

ITEM 16  
MANAGER'S REPORT NO. 33  
COUNCIL MEETING 91/05/21

TO : MUNICIPAL MANAGER 1991 MAY 16  
FROM : DIRECTOR RECREATION & CULTURAL SERVICES  
RE : ART IN PUBLIC PLACES  
PURPOSE : To request Council's concurrence with the Art in Public Places Program.

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RECOMMENDATIONS:

1. THAT approval be granted for the development and implementation of an Art in Public Places program.
2. THAT the contribution to eligible capital projects be reviewed with the 1992 Capital Budget.

REPORT

At its meeting of 1991 May 15, the Parks & Recreation Commission received the attached staff report on the above subject and adopted the recommendations contained therein.

*Dennis Gaunt*

DENNIS GAUNT  
DIRECTOR RECREATION &  
CULTURAL SERVICES

tc  
Attach.

cc: Acting Director Finance

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DIRECTOR'S REPORT NO.

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COMMISSION MEETING

91/05/15

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RE: ART IN PUBLIC PLACES

RECOMMENDATIONS:

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- 1) THAT approval be granted for the development and implementation of an Art In Public Places program.
- 2) THAT the contribution to eligible capital projects be reviewed with the 1992 Capital Budget.

REPORT

The Arts Policy recommendations put forward by the Citizen's Committee in 1989 include references to the establishment of a Public Art Program for Burnaby. Many municipalities have policies and programs in place to adorn civic facilities and public places with works of art. Staff have analyzed the recommendations and have proposed a "Phased Program" that could lead to a comprehensive public art initiative involving recreation centres, parks, civic buildings, and parks owned and operated by the municipality, as well as libraries, galleries and related centres.

The management of a public art program involves:

- 1) Establishment of the program objectives and procedures
- 2) Creating a professional jury mechanism
- 3) Creating a program budget for the commissioning of works of art, selection, construction, installation, documentation, insurance, maintenance, promotion and management services
- 4) Determine priority locations for public art
- 5) Celebrating the investment

It is recommended that the public art program be phased so as to take advantage of the resources available to build a firm foundation and that artistic excellence and public acceptance be key measures of success.

The provincial Ministry of Tourism and the Provincial Secretary manages the "GO B.C. Art Incentive Program" wherein municipal capital projects receiving "GO B.C." Grants are eligible to apply for 50% of total capital cost of construction or renovation of facilities to a maximum of \$100,000 if matched by the municipality for the commissioning of works of art to be placed in these buildings.

Several municipal capital projects could be eligible to receive support from the art incentive program including:

- 1) Burnaby Village Museum
- 2) Eileen Dailly Leisure Pool and Fitness Centre
- 3) Civic Square
- 4) Bob Prittle Public Library
- 5) Metrotown Public Parking Facility

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As well as future projects:

- 1) Art Centre expansion
- 2) Carousel

Each project must apply independently for the GO B.C. Art Incentive Program, and works of art eligible must be produced by British Columbia artists.

PROGRAM DESCRIPTION:

PURPOSE: To establish a municipal public art program.

- OBJECTIVES:
- 1) To install commissioned works of art in and around public places owned and operated by the Corporation of the District of Burnaby
  - 2) To commemorate the opening of a public facility/space
  - 3) To provide a pleasant and compelling visual experience for patrons and visitors in complement with the architecture and purpose of the facility/space
  - 4) To add to a municipal art collection of works of art of special artistic, historical and educational significance to Burnaby residents.

