



Report
Staff Report
 The Corporation of the City of Brampton
 6/5/2024

Date: 2024-05-21

Subject: **Municipal Public Art Strategy and Framework for Public Art on Municipal Property and Budget Amendment**

Contact: Kelly Stahl, Director, Cultural Services

Report number: Community Services-2024-245

RECOMMENDATIONS:

1. That the report from Kelly Stahl, Director, Cultural Services to the Committee of Council Meeting of June 5, 2024, re: **Municipal Public Art Strategy and Framework for Public Art on Municipal Property and Budget Amendment**, be received;
2. That Council endorse 'Brampton: An Artful Future Municipal Public Art Strategy 2024-2028+' and the 'Framework for Public Art on Municipal Property;' and
3. That a budget amendment be approved to consolidate the remaining unspent budgets in Project #196860 - Public Art Investment, #211055 - Monument to William Davis, and #236860 - Public Art Investment into Project #246860 - Public Art Investment.

OVERVIEW:

- This report provides an update on the outcomes of the recommendations outlined in the 'Municipal Public Art Strategy and Interim Framework Recommendation Report,' according to Council Resolution CW521-2021, passed by the Committee of Council on November 17, 2021. It aims to build upon the approved recommendations and give an overview of the achievements to date.
- This report highlights the work completed by MASSIVart and staff in developing Brampton's first Public Art Strategy, titled 'Brampton: An Artful Future.'
- As a result of the direction provided in 'Brampton: An Artful Future,' this report introduces the 'Framework for Public Art on Municipal Property.' It outlines the

strategic pillars, curatorial guidelines, thematic considerations, and project management processes for implementing public art projects on public property.

- Staff propose a budget amendment to consolidate the 2019, 2021, 2023 and 2024 Public Art capital projects as part of the Public Art Strategy. If Council approves this amendment, there will be sufficient budget of \$1,268,630 for Year 1 (2024) and Year 2 (2025) of the Public Art Strategy. Starting in 2026, staff will request \$300,000 of annual capital funding to support future years of the strategy. Additionally, the Public Art Working Group will identify opportunities to integrate public art into existing and future capital projects. The cost for these opportunities will be identified after the Public Art Working Group is formed and collaborates with other City Departments.
- There are no immediate financial implications as a result of this report or the endorsement of the Public Art Strategy; however, future projects requiring funding will be presented during the annual capital budget submissions for the Mayor's consideration.

BACKGROUND:

Purpose of the Report

Building upon the approved recommendations outlined in the 'Municipal Public Art Strategy and Interim Framework Recommendation Report' as per Council Resolution CW521-2021, passed by the Committee of Council on November 17, 2021, this report provides an update on the outcomes of those recommendations and offers an overview of the achievements realized thus far.

Development of Brampton's Municipal Public Art Strategy

In Q4 2022, the City engaged MASSIVart for consulting services to develop Brampton's first Municipal Public Art Strategy. This places Brampton, Canada's ninth-largest city, in alignment with other major Canadian cities with similar plans. The strategy, titled 'Brampton: An Artful Future Municipal Public Art Strategy 2024-2028+' (Attachment 1), provides a prioritized roadmap for delivering comprehensive public art services in Brampton, reflecting our diverse community, and promoting equitable access to cultural engagement and opportunities.

Introduction of the Framework for Public Art on Municipal Property

As a result of the direction outlined in 'Brampton: An Artful Future,' this report introduces a 'Framework for Public Art on Municipal Property.' Aligned with the strategic pillars, curatorial guidelines, and thematic considerations presented in 'Brampton: An Artful

Future,' this framework governs the initiation, project management, funding, artistic review, and approval processes for public art projects on municipal property.

This report seeks Council's endorsement of the 'Framework for Public Art on Municipal Property' as presented herein, alongside 'Brampton: An Artful Future' (Attachment 1). This confirms the City's dedication to using public art to enrich culture, spur economic growth, and foster community involvement.

