

“Art has the power to inspire, to heal,
to transform, to rehabilitate, to bear
witness, and to make us believe that
there are better days ahead.”

Governor General Michaëlle Jean, January
2010, Calgary

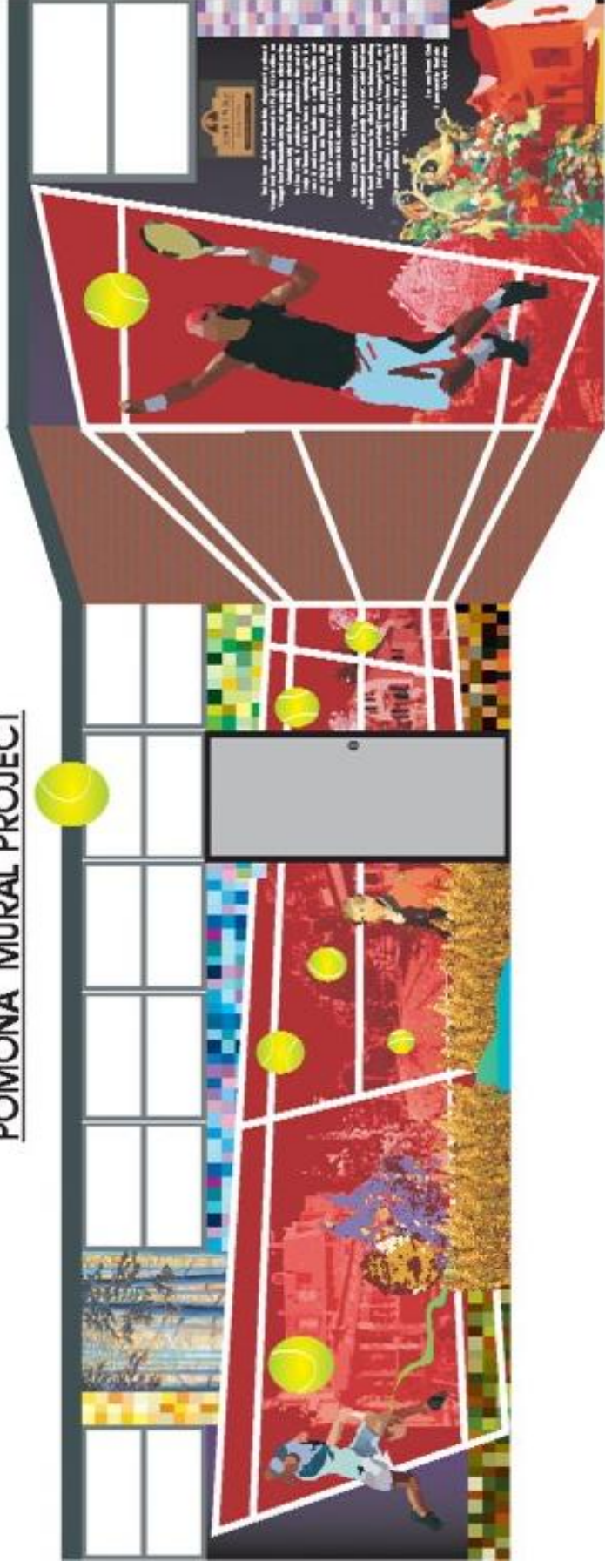
Public Art in Markham

The Pomona Tennis Club, before and...



Pomona Tennis Club Mural after...

