



**CITY OF HAMILTON**  
**PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT**  
**Tourism and Culture Division**

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	November 16, 2016
<b>SUBJECT/REPORT NO:</b>	Public Art Master Plan Review and Update (PED16221) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Ken Coit 905-546-2424 Ext. 6281
<b>SUBMITTED BY:</b>	Jason Thorne General Manager Planning and Economic Development Department
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That the City of Hamilton Public Art Master Plan 2016 attached as Appendix 'A' to Report PED16221 be received;
- (b) That staff be directed to implement the priority public art projects identified in City of Hamilton Public Art Master Plan 2016 attached as Appendix 'A' to Report PED16221 pending budgetary approval;
- (c) That staff be directed to use the criteria outlined in The Priority Project Scoring Matrix, attached as Appendix 'D' to Report PED16221, to determine the implementation priority of future public art project proposals;
- (d) That a Public Art Maintenance Reserve be established;
- (e) That up to 10% of the fabrication cost and artist's fees for each public art project be transferred to the Public Art Maintenance Reserve when the project is completed to fund the ongoing maintenance of public art;
- (f) That Tourism and Culture staff be directed to develop an Art in Public Places Policy to guide and encourage citizens, businesses and stakeholder groups to create high quality types of art in public places not addressed in the Public Art Master Plan 2016 such as; community art, temporary art, art on publicly accessible private property, donated art, art integrated into city buildings and

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infrastructure, and art memorializing a specific individual, event or cultural group and report back to the General Issues Committee in 2018;

- (g) That Tourism and Culture staff be directed to provide an annual update on implementation of the Public Art Master Plan 2016 to the General Issues Committee.

## **EXECUTIVE SUMMARY**

The Public Art Master Plan is an important tool in the ongoing implementation of public art in Hamilton. Its primary intent is to identify and prioritize potential sites and opportunities for new public art projects across the City and to outline the principles by which this art is commissioned. Originally approved in 2009, the Public Art Master Plan 2016 has been revised and updated.

Since 2009, Tourism and Culture staff, working with other departments, the community and artists have commissioned 17 Public Art projects bringing vibrancy, a unique cultural identity and a sense of civic pride to public spaces across the city. A majority of the priority projects identified in the 2009 plan were completed as part of this work. Tourism and Culture staff therefore initiated a review and update of the plan to identify a new set of priority Public Art projects for implementation in the coming years.

Developed in consultation with the public, Councillors, City staff, and stakeholders, the Public Art Master Plan 2016 has identified, from over 110 projects initially considered, the following 14 priority sites for Public Art:

- Ancaster Arts Centre (formerly Ancaster Memorial School)
- Andrew Warburton Memorial Park
- Arts District - James Street North
- Binbrook Branch, Hamilton Public Library
- Churchill Park - Raoul Wallenburg Path
- Dundas Branch, Hamilton Public Library
- Johnson Tew Park and Arboretum
- King Street Parkette at Queenston Road
- Beach Trail - Hamilton the Electric City; Nikola Tesla and the 5 Johns
- Pipeline Trail at Kenilworth Avenue North
- Sam Lawrence Park
- Vincent Massey Park
- Waterdown Rotary Memorial Park Skating Loop
- William Connell Community Park

The list is alphabetical and does not represent priority nor the sequence in which these Public Art projects will be initiated. In addition to these priority projects, 85 other

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projects are identified for future consideration should additional staff resources or funding become available.

During consultation the public and arts community stakeholders identified numerous other of types of art in public places not addressed in The Public Art Master Plan 2016. In response to this staff is recommending the development of an Art in Public Places policy to address this gap, providing guidance and encouragement to citizens, businesses and stakeholder groups that would like to create art works improving the public realm in addition to the formal city-led Public Art commissioning process.

***Alternatives for Consideration –Not Applicable***

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

**Financial:** No additional funding beyond existing commitments is required to implement the Public Art Master Plan 2016. Projects are to be funded from The Public Art Reserve (108044), The Downtown Public Art Reserve (108049), specific capital project budgets, funding partnerships, and area rating funds.

The Downtown Public Art Reserve (108049) is funded through voluntary contributions from developers in downtown Hamilton and funds can only be used in the Hamilton Downtown Community Improvement Project Area.

Funding will be requested from reserves through the annual budget or Council reports on a project by project basis as recommended projects are initiated.

