

**Date:** 2020-09-10

**Subject:** **Request for Approval: Temporary Art Activations Pursuant to the Integrated Downtown Plan Meanwhile Strategies**

**Contact:** **Jason Tamming**  
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**Report Number:** Corporate Support Services-2021-1015

**Recommendations:**

1. That the report titled: **Request for Approval: Temporary Art Activations Pursuant to the Integrated Downtown Plan Meanwhile Strategies**, dated September 10, 2021, to the Committee of Council meeting of September 22, 2021, be received;
2. That Council approve the installation of six temporary artworks by Brampton-based artist, Meegan Lim, on six City-owned storefront locations on Main Street North in Downtown Brampton, as presented in Appendix A, with oversight and approval of the final artwork design delegated to STEPS, with the Director, Strategic Communications, Culture and Events, as an alternate delegate in the event STEPS is no longer in a position to act;
3. That Council approve the installation of five temporary artworks from Brampton-based artists proposed for installation on four City-owned Queen Street East traffic control boxes and, subject to obtaining the prior written approval of the Region of Peel, one Regionally owned Queen Street East traffic control box, as identified in Appendix B; and
4. That Council approve the exemption of each of the aforesaid installations from the requirement of a permit pursuant to subsection 8(15) of the Sign By-law 399-2002.

**Overview:**

- Temporary art activations was one of the strategies for downtown vibrancy outlined in the June 23, 2021, staff presentation to Committee of Council, titled: **Downtown Revitalization – Integrated Downtown Plan (IDP) Meanwhile Strategies - Short-Term Initiatives (CW341-2021)**.

- Pursuant to this strategy, staff engaged Sustainable Thinking and Expression on Public Space Initiative (“STEPS”) to support temporary art activations on City-owned buildings and assets in Downtown Brampton in Q4 2021.
- Implementation of the proposed temporary art activations is, however, subject to the City’s Sign By-Law, as amended, which includes murals under its purview. Section 8(15) of the City’s Sign By-law exempts murals from the requirement for a permit, but requires that approval be obtained from City Council (By-Law 124-2005).
- As such, this report seeks Council approval of the following temporary art activations, or “murals”, which have been developed and proposed in consultation with STEPS:
  - A. City-Owned Storefronts in Downtown Brampton
    - Installation of six temporary art activations on six City-owned storefront locations in Downtown Brampton, located on Main Street North.
    - Brampton-based artist, Meegan Lim, will create the six temporary artworks for installation on the storefront locations. These artworks will focus on the curatorial theme of food, in support of the Food Tourism Stream of the City’s Tourism Strategy, and support the Downtown Brampton BIA’s fall 2021 event, “Taste of Brampton”.
    - As storefronts become reoccupied, artworks will be removed as needed.
  - B. City and Regionally-Owned Traffic Control Boxes on Queen Street East
    - Installation of five temporary art activations on four City-owned traffic control boxes and one Regionally-owned traffic control box, located on Queen Street East, pending written approval from the Region.
    - Five artworks from Brampton-based artists that participated in the Arts, Culture and Creative Industry Development Agency’s (ACCIDA) *Postcard Project: Your Artist Story*, are proposed for installation on the traffic control boxes.
- In collaboration with STEPS and the Downtown Brampton BIA, staff will assess the success of these temporary art activations and consider future and/or ongoing opportunities to support downtown vibrancy through the IDP process.
- In addition to the temporary art activations, ACCIDA is collaborating with STEPS to offer public art learning workshops for local artists and the Downtown Brampton BIA.
- Pending Council approval of the recommendations in this report, staff will proceed with implementation of the temporary art activations and supplementary workshop programming.

## **Background:**

On June 23, 2021, Committee of Council received a staff presentation titled: **Downtown Revitalization – Integrated Downtown Plan (IDP) Meanwhile Strategies - Short-Term Initiatives** (CW341-2021). This presentation was in response to a May 19, 2021 Council directive, that staff prepare a list of options to begin work on components of the previously named “Downtown Reimagined” as the first phase of the immediate implementation of the broader IDP process.

The presentation outlined a number of meanwhile strategies to support downtown vibrancy that could be implemented in the short-term (0-2 years). One such strategy was activating underused public spaces and assets with temporary public art activations. This approach is widely used in cities across the globe to increase place value, enhance civic pride, showcase local artist talent, and boost public morale throughout times of urban redevelopment and regeneration.

## **Current Situation:**

Pursuant to this strategy, staff engaged Sustainable Thinking and Expression on Public Space Initiative (“STEPS”) to support temporary art activations on City-owned buildings and assets in Downtown Brampton in Q4 2021. STEPS is a renowned Canadian charitable organization that fosters dynamic and inclusive communities through public art and creative placemaking. They transform urban spaces into vibrant places through cultural planning, community arts and artist capacity building programs.

