



CITY OF WOODSTOCK POLICY MANUAL

Subject:	Public Art Policy
Policy Number:	CS013
Revision:	01
Approved by Council:	November 16, 2017
Amended:	July 14, 2022

Statement of Principle

To outline a process and procedure for the selection, installation and maintenance of public art in/on municipally owned public space.

Policy Statement

Public art holds the power to tell our stories, celebrate our history, commemorate important events, provide unique attractions for citizens and visitors, as well as create spaces for engagement and the fostering of civic pride. The goal of this public art policy is to direct the integration of artwork into public spaces. Public art reflects the identity of Woodstock, gives voice to communities and builds relationships between diverse groups. Public art gives meaning to a place by interpreting the social, historical, cultural and natural environment. Better quality of life, increased social cohesion, good urban design, broad community involvement, increased potential for economic development and public access to the arts are some of the intended benefits of this policy.

Guiding Principles

This Public Art Policy shall uphold the following principles:

- Public Art is accessible to all citizens by providing opportunities for participation that are equitable and inclusive;
- Public Art projects shall be chosen in a fair and equitable manner;
- Public Art projects shall be chosen on the basis of artistic merit and standards of excellence reflective of a wide variety of creative expression;
- Public Art projects shall foster cultural links through the promotion of opportunities for community development, engagement and partnerships;
- Public Art projects, both existing and new, are provided with adequate resources to be maintained and preserved for future generations.

Definitions

Public Art

Public Art is an artistic expression that is acquired by the City of Woodstock and displayed in municipally owned public space (both interior and exterior). Public Art may include, but is not limited to the following:

- sculptures;
- murals;
- memorials, monuments or artifacts;
- fountains or water features;
- special engineering or architectural features of new and existing capital projects;
- community art projects related to neighbourhood beautification.

Public Art may be integrated into the design of a site, buildings and landscapes in publicly accessible and visible areas of a site. The areas can include walls, floors, and ceilings or other publicly accessible open spaces such as plazas, forecourts, courtyards, colonnade or setbacks.

For the purposes of this policy, Public Art does not include the following:

- directional elements such as signage or colour coding;
- playground equipment;
- landscape architecture or landscape gardening;
- temporary displays or exhibition of artwork including community exhibition and display spaces operated by the Cultural Services Department;
- fine art collection stewarded by the Woodstock Art Gallery;
- easily moveable artworks such as paintings and drawings;
- special events;
- graffiti management;
- archaeological, archival and museum collections/exhibitions stewarded by the Woodstock Museum National Historic Site;
- Commemorations that are not created by an artist and/or sited in public space;
- plaques, archival collections or heritage assets already supported by other committees and policies;
- artworks not owned or acquired by the City of Woodstock but displayed on municipal property through an agreement with the owner of the art;
- work on private land; and
- public art in City of Woodstock's facilities and on City of Woodstock's property that are leased or licensed to another party. Public Art in facilities that are excluded from this policy are the responsibility of the organization occupying the facility.

Public Space

Municipally owned public space is considered to be any area frequented by the general public that is owned, maintained, operated or occupied by the City of Woodstock. Municipally owned public space includes, but is not limited to, parks, road allowances, tunnels, boulevards, streets, courtyards, squares, and bridges, as well as building exteriors, foyers, concourses and significant interior public areas of municipal buildings.

Artist

A person who is critically recognized as an artist, possesses skill, training and/or experience in his or her artistic discipline; is active in and committed to his or her art practices, has a history of

public presentation; and who is not exempted by the Conflict of Interest provision contained herein.

De-accession

De-accessing is the formal process of permanently removing an artwork from the City's Public Art Inventory.

Acquisition

Acquisition is the formal process of the acquiring of public art through commission, purchase, donation, loan, or lease.

Scope

This policy covers all of the City of Woodstock's neighbourhoods. It supports the development of partnerships with the general public, the arts community, and with institutional and private sector partners. This policy affects the following City departments: Culture, Parks and Recreation, Economic Development, Treasury, and Engineering.

Acquisition of Public Art

The acquisition of Public Art is subject to the Woodstock Art Gallery's Collections Management Policy and is exempt from Chapter 0376 Procurement of Goods and Services policy. Public Art acquisitions must be conducted in accordance with the guiding principles and processes outlined in this policy. Works may be acquired through any of five methods: commission; purchase; donation; loan; or lease. Acquisition of Public Art rests with the Woodstock Art Gallery within the Cultural Services Department. Elected officials and City departments agree to adhere to the acquisition processes in this policy and not acquire works outside of this process.

The City will use a wide range of commissioning methods and can seek opportunities to engage the community through these processes and other programs, for example; educational events, workshops, lectures, and mentorships.

Installation and Acceptance

The responsibility for the installation of Public Art acquired will be identified, in advance, through the agreement of purchase, commission, donation or rental contract. All acquired Public Art will be condition-reported upon receipt by the City of Woodstock staff who is managing the public art acquisition, and any problems found will be referred to the artist(s)/installer/lender for resolution as appropriate.

The City of Woodstock may acquire Public Art through, commission; purchase; donation loan and lease.

The process for the commission or purchase of Public Art should:

- attract Professional Artists from a variety of artistic disciplines;
- be transparent, fair and equitable;
- encourage opportunities for learning, participation, and experimentation in arts and culture; and;
- incorporate and integrate Public Art into the planning, design and execution of selected civic development projects.

Public Art shall be selected on merit through a process informed by expertise and community input.

Proposals for the acquisition of Public Art shall be solicited and received through:

- open competition;
- invited competition;
- direct award;
- through application/ submission to the Cultural Services Department and/or Parks and Recreation Department.