CURRENT SITUATION:

Public Art Strategy Development Process

Collaboration with MASSIVart and Background Research

Throughout an 18-month process, staff collaborated with the public art and placemaking consultant MASSIVart to develop Brampton's first Public Art Strategy. MASSIVart conducted a thorough analysis by reviewing key Brampton policies and frameworks, including the 'Culture Master Plan' (2018), 'Brampton Official Plan,' 'Integrated Downtown Plan,' 'Uptown Transit-Oriented Community,' 'Brampton 2040 Vision,' and the 'Brampton Strategic Plan,' among others, to better understand the Brampton context. Additionally, they researched public art strategies from across Canada and beyond as part of their background research. The outcomes of this work were conveyed to staff through two reports: 'Current Context & Background Research' and 'Preliminary Community Engagement Plan for Phase 2.'

Community Engagement and Feedback

During Phase 2, staff launched an online engagement campaign and survey, complemented by in-person engagement activities. These included pop-up sessions at events, focus groups with local community groups, City department representatives, and Council members, engaging over 1,000 individuals. The insights from these activities were synthesized into the 'Community & Collaborator Engagement Summary Document,' identifying key feedback themes critical to developing 'Brampton: An Artful Future.'

Vision and Strategic Framework of 'Brampton: An Artful Future'

'Brampton: An Artful Future' is structured around a vision and seven strategic pillars, which are also outlined in the 'Framework for Public Art on Municipal Property.' The Strategy is complemented by an implementable five-year work plan, with 47 actions designed to guide the city toward realizing its vision for the future.

Staff Collaboration, Strategy Approval, and Establishment of the Public Art Working Group

To refine the five-year work plan for ‘Brampton: An Artful Future,’ Cultural Services staff collaborated with colleagues across various departments. Upon approval of this report, a Public Art Working Group will be formed, comprising representatives from relevant municipal departments. This group will extend collaborative efforts and enhance cross-departmental cooperation by identifying opportunities for integrating public art into capital projects. Over the next four years (2025-2028), the Public Art Working Group will assess capital projects for public art integration and present budgets to the Mayor for consideration through the annual budget process.

Governance for Monuments and Memorials

While both public art and monuments/memorials enrich the cultural landscape of a community, their selection processes are distinct due to their unique functions and impacts. Monuments and memorials are defined as structures or installations that commemorate significant milestones or contributions to society and communities, or that address tragic, controversial, painful, or shameful elements within history and culture. Traditional forms include statues and plaques, while contemporary approaches might employ new media, art installations, and performance art to convey compelling narratives.

A cross-departmental working group is actively refining the Municipal Monument and Memorial Interim Framework. This framework will be presented to Council for approval. Until it is approved, Council will continue to initiate and direct staff in the development of monuments and memorials, ensuring that these projects align with the community’s values and historical context.

FRAMEWORK FOR PUBLIC ART ON MUNICIPAL PROPERTY:

This framework governs the initiation, project management, funding, artistic review, and approvals of public art projects on municipal property. It aligns with ‘Brampton: An Artful Future.’

1. Vision

Public art in Brampton conveys stories about the city’s unique identity and diverse communities—spanning past, present, and future. By transforming spaces and cultivating community and civic pride, public art invites locals and visitors to experience artistic excellence throughout the city.

2. Definition

Public art encompasses creative expressions with an artistic vision, located in or viewable from public spaces. It can manifest in various forms, both permanent and temporary, with the core defining principle being the involvement of artists in implementing their unique practice and/or creative vision.

3. Strategic Pillars

To effectively achieve the City's public art vision and uphold the principles of diversity, inclusion, and community engagement, the following strategic pillars guide the implementation of public art initiatives in Brampton:

- **Diversity and Inclusion:** Showcasing and celebrating the diverse communities, cultures, interests, experiences, and stories that constitute Brampton.
- **Accessibility:** Ensuring visual, physical, and financial accessibility for everyone.
- **Community Connection:** Fostering a greater sense of place by involving the community in public art processes.
- **Reconciliation and Indigenization:** Increasing the visibility of Indigenous living history, culture, and traditions.
- **Support Creativity and Innovation:** Encouraging and showcasing visually and symbolically unique artworks.
- **Collaboration:** Fostering a collaborative environment within the municipality and externally.
- **Continuous Investment:** Committing to continuous funding for public art initiatives.

