

# Policy

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## Public Art Policy (Draft) August 2020

Department: Community Services  
 Division: Arts, Culture and Heritage  
 Section/Function: N/A  
 Approval Level: Council  
 Effective Date: yyyy-mm-dd  
 Revision #: 3

### 1.0 Purpose

**1.1.** The purpose of this Policy is to clarify the City of Peterborough's commitment to Public Art for the benefit of City residents and visitors.

**1.2.** This Policy reaffirms the City's commitment to Public Art by:

- Articulating a clear definition of Public Art, broadened to portray contemporary Best Practice, and create opportunities for Artists working in a wide range of disciplines;
- Enabling a Public Art Program and consolidating procedures to direct the integration of artwork into Public Spaces and facilitate the successful development, management, and stewardship of the Public Art Collection.
- Providing guiding principles for the Public Art Program that ensure a distinct and well-defined vision for Public Art in Peterborough and consistent implementation of the Policy across the corporation;
- Building the necessary internal capacity and clarifying funding strategies and mechanisms;
- Addressing strategic directions of the Municipal Cultural Plan and subsequent similar documents and/or City plans relating to arts, cultural and heritage;

**1.3.** This Policy and its related procedures serve as a catalyst to trigger the production of Public Art and are the basis for the acquisition, installation, maintenance, and management of Public Art projects and initiatives for the City of Peterborough.

## **2.0 Application**

**2.1.** This Policy and its related procedures apply to City staff, volunteers, elected officials, appointed officials, committees, and working groups as well as project sponsors and partners that support or are involved in the facilitation of any municipal Public Art project or process.

**2.2.** This Policy applies to:

- a) Public Art capital projects funded entirely or in part by the City;
- b) Artwork in Public Spaces that has undergone the Public Art Program selection process, as described in this Policy's related procedures;
- c) Artwork created by Artists, Artist Teams, architects, landscape architects or Artists on Design Teams;
- d) Public Art projects and initiatives developed through the planning and design stages of City construction, renovation or engineering projects; through project collaborations with City Departments across the corporation; and through the development of partnerships with community organizations and businesses, and project sponsorship;
- e) Artwork and initiatives that are Site Specific, Stand Alone or Integrated, and that serve an aesthetic or Functional purpose including but not limited to:
  - Sculpture;
  - Installation;
  - Two-dimensional artforms such as paintings, drawings, prints or photography;
  - Murals on walls or other surfaces such as sidewalks and roadways;
  - Multi-media projects;
  - Text or literary based artworks;
  - Experience-based art such as performance art, readings, dance, music;
  - Earthworks i.e. art that uses natural elements such as land, water, plants or wind;
  - Fine craft;
  - New technologies, such as digital media, film, video, light, sound, projections and virtual reality;
  - Street Art;
  - Community Art;
  - Special Projects;
- f) Permanent or Temporary Public Art;
- g) Artworks created through the Public Art process, placed in Public Spaces including but not limited to:

- Neighbourhoods, vacant lots parks, playgrounds and natural spaces;
- Places where people walk such as streets, squares, promenades, pathways or bike trails;
- Unexpected spaces such as ravines, under bridges, alleyways;
- Community hubs or gathering spaces such as plazas, foyers or recreation centres;
- Public buildings and facades of both privately and municipally owned buildings (i.e. parking structures)
- Transit infrastructure, facilities and services such as tunnels and bridges, transit hubs or stops, and busses or trains;
- Street furniture or amenities such as utility boxes, light pole banners, benches;
- Non –physical locations such as Online or app based;
- Public Art Platforms;
- Hoardings;
- Gateway locations such as community entrances, City entrances, or near major institutions (i.e. hospitals or schools).

**2.3.** This Policy does not include:

- a) Artwork initiated outside the Public Art Program scope and/or did not follow the City's Public Art Policy and procedures;
- b) Artwork on private land or Beautification Projects unless developed in partnership with the City, following the City's Public Art Policy and Procedures;
- c) Commemoration Projects, including plaques or interpretive panels, initiated outside the Public Art Program scope and/or did not follow the City's Public Art Policy and procedures;
- d) Art objects that are stock items or mass produced.

### 3.0 Definitions/Acronyms (As Required)

**Acquisition** – Means obtaining Public Art through Commission, purchase, donation, gift or bequest, or loan or lease.

**Art** – Means a work in any media created by one or more Artists.

**Artist** – Means a person who has specialized training in their artistic field; is recognized as a professional by their peers, is committed to their art practice; and has a history of public presentation or publication.