Donations, Loans and Leases

The City of Woodstock recognizes that individuals or organizations may wish to make donations, loans or leases of Public Art. All proposed donations, loans or leases will be subject to the Woodstock Art Gallery's Collections Management Policy.

Associated Donation, Loan or Lease Costs

Unless waived by the City, the donor and/or owner of the work is responsible for all costs including, but not limited to:

- appraisal or evaluation by a certified specialist;
- photographs for inventory and insurance purposes;
- transporting the artwork;
- 10% of the value of the artwork to cover future maintenance and conservation (more for artwork deemed to be subject to a high maintenance cost); and
- any costs associated with the engineering, site planning and preparation and installation of the artwork.

These costs will be collected at the time of the signing of the deed of gift, loan and/or lease agreement.

The final selection shall be by way of a jurying process coordinated by the Art Gallery municipal staff, the Collections Committee of the Woodstock Art Gallery and a municipal staff technical committee consisting of representation from the Parks and Recreations, Engineering, Economic Development and Police Department. Feedback from the City's Accessibility Committee will also be sought.

Gifts, donation and bequests of Public Art shall also be reviewed by the Art Gallery staff, the Collections Committee of the Woodstock Art Gallery and a municipal staff technical committee (with a mix of staff department representation as mentioned above). These committees will assess artistic merit, site suitability, context, durability, maintenance requirements, financial implications, public safety, and conformance with existing building codes, regulations, laws and by-laws as applicable, prior to designation or acceptance of any public art.

Upon the completion of this review process recommendations will be made regarding acceptance or decline of any commission, purchase donation, loan, or lease of Public Art.

Collections Management, Maintenance and De-accessioning

Collections Management

The City of Woodstock's Public Art capital projects, both Stand-alone and Integrated Art, and donations of permanent Public Art will be included in the Public Art Collection, a collection pillar of

the Woodstock Art Gallery's permanent collection. These works will be managed following the Woodstock Art Gallery's Collections Management Policy, including an inventory to be maintained within the Gallery's collections management system. This information will include locations and maintenance procedures for each work of Public Art, and will be accessible to relevant departments as needed.

Temporary Public Art, Street Art, Public Art Platforms, and Community Arts will not be included in the Public Art Collection. Public Art created through private development will only be included in the Public Art Collection in cases where the City has agreed to acquire the piece within the collection and where the art is sited in a City-owned public space or building.

Identification

After final acceptance of the Public Art by the City of Woodstock, the City shall, at its expense, prepare and install at the Public Art site, or in the surrounding area, a plaque or other signage that identifies the artist, the title of the artwork and the year of completion. The City shall reasonably maintain such notice in good repair against the effects of time and the elements.

Maintenance and Conservation

Work in the Public Art Collection will be maintained and conserved by the City of Woodstock as per the Maintenance Plan agreed by the artist and the City at the time of the acquisition.

Stand-alone Art

The Director/Curator of the Woodstock Art Gallery will be notified if staff/public notice vandalism or other maintenance needs on a work of art. Where a building/space that includes integrated art is undergoing renovations or redevelopment, the relevant department shall alert the Woodstock Art Gallery's Director/Curator.

Art Integrated into a Building or Space

The relevant department shall clean and maintain the artwork as per the artwork's Maintenance Plan. Maintenance to be equal to the service level of the rest of the facility. The department shall contact the Director/Curator of the Woodstock Art Gallery where there are any questions regarding appropriate maintenance and cleaning procedures for the integrated art. Costs for regular maintenance of the integrated art in the Public Art Collection will be covered by the department responsible for the building/space. Where a building/space that includes integrated art is undergoing renovations or redevelopment, the relevant department shall alert the Director/Curator of the Woodstock Art Gallery.

Alteration or Relocation

Due to the changing nature of urban and built environments, the location of an artwork may, in time, no longer be appropriate to the context, and the City may determine that the artwork shall be relocated. Where this is the case, the City of Woodstock will notify the artist of any proposed significant alteration to the Public Art site or any relocation of the artwork that would affect the intended character and appearance of the art. The City will endeavor to contact the artist to consult with them prior to any such alteration but will not be bound by the artist's advice. Where the artist does not agree to the change, the artist has the right to renounce authorship of the artwork.

Transfer, Disposal and Deaccession

Transfer, disposal and deaccession of the Public Art Collection will be as per the Woodstock Art Gallery's Collections Management Policy. The City of Woodstock has the right and responsibility to deaccession Public Art. All reasonable efforts shall be made to resolve problems or re-site the Public Art, in consultation with the artist and/or donor, where appropriate. Reasons for deaccession include, but are not limited to:

- endangerment of public safety;
- excessive repair, maintenance or irreparable damage;
- inaccessibility;
- site redevelopment.

Conflict of Interest

Staff of the City of Woodstock and members of the Collections Committee of the Woodstock Art Gallery shall declare a conflict of interest and remove themselves in all cases from a selection process in which he or she is involved either directly or indirectly.

Roles and Responsibilities

Woodstock City Council

Woodstock City Council will be responsible for:

- Acting as an ambassador for the promotion of art in public spaces in the City;
- Approving the Public Art Policy and any future changes as desirable;
- Authorizing expenditures related to Public Art acquisition and maintenance.

Management

Council designates the shared custody and management of the Public Art Collection to the Cultural Services and Parks and Recreation Department.

Revision Date	Rev #	Particulars
July 14, 2022	01	Added definitions and additional language around the acceptance and collections management of public art.