4. Curatorial and Thematic Guidelines

Public art in Brampton should embody the following characteristics:

- High-quality craftsmanship and materials.
- Showcase a diverse range of artists.
- Embrace diversity in styles, types, permanency, themes, content, and selected artists.
- Offer meaningful, relevant, and thought-provoking artwork.
- Support community well-being.
- Embrace distinctiveness.
- Increase the visibility of Indigenous Peoples.

Public art in Brampton should be thematically linked to the following to foster connections between artworks:

- **Community:** Showcasing Brampton's diverse identity and histories.
- **Contemporary:** Reflecting current social values and trends.
- **History and Heritage:** Sharing Brampton's past and cultural relationships.

- **Indigeneity:** Celebrating Indigenous living heritage and culture.
- **Nature:** Reflecting natural landscapes and fostering tranquility.

The selection of themes should be site-specific to align with the surrounding environment and community.

5. Management and Approval Process

Cultural Services assumes the role of project manager for the City's Public Art Program, overseeing the acquisition of various forms of public art, including sculptures, murals, and architecture or landscape integrations.

6. Monuments and Memorials

The governance of monuments and memorials operates independently from the Framework with Council continuing to initiate and approve these projects until a dedicated framework is finalized and adopted.

7. Categories of Public Art

1. **Permanent Art:** Defined as artwork designed to enhance a public space in a long-term and enduring way, lasting a duration of 25 years or more. These artworks undergo professional assessment and conservation throughout their lifespan. The selection process for permanent public art is conducted by staff and an Art Selection Committee,¹ whose recommendations are then presented to Council for approval.
2. **Temporary Art:** Defined as artwork designed to enhance a public space for up to 10 years. Maintenance of these installations is only conducted if damage occurs within the designated display period. The selection of artworks is managed by staff and may involve an Art Selection Committee. Recommendations are presented to the Director, Cultural Services for approval. While the typical lifespan for these installations is 10 years, certain works, such as murals, may exceed this duration. In such cases, maintenance plans are adjusted to extend the artwork's longevity, provided it continues to hold relevance for the community.

¹ Note: An Art Selection Committee, facilitated by either Public Art Staff or an external consultant, conducts artist calls through a competitive selection process for public art projects. The committee comprises a diverse group of professionals and community members and may include artists, curators, urban designers, engineers, and community representatives—who offer valuable insights into community preferences and artistic interests.

Permanent and Temporary Public Art are acquired through purchase, commission, donation, and loan.

8. Donations

Donations are defined as the voluntary and legal transfer of title and physical possession of public art, without any monetary consideration. Proposed donations require an appraisal by an accredited appraiser, which the donor must fund, and a maintenance plan provided by the donor for Public Art Staff review. This review may necessitate a financial contribution from the donor to cover long-term maintenance costs (for example, 10% of the donation's total value). Negotiations are conducted through a formal agreement if the donation is accepted. The review and approval process for donations aligns with the processes established for Permanent and Temporary Public Art.

9. Loans

Loans are defined as temporary arrangements in which artwork is borrowed from another institution, organization, or individual for a specified period. Terms of a loan, including duration, transportation, display conditions, insurance, and any associated fees or obligations, are outlined in an agreement. All loans must be approved by Public Art Staff.

10. Deaccessioning Process

- a. Permanent Art: These artworks undergo a detailed evaluation and public consultation process. Deaccessioning decisions for permanent artworks require Council approval, reflecting their long-term significance.
- b. Temporary Art: The deinstallation of temporary artworks is approved by the Director, Cultural Services to accommodate their shorter display periods and dynamic nature.

RESOURCING:

This report presents recommendations to Council for adopting sustainable funding for public art initiatives, supporting both ongoing projects and new endeavors that resonate with the community and align with established curatorial guidelines. These recommendations consider staff requirements and the ongoing funding commitment needed to support annual public art projects at the community level.

