



Report to: Development Services Committee

Meeting Date: February 24, 2020

SUBJECT: Markham's Public Art Implementation Plan 2020-2024
PREPARED BY: Niamh O'Laoghaire, Manager, Varley Art Gallery, ext. 3273

RECOMMENDATION:

1. THAT the report entitled Markham's Public Art Implementation Plan 2020-2024 be received; and
2. THAT the Public Art Implementation Plan 2020-2024 be approved; and
3. THAT the recommended governance model be approved; and
4. THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to seek final approval of the Public Art Implementation Plan 2020-2024 (attachment one) designed to execute the goals outlined in the approved Making Our Markham: Markham's Public Art Master Plan 2020-2024 (attachment two). The Master Plan is the blueprint for a Public Art Program that celebrates the cultural diversity of Markham, fosters Markham's role as a high tech capital of Canada, promotes an engaged, thriving and vibrant City, and contributes to the building of complete communities. Implementation of the Public Art Master Plan will ensure that Markham follows best practice in the field of cultural development, celebration and engagement.

Approval and execution of the Public Art Implementation Plan 2020-2024 (attachment one) will direct the development and execution of a successful public art program from 2020 to 2024 including prioritizing potential sites and opportunities for new public art projects in Markham, and identifying best practices for the administration and implementation of public art projects.

BACKGROUND:

On October 28, 2019 Making Our Markham: Markham's Public Art Master Plan 2020-24 (attachment two) was presented to the Development Services Committee and approved by Council on November 13, 2019, leading to the following resolutions:

1. That the report entitled Making Our Markham: Markham's Public Art Master Plan 2020-24 be received; and,
2. That the Making Our Markham: Markham's Public Art Master Plan 2020- 24 be approved; and,

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3. That the five-year Public Art Implementation Plan be approved in principle, and that Council direct the Commissioner of Development Services to incorporate the Implementation Plan into annual Business Planning, Capital and Operating Budget processes and to report progress annually to Council; and,
 4. That the title of Public Art Coordinator be changed to Public Art Curator to reflect the requirements of the role; and,
 5. That staff be directed to report back on a revised governance model for the approval of public art in Markham for consideration at a future Development Services Committee meeting; and further,
 6. That staff be directed to do all things necessary to give effect to this resolution.

The purpose of today's report is twofold. The first objective is to request final approval of the Public Art Implementation Plan. The Implementation Plan will be executed by the Public Art Curator who reports through the Manager of the Varley Art Gallery to the Director of Economic Growth, Culture and Entrepreneurship in the Development Services Commission.

The second purpose of today's report is to recommend a revised governance model for the Public Art Master Plan.

Key Accomplishments

Since 2013, five permanent, major public art works in the city have been commissioned through the public art program, with two more on the way, to be completed in 2019 and 2020. In addition, the program has facilitated community art initiatives in collaboration with the City's Public Realm section such as the Henderson Bridge mural projects, Pan Am student art project, and managed contributions by local community members.

Markham's Public Art Collection includes the following completed works:

- *Cloudflower* by Douglas Walker, 2015, Cornell Community Centre, Ward 5
- *Gambrel Journey* by kipjones, 2015, Markham Museum, Ward 4
- *Quarry* by Mary Anne Barkhouse, 2016, Carlton Road, Unionville, Ward 3
- *Monument to William Berczy* by Marlene Hilton Moore, 2016, 16th Avenue and Kennedy Road, Ward 6
- *Monument to Benjamin Thorne* by Les Drysdale, 2017, Thornhill Community Centre, Ward 1
- *Dr. José P. Rizal* by Ignacio (Mogi) Mogado, 2019, Luneta Gardens, Boxgrove Bypass at Rizal Avenue, Ward 7



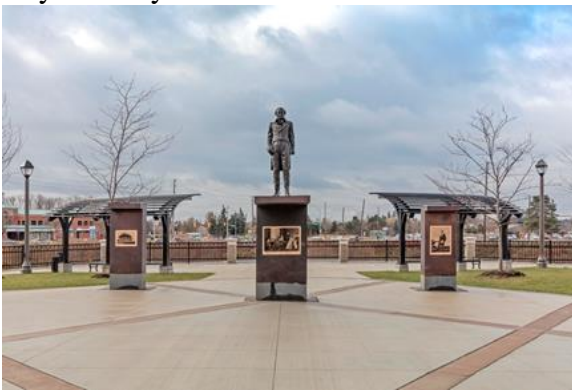
Benjamin Thorne
by Les Drysdale



Quarry by Mary Anne Barkhouse



Gambrel Journey
by kipjones



Monument to William Berczy
by Marlene Hilton Moore



Cloudflower
by Douglas Walker

OPTIONS/ DISCUSSION:

