

WHAT WE HEARD

TOWN OF HALTON HILLS PUBLIC ART MASTER PLAN



June 2017 to March 2018

The Planning Partnership

Jane Perdue



What is Public Art?

Public art is a work of art, permanent or temporary, that is accessible to the public.

Public art should be aesthetic, and may be functional or commemorative as well as free standing or integrated into a site.

The art should be commissioned, acquired or donated to the Town in an open and transparent process.

As per the Town of Halton Hills Public Art Policy (2016) art may take one or more of the following forms:

- *Works by one or more artists or involving an artist;*
- *Works that are permanent, temporary or in various media;*
- *Easily movable works such as paintings, drawings and models;*
- *Works that reflect and/or engage the community.*

Public art is located in an accessible “public space” owned by the Town. It can be stand-alone (not physically part of a structure or landscape), or integrated into public infrastructure in a way that highlights the aesthetic as well as functional qualities, e.g., in facilities, parks, bridges, light posts, sidewalks. In the case of integrated public art, if the site were to be re-developed, the art would be as well.

Public art is site-specific, whether long-term or temporary, functional or aesthetic, stand-alone or integrated, and in any media; it is an original work that is created in response to the immediate context

Niagara Escarpment by Robert Johanssen

Introduction

Public art has the potential to improve the public realm by creating vibrant and engaging places. Over the next year, through collaboration with the community, the Halton Hills Public Art Master Plan will identify suitable sites for various types of public art, establish priority locations, and propose a process for artwork selection, implementation and fund management. The project team has reached out to the community through various forums of face to face and on line engagement to understand, for example, the special places in Halton Hills, ideas on possible themes for public art and suggestions for priority locations for public art.

Over the summer and early fall of 2017, The Planning Partnership team met with various members of the community through one-on-one conversations and at Culture Days to discuss ideas for public art in Halton Hills. Public opinions were also gathered online through the Town's Public Engagement Platform Let's Talk Halton Hills. This "what we heard" report is a summary of the variety of opinions and perspectives expressed during this phase of the consultation. These ideas will be assessed and incorporated into the Public Art Master Plan, as appropriate.

One-on-one interviews took place at the Helson Gallery on June 20, 2017 from 9:00-4:30 p.m. A Focus Group Meeting with the Halton Hills Cultural Roundtable at the Mold-Masters SportsPlex was held the same day at 6:30 p.m. Telephone calls were held with some stakeholders over the summer and fall of 2017. The Planning Partnership team also made a presentation on public art at Culture Days on September 30, 2017. Input gathered up to March 18th via Let's Talk Halton Hills is also included in this report.

One-on-one Interviews

Who We Talked To:

Mayor & Councillors	Town of Halton Hills Staff	Community
Mayor Bonnette	Cannon, Geoff (HHPL)	Andrews, Bruce
Councillor Albano	Daley, Judy	Corker, Sabrina
Councillor Brown	Diamanti, Jane	Cureton, Val
Councillor Fogal	Harris, Warren	Farrow-Reid, Wendy
Councillor Inglis	Krever, Wendy	McGowan, Kate
Councillor Johnson	Linhardt, John	Pattison, Doug
Councillor Lawlor	Marshall, Brent	Robertson, Susan
Councillor Lewis	McLeod, Catherine	Sharkey, Beatrice
	Mills, Chris	Sykes, Amy
	Smith, Jamie	Tenaglia, Sheri
	Szybalski, Damian	

*Additional Opportunities to provide input will be available as the Public Art Master Plan is developed.

Interviews

The following is a summary of input shared during the one-on-one discussions and online through the Town's Public Engagement Platform *Let's Talk Halton Hills*:

What are the opportunities for public art in Halton Hills?

- Public art should be incorporated into infrastructure
- Murals on infrastructure
- Incorporate art into streetscaping
- Incorporate indigenous art into infrastructure
- Infrastructure is already there, could be enhanced with public art
- Art does not tend to get vandalized and makes the downtown look better
- Incorporate public art into every day functions, like benches etc.
- Incorporate art into infrastructure or parks spaces (splash pad that looks like a river)
- Engage youth (young artists) to paint hydro boxes
- Utility box with a historical wrap
- Consider quick wins (wrap utility boxes)
- Public art can be utilitarian, opportunity for public art to enhance public buildings
- Integrate into pedestrian plan/public realm
- Art could be a moving spotlight that shines on architectural features in the community
- Improve the existing art
- Use technology, light projections for art
- Halton Hills should be forward thinking
- Should have public art as a part of any new development
- Need a re-branding of entrances to parks and wayfinding
- Be iconic, be distinctive
- Have contemporary art in Halton Hills
- Sculpture / public art gardens
- No more murals
- Make our Town's public art a memorable experience
- Art should be a surprise

- Public art in new communities should welcome new residents and integrate with the Town
- Have a public art or mural tour as we have a lot of "day trippers"
- Tours could include public art that is privately commissioned
- As there is a general lack of understanding of what public art is, I would like to see the first public art piece include a collaborative community art component so that the community can be engaged in the process and learn more about public art as the piece is developed
- Like to see some public art pieces developed through an artist residency program with a community engagement component to continue this process of public education
- There is a focus on historical murals, would like to see more sculptural elements and installations and works that people can engage with, e.g. where people can gather, take photos, discuss, etc.
- There has been a focus on permanent works – would like to see more temporal works, or works developed for a specific lifecycle – this is especially interesting for works with natural materials in park and trail areas that could decompose. Art trails could add to the hiking experience
- There is a foundation of historic murals, would like to see other styles of murals and digital art as options for wall space

Where are the best locations for public art in Halton Hills?

Public Art should be incorporated throughout the municipality.

Parks

- Public parks, gateways, urban and rural centres
- Public parks could be enhanced through landscape design and public art

- Parks are the ideal location
- Major parks and community facilities
- Cedarvale Park
- Prospect Park
- Hungry Hollow Ravine
- Dominion Garden Park
- Entrance to Bruce Trail in Limehouse
- Bruce Trail at Stone Bridge
- Along the Bruce Trail (Hidden gems)
- Fairgrounds
- Art along the Credit Valley Trail
- Rolling Hills Farm
- Willow Park
- Willow Park Ecological Centre
- Credit Valley Heritage Trail
- Confederation Park
- Musketeers Park
- Gellert Community Park
- Trafalgar Sports Park
- Glen Williams community park
- The skateboard park in Acton or in Georgetown is a great site, include the skateboard community
- Incorporate along cycling trails
- Lucy Maude Montgomery Garden
- With past focus on murals, there is a lost opportunity for art in Halton Hills' many parks and trails - would like integration of public art with Town's trail systems

