth with the YMCA 2010

BENEFITS OF PUBLIC ART

Public Art creates cultural links through the promotion of opportunities for community development, community engagement and community partnerships.



The Eagles Among Us David General
Battlefield Park 2014

BENEFITS OF PUBLIC ART

Public Art improves and enhances the built environment.

Adesso ne Yvonne Felix with Jesse and Adam Stanislan
Photo by: Ron Scheffler

BENEFITS OF PUBLIC ART

Public Art reflects Hamilton's cultural heritage, fosters an understanding of the city's unique identity in history and presents the cultural identity of Hamilton to visitors.

Dressmaker's Mannequin Daniel Davelaar

Hamilton

BENEFITS OF PUBLIC ART

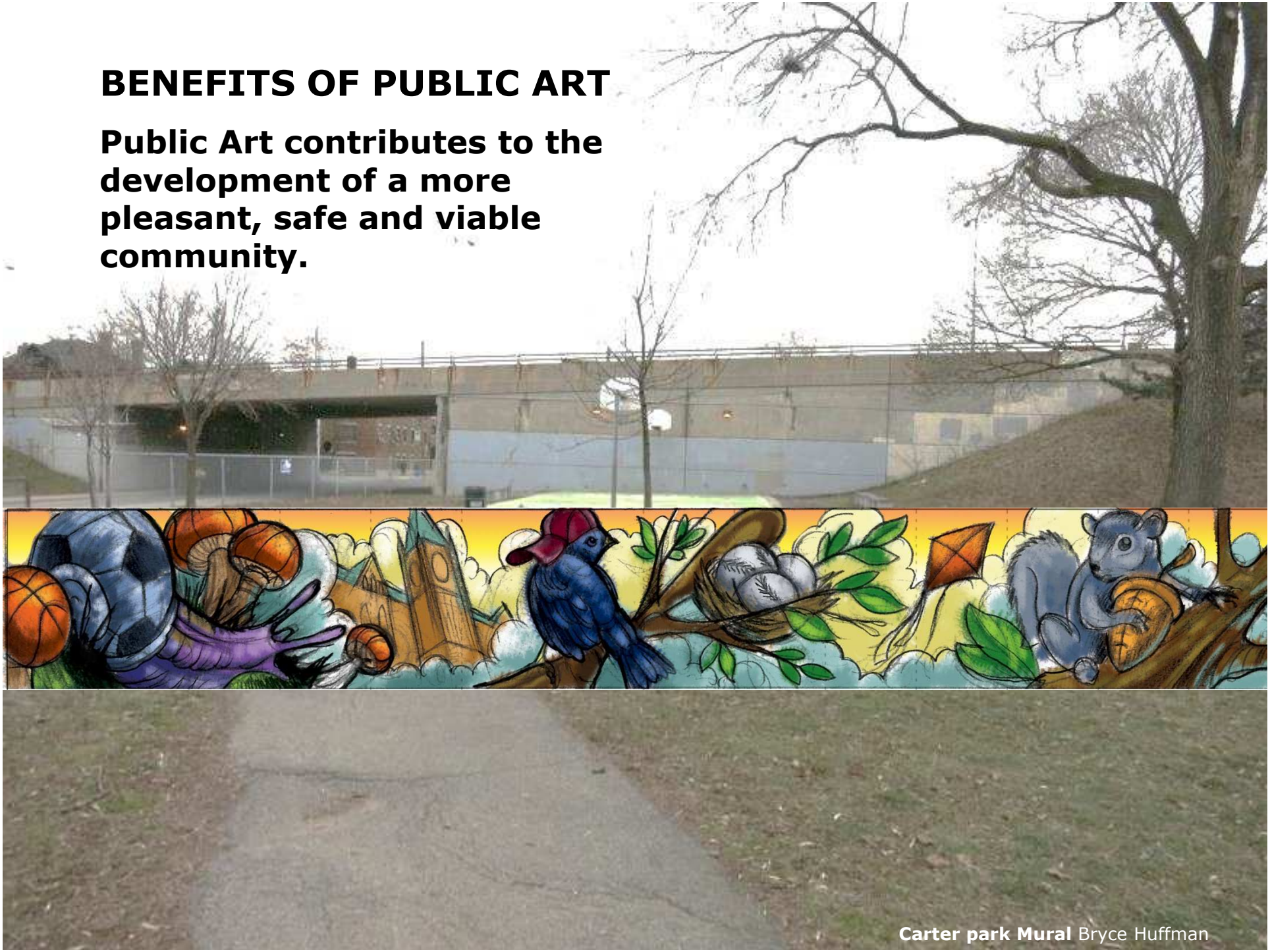
Public Art enhances tourism and economic development creating an overall sense of place.

