



CITY POLICY

POLICY NUMBER: C458C

REFERENCE:

City Council 16 January 1990
City Council 14 April 1992
City Council 22 August 2007

ADOPTED BY:

City Council
24 March 2010

SUPERSEDES:
C458B

PREPARED BY: Edmonton Arts Council

DATE: 2 March 2010

TITLE: **Percent for Art to Provide and Encourage Art in Public Areas**

Policy Statement:

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Public Art is considered to be a key component to the attractiveness and identity of a city; it demonstrates the character of communities; investment in the arts strengthens the local economy; and support for the arts is a reflection of a progressive municipality.

The City of Edmonton will dedicate 1% of qualifying construction budgets to cover the costs of implementing City Policy C458C.

The Edmonton Arts Council will; in accordance with Master Plan for Public Art (MAP) and City Policies C547, C548, C549; direct the accession, de-accession and administration of public art projects resulting from City Policy C458C.

Approved public art will be displayed within or in close proximity to publicly accessible municipal property.

The purpose of this policy is to:

Improve the liveability and attractiveness of Edmonton; increase public awareness and appreciation of the arts; stimulate the growth of the arts and arts-related business, use public art to help meet urban design objectives of municipal developments; and to encourage public art in private developments through example.

Build a Civic Art Collection.

Establish a process for the procurement and display of art within new and existing publicly accessible municipal properties.

Establish an Art Bank to hold funds for the conservation of public artworks in the Civic Art Collection and for education and outreach about the Civic Art Collection.



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1. DEFINITIONS

- 1.01 Artist
A practicing professional art-maker recognized by peers as such; commissioned specifically to create an artwork or design project, or to collaborate on a design team to complete a public artwork.
- 1.02 City of Edmonton (City)
The official City of Edmonton municipality, a corporate entity.
- 1.04 Civic Art Collection
All Public Artworks recognized as being owned by the City of Edmonton.
- 1.05 Edmonton Arts Council (EAC)
A not-for-profit society and charitable organization that supports and promotes the arts community in Edmonton. The EAC has a service agreement to provide arts and cultural services for the City of Edmonton.
- 1.06 “Highly visible”
Any municipal space that can be observed by the public for a minimum of four hours during a regular business day.
- 1.07 “One percent of qualifying construction budgets”
One percent (1%) of the qualifying construction budgets of a publicly accessible municipal project as determined in the Capital Budget Process.
- 1.08 Percent for Art Coordinator
A City employee in the Department of Planning and Development who is assigned the task outlined associated with Percent for Art Coordinator described in this Policy.
- 1.09 Project Manager
The individual responsible for the overall implementation of a building or construction project where a Public Artwork is to be included.
- 1.10 “Public area”
A space within a municipal property or within City leased property which is highly visible to the public.
- 1.11 Public Artwork Critical Path (Critical Path):
A detailed plan for the accession or acquisition of a specific Artwork approved by the EAC and Project Manager. The plan will include: theme/purpose of the Artwork; placement of the Public Artwork; identification of critical stages,



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processes and dates in the Accession or Acquisition of the Artwork; final budget and payment schedules for the Artwork.

1.12 Public Art Master Plan (MAP)

A ten-year public art planning document approved by Edmonton City Council in 2008.

1.13 Public Art (Artwork or Public Artwork)

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 functional, integrated or discreet to its site (types are further described in the MAP). 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 building 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.

1.14 "Publicly accessible municipal project" (or % project)

Any municipal project, whether new construction or renovation, that will be accessed by or be highly visible to the public, including road bridges, rail bridges, foot bridges, streetscape improvements, buildings, recreation facilities as well as park, plaza, and square developments.

1.15 "Qualifying construction budget"

That portion of the total construction budget that is deemed to be appropriate for the inclusion of public art.

2. PROCEDURES

- 2.01 The City of Edmonton will allocate one percent (1%) of the qualifying construction budget of any publicly accessible municipal project (% project) for the procurement of art to be publicly displayed.



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2.02 The Percent for Art Coordinator will:

- a) review the Capital Budget to confirm the inclusion of the Percent of Art component within eligible projects and where necessary, advise civic departments and agencies to comply with the Percent of Art Policy of City Council when budgeting;
- b) confer with the Edmonton Arts Council (EAC) on % projects;
- c) sit as a non-voting member of the Public Art Committee;
- d) when required, mediate art selection discussions with EAC and civic Project Managers and their consultants;
- e) generally assist EAC in the accession, de-accession and administration of the City's Public Art programs.

2.03 The EAC will:

- a) manage the % projects' implementation in conjunction with civic Project Managers and their consultants and in accordance with City Public Art policies;
- b) promote awareness of the Civic Art Collection;
- c) create, administer and manage a volunteer Public Art Committee including: selection of committee members, running and recording meetings;
- d) manage the Art Bank and make annual reports to the City on the sources and uses of funds in the Art Bank plus the balance of funds remaining at year end;
- e) in accordance with City Public Art policies; manage the accession, de-accession and administrative procedures for all % project art projects

2.04 The City will establish a Public Art Committee (PAC) comprised of, but not limited to, individuals who are visual artists, curators, architects, landscape architects, civil engineers and business representatives.

- a) The PAC reports directly to the Edmonton Arts Council.
- b) The Percent for Art Coordinator is a permanent member of the PAC.



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- c) The role of the PAC is to:
 - i. Set a vision and objectives for the Civic Art Collection in general
 - ii. Support the implementation of the City's Public Art Master Plan (MAP) including education and awareness of the Civic Art Collection
 - iii. Advise on accession and de-accession processes for Artworks for the Civic Art Collection
 - iv. Advise on acceptance of gifts of Public Artworks to the Civic Art Collection. When the gift is a cash donation, the PAC will advise on the allocation of the gift to a specific public art project
 - v. Advise on placement of un-sited Artworks in the Civic Art Collection
 - vi. Advise on public art conservation plans and schedules for the Civic Art Collection

- 2.05 The City will establish an Art Bank that will have the following purposes:
 - a) to hold funds for public art conservation and outreach programming
 - b) to fund the protection of Civic Art Collection Artworks not currently on public display including storage of the Artworks.
- 2.06 The City will create an account to accept cash donations intended for public art use and will notify the Edmonton Arts Council of the balance as changes occur.

3. REVIEW

- 3.01 City Council will review this policy every five years.