

Public Art Master Plan Update: FAQ

1. Why are we doing a PAMP Update?

- The original PAMP is set to expire in 2018
- The research and resulting potential public art locations identified in the original plan was conducted in 2008/09. Burlington has changed substantially since this time and the PAMP Update ensures that the public art program reflects a changing community.

2. What is different / new in the PAMP Update?

- Renewed list of priority and secondary projects.
- Community Initiated Public Art Policy and Private Sector Public Art Policy (the original PAMP noted the need for such policies in the future).

3. What is the same in the PAMP Update?

- The core of the PAMP will remain the same. This includes: what is public art and benefits of public art, vision, guiding principles, project types and scale.

4. Was there any public consultation? How is this information being used?

- Public consultation ran from December 2017 – April 2018.
- In-person consultation took place at five locations (Tansley Woods Community Centre, Haber Recreation Centre, Art Gallery of Burlington, City Hall, Burlington Public Library - Central Branch)
- On-line public survey and mapping activity (to suggest potential locations)
- Approximately 300 participants
- Information used to help select priority and secondary projects and to inform project types, potential themes, etc. for future projects.

5. Was there staff consultation?

- One-on-one interviews with Mayor and members of Council
- Consultation with city staff across multiple departments
- Worked with PADIT and staff to score all potential public art locations and identify opportunities, site constraints, etc.

6. How were the priority projects selected?

- A scoring matrix was developed (approved by PADIT) to evaluate all potential public art opportunities identified through public and staff consultation.

- Priority projects represent projects that scored the highest and are best opportunities over next 5 years (i.e. are linked to existing / proposed capital projects).

7. Will there be other projects occurring over the next 5 years?

- Yes, the local artist programs (Burlington Mural Project, Park Marker Project) will continue on an annual basis. The sites for these projects will be selected using the secondary project list. Priority will be given to wards that have fewer priority projects to ensure fair geographic distribution.
- Additional projects will likely come through the Community Initiated Public Art and Private Sector Public Art program streams. These will be evaluated on a case-by-case basis.
- New / not yet identified projects can also be evaluated on a case-by-case basis using the site selection matrix.
- Public art program will also continue to accept donations (when appropriate).

8. Why are there so many parks in the priority projects when the public survey ranked parks as 7th (9%) on the list of interest / priority?

- The survey results showed a fairly equal distribution of interest in types of locations. The top scoring 5 ranged from 10 – 17%. Since no one location type got a significant portion of the vote, we can assume that the public is interested in a variety of locations.
- Many of the park locations also represent other location types on the list. For example, Burlington Beach Regional Waterfront Park represents parks, downtown and the lakefront. City View Park represents parks as well as facilities, etc. Kilbride Park represents parks as well as a defined neighbourhood that currently does not have any public art.

9. How / why was the Private Sector Public Art Policy developed?

- Previous PAMP noted the need for such a policy in the future.
- Public art is currently one of the options for Section 37 contributions but there is no policy to formally guide the process.
- Policy also allows for voluntary contributions – intention is to keep policy broad to allow for a wide range of projects / contributions
- Best practice research: City of Richmond, BC, City of Markham, ON, City of Richmond Hill, ON, City of Newmarket, ON, City of Toronto, ON.
- Policy reviewed by staff from Development and Planning, Halton Development Liaison Advisory Committee (HDLAC) and PADIT.

10. How / why was Community Initiated Public Art Policy Developed

- Internal granting programs such as the Neighbourhood Community Matching Fund, allow for community public art projects to be funded outside of the public art program.
- There are also instances where community groups or organizations want to initiate and fund a project.
- There is need for a policy to ensure these projects do not conflict with planned public art projects and to ensure they follow basic safety protocols, etc.
- Best practice research: City of Winnipeg, MB, City of Coquitlam, BC, City of Guelph, ON.
- Policy reviewed by staff from Community Development Services and PADIT.

11. How are public art projects funded?

- There is a wide range of mechanisms used to fund public art projects, including:
 - Public Art Reserve Fund was established when PAMP was approved in 2009. Annual contribution into reserve fund is considered as part of annual budget process (currently \$50,000/year).
 - Public art is one of the options for Section 37 contributions.
 - Work with asset teams to determine if there is capacity within capital budget to include public art component. Often, this may mean leveraging some funds from capital budget with Public Art Reserve – i.e. – if money is budgeted for benches, can reserve fund add to budget to achieve public art benches, etc. Funding becomes part of the capital projects that Council approves on a yearly basis with the budget process.
 - Private donations (cash or artwork)
 - Community fundraising

12. How is public art maintained?

- 10% of every public art project budget is transferred into the Public Art Maintenance Reserve Fund.
- Arts and Culture staff regularly monitor the condition of artwork and schedule preventative maintenance (i.e. cleaning and repair).
- Major repairs due to age, damage or vandalism also covered through the reserve fund.