

INFORMATION REPORT

TO: Chair and Members Emergency & Community Services Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: June 8, 2011	
SUBJECT/REPORT NO: Public Art Master Plan and Program Annual Update (CS11045) (City Wide)	
SUBMITTED BY: Joe-Anne Priel General Manager Community Services Department	PREPARED BY: Ciara McKeown 905.546.2424x6281
SIGNATURE:	

Council Direction:

At its meeting of February 25, 2009, Council approved Item 3(e) of the Emergency & Community Services Committee Report 09-003, which reads as follows:

That staff be directed to report to the Emergency and Community Services Committee respecting the status of the Public Art Master Plan implementation process and recommendations on an annual basis (Public Art Master Plan CS09020) (Item 7.1)

Overview:

This is the second update on the Public Art Master Plan and program since the approval of the Public Art Master Plan by Council in February 2009. The first update was received by Council on April 14, 2010. The following Public Art projects have been initiated and/or completed since approval of the Master Plan:

- Two projects have been completed (East Kiwanis Place, MacNab Street Pedestrian Underpass Youth Mural);
- Three projects are in the installation phase (Locke Street, James Street North, donated mural at the Farmers' Market);
- Two projects are in the jurying phase (Police Services Central Station, Dundas Driving Park);
- Three projects are in the consultation phase (Binbrook Parkette; Northeast corner of James and Hunter; Battlefield Park);

- One project has multiple initiatives (the King William ARTwalk), some of which are complete (banners, mural, hydro boxes) and some of which are being planned (street furniture, art installation); and,
- New and additional programming is in the research and development phase (educational outreach, street furniture, and a program to support temporary installations of public art).

The status of all program projects and the recommendations of the Public Art Master Plan are detailed in Appendices A and B attached to Report CS11045.

Background:

Public art is defined as:

“Art created by artists or in collaboration with artists through a public process and existing in publicly accessible City of Hamilton property.”¹

Examples of public art include:

Sound installations, murals, media installations, lighting, street art, walkways, sculptures, landscape design, environmental studies and functional street furniture, and can be permanent or temporary in nature.

The Public Art Master Plan

The Public Art Master Plan was approved by council in February 2009. The Public Art Master Plan is congruent with the direction of existing City of Hamilton policies and planning documents such as Vision 2020, Downtown Hamilton Secondary Plan and the City’s Streetscape Master Plans.

The Public Art Selection Process

The public art process is a City led formal selection method whereby artists can submit proposals to projects for select sites identified in the Public Art Master Plan, or projects identified in internal planning developments.

The public art process involves community consultation, in the form of a stakeholder focus group and a public meeting, to determine a theme(s) for the art work. During the competition period, a public input phase allows 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. The adjudication criteria weigh public comments equally with the other relevant criteria.

¹ City of Hamilton Public Art Master Plan, 2008

The values which form the foundation of the Public Art program are equity, transparency and fairness. Culture Division staff strive to support artists in creating and finding opportunities to engage in public spaces, as well as work to enliven our city with culture that is accessible, meaningful and creative.

Community Engagement and Response

Public response to the public art process has been resoundingly positive and reinforcing of the City's vision and plan. Comments from a recent public input phase, dated February 11, 2011, for the Dundas Driving Park public art competition, included:

“Public art is important and I congratulate the city for setting aside funds for this new installation. This is a great use of public money.”

“Thank you for allowing citizen input”

Every public art project engages the public through a consultation phase, where people are asked for their comments, opinions and a preference on a short-list of proposals received. This shortlist is created by a volunteer jury, comprised of community representatives and art professionals. Proposals are available for review in numerous locations around the city, as well as online, in order to optimize opportunity for input. The public is also engaged through numerous advertising efforts across a broad span of media.

Each completed public consultation phase has exceeded expectations for numbers of participants. Program awareness is growing, relationships are being built and planning for new projects and opportunities is underway.

As the Art in Public Places program evolves, staff is looking to strengthen communications with the public and create more opportunity for artists' participation. This will take place in the form of educational outreach, an example of which is a public art talk that took place at the end of March 2011, in partnership with a local community organization and their professional development workshop series.

Financial

In 2010, \$ 66,000 was spent on public art projects from the capital block funding (see Appendix A attached to Report CS11045 for project budget details).

