

Public Art Master Plan – Consultation Strategy
Planning Services Division
Report Date: February 18, 2020

Overview/Executive Summary

Council directed staff to prepare a Public Art Policy in October, 2017. In May, 2018, staff presented a report on elements that could be part of a public art policy. Council endorsed a draft Public Art Policy in September, 2018, and directed staff to: a) form a Public Art Advisory Panel (PAAP), and: b) to return with a proposed Public Art Implementation Plan. This Implementation Plan was endorsed by Council in November, 2019.

The Implementation Plan includes the preparation of a Public Art Master Plan. This report outlines staff's recommended timing and process by which the Master Plan should be developed. Per the Implementation Plan, staff recommends a two-year process (with regular check-ins with Planning Committee) whereby staff would continue the research, prepare the materials required to conduct open houses, prepare a survey, identify where existing public art is located in the community, and return with recommendations on the themes and location of future public art.

Staff envisions a focused consultation strategy on the development of the Master Plan. Staff would report to Planning Committee by Q4, 2020 with the interim findings.

Background

On October 17, 2017, City Council directed staff to prepare and present a report on a suggested policy for public art (See Reference 1). Staff presented a report entitled "Elements of a Public Art Policy" in May, 2018 (See Reference 2). Council directed staff to finalize a public art policy no later than September 2018, based on the elements outlined in the report.

Staff presented the draft Public Art Policy on September 24, 2018 (See Reference 3). City Council approved the Public Art Policy in draft, and directed staff to implement some of the elements outlined in the policy, including the establishment of a Public Art Advisory Panel, the development of a public art implementation plan and the preparation of a business case to fund the public art implementation plan as part of the 2020 budget process. The Public Art Advisory Panel (the PAAP) was established by Council in April, 2019.

The Public Art Implementation Plan was prepared with feedback from the PAAP and was endorsed by Council in November, 2019 (See Reference 4). Staff has completed or started work on the Service One Level items including the establishment of the PAAP, the development of a Public Art Handbook, the development of the Public Art Master Plan, the finalizing of the Public Art Policy, and the inclusion of Public Art in City Policy.

Council further directed staff to prepare a Business Case for the Service Level Two components of the Public Art Implementation Plan for consideration as part of the 2021 Budget Process. Service Level Two components include funding for a public art program, including the commissioning, identification, promotion and celebration of Public Art. The timing of the preparation of the business case and budget process is captured in the table below.

What is a Public Art Master Plan?

A Public Art Master Plan (PAMP) is a document that prioritizes sites for public art on municipally-owned land and makes recommendations for art on these sites. The PAMP would help guide the “what and the where” in the public art acquisition process. It is a tool used in many municipalities (e.g. Kingston, Halton Hills, Richmond Hill, Hamilton) that have a public art program. Per Hamilton, “The Hamilton Public Art Master Plan is an important tool in the ongoing implementation of public art in Hamilton. Its primary intent is to identify and prioritize potential sites and opportunities for new public art projects across the city and to outline the principles by which this art is commissioned.” (See Reference 5 – City of Hamilton). The City of Hamilton has used its Public Art Master Plan process to prioritize 14 priority sites.

Consultation Strategy and Proposed Schedule

The Implementation Plan recommended a two-year process (with regular check-ins) whereby staff would continue the research, prepare the materials required to conduct open houses and surveys, identify where existing public art is located in the community, and return with recommendations on the themes, type and location of future public art.

Staff would ask the following questions as part of the consultation:

1. Where is public art located in your community?
2. What types of public art are located in your community (e.g. permanent, temporary, mural, statue, functional, lighting, etc.)?
3. What types of public art do you prefer for your community?
4. What should be the priority themes associated with new public art in your community? (e.g. agriculture, heritage, seasons, sports, etc.)

5. What are the priority sites for public art in your community? (e.g. parks, trails, gateways, municipal facilities, etc.)

Staff envisions working closely with First Nations and Indigenous citizen groups on the development of the Master Plan. We would also turn to the Community Action Networks, other key internal and external stakeholder groups, and pop up events throughout the municipality in the outreach and gathering of information. Staff would also use Over To You, and the Libraries and Citizen Services Centres to allow for ongoing suggestions regarding matters of public art.

A more detailed project schedule is included below:

Phase	Step	Date
Ideas Phase (“what and where?”)	Stakeholder meetings	April – May, 2020
	Launch of Website and Survey	April, 2020
	Community Consultations	May – September, 2020
	Report to Planning Committee with Interim Findings	By end of Q4, 2020
Budget Request Phase	Staff prepares Business Case for 2021 Budget Consideration	Summer, 2020
	Budget Process	November – December, 2020
Draft Plan Phase	Preparation of draft Public Art Master Plan (PAMP)	January – March, 2021
	Test of draft PAMP with key internal and external stakeholders	
	Refinement of Draft PAMP and presentation to Planning Committee	April, 2021
Final Plan Phase	Community Consultation on PAMP	May – September, 2021
	Revision of PAMP and Presentation to Council	October, 2021

Summary and Recommendations

The Public Art Implementation Plan recommends a two-year process to develop the Public Art Master Plan. Once complete, the Public Art Master Plan will assist Council in prioritizing sites for public art on municipally-owned land and will make recommendations for art on these sites.

This report outlines the public consultation strategy and timeline. Staff is seeking direction to commence public consultation and to return no later than the end of Q4, 2020 with a report on the interim findings.

In the meantime, staff has been directed to prepare a business case to fund a Public Art Program for consideration as part of the 2021 Budget Process. The budget process will further inform the proposed next steps in the development of the Public Art Master Plan.

Resources Cited

1. Motion M-2 – Request for Public Art Policy, October 17, 2017

<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&lang=en&id=1135>

2. “Elements of a Public Art Policy”, report presented at the May 15, 2018 Finance and Administration Committee Meeting

<http://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1272&itemid=14940&lang=en>

3. “Draft Public Art Policy”, report presented at the September 24, 2018 Planning Committee Meeting

<http://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1230&itemid=15595&lang=en>

4. “Elements of a Public Art Implementation Plan”, report presented at the November 19, 2019 Finance and Administration Committee

<https://agendasonline.greatersudbury.ca/index.cfm?pg=feed&action=file&agenda=report&itemid=4&id=1373>

5. City of Hamilton Public Art Master Plan Website

<https://www.hamilton.ca/city-planning/master-plans-class-eas/public-artmaster-plan>