Council Direction:
At its meeting of February 25, 2009, Council approved Item 3(e) of the Emergency & 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:
Council approved the Public Art Master Plan in February 2009. Report CS10028 outlines the implementation of the projects to-date:

- one Public Art project has been completed,
- an artist has been selected for a second project,
- public consultation has been completed for five additional projects; and,
- planning is underway for nine more projects.

Details of above projects are attached as Appendix A to Report CS10028. In addition, the status of each of the 17 recommendations from the approved Public Art Master Plan is attached as Appendix B to Report CS10028.
Background:

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 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:

“Murals, park benches, fountains, lighting, walkways, sculptures, landscape architecture and amenity designs. Public Art can be permanent or temporary in nature depending on the nature of the materials used in creating the Public Art. Public Art can be functional, aesthetic, designed specifically for a site or designed exclusive of the site where it is located. Similarly, Public Art can be partially or fully integrated into the city’s infrastructure.”

The Public Art Master Plan

The Public Art Master Plan was approved by Council in February 2009. It includes overall principles for public art and a decision-making framework to direct the identification, evaluation, implementation and maintenance of public art, supporting rationale on the types and scales of public art to be considered, as well as recommended project budgets.

The Public Art Master Plan ensures that public art projects consider the characteristics of each community, its people and their stories and that the public art reflects the environment in which the artwork will be located in order to maximize the public benefit. The Public Art Master Plan incorporates recommendations for public art projects and opportunities into new Secondary Plans and other urban design and planning studies. The Public Art Master Plan is congruent with the direction of existing City of Hamilton policies and planning documents such as Vision 2020, Downtown Hamilton Secondary Plan and the City’s Streetscape Master Plans.

Finally, the Public Art Master Plan provides specific recommendations for the development of policies, procedures and processes to facilitate the participation of artists, the community and other potential partners to fully mobilize the City’s existing Art in Public Places Program. The Public Art Master Plan ensures that public art installations make living in Hamilton and travelling through the City’s streets, open

---

1 City of Hamilton Public Art Master Plan Report, CS09020.
2 Ibid,
spaces and parks, an engaging and more pleasant experience for residents and visitors.

Staffing
An Art in Public Places Coordinator was hired by the Culture Division, in November 2008, to implement the Public Art Master Plan and act as staff liaison to the Arts Advisory Commission. In December 2009, the focus of the Art in Public Places Coordinator position was changed primarily to the implementation of public art projects.

Community Engagement and Response
In 2009, as part of the Public Art Master Plan, staff conducted six focus group sessions and four public meetings for five Public Art projects. Attendance ranged from over forty at the public meeting for the Locke Street Public Art Project to eighteen at the Dundas Driving Park event.

Response to the public consultation stage, of the artist selection phase of the Locke Street Project, was excellent. Over a three week period in the fall, five hundred and seventy members of the community took the time to review and provide comment on the three highest scoring proposals, by responding to a survey located on the City website and at the local library.

The community also responded favourably to the installation of Daniel Davelaar’s piece at East Kiwanis Place on Ottawa Street. Within several hours of its installation, a member of the community had left a rose on its base. The dedication, as part of the Ottawa Street ‘Street Sale’, in September 2009 was well attended. No incidents of vandalism have been reported to-date; and, the Culture Division and local Business Improvement Association (B.I.A.) have only received positive comments about the art piece. Praise was noted especially around the excellence of the craftsmanship.

Financial
In 2009, exclusive of the funding for the Art in Public Places Coordinator position, $164,109.56 was spent on public art projects.

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

1. Annual Block Funding.

To-date the financial allocation for public art projects, inclusive of administration costs (e.g. funding for the Art in Public Places Coordinator position), is $250,000, which is funded through annual block funding. An enhancement of $99,313 has been requested in the 2010 budget to move the costs associated with the Art in Public Places Coordinator position into the current budget; thereby, making the full $250,000 of block funding available for public art projects.

