

Town of Collingwood Public Art Policy (2017)

Section 1: Introduction

Public Art has the ability to inspire, ignite, awaken, and animate. It can enrich and connect a community, and add or enhance a *sense of place* in a symbolic or creative way that reveals an aspect of the social, natural, physical or historical context of the location. Public Art is also recognized both nationally and internationally as a significant tool for building economic development and tourism, by making destinations for visitors and local residents.

In 1959, the first Public Art program was developed in the United States in Philadelphia, and in Canada, the Province of Quebec led the way with its Art in Architecture Program. Now, over 300 American cities and more than 50 Canadian municipalities have Public Art policies or plans.

The Town of Collingwood is dedicated to enhancing arts and culture as an integral part of the community. The Arts and Culture Policy (2009) recognizes public art as a key contributor to enhancing the quality of public spaces in Collingwood. Arts and Culture is one of five goals of the Community Based Strategic Plan (2015), including promoting programs that foster a sense of community and enhance our unique identity.

Section 2: Purpose

The purpose of the Public Art Policy is to provide a framework for the Town of Collingwood to encourage, fund, select and preserve Public Art in, or adjacent to new or existing municipal buildings, infrastructure projects, parks, trails, and other Town-owned land and facilities. This Public Art Policy, supported by a *Public Art Plan* to select and prioritize sites and projects and public art procedures for acquiring art, will be the instruments that help create distinct and vibrant artistic spaces in Collingwood that are accessible for all citizens. At the same time it will enhance opportunities for artists and arts and culture organizations.

Section 3: Policy Statement and Guiding Principles

The Town of Collingwood believes that Public Art enriches the daily life of residents and visitors while complementing the natural assets of the town. By installing art in public buildings, parks, civic squares, open spaces, gateways and along our trails and waterfront, we celebrate our culture, heritage, people, events and environment while enhancing our economic vibrancy.

The Guiding Principles of the Public Art Program are to:

- Foster an environment that promotes creativity and the importance of access to those experiences for everyone.
- Create a more interesting, visually-rich community, and cultivate pride in our neighbourhoods and Town.
- Promote the recognition of artists as an important asset for a vibrant community
- Provide opportunities for emerging, mid-career and established professional artists across Collingwood's full diversity, and encourage participation from First Nations, Inuit, Métis, Francophone and new Canadian artists.
- Engage residents in dialogue about their community.

- Preserve and enhance cultural identity
- Seek to be inclusive and respect the rights of Indigenous people to own and control their heritage, including Indigenous images, design, stories and other cultural expression.¹
- Increase tourism and economic development by attracting visitors and potential investors, creating partnerships and employment opportunities, and increasing land values.

Section 4: Definitions

- 4.1 Public Art: Original art works of a permanent nature located inside or outside, but routinely accessible to the public at no cost. *Public Art* will be made by, or under the supervision of, a *Professional Artist* and may include the following:
- Sculpture in any material or combination of materials whether in the round, bas-relief, high relief, mobile, kinetic or electronic;
 - Murals;
 - Fiber works, glass, mosaics;
 - Original works of art that are specific to their site;
 - Fountains or water features that contribute aesthetically to their surroundings (i.e. not splash pads);
 - Hard and soft landscaping components where these elements are an integral part of the original work of art, or are the result of collaboration among design professionals including at least one artist;
 - Special engineering or architectural features, such as walkways, windows, walls, floors or ceilings in areas that are publicly accessible; contribute aesthetically to their surroundings; and retain an interpretative aspect as determined by the commissioned artist.
- 4.2 Professional Artist: An individual critically recognized as an artist by their peers and who;
- Has demonstrated skill, training and/or experience in an artistic discipline;
 - Can demonstrate an ongoing commitment to his or her art practice.
 - Artists may work as part of a design team with architects, engineers or others.
- 4.3 Public Space: Areas frequented by the general public that are owned or controlled by the Town of Collingwood. It includes, but is not limited to parks, road allowances, boulevards, streets, courtyards, squares and bridges as well as building exteriors, foyers, concourses and significant interior public areas of municipal buildings.
- 4.4 This Policy does not pertain to:
- Artifacts;
 - Archival collections in museums, libraries or galleries;
 - Easily movable art works (i.e. paintings, drawings, models and books) that are not part of an acquisition to the Town's municipal collection;
 - Temporary art that does not leave a lasting record of its creation (i.e. ice sculptures or impromptu performance)
 - Plaques and directional elements, such as super graphics, signage or colour coding, except where these elements are integral parts of the original work of art;
 - Engineering and architectural features that are extensions of the design of the architecture, landscape architecture or interior design of the development;

¹ Protocols for producing Indigenous Australian visual arts, Australian Council for the Arts, NSW, September 2007, p9

- Art objects that are mass produced of a standard design, except where they may be part of a uniquely created art work.