**Staffing:** N/A

**Legal:** N/A

**HISTORICAL BACKGROUND**

In 2009, City Council approved the first Hamilton Public Art Master Plan which set out principles for the commissioning of Public Art and identified 14 priority sites for Public Art projects across the City. Since that time Tourism and Culture Division staff worked with other City Departments, community partners and artists to complete these projects, as well as commissioning additional permanent and temporary public artworks as opportunities were identified. Hamilton’s Public Art collection currently includes 31 installations across the City.

In 2015 with work on the original 14 Public Art projects nearing completion and in order to satisfy recommendation 22 of the 2009 plan, the Tourism and Culture Division began a process to review and update the Public Art Master Plan.

An information report, Public Art Master Plan Review and Update (PED15011), was presented to the General Issues Committee (GIC) on February 4, 2015 outlining the goals and process for this review and update. This involved extensive consultation via public meetings, focus groups, interviews and on-line mapping and surveys with members of Council, staff, artists, arts community stakeholders and the public.

Tourism and Culture staff completed consultation in Q1 2016. Working with City staff and members of Council over 110 Public Art projects proposed during consultation were evaluated resulting in 14 priority projects to be implemented 2017 to 2023 through an updated Public Art Master Plan.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

These recommendations are in keeping with the following goals and recommendations of the Council approved Cultural Plan, Transforming Hamilton Through Culture 2013:

**Goal:** Quality of Life Quality of Place

Recommendation: Develop and animate public spaces and places

6.4 Incorporate public art throughout the City as outlined in the Public Art Master Plan.

6.5 Develop Public Art policies (eg % for public art) and strategies to enhance urban design and development projects.

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

6.7 Develop and implement the community art portion of the Art in Public Place Program.

**Goal:** Neighbourhood Revitalization

Recommendation: Identify and develop culture as a key asset in neighbourhoods

8.2 Provide cultural resources and planning consideration to neighbourhoods and their partners in support of Neighbourhood Plans.

8.3 Collaborate with BIAs in the identification and implementation of neighbourhood initiatives to include cultural components.

## **RELEVANT CONSULTATION**

### **External**

Online interactive mapping

October 2, 2015 to December 18, 2015.

Members of the public were invited to identify proposed sites and provide comments on an interactive public art map. 110 proposed sites and projects were identified.

Online survey

October 17, 2016 to November 22, 2015.

### Public Meetings/Focus Groups

- Monday, October 5, 2015  
City-wide focus  
Location: Dundas Town Hall
- Tuesday, October 6, 2015  
City-wide focus  
Location: Hamilton Public Library - Turner Park Branch
- Saturday, October 17, 2015  
City-wide focus  
Location: Hamilton City Hall
- Wednesday, October 21, 2015  
City-wide focus  
Location: Stoney Creek Municipal Service Centre
- Wednesday, November 4, 2015  
Downtown Hamilton Focus (Community Improvement Area and Arts District)  
Location: Christ's Church Cathedral
- Saturday, October 25, 2016  
Hamilton Arts Council Living Arts Symposium  
Facilitated discussion with artists  
Location: Art Gallery of Hamilton

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- Tuesday, November 17, 2015  
Facilitated meeting for uncommon voices  
Tourism Hamilton Visitor Centre, Lister Building
- April 12, 2016  
An arts community stakeholder focus group

Facilitated discussion about the strengths and weaknesses of the current Public Art program and curating Public Art. Those in attendance included representatives of arts groups such as The Hamilton Arts Council and Centre, local artists that have been involved in public art commissions, design professionals and members of public art juries.

#### Interviews

#### Community Stakeholders:

- Chief Librarian/CEO Hamilton Public Library
- President of The Nikola Tesla Educational Corporation

#### Internal

- Manager, Neighbourhood Action Strategy, Neighbourhood and Community Initiatives Division
- Manager, Parks and Cemeteries, Environmental Services Division
- Cultural Heritage Planner, Planning Division
- Director of District Recreation Operations, Recreation Division
- Manager, Landscape Architectural Services, Corporate Assets and Strategic Planning Division
- Senior Project Manager LRT, Light Rail Transit Division
- Project Manager, Alternative Transportation, Corporate Assets and Strategic Planning Division
- Manager of Strategic Planning, Capital and Compliance, Corporate Assets and Strategic Planning Division
- Senior Project Manager, Transit Strategy and Infrastructure
- Senior Landscape Architect, Urban Renewal
- Manager, Community Planning, Planning Division
- Project Manager, Sustainable Mobility Programs
- Manager of Asset Management, Public Works Engineering
- Senior Conservator, Public Art and Monuments, Tourism and Culture Division

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## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

Cities around the world are 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. Selected by citizen juries via a process where citizen input is integral, it also builds a sense of community and ownership of public spaces.