POMONA MURAL PROJECT

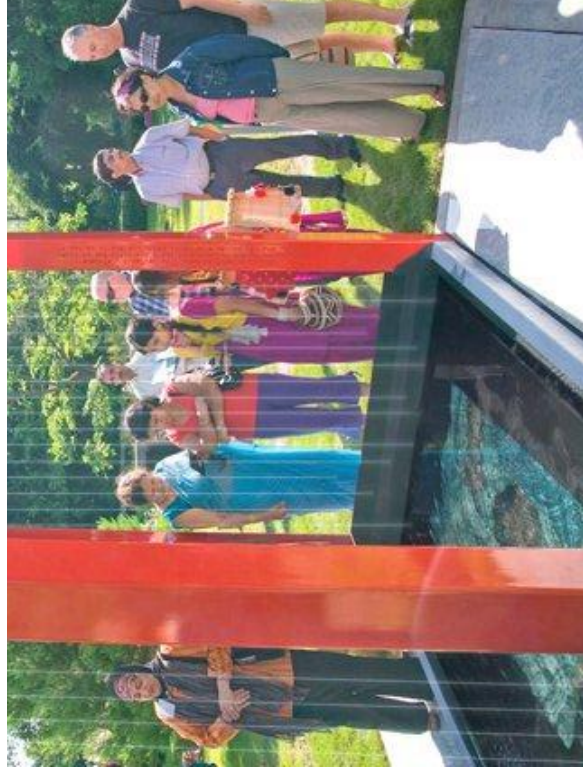


Overview/Purpose

- To recognize the importance of public art to celebrate and honour our culture, history, people, artistic/design excellence, events and locations.
- To establish a “Public Art Policy – Markham” for civic projects and a “Public Art Policy – Private Sector” for private development projects.
- To establish one enabling fund in support of the Public Art Policy to receive contributions for public art from donors, sponsors, grantors and others
- To ensure that a policy framework for public art is incorporated into the Official Plan currently under review.

Public Art, part of the Public Real

Michael Filimowicz and Melanie Cassidy,
Lingua Aqua, Surrey, B.C.



Ruth Abernethy,
Glen Gould, Toronto



Public Realm and Public Art Definitions

- **Public Realm:** All privately or publicly owned spaces, indoors and outdoors, which are generally accessible, either visually or physically, to the public free of charge. Also referred to as public places or the public domain; can act as a social space, a forum for discussion, a place to reach consensus.
- **Public Art:** An original artwork which is accessible to the general public and has aesthetic qualities. Typically creation of public art takes into consideration site and context as part of its process; the artwork can be permanent, transitory, functional, integrated or discreet to its site, community based, immaterial (example sound or light art, performance) or virtual.