Infrastructure

- Add murals to existing grain elevators, and water tower
- Old fashioned bridge
- Use the underpass for the railway for public art
- Cross walks
- Utility covers
- Utility box program might be a way to expand public art into new areas quickly
- Lost opportunity for a mural on a retaining wall on Trafalgar Road in Stewarttown – this is a gateway to the community

Buildings

- Incorporate art within town facilities
- Mold-Masters SportsPlex
- McGibbon redevelopment
- Acton Library
- Courtyard of the Georgetown library
- Acton Arena
- Seniors Centre at Acton Arena
- Memorial Arena (Guelph Street)
- Guelph Street Mall
- Opportunity for public art with the expansion of Toronto Premium Outlets
- Acton Recreation Facility
- Gellert Centre
- McGibbon Hotel
- Churches/Places of Worship
- New Holy Cross Church
- High schools
- Hospital
- GO station
- Barber Mill
- Heritage buildings are essential to the character of Halton Hills. Provide views and vistas to these buildings
- Halton Hills has property near City Hall

Centres

- The juxtaposition of modern work in a historic downtown could be interesting
- Centrally located in community cores
- Urban centres should have a concentration of art
- Acton BIA, Georgetown BIA should be priority locations
- Locate art where people gather
- Downtown streets
- Main Street Georgetown, liven it up
- Opportunity to incorporate art in Glen Williams at a new town square, or new community centre
- Alleyways (art that increases safety)
- Art does not have to be only in the urban areas
- Silver Creek and Henderson's Corner
- The end of Maple Avenue near Barber Mill

- Acton does not have any public art
- Incorporate with Town events and festivals like the Farmers' Market, classic car show, Masquerade on Main etc.

Visibility

- Art should be located in areas with lots of pedestrian traffic
- Choose locations with maximum exposure, that lots of people will see
- Priority locations are ones that are easy to see, but are not competing for space like at a busy intersection
- Destination for people to see or something they stumble upon
- Like stumbling across great public art
- Not very many locations for artists to display work
- Should consider outdoor locations and vacant shop fronts to display art

What are possible themes for public art?

- Public art needs the story/process attached to it

Community

- Art must relate to/resonate with the local community
- Halton Hills is growing, think about art that represents the current times (don't focus too heavily on the past)
- Halton Hills is becoming more culturally diverse, public art should carry the 'welcome flag' for newcomers
- New art should be an expression of youth and growth
- Encompass big city ideas on small town environments
- If the Town is going to be self sustainable, need to introduce fresh perspectives
- Reflect community values

Indigenous Peoples

- Indigenous peoples and diversity
- Celebrate indigenous presence and the connection to water. Art could explain why the river is important

History / Heritage

- Bring the history of the area to life along the trails
- Murals stand out because they tell the history of the Town
- Celebrate natural heritage, the environment and agriculture
- The site of the first site for power transmittal
- Halton Hills had one of the first railway tunnels in Canada
- Town was built on paper industry, hydro dam, paper mill
- Hockey town with many hockey heroes
- Agricultural history is a huge part of the community
- Art should have a heritage focus
- Protect and enhance vistas to heritage buildings / landmarks
- Limehouse kilns could incorporate art
- The Tannery, the stone walls are crumbling and is a great site on the water
- Armenian Boys' Farm Home

Commemorative

- Commemorate Canada's Most Patriotic Town challenge and the connection to Canada's 150th anniversary
- Commemorative art
- Have enough war time memorabilia
- We have enough memorials, need to look forward
- Commemoration of family, and the changing seasons (area is known for fall colours)

What are your thoughts on the purpose of public art?

Placemaking

- Great to see families stopping to take photos at public art installations
- Enhances sense of place, provides memories
- Want art to be iconic, distinctive, memorable
- Rather than a sculpture, create a place for people (placemaking)
- Could be the first small town in Ontario that focuses on public art
- Art that draws people, sit/enjoy/focal point
- Art should be a surprise
- Highlight significant points of interest
- Art should beautify the landscape and streetscape
- Public art is accessible to everyone
- We need more places for people to gather

Community Interaction

- Art helps people to further understand and appreciate their community
- Important for the community to understand the role of public art in place-making and becoming a destination
- Public art should be a priority because it enhances the community image. Art is almost a marketing tool for the Town
- Art should be publicly accessible and enhance a feeling of community
- Art needs to resonate with the community
- Art says something about the community's uniqueness
- Foster community pride and encourage businesses to relocate here
- Public art needs to speak to the public/people in the community
- Reflect community value. What are we about? Relationships, connectivity, bold, love our green space, small town feel
- Make art for young people
- Help culture grow and serve as a catalyst



Georgetown War Memorial by Robert Johannsen



Fantasy-Gate by Bev De Jong



Millennium Mural by Michelle Loughrey



Memorial Tree by Ken Hall

- Public art can carry that flag as a welcome
- More awareness and opportunity for local artists to display work
- Can reflect civic pride

Education

- Need to expose people to art
- Make public art that is educational
- Need educational pieces
- Most pieces lack adequate signage and it's hard to find out information about the work (there are a few exceptions – One and All, Fantasy Gate), would like consistent signage so people could learn more about the works and the artists

How should a public art program be funded?

- It is important to talk to council about the role of public art in economic development
- Public art is not just a pretty thing, it's also linked to economic development
- Increase Town Council's and staff's awareness of the role of public art
- Who pays for public art?
- Is art a luxury item? Most people think it's not essential
- Want the money to be dispersed well, respect for public money

Who should select and locate public art?

- An art selection committee from Halton Hills might be more passionate, but if members are from out of town they may be more willing to push the boundaries
- Include role for outside input on public art selection, most of the committee members should come from local community
- Important to have diversity within the art selection committee, including some who are less traditional

- Public art advisory board may be appropriate
- Any decision on public art should be from the local community

What are your thoughts on an appropriate selection process and management of the process?