Implementation Plan Consultation Process

Developing the Markham Public Art Master Plan and Implementation Plan required significant consultation on the part of the Workshop Architecture Consultant, the Public Art Coordinator and the Varley Art Gallery Manager. This included meetings with staff members in many departments and all three Commissions in the City of Markham including the CAO and three Commissioners, the Mayor and Councillors. External stakeholders included local developers, York University and Parks Canada personnel. The community as a whole was invited to engage through a public art workshop mounted in partnership with York Region Arts Council at YSpace in downtown Markham. The Markham Public Art Advisory Committee (MPAAC) contributed its input and reviewed drafts of the plan as it progressed. MPAAC has enthusiastically endorsed both the Markham Public Art Master Plan and the Public Art Implementation Plan.

Five –Year Implementation Plan

The Public Art Master Plan recommends a detailed five-year Implementation Plan (see attachment one for full details, and the simplified chart next page). Based on internal and external consultation the Implementation Plan itemizes each of the priority locations in

line with the City's development plans for the next five years balanced with prioritization of areas that do not have public art investment. The Plan also itemizes:

- the appropriate project type for each site
- the best acquisition method (e.g. direct commission, open call, curated selection, etc.)
- the required funding
- the funding source, (reserve, operating or capital funds)
- the relevant City business unit(s) involved, and
- a production timeline.
- the best acquisition method (e.g. direct commission, open call, curated selection, etc.)
- the required funding
- the funding source, (reserve, operating or capital funds)
- the relevant City business unit(s) involved, and
- a production timeline.

The Implementation Plan provides a roadmap for Markham to achieve a visionary and innovative Public Art Program and Collection.

	LOCATION	SITE CATEGORY	PROJECT TYPE	PROJECT START DATE				
				2020	2021	2022	2023	2024
1	PanAm Centre Plaza Public Art Project	Key Civic Sites, Gateways and Heritage	Large scale, multiple components, stand alone	X				
2	Main Street Unionville Streetscape	Streetscapes and Transit	Integrated artwork and pilot projects in collaboration with Public Realm	X	X			
3	Digital Art Platform, site(s) to be determined	Key Civic Sites, Gateways and Heritage	Platform for changing digital art commissions			X		
4	Across Ward Seasonal Artwork(s) in Parks and Trails	Parks and Trails, tbd.	Seasonal Artwork in 1-2 locations every 2 years		X		X	
5	Varley Art Gallery Courtyard	Key Civic Sites, Gateways and Heritage	A sculptural work commissioned in partnership with Varley Art Gallery			X		
6	Across-Ward Walking Routes	Streetscapes and Transit	Art Mentorship Program to promote 2-3 walking routes, biannually			X	X	X
7	Rouge River Trails, Markham Centre	Parks and Trails	A possible combination of longer term and seasonal artwork			X	X	X

Recommended Governance Models

Recommendation 7 of Making Our Markham: Markham's Public Art Master Plan concerns Public Art Program concerns Public Art Governance (see attachment 2) and establishes a clear approvals process and the roles for each of: Markham City Council; the Public Art Program and Culture staff; an Interdepartmental Public Art Working Group; the Departments of Planning and Urban Design and Public Realm; the Markham Public Art Advisory Committee; the Varley Art Gallery Acquisitions Committee as well as Art Selection Panels established on a project-by-project basis. Recommendation 7 clearly establishes the pre-eminent role of City Council in the approval of the City's public art policies and plans (which establish priorities, projects and annual budgets). It also endorses the role of City Council in approving Markham's negotiated developer agreements that include public art provision terms. Further, Recommendation 7 clarifies that:

Council plays a key role in approving program priorities, project plans and budgets but it is best practice for [Council] to be arms-length to specific decisions on artwork selection, otherwise the process of curator and jury selections may be compromised. This would undermine the involvement of citizens and experts. Staying arms-length from detailed decisions has the added benefit of shielding Councillors from potential criticism.

Public Art Governance Models Across Canada

Following the October 28, 2019 Development Services Committee meeting, and the Committee's request for further information, Workshop Architecture Consultant Helena Grdadolnik issued a Public Art Governance Survey (attachment three). She polled municipalities all across Canada regarding their public art governance models. Detailed replies were received from municipalities from across Canada representing British Columbia, Alberta, Manitoba, Saskatchewan, Ontario, New Brunswick, Nova Scotia and Newfoundland and Labrador, in effect a national snapshot of governance models. The respondents ranged from small, rural communities to large urban centres, (e.g., from Saanich BC to Winnipeg MB and the City of Toronto). There were numerous useful comparators for the City of Markham, i.e. small to midsize cities with highly diverse populations: Richmond BC, Surrey BC, Halifax Regional Municipality NS, etc.

