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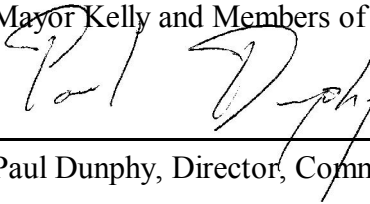
## Item No. 1

**Halifax Regional Council**

**October 23, 2007**

**TO:** Mayor Kelly and Members of Halifax Regional Council

**SUBMITTED BY:**

  
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Paul Dunphy, Director, Community Development

**DATE:** October 9, 2007

**SUBJECT:** HRM's Public Art Policy Development Process

### INFORMATION REPORT

#### ORIGIN

March 28<sup>th</sup> 2006, Council adopts HRM Cultural Plan which identifies development of a Public Art Policy as a short-term priority.

June 19<sup>th</sup> 2007, Information Report to Regional Council addressing Public Art Protection.

September 5<sup>th</sup> 2007, HRM Cultural Advisory Committee approves staff recommendation for Public Art Policy Scope, Process and Timeline.

## **BACKGROUND & DISCUSSION**

With the adoption of the Cultural Plan in 2006 staff have been working with the HRM Cultural Advisory Committee (CAC) to identify and to move key policy priorities forward. The development of a public art policy is viewed as a high priority for 2007-2008 business planning cycle. This focus is timely given an increasing interest in Public Art at both community and Council levels.

Essentially, the Art Policy will guide the Municipality, community groups and private sector developers in planning, creating, siting and maintaining a region-wide public art collection. However, the Cultural Plan establishes more specific goals and objectives to shape the development of the Public Art Policy. These are as follows:

- developing and showcasing a high-quality and diverse collection of public art;
- identifying civic locations to showcase public art through landscape design and master-planning for parks, open-spaces and other public sites;
- developing procedures and operating guidelines to ensure that public art development and management is coordinated and aligned with community and cultural development goals;
- developing mechanisms for incorporating public art into Municipal Public Works, Capital Projects, and facility development;
- establishing an appropriate level of funding to effectively commission, exhibit and maintain public art including a dedicated maintenance reserve and management program;
- establishing a Public Art Advisory body and criteria to guide in the evaluation and decision-making with respect to public art commissions and proposals;
- raising awareness of public art through promotional, communication and interpretation initiatives to enhance understanding and appreciation of art in the public realm;

Using the above noted policy for guidance, the CAC has developed a planning process, including a public engagement strategy, to guide the development of HRM's Public Art Policy. *Attachment 1* contains the proposed process and draft Engagement strategy. Additionally, the CAC has defined the scope of the proposed Art Policy as well as developed a draft Mission, Definition and Guiding Principles. These are provided as *Attachment 2*. These will be used by the Cultural Advisory Committee to seek input from key stakeholders including those in the arts, cultural and development community with expertise and experience in Public Art.

## **BUDGET IMPLICATIONS**

All costs associated with the development of the Public Art Policy are allocated under the Culture & Heritage Operating Budget C730. Budget allocations to implement a future Public Art Policy, as approved by Regional Council, will be brought forward through the annual business planning and budget process and any future cultural funding framework policies.

**FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.


**ATTACHMENTS**

Attachment One - Public Art Policy Process and Engagement Plan

Attachment Two- Draft Public Art Policy, Scope, Mission, Definition and Guiding Principles

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/agenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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Report Approved by:   
Andrew Whittemore, A/Manager, Community Relations & Cultural Affairs 490-1585

**ATTACHMENT 1**  
**Public Art Policy Process and Engagement Plan**

Essentially there are four key steps that will guide the development of the policy. These are outlined below along with proposed schedule of deliverables.

**Step One Defining Process and Time-lines**

- Process
- Engagement Strategy
- Time-line

**Step Two Defining the Public Art Policy Vision**

- Policy Scope** or Chronological division of work to be performed
- Guiding Principles** or the broad philosophy that HRM will apply throughout the life of the policy, irrespective of changes in goals, strategies, or management.

**Step Three Defining The “What” - What will the Policy Aim to do?**

- Draft Goals & Objectives
- Progress Report

**Step Four Defining The “How” - How will HRM Achieve the Goals?**

- Draft Policy and Procedures
- Implementation Strategy

<b>TIMELINE AND KEY MILESTONE DELIVERABLES :</b>				
<b>Activity</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
CAC Approval: Mission, Guiding Principles Engagement Strategy	Completed			
Regional Council Information Report		October 23 <sup>rd</sup>		
Press Release		Mid- October		
Media communications		Mid - October & ongoing		
Industry Focus Group		October 17		
Public Art Forum			November 29 <sup>th</sup>	
CAC: Approve Draft goals & objectives			November 7 <sup>th</sup>	
Regional Council draft G & O's			late November	

CAC: Approve final Policy & Implementation Strategy			December 5 <sup>th</sup>	
Regional Council final Report & Recommendation				Mid-December

**Engagement Plan**

The following provides an overview of the key components of the engagement plan that the CAC will undertake during the planning process

**A) Public Art Focus Group:**

A focus group will be conducted to draw specialized and targeted input from industry and community representatives who have specific knowledge and expertise to share. The focus group will be composed of pre-selected participants with knowledge of or interest in the planning and practice of creating and incorporating art in public spaces.