Selection Process

- Make sure this plan engages the community
- Process has to be simple and streamlined
- Calls to artists will have to be realistic with a realistic budget, parameters for the commission, and maintenance regime needs to be clarified
- Public art process has the potential to bring all the communities in Halton Hills together, through coordination
- BIA had a reserve and held a competition for the bronze tree statue
- When there is a call for an art competition make sure to consider how the new art commissioned relates in vicinity of existing works
- Use different types of competitions
- Request for Qualifications, Request for Proposal, 2 stages (one stage is difficult because there are no fees for artists)
- Competition budget breakdown, list all expectations, including maintenance
- The squirrel and acorn was the result of a sculpture competition with OCAD and a developer – would like to see youth and emerging artists be engaged in some future projects

Management

- Need a framework for management of public art installations
- Engineers and planners need to know about proposed art far in advance including how to integrate it and who will manage it

- Consider art being damaged and durability
- Consider ongoing maintenance and replacement of art in infrastructure projects
- How would public art be financially embedded on an ongoing basis
- Screening process should flag art projects 2 to 3 years out
- Plan for it and generate schematics early in the process
- Need to fully understand the engineering, structure and the big picture
- Never plan a facility, community centre, or signage without culture and art
- Culture is still seen as an add on, but it should be necessary
- Use competitions with two stages
- Educate Council about public art and how to get the policy ingrained

Artists

- Artist should have experience to participate
- Public art to celebrate indigenous culture, should be indigenous led and done by indigenous artists or groups
- Artists have to liaise with the community or it won't be seen as "ours"
- Work with the community first, hire an artist who will listen, engage, hear what the community wants and then work with the engineers
- Make sure artists are remunerated
- Should be open to all artists, not just artists from Halton Hills
- Can see the benefit of opening up the call for artists to any artist, including international artists
- Open up applications to international artists too
- Support having artists from out of town submit applications
- Should support Canadian artists before international artists
- Localize for more acceptance and buy in



Mural in Acton Arena by Michelle Loughrey



Serenity Memorial by Ken Hall



One and All by David Salazar



Sports History Mural by Liz Zahara

- Need to focus on local artists
- Ideally, the program should support local artists. Would support a mentor program
- Need to celebrate local artists
- Local and bigger, get the best art and artists you can
- Open to national art, open to local art, open up the process to others

Align with Planning

- Public art has to have a process and be integrated into town planning
- Need to integrate art and culture into the Official Plan review
- Embed culture and art into Secondary Plans
- Acton BIA
- Downtown Georgetown Secondary Plan assessment
- Norval Secondary Plan
- Development fees are fine for public art but developers need to know in advance
- Needs to identify early, locations and funding. Consider how to get public art embedded at the beginning of project/ process
- Vision Georgetown (20,000 new residents)
- Ask the question early - is public art included?
- Is public art in the capital budget

What other groups/people should we speak with

- Town has many talented, experienced artists
- Cultural Round Table, funded by municipality to promote arts and culture in the community
- Speak with Artcast
- William's Mill Gallery
- Glen Williams studios
- Leverage Metrolinx and GO Transit

Are you familiar with existing public art in Halton Hills?

- Mural at Main and Mill Streets is aged and needs something to replace it because it is a great location but is covered by trees
- Mill and Guelph Street mural
- Public art in front of the school in Limehouse
- Dominion Gardens has John Robinson work
- Heritage plaque program for the BIA
- Mural on Wesleyan Street
- Acton Arena has beautiful mural of hockey players in the lobby
- Legion in Acton has military murals
- Acton's Prospect Park had engaged a small company to do graffiti/paintings on electric boxes
- Cemetery was looking for a piece of memorial art, Ken Hall won the call for proposals
- Acorn sculpture in South Georgetown
- Lucy Maude Montgomery Garden

Do you have suggestions for great precedents for public art?

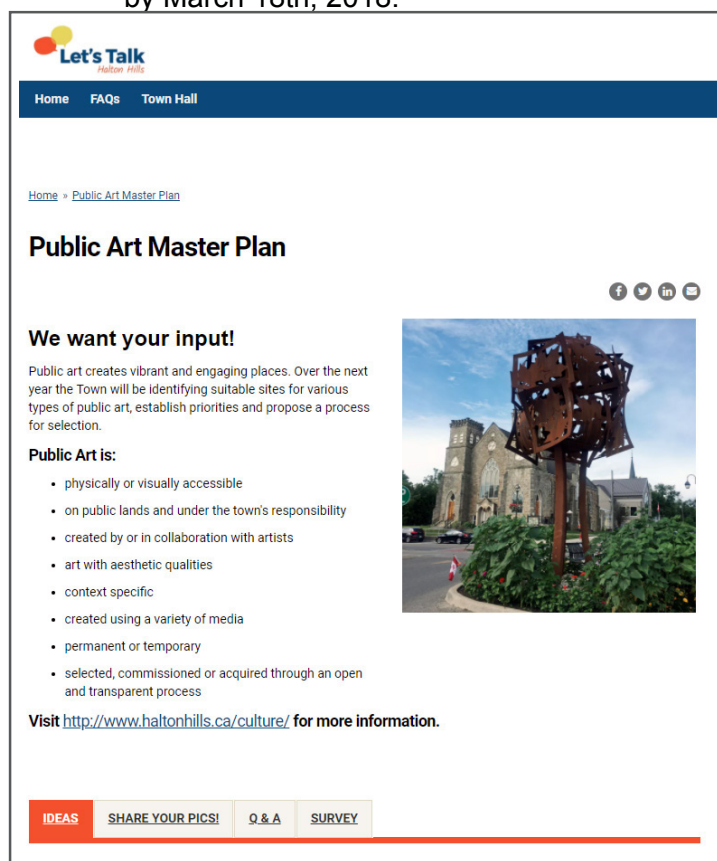
- Saskatoon has embraced public art and has a loaning program that gives profile to artists
- Murals in Ladysmith on Vancouver Island
- Sculptures of tree stumps in Orangeville
- Midland has murals depicting the history
- Alley with public art in Santa Barbara, Santa Barbara storm channel graffiti
- Philadelphia
- Charlottetown
- Kelowna
- Vancouver
- Nashville's wall of history
- New Ontario Place park's natural art
- Little Mermaid in Copenhagen
- England, Europe - public squares, gathering places



Acton Heritage Mural by Michelle Loughery

Online Engagement

The Let's Talk Halton Hills Website for the Public Art Master Plan study encourages the public's involvement by providing a platform for people to share ideas, photos of public art, ask questions and complete polls and surveys. The website also provides information on the study's process, including upcoming consultation events. This section summarizes feedback received via this platform by March 18th, 2018.



Let's Talk Halton Hills Website

Participant Summary

24	Engaged Visitors
03	Participated in Surveys
18	Participated in Quick Polls
02	Asked Questions
10	Contributed Ideas to Brainstormer

** A single engaged participant can perform multiple actions*

160	Informed Participants
44	Viewed a Photo
29	Downloaded a Document
30	Visited the Key Dates Page
129	Visited Multiple Project Pages
24	Contributed to a Tool (Engaged)

** A single informed participant can perform multiple actions*

321	Aware Participants
321	Visited a Project or Tool Page

** Aware user could have also performed an Informed or Engaged Action*

474 TOTAL Website Visits

Engagement Tools

Brainstormer

Post your Public Art Ideas here!

