



SUBJECT: Public Art Master Plan update 2019-2028

TO: Committee of the Whole

FROM: Department of City Building - Planning Building and Culture

Report Number: PB-25-18

Wards Affected: All

File Numbers: 960-03

Date to Committee: July 9, 2018

Date to Council: July 16, 2018

Recommendation:

Approve City of Burlington Public Art Master Plan Update (2019-2028), including the Private Sector and Community Initiated Public Art Policies outlined in report PB-25-18 (Appendix A); and

Direct the Manager of Arts and Culture to use the Public Art Master Plan update and related policies to guide future municipal public art planning and development; and

Delegate authority to the Manager of Arts and Culture to transfer funds from the Public Art Reserve Fund pending consultation with the affected ward councillor and approval from the Public Art Development Implementation Team; and

Authorize the Manager of Arts and Culture to enter into any agreements, prepared to the satisfaction of the City Solicitor and Director of City Building, for the purpose of funding future expenditures related to the acquisition, installation, deaccessioning, maintenance, preservation, restoration, and collection management of public art.

Purpose:

A City that Grows

- Promoting Economic Growth

An Engaging City

- Community Building through Arts and Culture via Community Activities
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Background and Discussion:

In 2004 Council established the Public Art Reserve Fund as a first step towards realization of the Public Art Program, for the purpose of funding future expenditures related to the acquisition, installation, deaccessioning, maintenance, preservation, restoration, and collection management of public art (By-Law 89-2004).

On July 6, 2009 Council approved the City of Burlington Public Art Policy and Public Art Master Plan (2009-2018), including the governance structure, roles and responsibilities (PR-27-09).

The Public Art Master Plan establishes a long-term vision for the Public Art Program and offers priorities to guide the actions of the program, and a list of potential art projects derived from a review of capital plans and community input.

The Public Art Development Implementation Team (PADIT) was established by Council in July of 2009 to fulfill the ongoing Public Art Program and to provide interdepartmental communication and direction to program development and operations.

Strategy/process

The Public Art Master Plan (PAMP) update process ran from December 2017 – April 2018. This work included:

- Research and best practice review

The following documents were reviewed to ensure that any PAMP updates and proposed policy directions align with existing plans and policies: City of Burlington Official Plan, Burlington's Strategic Plan, 2016 Asset Management Plan, Downtown Urban Design Guidelines and Active Aging Plan.

- Public Input

Online public survey and mapping activity on possible public art locations as well as in-person public consultation at 5 locations took place during January and February 2018. Around 300 residents provided their input online and at the following locations: Tansley Woods Community Centre, Haber Recreation Centre, Art Gallery of Burlington, City Hall, Central Library.

- One-on-one interviews with Mayor and all members of Council

Councillors were consulted about what locations / potential projects they see as the best opportunities for public art. There was also discussion about ward-specific concerns or areas of focus that the public art program can address and about new developments, construction projects, etc. in their specific ward where public art could play a role.

- Consultation with City staff across multiple departments and the Halton Development Liaison Advisory Committee (HDLAC).

City staff from multiple departments provided input on the locations of the projects as well as their scoring and alignment with other capital projects and plans. HDLAC was consulted for the Private Sector Public Art Policy and has provided their input.

Overall, the core structure of the Public Art Master Plan such as vision, definition of Public Art, benefits of public art, guiding principles, scale, Public Art Policy and the governance model of Public Art Program have not changed. Appendix B provides further information about frequently asked questions for the PAMP update process.

The PAMP Update process did:

- Review and update potential public art sites based on feedback from the public, councillors and staff.
- Develop a set of criteria to evaluate the proposed public art sites and projects.
- Develop a 5-year plan of priority projects with an estimated range of costs for the proposed public art projects.
- Develop a 10-year high-level plan of potential projects for future consideration.
- Develop a Community Initiated Art Policy.
- Develop a Private Sector Public Art Policy.

Location / Project Selection

As a result of this process, over 100 potential sites were identified. To refine this list, a site selection matrix (Appendix 6) of the PAMP was developed in collaboration with PADIT to evaluate the options. The following criteria were used to assess each site:

- The potential visibility and public accessibility of the artwork;
- Potential impact for placemaking, storytelling and site enhancement;
- The response to the project during public consultation;
- Ability to leverage committed municipal capital investment or other funding sources;
- Ease of project implementation (i.e. site does not have significant constraints that would prohibit cost effective installation, etc.); and,
- The distribution of projects across the city.

Here is the list of priority sites that form the core of the 5-year work plan for the public art program:

- Burlington Beach Regional Waterfront Park
- Burloak Regional Waterfront Park
- City View Park
- Civic Square
- Ireland Park
- Joseph Brant Museum
- Kilbride Park
- Maple Park
- Millcroft Park
- Sherwood Forest Park
- Skyway Arena
- Tansley Woods Park
- Waterfront Parking Garage

An additional 55 of sites have been identified as secondary sites of interest that will be considered as potential projects over the duration of this PAMP (2018-2027) should additional staff resources or funding become available. Please see Appendix 1 of the PAMP for the full Potential Public Art Site List.

