

SUBJECT: Public Art Master Plan Terms of Reference
PREPARED BY: Niamh O'Laoghaire, ext. 3273

RECOMMENDATION:

- 1) THAT the report titled, "Public Art Master Plan Terms of Reference" be received; and,
- 2) THAT Council approve the Public Art Master Plan Terms of Reference and direct Staff to release a Request For Quotations (RFQ), and
- 3) THAT the total cost of the Public Art Master Plan Terms of Reference to maximum of \$70,000 be funded from the 2017 Public Art Program capital account 510-101-5699-17019, and
- 4) THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of the Public Art Master Plan is to develop and adopt a Council-approved strategic framework that addresses the requirements of the City's public art program over the next five (5) years from 2019 – 2024, including identifying and prioritizing potential sites and opportunities for new public art projects and adoption of best practices for the administration and implementation of the public art program.

BACKGROUND:

A Public Art Policy Framework for the City of Markham (then Town of Markham) was approved by Markham Council on October 14th, 2003 and led to the launch of the Markham Public Art Program and establishment of the Markham Public Art Advisory Committee. In 2012 Council approved a Public Art Policy to direct the integration of public art into public places through a professionally-administered and appropriately funded public art program. In December 2012 Council approved a Culture Plan identifying public art as a key contributor to the unique character and identity of Markham.

In 2013, the part time contract position of Public Art Coordinator, reporting to the Director of Culture, began to work with the City. Since then, five permanent, major public art works in the city have been commissioned through the program, with two more on the way, to be completed in 2018. With the merger of the departments of Economic Development and Culture in July 2017, the Public Art Coordinator now reports through the Manager of the Varley Art Gallery to the Director of Economic Growth, Culture and Entrepreneurship.

DISCUSSION:

The Public Art Master Plan will serve as a Council-approved framework against which all public art projects will be assessed and evaluated, be they commissioned by the City or offered for donation by developers or private donors. The framework will provide a set of best practices encompassing: appropriate kinds of public art, appropriate site/location parameters, as well as program administration and community consultation guidelines.

Priorities and Outcomes

The Public Art Master Plan will serve to accomplish the following operational priorities:

- Formalize the public art program and comprehensively integrate the City's current policies under a coordinated framework that provides strategic and programming direction to guide the future advancement of public art;
- Set out policy and programming direction;
- Outline best practices and recommendations;
- Assist in determining funding allocations;
- Assist in developing a collaborative administrative framework;
- Foster community partnership;
- Institutionalize public art selection processes; and
- Advise on public consultation and transparency.

The Public Art Master Plan will serve to accomplish the following outcomes:

- Create a sense of place and a unique identity for Markham and its neighbourhoods;
- Identify and classify potential landmark opportunities and existing and future gateways where public art should be considered for installation;
- Bring people together;
- Engage people through aesthetic experience, creative learning, and discussion;
- Reinforce the brand of a creative city where people want to visit;
- Highlight the importance and value of artists and creativity; and
- Commemorate local citizens and/or histories as potential themes.

Project Deliverables

The Public Art Master Plan will be completed and submitted to Council within eight (8) months from the award of the contract. Project deliverables include:

- Review of current program policies, procedures, and inventory;
- Articulation of a vision and mission statement;
- Articulation of guiding principles;
- An appropriate definition of public art (including permanent/long term, temporary/short term, community public arts) and public space;

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- Identification and prioritization of potential sites, themes and types of public art within the City's eight wards;
 - Criteria for defining priority public art zones;
 - Key recommendations and phased implementation plan (including policy recommendations, funding recommendations, partner recommendations, and administration recommendations);
 - Recommendation of funding strategy (short term and long term);
 - Recommendation of art selection process, roles, and responsibilities;
 - Recommendation of community consultation and outreach strategy;
 - Recommendation of acquisition strategy;
 - Recommendation of maintenance and conservation strategy;
 - Appropriate case studies and best practice of relevant organizations and municipal settings; and
 - Appropriate references and a select bibliography of sources cited.

FINANCIAL CONSIDERATIONS

The Public Art Master Plan Terms of Reference will be developed by a qualified and experienced consultant (or consulting firm) to be selected through a competitive Request For Qualifications (RFQ) process. The consultant cost will be funded from the 2017 "Public Art Program" capital project #17019 (account #510-101-5699-17019) to a maximum cost of \$70,000 inclusive of HST impact.