- Painting/chalking the ground of the skateboard parks with street vernacular type art (Graffiti).
- Empty store fronts are excellent locations for multiple kinds of art. Work with property owners (maybe tax incentives) to use the space or promote available locations
- I would like to see the green energy boxes throughout the town wrapped in an image of someone cycling or another type of image that reflects Halton Hills.
- Allow artists to contribute to Light up the Hills festival (displays, booths for crafts etc.).
- Seasonal street banners for lampposts.
- Organize a Nuit Blanche.

Q&A

- “Where is the latest installation of public art in Halton Hills?”
A new piece of public art was just unveiled on June 28, 2017! This work is a vinyl wrap of the utility box located at 113 Main St. S. in downtown Georgetown. The historic wrap was produced by Downtown Georgetown BIA Beautification Committee in collaboration with Silvercreek Construction and features sketches by Robert Johannsen. The wrap makes a nice addition to the area which features another piece of public art, Memorial Tree by Ken Hall. Drop by to learn the story of the Legendary McGibbon hotel, and to find out more about some other cultural gems in the downtown.

Quick Polls

35 Responses

Public art can play a vital role in telling the story of Halton Hills.

10 Yes

02 No

Public art can play an important role in creating a special character in Halton Hills.

05 Yes

02 No

Public art can contribute to tourism and economic development by creating places of interest.

03 Yes

03 No

Public art is critical to creating a vibrant community.

08 Yes

02 No

Culture Days Presentation

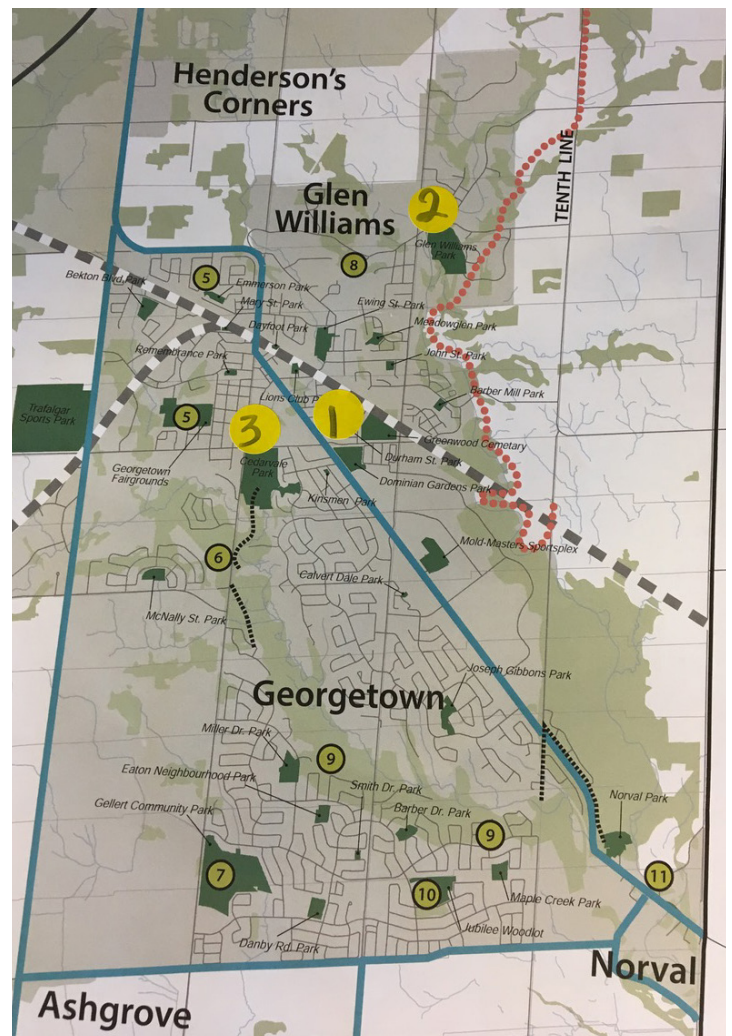
The Planning Partnership team made a presentation at Culture Days on September 30, 2017. The presentation provided an overview of the role of public art in placemaking, the purpose of a Public Art Master Plan, types of public art and public art precedents.

Attendees to the presentation were asked to answer a question:

"I want public art in Halton Hills to..."

- Engage kids (art you can climb on, explore)
 - Create gathering spaces
- 1** Let the public know where historic Georgetown is off of Highway 7. Possibilities include: Dominion Gardens, Mill Street, where the new condo is going up, next to where Memorial Arena used to be (pointing towards historic Georgetown)
 - 2** Water feature or installation near the ball diamonds
 - 3** Replace functional items with beautiful items (fences downtown)

Remind us of our history, make use of 'ruins' (like Dominion Gardens did)



Map of Halton Hills with corresponding sites



Culture Days Presentation participants





Today's Presentation

01 Public Art / Public Art Master Plan

02 Types of Public Art

03 Case Studies

2

Public Art Master Plan

Public art creates vibrant and engaging places.

Over the next year, the Town of Halton Hills will be identifying suitable sites for various types of public art, establish priorities, propose art selection methods, and a framework for management.



Memorial Tree by Ken Hall - Halton Hills

3

What is Public Art?

- Public art is a **work of art**, **permanent or temporary**, that is **accessible to the public**
- The art should be **aesthetic**, and may be **functional** or **commemorative** as well as **free standing** or **integrated** into a site
- The art should be **commissioned**, **acquired** or **donated** to the Town in an **open and transparent process**



Pink Balls by Claude Cormier - Montreal

4

What is Public Art?

As per the **Town of Halton Hills Public Art Policy (2016)** art may take one or more of the following forms:

- Works by one or more artists or involving an artist;
- Works that are permanent, temporary or in various media;
- Easily movable works such as paintings, drawings and models;
- Works that reflect and/or engage the community



Vaulted Willow by Marc Fornes - Edmonton

5

What is a Public Art Master Plan?