Delegated Authority

With the approval of the City of Burlington Public Art Policy and Public Art Master Plan (2009-2018) on July 6, 2009, Council approved delegated authority to city staff, community jury and external body in collaboration with PADIT to develop and manage the public art collection. As such, location, budget breakdown, aesthetic review and artwork commission approvals, compatibility with other city related projects, maintenance and overseeing all aspects of each project are managed accordingly.

Since the annual public art acquisition budget is a set amount (\$50,000) and annually approved with the budget process, and since the public art priority locations as well as potential ones are approved by Council with the proposed PAMP update 2019-2028, it is recommended that Council delegates the authority to transfer funds from the Public Art Reserve Fund to a specific public art project to the Manager of Arts and Culture, pending consultation with the affected ward councilor and PADIT approval. It is also recommended that Council delegates authority to the Manager of Arts and Culture to

enter any public art related agreements prepared to the satisfaction of the City Solicitor and Director of City Building.

Community Initiated Public Art Policy

The objective of the Community Initiated Public Art Policy is to provide a framework to guide the development and implementation of community-initiated public art projects. The City of Burlington through the Community Initiated Public Art Policy will create an atmosphere that encourages and supports the development of community-initiated public art projects. Community Initiated Public Art Projects will be assessed by PADIT every two months and must adhere to the following criteria:

- Projects must serve a community located in Burlington, Ontario;
- Artwork(s) must be installed on City-owned public space that is accessible to the general public;
- The project is initiated and managed by community members;
- The project is consistent with the vision outlined in the Public Art Policy;
- The project is not funded through the Public Art Reserve Fund.

Depending on the scope and complexity of the project, PADIT may be required to provide project advice and support. The level of support will be determined on a case-by-case basis. The Community Initiated Public Art Policy is included as Appendix 4 of the PAMP.

Private Sector Public Art Policy

The City of Burlington's Strategic Plan 2015-2040 states: "the city will expand the Public Art Program by developing policies and programs such as public art on private property" (Section 4.2, Public Engagement through Culture and Community Activities).

Chapter 3 of the Official Plan (Complete Communities - 3.4.3 d) states: "The City will encourage the inclusion of public art in all significant private sector development across the city, using applicable planning tools and processes. Private sector developers will be encouraged to follow the best practices established by the City for the acquisition and selection of public art. The City will provide assistance in the application of these practices."

The Private Sector Public Art Policy guides the integration of public art into privately owned public places in Burlington. This policy is intended to provide a mechanism through which the City of Burlington will encourage the inclusion of public art in all significant private sector development across the city. The policy provides a flexible set of options to private sector developers to contribute to public art development as well as the opportunity to voluntarily participate in the Private Sector Public Art Program. The

policy provides 4 options to encourage participation of the private sector to the voluntary Private Sector Public Art Program:

- On-site contribution – City Managed
- On-site contribution – Privately Managed
- Off-site contribution – Public Property
- Combination on/off-site contribution – Public and Private Property.

The Private Sector Public Art Policy is included as Appendix 5 of the PAMP.

Financial Matters:

To date, the total amount in the Public Art Reserve Fund is \$625,457. Projects will be approved on a case by case basis by PADIT, depending on the availability of financial resources and considering Council approved PAMP update recommendations and approved locations.

Total Financial Impact

Not applicable.

Source of Funding

There are different funding opportunities for a public art project depending on the scale, location and type of funding. The Public Art Reserve Fund is the main source of funding public art projects. With the approval of the Official Plan and the Public Art Master Plan update, other funding sources are being leveraged such as community benefits via Section 37 contribution, part of the capital projects that Council approves on a yearly basis with the budget process, private developers volunteer contributions and donors as well as fundraising where possible.

Public Engagement Matters:

Burlington's public art program has grown steadily over the past 10 years to include a wide variety of projects and programs that have engaged artists, residents, business owners and visitors to Burlington. Over 700 residents have directly participated in the hands-on creation of artwork. A further 1400 have provided input on public art proposals and 1100 have attended public art unveilings and events. The program will continue to engage the public in all of its public art projects. A community jury will continue to be an

important component of the public art process that directly empowers citizens to be part of the art selection process.

Conclusion:

Upon approval of report PB-25-18, arts and culture staff will follow up with PADIT and other stakeholders accordingly to implement the approved PAMP update.

Respectfully submitted,

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Manager of Arts and Culture

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Appendices:

- A. Public Art Master Plan Update 2019-2028
- B. Public Art Master Plan Update: FAQ

Report Approval:

All reports are reviewed and/or approved by Department Director, Director of Finance and Director of Legal. Final approval is by the City Manager.