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Public Art is identified as a priority in City of Markham policy documents, including:

- Markham Integrated Leisure Master Plan (2012)
- Markham Culture Plan (2012)
- Markham Public Realm Strategy (2014)
- Markham Official Plan (2014)

Public art is identified in these documents as a means to demonstrate the unique character of Markham's neighbourhoods, heritage districts and business areas, enhance public spaces, define gateways, create landmarks, recognize local cultural identity including commemorating historic events and/or persons, and engage the public.

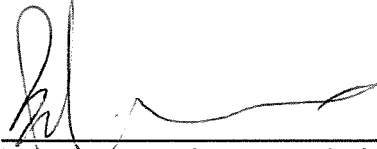
BUSINESS UNITS CONSULTED AND AFFECTED:

Financial Services, Economic Growth, Culture & Entrepreneurship, Recreation, Public Realm, and the Public Art Advisory Committee.

RECOMMENDED BY:



Stephen Chait, Director
Economic Growth, Culture
and Entrepreneurship



Brian Lee, Acting Commissioner
Development Services

ATTACHMENTS:

Appx. A Public Art Master Plan RFQ Terms of Reference

APPX. A PUBLIC ART MASTER PLAN RFQ TERMS OF REFERENCE

1. PROJECT DESCRIPTION

The City of Markham is soliciting Bids from a qualified and experienced consultant (or consulting firm) to develop a Public Art Master Plan for the Markham Public Art Program coordinated by the City's Department of Economic Growth, Culture & Entrepreneurship.

The Specifications and Scope of Work (collectively, the "Work") for this project are as set out in this Request for Quote, and as may be amended by addendum issued by the City of Markham.

2. GENERAL OVERVIEW

The purpose of this Request for Quote (RFQ) is to initiate the process of selecting a Consultant to develop a Master Plan for the Markham Public Art Program.

The City is seeking the services of a qualified Consultant to author and recommend a Public Art Master Plan that will provide specific recommendations designed to direct the development and implementation of a successful public art program over the next five (5) years from 2019 - 2024.

This work is to be completed and submitted to the City within 8 months from the award of the contract. A budget of up to \$70,000 has been allocated for this project.

The Consultant will report to a Steering Committee, consult with a broad range of stakeholders, provide qualitative and quantitative research of internal and external factors (including reference to best practices in relevant municipal settings), and render thorough recommendations and a final report/presentation.

2.1 Background

Markham is Canada's most culturally diverse community and one of the fastest growing cities in the Greater Toronto Region with over 350,000 people. A multiple award winning municipality celebrating its 224th anniversary, Markham is recognized as Canada's High-Tech Capital anchored by over 1000 high-tech and life sciences companies that generate 39,000 jobs. In 2015, Markham became the first municipality in Canada to receive Gold for "Organizational Quality & Healthy Workplace" from Excellence Canada. The future home to a new York University campus (2021), Markham is defined by its rich heritage, well-planned communities, high quality infrastructure, a talented workforce, and a pro-business environment.

The professionally curated Public Art Program was initially established within the former Department of Culture, which also included, the Flato Markham Theatre, the Markham Museum, and the Varley Art Gallery of Markham. In June 2016, the City of Markham merged the separate Departments of Economic Development and Culture into a single department: Economic Growth, Culture & Entrepreneurship, located within the Development Services Commission.

Public Art consultant Jane Perdue first developed a Public Art Policy Framework for the City of Markham (then Town of Markham), which was approved by the City Council on October 14th, 2003. This led to the initiation of the Markham Public Art Program in 2003 and the founding of the Markham Public Art Advisory Committee. In 2012 Markham approved a Public Art Policy to direct the integration of public art into public places through a well-administered and appropriately funded public art program. In December 2012 Markham approved a Culture Plan identifying public art as a key contributor to the uniqueness and identity of Markham. In 2013, the part time contract position of Public Art Coordinator, reporting to the Director of

Culture, was established. Since then, five permanent, major public art works in the city have been commissioned through the program, with two more on the way, to be completed in 2018. With the 2016 merger of Economic Development and Culture, the Public Art Coordinator now reports through the Manager of the Varley Art Gallery to the Director of Economic Growth, Culture and Entrepreneurship.

2.2 Existing Conditions

The following existing conditions will be taken into account in the creation of the Master Public Art Plan.

