

Council Policy

Policy Name: Municipal Public Art Policy
Department Name: Community Services Department
Policy No.: PRL-160
Effective Date: September 8, 2015

Review Date: January 1, 2017

STATEMENT:

The Municipal Public Art Program will develop a dynamic collection of art that celebrates Wood Buffalo's culture, history, and people, while enhancing the visual and aesthetic impact of the region.

PURPOSE AND OBJECTIVE:

Public Art is vital to the cultural fabric and streetscapes of creative cities. This policy provides the framework for developing public art that:

1. Builds a visually rich environment;
2. Plays a role in attracting creative businesses and workers;
3. Develops, promotes and supports local artistic talent;
4. Reflects the diverse cultural character and heritage of the region;
5. Encourages the growth of a culturally informed public;
6. Supports diverse approaches to public art, reflecting national and international standards (including permanent and temporary works, integrated art and design collaborations and new media art);
7. Achieves high standards of excellence in the selection and commissioning of public art; and
8. Is reflective of current best practices.

PROCEDURES:

1. Definitions

- 1.1. Artist – a person who is critically recognized as an artist; possesses skill, training and experience in his or her artistic discipline; is active in, and committed to, his or her art practice; and has a history of public presentation.
- 1.2. CAO – means the Chief Administrative Officer of the Municipality within the meaning of the *Municipal Government Act*, or their delegate.

- 1.3. Community - a group of people brought together including geography, tradition, culture, or spirit.
- 1.4. Community Services Department – the department of the Regional Municipality of Wood Buffalo that provides programs and services that aid in community development, education and outreach.
- 1.5. Conservation – relates to the care of objects, including a range of preventive measures and professional treatments.
- 1.6. Council – means the Council of the Regional Municipality of Wood Buffalo.
- 1.7. Deaccession – the procedure undertaken to permanently remove a piece of artwork from the public art collection.
- 1.8. Education and Outreach – the process by which citizens are engaged in meaningful ways by the Municipality’s public art collection. It involves promoting an appreciation for public art; raising the profile of the Municipal Public Art Program; and encouraging the participation of the Wood Buffalo art community.
- 1.9. Municipal Public Art Program – artworks, initiated and commissioned by the Municipality, for temporary or permanent installations to enable the integration of professionally adjudicated public art projects into public spaces.
- 1.10. Municipality – means the Regional Municipality of Wood Buffalo.
- 1.11. New Media Arts – encompasses artworks created with new media technologies, including digital art, computer graphics, computer animation, virtual art, internet art, interactive art, computer robotics and art as biotechnology.
- 1.12. Public Art – art that is created for, or located in, a public space that is accessible to the general public. Public art includes temporary or permanent works that are located in the public domain and created in any form, including:
 - 1.12.1. Artworks created for specific locations;
 - 1.12.2. Exhibits/performances/artwork installations;
 - 1.12.3. The integration of art and architecture;
 - 1.12.4. Collaboration of artists with architects, landscape architects, urban designers, planners and engineers to create unique environments or features, which integrate art into the urban fabric of the region (e.g., glass or water features, landscape elements, paving, furniture, and parts of buildings, sound and light works, earthworks, works that address design concerns of environmental systems such as waterways, garbage disposal, recycling facilities and landfills);

- 1.12.5. Artworks produced through the involvement of the community; and
- 1.12.6. Public art does not include exhibit art or historical treasures.
- 1.13. Public Art Committee – is a Council appointed Committee, established through a bylaw, for the purpose of advising and making decisions on the implementation of the Municipal Public Art Program.
- 1.14. Public Art Guidelines – the public art guidelines will be developed by the Community Services Department in consultation with other internal department and the Public Art Committee. The guidelines will include, but are not limited to, a detailed municipal public art plan; site considerations; Request for Proposals; selection process; art documentation; and private developer contribution and participation procedures.
- 1.15. Public Art Inventory – a database, managed by the Municipality, that documents all current public art pieces, including their locations, related dates, didactic information, and any other related information deemed necessary to manage the Program.
- 1.16. Public Art Reserve Fund – monetary fund established to support the acquisition and expansion of the Municipal Public Art Program. Funding will be acquired through .5 percent of eligible municipal capital projects.
- 1.17. Public Art Selection Panel – a panel of jurors will evaluate artist proposals for specific public art commissions. The criteria for each panel will vary and be based on art selection methods and project objectives. The Municipality will develop an established set of criteria to evaluate public art submissions. Depending on the scope of the project, the public art selection panel would be comprised of five (5) to seven (7) jury members appointed by the CAO or his delegate.
- 1.18. Public Spaces – areas frequented by the general public which could include, but is not limited to, parks, boulevards, streets, bridges, exteriors and interiors of municipally owned buildings.
- 1.19. Volunteer - an individual working on behalf of others without receiving financial or material gain.