It should be noted that this current funding allocation, for public art projects, limits the number and type of Public Art projects, which can be undertaken during any given budget cycle. For example, the recommended budget requirements for the suggested types and scales of public art in the Public Art Master Plan ranges
from a minimum of $10,000 for small scale installations, to upwards of $250,000 for large scale installations.

2. Capital Improvement Projects.

Capital improvement projects deemed appropriate for the inclusion of public art may include a line item in the overall project budget; ensuring the planned integration of public art in the overall design and implementation process. Examples of opportunities to leverage this type of funding would be East Kiwanis Place and Dundas Driving Park; where public art money has been allocated in the overall project budget for a public art installation.

Prioritizing Projects

The current projects have been selected, based on their recommendation in the Public Art Master Plan and to take advantage of synergies with other plans and funding sources both internal and external. Master Plans, for Dundas Driving Park and Battlefield Park, identified opportunities for public art and funding for public art. Culture Division staff are working with the Project Managers for these projects to implement the public art portion of the Master Plans and supplement their budgets for public art, as both projects are also identified in the Public Art Master Plan. Projects such as the Central Police Station/Art Walk and the MacNab Street Pedestrian Underpass make use of funding and staffing support from external partners to supplement City public art monies and resources. In order to optimize the funding and resources dedicated to public art, Culture Division staff will continue to review the projects recommended in the Public Art Master Plan and other Plans in terms of maximizing opportunities for synergies with other initiatives.

Public Art Outreach

Although primarily focussed on achieving results through the implementation of specific public art projects during 2009, Culture Division staff has also begun to reach out to different parts of the community. Working with staff in the Planning and Economic Development Department, the Culture Division has 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. An e-mail list of artists interested in public art has been developed and is growing. Staff are also presently working with local designers and fabricators to develop a public art process though which young and emerging artists can be mentored and educated about public art. Community based arts groups, such as Arts Hamilton, have been working in partnership with City staff to implement public art projects. Culture Division staff are planning to keep building on and expanding these initiatives in the coming year.

The Public Art Selection Process

The Public Art process is a City led formal selection method whereby artists are invited to share their vision to enhance public places, for the benefit of all residents and visitors, through the medium of art.
Regardless of the funding stream for the Public Art project, all Public Art projects are initiated and implemented through a common Public Art process. This process involves community consultation at the beginning of the project to determine a theme(s) for the art work to ensure that it is reflective of the community. A three stage process is then used to select the successful artist. This includes an opportunity for the public to comment on the highest scoring proposals before a final selection is made by a volunteer jury.

Internal Consultation

Culture Division staff have involved staff from across the corporation in the planning, selection of artists, and implementation of the public art projects identified in this report. Staff from the following Departments have been consulted in identifying possible future public art projects and incorporating the consideration of public art into new planning and policy documents:

Planning and Economic Development Department:
- Planning Division
- Community Planning and Design Section
- Strategic Services Special Projects Division
- Downtown and Community Renewal Division

Public Works Department:
- Environment and Sustainable Infrastructure Division
- Landscape Architectural Services Section
- Strategic Planning and Rapid Transit Section
- Traffic Engineering Section

Community Services Department:
- Recreation Division

Throughout the selection of the artist and implementation stages of these projects, staff from the following Departments have been informed; and, in several cases, have been directly involved by participating in focus groups and the selection juries:

Planning and Economic Development Department:
- Planning Division
- Community Planning and Design Section
- Downtown and Community Renewal Division

Public Works Department:
- Environment and Sustainable Infrastructure Division
- Landscape Architectural Services Section
- Traffic Engineering Section
- Operations and Waste Management Division
- Environmental Services Section
- Roads Operations and Maintenance Section
Staff Steering Committee
Through the planning and implementation of the first few public art projects, Culture Division staff have learned that each project is unique and that each may require the expertise and approval of a different group of staff and departments. In order to ensure the continued contribution of staff to the implementation of public art across the Corporation, a group of key staff are being identified and will be invited to sit on a steering committee to meet bi-annually starting in fall 2010. This committee will review the implementation of the Public Art Master Plan and develop recommendations to improve the implementation of the Plan and knowledge of the requirements of and opportunities for public art across the Corporation. These committee members will also provide a point of contact in different Departments for the Art in Public Places Coordinator when unique situations arise.

