

NO: **R125** COUNCIL DATE: **July 13, 2009**

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **June 21, 2009**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **7800-01**

SUBJECT: **Possible Adjustments to the Public Art Policy**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. receive this report as information;
2. request that Art Services staff make a presentation to the Development Advisory Committee (DAC) with a view to discussing options for developer involvement in the provision of public art in Surrey;
3. request that staff explore other opportunities to expand the amount and quality of public art in Surrey; and
4. request that subsequent to the above-referenced presentation and exploration that staff forward a further report to Council regarding possible amendments to the Public Art Policy for Council's consideration.

INTENT

The intent of this report is to provide Council with an update on the actions underway to increase public awareness and support for the City's public art program and increased planning related to the program. The report also seeks support to explore additional sources for public art including developer contributions. Following consultation with DAC and review of best practices from other communities, a revised Policy will be presented to Council for approval.

POLICY CONSIDERATIONS

In 1998 Surrey's Public Art Policy was developed. The purpose of the policy was to:

- ensure that artwork and the creative concepts of artists are supported through the City's Public Art Program;
- serve as an act of public trust and stewardship for public art;
- establish a sustainable funding mechanism to support the City's commitment to public art; and
- guide City staff in the implementation of the public art program.

The Policy stipulated that Public Art funding be established as 1.25% of the construction costs of applicable capital projects funded by the City. Applicable projects include new building construction, major additions to existing buildings, park development projects and new engineering structures. The 1.25% allocated for public art projects must cover the design, fabrication, administration and installation of the artwork. A minimum of 10% of the 1.25% public art allocation must be used to support the long-term maintenance of the collection. Project funds may be held in reserve and pooled to establish

community, neighbourhood and/or Town Centre public art initiatives, to enhance selected project budgets, or for other projects as identified by City Art Services staff and/or the Public Art Advisory Committee and approved by Council.

The Public Art Policy ensures that public art is:

- contributing to the City's character;
- demonstrating the significance of art in community life;
- reflective of a wide range of professional artistic expression and practice;
- demonstrating excellence, quality and innovation;
- a catalyst for creativity in Surrey's diverse community by providing opportunities for community engagement, development and partnerships; and
- integrated into the planning, design and execution of applicable civic development.

Council approved a revised version of the policy in December 2004; the 2004 Policy is attached as Appendix A.

BACKGROUND

Based on the current funding formula over the past ten years, the City has allocated over \$1 million towards the completion of twenty-seven unique, integrated public art installations. In addition, Surrey's designation as a 2008 Cultural Capital of Canada provided the resources to implement six additional public art installations throughout the City. Through the Public Art Program the City has also accepted a number of generous donations of art works to the City's collection. Future plans for public art include:

- Urban Screens Project - Chuck Bailey Recreation Centre;
- Metro Vancouver Necklace Project – 108th Avenue & King George Highway;
- Cloverdale Recreation Centre;
- Fire Hall Arts Centre – 72nd Avenue & King George Highway;
- Hwy. #1 Pedestrian/Cycling Overpass;
- Hwy. #99 Pedestrian/Cycling Overpass;
- Sidewalk stamps for Cloverdale (in partnership with City Beautification);
- RCMP Headquarters Expansion;
- Fleetwood Sculpture Garden; and
- Surrey Civic Centre Development.

Staff works with an inter-departmental art team and a Council appointed Public Art Advisory Committee (PAAC) to administer the City's Public Art Program.

DISCUSSION

Public artists are valued for bringing unforeseen visions to a City that reflect, engage and challenge the image of society in memorable, pertinent, and contemporary forms of expression. Public Art continually redefines its role in the City while at the same time the creative use of new methods, materials and technologies opens public perception to the many ways artists can contribute to the public realm.

In recent months the members of the Public Art Advisory Committee (PAAC) and staff have researched and reviewed information related to the public art programs in Seattle, Toronto, Calgary, Vancouver, North Vancouver, Richmond and White Rock. Numerous examples were found of iconic art installations that inspire viewers, beautify communities, transform everyday streetscapes and infrastructure, attract tourists and commemorate historical events. Interesting public art programs were discovered including; self-guided art walking tours in downtown areas, defined cultural precincts and sculpture gardens that

motivated PAAC members to consider future directions and improvements for Surrey's public art program.