- **Artists on Design Teams** – Means Artists commissioned to collaborate with architects, engineers and designers during the early stages of infrastructure design to ensure the appropriate integration of artworks into the overall vision of the project or site. As a member of the design team, the Artist may identify opportunities for public art, lead or contribute to the design process, and/ or be responsible for the design in consultation with team members.
- **Artist Team** – Means an assembly of professionals with the physical resources, and knowledge of processes and materials necessary to realize an artwork, such as, but not limited to collaborations of Artists with architects, landscape architects, urban designers, planners, engineers, fabricators and foundries.
- **Artist Mentorship** – Means an opportunity for Emerging Artists to work with an Established Artist, on a project relevant to their area of work and interest.
- **Artist Residency** – Means an opportunity offered by an institution or municipality for an artist to engage with the public and showcase their creative practice while enlivening public spaces.
- **Emerging Artist** – Means an Artist in the early years of their career that may have had some previous professional exhibitions, commissions, presentations or installations.
- **Established Artist** – Means an Artist with an extensive body of work and with history of national and international exhibitions and/or those who have achieved a wide degree of recognition.

**Arts Culture and Heritage Advisory Committee (ACHAC)** – Means the volunteer committee to advise and support the Arts, Culture & Heritage Division; to monitor and to guide the implementation of City plan's relating to arts, culture and heritage, and to advise Council and City Departments on arts, cultural and heritage matters relating to broader planning and capital project initiatives.

**Beautification Projects** – Means vibrancy or revitalization projects often initiated and lead by community members or organizations (such as BIAs) to promote business and improve functions in an area.

**Best Practice** – Means recommended principles based on widely accepted artistic and professional standards for the commissioning of Public Art.

**Capital Levy** – Means the dollar amount that is raised from taxation each year that is used to finance capital works.

**City** – Means the Corporation of the City of Peterborough, its agencies, boards and commissions.

**City Building** -- Means the process by which a city grows in a manner that is holistic, so that every decision made considers potential impacts on a variety of factors, from community life and sustainability to the economy.

**Civic Collection** -- Means artefacts, archives, and works of Art belonging to the Corporation of the City of Peterborough. The Public Art collection is one branch of the Civic Collection, representative of significant permanent Public Art artworks/projects, funded in whole or in part by the City.

**Collections Management** – Means a process of ongoing assessment of the upkeep requirements of an artwork. Through this process, the tools, timelines and actions will be identified for the necessary conservation of the piece as well as education and promotional strategies to increase citizen engagement.

**Commemoration** – Means an intentional act of acknowledging the memory of people, places, events and ideas. If a Commemoration is created by an Artist, staged in Public Space and acquired through the municipal Public Art process it will also be a work of Public Art.

**Commission** – Means an order for a permanent or temporary work of art specifically produced for the City of Peterborough.

**Community Benefits Charge** – Means (\*Definition to be added when City updates the Development Charges Bylaws and introduces new bylaws for Community Benefit Charges in 2021)

**Conservation** – Means a specialized activity that is intended to maintain the quality, appearance, and integrity of works of Art performed by a recognized professional. Examples include removal of graffiti or restoration.

**De-accession** – Means the formal process to permanently remove an artwork from the Civic Collection and/or any actions that result in the City ceasing to own or possess works of Art installed in Public Spaces.

**Placemaking** – Means both the philosophy behind an evolving field of practice, and a collaborative and multifaceted process that leverages arts and culture to plan, design and animate public spaces in ways that enhance our lives and interactions.

**Public Art** – Means an original work of Art, in any media that has been planned and executed with the specific intention of being installed or presented in a Public Space, accessible to all citizens either temporarily or permanently. For the purposes of this Policy, Public Art refers to artworks that have been commissioned by the City and/or undergone the City's Public Art selection process as defined in the Policy's related procedures. It encompasses an evolving variety of forms or approaches to art making reflecting contemporary Best Practices, and may be created by Artists, architects, landscape architects or Design Teams lead by artists or in collaboration with Artists. Depending upon its form, artworks acquired following the City of Peterborough's Public Art Policy and procedures are considered part of the Civic Collection.

- **Community Art** – Means artworks produced through activity led by an Artist and the involvement of the community who contribute a variety of talents, to design and create a Public Art piece.
- **Functional Art** – Means artworks which have a functional component such as benches, bike racks, playground equipment or windscreens.
- **Hoarding Art** – Means temporary artwork installed on, around or near a development or construction site.
- **Integrated Public Art** – Means artwork integrated into architecture and landscape features to enhance urban design and the development of Public Spaces. The artwork may form a physical part of a building, structure or landscape. As such, if the site were to be redeveloped, the Art would be as well.
- **Interactive Art** – Means artworks such as kinetic works or artworks triggered by human interaction.
- **Public Art Platform** – Means a place in a Public Space reserved for the regular and temporary exhibit of new works of Art. A Public Art Platform can take many forms including a physical podium, such as a bus shelter, a sanctioned street art wall or a digital screen.
- **Site-specific Art** – Means artworks in any media created for specific locations, in response to the immediate surroundings, the local site narrative, or context. It may be permanent or Temporary, Functional, Interactive, Standalone or Integrated.

