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|  | POLICY | Owner Department: Culture and Heritage |
| | Percent for Public Art Policy | |
| Effective Date: July 15, 2019 | Last Reviewed Date: July 8, 2019 | |
| Approving Authority: Moncton City Council | Replaces No.: N/A | |

1. Purpose Statement

The City of Moncton recognizes that public art is integral to the cultural fabric and streetscape of a city. An important aspect for the successful development and implementation of a public art program is municipal leadership. The City of Moncton’s public art policy provides a framework and funding for developing and incorporating public art in our community that contributes to the social, economic and environmental quality of life of our citizens.

2. Application

The City of Moncton’s Percent for Public Art Policy ensures that funds are made available for public art to support the flourishing of the arts in our community, and provide for interesting and aesthetically pleasing municipal public spaces.

The City will ensure a sustainable funding mechanism to initiate, develop, acquire, manage and maintain public art, primarily in the downtown area, which serves as a primary meeting space for residents and visitors and centre of economic activity. This mechanism will also be used as an incentive to leverage funds from the private sector and other community stakeholders towards investment in public art projects.

3. Definitions

Public Art: Artwork created specifically for public engagement and designed for public locations. It is meant to endure and to have a relationship with the immediate community and beyond (e.g., large scale sculptures, artworks, gallery, exhibition or performance spaces, the incorporation of an artistic element into the actual infrastructure of the public space, such as walkways, murals, etc.).

De-accession: The process of permanently removing, relocation to another jurisdiction, or destroying public artwork from the public art collection.

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Applicable capital projects: Include new building construction, major additions and/or renovation to existing buildings and significant park development projects.

Non-applicable capital projects: Include road works or other service infrastructure projects (e.g., roads, sewers, etc.).

4. Policy

1.1 Policy Statements

The Role of Public Art: Public art is artwork created specifically for public engagement and designed for public locations. It is meant to be permanent and to have a relationship with the immediate community and beyond. Common examples of public art would be large scale sculptures and artworks, conceptual or functional, exhibition or performance spaces or the incorporation of an artistic element into the actual infrastructure of the public space (walkways, murals, fountains, benches, etc.). The City of Moncton recognizes that public art is integral to the cultural fabric and streetscape of a city. An important aspect for the successful development and implementation of a public art program is municipal leadership. The City of Moncton's public art policy provides a framework and funding for developing and incorporating public art in our community that contributes to the social, economic and environmental quality of life of our citizens.

The City of Moncton's Percent for Public Art Policy ensures that funds are made available for public art to support the flourishing of the arts in our community, and provide for interesting and aesthetically pleasing municipal public spaces, especially in the downtown area.

The City will ensure a sustainable funding mechanism to initiate, develop, acquire, manage and maintain public art, primarily in the downtown area, which serves as a primary meeting space for residents and visitors and centre of economic activity. This mechanism will also be used as an incentive to leverage funds from the private sector and other community stakeholders towards investment in public art projects.

1.2 Public Art Guiding Principles

Public art:

- reflects our diverse cultural character and celebrates our living heritage
- builds a more interesting, compelling, and visually rich community
- stimulates economic, tourism and cultural development by increasing land values and creating employment opportunities
- presents a reflection of our cultural richness to visitors and potential investors
- bears witness to the vibrancy of our community
- promotes professional artists and showcases their work

1.3 Policy Statements

Policy No.1 - Embrace public art in Moncton's municipal and private urban spaces, parks, and street corridors.

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Moncton's urban core and the various routes leading to and extending through the core provide an ideal and varied physical platform to incorporate cultural legacy into the urban environment. Applicable environments include dense mixed-use core area plazas, the riverfront and river, park spaces, and various street corridors.

Implementation Strategies

1. Designate the Cultural Board as the lead municipal body to facilitate the creation of public art irrespective of funding sources. The Board will:
 - be the keeper of Moncton's public art vision;
 - work with the City during planning discussions to identify opportunities to incorporate public art into funding for all urban core projects;
 - commission permanent art for all urban core projects on the behalf of sponsors
 - commission public art for all City of Moncton facilities;
 - manage the provision of public funds for public art creation partnerships with sponsoring groups, individuals and projects (sponsors);
2. Designate a City of Moncton representative to facilitate the administration of the APCC and:
 - be the point of contact for sponsors;
 - provide guidelines to sponsors, developers and/or municipal departments that clearly articulate expectations;
 - provide guidelines and process facilitation to artists;
3. Connect with artists and artist groups, developers and commercial space owners to facilitate the creation of public art in private environments.
4. Clarify and promote the role of the Cultural Board by:
 - working with City administration, council, artists, residents and sponsors to continually evolve the master plan through lessons learned during implementation;
 - maintaining and promoting the master plan vision;
 - ensuring that the public art policy is enforced in all urban core projects;
 - assisting sponsors with the creation of public art projects in areas outside of the urban core;
 - reviewing and approving public art project plans, artist selection as well as the installation and maintenance of individual works;
 - building community-wide support for public art by promoting the 'actual' role of public art in Moncton;

Policy No.2 - Celebrate Moncton's unique identity by reinforcing public spaces that speak to past and future events and people.