Staffing

'Brampton: An Artful Future' recommends hiring an additional staff member for the Public Art Program, which is currently managed by one individual. Cultural Services can accommodate this new position using existing Full-Time Equivalent (FTE) resources,

ensuring the necessary staffing to implement the proposed work plan. This adjustment will bring Brampton's staffing levels (2 FTEs) in line with those of other major neighbouring municipalities, including Toronto (3 FTEs), Hamilton (2.25 FTEs), and Mississauga (2 FTEs).

Annual Public Art Projects

The City has recognized and embraced public art as a valuable tool for building a vibrant, inclusive, and attractive community.

This foundational work for the Public Art Program has resulted in several key programs that staff recommend continuing:

- **My Neighbourhood Art (Activate, Revitalize, Transform) Project:** Introduces temporary community-engaged art projects, such as murals, into five wards each year.
- **Brampton BOXED Art Program:** Showcases artwork on traffic signal boxes throughout the community and provides emerging artists with valuable exposure.

In addition to these projects, 2024 sees the inclusion of two additional programs that further support the development of the sector and contribute to neighbourhood beautification:

- **Public Art Along the Paths and Trails Program:** Supports the creation of public artworks displayed along city paths and trails. This year's program collaborates with STEPS Public Art's CreateSpace Program, a residency specifically designed for mid-career artists who identify as Indigenous (First Nations, Inuit, and Métis), Black, and racialized.
- **Professional Development Programming:** Designed to equip local artists with necessary skills and experiences to advance in their careers through specialized training. This year's program collaborates with Mural Routes, focusing on mural artistry. The initiative includes two main phases: skill development through workshops and the production of a collaborative mural.

Annual programming for neighbourhood-level projects not only supports the professionalization of Brampton's creative community through residencies, mentorships, training programs, and opportunities, but also drives economic benefits by enhancing the attractiveness of the area, increasing foot traffic, and drawing tourists.

Budget

Staff recommend consolidating the Public Art capital budgets from 2019, 2021, 2023 and 2024 to support the implementation of the Public Art Strategy through 2025. This will facilitate the delivery of annual neighbourhood-level beautification projects, the

William G. Davis Memorial Artwork, Brampton's 50th Birthday Mural, the Terry Fox Memorial, new artwork commissions for three recreation centres, and the maintenance and conservation of the existing Public Art Collection.

The 'Brampton: An Artful Future' work plan suggests allocating \$300,000 annually to support neighbourhood-level projects and training and development of artists. The consolidation of the capital budgets will offset the required funding for 2025, and the first request will be brought forward in the 2026 budget submission. The forecasted capital budget requests from 2025 to 2028 are:

Budget Request	2025	2026	2027	2028
Neighbourhood Beautification Projects	\$ -	\$ 150,000	\$ 150,000	\$ 150,000
Traffic Box Program	\$ -	\$ 50,000	\$ 50,000	\$ 50,000
Public Art Along the Paths and Trails	\$ -	\$ 25,000	\$ 25,000	\$ 25,000
Temporary Projects, Programming, Marketing & Community Engagement	\$ -	\$ 75,000	\$ 75,000	\$ 75,000
Total	\$ -	\$ 300,000	\$ 300,000	\$ 300,000

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Note 1: 2025 will be funded from the newly consolidated capital project 246860 - Public Art Investment.

Additionally, from 2025 to 2028, the Public Art Working Group will identify opportunities to integrate public art into existing and future capital projects. These will be in addition to the annual costs mentioned above and will be presented during the budget process for the Mayor's consideration.

CORPORATE IMPLICATIONS:

Financial Implications:

Staff recommend consolidating the remaining unspent budgets from the 2019, 2021, and 2023 Public Art projects into the 2024 Public Art capital project and closing the prior year projects as part of the Public Art Strategy. Staff recommend consolidating the Public Art projects in the following structure:

