



Policy Title: Corporate Public Art Policy
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Business Unit: Recreation

BACKGROUND

The City of Calgary has a long history of fostering a Public Art Collection that provides citizens and visitors with access to visual art in the public realm. In addition to ensuring an engaging aesthetic profile for our urban environment, the Public Art Collection enhances the experiential nature of our city, plays a role in attracting creative businesses and workers, and encourages the growth of a culturally informed public.

The value of public art cannot be derived solely from an assessment of completed works, but must include its impact as a significant economic driver, its collaborative and complementary value as a component of public spaces, and its social value as a means through which to express, reflect and enjoy our city. Successful public art must be supported by a strategic management framework of maintenance and programming that creates awareness, promotes engagement, and ensures longevity through responsible stewardship.

The Public Art Policy (CPS2003-95) was implemented by Council in 2004 to pursue the integration of public art in the cultural fabric of Calgary, recognizing public art as a vital ingredient in Calgary's on-going development as a great, creative city.

Public art has become recognized as an integral component of a vital, livable and healthy Calgary and is identified in many City initiatives including Imagine Calgary, Plan It Calgary, the City of Calgary Open Space Plan, the Centre City Plan, the East Village Area Redevelopment Plan and the Utilities and Environmental Protection Public Art Plan.

Since 2004, Administration has identified areas that require clarity and refinement in order to fulfill the intent and potential of the policy. This Public Art Policy provides additional direction and clarification to Administration and will ensure the appropriate development, management and maintenance of all public art for the City of Calgary.



This Policy has been aligned with key City policies and priorities, including the Triple Bottom Line Policy, Fair Calgary principles, the Environmental Policy, the Sustainable Building Policy and the Civic Arts Policy.

PURPOSE

The Public Art Policy provides cultural leadership and guides the evolution of a distinct and vibrant artistic character for the city's public places. Through this policy, The City of Calgary contributes to:

- a visually rich environment;
- attracting creative businesses and workers;
- art opportunities that are freely accessible to all;
- our diverse cultural character and celebrating our living heritage;
- the growth of a culturally informed public.

The Public Art Policy provides a foundation for the effective development, management and stewardship of public art throughout Calgary by:

- articulating a clear definition of public art for the City of Calgary;
- providing leadership and guiding principles that ensure consistent implementation of the policy across the corporation;
- clarifying funding strategies and mechanisms;
- outlining a management framework that identifies consistent processes, roles and responsibilities;
- ensuring sound stewardship of all public art assets held in trust for the citizens of Calgary.

POLICY

- The Public Art Policy serves as a basis for the acquisition, installation, maintenance, management and programming of public art for the City of Calgary. This policy and supporting management framework will apply to all visual art under the stewardship of the City of Calgary including public artworks generated through a 'percent for public art' funding strategy, the Civic Art Collection, as well as historic art objects, and other unassigned visual art objects.
- The City of Calgary is committed to building the necessary internal capacity and providing appropriate financial resources to facilitate the successful implementation of the Public Art Policy.



Guiding Principles

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

Open and Transparent Processes	The Public Art Policy and supporting management framework 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 Responsibility	A successful and enduring public art presence in Calgary 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 management framework, to Administration.
Accessibility	The Public Art Policy and supporting management framework strives to provide visual art opportunities and initiatives that are accessible to all Calgarians regardless of their ability, geographic location, affiliation and demographic.
Diversity of Opportunities for a Diversity of Artists	The Public Art Policy and supporting management framework is committed to providing a wide range of public art opportunities for a diversity of artists, from local to international and emerging to established.
Acquisition and De-accession of Public Art	The City of Calgary will establish criteria for the acquisition and the de-accession of public art that will be clearly defined in the management framework and available to the general public.
Copyright	In accordance with the Copyright Act, The City 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 City acknowledges its role as trustee of the Public Art Collection on behalf of the citizens of Calgary and shall preserve the integrity and security of public art through comprehensive collection management systems, standards and procedures.

PROCEDURES AND RESPONSIBILITIES

Funding Strategy

The Public Art Policy provides a sustainable and responsive ‘percent for public art’ funding strategy for the acquisition, administration and management of public art.