Existing Plans

Public Art was identified as a priority in each of the following: Markham's *Integrated Leisure Master Plan* (2012), Markham's *Culture Plan* (2012), Markham's *Public Realm Strategy* (2014) and Markham's *Official Plan* (2014). Public Art was identified in these documents as a means to demonstrate the unique character of Markham's neighbourhoods, heritage districts and business areas, enhance public spaces, define gateways, create landmarks, recognize local culture identity including commemorating historic events and/or persons, and engage the public.

In accordance with Section 6.1.7 of the City of Markham Official Plan (OP), public art is a key element of place making. It has the power to define a community and create a unique sense of place. It can enhance the urban fabric of the community by creating landmarks, recognizing local culture as well as global influences and contributing to social and economic vibrancy.

Further, according to the Official Plan, Markham supports the provision of public art as a means of fostering community identity by:

- Incorporating public art into Markham's public places, facilities and infrastructure;
- Encouraging other public agencies to incorporate public art into public places, facilities and infrastructure; and
- Encouraging the private sector to incorporate public art into their developments and sites.

Plans in Progress

In addition to the foregoing, the Department of Economic Growth, Culture & Entrepreneurship has been given responsibility for developing and implementing a strategic initiative entitled "Destination Markham". Still in its formative stage of development, this strategy is intended to promote greater awareness of Markham as a preferred place to visit, work, invest, study, live, celebrate, engage in sports and be entertained. Tourism and large meetings/conferences are also to be considered as part of this strategy. Furthermore, the Public Realm program within the City's Operations Department is preparing a vision and Gateway Master Plan for the City. The Gateway Master Plan will include recommendations for gateway development that will integrate a strong sense of place defining entry/exit into and around the City.

Existing Committees

The primary associated advisory group that works with Department staff is the Markham Public Art Advisory Committee. As per the Public Art Policy, the Varley Art Gallery Acquisitions Committee assists with the approval of works donated to the public art collection.

3. SCOPE OF WORK

The primary intent of the Public Art Master Plan is:

- To develop a strategic framework that addresses and meets the short-term and medium-term requirements of the Public Art program in Markham over the next five (5) years from 2019-2024;
- To identify and prioritize potential sites and opportunities for new public art projects within the city; and
- To identify best practices for the administration and implementation of the public art program.

3.1 Strategies, Priorities and Outcomes

In line with the *Culture Plan*, the Public Art Master Plan will become a vital component in reconciling the Culture Plan's four core pillars of community sustainability. The implementation of the Public Art Master Plan across public and private spaces will:

- Bring Markham's diverse communities together through the shared language of public art;
- Provide a locus for social engagement;
- Deepen physical and symbolic ties between the community and the local environment; and
- Stimulate endogenous and exogenous economic benefits.

The Public Art Master Plan will also serve to accomplish the following operational priorities:

- Formalize the public art program and comprehensively integrate the City's current policies under a coordinated framework that provides strategic and programming direction to guide the future advancement of public art;
- Set out policy and programming direction;
- Outline best practises and recommendations;
- Assist in determining funding allocations;
- Assist in developing a collaborative administrative framework;
- Foster community partnership;
- Institutionalize public art selection processes; and
- Advise on public consultation and transparency.

The Public Art Master Plan will serve to accomplish the following outcomes:

- Create a sense of place and a unique identity for Markham and its neighbourhoods;
- Identify and classify potential landmark opportunities and existing and future gateways where public art should be considered for installation;
- Bring people together;
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- Reinforce the brand of a creative city where people want to visit;
- Highlight the importance and value of artists and creativity; and
- Commemorate local citizens and/or histories as potential themes.

3.2 Available Inputs

Consultation meetings with the Mayor and City Council members, the CAO and Commissioners, Department Directors, Business Unit Managers, key staff, relevant advisory committees, community members, civic organizations, and other key stakeholders will be arranged. As well, relevant planning and policy documents will be made available to the Successful Bidder for background, research, and consultation purposes.

4. PROJECT DELIVERABLES

- Review of current program policies, procedures, and inventory;
- Articulation of a vision and mission statement;
- Articulation of guiding principles;
- An appropriate definition of public art (including permanent/long term, temporary/short term, community public arts) and public space;
- Identification and prioritization of potential sites, themes and types of public art within the City's eight wards;
- Criteria for defining priority public art zones;
- Key recommendations and phased implementation plan (including policy recommendations, funding recommendations, partner recommendations, and administration recommendations);
- Recommendation of funding strategy (short term and long term);
- Recommendation of art selection process, roles, and responsibilities;
- Recommendation of community consultation and outreach strategy;
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- Recommendation of maintenance and conservation strategy;
- Appropriate case studies and best practice of relevant organizations and municipal settings; and
- Appropriate references and a select bibliography of sources cited.

