

Parks & Recreation Department

TO: Community Services Committee

SUBJECT: Public /	Art Projects -	- Alton Community Ca	mpus	
Report Number: PR-42	·-12	File Number(s): 960-0)3	
Report Date: October	3, 2012	Ward(s) Affected: 1	□ 2 □ :	3 □ 4 □ 5 □ 6 □ AII ⊠
Date to Committee: Oc	tober 24, 201	2 Date to Cou	uncil: N	November 5, 2012
Recommendation:	Authorize \$25,000 to be transferred from the Public Art Reserve Fund to capital order PD0172 to support the intended use and commissioning of public artwork for the Alton Community Campus project (Norton Park) as outlined in Parks and Recreation Department report PR-42-12; and			
	Authorize \$10,000 to be transferred from the Public Art Reserve Fund to capital order CC0015 to support the installation of Hanson Brick public art donation in the community centre in Alton.			
	Authorize the Mayor and City Clerk to enter any agreements prepared to the satisfaction of the General Manager of Community Services, City Solicitor, and Director of Parks and Recreation, required to support the projects outlined in Parks and Recreation Department report PR-1-12.			
Purpose:	☐ Establis☐ Respond☐ Respond	s goal or action in strate h new or revised policy d to legislation d to staff direction s other area of responsil	or serv	
Reference to Strategic Plan:	☐ Exceller Strengthen to	Neighbourhoods nce in Government he balance of arts, cultund nd quality of life.		Prosperity N/A sport to build economic
Background:		City's Public Art Master		ras approved. The sites for future public art

initiatives. Funding through a variety of sources is placed in a reserve fund to implement future art initiatives. As specific projects are considered and refined, Council approval for the utilization of the reserve funds is required.

The Alton Community Campus was a significant site identified in the Master Plan. The purpose of this report is to seek Council approval to access funds in the reserve to support two public art initiatives in the Alton Community Campus.

With the Alton Community Campus project being identified as a priority project in the Public Art Master Plan, the Public Art Development Implementation Team recommended moving forward with 2 public art bus shelters on the site with Public Art Report PR-01-12. Council did not approve this project and directed staff to report back with more information about this project and/or other potential public art projects for this site. This report is addressing this Council's direction.

HANSON BRICK DONATION:

In May of 2012 Hanson Brick expressed an interest to donate a number of ceramic works to the public art collection. Council directed staff to contact Hanson Brick regarding the possible collection donation (SD-5-12). The Public Art Manager attended a site meeting at Hanson Brick to conduct an initial assessment of the works and to meet with the Vice President of Hanson Brick. The works, manufactured from fired clay, were created by a Hanson Brick employee over a period of years as their onsite artist in residence without a custom project or specific site in mind.

Discussion:

NORTON PARK:

As a result of follow up discussions regarding the Alton Campus art project, Public Art Development Implementation Team (PADIT), is supporting a smaller-scale piece and is recommending that a community mural project be pursued. The Art Manager has identified a large concrete wall (approx. 6 m X 4 m) located in Norton Park as an ideal site for this kind of project. The project would be led and executed by a professional artist but would incorporate an extensive amount of community participation (i.e. users of the park/skateboard park, students, library users, etc.). Members of the community would not only be invited to participate in formulating the design concept of the mural but will also help to paint the mural itself (under the guidance of the artist). To further encourage community buy-in and participation, the artist call for this project will be limited to Burlington artists only.

HANSON BRICK DONATION:

In total there are approximately 15 works that are being offered as a donation to the City's public art program. These art pieces range in scale and subject matter with a strong focus on children, literacy and play. They are manufactured from fired clay. PADIT has identified and recommended one of the pieces of this collection to be used for the community centre in Alton. The public art piece is called "Olympia" and it is an amateur sports themed ceramic relief work with a size of 37.75" x 79" x 3.5" (w-h-d). See appendix A for the specifications and the condition assessment of the piece.

This piece was selected in collaboration with the Project Management Team for the Alton/Norton Development Project. City has also consulted with Burlington Library and the Halton District School Board. Based on the condition report, the piece is in good form and can be accepted provided the installation team handles the works professionally.

