

Private Developer Public Art Guidelines

Introduction

Public art makes Port Moody beautiful, aesthetically pleasing, and interesting. It builds our community by enhancing our quality of life, contributing to economic development and helping us celebrate our rich history. It brings art to life for our citizens in many everyday settings. Public art shows our commitment to artists and to providing our citizens with access to art from British Columbia, Canada, and around the world.

The purpose of the Private Developer Public Art Guidelines is to assist private developers in making valuable contributions to public art in the City of Port Moody.

Questions regarding these guidelines may be directed to Devin Jain, Manager of Cultural Services, 604-469-4689 or djain@portmoody.ca.

Background – Public Art Policy

Port Moody City Council approved its current [Public Art Policy](#) in 2014.

The goals of the Public Art Policy are to:

- incorporate and integrate permanent public art installations into the planning, design, and execution of civic and private development projects;
- include temporary installations of artwork where possible;
- ensure compatibility with the City's Official Community Plan and development aspirations;
- contribute to the quality of life in Port Moody and act as a stimulus for the City's economic development and cultural tourism;
- ensure that the public art collection represents a diverse variety of artistic mediums and cultural expression while incorporating excellence, quality, and innovation;
- ensure that the competition and selection process is informed, fair and open;
- encourage community members to participate in the public art process; and
- make art accessible to the public through everyday projects.

The Policy encourages private developers to contribute to the City's Artwork Reserve (funds held for the purchase of public art), or to install public artwork on the property being developed.

Private Developer Public Art Guidelines

In cases where a developer chooses to install public artwork on the property being developed, the following points should be considered:

1. Developments that would benefit from public art include multi-family residential and non-residential buildings.
2. Locations for public art should be chosen such that they allow for visibility and accessibility by the general public.
3. The suggested value of a developer's artwork is a minimum of .5% of the estimated total project construction costs, excluding the value of the land on which the project is to be constructed, the value of offsite servicing for the development, and the development project's soft costs such as administration, professional and legal fees, furnishings, development cost charges, and permit fees.
4. Developers are encouraged to seek input from the City of Port Moody Arts and Culture Committee with respect to the type of artwork being proposed.
5. The developer should include language in the strata agreement that outlines the responsibility and requirement of the strata to maintain the public art piece as they would any other amenity in the complex.

Public Art Siting

Locations designated for the installation (current or future) of public art projects should meet the following criteria:

- high visibility and safety for pedestrians and/or motorists;
- proximity to high pedestrian activity (e.g. active retail areas), transit stops (especially those serving high ridership routes), places of public gathering, public open spaces, and recognized pedestrian routes;
- when possible, locations should present opportunities to expand on existing or future public artworks as part of an existing or proposed multi-artwork concept; and
- when possible, locations should be places of special heritage or community significance.

Given these criteria, indoor areas are usually deemed unsuitable; however, if sited indoors, the artwork must offer the general public a free and uninhibited experience during normal business hours.

The designation of public art siting location(s) should be indicated on the appropriate document(s), e.g. public art plan, development permit, building permit drawings.

Public Art Plan and Design

The developer or their designate (public art consultant) will meet with City staff to review the Public Art Policy goals and the steps and stages of the public art process, and discuss preparation of a Public Art Plan as applicable to the development project.

The Public Art Plan consists of three steps:

1. The developer or designate prepares a preliminary Public Art Plan proposal, i.e. a two-to-three page proposal identifying estimated budget, public art opportunities, timeline for artist participation, and terms of reference for site and artist selection.
2. The developer or designate prepares a detailed Public Art Plan describing the selected public art site(s) and concept; artist(s); budget allocations; project schedule, construction, installation, and documentation; public participation proposed; progress reports; anticipated needs for property dedication or encroachment; and proposed maintenance plan.
3. The City of Port Moody's Cultural Services staff will review the Public Art Plan for:
 - a. proposed method of artist participation;
 - b. terms of reference for artist;
 - c. site selection process;
 - d. budget allocations within the project; and
 - e. public consultation or participation process (i.e. selection committee, jury or commission)

The detailed Public Art Plan is reviewed by the City of Port Moody and approved prior to issuance of the Development Permit Application, or initiation of the public art project.

Maintenance

Artwork created on private property must remain accessible to the public at no cost and be maintained in good repair by the owner(s) of the development. In the event the artwork is damaged beyond repair, or becomes ineffective for reasons other than the owner's failure to maintain it, or in the event the work becomes an unreasonable burden to maintain, application to allow its removal or relocation may be made in a manner consistent with decommissioning procedures established by the City of Port Moody.

Public Art Documentation

A project is deemed completed when a Final Report is submitted to, and accepted by, City staff. The following documentation must be filed with the City at the completion of the public art project:

- biographical details about the artist(s);
- an artist statement and specifications about the artwork;
- six good-quality, high-resolution, detailed images showing the artwork in context and close-up;
- other related materials as needed to reveal the artwork and/or artist intentions (e.g. film, video clips, print/digital materials, etc.); and
- a copy of the artist's maintenance plan.

Key Terms

Private developers may find the following key terms useful as they develop their Public Art Plan:

Artwork:

Artist-made creations or collaborations in any medium, for example; sculpture, ceramic, glass, film, video, fabric, painting, environment, landscape, photography, etc.

Artist:

As the creator, the artist is a catalyst and manager of a creative process resulting in a finished product. This product is in response to physical and/or social, historical, and conceptual issues.

Those involved in the development project team (e.g. architect, landscape architect, and engineer) are not permitted to apply to be the artist as defined above.

For the purposes of the Private Developer Public Art Guidelines, the definition of "artist" adheres to the Canada Council for the Arts definition of a professional artist, visual and fine craft artist, or practitioner of architecture.

Art Consultant:

An art consultant is an advisor to the developer on art siting, selection, and artist-related issues. Consultants should have a broad knowledge of current art-making practices and of artists able to work in public and development contexts. The City of Port Moody encourages developers to work with an art consultant for their public art plan.

Public Art:

Public art is defined as artwork in the public realm, which is accessible physically or visually to the public and possesses aesthetic qualities.

Artwork Reserve:

The City fund which reserves financial contributions from public and private sources for Public Art Program purposes.

Public Realm:

The public realm includes the places and spaces (e.g. building facades, parks, public open spaces, streets) that provide physical or visual access to the general public.