Monctonians have a strong sense of their cultural identity, embodied in the city's history, architecture, cultural diversity, educational institutions, arts, culture, and geography. All of these elements can be celebrated and reinforced through public art that is focused to locations and relevant story lines. Although specific story lines are best developed collaboratively among artists, clients, and community stakeholders, some locations lend themselves to specific themes. The Cultural Board, and the APCC, when formed become responsible for ensuring relevance to the following identified themes and related implementation strategies.

Implementation Strategies

1. Encourage exploration and ecological education at trails by integrated and informal public art that explores nature and the environment.
2. Commission pedestrian-scaled art at community addresses, particularly along walking routes or in local parks that celebrates Moncton's neighbourhood human history, diversity, and family life.
3. Employ temporary and permanent public art at locations such as the Avenir Centre, to explore overarching themes of Moncton's identity including history, sport, culture, and its most recognized people and events.
4. Commission public art in downtown and pedestrian-oriented areas that encourages resident visitation to the core area addresses. Examples include performance, serial artworks that draw people from one area to another, and artworks in unexpected locations (e.g., alleys, on garbage cans).
5. Culturally animate arterial and automobile oriented retail areas with large, eye-catching public art that embellishes blank facades, light poles, medians, and parking strips.
6. Employ artists to transform infrastructure into artistic landmarks.

Policy No.3 - To support the evolution of a high quality downtown core by supporting walkable experiences inclusive of public art and storytelling.

Moncton has a strong downtown pedestrian-oriented retail and entertainment core, the connectivity of which can be enhanced through the use of public art at different scales and media. These enhancements can range from small-scale interventions such as artist-designed crosswalks, utility boxes, and murals, to large scale and public space improvement inclusive of public art. Placing public art in unexpected, intimate spaces, such as corporate courtyards and alleys, will enrich the pedestrian activity by encouraging people to look, linger, and walk, resulting in increased interest in the downtown environments. The following strategies support this notion.

Implementation Strategies

1. Fund pedestrian-oriented art through a combination of sources: the Public Art Reserve Fund, through partnerships as well as funds and grants from provincial and federal sources, and participation with the private sector.
2. Work with artists, and building owners to develop informal and temporary art installations in empty storefronts.
3. Provide Public Art funds to artists and community organizations to stimulate pedestrian-oriented public art and performance art projects. Some examples include murals, informal streetscape art, crosswalk and utility box art.

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4. Work with the City Departments and private developers to create a simple framework and permitting process for public performances and other informal art.

Policy No.4 - Develop a Public Art in Private Development Program to enhance Moncton's urban core and support economic growth.

The City of Moncton does not require of the private sector public art in private development projects within the urban core, or any other city area. A significant portion of Moncton's urban core is privately held and as such, not required to contribute artistically to its surroundings. To address this, the City of Moncton should explore with private developers expanding the 1% for public art for developments in the urban core. Such a process would require the involvement and participation by business owners in the following ways:

Implementation Strategies

1. The Cultural Board must engage leaders from the development community to foster awareness that cultural investments can create projects that benefit urban core areas.
2. The City of Moncton should recognize developers' public art contributions appropriately (on plaques or in written form).
3. Create clear direction for public art in private development strengthening Moncton's urban environment and celebrating the City's architecture and growth.
4. Encourage private developers to engage artists to collaborate with their architects and landscape architects at the earliest stages of development.
5. Encourage the placement of public art in continuously-open public alleys and courtyards.

Policy No.5 - Commission public art that reinforces parks and neighbourhoods.

It is important to note that public art plays a role in reinforcing residential neighbourhoods through the development of small scale, pedestrian-oriented art that focuses on history, people, or other themes identified by residents. While many park spaces are attractive without the inclusion of art or artists, there are places where art can play an interpretive role or provide a destination. The City of Moncton should think pro-actively by implementing the following strategies.

Implementation Strategies

1. In the planning of parks and trail construction, the City of Moncton should give consideration to develop public art projects in neighbourhood parks and trails.
2. The City of Moncton should, when commissioning public art, connect people with the natural environment, particularly by commissioning informal and temporary art projects along Moncton's trail corridors.
3. The City of Moncton should consider informal, sequential, and small scale public projects to stimulate and enhance neighbourhood addresses.

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2.0 DEFINITIONS

“Public art”: means artwork created specifically for public engagement and designed for public locations. It is meant to endure and to have a relationship with the immediate community and beyond (e.g., large scale sculptures, artworks, gallery, exhibition or performance spaces, the incorporation of an artistic element into the actual infrastructure of the public space, such as walkways, murals, etc.).

