

City of Coquitlam

Public Art Policy & Project Plan



coquitlam.ca/publicart

Above all...

Coquitlam

Contents

- I. Public Art Policy Statement 3
- II. Overview of the Program Plan 3
- III. Three Streams of the Public Art Program: At a Glance 3
 - a) *Community Public Art*. 5
 - b) *Civic Public Art*. 7
 - c) *Developer Initiated Public Art* 9
- IV. Management of the Public Art Program 10
 - The Collaborative Team*. 10
 - The Process* 10
 - Gifts and Loans* 11
 - Celebration and Participation*. 12
- V. References. 13

I. Public Art Policy Statement

At the June 21, 2010 Regular Meeting of Council, the following Public Art Policy statement was adopted:

The City of Coquitlam believes that Public and Community Art contributes to Coquitlam's identity as a diverse community with a vibrant cultural scene and helps create opportunities in cultural tourism and business development. Enhancing the appeal of public places and heritage assets is important to residents and visitors alike. A Public Art Policy complements and supports the cultural and corporate strategic goals of increasing active participation and creativity by making culture, arts and heritage more accessible to everyone and enhancing the sustainability of City services and infrastructure.

II. Overview of the Program Plan

The purpose of Coquitlam's Public Art Program is to provide a set of guidelines that support the Policy goals to develop and manage a collection that reflects the diversity of Coquitlam's communities, enhances civic spaces and neighbourhoods, and makes art accessible to all.

The Program includes three streams: Community, Civic and Developer Initiated Public Art. The goals, potential funding sources, and processes are described for each.

The Public Art Program employs a collaborative model and will be managed through an Interdepartmental Team comprised of Planning and Development, Strategic Initiatives, Engineering and Public Works, Parks, Recreation and Culture, and Corporate Services. Through the neighbourhood and infrastructure planning processes, potential sites and funding for public art will be identified at the earliest possible stage of a community, civic or development project.

Coquitlam's Public Art Program will start small, be flexible and will build for success. The short to mid term priorities (1 – 3 years) include:

- » Supporting one Community Art Project per year with an Artist in Residence Program
- » Developing one commemorative type Civic Art project over two years; for example, the City of Coquitlam 125th Anniversary
- » Responding to opportunities for gifts, sponsorships, partnerships, donations and bequeaths, developer contributions, and grants
- » Managing the current Public Art inventory
- » Implementing best practices in the management of the Public Art Program

III. Three Streams of the Public Art Program: At a Glance

	Community Public Art	Civic Public Art	Developer Initiated Public Art
Goal	» Engage citizens through participation in the creative process	» Enhance and animate civic facilities and spaces	» Enhance and animate private or public spaces
Funding	» Proposal and application for Community Grants » Sponsorship/gifts to the City	» Capital project budget » Casino revenue » Partnerships » External grants » Sponsorship/gifts to the City	» Voluntary program within current development process » Developer provision of Public Art on private property
Process	» Artist collaboration with community » Proposal to City » Liaison with City	» Art Commissioned » City lead or community/ City team » Industry best practices	» Identification in neighbourhood plans » Coordination through Development Services

a) Community Public Art



Coquitlam Synthesis. Brian Gleckman and Pinetree Secondary Students. City Hall, 2011.
Inset: Jimin Park. Photos: R. Kozlowski.

Goal

The goal of Community Public Art is to encourage citizen engagement through participation in the creative process and the development of art that enlivens a neighbourhood and fosters a sense of place and connection.

The Community Public Art stream is defined as artwork projects:

- » Initiated by a professional artist
- » Created in collaboration with members of the community
- » Installed on City land or in a civic space
- » Accessible to the public in a temporary or permanent capacity

While Community Public Art projects tend to be facility-focused and relatively small in scope, they often tell a dynamic local story. *Coquitlam Synthesis*, currently displayed at City Hall, is a recent example. Designed by Brian Gleckman and Pinetree Secondary students, the mural consists of thirty-one panels of charcoal pencil drawings which vividly depict Coquitlam's diverse history and culture of celebration.

Funding

An artist and citizen group wishing to undertake a Community Public Art project is encouraged to develop a proposal. A preliminary budget should be included.