Attachments:
Appendix A to Report CS10028
Appendix B to Report CS10028.

1. COMPLETED PROJECTS

1.1 East Kiwanis Place Public Art Project
Location: Northeast corner of Ottawa Street and Edinburgh Avenue
Status: Installed September 2009
Art Piece: *Dressmakers Mannequin with Drapery* by Daniel Davelaar
Project Budget: $150,000.00
Project Cost: $133,997.05
Funding: $96,000.00 from East Kiwanis Place project budget, remainder from the Public Art block funding
Project identified in the East Kiwanis Place Park Master Plan.

2.0 PROJECTS CURRENTLY IN PROCESS

2.1 Locke Street Public Art Project
Location: Locke Street South between Stanley Street and Hunter Street
Art Piece: *Concrete Poetry* by Simon Frank
Project Budget: $50,000
Project Cost: TBD
Funding: from Public Art block funding
Project identified in 2000 as part of a capital project for water main replacement.

2.2 James Street North Public Art Project
Location: James Street North between Vine Street and Murray Street
Art Piece: To be determined
Project Budget: $30,000
Project Cost: TBD
Funding: Public Art block funding
Project identified in the Public Art Master Plan.
2.3 Central Police Station/ART Walk Public Art Project
Location: Front courtyard, Hamilton Police Services Central Station, 155 King William Street Hamilton
Art Piece: To be determined
Project Budget: $55,000
Project Cost: TBD
Funding: $50,000 from the Public Art block funding and $5,000 from the Police Service. Project identified in the Public Art Master Plan and by the King William ART Walk Committee.

2.4 Dundas Driving Park Public Art Project
Location: Dundas Driving Park
Art Piece: To be determined
Project Budget: $250,000
Project Cost: TBD
Funding: $100,000 from the Dundas Driving Park capital budget. The remainder from Public Art block funding.
Project identified in the Public Art Master Plan and the Dundas Driving Park Master Plan.

2.5 Battlefield Park Public Art Project
Location: Battlefield Park National Historic Site, Stoney Creek
Art Piece: To be determined
Project Budget: $250,000 - $300,000
Project Cost: TBD
Funding: $250,000 from the Battlefield Park Master Plan budget. The remainder from Public Art block funding.
Project identified in the Public Art Master Plan and the Battlefield Park Master Plan.
2.6 MacNab Street Pedestrian Underpass Youth Mural (Pilot Graffiti Prevention Project)

Location: MacNab and Hunter Streets
Status: Artist and piece selected. Installation planned for spring 2009.
Art Piece: Murals of Hamilton Landmarks and directional signs to be painted by McMaster University Fine Arts Students working with local youth.

Project Budget: $10,000
Project Cost: TBD
Funding: $10,000 from the Public Art block funding. Staff support from Public Works. Significant staff resources from partner agency YMCA.
Project initiated by the YMCA Youth Engagement and Action in Hamilton Project and the City of Hamilton Arts Advisory Commission.

3.0 PROJECTS IN PLANNING

3.1 James and Hunter Streets Public Art Project
Location: North East corner of James and Hunter Streets
Status: Public consultation scheduled for spring 2010.
Art Piece: TBD
Project Budget: $275,000
Project Cost: TBD
Funding: $250,000 from Downtown and Community Renewal Downtown block funding and $25,000 from Public Art block funding.
Project identified in the Public Art Master Plan, the Downtown Secondary Plan as a gateway to downtown and the Hunter Street Streetscape Master Plan.