At present, funding for City of Hamilton public art projects exists primarily through two funding sources:

1. Annual Block Funding

Since 2007 the financial allocation for public art projects is \$250,000, which is funded through annual block funding. This amount has not been included in the 2011 Capital

budget, as staff chose to forego the 2011 request while funds from previous years' allocations are currently being expended.

As of December 31, there was \$277,985 in the Public Art Reserve Fund (108004), \$482,058 in the 2007 capital account (7100758705), and \$250,000 in the 2010 capital account (7101058705), which totals \$1,010,042. As Appendix A indicates, these funds are insufficient to complete the projects listed in Appendix A, which are projects with identified budgets to be completed between 2011 and 2013. They require a total of \$1,129,000 for completion, leaving a shortfall of \$119,000.

2. Capital improvement projects

Several Master Planning and Capital Improvement projects led by other Departments have identified a need for the inclusion of public art, and internal partnerships continue to be built to this end. Public art at the Binbrook Parkette is one example of how cohesive internal planning can help broaden the project to include public art, and heighten the overall impact of the development.

City of Hamilton Public Art Master Plan and Program Annual Update 2011
Appendix A
Public Art Projects Status Update, April 19, 2011.

1. COMPLETED PROJECTS

1.1 East Kiwanis Place Public Art Project

Location: Northeast corner of Ottawa Street and Edinburgh Avenue

Status: Completed

Project Budget: \$150,000. Project Cost: \$143,336. Funding: \$96,000 from Public Works Department capital funding for the East Kiwanis Place park, remainder from public art block funding.



1.2 MacNab Street Pedestrian Underpass Youth Mural (Pilot Graffiti Prevention Project)

Location: MacNab and Hunter Streets

Status: completed

Project Budget: \$15,000. Project Cost: \$16,190. Funding: \$5,000 from Public Works Department, remainder from public art block funding.



2.0 PROJECTS CURRENTLY IN PROGRESS – INSTALLATION PHASE

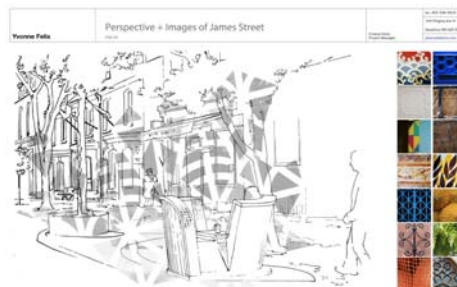
2.1 Locke Street Public Art Project

- Location: Locke Street South between Stanley and Hunter Street
- Status: Awarded to Simon Frank, final installation spring 2011
- Project Budget: \$50,000. Funding: Public art block funding



2.2 James Street North Public Art Project

- Location: James Street North between Vine Street and Murray Street
- Status: Awarded to Yvonne Felix, Vesna Jovic/Nicko Elliot, Peter Osborne/Sean Solowski. To be installed Summer 2011
- Project Budget: \$30,000. Funding: Public art block funding



2.3 Donated mural by Conrad Furey at the Farmers' Market

- Location: Hamilton Farmers' Market
- Status: Installation in spring/summer 2011
- Project Budget: \$50,000. Funding: Public art block funding



3.0 PROJECTS CURRENTLY IN PROGRESS – JURY PHASE

3.1 Central Police Station/ART Walk Public Art Project

- Location: Hamilton Police Service Central Station, King William Street
- Status: Final jury in deliberation
- Project Budget: \$55,000. Funding: \$50,000 from the public art block funding and \$5,000 from the Hamilton Police Service.



3.2 Dundas Driving Park Public Art Project Phase 1

- Location: Dundas Driving Park
- Status: Final jury meeting scheduled for late March
- Project Budget: \$150,000. Funding: \$100,000 from the Dundas Driving Park capital budget, remainder from public art block funding.



4.0 CURRENTLY IN PROGRESS – CONSULTATION PHASE

4.1 Battlefield Park Public Art Project

- Location: Battlefield Park National Historic Site, Stoney Creek
- Status: Public consultation completed spring 2009. Council notified of proposed Aboriginal theme in March 2011. Installation planned for 2012.
- Project Budget: \$300,000. Funding: \$250,000 from the Battlefield Park Master Plan budget, remainder from public art block funding
- Project identified in the Public Art Master Plan and the Battlefield Park Master Plan

4.2 James and Hunter Streets Public Art Project

- Location: North East corner of James and Hunter Streets
- Status: Public consultation summer 2011. Installation planned for 2012.
- Project Budget: \$225,000. Funding: \$200,000 from Downtown and Community Renewal Capital funding, and \$25,000 from public art block funding
- Project identified in the Downtown Sec. Plan and the Hunter St. Streetscape Master Plan