The Public Art Master Plan is an important tool in the ongoing implementation of Public Art in Hamilton. Its primary intent is to identify and prioritize potential sites and opportunities for new Public Art projects across the City and to outline the principles by which this art is commissioned.

Since Council approved the City's first Public Art Master Plan in 2009 Tourism and Culture Division staff working with other City Departments, community partners and artists has commissioned 19 Public Art projects with three others currently in process. The City has received over 175 submissions from artists as far away as London UK and Vancouver. Over 5,500 members of the community have been involved in the selection of these works providing comments on-line, being part of project focus group or project jury.

### Purpose of the Review

In 2015, with the completion of the majority of work outlined in the 14 priority projects identified in the 2009 plan, Tourism and Culture Division staff undertook an update and review of the plan to:

- identify sites and ideas for a new series of Public Art projects across the City through consultation with the public, Councillors, staff and stakeholders;
- develop a set of criteria to evaluate the proposed Public Art sites and projects to select a set of priority projects for implementation and for use to evaluate future opportunities as they arise;
- outline a rationale and recommend a scale and budget for each priority Public Art project;
- inform future Capital budgets to support Public Art project implementation; and,
- identify new opportunities for policies and procedures needed to create consistent standards in the development of Public Art in public places.

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### Consultation Results

Consultation took place in the Fall of 2015 through an on-line survey, on-line interactive map, public and stakeholder meetings and interviews with staff, Councillors and members of the arts community.

Over 300 people participated in these public consultations resulting in very positive dialogue amongst participants with respect to the opportunities for Public Art in Hamilton.

### On-line Interactive Map

The City invited the public to engage with the Hamilton Public Art Map at [www.communitywalk.com/HamiltonPublicArt](http://www.communitywalk.com/HamiltonPublicArt). By interacting with the map, people:

- Reviewed Public Art projects already completed, planned or in process;
- Commented on potential Public Art sites and projects suggested by other citizens, City staff committees and Councillors; and,
- Added their site locations and project ideas to the map.

Through this map together with the public workshops, 110 different sites throughout Hamilton were identified as potential locations for Public Art (see complete list of the identified sites and projects in Appendix 'D' to Report PED16221).

### On-line Survey

The on-line survey included a range of questions on people's perceptions of Public Art, experiences with the City's Public Art Program, and recommendations for types of projects. Survey questions and the complete results are detailed in Appendix 'B' to Report PED16221.

Survey responses were received from the general public and professional artists. Of the respondents:

- 78% are members of the general public and 22% work in the arts sector;
- 30% live in Hamilton;
- 60% live and work in Hamilton; and,
- with the remaining 10% composed of people who work in the city or are artists and fabricators who worked on a Public Art project in Hamilton in the past.

The following priorities for Public Art were identified and are listed in order, from the most important impacts to the least, based on survey responses.



The impact that public art should have in Hamilton:

1. Create visual markers such as landmarks that people remember as they travel around the City;
2. Create memorable, meaningful community gathering places;
3. Bring a sense of humour and playfulness to everyday spaces;
4. Promote Hamilton's history and heritage;
5. Make Hamilton more attractive for tourism and new residents and businesses;
6. Help build or reinforce distinct neighbourhood identities;
7. Enhance community resources such as parks, recreation facilities and libraries;
8. Foster an understanding of the Hamilton's cultural diversity;
9. Bring human presence and physical activity into the city's public spaces making them safer; and,
10. Increase interest in a downtown Hamilton Arts District.

More than 75% of artists responding said they feel the program:

- Treats all artists participating in Call for Artists in an objective and equitable fashion;
- Maximizes value for tax dollars spent by encouraging the submission of a large number of high quality proposals for each Call for Artists; and,
- Encourages Public Art reflective of the community through the use of public consultation and citizen juries.