The funding mechanism provides for costs associated with:

- implementation of the Public Art Policy;
- planning, design, fabrication, installation and purchase of public art for new and existing public spaces, facilities and infrastructure;
- management, administration, and programming of the Public Art Collection;
- maintenance and conservation of the Public Art Collection.

Percent for Public Art Allocation

The percentage for Public Art allocation will be calculated on portions of the eligible project capital costs over \$1 million using a sliding scale with two break points:

1% for the portion up to \$50 million; and
0.5% for the portion over \$50 million.

The allocation from each capital project will be capped at \$4 million.

Eligible capital projects include all upgrade (U), growth (G), and service (S) budget items over \$1 million. Ineligible costs include land purchase, rolling stock, portable equipment (furniture, computers, etc.), and maintenance (M) budgets.

When planning an upgrade (U), growth (G) or service (S) capital project that exceeds \$1 million, City of Calgary Departments will identify and prorate the allocation for public art based on all restricted and unrestricted funds to the capital project budget.



There are three considerations related to the expenditure of the 'percent for public art' allocation:

1. The restricted public art allocation will reside with the initiating Department as part of the overall capital project for development of public art on the capital project site;
2. The Departments will transfer a portion of the unrestricted public art allocation to the Public Art Reserve;
3. Administration may choose to pool a portion of the unrestricted public art allocation for use at more publicly accessible sites or combine the restricted and unrestricted public art allocation not transferred to the Public Art Reserve for development of public art on the capital project site.

Public Art Reserve

The Public Art Reserve will ensure a diversity of public art opportunities occur in communities throughout Calgary that are accessible to citizens and visitors. It also ensures ongoing maintenance and conservation of public art occurs in a responsible and timely manner to preserve these assets.

The Public Art Reserve will be financed through the **Percent for Public Art Allocation** as outlined in the section above.

The Public Art Reserve will be used to cover costs related to the following:

- management, administration and promotion of the Public Art Program;
- maintenance and conservation of those portions of the Public Art Collection maintained by the Public Art Program;
- projects initiated by the Public Art Program.

MANAGEMENT FRAMEWORK

The Public Art program is responsible for developing a management framework that will contribute to the overall direction and priorities determined by Council and act as a blueprint for the implementation and administration of the Public Art Policy.



The management framework will clearly outline the financing mechanisms, administrative processes and procedures, roles and responsibilities, lines of communication, accountability, and defined outcomes.

The management framework will continue to evolve over time as practices, standards, administrative processes and outcome measures are developed and evaluated.

Administration is responsible for the adoption, implementation, accountability and reporting of this policy.

Public Art Board

The Public Art Board, an advisory committee to Council, is responsible, in consultation with Calgary Art Development Authority (CADA), to advocate for public art, advise on public art policies, procedures, guidelines, plans and issues as they relate to The City of Calgary, 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 and the management framework of The City of Calgary.

The Public Art Board shall be comprised of nine (9) representatives, with a minimum of two visual artists, and the remaining from the following disciplines, one of whom will be a representative from the Calgary Arts Development Authority (CADA):

- Arts Administrators
- Arts Consultants, Art Curators and Museum Professionals
- Art Historians and Heritage Professionals
- Architects, Landscape Architects and other Design Professionals
- Business Representatives
- Civil Engineers
- Conservators
- Citizens at Large



DEFINITIONS

Public Art Collection: All visual art assets owned and held in trust by The City of Calgary including public artworks acquired through the 'percent for public art' funding strategy, artworks in the Civic Art Collection, as well as historic art objects and other unassigned visual art objects.

Public Art:

Any original work of art that is accessible to the general public. Typically, the creation of a public artwork takes into consideration site and context as part of its process; the artwork can be discrete, semi-integrated, integrated, temporary, embedded, stand-alone or functional. Public art mediums can include, but are not limited to: sculpture, installation, paintings, drawings, prints, photography, multi-media projects, murals, mosaics, land art/earth works, or projects which incorporate design, architecture, or landscape architecture. An edition, multiples or series of artworks may qualify provided the run is limited and consistent with professional artistic standards.

While it is recognized that architecture, interior design, and landscaping are artistic in nature and have artistic components, this Policy defines public art as a distinct component of a capital project that, while it may be integrated to its site, is created by a person engaged as an artist or its creation is directed by an artist.