Financial assistance for Community Public Art projects may be funded through the “*Artist in Residence*” program. Sponsorship and gifts to the City may provide additional sources of support.

Process

The proposal presented to the City should outline:

- » The goals and scope of the project
- » Plans for collaboration between the artist and the community
- » The secured or requested funding source(s)
- » The commitment of required City land
- » A plan for the ongoing maintenance of the completed artwork

Parks, Recreation and Culture Services staff will be assigned as the liaison for the group to assist with some elements of the project.



Community Tiles. Valerie Pugh, School District 43. Evergreen Arts & Cultural Centre, 1996. Photo: A. Merrill

b) Civic Public Art

Goal

The goal of the Civic Public Art Program is to enhance and animate civic facilities and spaces through art opportunities that emerge in the process of developing and revitalizing the City's infrastructure and neighbourhoods. The Civic Public Art Program is defined as artworks, for temporary or permanent installation, that are initiated and commissioned by the City. A Community Project Committee, comprised of interested community members, may play a collaborative role.

The projects can range in scope and scale, but are generally sizeable, becoming significant landmarks. Examples include: *Pioneer Spirit* in Maillardville and the Inspiration Garden's *Bee and Echinacea Flower*.



Pioneer Spirit, douglas r. taylor, Maillardville, 2010.
Photo: J. Shaw

Funding

Potential funding for civic art projects is available through several sources:

- » *Capital Project Budget:* The City could include public art as part of the capital construction for a proposed facility site.
- » *Casino Revenue:* The City may also apply a portion of the casino revenue to support a civic public art project.
- » *Partnerships:* The City may work in collaboration with local non-profit and private sectors, and other public organizations to develop artworks.
- » *External Grants:* A number of Federal and Provincial government grants support cultural development, art organizations and projects. Maillardville's *Pioneer Spirit*, for example, was funded through the Department of Canadian Heritage, Cultural Capitals of Canada Grant.
- » *Sponsorship and Gifts to the City:* Staff will be alert to opportunities that these sources may provide for public art projects.

Process

Opportunities for the inclusion of publically accessible artworks emerge as the City is planning a new facility, renovating an existing facility, or developing a park, street or plaza. The Engineering and Public Works, Strategic Initiatives, and Parks, Recreation and Culture departments will identify potential art opportunities in the initial stages of an infrastructure project.



Bee and Echinacea Flower, Heather Edwards, Sandra Bilawich, Inspiration Garden, 2009. Photo: R. Kozlowski.

There are two possible roles that the City can play in the Civic Public Art Program:

- » In the first, the City produces the Terms of Reference, leads the artist commissioning process, and coordinates all stages of the project.
- » In the second, the City works in a collaborative capacity with a Community Project Committee. Comprised of local residents, business owners and/or cultural organizations, the Committee's role is to represent the goals and aesthetic preferences of the neighbourhood, assist in the development of the project Terms of Reference, and possibly elect a member to participate on the Artist Selection Panel.

Whether the City takes the lead or plays a collaborative role, staff will apply best industry practices at each stage, from the planning and consultation, to the selection of the artist, execution of the project and the accessioning and celebration of the artwork.

c) Developer Initiated Public Art



Silver Springs Salmon, Commissioned by Polygon Development. Pinetree Way and David Avenue, 2005.
Photo: A. Merrill

Goal

The goal of Developer Initiated Public Art is to enhance either a private or public space. The voluntary inclusion of artworks, often featured at the entry or access way of the property, is becoming more usual as developers recognize the added value that an iconic piece can bring to a neighbourhood.

While landscaping and general beautification of the site enhance the attractiveness of a development, these activities are not considered public art. The City of Coquitlam differentiates beautification from public art as the latter is artist led.

Funding

Currently, there is no requirement for developers to provide public art and it is therefore achieved on a voluntary basis, with the funding sourced through the developer's own project budget. During the development process, conversations between developers and staff serve to inspire public art components as options within development projects.

Process

Public art sites are identified during the Neighbourhood Plan community consultation process. Developer Initiated Public Art is coordinated through the City's Development Services which provide guidance and assistance to development companies in the identification of a project.