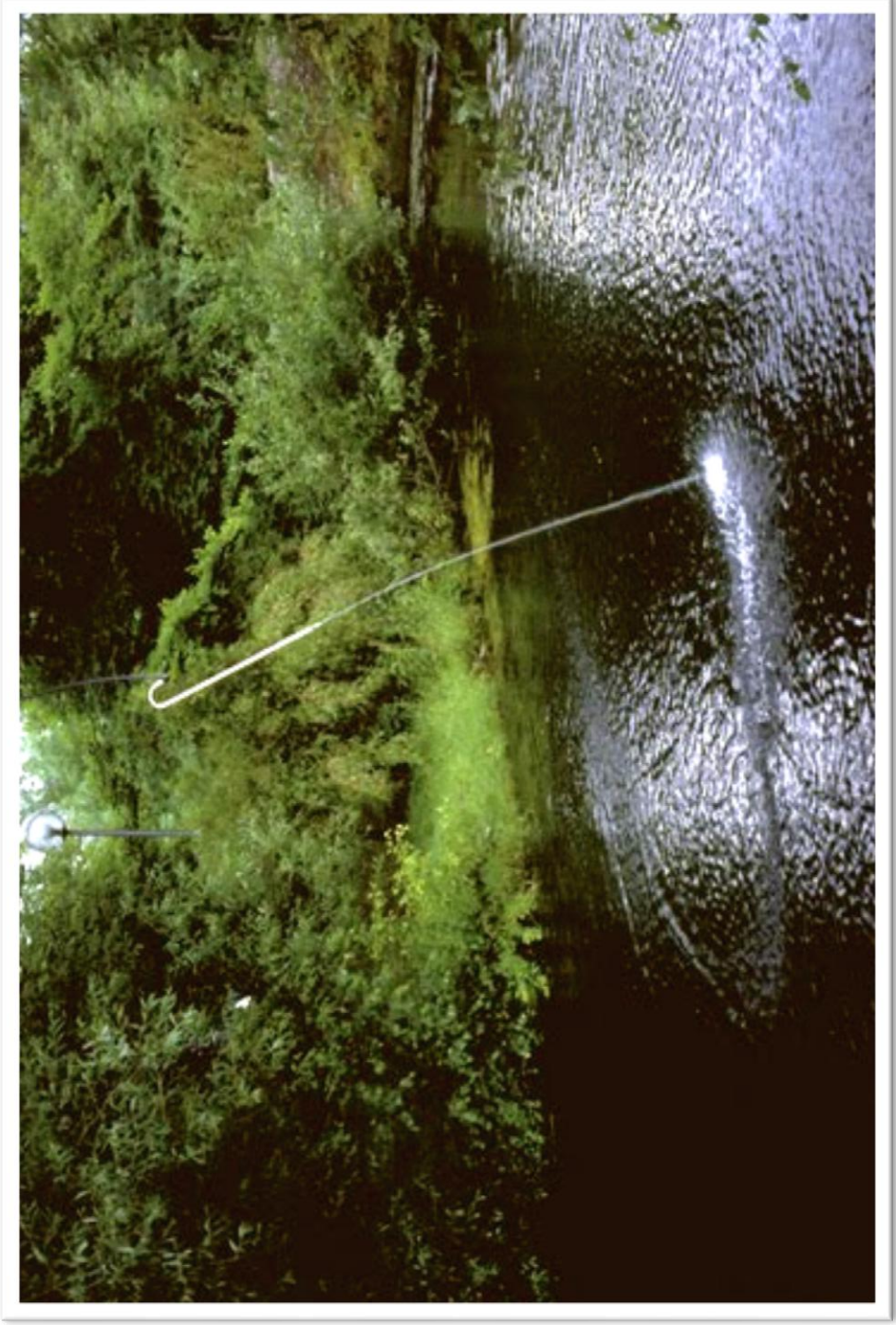
Public Art Opportunities

- Natural Systems:
 - Valley lands
 - Rouge Park
 - Woodlots
 - Naturalized Parks



Andy Goldsworthy, *Winter*

Roman Signer, Munster, Germany



Michel Goulet, Chairs, Quebec





One of [Luminato](#)'s most intriguing events is the [Ship of Fools](#) in [Trinity-Bellwoods Park](#). The salvaged thirty-foot Chinese junk vessel made a surprise appearance in the park over the weekend. The unusual sight of a ship on the grass is actually a Luminato festival commission. The *Ship O' Fools* is a 1970-built boat from Hong Kong, transformed by Award-winning Canadian artists [George Bures Miller and Janet Cardiff](#), creating a meticulously detailed experience of a wandering vessel.

Public Art Opportunities

- **Edges:**
- Gateways
- Entryways



Andy Goldsworthy, *Earth*

Vision for Public Art in Markham

Public Art brings value to the Town, provides unique perspective to the site and acts as a constant delight to residents and visitors to Markham. Public art contributes to our economic vibrancy. Public art impacts many aspects of community living. Public art enriches daily life through experiences and attracts people to share and shape their identity. Public art allows for the making of a culture.

Benefits

- Creating a sense of place and an identity for Markham and its neighbourhoods.
- Reinforcing the brand of a creative city, becoming a visual marker, an identifier and a meeting place where people want to visit
- Creating a landmark or a gateway
- Bringing people together
- Engaging people through thoughts and discussion
- Commemorating local citizens and/or histories as a theme

History

- Guidelines for public art approved by Council in 2003
- Public Art Advisory Committee established in 2003. The Markham Public Art Advisory Committee (MPAAC) is committed to introducing and fostering a neighborhood culture through Art
- Public Art projects in Communities delivered:
 - Eco-Art Installations, in 2005 and 2006
 - Art on Ice, in 2008 and in 2009
 - Initiated a Public Art Project to mark the opening of the new building as part of Markham Museum, 2011
 - Advised on installations for two art projects led by developers
- Budget allocation maintained at \$100,000 each year through 2010, \$150,000 in 2011

Value of Public Art Projects

- builds civic identity and pride in public places as an added value to its community
- is a celebration of our culture, history, of the people, events and locations
- enriches daily life through experiences
- attracts people to share and shape their own culture and sense of place,
- participates in our economic vibrancy
- demonstrates leadership within our community

Guiding Principles

- Collaboration
- Accessibility
- Sustainable and responsibility
- Openness and transparency
- Fairness and equity
- Inclusivity
- Artistic Merit
- Professionalism
- Community input and engagement
- Outreach
- Innovation

Public Art Opportunities

- Landmarks:
 - Prominent elements or features
 - Prominent public buildings
 - Prominent public spaces



