

Date: 2021-10-19

Subject: **Municipal Public Art Strategy and Interim Framework Recommendation Report**

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Report Number: Corporate Support Services-2021-1189

Recommendations:

1. That the report titled: **Municipal Public Art Strategy and Interim Framework Recommendation Report**, dated October 19, 2021, to the Committee of Council meeting of November 17, 2021, be received;
2. That Council endorse the Interim Framework for Public Art on Municipal Infrastructure as presented in this report;
3. That staff be directed to undertake the development of a Municipal Public Art Strategy for the City of Brampton in 2022 for implementation in 2023;
4. That the Director, Strategic Communications, Corporate Support Services, be authorized to approve and execute any required agreements and other documents deemed necessary for Temporary Public Art Projects, on such terms and conditions as may be satisfactory to the Director, Strategic Communications, Corporate Support Services or designate, and in a form satisfactory to the City Solicitor or designate; and
5. That Commissioners of City operating departments be authorized to approve and execute any required agreements and other documents deemed necessary for Permanent Public Art Projects on municipal infrastructure within their department, on such terms and conditions as may be satisfactory to the Commissioners of City operating departments, and in a form satisfactory to the City Solicitor or designate.

Overview:

- Public art is recognized by the City of Brampton as a valuable tool in building vibrant, prosperous and inclusive cities, which are attractive to residents, businesses, investors, and visitors.
- The Culture Master Plan provides direction for the review and revision of the City's public art policy. This direction is complemented by Brampton Vision 2040 and the forthcoming Brampton Plan (Brampton's Official Plan currently under review), which works to reaffirm the City's commitment to recognizing arts and culture as a building block of complete communities and to leverage the benefits of arts and culture in placemaking and economic development.
- Brampton Plan is anticipated to provide recommendations to Council for the approval of sustainable public art funding policies and mechanisms for the integration of public art across public and private development.
- To implement the Culture Master Plan directive for the review and revision of the City's public art policy, and to ensure the City is effectively prepared to implement the recommendations of Brampton Plan once approved, this report recommends that staff be directed to undertake the development of a Municipal Public Art Strategy in 2022.
- Bridging the gaps between policy direction, curatorial strategy and operational guidelines, a Municipal Public Art Strategy would provide a clear, prioritized roadmap for the holistic delivery of public art services in Brampton, which are reflective of our diverse community and support equitable access to cultural engagement and opportunity.
- Developing a Municipal Public Art Strategy would bring Brampton, Canada's ninth-largest city, into alignment with Canada's other most populous cities with such plans, confirming Brampton's commitment to public art and community design excellence.
- Until Brampton Plan and the proposed Municipal Public Art Strategy are approved by Council, staff has developed a recommended Interim Framework to govern the initiation, project management, funding, artistic review and approvals of public art projects on municipal infrastructure.
- Public art projects on private property or non-municipally owned infrastructure will follow current processes, until such a time as Brampton Plan and the Municipal Public Art Strategy are approved and direct otherwise.
- To deliver the Interim Framework for Public Art on Municipal Infrastructure and the Municipal Public Art Strategy, project manage the current public art projects underway, oversee the conservation of the 25 assets in the permanent

and temporary collections, and coordinate promotion and public programming related to the collections, a full-time staff resource with subject matter

Background:

Strategic Context

Public art is recognized by the City of Brampton as a valuable tool in building vibrant, prosperous and inclusive cities, which are attractive to residents, businesses, investors, and visitors. The Culture Master Plan provides direction for the review and revision of the City's public art policy, prioritizing innovation and community engagement with multi and inter-art forms in the public realm, ensuring guidance for transitory projects, as well municipal capital and private investment in public art.

This direction is complemented by Brampton Vision 2040, Brampton's inspirational document to guide what Brampton will become over the next quarter century. As part of being a city 'by design', where design excellence is a lens for success, key visions directly aligned with public art include:

- Vision 2: Brampton will be a mosaic of vibrant centres, with quality jobs, a rich range of activities, and integrated living.
- Vision 3: Brampton will be a mosaic of complete and characterful neighbourhoods.
- Vision 7: Brampton will support a mosaic of artistic expression and production.

The City is currently in the process of reviewing and updating its Official Plan, known as Brampton Plan, which is the overarching plan for Brampton that will ensure that all City planning, projects and development are working together efficiently to achieve the aspirations of the Brampton 2040 Vision. From a land-use planning perspective, Brampton Plan will work to reaffirm the City's commitment to recognizing arts and culture as a building block of complete communities and to leverage the benefits of arts and culture in placemaking and economic development. As one of the most publically-accessible forms of cultural engagement, Brampton Plan is anticipated to provide recommendations to Council for the approval of sustainable public art funding policies and mechanisms for the integration of public art across public and private development.

Public art is also captured across key initiatives focused on culturally, economically and socially transforming the city, including the Integrated Downtown Plan, Riverwalk, the Urban Design Master Plan and the Uptown Framework Plan.

Municipal Public Art Collection

The City has a growing municipal public art collection, currently comprised of 25 permanent and temporary assets (see the *Municipal Public Art Conservation Update and Recommendation Report*, dated October 19, 2021, on the agenda of the November

17, 2021, Committee of Council meeting). Several municipal public art projects are currently underway or are in the initiation stage of development.

See **Appendix A** for a list of current public art projects.

Current Situation:

Building a Municipal Public Art Strategy

To enact the Culture Master Plan directive for the review and revision of the City's public art policy, and to ensure the City is effectively prepared to implement the recommendations of Brampton Plan once approved, this report recommends that staff be directed to undertake the development of a Municipal Public Art Strategy in 2022, for implementation in 2023.

