Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.

Values: Honesty, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork

Council Direction

At its meeting of February 25, 2009, Council approved Item 3(e) of the Emergency and Community Services Committee Report 09-003, which reads as follows:

That staff be directed to report to the Emergency and Community Services Committee respecting the status of the Public Art Master Plan implementation process and recommendations on an annual basis (Public Art Master Plan CS09020) (Item 7.1)

Information

Program Update:

This is the third update on the Public Art Master Plan and program since the approval of the Public Art Master Plan by Council in February 2009. The last update was received by Council on May 4, 2011.

Purpose of the Public Art Master Plan:
The Public Art Master Plan is primarily intended to identify and prioritize potential sites and opportunities for new public art within the City and to provide principles and guidance for their implementation. It was developed in consultation with City staff,
Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.

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internal and external stakeholders and the public. It is to be a living document, evolving in accordance with changes in urban development, community needs and policy.

Project Updates:
Appendix A to Report PED12082 provides a detailed account of the status of public art projects completed, currently in progress, or planned since approval of the Master Plan in 2009. This list provides a quick overview.

- Seven projects have been completed:
  1. East Kiwanis Place on Ottawa Street
  2. MacNab Street Pedestrian Underpass Youth Mural
  3. Locke Street
  4. Installation of donated Conrad Furey painting at the Hamilton Farmers’ Market
  5. Hamilton Police Service Central Station/ARTWalk
  6. James Street North decorative paving
  7. James Street North bench

- Three projects are currently in the fabrication and/or installation phase:
  1. James Street North seating
  2. Dundas Driving Park Phase 1
  3. King William ARTWalk benches

- Two projects are in the Request for Proposal phase:
  1. Battlefield Park
  2. Binbrook Parkette

- Three projects are in the public consultation phase:
  1. West Hamilton Rail Trail
  2. Dundas Driving Park Phase 2
  3. James and Hunter

- Nine projects have been identified in the Public Art Master Plan and other planning documents and have not yet been started:
  1. Waterfront East (The Hamilton Waterfront Trail and the Hamilton Beach Recreation Trail)
  2. Waterfront West
  3. Gore Park
  4. Memorial Square, Ancaster
  5. Gage Park
  6. York Boulevard – Dundurn to Bay
  7. Hamilton City Hall
  8. Fieldcote Memorial Park
  9. Pedestrian Crossing at the QEW
Nine new projects are in the initial planning phase to determine scope, feasibility and funding:
1. Downtown Waterdown
2. Confederation Park
3. Mohawk College Transit Terminal
4. Pan-Am Games
5. Hamilton Farmers’ Market, York Boulevard
6. John and Rebecca Street Urban Park
7. Transit shelters and infrastructure for the B-Line and A-Line transit corridors
8. Ward 1 public art projects
9. Ivor Wynne precinct

Projects are prioritized based on a number of factors including:
- Inclusion in the 2009 Public Art Master Plan
- Inclusion in other planning documents such as master plans and secondary plans
- Geographic distribution across the City
- The availability of funding from public art accounts, project accounts, or third-party partners
- Timing considerations
- Diverse range opportunities for artists and needs of the arts community
- Council direction

In addition, a number of new public art initiatives have been undertaken since the last Master Plan update in 2011 including:
- Participation on the City Graffiti Working Group, to incorporate public art into anti-graffiti strategies
- Participation on Neighbourhood Development Strategy teams to incorporate public art into community-led neighbourhood improvement initiatives
- Establishment of a Council-approved Downtown Public Art Reserve Fund, to be funded through voluntary developer contributions in lieu of development charges in the expanded Downtown Community Improvement Project area. Guidelines for the use of those funds are currently being developed for Council approval
- Development of an artist-designed street furniture program, to be launched in 2012
- Outreach to the artist community through talks about public art at McMaster University, The Print Studio, and the Cossart Exchange

Status of Public Art Master Plan recommendations:
Appendix B to Report PED12082 provides a detailed update of the recommendations contained within the Public Art Master Plan.
Financial and staffing update:
In 2011, $446,280 was spent on public art projects from the public art capital account; this amount includes expenditures on both new public art projects and maintenance of public art works as detailed in Appendix A to Report PED12082.

Approximately $1 million is required to complete currently committed public art projects, of which $650,000 will be sourced from the budgets of specific capital projects such as the Battlefield Park Master Plan, leaving $350,000 to be sourced from public art accounts.

The current financial status of the public art program is summarized in Table 1.

