



INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	February 20, 2019
SUBJECT/REPORT NO:	Public Art Master Plan 2016 Annual Update (PED19053) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Ken Coit (905) 546-2424 Ext. 6281
SUBMITTED BY:	Carrie Brooks-Joiner Acting Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

Council Direction:

On November 16, 2016 Council directed Tourism and Culture staff to provide an annual update on implementation of the Public Art Master Plan 2016 (PED16221) to the General Issues Committee.

Information:

Implementation Update

This is the second update on the Public Art Master Plan 2016 since it was approved by Council in November 2016. The first update was provided in December 2017 (PED17211).

Purpose of the Public Art Master Plan

The City of Hamilton 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, recommend project budgets and to outline the principles by which sites are selected and this art is commissioned.

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

OUR Vision: To be the best place to raise a child and age successfully.

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.

priority sites for Public Art projects. These along with a series of 15 projects already in progress are to be funded and implemented between 2016 and 2022.

Project Updates

A list of the projects completed since the approval of Public Art Master Plan 2016 and the current status of the other projects identified in the Master Plan is attached as Appendix 'A' to Report PED19053 – Public Art Projects Status Update, December 2018.

Financial Update

In the year starting November 1, 2017 and ending October 31, 2018 \$68,698 of capital funds were spent to implement Public Art projects including contract, artist fees, fabrication, installation, maintenance, policy development and selection process costs.

The funding for Public Art projects is from the Public Art Reserve, the Downtown Public Art Reserve, project specific capital budgets, area rating and community partners. The Public Art Reserve is funded through an annual transfer from operating in the amount of \$171,000. The Downtown Public Art Reserve is funded from voluntary contributions from developers working in the Downtown Community Improvement Plan Area therefore these funds can only be spent on projects in that area. It is anticipated that contributions to the Downtown Public Art Reserve will diminish in the next few years as incentive programs for downtown are scaled back. Public Art projects have been identified as important components of capital projects such as the West Harbour, and Gore Park. Therefore, these projects have included funding for Public Art in their budgets. Community partners such as the Tesla Foundation have proposed to provide funding for specific Public Art projects identified in the Master Plan.

Staff will continue to seek Council approval for the use of funds from the respective reserve at the initiation of each Public Art project. A detailed Public Art Implementation and Funding Plan is attached as Appendix 'B' to Report PED19053 - Public Art Implementation and Funding Plan 2018-2022.

Staffing Update

Public Art in 2018 was implemented by the Public Art and Projects Section of the Tourism and Culture Division. Beginning Jan 1, 2019 Public Art will be implemented by the Placemaking, Public Art and Projects Section of the Tourism and Culture Division. This Section is also responsible for the implementation of the Arts Awards Program and other art in public places projects in addition to being staff liaison to the Arts Advisory Commission.

Public Art Background and Definition

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.

The City of Hamilton defines Public Art as follows:

Public Art is created by artists, or in collaboration with artists, through a public process and existing on a publicly accessible City of Hamilton owned property.

Public Art is created with the intention of reflecting and engaging the community and has undergone a formal adjudicated selection process as per the City's Call for Artists Policy.

Public Art can take a variety of forms and media; it may have functional as well as aesthetic qualities; it may be integrated into its site, or it may be a discrete piece; it can be permanent or temporary.

The Public Art Call for Artists Policy

The Public Art Call for Artists Policy outlines the process for commissioning Public Art. This process requires 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, it requires a public input phase allowing 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.

Public Art Project Site Selection Criteria

The Public Art Master Plan is intended to be a living document that will evolve in accordance with changes in urban development, Public Art practice and policy. It therefore anticipates that new opportunities for Public Art may come forward. Given limited resources any new opportunity would be evaluated based on how well it aligns with the following:

- Site to be owned by The City of Hamilton,
- The potential visibility and public accessibility of the artwork,

- 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.

Art in Public Places Policy

Public Art as defined above is only one type of art that can be used to animate public places. There are other processes that businesses, community groups and the City can employ to commission art for public and publicly accessible private property that are not selected through the formal City-led Public Art Call for Artists process. These types of projects include donated art, community art, integrated art, art on publicly accessible private property and memorials.

There is a growing demand for these types of projects, especially community art and art on publicly accessible private property such as murals.

Staff will develop an Art in Public Places Policy in 2019 to support the creation of a wider range of art projects in the public realm.

Appendices and Schedules Attached

Appendix 'A' to Report PED19053 – Public Art Projects Status Update, November 2018

Appendix 'B' to Report PED19053 – Public Art Implementation and Funding Plan 2018-2022

KC:ro