Participants will be drawn from the following areas:

- professional artists & curators
- conservators and historians
- land and property developers
- architects & urban designers
- community art organizations

**B) Public Art Forum**

A Public Art Forum will be held to reach a broader public audience and generate interest, excitement and exposure with respect to Public Art. The forum will include stimulating debate and discussion around Public Art and why its important. The focus of the forum will build on the draft principles and explore the theme of: “Public Art to Delight and Move”. By engaging expert speakers and a dynamic panel of interests the forum will also offer insights into innovation with respect to practice and policy and interesting discussion on future possibilities for public art in HRM.

**C) HRM Staff Consultation**

An inter-departmental staff committee has been established to engage key divisions and staff in the policy development and implementation considerations. Technical, policy, program and operational expertise will be drawn from this committee to help shape the policy and secure “buy-in” and support throughout all aspects of the process.

**D) HRM Regional Council**

The Cultural Advisory Committee understands that it is essential that HRM Regional Council is also engage and ultimately supportive of the proposed public art policy. To this end, the CAC will table regular reports as outlined in the timeline.

**E) Communications**

Various communications mechanisms will be used to disseminate information and engage people in the process and to help achieve the following outcomes:

- I. Community at large is engaged and aware of the process, has access to information as needed and is compelled to learn more
- II. Target audiences are engaged in the process and critical debate is taking place in the community
- III. Stakeholders and decision-makers within the HRM organization are informed and have access to information
- IV. Key messages are understood and delivered in a strategic and focussed manner
- V. The media is engaged and assisting in raising awareness of the process and in leaving a legacy of understanding and recognition of Public Art
- VI. The work of the HRM Cultural Advisory Committee and HRM Council is profiled at the local, regional and national level

## ATTACHMENT 2

### Draft Public Art Policy, Scope, Mission, Definition and Guiding Principles

#### **A) Policy Scope**

A policy scope comprising of three primary categories has been developed and is outlined below. The Scope is intended to define the parameters of which the proposed Public Art Policy will apply.

#### **1. Policy and Guidelines for Municipally-led (capital) Public Art Projects**

- Integration into Municipal planning and construction and public work and civic projects
- funding, program delivery and management
- commissioning and acquisition procedures
- maintenance, care and long-term conservation
- promotion and awareness
- long-range and master planning

#### **2. Policy and Guidelines for Public Art projects in conjunction with private developments**

- Private sector participation in public art development which may or may not include:
  - i. funding contributions
  - ii. multi-sector collaborations
  - ii Public Art commissioning guidance and management
- Private sector funding and support for public art program and maintenance

#### **3. Policy and Guidelines for Community Public Art and Memorials**

- Procedures and program support for community participation in public art development
- Guidelines for community-artist collaborations
- Procedures and programming for Memorials

#### **B) Policy Mission:**

The Halifax Regional Municipality strives to develop, manage and shape the creation of a high quality and distinctive Public Art collection. These art works will stimulate emotional reaction and evoke a sense of new discovery and cultural and civic meaning within the Region and its public realm. Through intentional planning, ongoing investment, and meaningful collaboration with professional artists and communities, the Municipality will facilitate and lead in the development and enhancement of its public art collection. The Municipality is dedicated to supporting the creation of public art that is compelling, original, diverse, recognized, and profoundly connected to the principles of good urban design, artistic excellence, community building and cultural and political awareness.

#### **C) Public Art Definition:**

Public art, through creative process, stimulates critical response and enables broad access to art as social and cultural expression and beautifies and inspires the civic environment. Public Art is more than simply art integrated or installed in a public space; rather it is a collaborative and community-informed process of dialogue, participation and cultural awareness. At its best, public art enhances quality of life by helping to define and formulate responses to social, economic, cultural and political

issues faced by the community.

Public Art is a permanent, semi-permanent or temporary work of art in any medium, material, media or combination thereof that has been planned and executed with the specific intention of being sited or staged in the public realm, usually outside and accessible to all. Public art can include sculpture, painting, engraving, carving, collage, mosaic, photography, drawing or earthwork, art installations, landscape and architectural art and embellishments, murals, media art, performance art, and artifacts. Work can be site specific, environmentally integrated or installation which is exhibited through an artist commission, acquisition, donation or artist-community collaboration.

#### **D) Guiding Principles:**

##### **TEACH:**

inform, educate and engage people in the pursuit of public art that is understood and appreciated by its audience and that challenges critical debate and thought

##### **DELIGHT:**

create art that fascinates and excites the viewer through its beauty, grace and its creative presence in the public landscape

##### **MOVE:**

create art that has meaning and purpose for the audience and the community at large and that evokes emotional response and feeling

##### **CARE:**

invest in the long-term care, stewardship and management of public art as a valued civic asset

##### **CELEBRATE:**

show-case and embrace public art and its expression of artistic and creative excellence, community and cultural identity

##### **LEAD:**

advance a focused public art agenda and mission through the development through sustained investment, integrated planning, best practices, collaborations and partnerships