

REPORT

REPORT TO: Chair and Members of the Community and Corporate Affairs Committee

REPORT FROM: Catherine McLeod, Cultural Development Coordinator

DATE: April 16, 2019

REPORT NO.: RPT-ADMIN-2019-0005

RE: Public Art Program - Temporary Banner Project

RECOMMENDATION:

THAT Report No. ADMIN 2019-0005, dated April 16, 2019, regarding the Public Art Program - Temporary Banner Project, be received for information;

AND FURTHER THAT the recommended project's budget, scope, scale and concept be approved as outlined in this report.

BACKGROUND:

In July 2018, Council approved the Public Art Master Plan (ADMIN-2018-0021). The Public Art Master Plan (PAMP) laid out a vision for the Public Art Program as well as priority locations and a process for the Town to acquire, manage and maintain public art. The Public Art Advisory Board, approved by Council in January 2018 and formed in February 2018, has developed the proposal for the Town's first-ever Public Art Project under the new Public Art Master Plan.

To support public art, the Town established a Public Art Reserve in the amount of \$100,000, requiring a minimum balance of \$100,000 year-on-year. This fund was approved in 2016 as part of the Public Art Policy (COMMSERV-2016-0002) and annual contributions of \$50,000 began in 2017. The first \$50,000 was used to commission the Public Art Master Plan. 2019 is the first year that the full \$100,000 is available for public art projects.

COMMENTS:

The Public Art Advisory Board recommends that the first project undertaken under the PAMP be a temporary art installation of outdoor art banners. A temporary installation was selected as the ideal project through which to develop and test PAMP procedures for developing a project and commissioning work. A banner project was also selected in order to help raise the profile of the new Public Art Program by having installations in

multiple locations throughout Halton Hills at the same time. The option to re-display the banners in the future will also be explored.

The following section outlines the scope, scale, theme, locations and budget of the recommended temporary Banner Art Project:

- 1. Project Brief:** The Town's Public Art Program will invite Canadian professional artists or artist teams to create original banner artwork. Only one artist or artist team will be selected. The banners will be installed in multiple sites creating a unified and captivating visual presence.

The Commissioned artist(s) will be responsible for developing artistic content and creating seven designs to illustrate the theme. The Town will be responsible for the fabrication and installation of the banners and will create an 8th design with project information to be included in the number and rotation of the banners.

- 2. Goals and Theme:** Through a cohesive body of vibrant, thought-provoking work, the Banner Project will enliven the streetscape and engage the community. Artists should consider how their proposed banner artwork will spark discussions on the theme of sustainability. Banner artwork should be understandable to pedestrians, cyclists and motorists.

The theme of sustainability was selected as it speaks to the identity of Halton Hills and the Town's long-standing commitment to sustainability; is timely and has the potential to engage the community and spark conversations; provides for a wide range of interpretations; and is accessible and open to interpretation to both local and national artists.

- 3. Locations:** The following locations for installation were selected based on:
 - Priority sites identified in the PAMP
 - Locations with high visibility and ample pedestrian, cycling and/or motorist traffic
 - Sites with existing banner armature
 - Locations with Town-owned infrastructure (poles)

Street Name/Location*	Site on Street
Main Street South	Between George Street and Park Avenue
Mill Street East (Hwy7)	Between Main Street and Eastern Avenue (West intersection)
Guelph Street (Hwy 7)	Between Maple Avenue and Brucewood Road
Dominion Gardens Park	Throughout the park
Mountainview Road South	Between Delrex Boulevard and 10 Side Road
Princess Anne Drive	Between Halton Hills Drive and Charles Street
Acton Sports Park	Along the soccer field on Hwy 7

*These locations are the preferred locations. The project may be scaled pending receipt of detailed quotes and confirmation with the BIAs.

4. Scope and Scale: The Banner Project will consist of a total of eight images – seven original images supplied by the selected artist and one banner designed by Corporate Communications in accordance with the artist's work that will serve as Public Art Program Information banners. A total of approximately 150 banners are anticipated to be fabricated and installed. The amount may need to be refined pending the receipt of detailed quotes closer to the date of fabrication and installation. Designs will be replicated approximately 19 times throughout the installation. This will help the public to identify the banners as a cohesive body of work installed in various locations.

