



ADMINISTRATIVE REPORT

Report Date: February 4, 2010
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Meeting Date: March 23, 2010

TO: Vancouver City Council
FROM: Acting Managing Director of Cultural Services
SUBJECT: Recommended Public Art Allocations from 2009 Capital

RECOMMENDATION

- A. THAT Council approve the allocation of \$600,000 to the following projects:
- i. \$250,000 to Clark/Knight Corridor Public Art;
 - ii. \$200,000 to Artist Initiated projects;
 - iii. \$95,000 for staff and project management;
 - iv. \$15,000 to the *Bike Tree* project;
 - v. \$10,000 to a new Beatty Street Mural;
 - vi. \$30,000 to the Public Art Maintenance Reserve.

Source of funds to be the 2009 Capital Budget for Public Art.

- B. THAT Council give the Director of Legal Services standing authority to execute, on behalf of the City, agreements with artists and others respecting the projects above, provided the documents are drawn to the satisfaction of Legal Services in consultation with the Acting Managing Director of Cultural Services.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services supports Recommendations A and B.

CITY MANAGER'S COMMENTS

The City Manager supports Recommendations A and B.

COUNCIL POLICY

City Council adopted the Public Art Program for Civic and Private Development in 1990. In 2007, the Program underwent a comprehensive review, leading to Program revisions adopted by Council on June 26, 2008.

Council included \$2 million for public art as part of the 2009 - 2011 Capital Plan in 2008. On June 11, 2009, Council approved \$700,000 for civic public art projects as part of the 2009 Basic Capital Budget.

SUMMARY

This report recommends \$600,000 in allocations to public art projects from capital approved in 2009 including: \$250,000 for the Clark/Knight Corridor; \$200,000 for the Artist Initiatives program; \$95,000 for staff and project management; \$10,000 for a new Beatty Street Mural; and \$30,000 to the Public Art Maintenance Reserve.

PURPOSE

This report recommends allocations totalling \$600,000 from the 2009 public art unallocated capital budget to public art projects and program implementation as set out herein.

BACKGROUND

The Civic Public Art Program works with civic departments and other agencies to commission artworks for public spaces. The Program is funded through the Capital Plan and develops artworks at new and existing City and Park Board capital projects and in neighbourhoods.

Staff dedicated their time throughout 2008 and 2009 to an Olympic and Paralympic Public Art Program (OPPAP) instituted for the Games, commissioning more than 20 artworks as a result. The projects recommended in this report build on recent successes and initiate post-Games projects consistent with long-term Program goals.

Clark/Knight Corridor: \$250,000

Engineering Services is upgrading the function and amenity of the Clark/Knight Corridor by adding left turn lanes, medians, and improved pedestrian crossings, while decreasing traffic through neighbourhoods. In late 2009, Engineering and Cultural Services jointly hired a public art consultant to prepare a public art plan to identify art opportunities along the route and recommend artist processes to fulfil them. Significant opportunities exist where the Clark/Knight Corridor intersects with east-west arterials, bike routes, Greenways, and at other areas along the corridor. Staff recommend a budget of \$250,000 to support an artist call that addresses opportunities identified in the Plan, which is due for completion this March. Staff will report back on all opportunities identified in the Plan following its completion later this spring.

Artist Initiatives Program: \$200,000

The Artist Initiatives Program (projects proposed by artists at sites of their choosing, as distinct from sites and projects proposed by staff) was a key recommendation of the Public Art Review and Plan adopted by Council in 2008. The first iteration of this program, called Mapping and Marking, was launched as part of the Olympic and Paralympic Public Art

Program. By most measures the program was a popular success with the public and it was welcomed by the artist community. It resulted in the creation of several notable artworks, including Geoffrey Farmer's *Every Letter in the Alphabet* and Ken Lum's *Monument for East Vancouver*. Staff recommend \$200,000 to enable this program to begin this spring and will seek an additional allocation from the 2010 Public Art Capital Budget when it is approved later this year.

Project Management: \$95,000

One FTE staff and contracted consultants currently help the program manager deliver the public art programs. The program manager is paid from Operating, the FTE staff and the contracted consultants are paid from the Capital budget.

Bike Tree: \$15,000

This artist-designed bike rack in the form of a "tree" was first approved in 2005 with a budget of \$25,000. Through the design process, and due to rapidly evolving technological improvements, it was decided to add solar cell lighting to the project to enhance its safety and utility. Staff recommend \$15,000 to cover the cost of these improvements and to complete the project.

Beatty Street Mural: \$10,000

A mural by graffiti artists on the Beatty Street retaining wall at 150 Dunsmuir St. (the former bus station site) was painted out late last year in preparation for the Park's conversion to a Live City Site. The resulting publicity indicated widespread public support for a mural at this site and \$10,000 is recommended toward the cost of new mural by the original coordinating artist.

Public Art Maintenance: \$30,000

Since 1994, public artworks located on civic lands are maintained by funds in the Public Art Maintenance Reserve. A percentage of each artwork budget is deposited in the Reserve and Reserve proceeds pay for their maintenance. Deposits to the Reserve are based on estimated maintenance costs and range from 10 - 20%. This allocation would provide \$30,000 for artwork at the #1 Kingsway Civic Centre.

FINANCIAL IMPLICATIONS

The source of funds for all allocations recommended in this report is the 2009 Capital Budget for Public Art approved by Council on June 11, 2009.

PERSONNEL IMPLICATIONS

The Project Management allocation recommended in this report will provide for one full-time project manager and the consultants necessary to complete the Olympic and Paralympic Public Art Program and the post-Olympic projects identified above.

SOCIAL IMPLICATIONS

Public artworks offer the public an experience of art in every day settings and enhance the public realm by humanizing infrastructure and creating community pride and neighbourhood identity.

COMMUNICATIONS PLAN

The communications plan developed for the Olympic and Paralympic Public Art Program has brought unprecedented attention to the role that artists play in the making of creative cities. We will continue to make information on City commissions available to the public by means of our website, listserve, audio guides, short films, brochures, project pamphlets, walk-tour guides, and the like.

CONCLUSION

Recommendations in this report represent a balance of new and restoration initiatives reflecting the Public Art Program's mandate to provide an experience of high quality art in public places while ensuring the on-going maintenance of Vancouver's public art collection.

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