- Credits: Max Streicher. Quadriga, installed at Varley in 2011

Olafur Eliasson, Stairs



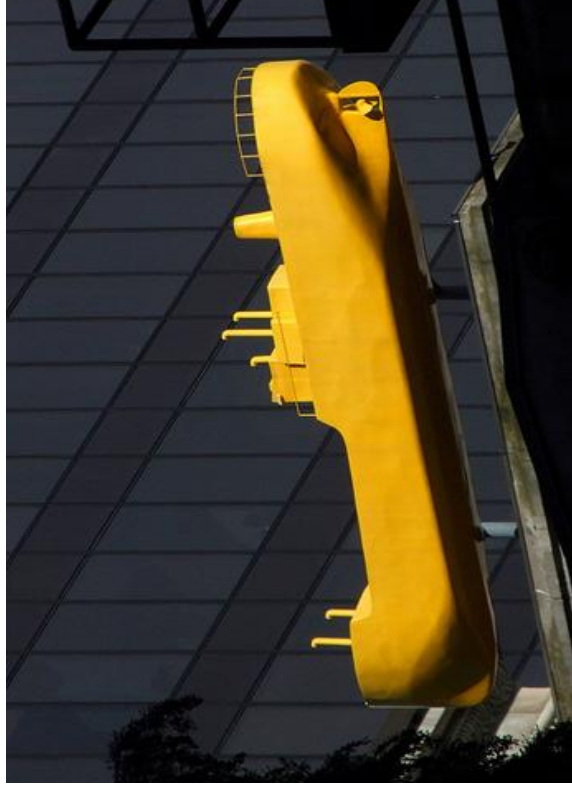
Louise Bourgeois, *Maman*, National
Gallery of Canada, Ottawa



Anthony Gormley, *Man*



Ken Lum, *Boats*, Vancouver



Interactions between organic and built environment

Walter Seymour Allward,
Vimy Ridge Monument, France



Dennis Oppenheim, *Device to Root out Evil*,
now in Calgary



Public Art Opportunities

- **Districts:**
 - Markham's four historic villages
 - Markham Centre
 - Residential Neighbourhoods
 - Commercial Areas

Lawrence Argent, *You see what I mean*, Commissioned by the city of Denver, Colorado, USA



Monument to Samuel de Champlain

Celebrating History



Municipal Projects

- Policy of up to 1% of new construction and major renovations over one million dollars, built into capital budget
- Below ground services and paving are not eligible under these public art policies. However, Markham should assess the opportunity to commission a public art work when a community is inconvenienced by a major infrastructure project.
- Major projects may allocate additional funds if approved, e.g. Pan Am site
- Council may wish to “ramp up” funding for major projects

Value of Public Art in Private Sector

- Increase the economic value
- Enhance the site
- Increase value of property through art
- Generate interest and visitation
- Use public art as an iconic marker that serves to attract attention of the public

Developers' Contribution

- To be negotiated
- Up to one percent (1%) of construction costs as determined at the time of Building Permit for development projects including commercial, retail, multi-residential, excluding land and servicing cost
- Recognize public art as an eligible community benefit for negotiation under the Official Plan and secondary plan amendments of Section 37 of the Planning Act
- Review in three years

Private Sector Options

- Option A *On-site contribution*

The applicant contributes funds to Markham in trust for the commissioning of public art

- Option B *Off-site (pooled) contribution*

The applicant contributes funds to the Markham Public Art Acquisition Fund .

- Option C *Combination On / Off-site contribution*

The applicant contributes funds to Markham in trust for the commissioning of public art to be incorporated within the development project envelope.

- Option D *Donation of art work*

Managed through Varley Art Acquisition process

Voluntary Residential Contribution

- To include ground related residential development in the revenue stream for public art
- To create a non tax revenue stream to support public art projects at the Civic centre, for gateways, at railway bridges, for example in Thornhill
- \$100/residence contribution could generate approx \$300,000 per year for several years