#### Public Meeting and Focus Group Consultation

Many of the same trends and priorities were identified by the public, internal City staff stakeholder group and the external focus group composed of members of the arts sector. The following is an overview of the common issues and suggestions identified during these consultations:

- Distribute Public Art across the City and community art projects are one way to accomplish this objective;
- Develop a community arts policy so a community art program can be developed with a refined vision and goal;
- Develop a Public Art Policy. There has been a planned vision on a project-by-project basis based on focus group input and a place-making planning principle, but there needs to be an overarching curatorial vision for the City's Public Art;
- Create a Public Art vision statement that aligns with the City of Hamilton 2016–2025 Strategic Plan; the vision needs to be forward thinking, future oriented and inclusive;

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- Integrate Public Art into new municipal infrastructure at the design stage, as opposed to Public Art being incorporated after the design and construction is completed;
- Develop a temporary Public Art policy and streamlined strategy which includes an outline of how the City partners with local arts organizations and artists on temporary artworks;
- Develop a temporary Public Art process toolkit as a resource for events, festival and arts organizations;
- Develop a policy with respect to the memorialization of individuals or groups with attention given to how an individual/group is to be memorialized through Public Art;
- Tell the Hamilton story, building on the current heritage focus in a way that is contemporary and inclusive; and,
- Develop local emerging artists and arts groups from a variety of art forms.

A consultation comment tracking matrix is attached as Appendix 'C' to Report PED16221.

#### Priority Public Art Projects 2017-2023

Based on criteria reviewed during public consultation, Tourism and Culture staff with assistance from a staff steering committee reviewed and scored each of the 110 proposed projects and sites identified by the public, staff and Councillors. The complete scoring matrix attached as appendix 'D' to Report PED16221 identifies the 14 proposed priority projects for implementation.

#### Selection Criteria

The priority sites were selected based on a set of scoring criteria designed to maximize the following:

- The visibility and accessibility of the artwork on the site;
- The historic and cultural significance to the community in which the artwork will be located;
- The response to the project during public consultation;
- The implementation potential, including synergies with other City projects and available funding; and,
- The distribution of projects across the City.

These same criteria and scoring matrix will be used to evaluate any future proposed Public Art projects to determine priority for implementation and funding.

### Secondary Project Opportunities

In addition to these priority projects, 85 projects are identified for future consideration should additional staff resources or funding become available.

### Art in Public Places Policy

During consultation on this review and through inquiries to Tourism and Culture staff it became evident that there is an opportunity for and community interest in types of art in public places not addressed in the Public Art Master Plan 2016. The Public Art Master Plan 2016 defines public art as “Art created by artists, or in collaboration with artists, through a public process and existing on a publicly accessible City of Hamilton owned property”. There are other types of art that can enhance the public spaces of our community in addition to City-led public art projects. Staff therefore recommends the development of an Art in Public Places Policy that provides policies and guidelines to guide and encourage citizens, businesses and stakeholder groups to create high quality art in public places such as; community art, temporary art, art on publicly accessible private property, art integrated into new City buildings and infrastructure projects at the time of design, donated art and art that memorializes an individual, event or cultural group.

### Conservation and Maintenance

In order to realise the benefits of Public Art, specifically as a reflection of the community in which works are located, artworks must be maintained to keep the appearance originally intended by the artist long term.

Each artwork should have a long term maintenance plan developed before installation that allows for annual inspection, cleaning and any other required maintenance to be undertaken by qualified staff or contractors. The maintenance of the City’s Public Art collection is undertaken by the Tourism and Culture Division.

In order to augment funding for this maintenance work staff recommends that a Public Art Maintenance Reserve be established and that an amount of up to 10% of the fabrication costs and artist’s fees for each Public Art project may be transferred to this reserve as each project is completed.

### Implementation

In order to successfully implement the Public Art Master Plan 2016, the Tourism and Culture Division will continue its lead role in working with other City Departments and Divisions to ensure the co-ordination of Public Art projects with current and upcoming planning and development initiatives. This Plan is therefore intended as a living

document that will evolve in accordance with changes in urban development, policy and Public Art practice. In addition, the City will continue to work collaboratively with community stakeholders to foster and leverage potential partnership opportunities for Public Art projects.

## **ALTERNATIVES FOR CONSIDERATION**

N/A

## **ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN**

### **Community Engagement & Participation**

*Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.*

### **Economic Prosperity and Growth**

*Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.*

### **Built Environment and Infrastructure**

*Hamilton is supported by state of the art infrastructure, transportation options, buildings and public spaces that create a dynamic City.*

### **Culture and Diversity**

*Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.*

## **APPENDICES AND SCHEDULES ATTACHED**

Appendix 'A' to Report PED16221 – Public Art Master Plan 2016

Appendix 'B' to Report PED16221 – Survey Results

Appendix 'C' to Report PED16221 – Consultation Comment Tracking Matrix

Appendix 'D' to Report PED16221 – Priority Project Evaluation Matrix

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