1 - Budget Consolidation:**Current Capital Budget:**

Project Name	Funding Source	Activity Name	Unspent Budget
196860 - Public Art Investment	Res #123 - Misc Federal/Provincial Grants, Res #4 - Asset R&R	001 - Public Art	\$ 224,285
211055 - Monument to William Davis	Res #110 - Community Investment Fund	001 - Bill Davis Monument at Gage Park	\$ 95,497
236860 - Public Art Investment	Res #4 - Asset R&R	002 - Emancipation Park	\$ -
		003 - Temporary Public Art - Downtown	\$ 9,260
	Res #134 - Rec DCs	004 - Public Art Murals-New Recreation Centres	\$ 225,000
246860 - Public Art Investment	Res #4 - Asset R&R	001 - 50th Birthday Mural	\$ 99,588
		002 - William G Davis site	\$ 200,000
	Res #123 - Misc Federal/Provincial Grants, Res #4 - Asset R&R	003 - Neighbourhood Beautification Project	\$ 150,000
		004 - Traffic Box Program	\$ 50,000
		005 - Terry Fox Memorial	\$ 150,000
		006 - Downtown Project (Heritage Block)	\$ 30,000
		007 - Preventative Maintenance - Public Art	\$ 35,000
Total	\$ 1,268,630		

New Capital Budget:

Project Name	Funding Source	Activity Name	New Budget
246860 - Public Art Investment	Res #4 - Asset R&R	001 - 50th Birthday Mural*	\$ 99,588
	Res #110 - Community Investment Fund, Res #123 - Misc Federal/Provincial Grants, Res #4 - Asset R&R	002 - William G Davis site*	\$ 295,497
		003 - Neighbourhood Beautification Project**	\$ 300,000
	Res #4 - Asset R&R, Res #123 - Misc Federal/Provincial Grants	004 - Traffic Box Program**	\$ 100,000
	Res #4 - Asset R&R	005 - Terry Fox Memorial*	\$ 150,000
	Res #4 - Asset R&R, Res #123 - Misc Federal/Provincial Grants	006 - Preventative Maintenance - Public Art*	\$ 55,000
	Res #134 - Rec DCs	007 - Public Art Murals-New Recreation Centres*	\$ 225,000
		008 - Public Art Along the Paths and Trails**	\$ 18,545
	Res #4 - Asset R&R, Res #123 - Misc Federal/Provincial Grants	009 - Professional Development Project**	\$ 20,000
		010 - Community Engagement**	\$ 5,000
Total		\$ 1,268,630	

*Mural projects from previously approved budgets

**Initiatives directly from the Public Art Strategy

Previous Budget	\$1,268,630
New Budget	\$1,268,630
Change	\$ -

There are no budget impacts from the consolidation. Project 246860 - Public Art Investment will have a new budget of \$1,268,630, which will be sufficient for Year 1 (2024) and Year 2 (2025) of the Public Art Strategy. Staff will include budget requests of \$300,000 annually after 2025 to fund future years of the strategy.

Additionally, from 2025 to 2028, the Public Art Working Group will identify opportunities to integrate public art into existing and future capital projects. These will be in addition to the annual Public Art Strategy costs mentioned above and will be identified in future budget submissions and presented to the Mayor for his consideration.

There are no immediate financial implications as a result of this report and endorsing the Public Art Strategy, however future projects requiring funding will be presented during the annual budget submissions for the Mayor's consideration.

STRATEGIC FOCUS AREA:

This report aligns with the Strategic Focus Area of Culture and Diversity, emphasizing cultural diversity, fostering cross-cultural understanding, and promoting artistic expression and production.

CONCLUSION:

Through community engagement efforts and collaboration with MASSIVart, Brampton has developed a comprehensive first Public Art Strategy and framework for public art initiatives. This report requests Council's endorsement of 'Brampton: An Artful Future

Municipal Public Art Strategy 2024-2028+' and the 'Framework for Public Art on Municipal Property.'

Authored by:

Reviewed by:

Carly Anderson
Manager, Cultural Programming
Cultural Services

Kelly Stahl
Director, Cultural Services
Cultural Services

Approved by:

Approved by:

Bill Boyes
Commissioner, Community Services
Community Services

Marlon Kallideen
Chief Administrative Officer

Attachments:

- Attachment 1 – Brampton: An Artful Future Municipal Public Art Strategy 2024-2028+