Developer Round Table

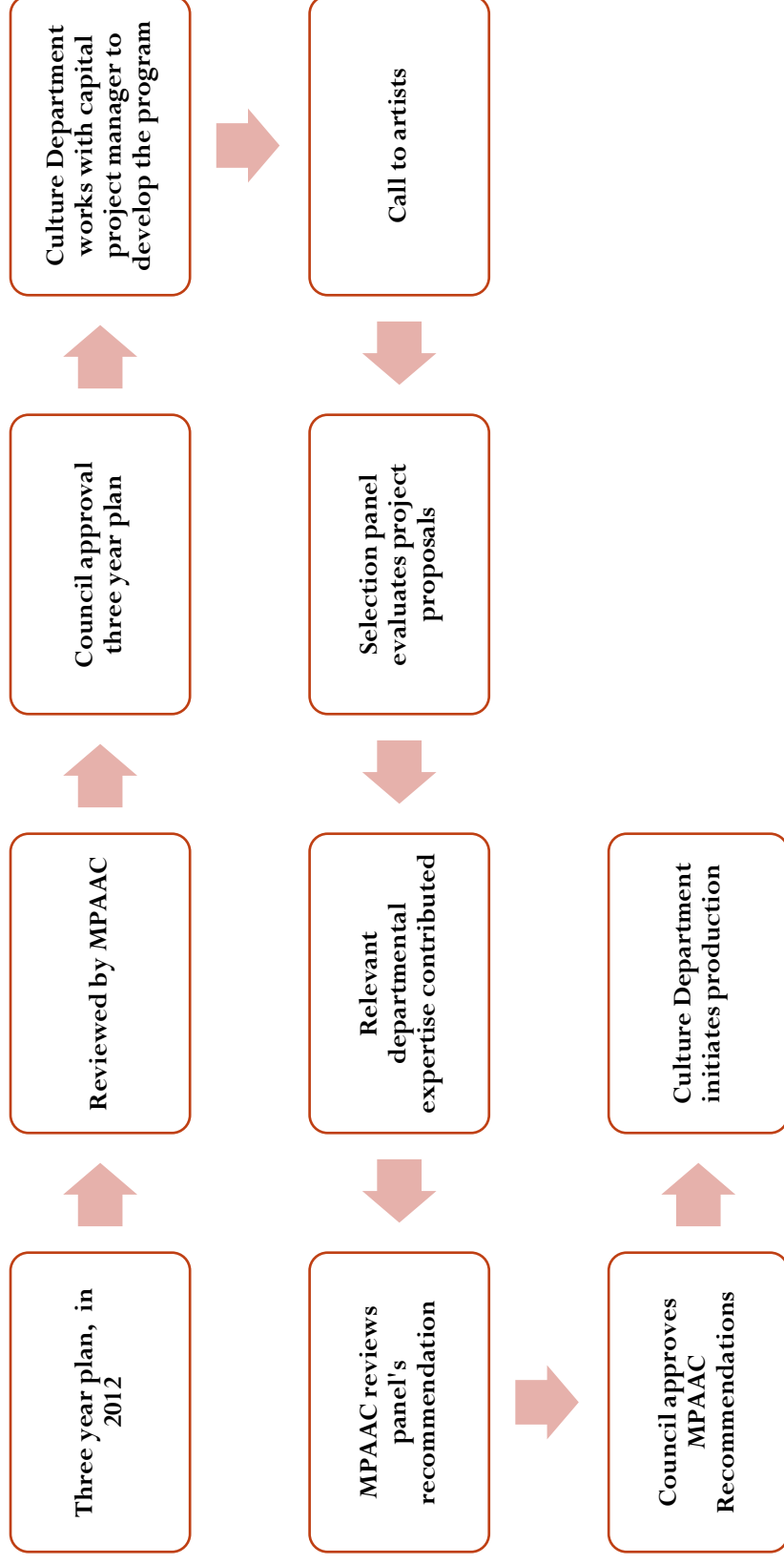
- Took draft policy to Developers Round Table
- Commit to review in three (3) years
- Policy to be consistent with GTA cities with a public art program

Public Art Process in line with Construction Project

Roles:

- Concept and site location – Council
- Public input – Advisory Committee
- Creative process - Artist
- Evaluation – Selection Panel
- Construction – project management –Markham / Asset Management and Culture Department
- Maintenance and conservation –Culture Department / Markham

Flow Chart



Markham Public Art Advisory Committee (MPAAC)

- Assists in setting a vision and objectives for the Public Art program
- Advises Markham on the following:
 - Helps Markham enliven its city spaces and public parks with public art
 - Ensures that Markham's diverse communities are involved and engaged
 - Anticipates and influences policy, actions and approaches for the placement of public art on public lands
 - Reviews the public art plan

Pan Am Opportunity



Thornhill Opportunity



Civic Centre Opportunity



Pomona Mural Project

- The project was designed as a mentoring project:
 - Professional development offered to regional artists
 - Small honorarium were offered to artists in recognition of their contribution
 - Working studio and material provided through the Public Realm project budget at the Varley Art Gallery
 - Expertise was brought to the project via the weekly presence and supervision of the mentor who facilitated the team work
 - Project provided a social context within which to work as professional artists in their own community
 - The artists created their own community as artists in Markham through the collaborative work process.

Pomona mural in progress

Sylvia Chang at work



Frankie Ip at work



Priorities associated to the Public Art Policy

- To include Public Art as part of Markham's Official Plan
- To bring public art as part of the Development application process under Section 37 agreements or other terms within those agreements, Master Plans and Urban Design Guidelines
- To plan for the siting and implementation of public art as a condition for site plan approval for eligible projects

Next steps

- Public Art Policy to General Committee April 23
- Markham East Community Centre - in 2012 (funded by project budget)
- \$60,000 for Markham Museum arrival area –in 2012 (funded from 2011 public art budget)
- Develop Markham's 3 year plan completion in fall 2012
- Identifying major opportunities e.g. Pan Am
- Review policy in three years

Discussion

- Questions: