



## REPORT

**REPORT TO:** Mayor Bonnette and Members of Council

**REPORT FROM:** Catherine McLeod, Cultural Development Coordinator

**DATE:** June 22, 2018

**REPORT NO.:** ADMIN-2018-0021

**RE:** Recommended Public Art Master Plan

### RECOMMENDATION:

THAT Report No. ADMIN-2018-0021, dated June 22, 2018, regarding the recommended Public Art Master Plan be received;

AND FURTHER THAT, subject to Council's review and any additional feedback, and minor refinements that may be necessary without causing material changes, the recommended Public Art Master Plan, dated June 8, 2018 and appended to this report under separate cover, be approved.

### BACKGROUND:

One of the objectives of the Town's Cultural Master Plan is to "Complete and implement a Management of Art in Public Places Policy". To Achieve this objective, Council approved the Public Art Policy in August 2016 via report COMMSERV-2016-0002. The Public Art Policy guides the development and implementation of the Town's Public Art Program. It provides a process through which the Town will assess and acquire public art for **municipally-owned public spaces and facilities**, whether through purchase, commission or donation. The overarching goal of the Public Art Policy is to position Halton Hills as a vibrant and engaging place of creativity that utilizes the talents of local artists, honours the unique attributes of the community, beautifies the landscape, raises quality of life and builds the creative economy. 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.

The first \$50,000 contribution to the Public Art Reserve was completed in 2017. This initial amount was used to complete the Public Art Master Plan. A second contribution was made as part of the 2018 Budget. If the next contribution is approved as part of the 2019 Budget, the Reserve will have the minimum required balance of \$100,000 in place to begin public art installation(s).

Via report COMMSERV-2017-0007, dated March 22, 2017, The Planning Partnership was approved as the consultant to develop the Public Art Master Plan.

The Public Art Master Plan process included a fulsome community consultation strategy which took place between June 2017 and March 2018 and the results were presented in the “What We Heard” report. The latter was presented to the Community and Corporate Affairs Committee on April 30, 2018 via report ADMIN-2018-0015.

The Public Art Master Plan was developed by The Planning Partnership in close coordination and consultation with the Town’s Public Art Advisory Board. The latter was formed following approval of report ADMIN-2018-0003.

## **COMMENTS:**

The recommended Public Art Plan is a tool to strategically plan for and maximize the potential for public art by establishing a process for the Town to acquire, manage and maintain public art. For the purpose of the Public Art Master Plan, “public art” is defined as an original work by an artist (s), or involving an artist that is located in an accessible “public space” owned by the Town. It can be permanent or temporary, stand-alone or integrated into public infrastructure. Currently there are 6 pieces of public art in the Town of Halton Hills public art collection, supplemented by 9 pieces of art that may be in publically accessible, but do not meet the definition of “public art” as per the Town’s Public Art Master Plan.

This is the first Public Art Master Plan for the Town of Halton Hills. It demonstrates the Town’s commitment to being a leader in delivering cultural services, as well as the direct connection between cultural services, public art, tourism and economic development. Public art can contribute to a healthy, vibrant and connected community and can also build the local economy by attracting a creative workforce and bringing in additional tourism revenue. It is worth noting that:

- Almost \$4 billion in GDP is generated by Cultural Tourism in Ontario (Ontario Ministry of Tourism, Culture and Sport).
- Arts and culture tourists outspend typical overnight tourists in Ontario by a rate of 2:1 (Ontario Arts Council).
- Four times as many tourists come to Toronto for culture than for sports (Toronto Art Facts).
- “Cows on Parade” (a temporary art installation in Chicago), brought an additional 2 million visitors to the city over three months (Project for Public Places).
- About 1 million people visited Cincinnati for the “Cincinnati Pig Gig”, resulting in spending of almost \$60 million.
- Toronto’s Nuit Blanche (a 1 night temporary public art event) attracted more than 1 million people in 2013 and had an economic impact of \$39.5 million (Toronto Art Facts).

- ArtPrize, an annual 19-day international art competition in Grand Rapids Michigan (population just under 200,000), attracts 26,000 visitors a day and was the most attended public art event in the world in 2014 and 2015 (ArtPrize).