5. Budget: The budget for this project is up to approximately \$45,000, subject to receiving detailed quotes which could result in refinements to the project scope.

Item	Cost*
Artist Fee	\$10,500
Fabrication, Installation and De-installation, Photography, replacement of broken armature, etc.	\$34,500
Total	\$45,000

* Does not include HST.

6. Timeline: The anticipated schedule for this project is:

Date*	Project Phase
Mid-May	<ul style="list-style-type: none"> • Issue Request for Proposals
June	<ul style="list-style-type: none"> • Deadline for Artist Proposals • Art Selection Panel reviews proposals and selects finalist • Reference Checks • Finalist notified
July	<ul style="list-style-type: none"> • Contract execution • Technical design
August	<ul style="list-style-type: none"> • Approval of rough sketches
October	<ul style="list-style-type: none"> • Final artwork delivery
November/December	<ul style="list-style-type: none"> • Artist's approval – colour, etc. • Banner fabrication
January	<ul style="list-style-type: none"> • Banner installation
February	<ul style="list-style-type: none"> • Banner unveiling
June – in time for Canada Day	<ul style="list-style-type: none"> • Banner de-installation (by Town contractor)

This timeline will allow for a vibrant presence during the winter and spring and also assist the BIAs and community groups with the removal of Christmas decorations and the installation of Canada Day flags.

- 7. Selection Process:** Proposals will be reviewed by an independent Art Selection Panel comprised of art professionals and community representatives. The Panel will receive technical input and advice from appropriate Town staff. The Art Selection Panel will recommend an artist or artist team for the award of the Commission to the Town's Public Art Advisory Board for approval. The selected work will be brought to the Corporate and Community Affairs Committee for information as per the process laid out on in the PAMP.
- 8. Project Readiness:** The Public Art Advisory Board and Town staff from several departments have dedicated a considerable amount of time and effort to developing this project by completing pre-project work (e.g. confirming available infrastructure, defining project parameters, engaging external stakeholders, researching and drafting the artist call RFP, researching art banner projects from across North America, etc).

This is a multistep and complex project. There is a tight timeline (as outlined in the report) that is required in order to install the banners in January 2020. Taking this into account, the Request for Proposals has been developed with Purchasing to ensure that pending approval, the project can start on time.

RELATIONSHIP TO STRATEGIC PLAN:

Commissioning a temporary art banner installation project will support the Strategic Plan's focus on:

- Continuing to implement the Integrated Community Sustainability Strategy, in particular as it relates to the Cultural Vibrancy pillar.

FINANCIAL IMPACT:

This project draws on existing funding from the Public Art Reserve.

CONSULTATION:

In the development of this project Cultural Service staff consulted with staff from Transportation and Public Works, Recreation and Parks, Corporate Communications, and Purchasing.

PUBLIC ENGAGEMENT:

The Public Art Advisory Board, which includes representation from the arts and culture community in addition to Town staff, developed the project idea and parameters. The project idea was discussed with the managers of the Downtown Georgetown and Acton BIA. The public will be engaged through the banner unveiling and subsequent interactions with the art installation.

SUSTAINABILITY IMPLICATIONS:

The Town is committed to implementing our Community Sustainability Strategy, Imagine Halton Hills. Doing so will lead to a higher quality of life.

The recommendation outlined in this report advances the Strategy's implementation.

This report supports the Cultural Vibrancy, Economic Prosperity, Environmental Health and Social Well-being pillars of Sustainability, and in summary the alignment of this report with the Community Sustainability Strategy is Excellent.

COMMUNICATIONS:

The Call to Artists RFP will be widely distributed to attract the best possible proposals. Town communications channels will be used in addition to newsletters, listserves and websites where public art calls are regularly posted.

CONCLUSION:

The Banner Project will be an engaging and vibrant temporary public art project. It will continue to raise the profile of Public Art; create dialogue; highlight Halton Hills' community identity and long-standing commitment to sustainability; and contribute to a thriving cultural sector. This project is another example of the Town's ongoing commitment to cultural vibrancy, and the delivery of unique and leading cultural initiatives.

Reviewed and Approved by,



Damian Szybalski, Manager of Economic Development, Innovation & Culture



Brent Marshall, Chief Administrative Officer