5. PROJECT DELIVERY

The main tasks and timelines associated with the project are outlined below. The final sequence and details of tasks will be determined in consultation with the Successful Bidder.

Note: The Successful Bidder shall identify the number and subject matter of meetings that she/he will conduct over the course of this work. For any meetings listed, the Successful Bidder will be responsible for preparation of agendas, meeting/presentation materials, and meeting minutes/notes.

5.1 Initial Meeting – 2 weeks following bid award announcement (Weeks 1-2)

- Meet with the Steering Committee to discuss the work scope and requirements, and gather information for the Master Plan
- Secure access to relevant City of Markham documents
- Identify key informants to be contacted or interviewed
- Set dates for completion of next steps

5.2 Development Phase – 22 weeks to conduct research, develop analysis, & present draft recommendations (Weeks 3-25)

- Review and research
- Stakeholder Consultation
Input from a sample of relevant stakeholders must be assembled (to be determined by Consultant).

Mayor and City Council,

City Staff:

Andy Taylor, City of Markham CAO
Brenda Librecz, Commissioner of Community and Fire Services
Biju Karumanchery, Acting Commissioner of Development Services,
Trinela Cane, Commissioner of Corporate Services
Stephen Chait, Director of Economic Growth, Culture & Entrepreneurship,
Richard Kendall, Manager, Development
Mary Creighton, Director, Recreation Services
Graham Seaman, Director, Sustainability & Asset Management
Niamh O'Laoghaire, Varley Art Gallery Manager
Linda Irvine, Manager, Parks and Open Space Development
David Plant, Manager Parks Operations
Christina Kakaflikas, Manager, Economic Development
Yan Wu, Public Art Coordinator
Tanya Lewinberg, Public Realm Coordinator

Community Members (TBD):

Advisory Committees
Regional and local arts councils
Local business groups
Representatives of local residents
Other civic organizations

- Identify Best Practices in relevant Municipal settings
- Progress meetings with Client to review/agree on

5.3 Delivery – 7 weeks for draft and final submissions (Week 26-32)

In Weeks 26-28, the Successful Bidder is to present the draft final recommendations for feedback and comments by the Department Director and Business Unit Managers. After this meeting, up to four weeks will be provided for refinement. The final report/presentation is to be submitted to the Department Director no later than Week 32.

The delivered products must meet all requirements as laid out in Section 3–Scope of Work and Section 4–Project Deliverables.

6. PROJECT MANAGEMENT & REPORTING

The Successful Bidder will report to the Public Art Coordinator. The Public Art Coordinator will facilitate consultation throughout the course of the Work Program. Department staff will share responsibility in securing contact information and setting up the stakeholder consultation meetings and interviews.

7. PROJECT MATERIALS DELIVERY FORMAT

All study data, reports and presentation material are to be supplied to the City in a format compatible with Microsoft Office Suite 2007 (Word, Excel, Access and PowerPoint). The final version must be delivered in an open format to allow for updates and future presentation use. All design work (images, logos, fonts) shall be supplied to the City of Markham on CD in mutually agreed and compatible design software. All information, artwork and data, in any form, prepared by the Consultants pursuant to this Contract, together with all designs or materials capable of intellectual property protection, prepared, developed or

created by the Consultants, its employees or agents during the performance of and/or pursuant to this Contract shall automatically become the property of the City of Markham unless specifically noted otherwise in this Contract. The City owns all copyright to all art work resulting from this contract.

Potential candidates:

1. Rina Greer, independent public art consultant (Toronto Sculpture Garden, Public art consultant for TTC transit lines including St. Clair Streetcar and Sheppard subway extension, Winner of 2017 Toronto Urban Design Awards, etc.)
2. Rebecca Carbin, Public Art Manager, Toronto Waterfront, former public art officer, City of Toronto (East Bayfront Public Art Master Plan 2015, etc.)
3. Laura Berazadi, Senior Advisor, Metrolinx Integrated Art Program (Metrolinx Integrated Art Policy 2016)
4. Jane Perdue, Public Art Coordinator, City of Toronto (Public Art Policy Framework 2003, Vaughan Public Art Plan 2016)
5. Helena Grdadolnik, Workshop Architecture (Newmarket Public Art Plan 2013-2023, Kingston Public Art Plan, etc.)
6. Brad Golden Public Art Consulting (Public art consultant for new Spadina subway extension, etc.)