1. **Discrete:** Public art that is not integrated with the site either in physical or conceptual manner. Usually this type of work relates to the site in terms of scale, character and size and can be created off site, installed and moved from site to site.
2. **Semi-integrated:** A project or a work of art which is generalized in its conception, but is physically integrated into the site through its location, placement, context or site construction.
3. **Integrated:** Public art which is conceived, designed and built specifically for a site and derives its conception from the local site narrative. A work of art such as this would not exist anywhere else.
4. **Temporary:** Public art created for a specific occasion, time frame or event and which is temporary in nature.
5. **Imbedded:** Public art that forms a physical part of the building or structure for which it is designed. If the structure were to be demolished the art would be as well.



6. **Stand alone:** Public art which is integrated but is not a physical part of the building or structure that informs its design or concept.
7. **Functional:** Public art which in addition to serving as an original artwork has a functional component (example a bench, bike-rack, gateway, or windscreen).

Civic Art Collection: A component of the Public Art Collection, the Civic Art Collection is a collection of artwork held in trust by The City of Calgary for the citizens of our community. The collection is representative of significant visual art developments in Calgary.

Historic Art Objects: As components of the Public Art Collection, these art objects have acquired significant historic value in Calgary.

Unassigned Art Objects: Components of the Public Art Collection, these art objects have been acquired by various City of Calgary Departments over time.

Unrestricted Funds: As the term denotes, these funds are not encumbered by any external regulations or conditions. Typical sources of fund are internal in nature such as the Pay-As-You-Go fund, Reserve for Future Capital and Lifecycle Maintenance and Upgrade Reserve.

Restricted Funds: The uses of these funds are governed by certain legislative regulations or conditions and restrictions through mutually accepted agreement. Typical sources of fund are external in nature such as debenture borrowings, fuel tax, municipal sustainability initiative grant, and acreage assessments.

Acquisition: The acquiring of public art through commission, purchase, donation, gift or bequest.

De-accession: The formal process to permanently remove an object from the Public Art Collection.

Public Art Competitions: A means of identifying an artist to participate in a public art commission, opportunity or initiative.

1. **Open Competition:** A competition that is broadly advertised and open to any artist interested in submitting materials for consideration according to the guidelines established in the 'call to artists'.



2. **Invited/Limited Competition:** In a limited competition, a select number of artists are recommended by a selection panel, program staff or public art consultant, and invited to submit materials for consideration.
3. **Direct Selection:** The commission of an artist, or the purchase of an existing work of art, as recommended as a curatorial choice by a selection panel. A direct selection may be warranted when there is a single clear choice or sole source in terms of the artistic solution for a project. A direct selection may also be appropriate when there is a time constraint or an extremely limited project budget.

Public Spaces: 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 City-owned buildings, interiors of City-owned buildings.

The Public Art Policy allows for:

1. **Artists on Design Teams;** Artists commissioned to collaborate with architects, engineers and designers during the early stages of infrastructure design. As a member of the design team, the artist contributes to the overall design process, may identify opportunities for public art or be responsible for the -overall design in consultation with team members.
2. **Community Based:** Public art that is created as a result of a collaborative process between a professional, practicing artist(s) and a self-defined community. It is a collective method of art making, engaging artists and communities through collaborative, creative expression.
3. **Special Projects:** Projects that encourage artists to explore the process of creating art through alternative approaches such as residencies, media based projects (documentaries, new media), etc.
4. **Public Art Funding for On-site Heritage Assets:** In an instance where the following conditions are present:
 - (a) a capital infrastructure project is directly impacting a heritage asset that is on the site of the intended project;
 - (b) Council desires to restore and keep that heritage asset in-situ; and



(c) all other sources of funding for the project are restricted, then a portion of the public art allocation for that project may be used to enhance and/or restore that heritage asset to keep it on site.

This will be employed on a case-by-case basis, through the Priorities and Finance Committee to Council.

5. Private Contributions:

Private contributions can be accepted for pooling funds to create iconic and monumental works of public art.

AMENDMENTS

Date of Council Decision	Report / Bylaw	Description
2014 May 26	PFC2014-0254	Revised public art funding model; greater citizen participation on public art projects; building local artist capacity; and strategies for realizing unique and monumental pieces of art.
2009 July 13	CPS2009-33	Public Art Reserve Authorized for the pooling of funds to be financed through the Percent for Public Art