Public Art Master Plan Review

Rafaga-Unleashed Veronica & Edwin Dam De Nogales

BENEFITS OF PUBLIC ART

Public Art contributes to the development of a more pleasant, safe and viable community.



Carter park Mural Bryce Huffman

PUBLIC ART MASTER PLAN PRINCIPLES

The Public Art Master Plan is grounded in the following overall principles:

1. Public Art strengthens an individual's soul and the collective soul of the city.

2. Public Art will encourage new ideas and reflect a variety of artistic expression.

3. Public Art will demonstrate excellence in creativity and design.

4. Public Art will enhance and be reflective of our community.

5. Public Art will take into account public security.

6. Public Art will retain the artist's original intent through appropriate conservation and maintenance practices.

7. Public Art will retain the moral rights of the artist.

8. Public Art evolves openly through approved City of Hamilton policies, procedures and processes.

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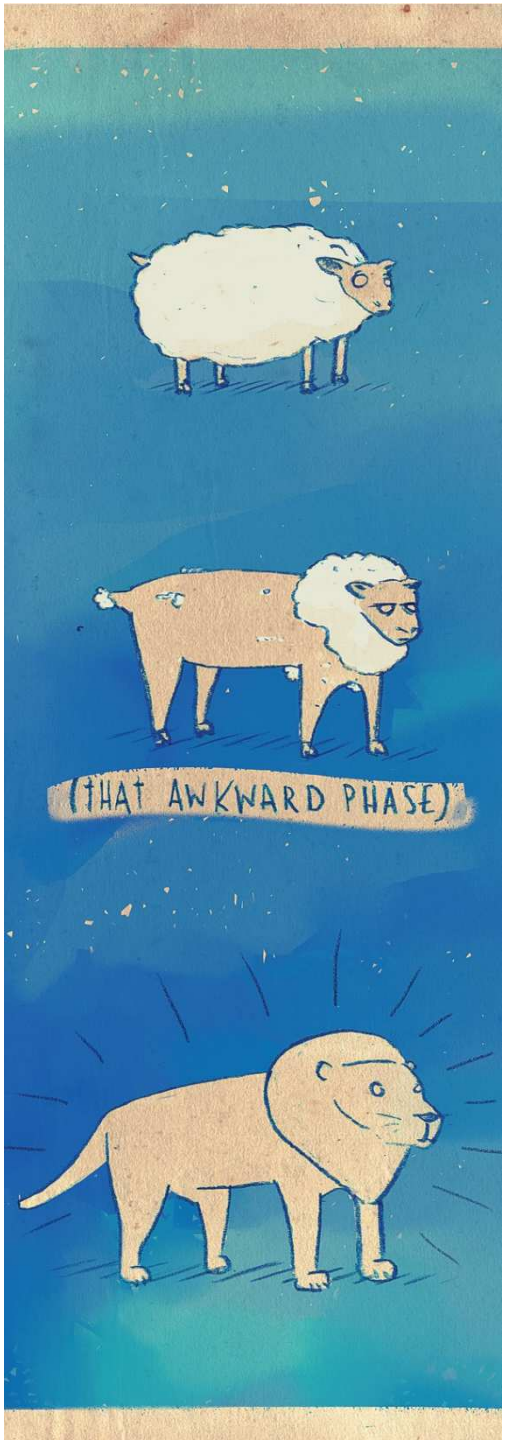

Leaderdsheep Development Steven Twigg

PUBLIC ART SELECTION PROCESS / CALL FOR ARTISTS

How we avoid "PLOP ART"!

BENEFITS OF THE PUBLIC ART SELECTION PROCESS

- **Encourages and facilitates creative participation**
- **Ensures transparency and equitable adjudication**
- **Fosters community building**
- **Increases the likelihood the artwork will be accepted and embraced**
- **Decreases the likelihood of vandalism**

Across the Bay Clarence Porter

PUBLIC ART SELECTION PROCESS OUTLINE

City of Hamilton Public Art Commissioning Process
Outline: OPEN COMPETITION SELECTION CALL FOR ARTISTS PROCESS

1 Initial Public Consultation

Public art staff conduct a focus group and/or public meeting to determine theme(s) or subject(s) for the public art that has meaning for the community. A report is generated and posted on the city website.

This along with site and budget information is used by public art staff to develop the Call for Artists document. This document is used to solicit submissions from artists

2 Initial Submission

Call For Artist Document posted on the city public art webpage and promoted via the internet and arts and community groups

Typical Submissions Requirements:
a. A one page artist's concept statement.
b. Conceptual sketch of proposed work(s)
c. Curriculum vitae of the Artist(s)
d. Images of recent relevant work by the principal Artist(s)

Call adminstered by Tourism and Culture Division

3 Shortlist Adjudication

Submissions reviewed for basic compliance.

Approved submissions provided to jury for review.

Jury meets to adjudicate submissions for:
a. Concept and approach
b. Qualifications and professional experience
c. Quality of previous work

Up to 5 artists selected to make a second submission

4 Second Submission

Typical Submissions Requirements:
a. Site plan
b. Plan, elevation and section drawings to scale
c. A maquette and/or fully colour renderings.
d. Details of sub-consultants or sub-contractors.
e. Fabrication and installation plan
f. A brief statement for long term maintenance and conservation
g. Artist's concept statement for public review

Honorarium paid to artists for this work.

5 Submission Review

Submissions reviewed for basic compliance.

Submissions provided to jury for review.

Technical advisors to the jury meet to identify any technical issues with proposals, conduct preliminary technical scoring and prepare Letters of Clarification to artists where issues need to be addressed

Letters of Clarification and interview questions sent to artists.

6 Artist Interviews

Jury is assembled to interview each short listed artist.

Artists are asked to respond to a standard set of questions that correspond to the evaluation criteria and any other questions of clarification from jurors.

Those artists that received a Letter of Clarification are asked to indicate how they will address the technical concern(s) noted.

If a technical concern is not addressed to the satisfaction of the jury the proposal may be rejected. Artists may be asked to make minor revisions to their submissions to reflect technical changes

7 Final Public Consultation

Artists proposals are posted on the city web site where members of the public are asked to review the proposals and comment on which proposal best responds to the following:
a. The competition theme(s)
b. The local physical and social context.

The proposals may also be presented for public comment at local events or sites depending on the project.

This information is collected and analyzed. It is provided to the jury for consideration in the final adjudication

8 Final Adjudication

Jury is assembled to discuss the information provided to date and to evaluate the submissions based on the following criteria:
a. Technical Requirements
b. Site Responsiveness and Community Engagement
c. Proposal Resolution
d. Project Details
e. Artistic Excellence

The jury works together to develop a consensus around the winning submission and to score all of the submissions in terms of the project criteria

A jury report is prepared by staff for the jury's approval commenting on each proposal and generally outlining the reason for their selection. This report is posted on the city website

TYPICAL SCHEDULE

1	2	3	4	5	6	7	8
3-4 weeks	6-9 weeks	2-3 weeks	4-5 weeks	2-3 weeks	2 weeks Additional time may be required depending on artist and juror availability	3 weeks	2 weeks Additional time may be required depending on juror availability

Start

7.5 months

PUBLIC CONSULTATION AND CITIZEN JURIES

Public consultation is an integral part of the Public Art Selection Process.

- **The goals and themes for a project are determined through public consultation with a focus group or a public meeting at the beginning of each project.**
- **Short-listed proposals are posted on the City website and displayed for public comment.**
- **A jury of citizens with diverse interests in the project and community decides the successful artist.**

Over the last 5 years over 5,200 citizens have provided their input to Hamilton public art projects by attending a meeting, serving on a jury or commenting on-line or in person.

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MAINTENANCE AND CONSERVATION

"Public Art will retain the artist's original intent through appropriate conservation and maintenance practices

City of Hamilton Public Art Master Plan 2009

Hamilton

Art in public places should use quality materials and methods that are long lasting, resistant to weathering, salt exposure and deter graffiti through design or ease of removal.

A contribution of 10% of the value of each public art work is made to the City's public art and maintenance account to help fund long term maintenance of the work.

FUNDING PUBLIC ART

Public Art in Hamilton is funded from one or a combination of the following:

- **The Public Art Capital funding allocation, presently set at $71,000 - $250,000 per year.**
- **Specific capital project budgets for new parks, buildings or streetscapes.**
- **Partnerships with outside agencies or organizations.**
- **The Downtown Public Art Reserve, which is funded by contributions from downtown area developers** (Downtown Hamilton Community Improvement Area only).
- **Area Rating.**

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ART IN PUBLIC PLACES PROGRAM STATISTICS

2009-2014

Projects: 40

Number of public/jury meetings: 48

Citizens contributing the program: 5,221

Artists' submissions received: 175

City staff resources: 1 Art in Public Places Coordinator

Project Breakdown

- Public Art Master Plan Projects completed: 8
- Other art projects completed: 5
- Projects currently in process: 6
- Projects cancelled: 2
- Projects where assistance was provided to others (i.e. Veterans' Place): 6
- Policies developed and approved: 1
- Projects currently in planning stage: 12

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SMALL-SCALE PUBLIC ART

Small-scale public art is modest in gesture and detail. This scale requires close (intimate) proximity on the part of the viewer to have impact. Some examples of small-scale public art include surface treatments or functional pieces such as benches.

cost for overall project: $15,000 to $75,000

Timeline Siteline
Peter Osborne and Sean Solowski

Growing Together Andres Correa

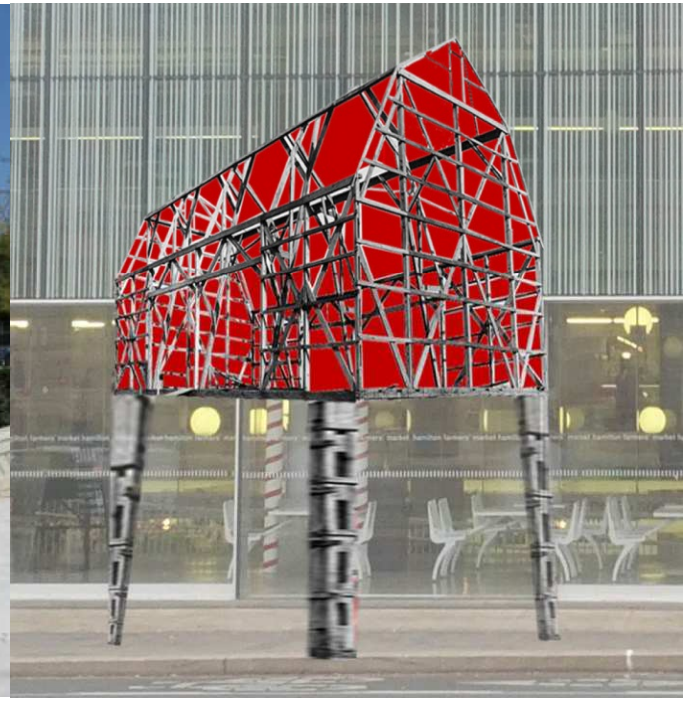
Hamilton

MEDIUM SCALE PUBLIC ART

Medium-scale public art is usually more human-sized. The artwork relates to a specific site and/or neighbourhood, often with a specific theme. Medium scale public art often involves a number of smaller, related works.