- **Special Projects**– Means projects that encourage Artists to explore the process of creating Art through alternative approaches such as Artist Residencies or Mentorships,
- **Stand-alone Public Art** – Means artworks that are not a physical part of the building, structure that informs its design or concept.
- **Street Art** – Means artworks historically developed or executed in unsanctioned Public Spaces or locations including but not limited to, traditional graffiti, stencil graffiti, sticker art, wheat pasting, video projection, art intervention, flash mobbing, street installations, poster art, LED art, mosaic tiling, and yarn-bombing.
- **Temporary Public Art** – Means artworks created for a specific occasion, event or limited time frame. Temporary Public Art includes, but is not limited to, the visual arts, Street Art, digital, sound art, and performance or pop-ups. Temporary Public Art will only be maintained if damages occur within the intended life span of the project or initiative.

**Public Art Collection** – Means works of Art belonging to the Corporation of the City of Peterborough. The Public Art Collection is one branch of the Civic Collection, representative of significant permanent Public Art artworks/projects, funded in whole or in part by the City.

**Public Art Plan** – Means an annual prioritized list of the City’s Public Art projects and initiatives with budgets, curatorial themes and project approaches determined for each site.

**Public Art Program** – Means the management framework, within the larger portfolio of City’s Arts, Culture and Heritage Division, responsible for the overall direction, implementation and administration of the Public Art Policy and procedures, and integration of Public Art into Public Spaces throughout the City of Peterborough.

**Public Art Reserve Fund** – Means an interest-bearing reserve, accrued through private development contributions and Community Benefits Charges\*, as well as donations from private and public groups and individuals, to serve as an additional source of Public Art funding. The Public Art Reserve Fund will provide a source of funding for new Public Art projects and initiatives.

**Public Art Working Group** – Means a team to span planning, development and culture (comprised of artists, art professionals, informed community members and/or designated staff from departments and/or divisions across the corporation) to foster collaborations and dialogue regarding Public Art, identify applicable capital projects and priorities, provide input into plans corporate policy and terms of reference for Public Art projects and to provide advice and coordination as needed throughout the year to ensure success of the Public Art Program.

**Public Spaces** — Means any publicly seen structures, or areas within City property accessible to the general public. For the purposes of this Policy and its related procedure, it refers to spaces which fall under City jurisdiction, approved by the City as viable sites for Public Art projects and initiatives, funded in whole or in part by the City. These can include municipal streets, lanes, squares, plazas, sidewalks, trails, parks, open spaces waterfronts, public transit systems, conservation areas, civic buildings and institutions.

## **4.0 Policy Statements**

Section 4.0 is comprised of the following subsections: Value of Public Art; Guiding Principles; Governance Structure; Funding and Implementation

### **4.1. Value of Public Art**

Public Art activates our spaces, beautifies and revitalizes, captures histories and builds relationships between diverse groups, humanizes and serves as a catalyst for community development, promotes health and well-being and nurtures the City as an enjoyable place to live and work, stimulates social and economic development, and contributes significantly to tourism.

- The City of Peterborough supports the broad and crucial agenda Public Art embraces and will strive to ensure that land, public resources and institutional support are made available for the creation of both Temporary and permanent Public Art installations, projects and initiatives in diverse forms and locations to enhance our cultural life.
- The City of Peterborough supports the Strategic Approach to Cultural Planning as laid out in the Municipal Cultural Plan and commits to “strong and innovative leadership by the municipality to bring arts, culture, and heritage to the forefront, and use it to generate new opportunities to compliment the City’s work in sustainability planning.”
- The City of Peterborough will strive to ensure this Policy and its related procedures, and other policies and plans across the corporation supporting or requiring Public Art will be implemented, kept current and relevant, and revised as needed.

### **4.2. Guiding Principles**

This Policy and its related procedures are embedded in the Public Art Program and aligned with the approach to leadership and governance set out in the Municipal Cultural Plan. The



City supports the acquisition, installation and management of Public Art through the adherence of the following guiding principles:

- Innovation and Responsiveness
- Sustainability
- Excellence and Leadership
- Collaboration and Inclusivity
- Transparency
- Stewardship

#### **4.3. Governance Structure**

The City of Peterborough Public Art Policy shall enable a Public Art Program to direct the integration of Public Art into Public Spaces and facilitate the development, management and stewardship of the Public Art Collection. The scope of the program will cover the entire City of Peterborough.

