



**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>	February 15, 2017
<b>SUBJECT/REPORT NO:</b>	King William Art Walk Public Art Project (PED17024) (Ward 2)
<b>WARD(S) AFFECTED:</b>	Ward 2
<b>PREPARED BY:</b>	Ken Coit (905) 546-2424 Ext. 6281
<b>SUBMITTED BY:</b>	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

**RECOMMENDATION**

That \$100,000 be transferred from the Downtown Public Art Reserve (108049) to the King William Art Walk Public Art Project (7101558508).

**EXECUTIVE SUMMARY**

Given the current success of revitalization on King William Street the King William Art Walk Committee identified the need for a larger scale work of permanent public art as part of the Art Walk. The goal of this work is to signal to the community and visitors that this is a high quality pedestrian area. This builds on the work the Art Walk Committee has done from 2008-2014 programming many temporary art installations and installing three small scale works of public art along the street. The Art Walk Committee has allocated their remaining budget of \$90,000 to this project.

The Art Walk Committee with Tourism and Culture staff held a focus group meeting with local business and property owners, artists and other stakeholders to determine the specific goals and themes for the project. The group identified the need for a series of works or two medium scale works that would connect each end of the Art Walk, James Street to Ferguson Ave, to encourage walking and development interest along the street.

The budget provided was not sufficient to fund a high quality art work(s) that would meet this goal. As part of the Public Art Master Plan Update and Review staff determined that additional funding was available in the Downtown Public Art Reserve.

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*OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.*

*OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.*

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

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

**Financial:** The Downtown Public Art Reserve funds public art projects in the Downtown Hamilton Community Improvement Plan Area (DHCIPA). It is funded through contributions by developers with new developments within the DHCIPA as part of development charges. It currently has a balance of \$430,000.

**Staffing:** N/A

**Legal:** N/A

**HISTORICAL BACKGROUND**

Council approved the creation of the Downtown Public Art Reserve in February of 2012. (FCS12015).

Council approved the terms and conditions for the use of the Downtown Public Art Reserve in May of 2014 (PED14096).

The King William Art Walk Public Art Project was initiated by the former King William Art Walk Committee in 2014. A focus group of local stakeholders was held on November 14, 2014 to determine the goals and theme(s) for the project.

The project was identified in the Public Art Master Plan 2016 approved in November of 2016 (PED16221).

**POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

This recommendation is in keeping with the Council approved Public Art Master Plan 2016 which identifies this project as an In-Progress Project with a recommended budget of \$190,000.

This recommendation is in keeping with the Council approved Terms and Conditions for the Use of the Downtown Public Art Reserve.

This recommendation is 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.

**Goal:** Neighbourhood Revitalization

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

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

## **RELEVANT CONSULTATION**

Executive Director, International Village Business Improvement Area

Board Member, Downtown Hamilton Business Improvement Area

Executive Director, The Hamilton Arts Council

A focus group meeting was held on November 10, 2014 to determine goals and themes for this project. It was attended by local business and property owners, artists and a representative of Theatre Aquarius.

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

The King William Art Walk Public Art Project was initiated by the King William Art Walk Committee. The Committee which included members of the International Village and Downtown Hamilton BIAs, the Hamilton Arts Council, local artists and City staff had programed King William Street between James and Ferguson with temporary art projects and installed three public art works from 2008-2104. In 2014, the Committee decided that, after several successful projects, the Art Walk was being recognized by the community and that the remaining funding in their budget, approximately \$90,000, should be used to commission a permanent public art work(s) of a significant scale to permanently signify the Art Walk.

A focus group of local stakeholders was held on November 14, 2014 to determine the goals and theme(s) for the art work. The group identified the goal to connect both ends of the Art Walk either through a series of works or two related works, one at each end. It was determined by staff and the Arts Council that the budget available would not be adequate to successfully implement this goal. The minimum budget should be for two

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medium scale projects. It was, therefore, recommended that staff review opportunities for additional funding as part of the Public Art Master Plan Update and Review in 2015.

Through the consultation and review processes used to review and update the Public Art Master Plan staff determined that there was funding available from the Downtown Public Art Reserve for the King William Art Walk in the amount of \$100,000. This will allow for two medium sized works or a series of works along King William Street and allow for fees for the Arts Council to undertake a Call for Artists process to select the work.

## **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.*

### **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**

N/A

KC:ro