cost for overall project:
$75,000 to $200,00

Dressmaker's Mannequin
Daniel Davelaar



Raising the Barn David Hind and the Aluminium Quilting Society (Presently being fabricated)

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LARGE SCALE PUBLIC ART

Major-scale public art is prominent, has a significant impact due to its size and has the ability to influence a location and works often emphasize a significant gateway or are part of large gathering places. The artwork is easily viewed from a distance and impacts on the surrounding area. Major scale public art may involve broader (more abstract) themes.

cost for overall project:
$200,000 +

The Eagles Among Us, David General

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ART IN PUBLIC PLACES VS PUBLIC ART

All art in the public realm is not "Public Art"

Art in Public Places is art work located on publicly accessible City or private property that was NOT selected through a public process.

Gandhi
Donation arranged by
Dr. Rama Singh

Tim Horton Jerry McKenna

Ghost Barn John Heney and Carey Jernigan

Hamilton

Steel Town King Kong John Steinberg

ART IN PUBLIC PLACES

These types of projects may include:

- **Donated art**
- **Community art**
- **Temporary art**
- **Integrated art**
- **Art on publicly accessible private property**
- **Memorials**

Some of these projects can be implemented by community groups and private property owners with minimal involvement by City staff.

CONSULTATION PLAN

- **Meetings with/surveys of members of Council;**
- **Meetings with staff and community focus groups;**
- **Meetings with the City of Hamilton Cultural Roundtable;**
- **Meeting with the Arts Advisory Commission;**
- **Outreach to the general public through:**
    1. **Web based survey and mapping through a *Community Walk* webpage interactive mapping tool.**
    2. **Web based questionnaire.**
    3. **A series of 5 public meetings: City-wide, west, east, mountain and downtown.**
- **Posting the proposed priority sites and documentation of the selection process on the website for public comment.**

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PRIORITY PUBLIC ART SITES

Help us to determine a new set of priority public art sites for Hamilton.

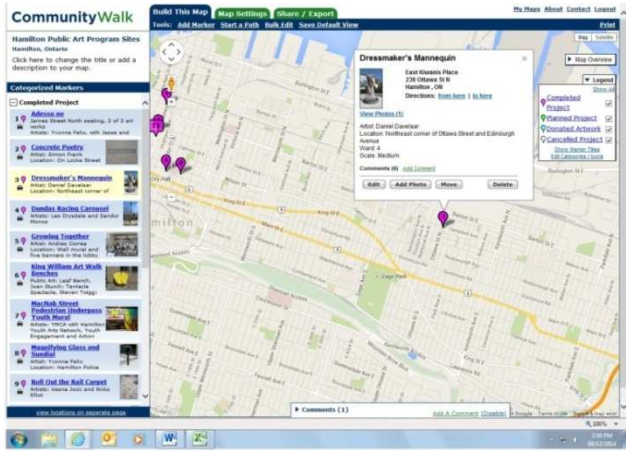
What are your ideas for public art in your neighbourhood or across the city?

Visit:

www.communitywalk.com/hamiltonpublicart

to view all of the existing public art works across the city and suggest new ones.