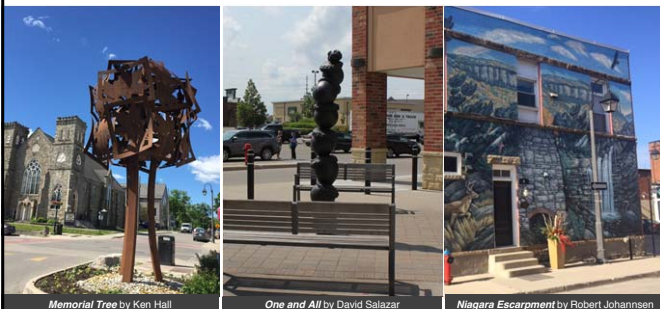
- A tool for **strategically planning public art**
- **Establishes a process** for the Town to acquire, manage & maintain public art
 - Provides guidance in selection criteria
 - Outlines commissioning methods
 - Recommends preferred sites
- Includes an **implementation plan**



Snow Cone by Diana Koncan and Lily Leon - Toronto

6

Existing art in the Town of Halton Hills includes:



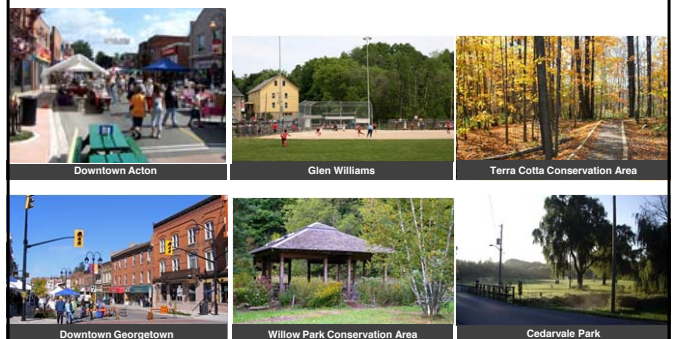
Memorial Tree by Ken Hall

One and All by David Salazar

Niagara Escarpment by Robert Johansen

7

Where are some locations for public art in the Town of Halton Hills?



Downtown Acton

Glen Williams

Terra Cotta Conservation Area

Downtown Georgetown

Willow Park Conservation Area

Cedarvale Park

8

How are we engaging the community?



One-on-one interviews



Online - Let's Talk Halton Hills

- Online Poll
- Share Pictures and Ideas
- Q&A



Presentation at Culture Days



Public Art Advisory Board



Rafaga Unleashed by Dam De Nogales - Hamilton

9

What We've Heard So Far Key Themes

- Public art is a **source of civic pride**
- Ensure an **open and transparent process** that **engages the community** in the selection, acquisition and commissioning of public art
- Provide a **wide range** of public art opportunities
- Ensure **sustainability of programs** and ongoing funding for public art



The Birds by Mylanwy MacLeod - Vancouver

10

Role of Public Art in Placemaking

- Contributes to the quality of the private & public realm
- Creates a sense of identity
- Instills civic pride

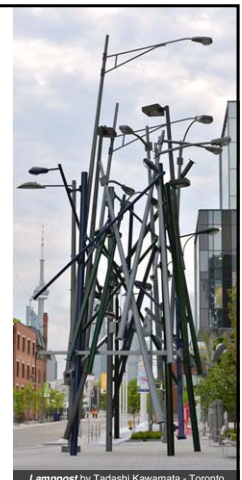


Lamppost by Tadashi Kawamata - Toronto

11

Role of Public Art in Placemaking

- Generates cultural, social and economic value
 - The Arts and Economic Prosperity III report from Americans for the Arts states that the annual support in the arts generates a 7:1 return
 - The Travel Industry Association of American and Partners in Tourism findings show tourists who visit a city for cultural activities spend more and stay longer



Lamppost by Tadashi Kawamata - Toronto

12

Today's Presentation

01 Public Art / Public Art Master Plan

02 Types of Public Art

03 Case Studies

13

Types of Public Art

01 Independent A freestanding work that is created independent of its site, and that could be moved to another location without losing its meaning and aesthetic qualities

02 Site Specific A work that is created as a response to its immediate context and which would lose its meaning, function or relevance if moved to another location

03 Integrated A work that is a physical part of a building, structure or landscape. If the building were demolished, the site redeveloped or the structure removed, the work would be removed or relocated, if possible

14

Public art can be...

- | | |
|-------------------------|-------------------------|
| 01 Commemorative | 04 Temporal |
| 02 a Memorial | 05 Functional |
| 03 a Destination | 06 Environmental |

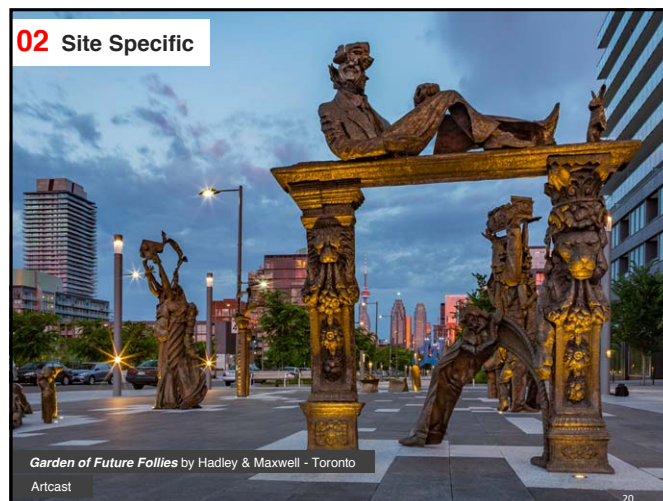
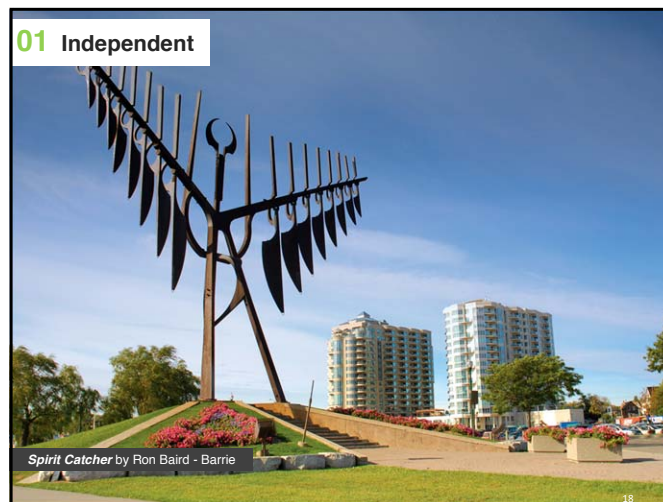
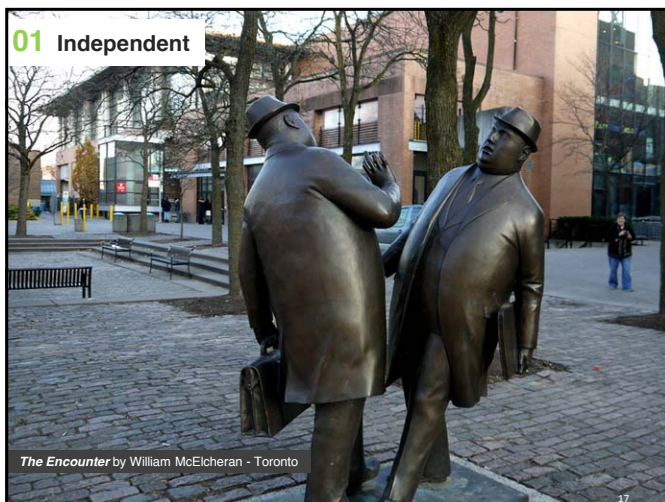
...and more

