



City of  
**Peterborough**

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**TO:** Members of the Arts, Culture, and Heritage Advisory Committee

**FROM:** Erik Hanson, Heritage Resources Coordinator  
Debra Soule, Cultural Planner

**MEETING DATE:** September 12, 2013

**SUBJECT:** Report ACHAC13-017  
Update on the Heritage Conservation District Study and the Bus Wrap Public Art Project

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## **PURPOSE**

A report to update the Committee on the Heritage Conservation District Study and the Bus Wrap Public Art Project.

## **RECOMMENDATIONS**

That the Arts, Culture and Heritage Advisory Committee approve the recommendations outlined in Report ACHAC13-017, dated September 12, 2013 of the Heritage Resources Coordinator and the Cultural Planner, as follows:

- a) That the report be received for information, and;
- b) That the ACHAC delegate a member of the committee to sit on the Heritage Conservation District Study Steering Committee.

## **BUDGET AND FINANCIAL IMPLICATIONS**

There are no budget or financial implications associated with the recommendation.

## **BACKGROUND**

### **Heritage Conservation District Study Update**

The creation of Heritage Conservation Districts (HCDs) was cited as a signature objective in the City's 2011 Municipal Cultural Plan. In the late spring of 2013 Staff retained a consultant to facilitate public meetings to determine community interest in pursuing the creation of HCDs in the City. Throughout this process The Avenues neighbourhood responded with the largest contingent of residents and the greatest support for an HCD. Based on this commitment by the residents, staff determined that the Avenues was the best choice for pursuing the City's first Heritage Conservation District.

City staff prepared and issued an RFP for proposals to conduct the HCD Study. Six submissions were received. They were reviewed by a staff Evaluation Committee which scored them on five factors:

- Experience Creating HCD Studies
- Project Approach And Methodology
- Demonstrated Capacity For Public Engagement
- Work Plan And Timelines
- Price

Three of the bidders were asked to attend interviews with the Evaluation Committee. Based on the initial scoring and the subsequent interviews, staff recommended the RFP be awarded to E.R.A. Architects, Inc. The company has successfully completed numerous Heritage Conservation District studies for municipalities across Ontario. The references for E.R.A. Architects, Inc. rated them highly on past projects. In particular, staff from other municipalities where E.R.A. has completed similar studies noted that they worked within the budget, had exceptional community consultation skills, communicated well with city staff and were thorough in their research work.

The HCD Study will begin in September of 2013 with research and public consultation taking place in the fall and winter of 2013-14. The completed study and recommendations will be presented to Council in April of 2014. As part of the oversight for this project, a Steering Committee is being assembled comprised of staff, representation from the Municipal Heritage Committee, the ACHAC and the Community. Through this report, staff is requesting that the ACHAC provide a representative to sit on the Project Steering Committee.

### **Bus Wrap**

In June, 2013 the Cultural Planner gave a presentation to the Committee on public art projects that are currently in progress or soon to be initiated. One of the projects identified was a bus wrap that would feature the work of a local artist.

In June, 2013, Artspace was contracted to administer the project in cooperation with the City's Arts, Culture and Heritage Division. A Request for Proposals from local artists was developed and released. In response to the call, a total of 20 submissions were received from local artists. A jury was established to review the applications and to make a final selection based upon the criteria identified in the RFP.

In August, 2013 the project jury selected Peterborough artist Jimson Bowler's submission of an image from one of Jimson's recent works configured to fit the unique dimensions of a city bus. For over a decade, Jimson Bowler has created paintings, installations and performances that explore the relationship between history, the native body and the environment. Bowler's work presents viewers with a 360 degree image that juxtaposes the Canadian landscape as depicted by European painters and Anishinaabe symbols and animal tracks.

The vinyl bus wrap of the image is currently being produced and will be installed on a city bus in October. The Bus Wrap installation will run for a period of six months.

Submitted by,

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