Your suggestions will be reviewed by City staff in terms of a series of selection criteria to determine 10-15 new priority public art projects to recommend to council for implementation over the next 5 years



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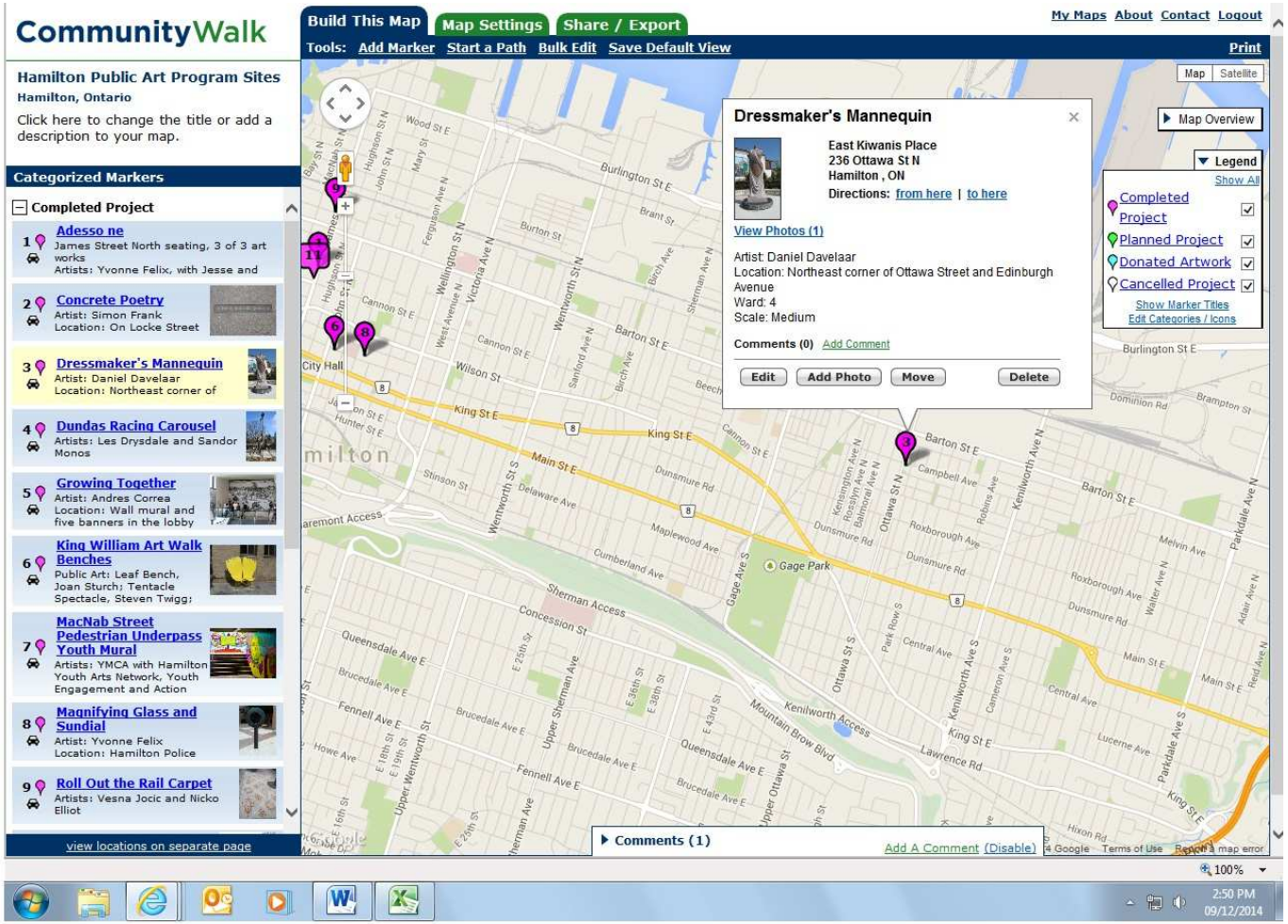
INTERACTIVE MAPPING

