



# TOWN OF SHELBURNE

## Public Art Policy

### 1. Introduction

Visually beautiful towns stimulate a sense of pride and commitment. Through its Public Art Policy, the Town of Shelburne strives to create vibrant public spaces that reflect the diversity of our community, and engage its residents and visitors with quality works of public art. The intent of the Public Art Policy is to guide the development of a public art program in the Town of Shelburne, to make public art a priority in the Town's continued growth and development, and to maintain public art as a valuable asset to the community.

The Public Art Policy encourages the Town to increase public awareness of Public Art and provide opportunities for the public to engage in the public art process. Public Art is associated with place-making, community building and economic development. Public Art adds to the identity and quality of the civic landscape; enriches our experience of public spaces; pays tribute to particular sites, individuals and events; builds civic pride; fosters community and enhances the Town's cultural heritage.

### 2. Purpose

This policy articulates the planning, funding, selection, care and maintenance of Public Art.

The intent of this policy is to:

- Create vibrant public spaces for residents and visitors
- Enhance the Town's appeal and attractiveness
- Reflect the diversity of our community
- Celebrate our shared cultural heritage
- Strengthen neighbourhood and community ties
- Provide opportunities for local artists

### 3. Definitions

**Artist:** refers to the designer/creator of a piece of artwork and can include, but is not limited to, professional artists, graphic designers, collaborative teams, community groups, architects, landscape designers, or individuals.

**De-accessioning:** refers to the process of permanently removing a piece of Public Art from a site or from the Town's permanent art collection

**Professional Artist:** an artist defined as "any person, who by virtue of professional training, exhibition history and/or critical review is recognized as skilled in making works of art." (UNESCO)

**Public Art:** works that are created by artists and acquired by/donated to the Town with the specific intention of being situated in a public space. Works of public art may be permanent acquisitions and may be characterized as aesthetic, functional, interactive, or any combination thereof, and created using any material or any combination of media, including but not limited to sculptures, water features, paintings, drawings, textiles, furnishings, installations, and kinetic works.

**Public Space:** refers to the space that is available and frequently used by the public within the public domain and can include, but is not limited to Community-Use Facilities, Memorials and Cemeteries, Parks & Recreational Properties, Tenant-Occupied Properties, Streets and street right-of-ways, Town Facilities, and Undeveloped Lots.

## 4. Roles

**Town Staff** will assist in policy development, research, community development, tourism, fundraising, work planning, circulating information, and overall guidance. Staff will work to liaise with various community organizations and artists, investigate sources of funding, maintain Public Art, and provide the public with notification of installations or de-accessioning of Art.

**Town Council** will promote public art throughout the community, approve policy related to Public Art and make any warranted changes. Council will consider recommendations for proposed Public Art projects from the Community Participation & Volunteerism Committee and budget funds in support of Public Art in accordance with this policy.

**Community Participation & Volunteerism Committee (CP & V)** will assist in the jurying process for Public Art proposals, discuss ideas for Public Art and Community involvement in the Public Art process, and make recommendations to Council.

## 5. Funding Strategy

Funding to support the Public Art Policy will be provided through the establishment of a Public Art Reserve Fund. Town Council will commit \$7,500 annually to the Public Art Reserve Fund from operations and this funding model will be re-evaluated at the end of the initial four year period (2017-2021).

Funds allocated to the Public Art Reserve Fund will be used for the design, fabrication, installation, maintenance, and de-accessioning of public artworks. These artworks will be chosen through an objective jurying process by the CP & V Committee and can incorporate public input. The Public Art Reserve Fund will also be used to leverage funding from other governmental and private sources.

## 6. Submission and Selection Process

The Town of Shelburne has the options of publishing a Call for Proposals or contracting known artists for Public Art projects. Proposals may be accepted through Open Competition, Limited Competition, or Invitation. When a call for proposals is issued, or in consideration of unsolicited proposals from artists, artists will be selected based on their qualifications as demonstrated by past work, appropriateness of their proposal to the particular project, maintenance plans, and probability of successful completion. Proposals will be brought to the CP & V Committee for consideration. The CP & V Committee may choose to seek public opinion on proposed Public Art projects prior to forwarding their

recommendations to Council. Exclusions to the above may include: Student Artwork, group art projects, community art projects, or beautification.

Selection Criteria may include, but is not limited to, the following:

- Relevance
- Harmony with the Town's natural and/or built environment, and/or heritage
- Craftsmanship
- Appropriate Materials
- Artistic Merit
- Sustainability and Maintenance for display in a public place
- Use of land/location

Upon Council's approval of a Public Art proposal, the successful artist will enter into a written agreement that will address the artist's obligations including, but not limited to:

- The scope of the work
- Materials
- Timeline
- Installation
- Maintenance or Conservation Plans
- Warranty
- Copyright
- Payments to sub-contractors (if applicable)
- Ethical and legal consideration regarding ownership

This written agreement will also provide the Town's obligations such as:

- Payment
- Community Notification
- Artist Recognition

The Town of Shelburne reserves the right to decline any gift, bequest or donation of Art at its sole discretion.

## **7. Site Selection Considerations**

The Town of Shelburne will coordinate the site selection of appropriate locations for the installation of public art on municipally owned public space. Site selection will consider relevance to the Town of Shelburne's natural and built environment, cultural Heritage, and/or history. The Town of Shelburne will take into consideration heritage and historic issues when reviewing proposed artworks. The purpose of public art installations would to better the enjoyment of the Town by residents and visitors while moving forward in development.

## 8. Ongoing Care and Responsibilities

### Maintenance

All acquisitions will be accompanied by a maintenance plan that is supplied by the Artist/Donor. The management of the collection will be the responsibility of the Town of Shelburne with the professional practice of Public Works and/or specialists as required. An inventory of art will be created and maintained by the Town Clerk which states materials, construction, location, site conditions, and other information about the artwork and artist.

### Insurance

Insurance of Public Art pieces will be at the discretion of the Town of Shelburne.

### De-Accessioning

An assessment will be made and reviewed by the CP & V Committee which will in turn justify a recommendation to Council regarding the de-accessioning of a piece of art.

Public Art can be de-accessioned under any of the following conditions:

- The work of art is deteriorating and restoration is not feasible
- Town property is undergoing a change in use or construction/renovation
- The work of art is discovered to be stolen, or was offered to the Town for acquisition using fraudulent means

**September 6<sup>th</sup>, 2017**

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**Approved By Council**

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**Julie Ferguson, Town Clerk**