

## Public Art Master Plan

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| Presented To:   | City Council                                    |
| Meeting Date:   | February 13, 2024                               |
| Type:           | Managers' Reports                               |
| Prepared by:    | Ed Landry<br>Planning Services                  |
| Recommended by: | General Manager of<br>Growth and Infrastructure |

## Report Summary

This report provides recommendations relating to the implementation of the Public Art Master Plan.

## Resolutions

### Resolution 1:

THAT The City of Greater Sudbury approves the Public Art Master Plan, as outlined in the report entitled “Public Art Master Plan”, from the General Manager of Growth and Infrastructure, presented at the Council Meeting of February 13, 2024

### Resolution 2:

THAT The City of Greater Sudbury directs staff to provide a final Public Art Policy for Council’s review and adoption by the end of Q4, 2024, as outlined in the report entitled “Public Art Master Plan”, from the General Manager of Growth and Infrastructure, presented at the Council Meeting of February 13, 2024.

### Resolution 3:

THAT The City of Greater Sudbury directs staff to prepare an amendment to the City’s Procurement By-law to facilitate the commissioning and/or acquisition of Public Art in the community, as outlined in the report entitled “Public Art Master Plan”, from the General Manager of Growth and Infrastructure, presented at the Council Meeting of February 13, 2024.

### Resolution 4:

THAT The City of Greater Sudbury directs staff to prepare a Business Case for Public Art Program funding as part of the 2026 Budget Process, as outlined in the report entitled “Public Art Master Plan”, from the General Manager of Growth and Infrastructure, presented at the Council Meeting of February 13, 2024.

## Relationship to the Strategic Plan, Health Impact Assessment and Community Energy & Emissions Plan (CEEP)

The development of a Public Art Master Plan will assist the City in creating a healthier and more vibrant community (Goal 5.0 of the 2019-2027 Council Strategic Plan).

This report refers to operational matters and has no direct connection to the Community Energy &

Emissions Plan.

## **Financial Implications**

There are no financial implications associated with this report at this time.

## **Background**

Council endorsed a draft Public Art Policy in September 2018, and directed staff to form a Public Art Advisory Panel (PAAP), and to return with a proposed Public Art Implementation Plan.

The draft Public Art Policy prompted several items that would require implementation. These items were researched and discussed with the PAAP, internal teams, and with comparative municipalities, and then categorized in the Implementation Plan by their impact under three distinct service levels in the Greater Sudbury context. The first was the service level that could be delivered with existing resources. The second level would increase the service level to be consistent with comparator municipalities. The third level described further service level increases beyond the average service provided by comparator municipalities.

### **Service Level One – Base Level of Service**

1. Development of a Public Art Handbook
  - a. Establishment of City processes, forms, review
  - b. Legal Graffiti Wall Process and Implementation
2. Public Art Master Plan
3. Finalizing of Public Art Policy
4. Public Art Integration in City Policies (e.g., Official Plan, Strategic Plans, Master Plans)

### **Service Level Two – Average Level of Service**

1. Public Art Funding
  - a. Percentage of Capital Budget for Public Art; and/or
  - b. Dedicated Funding for Public Art
2. Identification, promotion and celebration of Public Art

### **Service Level Three – Enhanced Level of Service**

1. Public Art Catalogue and Inventory
2. Public Art Asset Management Plan
3. Establishment of Collections Mandate
4. Private sector Public Art Requirements
  - a. Zoning
  - b. Site Plan Control
  - c. Section 37 Community Benefits

The Public Art Implementation Plan was endorsed by Council in November 2019 (See Reference 1).

## **Public Art Master Plan**

The preparation of a Public Art Master Plan (PAMP) was categorized as a base level of service. The purpose of the PAMP is to help the City establish decision-making, management and acquisition processes, as well as the roles and responsibilities in public art provision and support in Greater Sudbury (See Attachment A).

The staff report provided in March 2020 outlined the process by which the Master Plan could be developed

(See Reference 2). At the time, staff recommended a two-year process whereby staff would continue the research, prepare the materials required to conduct open houses, prepare a survey, identify where existing public art is in the community, and return with recommendations on the themes and locations for future public art.

Since that time, other corporate priorities took precedence, not the least of which includes the response to the worldwide pandemic. Therefore, in 2022 staff sought an external consultant, Workshop Architecture, to finalize the draft of the PAMP with a goal of having it presented to Council in 2023.