http://www.communitywalk.com/hamiltonpublicart



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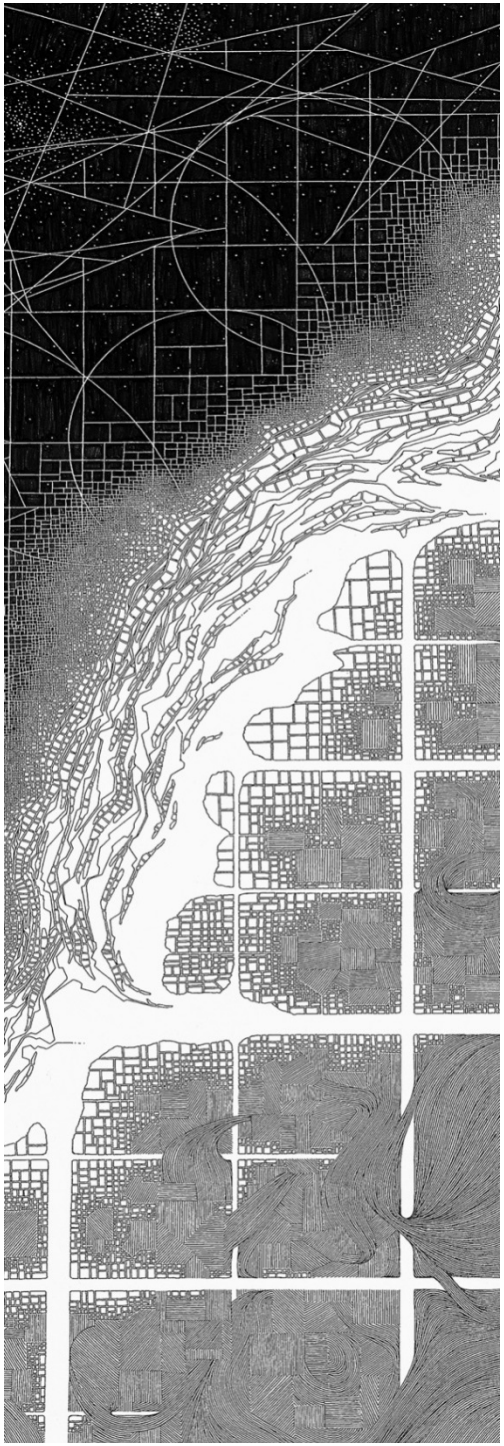
SELECTION CRITERIA

New priority Public Art sites will be selected using criteria and scoring that will maximize:

- **The potential visibility of the art work**
- **The public benefit**
- **The implementation potential**
- **The distribution of projects across the City**

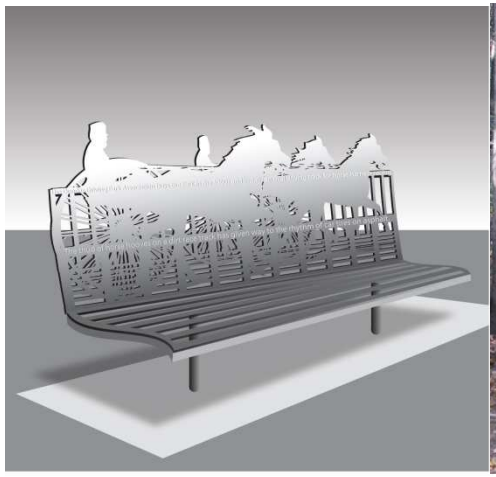


Germination Steven Seguin

NEW PUBLIC ART MASTER PLAN

Staff, in consultation with the internal and external steering committees, will develop recommendations for the 10-15 new priority public art projects and any new policies.

New Public Art Master Plan to Council: Q4 2015



Artist's proposals for Ancaster and Dundas Public Art projects

Hamilton

THANK YOU

www.hamilton.ca/publicart

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Art in Public Places Coordinator
905.546.2424 ext. 6281
ken.coit@hamilton.ca

Pam Mulholland
Cultural Project Specialist
905.546.2424 ext.
Pam.mull….@hamilton.ca

The Eagles Among Us David General
Battlefield Park 2014