Bridging the gaps between policy direction, curatorial strategy and operational guidelines, a Municipal Public Art Strategy would provide a clear, prioritized roadmap for the holistic delivery of public art services in Brampton, which are reflective of our diverse community and support equitable access to cultural engagement and opportunity.

Developing a Municipal Public Art Strategy would bring Brampton, Canada's ninth largest city, into alignment with Canada's other most populous cities with such plans, confirming Brampton's commitment to public art and community design excellence.

Interim Framework for Public Art on Municipal Infrastructure

Until Brampton Plan and the proposed Municipal Public Art Strategy are approved by Council, staff has developed a recommended Interim Framework to govern the initiation, project management, funding, artistic and stakeholder review and approvals of public art projects on municipal infrastructure. The proposed Interim Framework is as follows:

Stream	Initiating Project Sponsor	Role of Cultural Services	Funding	Artistic and Stakeholder Review	Project Approvals
Civic Monuments and Memorials¹	Council	Public Art Project Manager	As directed by Council	Peer Evaluation Panel	Council
Permanent Public Art Projects²	Commissioners of operating departments	Public Art Project Manager	Capital project budgets Departmental operating budgets	Peer Evaluation Panel	Project Sponsor

Stream	Initiating Project Sponsor	Role of Cultural Services	Funding	Artistic and Stakeholder Review	Project Approvals
Temporary Public Art Projects³	Directors of operating divisions	Public Art Corporate Support Service	Departmental operating budgets	Strategic Communications, Culture and Events Division ⁴	

¹. Defined as special projects intended to honour individuals, groups or events of significant importance to Brampton. Civic Monuments and Memorials will be professionally condition assessed and conserved throughout their full lifespan.

². Defined as projects that are primarily aesthetic and are intended to enhance a public space, in a long-term and enduring way (i.e. 10+ years). Permanent projects will be professionally condition assessed and conserved throughout their full lifespan

³. Defined as projects that are primarily aesthetic and are intended to enhance a public space in a short-term, temporary way (i.e. up to and including 10 years). Temporary public art projects will only be maintained if damage occurs within their intended timeframe of display.

⁴. Per Council resolution CW424-2021, the Director, Strategic Communications, Culture and Events was delegated authority to approve murals on municipal infrastructure, as an amendment to the City's Sign By-Law.

Public art projects on private property or non-municipally owned infrastructure will follow current processes, until such a time as Brampton Plan and the Municipal Public Art Strategy are approved and direct otherwise.

Public Art Resourcing

There are no dedicated staff positions allocated to the administration and delivery of public art projects. Currently, Cultural Services staff has managed ad hoc public art projects in addition to broader portfolios, however, this is not a sustainable approach given the level of activity or reflective of best practice.

To deliver the Interim Framework for Public Art on Municipal Infrastructure and the Municipal Public Art Strategy, project manage the current public art projects underway, oversee the conservation of the 25 assets in the permanent and temporary collections, and coordinate promotion and public programming related to the collections, a full-time staff resource with subject matter expertise will be recruited using a vacant corporate staff complement.

The following chart is provided for comparative reference of dedicated staff resourcing for public art, in large neighbouring municipalities.

Municipality	Number of Dedicated Staff Resources to Public Art
City of Toronto	3
City of Hamilton	2.25
City of Mississauga	2
City of Brampton	0

Figures do not include management roles with oversight of public art portfolios.

For clarity, municipal public art portfolios are typically managed by the municipality directly, and as such, responsibility would not be delegated to the Arts, Culture and Creative Industry Development Agency that is temporarily incubating within the Cultural Services unit.

Corporate Implications:

Financial Implications:

There is sufficient funding available under the Strategic Communications, Culture and Events Division for the Municipal Public Art Strategy. Funding is available in the Public Art Investment capital project 196860-001.

As existing funds in Public Art Investment capital project 196860-001 are limited and earmarked for current projects, and no other dedicated funding sources currently exist, any new public art projects delivered under the Interim Framework for Public Art on Municipal Infrastructure will be required to confirm full budget and associated funding sources before project initiation.

Legal Implications

Legal Services will review and approve as to form any agreements necessary for the commissioning of public art under the Interim Framework for Public Art on Municipal Infrastructure.

Other Implications:

As endorsed at the October 18, 2021, Planning and Development Committee Meeting, City staff is undertaking work towards establishing a Community Benefit Charge By-law in Brampton, which may potentially serve as a contributing funding source for public art in Brampton. Development of the Municipal Public Art Strategy in 2022 will align with and integrate this work, as appropriate.

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 supporting inclusive cultural expressions, improving the livability, prosperity and resiliency of the city, and continuously improving the operations of the City.

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. It specifically advances Action 7 of the Presentation and Production Goal, regarding review and revision of the City's public art policy.

Conclusion:

This report recommends that staff be directed to undertake the development of a Municipal Public Art Strategy in 2022 for implementation in 2023, in alignment with direction from the Culture Master Plan and the broader strategic context of Brampton Vision 2040 and Brampton Plan Official Plan Review.

It is further recommended that Council endorse the Interim Framework for Public Art on Municipal Infrastructure as presented in this report, to govern the initiation, project management, funding, artistic review and approvals of public art projects on municipal infrastructure, until Brampton Plan and the proposed Municipal Public Art Strategy are approved. Pending Council approval of these recommendations, staff will undertake the next steps towards their implementation.

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Appendix A: Current Municipal Public Art Projects