Through a process of workshops and brainstorming sessions PAAC members established three goals and related strategies for improving the program over the next few years. The proposed goals are:

Goal #1: Increase Awareness and Support for Public Art:

- creating and circulating informative display towers;
- hosting a panel of public art experts comparable to the City of Richmond "Lulu" speakers series;
- creating higher profile public art unveiling events;
- soliciting more media attention for artists and their artwork;
- bringing media representatives on tours;
- improving and up-dating the Public Art web-site;
- creating a public art information session and delivering it to key community groups and
- hosting Public Art related special events e.g., tours.

Goal #2: Improve Public Art Planning:

- engaging the public in future planning for the City Centre Art Walking Loop;
- engaging the public in future planning for the "Cultural Corridor" public art opportunities;
- participating in the Official Community Plan up-date process and providing content to display boards for the public open houses;
- piloting a Public Art specific plan on a Town Centre basis, starting with City Centre;
- participating in Neighbourhood Concept Planning processes; and
- conducting a field trip to Seattle to research sculpture parks.

Goal #3: Diversify and develop additional Public Art funding sources:

- consider applying the "percentage for public art" policy to a broader range of City infrastructure and capital budgets;
- consider implementing Private Sector Developer contributions to public art;
- promoting the Gifts & Donations program; and
- encouraging partnerships that result in public art projects,
 - e.g. Community Art Matching Program, Beautification Program and working with Business Improvement Associations.

Public Art is important to Surrey's urban design guidelines and Official Community Plans as they continue to be developed and implemented. The skills of the public artist could assist in city planning and development processes so that public art becomes a sequence of meaningful and connected events within the future plans for the City.

CONCLUSION

Public Art is recognized both nationally and internationally as a significant tool for city building, economic development and beautification. Public art forges links between the built environment and the natural world. Public places that affect our daily lives are not only places for art but are environments that bring importance, cohesion and focus to the community at large. Public art provides a means for preserving, educating, enhancing and making spaces into memorable places by organizing, intensifying and clarifying what is meaningful.

The City of Surrey has demonstrated its belief that investment in public art makes a City more livable and relevant to residents and visitors. However, while Surrey's current percentage for art funding (1.25% of civic building construction) has provided a solid foundation on which to build the existing collection, it is insufficient to produce significant, iconic public art installations for the City.

The PAAC has identified three goals upon which to focus their work plan over the next few years. The goals include: increase awareness and support for public art; improve public art planning and diversify and develop additional public art funding sources. One of the funding sources that is proposed to be explored is private developer contributions. Staff recognizes that given the current economic climate this may not be the best time to implement additional charges or obligations related to new development projects; however, consultation can be conducted with a view to revising the policy in the coming years.

Staff is requesting Council's support to discuss options with the Development Advisory Committee in relation to how land development projects could contribute to public art in Surrey. Staff will also explore other opportunities for expanding public art in Surrey.

Laurie Cavan
General Manager,
Parks, Recreation and Culture

PUBLIC ART POLICY - City Policy

A. PURPOSE

The purpose of the Public Art Policy is to:

- A.1 To ensure that artwork and the creative concepts of artists are supported through the City's Public Art Program.
- A.2 Serve as an act of public trust and stewardship for public art.
- A.3 Establish a sustainable funding mechanism to support the City's commitment to public art.
- A.4 Guide City staff in the implementation of the public art program.

B. PRINCIPLES

The Public Art Policy ensures that public art is:

- B.1 Selected through an informed, open and fair public art competition process.
- B.2 Contributing to the City's character and is demonstrating the significance of art in community life.
- B.3 Reflective of a wide range of professional artistic expression and practice, demonstrating excellence, quality and innovation.
- B.4 A catalyst for creativity in Surrey's diverse community by providing opportunities for community engagement, development and partnerships.
- B.5 Integrated into the planning, design and execution of applicable civic development.