The survey respondents were specifically asked about the role of their respective City Councils. 80% of respondents indicated that their City Council approved the public art master plan, whereas 64% responded that their City Council approved the annual public art budget. However only a small number of City Councils approve the specifics of individual projects. Only 16% of respondents required City Council approval of project plans valued at over \$500,000 and only 13% of respondents required City Council approval for artists and concept contracts valued at over \$1,000,000. The survey thus indicates first, that City Councils generally do not get involved with the details of individual projects, and second, that project budget is not widely used as the standard that determines the need for City Council approval. Overall, then, the results of the survey validate the arms-length governance model outlined in Recommendation 7 of Making Our Markham: Markham's Public Art Master Plan.

Public Installations for Historic/Commemorative Purposes

Notwithstanding the foregoing, staff understand that; City Council may choose from time to time to engage with particular projects beyond what is outlined in the approved Public Art Master Plan, specifically with regard to installations commemorating historic individuals and events. Staff therefore recommend proceeding in a way that allows the City to adhere to best practices in the field of Public Art while also accommodating greater Council input into historic and commemorative installations, including final approval of the project.

How the Governance Processes Will Work

To demonstrate how the governance models and public engagement processes will work for each of A) public art, B) public installation for historic/commemorative purposes and C) donations of public art, we provide the chart below. The chart provides a sample step-by-step selection process for each of the three categories. For the major public art sample (left hand column) we utilize the first project/site listed in the Markham Public Art Implementation Plan: the Pan Am Centre.

A. Major Public Art	B. Historic/Commemorative Installations	C. Donations
1. Interdepartmental working group (with input from public art, planning, urban design, engineering, operations, public realm, recreation, parks, finance, legal and Corp Comm), identifies project opportunity and endorses technical feasibility	1. Interdepartmental working group (with input from public art, planning, urban design, engineering, operations, public realm, recreation, parks, finance, legal and Corp Comm), identifies project opportunity and budget source, and endorses technical feasibility	1. Donation Proposal Received All Public Art donation proposals received by MPAAC, Council and/or staff are referred to the Public Art Curator.
2. MPAAC Recommendation On recommendation of MPAAC (comprising community members and staff) Public Art staff bring a Public Art Project to City Council for approval	2. City staff bring the Public Installation for Historic/Commemorative Purposes to City Council for approval	2. The Public Art Curator reviews the donation proposal to see if it meets the following criteria: a) an artist has created/will create the proposed artwork; b) the artwork has clear authenticity and provenance
3. City Council approves the project, site and budget	3. City Council approves the installation, site and budget	3. The Interdepartmental Public Art Working Group (with input from public art, planning, urban design, engineering, operations, public realm, recreation, parks, finance, legal and Corp Comm), review the proposed donation to see if it is compatible with City plans and policies and to review technical feasibility if there is a proposed site.

A. Major Public Art	B. Historic/Commemorative Installations	C. Donations
4. Design Brief Developed <ul style="list-style-type: none"> • Workshop/Focus group with staff and community users of Pan Am Centre • Workshop/Focus group with community: local residents and businesses in the area 	4. Design Brief Developed Workshop/Focus group with council member(s), staff, representatives of the local community and relevant stakeholder groups.	4. Art Acquisitions Committee The Public Art Curator drafts a report on the proposed donation and presents to the Art Acquisitions Committee based on the following criteria: <ul style="list-style-type: none"> a) artistic merit b) physical condition, durability and maintenance/conservation requirements
5. Project Selection <ul style="list-style-type: none"> • Two-stage international open competition; • Independent selection panel, coordinated by Public Art staff and composed of three recognised visual arts professionals and one Pan Am Centre user and one local resident; <ul style="list-style-type: none"> -Release design brief, international open call for artistic credentials; -Selection panel chooses five artists to enter the second stage; -Shortlisted artists visit site and prepare specific proposals for the site; -Showcase proposals online with design brief through Yourvoice Markham for public feedback; -Selection panel reviews proposals, interviews artists and chooses winning proposal; • In addition to the selection panel, relevant technical staff on the interdepartmental working group will attend the selection meetings to provide professional and technical advice and feedback. 	5. Project Selection Selection panel coordinated by City staff and composed of relevant professionals and council member(s) and one or two representatives of the local community determines the method and the process of selection (e.g., direct commission, open competition, purchase of existing object.) <ul style="list-style-type: none"> • Selection panel may showcase proposals online with design brief through YourVoice Markham for public feedback; • If an open competition, selection panel reviews proposals, interviews artists and chooses winning proposal • In addition to the selection panel, relevant technical staff on the interdepartmental working group will attend the selection meetings to provide professional and technical advice and feedback. 	5. MPAAC Committee If recommended, the Public Art Curator updates the report on the proposed donation to the Markham Public Art Advisory Committee (MPAAC) who review the proposal based on suitability to the site in Markham, to the community(ies) in question and compatibility with the Public Art Program and Collection.