The Master Plan is not prescriptive, but rather sets out processes and procedures to guide the Town in implementing its Public Art Policy, and starting to build and manage its public art collection. The main components of the Public Art Master Plan include:

- **Background** provides an overview of Public Art, including definitions, roles and impact data; a summary of the consultation process and results reported in the “What We Heard” report; a review of relevant Town policy and planning documents; and an inventory of existing public art in Halton Hills.
- **Vision and Guiding Principles** to guide the Town's public art program and ensure its success.
- **Potential Site Locations** including criteria for location and site selection as well as mapping of five types of locations to consider: (i) Public and Cultural Facilities; (ii) Parks and Open Spaces; (iii) Trails, Gateways and Corridors; and (iv) Capital Projects and Studies. These five site typologies are then consolidated on maps of five priority settlement areas: Acton, Georgetown, Glen Williams, Limehouse and Norval. Additional locations will be considered once the five priority areas are addressed.
- **Art Acquisition, Commissioning and Selection** which covers considerations for prioritizing sites for new commissions and donations; art acquisition and commissioning methods for Town-initiated projects, private developer commissions, community-based initiatives and donations; art selection criteria; guidelines for forming art selection panels; and an overview of the continuing role of the Public Art Advisory Board.
- **Collections Management** comprising of a maintenance and conservation strategy; components for a public art inventory; funding for the public art program as well as public art projects; ongoing considerations for the implementation and management of the Public Art Policy; and a process chart for the overall procedure for a public art installation from site selection to maintenance. As part of the review process, Council will be asked to approve site opportunities, budget allocation, and competition method and art selection panel members. The latter are recommended to select the public art project and complete the technical review.
- **Appendix** of public art case studies and a review of lessons learned from public art programs from across North America.

Pending Council's approval of the recommended Public Art Master Plan, the next steps in the Public Art program would include the development of additional policies (e.g. donations policy, de-accessioning policy, collections management policy), refinement of the list of proposed sites, and identification of the location for the first public art project which is tentatively scheduled for 2019.

It is worth highlighting that, while the Town has been developing the Public Art Master Plan, progress has already been made in terms of adding visual interest to infrastructure projects. This is demonstrated by the new light standards that have recently been installed in the Town Hall parking lot as a result of the Town's sister-city partnership with Wenjiang (China). The light posts include a creative green leaf design element that points the way towards more creative and interesting public spaces. Pending Council's approval of the Public Art Master Plan, additional feasible opportunities for the integration of public art in municipal infrastructure projects will be pursued.

#### **RELATIONSHIP TO STRATEGIC PLAN:**

The development and implementation of Public Art Master Plan supports implementation of the Strategic Plan's top eight priorities, including those related to:

- Continuing to implement the Community Sustainability Strategy, in particular as it relates to the Cultural Vibrancy, Social Wellbeing and Economic Prosperity pillars.
- Working with community partners, to promote sports, heritage, countryside, agricultural and eco-tourism.
- Effective, efficient and economical delivery of the Town's existing services.

#### **FINANCIAL IMPACT:**

This report has no direct financial impact.

#### **CONSULTATION:**

The recommended Public Art Master Plan was developed in consultation with the Public Art Advisory Committee which includes representation from Town Staff, community members and the Halton Hills Cultural Roundtable. The Mayor, Town Councillors and staff (including the CAO and SMT) were engaged during the consultation process. The draft report was also circulated for feedback to the Public Art Advisory Board, the cross-departmental Cultural Services Coordination Committee, the CAO and SMT.

## **PUBLIC ENGAGEMENT:**

The Public Art Master Plan benefited from public engagement. The Master Plan process engaged the public through a community consultation strategy which included one-on-one interviews, a focus group with the Halton Hills Cultural Roundtable, a Community Consultation Meeting and online feedback via “Let’s Talk Halton Hills”. Additional public consultation will take place as part of the review of individual public art installations, as appropriate.

## **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, Social Well-Being and Economic Prosperity pillars of Sustainability and in summary the alignment of this report with the Community Sustainability Strategy is **Excellent**.

## **COMMUNICATIONS:**

The Public Art Advisory Board and Halton Hills Cultural Roundtable will be notified of Council’s decision on this report. If approved, the Public Art Master Plan will be posted on the Public Art Master Plan page on “Let’s Talk Halton Hills”, the Cultural Services webpage, and be promoted widely through the Town’s other communication channels.

## **CONCLUSION:**

The recommended Public Art Master Plan is the result of consultation and collaboration with internal and external stakeholders. It is a major milestone and achievement in the Town’s cultural efforts. The Public Art Master Plan outlines strategies and procedures for the implementation of the Public Art Policy and the development and management of the Town of Halton Hills’ Public Art Collection. The development and implementation of a Public Art Program is a recommendation of the Cultural Master Plan and was identified as one of the objectives to be achieved as part of the “Cultural Master Plan Action Plan” (2015-2019).

Public Art is an important element in creative placemaking, supports the creative economy, contributes to economic development and is an important element of cultural tourism.

Reviewed and Approved by,

A handwritten signature in black ink that reads "Damian Szybalski". The script is cursive and fluid, with the first name and last name clearly legible.

Damian Szybalski, Manager Economic Development, Innovation & Culture

A handwritten signature in black ink that reads "Brent Marshall". The script is cursive and fluid, with the first name and last name clearly legible.

Brent Marshall, CAO