

	Public Art	
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Policy Statement

Public Art is fundamental for supporting artists and connecting artistic, creative, and design ideas into public life. It promotes cultural, social, and economic value. It helps create vibrant, healthy and prosperous urban centres. Public Art is a key element in defining municipal identity and promoting sustainability. Public Art supports artists, without whom art would not exist.

The Public Art Policy provides direction for commissioning new Artworks and procuring existing Artworks in order to activate, enrich, and expand the Town of Okotoks (Town) Public Art collection. The Public Art Policy will ensure that Public Art is regularly considered, commissioned, and maintained in collaboration with all pertinent Town Business Centres.

The Public Art Policy will increase the number of Artworks and programs in the community; encourage people to engage with our built and natural environments; ensure Public Art's suitability and accessibility to all citizens and visitors to Okotoks; and enhance local vitality. Investment in Public Art supports the local economy and helps build healthy and thriving public spaces where creativity, art, design, and culture flourish.

1. Objectives

- 1.1. To provide citizens with a sense of pride and belonging in their community.
- 1.2. To contribute to the creation of public spaces that are safe and welcoming.
- 1.3. To educate, preserve, and enhance the arts, history, environment, and community.
- 1.4. To focus on Artworks created by Alberta artists in accordance with the Town purchasing policies.
- 1.5. To ensure the economic wellbeing of artists.
- 1.6. To ensure arts and culture are economic drivers of our community.
- 1.7. To ensure Public Art is regularly considered, commissioned, and maintained in collaboration with all pertinent Town Business Centres.
- 1.8. To encourage businesses and developers to include Public Art in the design of new communities.

- 1.9. To provide a clear, consistent, collaborative and transparent approach to procuring, commissioning, deaccessioning and maintaining Public Art.
- 1.10. Artworks arising from this policy will align with the Town's:
 - Mission "to create and nurture an environment in which people are able to pursue the fulfilment of their values, in harmony with the community;"
 - Vision to create "A vibrant, resilient, and connected community that fosters the wellbeing of land and people; a community to call home."
 - Commitment to Equity, Diversity, and Inclusion where "every person has a right to equal treatment; and where we are strengthened by diverse backgrounds, perspectives, and experiences."

2. Definitions

For the purpose this policy, the following definitions apply:

- 2.1. **Accessibility/Visibility** - the Public Art should be sited in order to ensure clear visibility and physical access to the general public, on public lands/facilities. The Artwork is available for the public to view and/or engage with.
- 2.2. **Artwork** - an artistic production including sculptures, drawings, paintings, installations, soundscapes, etc.
- 2.3. **Commission** - the method of identifying an artist or artist team to design, create, install, or participate in Public Art.
- 2.4. **Compatibility/Enhancement** - the site and Artwork should enhance the surrounding built and natural environments. Sites should not obstruct desirable or designated sight lines, nor divert pedestrian, cyclist, or vehicle movement unless purposely intended.
- 2.5. **Copyright** - the right to copy under Canadian copyright law where the creator of an Artwork retains copyright even if the Artwork is sold or transferred to a private or public collection. An artist can transfer copyright to another owner through contractual agreement whereupon the artist may licence, waive, or assign copyright for a specific purpose or period of time, or in perpetuity.
- 2.6. **Deaccession** - a standard collection management practice when removing Artworks from the Public Art Collection at the end of their lifecycle, and/or under certain conditions.
- 2.7. **Economic Driver** - a program, policy, installation, development, or activity that seeks to improve the economic well-being and quality of life for a community.
- 2.8. **Maintenance and Conservation** - the purposeful process of working with artists to prevent damage, slow wear and tear, and repair Artworks after they are damaged due to weather, aging materials, accidental damage, or vandalism. Artworks in the Public Art

Collection are Municipal assets and are the property of all citizens of Okotoks. In the same way our buildings and roads require care, so too does Public Art. The Town invests in conservation to preserve the assets for the benefit of future generations.