2. Responsibilities

- 2.1. Council
 - 2.1.1. approve this Policy; and
 - 2.1.2. appoint members to the Public Art Committee to advise on the management of the Municipal Public Art Program.

- 2.2. Senior Leadership Team:
 - 2.2.1. support the implementation of this Policy.
- 2.3. Executive Director:
 - 2.3.1. ensure procedures for the Municipality's Municipal Public Art Program are followed; and
 - 2.3.2. ensure the proper financial management and internal controls are implemented.
- 2.4. Operating Departments:
 - 2.4.1. ensure that the Municipal Public Art Policy is carried out in accordance with the Policy and procedures herein.

3. General Procedures

- 3.1. Implementation Details:
 - 3.1.1. Percent for public art allocations and municipal funding strategy

The "percent for art" funding mechanism will be used for the acquisition of public art for the Municipal Public Art Program. The Municipality will allocate .5 percent of the total cost of eligible municipal capital projects over \$1 Million for the procurement of public art.

A Public Art Reserve Fund will be created for the approved funds. The funds may be utilized to commission public art at the capital project site or at an alternative site. If funds are not used in their entirety within the given year, they will be held in the Reserve Fund for the commissioning of art at a later date.

The Community Services Department, in consultation with other impacted municipal departments, will identify and determine on-site locations and funding amounts for all eligible municipal capital projects.

Eligible capital projects include:

- 3.1.1.1. New building construction;
- 3.1.1.2. Major additions to existing buildings;
- 3.1.1.3. Park development projects;
- 3.1.1.4. New road developments; and
- 3.1.1.5. New engineering structures.

This policy does not apply to:

- 3.1.1.6. General operating upgrades to roads, in-ground water, sewer, or drainage;
- 3.1.1.7. Demolition projects; and
- 3.1.1.8. Capital equipment.

For eligible municipal capital projects, allocations are based on the design and projected construction costs of capital projects, and exclude costs associated with land purchase, building demolition, furnishings and other soft costs (i.e., administration, fees and permits, interest, professional and legal fees, and advertising costs).

To ensure the proper care and maintenance of the public art collection, a portion of the annual Community Services Department's Operating Budget will be allocated for the conservation of artwork and the operational requirements of the Public Art Committee. The amount of funding for artwork conservation will be determined by yearly assessments on the physical condition of artworks in the Public Art Collection.

3.2. Management Framework for the Public Art Program

3.2.1. Public Art Committee

A Council Committee, established through a bylaw, comprised of members representing the arts, design and general community who will make decisions on the implementation of the Municipal Public Art Program.

3.2.2. Community Services Department

The Community Services Department will be responsible for managing the Municipal Public Art Program, including developing program guidelines; identifying site locations for artwork; disseminating Requests for Proposals; coordinating public art selection panels; and the administration and disbursement of program funds as approved by Council. Other municipal departments will be consulted about site locations and public art commissions on a project by project basis.

3.2.3. Artwork Selection

Successful artists will enter into a contract with the Regional Municipality of Wood Buffalo. Such a contract shall include provisions for licensing, insurance requirements and subsequent use of artworks.

3.2.4. Deaccession

The Municipality may deaccession artworks from the public art inventory if the work meets the deaccession guidelines developed by the Public Art Committee.

APPROVAL, MANAGEMENT AND REFERENCES:

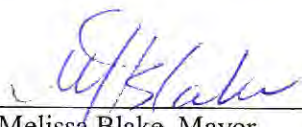
This policy shall be reviewed in one (1) year from its effective date to determine its effectiveness and appropriateness. This policy may be assessed before that time as necessary to reflect organizational change.

Approving Authority: Council
Approval Date: July 9, 2014

Revision Approval Dates:
Review Due: January 1, 2017

Policy Manager: Carole Bouchard, Director, Community Services Department
Department Contact: Director, Community Services Department

Legal References:
Cross References:



Melissa Blake, Mayor



David Leflar, Chief Legislative Officer

Date