



COMMUNITY SERVICES – RECREATION & CULTURE
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November 2, 2016

**COMMUNITY SERVICES REPORT – RECREATION & CULTURE
REPORT # 2016-28**

TO: Committee of the Whole
SUBJECT: Old Town Hall Public Art Installation
ORIGIN: Community Services – Recreation and Culture

RECOMMENDATIONS

THAT Community Services – Recreation & Culture Report # 2016-28 dated November 2, 2016 regarding a Public Art Piece installation at Old Town Hall be received and the following recommendation(s) be adopted:

- 1. THAT Council authorize the installation of a Public Art Piece at Old Town Hall under the conditions set forth within the report.**

COMMENTS

Background

The Cultural Master Plan identifies a number of cultural initiatives to be implemented over the course of the next ten years. A key component identified is to “create a public art program based upon accepted practice in municipal public art”. Community Services – Recreation & Culture and Development & Infrastructure Services – Planning collaborated on the initiative to develop a Public Art Plan and Policy representing best practices of municipal public art for the Town of Newmarket. In June, 2014 Council adopted the Town of Newmarket’s Public Art Plan and Policy (Report #2014-17).

On October 25, 2014, the Town of Newmarket advertised a call for artists for an Outdoor Public artwork in front of the Old Town Hall. The call invited Canadian artists to participate in a two-stage proposal submission to create an exterior public art piece located on the Northeast corner of the Old Town Hall. The budget for this art project was a total of \$75,000 (HST included) which included but was not limited to artist fees, insurance to cover scope of the project, materials, design, fabrication, transportation and installation with \$10,000 of that total set aside for ongoing maintenance.

As this was the first time issuing an RFP for public art under the new Public Art Plan and Policy, a number of lessons were learned. After extensive review and identification of opportunities for improvement with the Public Art Policy and Plan, a decision was made to cancel the RFP and re-issue after the Plan and Policy was amended. In October 2015, Council reviewed and approved amendments to the Public Art Policy and Plan (Report #2015-33). These amendments included:

- That Council would be given opportunity to approve the theme of the art piece in advance of issuance of an RFP
- That a jury would be formed comprised of 3 staff members, 3 professional artists and 1 community member representative (preferably a resident living in close proximity to the location of installation)
- The jury would then narrow submissions down to two finalists. The finalists work would then be shared with the public with the selection being done through a public vote

Conditions for Old Town Hall Public Art Installation

The North East Corner continues to be a priority site for the installation of a piece of public art given the high visibility and central location in the cultural hub of Newmarket. As such staff are recommending pursuing installation of a public art piece as per the conditions outlined below:

Project Theme: "Time":

This piece would contain a functioning clock while also paying tribute to the various ways in which people have spent their time at Old Town Hall over the last 100 + years and are imagined over the next 100 + years. While time is abstract and elusive, the various time keeping devices developed over the ages reveal particular attitudes and values. This piece will reflect attitudes and values around community, unity, celebration. Artists, architects and industrial designers will be invited to address these faces of time, to circumvent the spinning hands of time or simply gauge time in new ways.

Project Budget: \$65,000 (+ an additional \$10,000 for ongoing maintenance)

Council previously approved a total budget of \$75,000 for this project. This will be the budget utilized for this project.

Project Location: Northeast Corner of Old Town Hall Property

This location already has necessary infrastructure (ie. power) to support installation of a piece.

Project Size: 6 ft by 12 ft

The project may vary in size but shall not exceed a height of 12 ft. The width of the project will not exceed 6 ft.

Additional Considerations:

This will serve as a gathering and meeting place for individuals and groups. As such, the project may want to incorporate seating or other forms of gathering places.

Project Timeline:

Item	Dates
Report to Council to begin the process	Mid November, 2016
Open Call for Artists	Issued by December 1, 2016
Artist Submission Date	January 31, 2017
Jury Selection Completion	January 15, 2017
Jury Evaluation	February 17, 2017
Public Vote	March 17, 2017
Award Public Art Piece	April 1, 2017
Production of Public Art Piece	Spring, 2017
Unveiling of Public Art Piece	Post Completion of Art Piece

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Living Well

- Emphasis on active lifestyles and recreational opportunities

Well Balanced

- Recreational facilities and services
- Events that help shape identity and contribute to community spirit

CONSULTATION

Extensive consultation was done to develop the Public Art Plan and Policy. Further extensive consultation will happen during the voting phase of the project.

HUMAN RESOURCE CONSIDERATIONS

Not Applicable.

BUDGET IMPACT

Capital Budget

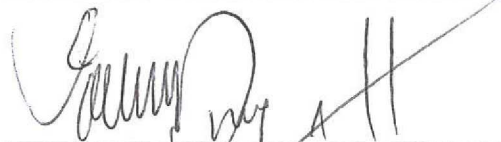
As identified, the \$65,000 was previously approved for the development of a public art piece in this location.

CONTACT

For more information on this report, contact: Colin Service, Director Recreation & Culture, at ext. 2601 or cservice@newmarket.ca.



Colin Service
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