Table 1

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds in Public Art Capital Account as of January 1, 2012</td>
<td>$512,009</td>
</tr>
<tr>
<td>Funds in Public Art Reserve Fund as of January 1, 2012</td>
<td>$292,473</td>
</tr>
<tr>
<td>TOTAL FUNDS AVAILABLE as of January 1, 2012</td>
<td>$804,482</td>
</tr>
<tr>
<td>Anticipated costs from Public Art Accounts to complete currently committed projects</td>
<td>$350,000</td>
</tr>
<tr>
<td>Additional contract salary costs in 2012</td>
<td>$100,000</td>
</tr>
<tr>
<td>Balance remaining to fund uncommitted projects from Public Art Accounts</td>
<td>$354,482</td>
</tr>
</tbody>
</table>

There are 18 uncommitted projects that have been identified as priorities as listed earlier in this report.

At present, funding for City of Hamilton public art projects exists primarily through two funding sources:

1. Annual Block Funding
From 2007 to 2012, the annual financial allocation for public art projects from the Capital Budget was $250,000. No funding was provided in 2011. In 2012, $191,000 was provided. This amount is currently forecast to be reduced in future years. A portion of this funding has been committed to staff to advance the implementation of projects.

2. Capital Project Budgets
Several Master Planning and Capital Improvement projects led by other Departments have identified a need for the inclusion of public art, and internal partnerships continue to be built to this end. Public art at the Binbrook Parkette and Battlefield Park are examples of how cohesive internal planning can help broaden a project to include public art, and heighten the overall impact of the development.
Public Art Master Plan Review:

Public Art Master Plan Recommendation 22 states: Review and update the Public Art Master Plan every three years.

Tourism and Culture Division staff will undertake a review of the Public Art Master Plan beginning in 2012. This review will: evaluate the success of implementing the plan and recommendations to date; revise or develop recommendations to maximize the quality, impact and process of the Public Art Program. This will be achieved through a review of the following:

1. The procurement process for public art
2. Ongoing and new funding mechanisms
3. Determining the area and scope for new public art projects
4. Other issues identified through consultation

Consultation with the public, stakeholders and City staff will be an integral part of this review.

Public Art Program Background:

*Definition of Public Art:*
Cities around the world are increasingly realizing the economic and social benefits, and quality of life enhancements that flow from creativity and investment in culture and the expression of a community’s culture through mediums such as public art. In addition to bringing vibrancy to a city’s public spaces, public art is a tremendous source of civic pride and conveys the identity and cultural image of a city to its residents and visitors.

Public art is defined by the City of Hamilton as:

Art created by artists or in collaboration with artists through a public process and existing in publicly accessible City property. The process is a City led formal selection method; whereby, artists are invited to share their vision to enhance public places through the medium of art for the benefit of all residents and visitors.

Examples of public art could include the following:

Lighting, multi-media murals, street furniture, sculptures, landscape and amenity designs. Public Art can be permanent or temporary in nature depending on the scope of the project and materials used. Public Art can be functional, designed to be partially or fully integrated into the city’s infrastructure, or commissioned to engage public space.
The Public Art Selection Process:
The current public art process is a City led formal selection method whereby artists can submit proposals to projects for select sites identified in the Public Art Master Plan and projects identified in internal planning documents.

The public art process involves community consultation, in the form of a stakeholder focus group and/or public meeting, to determine a theme or goals for the project. During the competition period, a public input phase allows for the public to submit comments on the finalists, either online or in select locations that are easily accessible. Selection of finalists is decided by a jury of volunteer citizens representative of a broad range of backgrounds, skills and experience. The adjudication criteria weigh public comments equally with the other relevant criteria.

The principles of the public art program include: Encouraging new ideas and reflecting a variety of artistic expression; Demonstrating excellence in creativity and design; reflecting community history; Creating public art through an open and transparent process.

Appendices:

Appendix B to Report PED12082 - Current Implementation Status of Public Art Master Plan Recommendations Having No Policy or Budget Implications - as of 31 March 2012
1.0 COMPLETED PROJECTS

1.1 East Kiwanis Place
*Dressmaker’s Mannequin*, Daniel Davelaar
Location: Northeast corner of Ottawa Street and Edinburgh Avenue
Status: Completed
Project Cost: $143,336

1.2 MacNab Street Pedestrian Underpass Youth Mural
*(Pilot Graffiti Prevention Project)*
YMCA with Hamilton Youth Arts Network, Youth Engagement and Action Hamilton
Location: MacNab and Hunter Streets
Status: Completed
Project Cost: $16,190.
1.3 **Locke Street**
Concrete Poetry, Simon Frank
Location: Locke Street South between Stanley and Hunter Street
Status: Completed
Project Cost: $64,788

![Concrete Poetry Image](image)

1.4 **Donated Painting, Hamilton Farmers’ Market**
The Bounty, Conrad Furey
Location: Hamilton Farmers’ Market
Status: Completed
Project Cost: $5,000