15

01 Independent



16



02 Site Specific



Pavane by Edith Meusnier – Riorges, France

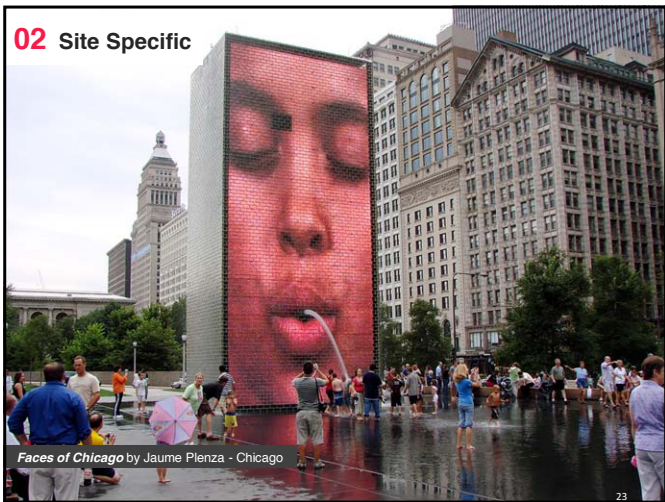
21

02 Site Specific



Cloud Gate by Anish Kapoor – Chicago

02 Site Specific



Faces of Chicago by Jaume Plensa – Chicago

23

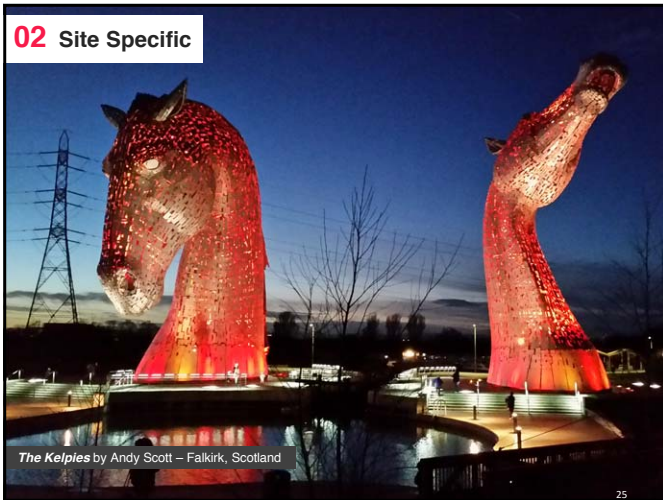
02 Site Specific



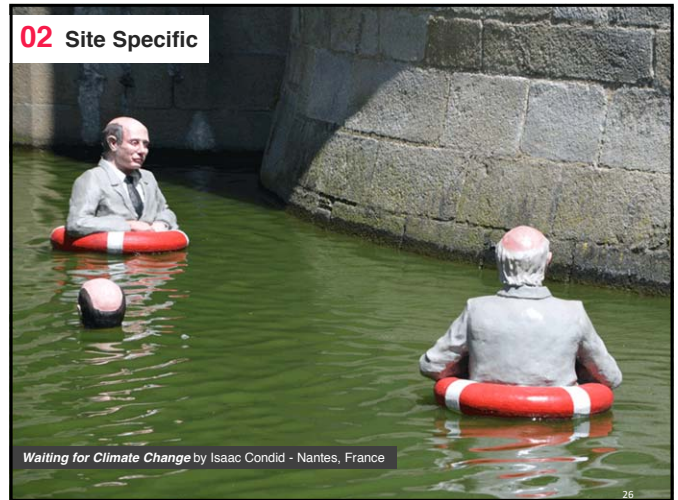
Red Ribbon by Turenscape – Qinhuangdao, China