The specialist is still working on the Condition Reports for the other works. Staff are currently exploring other sites and installation methods for pieces in the collection with consideration for which works most accurately reflect a thematic connection to various sites. The Burlington Public Library are currently considering a smaller art piece, which depicts a child reading, to be placed or in proximity to the Library in Alton. As appropriate, staff will make recommendation to Council for accepting other donations from Hanson brick.

Strategy/Process

NORTON PARK:

Preliminary Timeline:			
October 2012	Project approval; meet with Steering Committee		
Nov/Dec 2012	Release Request for Proposal		
January 2013	Request for proposal due		
February 2013	Jury Selection		
March 2013	Contract artist/project orientation with public art		
	managers/Steering Committee		
April 2013	Artist works with youth / community to develop concept		
	proposal		
May/June 2013	Artist presents concept proposal		
June/July 2013	Installation		

HANSON BRICK:

Preliminary Timeline:			
October 2012	Project approval		
Jan/March 2013	Prepare Art		
May 2013	Prepare Wall		
June 2013	Transport and Install Art		

Financial Matters:

Public Art Reserve

The following table outlines the costs for the two projects above:

Location	Project Cost
Norton Park Mural	\$25,000
Hanson Donation at	
the Community	\$10,000
Centre in Alton*	
Total	\$35,000

^{*}Not appraised yet

MURAL:

The average cost for a professional mural ranges between \$35 - \$70 per square foot (depending on the complexity of the piece and skill/profile of the artist). The request for \$25,000 is based on a \$50/sq. ft. due to the level of complexity presented by the community engagement component of this project. Since the painting of the mural will occur over a period of at least 1 week and will be located in an open park area, this could leave the artwork at risk for vandalism. For this reason, we have budgeted funds for overnight security. An anti-graffiti sealant coating will be applied to the finished mural to protect the artwork.

Total Financial Impact

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\$3,500
\$2,150
\$550
\$800
\$3,000
\$15,000

HANSON BRICK DONATION:

The Alton Project Management Team recommends an amount of \$10,000 be transferred from the public art reserve fund to cover the costs of transporting, installing and applying an anti-graffiti sealant coating to the "Olympia" work. The budget is below, and does not include the commissioning of works since this is a donation. A charitable donation receipt will be issued to Hanson Brick in compliance with report number F-26-12 Charitable Donations Receipt Policy.

Total Financial Impact

TOTAL	\$10,000
Maintenance Reserve	\$2,000*
Appraisal	\$1,000
Install and Frame	\$3,300
Reinforce Wall	\$3,000
Structural engineer design of wall	\$700

^{*}Estimate, pending appraisal completion.

Source of Funding

The funding for the implementation of Alton Community Mural project and for the installation of Hanson Brick donation will come from the public Art Reserve Fund as outlined in Council direction from PR-1-12. Total uncommitted balance in the Public Art Reserve fund as of June 30, 2012 is \$294,608.

Environmental Matters:

The Norton Park Mural project and the community centre "Olympia" Project will be reviewed to ensure a fit with the COB Environmental Management Plan.

Communication Matters:

The Public Art Managers and the Community Development Planner will ensure the community is aware of the Public art components. Community will be invited to provide input and participate in decision-making of the new mural piece. The Public Art Manager and the Planner will work with Community Relations staff (Clerk's department) to unveil the artwork process of both projects and will make sure that the donor receives the appropriate recognition from the City.

Conclusion:

The Norton Park Mural and the Hanson Brick donation piece present an exciting opportunity to incorporate small scale public art into neighbourhoods and to involve the community. By implementing these two projects in the Alton Community, we identify and reinforce the importance and appreciation of art within this neighbourhood and the broader community.

Respectfully submitted,

Angela Paparizo
Planner, Community Development
905-335-7600 x7352

Denise Beard Manager, Community Development 905-335-7600 x7518

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Appendices:		A. Condition Assessment – "Olympia" B.					
Notifications: (after Council decision)		Name			Mailing or E-mail Address		
		Kim Sopko		(Communication Advisor		
Approvals: *required	*Depart	ment Cit	y Treasurer	Genera	al Manager	City Manager	
		To be completed by the Clerks Department					
Committee Disposition & Comments							
	01-Approved	02-Not Approved	03-Amended	01-Peferred	06-Pacaivad &	Filed 07-Withdrawn	
Council	01-Approved	02-Not Approved	03-Amended	04-Neielleu	00-Received &	Filed 07-Williami	
Disposition & Comments							
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