![The Bounty Image](image)
1.5 Hamilton Police Service Central Station/ART Walk
*Magnifying Glass and Sundial*, Yvonne Felix
Location: Hamilton Police Service Central Station, King William Street
Status: Completed
Project Cost: $75,998

![Image of Magnifying Glass and Sundial]

1.6 James Street North decorative paving, 1 of 3 art works
*Roll Out the Rail Carpet*, Vesna Jocic and Nicko Elliot
Location: James Street North at Murray street
Status: Completed
Project Cost: $24,845

![Image of James Street North decorative paving]
1.7 James Street North bench, 2 of 3 art works
*Timeline Siteline*, Peter Osborne and Sean Solowski
Location: James Street North at Cannon Street
Status: Completed
Project Cost: $14,170

2.0 PROJECTS CURRENTLY IN PROGRESS – FABRICATION/INSTALLATION PHASE

2.1 James Street North seating, 3 of 3 art works
*Adesso ne*, Yvonne Felix, with Jesse and Adam Stanislad
Location: James Street North between Vine Street and Murray Street
Status: Installation planned for summer 2012
Anticipated Project Cost: $28,000

2.2 Dundas Driving Park Phase 1
*Racing Carousel*, Leslie Drysdale and Sandor Monos
Location: Dundas Driving Park
Status: Installation planned for fall 2012
Anticipated Project Cost: $150,000

2.3 King William ART Walk benches
*Leaf Bench*, Joan Sturch; *Tentacle Spectacle*, Steven Twigg; *Soles*, John Carter
Location: King William Street between James Street and Ferguson Avenue
Status: Installation planned for fall 2012
Anticipated Project Cost: $40,000

3.0 PROJECTS CURRENTLY IN PROGRESS – REQUEST FOR PROPOSALS PHASE

3.1 Battlefield Park Public Art
Location: Battlefield Park National Historic Site, Stoney Creek
Status: Call drafted; jury and adjudication planning
Project Budget: $300,000

3.2 Binbrook Community Parkette Public Art
Location: Northeast corner of Highway 56 and Binbrook Road
Status: Call drafted; jury and adjudication planning
Project Budget: $155,000
4.0 CURRENTLY IN PROGRESS – CONSULTATION PHASE

4.1 West Hamilton Rail Trail
Location: At a street/rail trail crossing in the former village of West Hamilton
Status: Public consultation to determine theme and scope Fall 2012
Project Budget: $30,000 - $40,000

4.2 Dundas Driving Park Phase 2
Location: To be distributed along a route around Dundas Driving Park
Status: Consultation review winter 2013. Request for Proposals spring 2013
Project Budget: $100,000

4.3 James and Hunter
Location: North East corner of James and Hunter Streets
Project Budget: $225,000

5.0 PROJECTS IDENTIFIED IN PLANNING DOCUMENTS

The following projects have been identified in the Public Art Master Plan or other planning documents and have not been started but are awaiting approval and funding.

1. Waterfront East (The Hamilton Waterfront Trail and the Hamilton Beach Recreation Trail)
2. Waterfront West
3. Gore Park
4. Memorial Square, Ancaster
5. Gage Park
6. York Boulevard – Dundurn to Bay
7. Hamilton City Hall
8. Fieldcote Memorial Park
9. Pedestrian Crossing at the QEW

6.0 POTENTIAL PROJECTS UNDER STUDY

The following projects are in the initial planning stages to determine, scope, feasibility, and funding:

1. Downtown Waterdown
2. Confederation Park
3. Mohawk College Transit Terminal
4. Pan-Am Games
5. Hamilton Farmers’ Market, York Boulevard
6. John and Rebecca Street Urban Park
7. Transit shelters and infrastructure for the B-Line and A-Line transit corridors
8. Ward 1 public art projects
9. Ivor Wynne precinct
7.0 CONSERVATION & MAINTENANCE

The public art program maintains a regular conservation program for the works owned by the City. As mandated in the Public Art Master Plan, 10% of each public art commission is channeled into a reserve account for continued care and conservation. This must be kept in reserve, to ensure the longevity of the work in line with standard best practices.

In 2011, a number of significant conservation projects requiring additional funds were begun as follows:

- Gage Park Fountain (in progress)
- Queen Victoria statue, Gore Park (complete)
- Hamilton Cenotaph (complete)
- City Hall murals (complete)
- Rafaga Unleashed at Pier 8 (in progress)
Current Implementation Status of Public Art Master Plan Recommendations Having No Policy or Budget Implications - as of 31 March 2012

I. Recommendation No. 1: Establish a Cross Departmental Steering Team, initiated by the Culture Division, to oversee the implementation of the Public Art Master Plan.

Several Cross Departmental teams have been assembled to meet the unique needs of individual Public Art projects to date. A large Cross Departmental Steering Team to review the Public Art Master Plan and program is planned for Fall 2012.