The Arts Culture and Heritage Division is responsible for the adoption, implementation, accountability and reporting of this Policy and its related procedures, and for the administration of the Public Art Program.

The Public Art Program governance will rely on the integrated expertise, oversight and direction of City staff and the Arts Culture and Heritage Advisory Committee (ACHAC) in collaboration with internal and external stakeholders.

All Committees and Public Art Working Groups will review strategies, and advise on guidelines, plans and issues in accordance with this Policy and its related procedures and their respective terms of reference.

#### **4.4. Funding**

The City of Peterborough commits to:

- Building the necessary internal capacity to create and embrace diverse funding streams that will ensure Public Art project budgets are robust and competitive;
- Providing a consistent and coordinated approach to funding to facilitate the successful implementation of the Public Art Policy and Program;
- Maintaining Public Art funding secured by using the "percentage for Public Art" strategy, such that the percentage reflects a goal of 1% of the annual Capital Levy for the City's annual capital budget process;

- Continuing to prioritize Public Art in the annual budget process and throughout the planning and design stages of City construction, renovation or engineering projects;
- Encouraging Public Art in significant development projects through the urban design and land use planning process;
- Leveraging funds and resources for Public Art through project collaborations with City Departments across the corporation;
- Continuing to encourage private developers to introduce their own installations of art as part of construction or renovation projects;
- Supporting the inclusion of Public Art as part private developments through various bonusing tools contained within the Ontario Planning Act such as Community Benefits Charges\* with a goal of achieving 1% of the total value of a project and/or of directing a portion of funds to a Public Art Reserve Fund;
- Continuing to support the development of Public Art initiatives from the community through the development of partnerships with local organizations and businesses and project sponsorship;
- Establishing a Public Art Reserve Fund to enable and encourage potential contributions, gifts and donations from public and private groups and individuals;
- Exploring grant opportunities and encouraging participation from other levels of government; and
- Applying approved funds toward commissioning Public Art projects and initiatives as well as managing, maintaining, and conserving existing artworks.

#### **4.5. Implementation**

The Public Art Program's strategy to promote and expand the presence of Public Art into our many neighbourhoods and communities encompasses a range of Public Art capital projects and developer or community initiatives complimented by responsible Collections Management.

As an extension of the framework in this Policy and its related procedures the City commits to:

- Establish and maintain Public Art workflows identifying phased implementation strategies (2-5 year) that account for infrastructure risk and emerging opportunities and support a diversity of projects and initiatives equitably distributed across the city;
- Align Public Art Plans and workflows with key City plans and strategies;

- Support Public Art in design, planning and decision-making processes across the corporation;
- Educate all staff about their role in delivery of the Public Art Program;
- Continually assess and refine the vision for the Public Art Program through internal and external audits;
- Review this Policy and its related procedures every 5 years or in response to significant changes and emerging practices.

## **5.0 Appendix, Related Documents & Links**

Note: All references refer to the current version, as may be amended from time to time.

### **5.1 Pertinent Resources:**

- [Municipal Cultural Plan \(2012\)](#)
- [Official Plan – Draft \(ongoing\)](#)
- [Greater Peterborough Area Community Sustainability Plan \(2012\)](#)
- Public Art Program Guiding Principles (to attach link to PDF upon approval)
- Municipal Act, 2001
- 18-084 - Procurement Policies By-Law
- Report CSACH09-007 Public Art Policy
- Appendix A to Report CSACH09-007 Public Art Policy (Draft Policy)
- Committee of the Whole Report No. 7 of a meeting of April 6, 2009
- Minutes of the City Council Meeting of April 14, 2009

### **5.2 Related Policies:**

- Policy 0012, Public Art Policy
- Policy 0036, Sponsorship, Naming Rights and Advertising Policy
- Policy 0038, Asset Management Policy

### 5.3 Related Procedures:

- Procedure ####-P##, Public Art Procedure (Under Development)
- Procedure 0038-P01, Asset Management Procedure

## 6 Amendments/Reviews

Date (yyyy-mm-dd)	Section # Amended	Comments
2009-04-06	N/A	Committee of the Whole Report No. 7 of a meeting of April 6, 2009 endorsed Report CSACH09-007 recommending approval of the Public Art Policy and other recommendations.
2009-04-14	N/A	Policy and other recommendations of Report CSACH09-007 approved by Council.
2013-01-01	N/A	Revision #1 - No changes were made to the content of the Policy. Policy revised to move to new Policy Template (i.e. Policy Statements moved to Section 2.0, Application moved to Section 3.0, Definitions moved to Section 4.0) and to move to new protocol for showing defined terms (i.e. capitalizing the first letters).

Next Review Date:	
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