4.3 King William ART Walk Public Art Projects

- Location: King William Street between James Street and Ferguson Avenue
- Status: Projects ongoing in consultation with ARTwalk Steering Committee
- Project Budget: \$100,000. Spent to date: \$17,000. Funding: Public art block funding
- Project identified in the Public Art Master Plan

4.4 Binbrook Community Parkette

- Location: Northeast corner of Highway 56 and Binbrook Road
- Status: Public consultation begun in Q1 2011
- Project Budget: \$100,000. Funding: Binbrook Parkette plan budget.
- Project identified in the Public Art Master Plan

5.0 CONSERVATION & MAINTENANCE

5.1 Conservation: Gage Park Fountain

- Location: Gage Park
- Project Budget: \$235,000. Funding: Public art block funding

5.2 Conservation: Queen Victoria

- Location: Gore Park
- Project Budget: \$30,000. Funding: Public art block funding

5.3 Conservation: Cenotaph

- Location: Gore Park
- Project Budget: \$20,000. Funding: Public art block funding

5.4 Conservation: City Hall mural cleaning

- Location: City Hall
- Project Budget: \$100,000. Funding: Public art block funding

5.5 Conservation: Rafaga Unleashed

- Location: Waterfront, Pier 8
- Project Budget: \$30,000. Funding: Public art block funding

6.0 PROJECTS AWAITING DEVELOPMENT

- **Dundas Driving Park Phase 2** (project budget \$100,000 from public art block funding)
- **Main and Queen Streets** (project budget \$50,000 from Downtown and Community Renewal budget, \$25,000 from public art block funding)
- **City Hall (marbles, Holbrook panels)** (project budget \$250,000 from public art block funding)
- **Gore Park** (project identified in the Public Art Master Plan and Gore Park Master Plan)
- **West Harbour Front** (identified in the Public Art Master Plan)
- **Red Hill Trails/QEW Pedestrian Bridge** (identified in the Public Art Master Plan)
- **Gage Park** (identified in the Public Art Master Plan)
- **Hamilton Farmers Market**
- **Ancaster Town Square** (identified in the Public Art Master Plan)
- **James St. Escarpment to Bay** (identified in the Public Art Master Plan)
- **Waterfront Trails** (identified in the Public Art Master Plan)
- **York Boulevard – Dundurn/Bay** (identified in the Public Art Master Plan)
- **Fieldcote Memorial Park** (identified in the Public Art Master Plan)
- **Rebecca/John Urban Park** (identified in the Downtown Secondary Plan)

7.0 SUMMARY CHART OF PROJECTS WITH IDENTIFIED BUDGETS

All figures are in 000's. Timing of some expenditures are estimated.

Project Name	Budget	Spent to end of 2010	To be spent in 2011	To be spent in 2012	To be spent in 2013	Source of funding - Public Art Block and Reserve Funds, unless otherwise indicated	Ward
Locke Street	50	41	9				1
James St. North	30	3	27				2
Farmers' Market mural donation	50		50				2
Central Police Station	55	2	53			5 from Police Services	2
Dundas Driving Park	250	3	147	100		100 from Park Master Plan	13
Battlefield Park	300		50	250		250 from Park Master Plan	9
James and Hunter	225		25	200		200 from Downtown Secondary Plan	2
King William ARTwalk	100	17	3	40	40		2
Binbrook Community Parkette	100		20	80		100 from Park Master Plan	11
Main and Queen	75			25	50	50 from Downtown Secondary Plan	2
City Hall	250		20	180	50		2
Conservation – Gage Park Fountain	235		235				3
Conservation – Queen Victoria	30		30				2
Conservation - Cenotaph	20		20				2
Conservation – City Hall mural cleaning	100		100				2
Conservation – Rafaga Unleashed	30		15	15			2
TOTAL	1,900	66	804	890	140	1,195 from Public Art Funds 705 from other sources	

PORTION STILL TO BE FUNDED FROM PUBLIC ART ACCOUNTS	1,129
FUNDS CURRENTLY AVAILABLE IN PUBLIC ART ACCOUNTS	1,010
SHORTFALL	(119)

Please note: Current Public Art Funds will be fully expended in 2012, leaving a shortfall compared to budget of \$29k in 2012 and \$90k in 2013.

