



TOWN POLICY

POLICY NUMBER: 7401

REFERENCE:
073.03.16

ADOPTED BY:
Town Council
073.03.16

PREPARED BY: Legislative Services

DATE: March 2, 2016

TITLE: PUBLIC ARTS POLICY

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POLICY STATEMENT:

The Public Art Policy serves as a basis for the acquisition, installation, maintenance, management and programming of public art for the Town of Strathmore. Public Art is a vital ingredient in the cultural fabric of Strathmore. This policy provides a framework for developing public art that:

- Builds a visually rich environment that attracts tourism.
- Plays a role in attracting creative businesses and workers.
- Provides arts opportunities that are freely accessible to all.
- Encourages the growth of a culturally informed public.

The outcome will be a distinct and vibrant artistic legacy for citizens of Strathmore.

GUIDING PRINCIPLES:

The Town of Strathmore supports the acquisition, installation and management of public art through adherence to the following guiding principles:

Open and Transparent Processes

The Public Art Policy will rely on open and transparent processes to ensure equitable and respectful practices for all involved parties.

Community Input and Engagement

The Public Art Policy and supporting management framework values community engagement and will create a variety of opportunities for public input and involvement through programming initiatives.

Sustainability and

A successful and enduring public art presence in Strathmore

Responsibility	relies on sustainable funding, responsible management, strategic planning, and appropriate maintenance and conservation. Council directs the responsibility and authority to lead all public art matters, including development and implementation of the Public Art Master Plan, to Administration.
Accessibility	The Public Art Policy strives for accessible and inclusive visual art opportunities and initiatives that are accessible to all citizens regardless of their ability, geographic location, affiliation, and demographic.
Diversity of Opportunities for a Diversity of Artists	The Public Art Policy is committed to providing a wide range of public opportunities for a diversity of artists, from local to international and emerging to established.
Acquisition and Deaccession of Public Art	The Town of Strathmore will establish criteria for the acquisition and the de-accession of public art that will be clearly defined and available to the general public.
Copyright	In accordance with the Copyright Act, The Town acknowledges the artist as full owner of copyright including moral rights and will negotiate the transfer of certain rights through individual artist contracts.
Stewardship	The Town acknowledges its role as trustee of the Public Art Collection on behalf of the citizens of Strathmore and shall preserve the integrity and security of public art through comprehensive collection management systems, standards and procedures.

PUBLIC ART BOARD

The Public Art Board, an advisory committee to Council, is responsible to advocate for public art, advise on public art policies, procedures, guidelines, plans and issues as they relate to the Town of Strathmore, and provide support to Administrative staff and programs.

The Public Art Board operates at arms length and reports its activities, developments and recommendations in an Annual Report to Council.

The Public Art Board shall be appointed by Council and shall operate within the purpose of the Public Art Policy.

The Public Art Board shall be comprised of five (5) representatives, with a minimum of two visual artists, and the remaining from any of the following disciplines, one of whom will be a representative from the Town of Strathmore Administration.

- Arts Administrators
- Arts Consultants, Art Curators and Museum Professionals

- Art Historians and Heritage Professionals
- Architects, Landscape Architects and other Design Professionals
- Downtown Design Review Committee Representatives
- Business Representatives
- Conservators
- Citizens at Large

DEFINITIONS

Acquisition means the acquiring of public art through commission, purchase, donation, gift or bequest.

Council means the municipal council of the Town of Strathmore.

De-accession means the formal process to permanently remove an object from the Public Arts Collection.

Public Art means art which:

- Builds a visually rich environment
- Provides art that is accessible to the community at large
- Reflects our diverse culture and celebrates our living heritage
- Demonstrates diverse expressions of art
- Expands knowledge and understanding of art
- Prompts viewers to explore, challenge and question the work and its meaning.
- Creates pride and achievement in the community
- Ensures a lasting legacy
- Provides an opportunity for business to participate in a public art program.
- Applies only to visual art in any media

Public Spaces means areas frequented by the general public, which are in the public domain. Public spaces should include, but are not limited to, parks, boulevards, streets, bridges, exteriors of Town-owned buildings, interiors of Town-owned buildings.

RESPONSIBILITIES

Council To:

- Utilize a volunteer advisory board called the Strathmore Public Art Board
- Budget annual funds to support a maintenance and installation program for public art in the Town of Strathmore
- Be the final approving body for all proposed art projects
- Be the final approving body for the Public Art Master Plan

Administration To:

- Coordinate the implementation of the Public Art Master Plan and oversee its periodic review
- Liaise with the Public Art Board in the planning and development of public art
- Manage the budgeted annual funds
- Establish an ongoing maintenance program
- Coordinate the installation of public art projects

Public Art Board To:

- Develop a Public Art Master Plan
- Advise on public art policies and guidelines
- Promote awareness and understanding of the importance of public art
- Participate in the implementation of the Public Art Master Plan and individual public art project plans
- Participate in the periodic review of the Public Art Master Plan
- Advise the Town on adjudication process for commissioning and acquiring public art
- Advise the Town on maintenance and management of the Public Art Collection
- Evaluate proposed public art donations
- Develop and implement a communications framework
- Provide advice on the decommissioning of public art

END OF POLICY