“De-accession” means the process of permanently removing, relocating to another jurisdiction, or destroying public artwork from the public art collection.

“Applicable capital projects” include new building construction, major additions and/or renovations to existing buildings, and significant park development projects.

“Non-applicable capital projects” include road works or other service infrastructure projects (e.g., roads, sewers, etc.).

3.0 FUNDING

Subject to the annual budget approval process, the City of Moncton will allocate funds annually to the Public Art Reserve Fund for the purpose of increasing the presence of art in areas identified in the master plan. The amount to be allocated will represent 1% of the City’s contribution to the total budgeted non-land costs of applicable capital projects, to a maximum of \$200,000. Applicable projects include new building construction, major additions and/or renovations to existing buildings, and significant park development projects. Road work, water services, storm or sanitary sewer work or other service work or infrastructure projects are not applicable. The funding will specifically be used to cover the costs of:

- Planning, design, fabrication, purchase, installation and maintenance of public art;
- Leveraging, partnering, and incentivizing the private sector and other community stakeholders;
- Costs related to administering a process such as a call to artists, competition, or commissioning of an arts project.

The funding will not be used for the following:

- Land purchase, furnishings, and portable equipment (audio visual equipment, computers, etc.);
- Art objects that are mass produced and of standard design;
- Those items that contribute to the asset base and normal operating expenses of a department, commission or city asset, such as a city museum or gallery, or a private cultural institution;
- Artwork acquired through third-party owners, such as private collectors or auction houses;
- Architects’ fees, except in such cases where the public art component significantly changes a project architect’s scope of services.

The City of Moncton will strive to identify and secure additional sources of funding from other appropriate resources in order to complement the percentage that the city has committed. These sources may include other levels of government, agencies, private corporations or individuals.

4.0 IDENTIFICATION OF PROJECTS

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The Cultural Board will work collaboratively with the City of Moncton, experts in the community, and citizens to develop and review a Public Art Master Plan every 10 years. This plan will identify and prioritize potential projects and sites within the city as well as identify potential partnerships with the private and public sector and other community stakeholders. This plan may also be revised at any time to include previously unidentified eligible public art projects.

The master plan proposes several projects that link place and art type. These projects are prioritized and provide the City of Moncton with a starting point. The 10-year review should ensure that the success achieved moves into the community following the initial phases of the master plan's implementation.

4.1 Selection Process:

Once it has been determined that a public art project shall go forward, the selection of successful proponents may be a result of a direct commission, an invited competition, or an open competition-call to artists. The Art for Public Places Committee (APPC) will be responsible to review submissions, make the initial selection(s), and make recommendations to the Cultural Board. The Cultural Board, taking the APPC recommendations under consideration, will forward its recommendations to Moncton City Council for final approval.

Public art that is acquired by the City will form part of the City of Moncton's Municipal Collection of Fine Arts, and will be administered and monitored by the Culture and Heritage Division. The maintenance of the public art will be performed by those responsible for the specific building's maintenance (in the case of artwork in or outside civic buildings) or Parks and Leisure Services (in the case of artwork in parks or open spaces).

In order to maintain an integrity of space, once an artwork is installed in a specific location, the City of Moncton endeavours to ensure that the area surrounding the artwork be kept free of any, signage, object, snow or debris that may intrude upon the artwork.

Gifts, donations and bequests of public art shall be considered in a manner similar to all public art proposals. Each gift, donation or bequest shall be reviewed by the Cultural Board to assess artistic merit, site suitability and context, durability and maintenance requirements, financial implications, public safety and liability. Moncton City Council will make the final decision.

4.2 De-Accessioning of Public Art

De-accessioning is the process of permanently removing, relocating to another jurisdiction, or destroying public artwork from the public art collection. The City of Moncton reserves the right, and responsibility to de-accession public art. All reasonable efforts shall be made to rectify problems or relocate the artwork where appropriate. Reasons for de-accession include:

- Endangerment of public safety
- Need for excessive repairs or maintenance
- Redevelopment of a property whereby public access is no longer possible
- Demolition or the sale of a building where the public artwork is incorporated into the structure
- Expiry of the lifespan of the artwork

4.3 Public Art Program for the Private Sector and other levels of government

The City of Moncton encourages local developers and other levels of government of new commercial and institutional construction, major additions and/or renovations to adopt a similar policy of allocating 1% of the construction budget for the provision of public art. In the case of multiple funding partners of for a project, the City may provide up to 1% of its contribution for public art, and will encourage the other partners to match the contribution according to their ratio of involvement.

Benefits to the developer

- Provides evidence of the developer’s commitment to and investment in the community
- Reveals some aspect of the social, historical, physical or commercial context of the site
- Adds to the attractiveness and value of the site, presenting a positive image to potential clients and investors
- Creates a landmark feature, helping a building stand out from the crowd

5. Administration and Contact

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