II. Recommendation No. 2: Prioritize sites to build on current or upcoming planning initiatives.

Public Art sites have been prioritized based on the recommendation in the Public Art Master Plan and synergies with other approved plans and funding sources.

III. Recommendation No. 3: Conduct preliminary meetings with relevant stakeholders to assess the viability and feasibility of potential Public Art projects in the short and long term.

Community Focus Groups involving key stakeholders and staff as well as Public Ideas Charities have been held at the beginning of each Public Art project to determine the viability and priorities for the project.

IV. Recommendation No. 4: Conduct a comprehensive examination of each of the potential sites that were identified and prioritized for Public Art in the Public Art Master Plan before initiating a Public Art project.

Each Public Art site that has been prioritized as per recommendation 2 has been thoroughly examined by Culture Division staff and relevant staff from other departments and outside agencies to determine any location constraints or other approval issues before the project is initiated. This process is continued during the community focus group and/or Public Ideas Charrette before the scope of the project is finalized.

V. Recommendation No. 6: Include Public Art in other City of Hamilton planning documents and urban design guidelines when planning the public realm.

Tourism and Culture Division staff are working with staff from other divisions of the Planning and Economic Development and Public Works Departments to include Public Art policies in new secondary plans, master plans and environmental assessments.
VI. Recommendation No. 7: Establish a formal process between the Community Services Department, Planning and Economic Development Department, and the Public Works Department to ensure that Public Art is considered at the beginning of the planning and capital improvement process.

Tourism and Culture Division staff are working with staff from the Environment and Sustainable Infrastructure Division, Public Works to explore opportunities for Public Art in new master plans such as the West Harbour Waterfront Recreation Master Plan. Tourism and Culture Division staff are also working with staff from the Planning and Strategic Services-Special Projects Division of the Planning and Economic Development Department to identify opportunities for public art policies in Secondary Plans and other planning documents.

VII. Recommendation No. 8: Initiate partnerships with other public institutions in the development of Public Art projects on publicly accessible lands.

Tourism and Culture Division staff just completed a project with the Hamilton Police Service to undertake a jointly funded Public Art project at the Central Police Station.

VIII. Recommendation No. 9: Develop Public Art projects with local cultural organizations.

Tourism and Culture Division staff are working with the King William ARTWalk committee to implement public art. This committee includes Hamilton Arts Council and Theatre Aquarius.

IX. Recommendation No. 10: Initiate partnerships with the private sector in the development of Public Art on privately owned, publicly accessible lands.

Tourism and Culture Division Staff are presently working with Finance and Urban Renewal staff to develop policy for the recently approved Downtown Public Art Reserve. This reserve is to be funded via contributions from developers in the downtown in lieu of development charges.

Working with staff in the Planning Division and Strategic Services and Special Projects Division, Tourism and Culture Division staff have also identified opportunities in policy documents that would allow for the possibility of working with private developers to include Public Art as part of their developments in the future. In addition, as part of the ARTWalk project, Tourism and Culture Division and Urban Renewal staff continue to work with businesses along King William Street to encourage them to provide art on their properties.
X. **Recommendation No. 11:** Develop and maintain a registry of local businesses involved in the fabrication of Public Art.

This registry is being developed as projects move forward.

XI. **Recommendation No. 12:** Adopt and implement the following four typologies for Public Art: site specific, integrated, semi-integrated and discrete.

All Public Art projects consider these four types of Public Art. Their definitions along with examples are included in the introduction of a project at all public meetings and focus groups.

XII. **Recommendation No. 14:** Develop and maintain an artist registry.

Tourism and Culture Division staff are developing a list of artists of all disciplines interested in Public Art opportunities in Hamilton. This list presently includes fifty artists.

XIII. **Recommendation No. 15:** Consider a range of Public Art opportunities for local, national, international, emerging, junior and senior artists.

The next two Public Art calls are designed to provide opportunities to both local artists and artists that are recognized on the national and international stage. The James Street North public art project, which will be complete this year, was awarded to three emerging artists/teams.

XIV. **Recommendation No. 17:** Employ the Crime Prevention through Environmental Design (CPTED) Principles when developing Public Art projects.

CPTED principles are considered in the technical evaluation of artists proposals.

XV. **Recommendation No. 20:** Collaborate with other local arts organizations to develop mentoring programs for local artists.

Staff continue to work with local designers and fabricators to implement and mentor local and emerging artists through small scale public art competitions.

XVI. **Recommendation No. 21:** Establish a Public Art Program for City parks supported by an annual budget allocation.

Projects have been tied to larger capital improvement projects at existing parks.
XVII. Recommendation No. 22: Review and update the Public Art Master Plan every three years.

A review of the Public Art Master Plan will be undertaken in 2012.