24

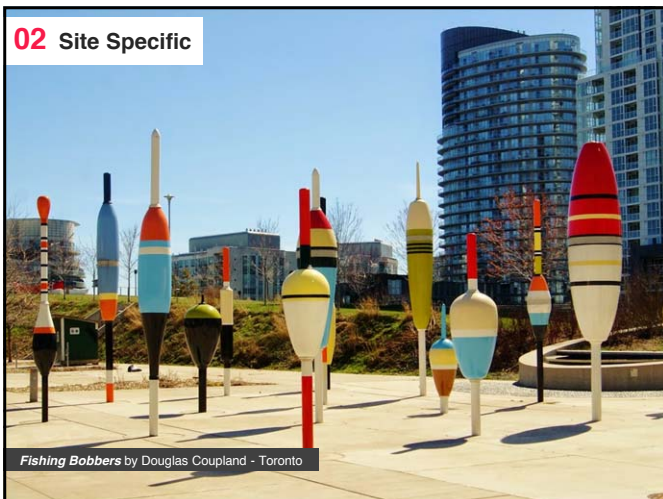
02 Site Specific



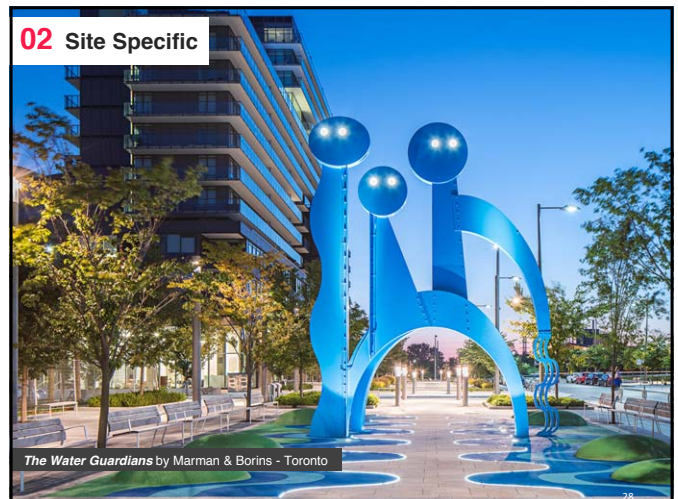
02 Site Specific



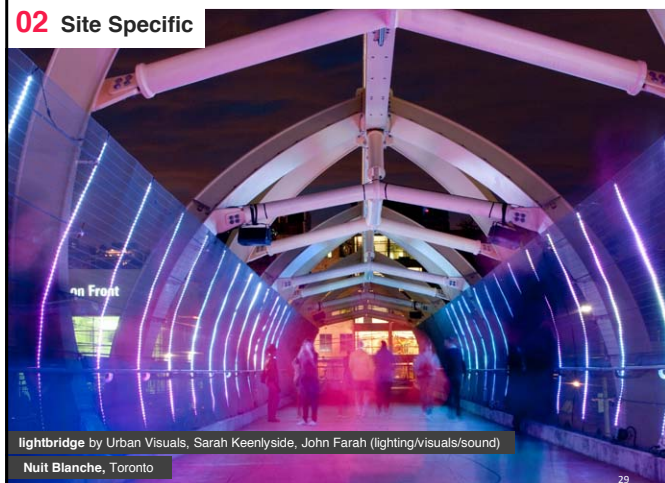
02 Site Specific



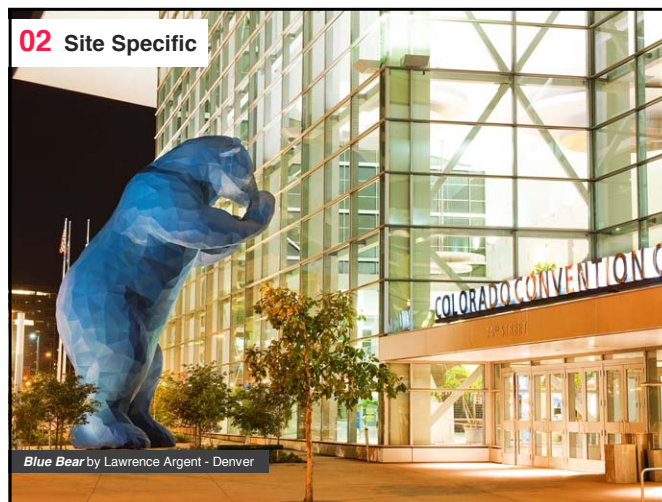
02 Site Specific



02 Site Specific



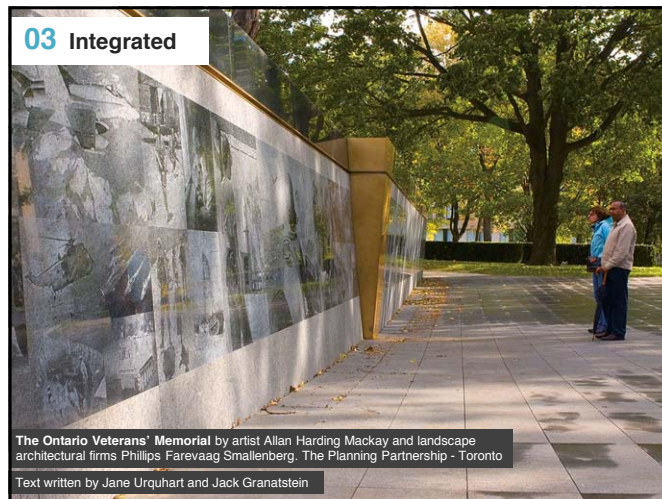
02 Site Specific



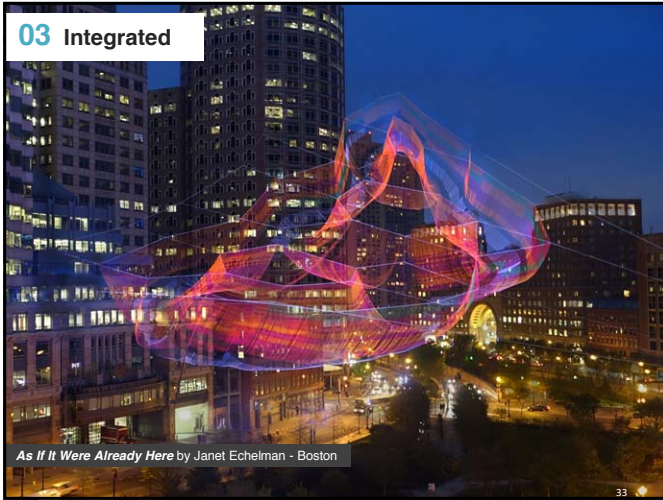
03 Integrated



03 Integrated



03 Integrated



As If It Were Already Here by Janet Echelman - Boston

33

03 Integrated



Snake Path by Alexis Smith – San Diego

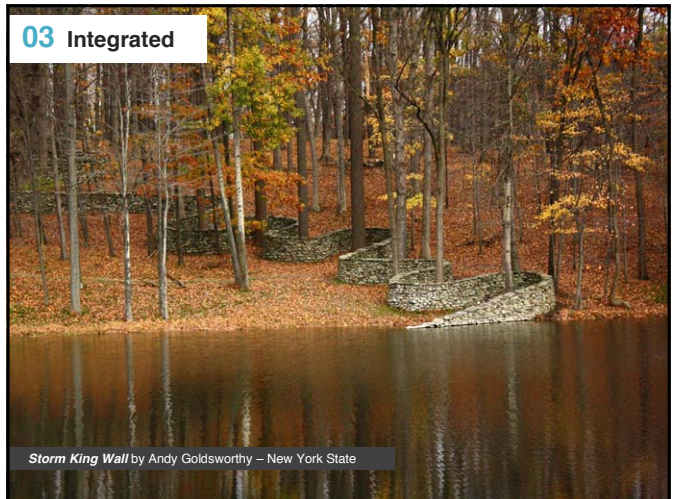
03 Integrated



A Departure by Ilan Sandler— Lethbridge

35

03 Integrated



Storm King Wall by Andy Goldsworthy – New York State

Agenda

01 Public Art / Public Art Master Plan

02 Types of Public Art

03 Case Studies

37

Case Study 01 Cloud Gate



Cloud Gate by Anish Kapoor - Chicago

- The sculpture was the result of a design competition
- Iconic destination in Millennium Park
- Mayor believed in the impact the art would have on increasing tourism and elevating Chicago's image
- No public funds. All funding came from donations
- 2 million people visited in the first six months after Millennium Park opened
- Impact on the adjacent real estate market is estimated to be \$1.4b from 2004 to 2014

- Cost of the installation \$23 million in 2006

Lesson Learned

Economic impact of public art

38



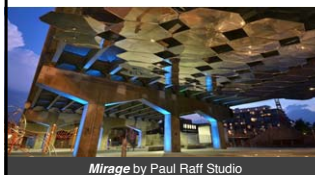
Cloud Gate by Anish Kapoor - Chicago

39

Case Study 02 West Don Lands



The Water Guardians by Marman & Borins



Mirage by Paul Raff Studio

- Waterfront Toronto allocated funds for artwork in advance of development
- Projects set aside one percent of capital costs for public art
- Integrated public art in early planning phases, sites were integrated into designs for the public realm
- Winning proposals were selected from a list of emerging and established artists from around the world