A. Major Public Art	B. Historic/Commemorative Installations	C. Donations
6. Progress Report to City Council	6. Report to City Council for Approval City staff bring the selected installation to City Council for final approval	6. Report to City Council If recommended by MPAAC, the Public Art Curator will update the report to present to Council for information. The donor receives a letter from the City informing them that their Donation is accepted contingent upon the following: a) A signed donor release b) donation appraisal (where a tax receipt is requested) c) maintenance and conservation plan d) unless waived by the City, the donor is responsible for all costs related to the donation including but not limited to: appraisal, transportation, engineering, site preparation, installation and at least 10% of the value of the donation to cover future maintenance and conservation
7. Ongoing Community engagement <ul style="list-style-type: none"> Public talk by selected artist to introduce the chosen proposal and engage public feedback; Users workshop with staff and users of Pan Am Centre led by community engagement professionals for input to finalize the design Community workshop with local residents and businesses led by community engagement professionals for input to finalize the design 	7. Ongoing Community engagement as relevant to the project	7. Ongoing Community engagement as relevant to the project, e.g. public talk by artist or Public Art staff to introduce the donation and engage the public
8. Installation Public Art staff coordinate artwork fabrication, site preparation and installation, as required.	8. Installation City staff coordinate purchase or fabrication, site preparation and installation, as required.	8. Installation Public Art staff coordinate site preparation and installation, as required.

A. Major Public Art	B. Historic/Commemorative Installations	C. Donations
9. Project opened to the public, on-going education program and maintenance	9. Project opened to the public, on-going education program and maintenance	9. Project opened to the public, on-going education program and maintenance

Conclusion

Approval of the Public Art Implementation Plan 2020-2024 will support a renewed Vision for a thriving and vibrant City. Public Art will highlight the city's unique characteristics and create new experiences through which local residents and visitors can engage with each other and the rich surroundings in Markham. The plan will enable the City of Markham to realize exciting public art projects that will: inspire people to live in, visit and invest in Markham; celebrate the diverse cultures and heritage in Markham from multiple points of view; and connect residents to Markham's built and natural environment.

FINANCIAL CONSIDERATIONS

There are no further financial considerations beyond those already approved at the October 28, 2019 Development Services Committee meeting.

HUMAN RESOURCES CONSIDERATIONS

There are no further Human Resources considerations beyond those already approved at the October 28, 2019 Development Services Committee meeting.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Endorsement of the Making Our Markham: Public Art Master Plan 2020-24 is in alignment with the City's Integrated Leisure Master Plan (2010, updated 2019), Culture Plan (2012) Action 24 and 34, Public Realm Strategy (2014) Goal 5 – Creating Gateways and Destinations and Action 5.1 and 5.3, and the City's Official Plan (2014) Section 6.1.7. The City's Official Plan, being updated in 2019, includes under its Goal 2 the following action item: "Implement the Public Art Master Plan". The Public Art Master Plan will also intersect with and support the following plans in progress: the Public Realm Gateway Plan, the Cornell Rouge National Urban Park Gateway Study and Destination Markham.

BUSINESS UNITS CONSULTED AND AFFECTED:

Development Services Commission: Economic Growth, Culture & Entrepreneurship, Engineering, Urban Planning and Design.

Community and Fire Services Commission: Operations (Parks & Forestry Division, Public Realm), Recreation Services.

Corporate Services Commission: Corporate Communications, Finance, Legal Services

RECOMMENDED BY:

Christina Kakaflikas
Acting Director, Economic Growth
Culture and Entrepreneurship

Arvin Prasad
Commissioner,
Development Services

ATTACHMENTS:

- One: Markham Public Art Implementation Plan 2020-24
- Two: Making Our Markham: Public Art Master Plan, 2020-24
- Three: Public Art Governance Survey