IV. Management of the Public Art Program

The Collaborative Team

The Public Art Program is managed through an interdepartmental approach involving the following staff teams:

- » Planning and Development will support Developer Initiated Public Art through the Neighbourhood Planning Processes and Development applications.
- » Strategic Initiatives will identify opportunities within major civic projects.
- » The Engineering and Public Works Department will identify civic transportation and public works construction projects, and potential sites (right of ways, boulevards, greenways, bridges).
- » The Parks, Recreation and Culture Department will take the lead on Community Art and Civic Art, and sites within park and facility construction projects.
- » Corporate Services, such as Financial Services, Legal Services, Corporate Communications, and Purchasing will assist as needed through the various stages of the commissioning, installation, and accessioning processes of a public art project.

The Process

- » Opportunities for Public Art are identified
- » The funding source is confirmed
- » Representation from each corporate department is determined
- » Community, Civic or Developer Art process is initiated
- » The Community is engaged (Arts and Culture Advisory Committee input, Community Project Committee)
- » Public Art commissioning, fabrication, installation and accessioning processes are implemented and managed using industry best practices
- » Maintenance is ensured throughout the lifecycle of the artwork. The City has a standard of including operating funds tied to capital projects and including new assets in the Tangible Capital Asset pool.
- » De-accessioning is undertaken when artworks reach the end of their lifecycle.

Gifts and Loans

There are occasions in which individuals or groups wish to give or bequeath art to the City. While these gestures are appreciated, it is prudent for the City to ensure suitability before accepting the gift. In order to have an active rather than passive Public Art Program, a process and a set of criteria have been developed to ensure that artworks accepted are compatible with City goals, the Program mission, and are an appropriate use of public space.

When a gift is offered, staff will advise the prospective donor that the City has a Public Art Policy and Program which guides the process for accepting and accessioning any artwork intended for a public site.

The donor should also be aware that if the piece is accepted, a legal agreement will be developed that identifies each party's responsibilities, such as installation and the cost of ongoing maintenance.



Sto:lo Bear, Carman McKay, Gifted by Polygon Development. Place Des Arts, 2006. Photo: A. Merrill

Additionally, there may be occasions when the City recognizes a benefit in borrowing a piece of art from another municipality or from a private collection. The City may also be asked to lend a piece for a set period of time. Both transactions may be reviewed by the appropriate members of the Interdepartmental Team to ensure that standards for proper care and handling are observed, and that the piece is insured against loss, damage and liability.

(Procedural steps are outlined in the Public Art Program Procedure Guide).

Celebration and Participation

Celebrating the addition of new artworks and creating opportunities for community learning and discovery are important elements of a Public Art Program.

When a new piece is accessioned into the collection, an opening ceremony will mark the event and announcements on the City website and in various print media will introduce the artist and describe the Work.



Opening: Pioneer Spirit, Mayor and City Council with Artist douglas r. taylor. Brunette Avenue, Maillardville, 2010. Photo: J. Shaw.

As the Program develops, a variety of educational opportunities may be offered that bring together the community with artists and local cultural organizations; workshops, artist talks and tours are some of the ways to enhance community awareness and enjoyment of the City's growing collection.

Community members may welcome more direct involvement, such as collaborating with an artist on a community public art project. For those with experience in the art field who wish to enhance their knowledge and expertise in the area of public art, consultation opportunities will be available, such as membership in the City's Arts and Culture Advisory Committee, on a Community Project Committee or an Artist Selection Panel.

The increased capacity and confidence of interested citizens and local cultural organizations will help strengthen and sustain the Public Art Program. As it continues to develop, citizens of all ages will be encouraged to contribute their ideas, imagination, and inspiration.

V. References

City of Coquitlam Plans:

Cultural Services Strategic Plan 2010 – 2020

Coquitlam Citywide Official Community Plan, 2001

Coquitlam 2021, 2009 Strategic Plan

Policies and Plans: Other Municipalities and Agencies:

Creative City Network of Canada, “The Public Art Toolkit,” Vancouver, 2010

City of Port Coquitlam Cultural Policy and Plan, 2001

City of Port Moody Public Art Policy, 2001

City of Burnaby Art in Public Places Policy, 2005

City of Richmond Public Art Policy, 2000

City of Surrey Public Art Policy, 2004

Additional references are cited in the City of Coquitlam Public Art Program Procedure Guide.