Lesson Learned

Role of public art in placemaking in new neighbourhoods and districts

40



Case Study 03 MOTH Gardens

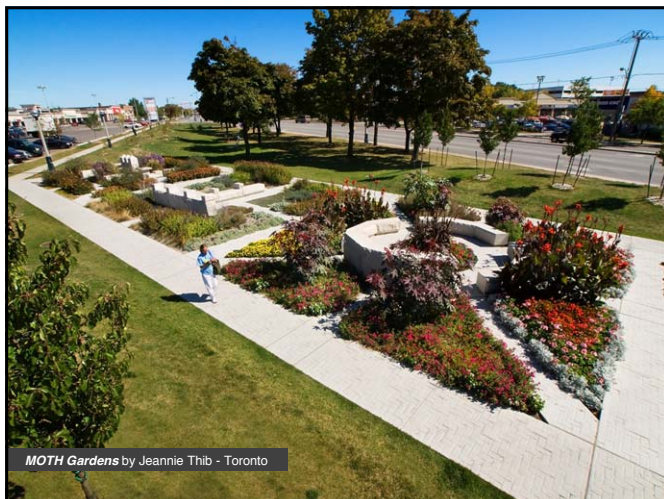


- Excellent example of memorial, functional and placemaking art
- Funds were secured incrementally over 5 years
- Site was identified by City of Toronto planning staff in the public realm plan
- Collaboration between the artist and landscape architect
- Created a new public space from a traffic island

Lesson Learned

Planning for public art; pooling of funds; collaborating with different departments and professionals

42



Case Study 04 The Bowfort Towers



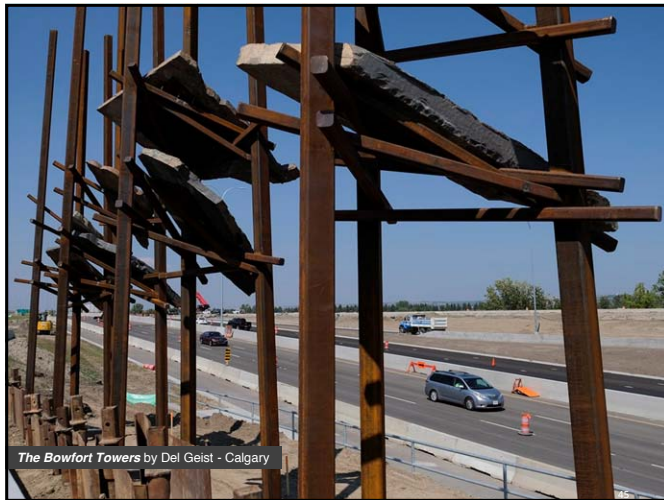
- Calgary's public art program is very successful but this project garnered criticism from many, including members of First Nations communities
- An international artist was chosen
- Cost of installation: \$500,000

- At the Trans-Canada Highway and Bowfort Road interchange
- Gateway feature for the City
- Artist stated that it was meant to pay tribute to Blackfoot culture
- Each sculpture incorporates rundle rock stones, which are found only in Alberta

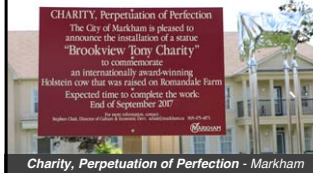
Lesson Learned

Attention to site history and stakeholder involvement

44



Case Study 05 Charity, Perpetuation of Perfection



- The art was donated to the City of Markham
- Intended to commemorate the farm that the new neighbourhood is built on
- Some residents want the artwork relocated to another area
- Public concern that there was a lack of community involvement in the decision making process
- Some say the sculpture has turned the park into a mini-tourist destination
- Council recently decided to remove the installation

Lesson Learned

Consider donations carefully

46



Case Study 06 The Archer

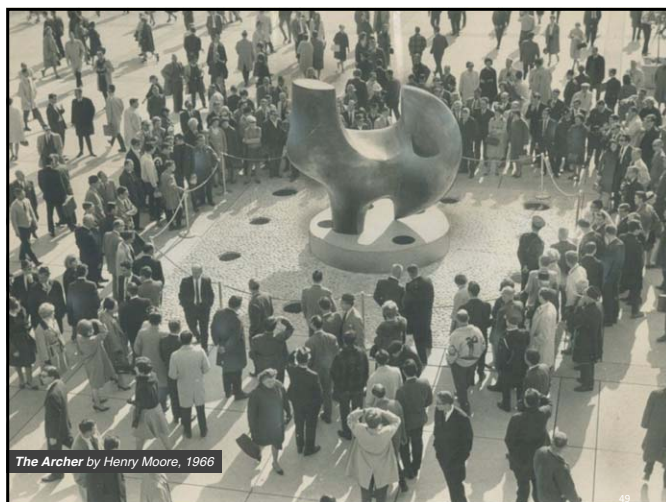


- Highly controversial in the 1960's
- The price of the art was protested
- Mayor Givens was determined the artwork would make Toronto a show piece for fine art and culture
- Predicted it would be a tourist magnet
- There was public outcry against spending money on modern art. Council voted against funding
- Givens initiated a fundraising campaign and was able to secure the art for City Hall
- Has become one of the Toronto's most beloved landmarks

Lesson Learned

Controversy can also have positive outcome

48



Case Study 07 ArtPrize

- Open international art competition
- 19 days in Grand Rapids, Michigan
- \$500,000 in prizes awarded by public vote,
- \$200,000 awarded by a jury of art experts
- Art is exhibited throughout downtown Grand Rapids – museums, bars, parks, hotels, laundromats, bridges, storefronts
- ArtPrize attracts over 500,000 visitors, the most attended public art event in the world in 2014 and 2015
- Generates millions of dollars in economic benefit every year



Lesson Learned

An event that attracts 26,000 visitors every day to a small city
The event stimulates conversation about how art connects to audiences and the role it plays in civic life

50

Stay Connected



letstalkhaltonhills.ca/publicart

Home > Public Art Master Plan

Public Art Master Plan

We want your input!

Public art creates vibrant and engaging places. Over the next year the Town will be developing various ideas for various types of public art, establish priorities and propose a process for selection.

Public Art:

- physically or visually accessible
- an public lands and under the town's responsibility
- created by or in collaboration with artists
- art with aesthetic qualities
- content specific
- created using a variety of media
- permanent or temporary
- selected, commissioned or acquired through an open and transparent process

Visit <http://www.haltonhills.ca/culture> for more information.

SHARE

SHARE YOUR PHOTO

SHARE



REGISTER to get involved!

Quick Poll

You need to be signed in to take this quick poll.

REGISTER

Public art can play a vital role in telling the story of Halton Hills.

☐ Yes

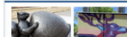
☐ No

Vote/Results

Submit

Help

Halton Hills Public Art Photo Gallery



51

