



120C

Public Art

Supporting Procedure 220P

Prepared By: Community Services

Council Approval Date: January 14, 2019

Effective Date: Immediately

Council Resolution No.: 19-18

References:

## **POLICY STATEMENT**

The Town of Olds is committed to the long-term development of Public Art. Communities gain value through Public Art – cultural, social, and economic value. Public Art is a distinguishing part of our public history and our evolving culture. The Town of Olds strives to be a place where people want to live and visit having a particular community identity with strong Public Art expressions.

## **PURPOSE**

To incorporate a community-based process for the integration of Public Art in Town Spaces and support Public Art in Public Spaces with:

- a) Standards in place for the process of planning, funding acquisition, maintenance and promotion of a Public Art Collection;
- b) Fair and effective processes for the Town in selecting, purchasing, commissioning, placing, maintaining and documenting Public Art;
- c) Enhancement of Public Spaces for residents and visitors;
- d) Increased richness of the community by creating a cultural legacy through Public Art.

## **SCOPE**

The acquisition, installation, maintenance, management, and stewardship of Public Art for the Town of Olds, and encouragement for the display of Public Art in private developments.

## **RESPONSIBILITIES**

The Chief Administrative Officer shall:

- a) Ensure the implementation of this policy within the terms and conditions established;
- b) Establish a Public Art Advisory Committee;
- c) Report to Council annually on Town of Olds Public Art.

Town Council shall:

- a) Approve funding for Town of Olds Public Art through the budget process;
- b) Promote the public display of art throughout the community;
- c) Review additions or removals to the Town of Olds Public Art Collection.

## **DEFINITIONS**

“Artist” means a practicing professional or amateur 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 Public Art.

“Public Art” means visual works, which are displayed in public spaces including, but not limited to:

- a) Sculpture - free standing, wall supported or suspended, kinetic, electronic in any material or combination of materials;
- b) Paintings, drawings, prints, or murals in any variety of materials;
- c) Photography or prints;
- d) Crafts and folk art works in clay, fiber, textiles, glass, wood, metal, mosaics, plastics and other materials;
- e) Architectural embellishments, imbedded forms, street inlays or landscaping features with artistic intent, while architecture, interior design, and landscaping are artistic in nature and have artistic components, this policy defines Public Art as a distinct component of a project that, while it may be integrated to the site or project, is created by a person engaged as an Artist or its creation is directed by an Artist.

“Public Art Advisory Committee” means a committee comprised of but not limited to: individuals qualified to ensure an artwork’s suitability to the community and who are visual artists, curators, community representatives, architects; a Councilor as appointed by Council; and gift donor representatives and Town staff representatives as required. The Committee will make recommendations to Council for final approval.

“Public Art Collection” means all visual art assets recognized as being owned or held in trust by The Town of Olds.

“Public Place” means any place to which the public may have either express or implied access, including, but not limited to, areas such as streets, boulevards, sidewalks, pathways, trails, parks, exteriors of buildings, interiors of Town-owned buildings, and any fixture or sculpture located in such area.

“Town Space” means Town owned and/or operated property.

## **STANDARDS**

Administration is responsible for implementing a management strategy that shall:

- a) Align Public Art to the overall direction and priorities determined by Council to act as a blueprint for the implementation and administration of the Policy;
- b) Clearly outline the administrative processes and procedures, roles and responsibilities, lines of communication, accountability, and defined outcomes.

## **FUNDING**

Funding for acquisition and management of Public Art in, or adjacent to, new or existing municipal buildings, infrastructure projects, parks and other Town owned land and facilities shall be considered annually through the budget process.

## **PUBLIC ART ADVISORY COMMITTEE**

The purpose of the Public Art Advisory Committee is to provide expert and community input on Public Art for The Town of Olds. The Committee may provide recommendations and advice to Town Administration on policies, guidelines, plans and issues as they relate to Public Art. The Committee may have the authority to make decisions on the selection of Public Art based on the criteria in the Public Art Administrative Policy.