Implementation of the proposed temporary art activations is, however, subject to the City’s Sign By-Law 399-2002, as amended, which includes murals under its purview and defines them as follows: *“a mural shall mean a painting, illustration or decoration applied or affixed directly to any external façade of a building or structure which may or may not include any words of advertisement or any other direct or indirect promotional message or content.”* Section 8(15) of the City’s Sign By-law exempts murals from the requirement for a permit, but requires that approval be obtained from City Council (By-Law 124-2005).

As such, this report seeks Council approval and exemption from the Sign By-Law of the following temporary art activations, or “murals”, which have been developed and proposed in consultation with STEPS:

### **A. City-Owned Storefronts in Downtown Brampton**

- Installation of six temporary art activations on six City-owned storefront locations in Downtown Brampton, located on Main Street North.
- The artwork will be printed and installed using high quality vinyl material, with a UV and graffiti resistant coating. This provides the artwork with a one year warranty and a temporary lifespan of three to five years.
- Brampton-based artist, Meegan Lim, will create the six temporary artworks for installation on the storefront locations. These artworks will focus on the

curatorial theme of food, in support of the Food Tourism Stream of the City's Tourism Strategy, and support the Downtown Brampton BIA's fall 2021 event, "Taste of Brampton".

- STEPS will review and approve Meegan's final designs, ensuring they are of the highest artistic quality and appropriate for public display. The Director, Strategic Communications, Culture and Events, will serve as an alternate delegate in the event STEPS is no longer in a position to act.
- As storefronts become reoccupied, artworks will be removed as needed.

***See Appendix A for location details and samples of Brampton-based artist, Meegan Lim's artistic work.***

#### **B. City and Regionally-Owned Traffic Control Boxes on Queen Street East**

- Installation of five temporary art activations on four City-owned traffic control boxes and one Regionally-owned traffic control box, located on Queen Street East.
- Traffic Services staff has discussed the project with the Region of Peel, which has expressed interest in participating in this temporary art activation through the use of a Regionally-owned traffic control box on Queen Street East. Prior to beginning work, staff will obtain written approval from the Region of Peel to install a temporary artwork on the Regionally-owned traffic control box.
- The artwork will be printed and installed using high quality vinyl material, with a UV and graffiti resistant coating. This provides the artwork with a one year warranty and a temporary lifespan of three to five years.
- Five artworks from Brampton-based artists that participated in the Arts, Culture and Creative Industry Development Agency's ***Postcard Project: Your Artist Story***, are proposed for installation on the traffic control boxes.

***See Appendix B for location details and the proposed artworks by Brampton-based artists.***

In collaboration with STEPS and the Downtown Brampton BIA, staff will assess the success of these temporary art activations and consider future and/or ongoing opportunities to support downtown vibrancy through the IDP process.

#### **Supplementary Programming**

In addition to the temporary art activations, ACCIDA is collaborating with STEPS to offer multiple 'Public Art 101' workshops, supporting local artists in developing their skills for public art professional opportunities. In addition, ACCIDA will collaborate with the Downtown Brampton BIA and local businesses on free community programming including a public art for businesses workshop, artist talks/art walks and more.

## **Next Steps**

Pending Council approval of the recommendations in this report, staff and ACCIDA will proceed with:

- Providing municipal oversight and contract management for STEPS in implementing the two temporary art activations and supplementary programming in Q4 2021, before weather becomes prohibitive for installation.
- Facilitating approval from the Region of Peel to install temporary artwork on the Regionally-owned traffic control box.
- Issuing public communications and promotions of the temporary art activations and supplementary programming, in support of a vibrant downtown.

## **Corporate Implications:**

### Financial Implications:

Total estimated cost for this initiative is \$43,000. Sufficient funding is available through capital project 183866.001 Downtown Improvement.

### Other Implications:

There are no other corporate implications associated with the recommendations in this report.

## **Term of Council Priorities:**

This report supports the Term of Council Priorities of Brampton is a Mosaic, Brampton is a City of Opportunities, and Brampton is a Well-Run City, by providing paid opportunities to local artists, leveraging creative expression to support downtown redevelopment, and expediting project implementation to build trust and confidence in local government.

## **Culture Master Plan**

This report aligns with the vision and definition of culture in Brampton and the strategic themes of Supporting Success, Developing a Creative Community of Practice, and Building Brampton's Identity.

## **Conclusion:**

This report proposes the implementation of temporary art activations and supplementary programming to support downtown vibrancy, as part of the IDP Meanwhile Strategies. Pending Council approval of the recommendations in this report, staff will proceed with implementation, including consideration of future and/or ongoing opportunities to support the downtown throughout the IDP process.

Authored by:

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**Attachments:**

**Appendix A:** Locations for temporary art activations on City-owned storefronts in Downtown Brampton, biography and samples of artistic work by Brampton-based artist, Meegan Lim.

**Appendix B:** Locations for temporary art activations on City-owned and Regionally-owned traffic control boxes on Queen Street East, and proposed artworks by Brampton-based artists for installation on these boxes.