



## POLICY

**TITLE:** Public Art Policy

**NUMBER:**

**CATEGORY:** Cultural Services

**DATE:** 2016

### REFERENCES AND RELATED DOCUMENTS:

Personnel Policy Manual – Code of Conduct

Donation Policy

Collections Management Policy

Cultural Master Plan

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### PURPOSE:

The Public Art Policy guides the development and implementation of the municipal Public Art Program. The policy is intended to provide Council, staff, arts stakeholders and the general community with a process through which the Town of Halton Hills assesses and acquires pieces of Public Art for municipally-owned public spaces and facilities through purchase, commission or donation.

### Goals

The overarching goals of the Public Art Program is to position the Town of 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, and builds the creative economy.

### Key Objectives

- To plan for and implement public art projects that feature artistic excellence and contribute to a high-quality public realm;
- To engage the community in creative place-making;
- To foster a 'pride of place' that reinforces a sense of identity stemming from our

history, our geography, our diversity and our imagined future;

- To invest in the development of artists from a wide range of disciplines through a variety of commissioning opportunities;
- To educate about the value of public art, and to stimulate constructive civic discourse;
- To follow best practices in the establishment and maintenance of a Public Art Program (e.g., transparency, inclusivity, and accessibility);
- To encourage investment in the Public Art Program from various sources;
- To ensure that resources are managed in a way that supports the above-mentioned goals and objectives and sustains an active Public Art Program.

## **DEFINITIONS:**

### **Public Art:**

**Public art is a work by one or more artists or involving an artist, and 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 moveable 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.

### **Artist:**

A person, who is objectively recognized as an artist, possesses training, skill, and/or experience in his or her artistic discipline; is active in and committed to his or her art practice, and has a history of public presentation.

**Public Spaces:**

Municipally-owned and/or operated areas available for use by the public and can include, but is not limited to, parks, open space, trails, waterways, road allowances, tunnels, boulevards, streets, courtyards, squares, building exteriors, foyers, water features, publicly accessible interior areas, bridges and other infrastructure.

**Capital Construction Projects:**

These are projects undertaken by the Town to construct new or renovate/expand existing facilities owned by the Town.

**Creative Place-Making:**

A practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change that also builds character and quality of place.

**Public Art Master Plan**

A plan produced by the Town that prioritizes sites for public art on municipally-owned land and makes recommendations for art on these sites.

**Public Art Inventory:**

The Public Art Inventory may include the following:

- sculptures;
- murals;
- memorials or monuments;
- fountains or water features that contribute aesthetically to their surroundings (i.e., not splash pads);
- paintings and other wall-mounted visual art to be displayed at Town facilities;
- Digital displays and other forms electronic media;
- artistic features of existing or new infrastructure where artists have provided significant input.

**Acquisition:**

The acquiring of public art whether through purchase, commission or donation, conducted in accordance with the established procedures. The acquisition of public art rests with the Public Art Program. The Town will use a wide range of commissioning methods and seek opportunities to engage the community through educational events, workshops etc.

**Deaccessioning:**

This is the process of permanently removing a piece of art from the Town's Public Art Inventory.

**SCOPE/STAFF PRIMARILY AFFECTED:** Senior Management Team

**POLICY DETAILS:**

**Exclusions:**

This policy does not include the following;

- art on private lands;
- community exhibition and display spaces managed by the Town;
- the Town's art collection, including the Helson Gallery collection;
- special events;
- archaeological, archival and museum collections/exhibitions;
- commemorations not created by an artist and/or sited in a public space;
- directional elements and other signage, except where these elements are integral parts of the original work of art or public art project;
- architectural elements and aesthetic features, landscape architecture and landscape gardening except where these elements are an integral part of the original works of arts, or are the result of collaboration among design professionals including at the least one artist.

**Encouraging Public Art:**

The Town of Halton Hills will:

- Plan for the installation of public art on municipally owned sites through a Public Art Master Plan;
- Promote art in public sector development, using applicable planning tools and processes. Private sector developers will be encouraged to follow the best practices established by the Town for the acquisition and selection of public art. The Town will provide assistance in the application of these practices;
- Inform the community about the public art inventory and program. Ensure that the community is aware of any public art installations or decommissioning as part of the Town's normal business practices
- Promote public art in the community. The Town of Halton Hills or its designate will be responsible for ensuring that the community has the opportunity to engage with public art and will:
  - provide opportunities for community input and involvement;

- include community art projects led by professional artists when appropriate;
- expand the level of knowledge of the Town's Public Art Inventory in the community;
- when appropriate, host official unveilings in order to allow all citizens of Halton Hills to take part in celebrating new additions to our Public Art Inventory.

### **Funding of Public Art:**

The Town will establish a reserve to ensure a vigorous collection of public art in addition to supporting efforts around informing the public about this collection and maintaining/conserving the collection on an on-going basis. The public art reserve will be used to fund the planning, design, fabrication and installation of public art on Town-owned property or within Town-owned infrastructure. The reserve will also fund the development of a Public Art Master Plan and the updating of this Plan as appropriate.

The initial funding for this reserve will be accomplished with a phased-in allocation of \$100,000 from the Town's Capital Budget. The intent is that this reserve will be replenished year-on-year to maintain a minimum balance of \$100,000. On occasion, special public art projects may exceed the amount available through the Public Art Reserve. In these cases, additional monies would be requested through the capital budget process.

The decision on when and where public art should be added (stand-alone art) or integrated into civic infrastructure will be based on the Public Art Master Plan, and further guided by staff and the Public Art Advisory Board. The Plan will be developed and/or refined in consultation with Council, the Senior Management Team, members of the art and culture community including practitioners and the public at large, and reviewed and approved by Council. The Council-approved plan will identify and prioritize suitable sites, recommend timing, and provide options for public art projects including potential themes.

In addition to the funding model described above, the Town will leverage this support through public art partnerships with the private sector, the institutional sector, arts organizations, and other orders of governments.

The Town will also encourage the private development sector to participate voluntarily in the public art program, which contributes to a more 'livable' community.

For construction projects in which the Town has provided grants or loans to a local community group or service provider, the terms of the loan or grant agreement may require public art to be incorporated into that project. The grant or loan must be in excess of \$100,000. The nature of the public art will be negotiated at the time of the loan, but would not exceed a value of 1% of the total loan up to a maximum of \$300,000, which is a recognized standard adopted by municipalities with public art

policies.

**Public Art Advisory Board:**

Council will form a Public Art Advisory Board for the purpose of providing input and support for the Public Art Policy and the Public Art Master Plan. The Board will work under the direction of staff responsible for the public art program. The roles and responsibilities for the Public Art Advisory Board may include:

- Providing input into public art calls;
- Reviewing proposals in conjunction with staff including a designate from the Town's Purchasing Dept.;
- Reviewing gifts, bequests with staff with a view to acquisition and de-accessioning;
- Reviewing existing works with staff that may require maintenance;
- Provide advice and direction on the integration of public art on capital projects, as required.

Reporting to the Commissioner of Community Services, the Public Art Advisory Board will consist of seven members who represent the diversity of interests and backgrounds in the community. Membership would include representation from the following:

- the Cultural Centre (Helson Gallery);
- the Halton Hills Cultural Roundtable
- the Community Services Department
- the staff lead on capital development project (various Departments)

The remaining three members will be representatives of the local arts community, which may include, professional artists affiliated with local arts organizations and/or professional artists living or working in the community

**Conflict of Interest:**

Town of Halton Hills staff, members of Council, any directly related citizen committee, board and members of related committees shall comply with the Town's Code of Conduct policy and declare a conflict of interest and remove themselves in all cases from a juried selection process where a project comes before the committee in which he or she is involved either directly or indirectly.

**POLICY REVIEW:** It is recommended that staff monitor and document policy changes for consideration by Council as required, or upon update of applicable regulations or legislation.