C. PUBLIC ART ADVISORY COMMITTEE

- C.1 Council will appoint a Public Art Advisory Committee (PAAC).
- C.2 PAAC will advise the City on the implementation of the Public Art Policy, including selection processes, acceptance of gifts, donations, bequests, loans, and de-accessions.
- C.3 A Terms of Reference for PAAC approved by Council outlines their roles and responsibilities in relation to the implementation of the Policy.

D. FUNDING

- D.1 Funding is based on 1.25% of the construction costs of applicable capital projects funded by the City. Applicable projects include new building construction, major additions to existing buildings, park development projects and new engineering structures.
- D.2 The 1.25% allocated for public art projects must cover the design, fabrication, administration and installation.
- D.3 A minimum of 10% of the 1.25% public art allocation will be used to support the long-term maintenance of the collection.
- D.4 Project funds may be pooled to establish community, neighbourhood and/or Town Centre public art initiatives, or to enhance selected project budgets.

E. COLLECTION MANAGEMENT

- E.1 The management, maintenance and insurance of the Public Art Collection are the responsibility of the City.
- E.2 The Public Art Collection is managed according to appropriate professional inventory and documentation practices.

PUBLIC ART ADVISORY COMMITTEE (PAAC)

TERMS OF REFERENCE

1. PURPOSE

- 1.1. To advise Council on the implementation of the Public Art Policy (PAP) for the City of Surrey.

2. RESPONSIBILITIES OF PAAC

PAAC will advise on the:

- 2.1 Development of calls for artist proposals, the choice and appointment of selection panels and the selection of recommended artwork;
- 2.2 Communication and outreach strategies regarding the Public Art Program to achieve cultural partnerships and build awareness of the program throughout the community;
- 2.3 Proposed gifts, donations, bequests, de-accessions and loans of artworks to the City collection;
- 2.4 Development of private sector public art and public/private partnerships for public art;
- 2.5 Issues, new trends and future needs related to the delivery of the public art program in Surrey.

3.0 MEMBERSHIP

- 3.1 The Committee shall be appointed by Council and consist of nine (9) voting members and one (1) alternate member.
- 3.2 Up to two (2) City Councilors shall be appointed by Council to serve as Council liaisons to the Committee.
- 3.3 PAAC will appoint a Chair for the Committee.
- 3.4 The Committee may appoint a Deputy Chair at their discretion.
- 3.5 The majority of members will be residents of Surrey; they should have knowledge of public art practice and represent a broad cross-section of the community.
- 3.6 The alternate member will serve a one (1) year renewable term for a maximum of three (3) consecutive years; shall attend meetings on a regular basis and have voting privileges if quorum is not established.

- 3.7 Members of PAAC are appointed for a three (3) year term. Members may not serve for more than two (2) consecutive three (3) year terms. However, after at least one (1) year out of office, a past member of PAAC may re-apply and may be considered for re-appointment by Council.

4.0 MEETINGS

- 4.1 The Committee shall meet a minimum of eight (8) terms per year; additional meetings may be called by the Chair as needed.
- 4.2 A majority of the members shall constitute a quorum. Recommendations of a quorum shall be considered those of the full Committee.
- 4.3 Any member who is absent from three consecutive meetings of the Committee, or in excess of one-third (1/3) or more of all meetings over any six (6) month period without leave of absence from the Committee, or without reason satisfactory to the Committee, shall forthwith cease to be a member of PAAC.
- 4.4 Minutes of the meetings are prepared by City staff.

5.0 CODE OF CONDUCT

- 5.1 City policy regarding conflict of interest will apply to all PAAC members.
- 5.2 The members are not permitted to directly or indirectly benefit from their participation in the Public Art Advisory Committee during their tenure and for a period of twelve (12) months following the completion of their term.

6.0 STAFF SUPPORT

- 6.1 Appropriate staff support will be arranged by the City Manager; General Manager, Parks, Recreation and Culture, and the City Clerk.

Approved by Council: December 15, 2004 (RES.R04-3386)