STRUCTURE: Reporting to the Director Recreation and Cultural Services, a public art committee will consist of:

- 1) Staff representatives: Arts Development Office, Arts Div.
- 2) Gallery representatives: Curator-Burnaby Art Gallery
- 3) Project rep.: Superintendent in charge of capital project
- 4) Jury member(s): Expert advisors (as required for jury)
- 5) Architect: Where applicable

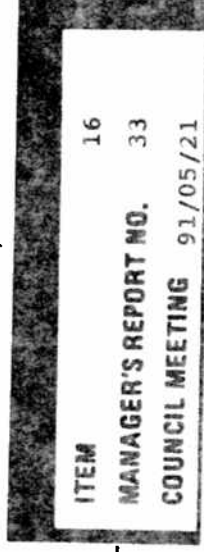
ACTIVITIES: Staff suggest that the on-going management of the program be handled with the cooperation of the Arts Division and the board/staff of the Burnaby Art Gallery. A further report will recommend the most efficient management structure and the related budget.

CONSIDERATIONS:

The Public Art Committee should attend to related elements of a program of this nature:

- 1) Enhance public awareness of the value of public art
- 2) Where appropriate, ensure public and neighborhood input into the process of placing works of art that are excellent in concept and execution and appropriate to the physical and social environment
- 3) Establish criteria for each project and to request appropriate resources be allocated as required

.. . / .



- 4) Review the collection of existing works of public art and to include them in all inventories, management procedures and promotional initiatives
- 5) Address the issue of works of art donated to the Municipality
- 6) Make public art accessible, enhance the visual environment and exploit the tourism and "image" potential of the program
- 7) Establish criteria for the removal of works of public art
- 8) Facilitate the interpretation of public art for education purposes
- 9) Liaise with relevant municipal departments for the orderly management of the program

CRITERIA:

While there may be site-specific criteria for selecting works of art the following items are relevant for all:

- 1) Artistic excellence: Quality control is paramount to ensure the successful artist has professional credentials, a demonstrated ability to produce, and is acknowledged in the field.
- 2) Durability: Works must be suited to their location so as to endure with minimum maintenance, and placed to defer vandalism.
- 3) Public Safety: Material, design, location and scale of works must be such that the works will not be a safety hazard to the public.
- 4) Costs: The best value for the available resources must be secured. Aside from grants, direct support and donations, sponsors could be sought.
- 5) Authenticity: Original works free of legal constraints and provided in good faith are acceptable.

Works of public art may be purchased outright or secured through an open or closed competition. In all cases the same criteria should apply. Competitions must be governed according to standard practise, similar to legal tender management. These program procedures will include:

- 1) Clear definition of the competition, including budget
- 2) Establishment of the scope of the call for submissions
- 3) Management by the municipal staff
- 4) "Arms-length" jury with protection of decision ensured

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- 5) Addition of criteria for selection unique to the site
- 6) Statement of conditions for entry
- 7) Financial support for short-listed entrants where appropriate to a mock-up/model of their proposal.
- 8) Appropriate follow-up protocol
- 9) Official opening

Likewise works of public art to be moved, removed, stored, sold or destroyed must follow established procedures standard in the discipline. Legal rights and liabilities must be covered in all agreements including copyright and right of first refusal on sales.

CONCLUSION:

It is recommended that an Art in Public Places program be phased in over the next three years and that it commence with taking advantage of:

- 1) The construction and expansion of municipal recreation facilities
- 2) The "GO B.C. Art Incentive Program" available to capital project receiving provincial funding

At this time, the current GO B.C. program would call for the following for approved projects:

|   | PROVINCIAL<br>CONTRIBUTION | MUNICIPAL<br>CONTRIBUTION | TOTAL<br>BUDGET |
|---|----------------------------|---------------------------|-----------------|
| 1) Burnaby Village Museum                           | \$18,362                   | \$18,362                  | \$36,725        |
| 2) Eileen Dailly Leisure Pool<br>and fitness centre | \$40,609                   | \$40,609                  | \$81,218        |

Total for consideration in 1992 Capital Budget: \$58,971

NEXT STEPS IN THE PROCESS:

A further report will be brought back to the Commission outlining the detailed process to to be followed to implement the program including the method of appointment of the jury.

This item has been approved by Commission in Committee and it is recommended that it be advanced for Council's consideration.

DN/las