3.2 Main and Queen Streets Public Art Project
Location: North East corner of Main and Queen Streets
Status: Public consultation scheduled for spring 2010.
Art Piece: TBD
Project Budget: $75,000
Project Cost: TBD
Funding: $50,000 from Downtown and Community Renewal Downtown block funding and $25,000 from Public Art block funding.
Project identified in the Downtown Secondary Plan as a gateway to downtown.
3.3 Hamilton Farmers Market Public Art Project
Location: Inside the newly renovated Farmer’s Market
Status: Consultation with market and library staff and project managers to determine feasibility, budget and locations.
Art Piece: TBD
Project Budget: TBD
Project Cost: TBD
Funding: Public Art block funding

3.4 West Hamilton Rail Trail Public Art Project
Location: The intersection of the West Hamilton Rail Trail and Emerson Street or Broadway Avenue
Status: Waiting for confirmation of funding from West Hamilton Rail Trail Project budget.
Art Piece: TBD
Project Budget: $35,000
Project Cost: TBD
Funding: $20,000 from the West Hamilton Rail trail project budget $15,000 from Public Art block funding.
Project identified in the public consultation for the trial project.

3.5 Gore Park Public Art Project
Location: Gore Park
Status: Waiting for completion of the Gore Master Plan.
Art Piece: TBD
Project Budget: TBD
Project Cost: TBD
Funding: TBD
Project identified in the Public Art Master Plan and the draft Gore Master Plan.

3.6 West Harbour Front Public Art Project
Location: West Harbour, specifically the foot of James Street, west to Bay Front Park
Status: Waiting for completion of the West Harbour Waterfront Recreation Master Plan.
Art Piece: TBD
Project Budget: TBD
3.7 King William ART Walk Benches Public Art Project
Location: King William Street between James Street and Ferguson Avenue
Status: Waiting for direction from the ART Walk Committee of Arts Hamilton.
Art Piece: TBD
Project Budget: $20,000
Project Cost: TBD
Funding: Public Art block funding
Project identified in the Public Art Master Plan.

3.8 Red Hill Trails/QEW Pedestrian Bridge Public Art Project
Location: Locations along the Red Hill Valley trial system, specifically at the intersection with the Waterfront Trail
Status: Waiting for confirmation of available budget and approval of the scope of work by the Red Hill Valley Joint Stewardship Committee.
Art Piece: TBD
Project Budget: TBD
Project Cost: TBD
Funding: TBD
Project identified in the Public Art Master Plan.

3.9 Gage Park Public Art Project
Location: Gage Park
Status: Waiting for completion of the Gage Park Master Plan.
Art Piece: TBD
Project Budget: TBD
Project Cost: TBD
Funding: TBD
Project identified in the Public Art Master Plan and the draft Gage Park Master Plan.
Current Implementation Status of Public Art Master Plan Recommendations
Having No Policy or Budget Implications - as of 01 March 2010

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 larger Cross Departmental Steering Team to review the entire Public Art Master Plan is planned for fall 2010.

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 Charrettes have been held at the beginning of each Public Art project to determine the viability and theme 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 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.

Culture Division staff are working with staff from Planning and Economic Development to include Public Art policies in new secondary plans such as the Airport Employment Secondary Plan and the urban and rural Official Plans.

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.

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 Battlefield Park Master Plan and the West Harbour Water Front Recreation Master Plan. 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.

Culture Division staff are working 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.

Culture Division staff are working with Arts Hamilton to begin the implementation of the King William ART Walk project.

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

Working with staff in the Planning and Economic Development Department, Culture Division staff have 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 ART Walk project Culture Division and Downtown and Community Renewal staff met 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.

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 three Public Art project calls are designed to provide a range of opportunities to local emerging artists, local experienced artists and artists that are recognized on the national stage.

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 are presently working with local designers and fabricators to develop a Public Art process through which young and emerging artists can be mentored and educated about Public Art.

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.