### Consultation and Literature Review

The consultant reviewed 20 existing City policies, strategic plans and programs related either directly or indirectly to public art in order to identify gaps and opportunities related to the development of a public art program. These include the draft Public Art Policy, Webpage, Application Form, Advisory Panel Terms of Reference; the City's Cultural Plan and Culture Action Plan; information on various City grants; Budget documents; and more. The findings are included in Appendix B of the PAMP.

Internal and external stakeholder consultation in summer 2022 informed the development of the PAMP. Consultation included a targeted online survey, two external stakeholder meetings with arts and culture leaders in Greater Sudbury and three cross-departmental internal stakeholder meetings to inform specific ways that a public art program may be managed and supported within the City. City staff also held a meeting with local First Nations organizations to learn of Indigenous priorities and to gauge their interest in becoming involved. The meeting summaries are included in Appendix A of the PAMP.

Findings and directions were presented in two separate virtual meetings in September 2022, one with internal stakeholders and one with the then-members of the Public Art Advisory Panel (which has since completed its mandate which was to help with the creation of the Public Art Implementation Plan). Input into a full draft of the PAMP was discussed over the course of three cross departmental internal stakeholder meetings that took place in May 2023.

### *Public Art Master Plan Recommendations*

The PAMP includes five broad recommendations, each having a roadmap, and each broken down in sub recommendations (see Page 2 of the PAMP for the full list of recommendations). The broad recommendations relate to:

1. Revisions the Public Art Policy (included in Appendix C)
2. Governance for decision-making on the public art program (included in chart 2.3 and throughout the PAMP)
3. Review processes for external requests (included in chart 3.2 of the PAMP)
4. Processes for management of City's public art program (included in Charts 4.1 and 4.3 of the PAMP)
5. Funding Mechanisms (included in Section 5 of the PAMP)

The PAMP therefore helps to wrap up the items of Service Level One of the 2019 Public Art Implementation Plan. It also includes a series of recommendations regarding items listed in Service Levels Two and Three, and more.

## **Current Level of Service**

The City is currently at a Service Level Two, given Council's decision as part of Budget 2022 to provide dedicated funding for a public art program at a rate of \$25,000/year for the 2022-2025 period. Those funds have been used to hire a consultant to undertake the PAMP process, commission murals, maintain the legal graffiti wall, and other general program funding.

The Economic Development Department will take on the Public Art program going forward. The first tasks to

be undertaken by the staff lead will be to incorporate the application forms and approval processes in time for the Spring/Summer requests for public art. Staff can then return by the end of Q4 with any required adjustments to the PAMP and to finalize the Public Art Policy for adoption.

### *Public Art Program Funding*

As noted above, the City has set up a reserve fund, starting in 2022, representing a \$25,000 allocation for four years until 2025 for a total of \$100,000. This period gives Economic Development time to incorporate, test and revise the processes as necessary, and to return upon the expiry of the annual funding in 2026 with a more detailed and tailored budget request for a right-sized public art program.

## **SUMMARY AND RECOMMENDATIONS**

The Public Art Master Plan (PAMP) helps wrap up the Service Level 1 items of the 2019 Public Art Implementation Plan. These items will be actioned upon by the staff lead in Economic Development. It is anticipated that the City will remain at a Service Level Two of a public art program for the foreseeable future. Options can be presented to Council in future years regarding the level of program funding, and/or a move to an Enhanced Level of Service.

Most of the PAMP's recommendations can be actioned by staff without further Council direction. These include establishing a governance and decision-making process, creating an Interdepartmental Public Art Working Group, amending application forms, etc. The items that require Council direction include:

1. Preparing an amendment to the City's procurement by-law to facilitate public art acquisition.
2. Returning by the end of Q4, 2024 with a final recommended Public Art Policy for adoption.
3. Returning by 2026 with a Business Case regarding public art program funding.

## **Resources Cited**

1. "Elements of a Public Art Implementation Plan", report presented at the November 19, 2019 Finance and Administration Committee Meeting  
<https://pub-greatersudbury.escribemeetings.com/FileStream.ashx?DocumentId=1669>
2. "Public Art Master Plan – Consultation Strategy", report presented at the March 9, 2020 Planning Committee Meeting  
<https://pub-greatersudbury.escribemeetings.com/filestream.ashx?documentid=839>