Section 5: Administration

- 5.1 Staff will prepare a multi-year Public Art Plan to establish criteria, and identify and prioritize opportunities, programs and sites for Public Art. The Plan will be reviewed by the Corporate and Community Services Standing Committee and presented to Council for approval.
- 5.2 The Public Art Plan will include an educational component.
- 5.3 For public art projects with a budget of \$25,000 or more, a Site Plan will be developed in agreement with municipal urban planners, engineers, project architects and other interested parties in accordance with the Town's Urban Design Guidelines.
- 5.4 Public Art projects will include neighbourhood and public representation.
- 5.5 This Public Art Policy and the Public Art Plan will be reviewed at least every 5 years. The Public Art Plan must be formally approved by Council before implementation.

Section 6: Selection

- 6.1 Public Art Procedures will be developed for assessing the artistic merit of a project, developing calls for artists and striking or mandating qualified juries. These will take into consideration site suitability, context, durability, maintenance requirements, financial implications, public safety, and liability, consistency with the Town's Urban Design Guidelines, and other Town policies and initiatives as appropriate.
- 6.2 All processes for acquiring and accepting art and selecting artists must be consistent with the Public Art Procedures.
- 6.3 Council approval is required for Public Art projects.

Section 7: Acquisition

- 7.1 The Town of Collingwood may acquire ownership of original works of art in any media through direct purchase, commission or donation. Consideration of acquisition proposals will be made by the Arts and Culture Division for presentation to Council. In so doing, the Arts and Culture Division will follow all of the appropriate standards and adjudication procedures outlined in the Public Art Procedures and Public Art Plan to make recommendations.
- 7.2 Gifts, donations and bequests of Public Art to the Town of Collingwood, will be considered in a manner similar to all Public Art proposals. They must be deemed consistent with the overall Public Art Plan and be accompanied by a maintenance/cost schedule. Council will make the final decision. In accordance with the criteria established in the Income Tax Act (Canada), the Town may issue a tax receipt to the donor. Independent appraisal costs will be the responsibility of the donor.
- 7.3 Public Art may be integrated or regulated through Collingwood's development review process. In such cases, the Arts and Culture Division shall facilitate the Public Art process.

Section 8: Funding

- 8.1 In order to institute this policy the Town of Collingwood will establish an annual budget allocation for Public Art.

The effectiveness of this funding mechanism will be reviewed within 2 years, with the intent of working toward a Percent for Art Program as a sustainable model with adequate, ongoing sources of funding.

- 8.2 The Town will encourage the private development sector to participate voluntarily through a percent for art.
- 8.3 It is expected that the annual Public Art budget will be retained for art work or commissions above and beyond the work of architects or other consultants and that the artist will be added to the project design team for any project incorporating public art. All plans and budgets for on-site art must be:
- Reviewed by the planner and be in compliance with Collingwood's Urban Design Guidelines;
 - Deemed consistent with the overall Public Art Plan and;
 - Approved by Council.
- 8.4 A Public Art Reserve Fund will be established. The funds generated through contributions will be pooled in the Public Art Reserve Fund until deemed to be sufficient to initiate Public Art projects. The Public Art Reserve Fund may also accept donations or bequests from the public.
- 8.5 This policy does not preclude additional funding of Public Art through various municipal budgets, private donations, grants, or partnerships with organizations including non-profit or charitable organizations, community groups, businesses, school or churches. Funding may be designated for a specific project, or may be added to the Public Art Reserve Fund. Funding a project does not in any way impact or override the determination procedures for Public Art projects outlined in this document.

Section 9: Maintenance

- 9.1 Public Art projects will allocate 10% of the project budget to a Public Art Maintenance Fund to be used to maintain the art work.
- 9.2 The Arts and Culture Division with other stakeholders will oversee the maintenance, conservation and restoration of art work on municipally owned or controlled lands.
- 9.3 Public Art maintenance guidelines will be developed by the Arts and Culture Division.

Section 10: Relocating and De-accessioning

- 10.1 When appropriate or necessary, the Arts and Culture Division will consider candidates for relocating or de-accessioning of permanent and temporary Public Art, and will report findings and recommendations to Council.
- 10.2 The art may be moved, sold, returned to the artist or destroyed with any monies received through the sale of art being placed in the Public Art Reserve Fund.