- 2.9. **Procurement** - the process of acquiring public Artworks through purchase or donation, or other means other than commissioning.
- 2.10. **Public Art** - refers to Artworks in Town owned public spaces and/or Artwork meant for the public which is:
 - 2.10.1. physically or visually accessible;
 - 2.10.2. on Town owned or operated land or facilities;
 - 2.10.3. created by artists or in collaboration with artists;
 - 2.10.4. artistically aesthetic; an Artwork that beautifies, and/or communicates meaning, context, value, or emotion;
 - 2.10.5. a conversation piece that may challenge ideas and beliefs;
 - 2.10.6. created in response to the place and community in which it resides and considers both site and context;
 - 2.10.7. constructed using a variety of media (e.g.: cement, metal, wood, paint, canvas, clay, etc.);
 - 2.10.8. either temporary or permanent.
- 2.11. **Public Art Collection** - the collection of original Artworks which have been formally added to the collection by the Town. The Public Art Collection is held in public trust by the Town for residents and the general public.
- 2.12. **Public Spaces** - a location that is open and accessible to the general public including roadways, public plazas, parks, government buildings that are open to and/or accessible to the public (e.g.: municipal centres, recreation centres, stadiums, museums, galleries, etc.)
- 2.13. **Role** - the various roles of Public Art in the urban context includes:
 - 2.13.1. Place-making: creating and enhancing public spaces to promote people's health, happiness, and well-being;
 - 2.13.2. Gateway Markers: an entrance feature that signifies a boundary and assists with wayfinding;
 - 2.13.3. Landmarks: an recognizable feature that contributes to place-making and wayfinding that may be of interest to visitors due to notable physical features or historical significance.
 - 2.13.4. Memorials: an installation created to commemorate a person, event, group or historical activity;
 - 2.13.5. Local Focal Points: a centre for local activity or attention;
 - 2.13.6. Wayfinding: an Artwork created in order to identify a location or provide direction;
 - 2.13.7. Interpretations: an Artwork that helps define the location's history or context.
 - 2.13.8. Functional Elements: an Artwork that has a functional purpose;

- 2.13.9. Activation and Animation: an Artwork that animates a space through independent movement or public interaction.
- 2.14. **Site Capacity** - the physical aspects and accessibility of the potential site must be suitable for a Public Art installation and allow for maintenance access. Consideration must occur for the following areas:
 - 2.14.1. public safety especially if the site is used/intended for public events and gatherings;
 - 2.14.2. structural integrity;
 - 2.14.3. physical constraints;
 - 2.14.4. environmental considerations (utility locations, wind, sun exposure, flood exposure, etc.); and
 - 2.14.5. urban design (anticipated or known changes in the area) of a site must also be assessed when selecting a site.
- 2.15. **Stakeholder** - a person or organization, society, etc., with responsibilities and an interest in the success of the Public Art.

3. Criteria

Artworks arising from this Policy will adhere to the following:

- 3.1. Art selection criteria will include:
 - 3.1.1. artistic quality and creativity;
 - 3.1.2. compliance with the commission objectives and requirements;
 - 3.1.3. appropriateness of the work within the site and community contexts;
 - 3.1.4. durability;
 - 3.1.5. maintenance and conservation requirements; and
 - 3.1.6. budget and timeline feasibility.
- 3.2. Site selection criteria will include:
 - 3.2.1. Accessibility/Visibility;
 - 3.2.2. Site Capacity;
 - 3.2.3. Compatibility/Enhancement; and
 - 3.2.4. Role.
- 3.3. Art Selection and Site Selection will be lead by the CAO and will include public engagement at levels appropriate with the type and scale of project.
- 3.4. Commissions and procurement will focus on Artworks created by Alberta artists in accordance with the Town's purchasing policies.
- 3.5. Artworks from artists outside of Alberta may be considered if:
 - 3.5.1. The artist or their work has a significant historical connection to Okotoks.

- 3.5.2. The commission calls for specialized Artwork not available from an Alberta artist.
- 3.5.3. The Artwork is above \$75,000.00.

3.6. Gifts and Donations will will require a recommendation by Administration based on the criteria and consideration of established museum and archives policies.

- 3.6.1. No donations will be accepted if the conditions of the gift unduly bind the actions of the Town.

- 3.6.2. All gifts or donations require future financial implications of acceptance: installation, ongoing maintenance, insurance, future relocation or removal.

3.7. Copyright remains with the artist unless transferred through contractual agreement.

4. Funding

- 4.1. \$50,000.00 per annum.