Implementation Status of Public Art Master Plan Recommendations Having No Policy or Budget Implications - as of March1, 2011

I. Recommendation No. 1: Establish a Cross Departmental Steering Team, initiated by the Culture Division, to oversee the implementation of the Public Art Master Plan.

Inter departmental communications have been strengthened as projects and program require. Public art juries, meetings and consultations occur on a regular basis with internal department contacts

II. Recommendation No. 2: Prioritize sites to build on current or upcoming planning initiatives.

Public Art sites have been prioritized based on the recommendation in the Public Art Master Plan. New sites, partnerships and opportunities are being explored on a regular basis as part of program development.

III. Recommendation No. 3: Conduct preliminary meetings with relevant stakeholders to assess the viability and feasibility of potential Public Art projects in the short and long term.

Community Focus Groups involving key stakeholders and staff as well as Public Ideas Charrettes have been held at the beginning of each Public Art project to determine the viability and theme for the project.

IV. Recommendation No. 4: Conduct a comprehensive examination of each of the potential sites that were identified and prioritized for Public Art in the Public Art Master Plan before initiating a Public Art project.

Each Public Art site that has been prioritized as per recommendation 2 has been thoroughly examined by Culture Division and relevant staff from other departments and outside agencies to determine any location constraints or other approval issues before the project is initiated. This process is continued during the community focus group and Public Ideas Charrette.

V. Recommendation No. 6: Include Public Art in other City of Hamilton planning documents and urban design guidelines when planning the public realm.

Culture Division staff are working with staff from Planning and Economic Development to include Public Art policies in new secondary plans such as the Airport Employment Secondary Plan and the urban and rural Official Plans.

- VI. Recommendation No. 7: Establish a formal process between the Community Services Department, Planning and Economic Development Department, and the Public Works Department to ensure that Public Art is considered at the beginning of the planning and capital improvement process.**

Culture Division staff are working with staff in the Design and Landscape Architectural Services departments of Public Works for the integration of Public Art, as well as staff in Downtown Community Renewal to identify public art policies and opportunities in Secondary and other planning documents.

- VII. Recommendation No. 8: Initiate partnerships with other public institutions in the development of Public Art projects on publicly accessible lands.**

Culture Division staff are working with the Hamilton Police Service to undertake a jointly funded Public Art project at the Central Police Station.

- VIII. Recommendation No. 9: Develop Public Art projects with local cultural organizations.**

Culture Division staff are working with Arts Hamilton and the Downtown BIA to continue the implementation of the King William ART Walk project, and with The Print Studio for educational forums on public art. New opportunities are also in development.

- IX. Recommendation No. 10: Initiate partnerships with the private sector in the development of Public Art on privately owned, publicly accessible lands.**

Culture Division is working on formalizing the public art policy to include private development leverage for the inclusion of public art.

- X. Recommendation No. 11: Develop and maintain a registry of local businesses involved in the fabrication of Public Art.**

This registry is being developed as projects move forward.

- XI. Recommendation No. 12: Adopt and implement the following four typologies for Public Art: site specific, integrated, semi-integrated and discrete.**

All Public Art projects consider these four types of Public Art.

- XII. Recommendation No. 14: Develop and maintain an artist registry.**

This registry exists and is being expanded on an on-going basis.

XIII. Recommendation No. 15: Consider a range of Public Art opportunities for local, national, international, emerging, junior and senior artists.

The next three Public Art project calls are designed to provide a range of opportunities to local emerging artists, experienced artists and artists that are recognized on the national stage.

XIV. Recommendation No. 17: Employ the Crime Prevention through Environmental Design (CPTED) Principles when developing Public Art projects.

CPTED principles are considered in the technical evaluation of artists proposals.

XV. Recommendation No. 20: Collaborate with other local arts organizations to develop mentoring programs for local artists.

The City's Art in Public Places Coordinator created a framework for the James Street North public art project to work with and guide artists through the fabrication process in order to encourage artists who may not have that knowledge or skill set. This has set a precedent that staff is working to continue for future projects.

XVI. Recommendation No. 21: Establish a Public Art program for City parks supported by an annual budget allocation.

Projects have been tied to larger capital improvement projects at existing parks.

XVII. Recommendation No. 22: Review and update the Public Art Master Plan every three years.

A review of the Public Art Master Plan will be undertaken in 2012

XVIII. Recommendation No. 23: That Report Title be considered complete and removed from the E&CS Cmte's Outstanding Business List.