



Town of Cochrane Policy

Policy No.:	1202-01
Policy Title:	Public Art Policy
Approval Date:	February 26, 2007
Revision Date:	
Department:	Community and Protective Services

Policy Statement:

The Town of Cochrane recognizes that Culture & the Arts contribute to a healthy quality of life of its citizens. It promotes a strong and vibrant cultural environment and provides a sense of identity and belonging to the arts community. Arts and Culture serves as a viable tourist draw and generates excellent opportunities for economic development for Cochrane and area.

This Public Art Policy consists of goals, definitions and policies to the acquisition, maintenance, funding and promotion of Public Art.

1. Reason for Policy

- 1.1 The arts are an innate part of human nature. Access to and participation in the arts is integral to a healthy community. Historically the Town of Cochrane has demonstrated a strong commitment to the arts through various programs, events and initiatives. Further development of the arts will affect the community in a fundamentally positive way.
- 1.2 The Public Art Policy encourages the private and non-profit sectors to support the integration of Public Art works into the community. This may be achieved through the inclusion of Art Works in new and existing developments, gifts of artwork to the municipality, sponsorship of art production, and partnerships with community groups.
- 1.3 The purpose of this policy is to guide the placement of all Public Art Work (including statues, murals and memorials) which are to be located in parks, municipal facilities, municipal open spaces and streets. Artwork must be located in areas offering the public a free and unobstructed experience of the work, with preference given to areas providing the greatest opportunities for interaction. If sited indoors, the artwork must offer the general public a free and uninhibited experience during normal business hours.
- 1.4 The establishment of a Public Art Program begins the process towards increasing community awareness, understanding and acceptance of

Public Art as an important component of the Town's environment. The Public Art Program will enable community participation in the building of public space, greater public access to the ideas generated by contemporary art, and the citizens to take pride in public cultural expressions.

- 1.5 To help establish and encourage new artists as well as acknowledging the works of artists who have spent years to achieve their works.
- 1.6 To ensure that the process for acquiring Public Art is fair and equitable.
- 1.7 To protect and maintain art in the Town's collection.
- 1.8 To make space available for Public Art.

2. Related Information

3. Definitions

- 3.1 Acquisition of Public Art is acquired through procurement, commissioning and donations. The policies for acquisitions have been developed to ensure open, fair and equitable competitions, while at the same time ensuring that a quality art collection is collected and displayed.
- 3.2 Artist means a painter, sculptor, designer, fabricator, performer, technician or craftsman who creates Art Work.
- 3.3 Artist as a Maker as creator, the artist is a catalyst and manager of a creative process resulting in a finished product. This product may be transitory, or permanent in response to physical and or social, historical and conceptual issues.
- 3.4 Artist as a CCA&CC (Cochrane Community Arts and Culture Committee) Member and as a jury selection panel member must have an art education, through which knowledge of aesthetics and technical processes would benefit a final product. Circumstances where education is undocumented, recognition by professionals in the field is essential. The artist must have had practical experience in the creation of Art Work.
- 3.5 Art Work may be permanent, semi-permanent, functional or temporary, and include all forms of art conceived in any medium, material, performance, media or combination thereof, including but not limited to: Civic infrastructure and furnishings (gates, streetlights or signage), sculpture, kinetic works, landscaping, murals paintings, drawings, fiber

works, neon, glass, photography, prints, parades, and tableaux, vignettes or creative displays of an artistic/informational nature which interpret the heritage significance of a building or site. Art Work or Public Art does not include illegal practices and their destructive results (i.e. tagging and uncontrolled graffiti).

- 3.6 Collection in the context of this policy refers to products of the arts and crafts (including but not limited to; sculpture, in any material or combination of material whether in the photographic, film, and video tape, bas-relief, high relief, mobile, fountain, kinetic or electronic, painting, drawing, print, crafts in any combination of the above forms of media) and or architectural embellishments such as ornamental surface treatment, special lighting, etc. plus statues, monuments and memorials in the Town of Cochrane which are owned by the municipality.
- 3.7 De-Accessioning is the process whereby the municipality will determine whether to remove a piece from the Municipal Art Collection. It will be done in co-operation with the CCA&CC and the Town of Cochrane.
- 3.8 Public Art means original works of art (in any medium or discipline, permanent or temporary, placed or incorporated in indoor or outdoor public places) designed for a specific site or integrated into their surroundings for the enjoyment or enrichment of the public without a direct cost. Public Art may also include statues, civic monuments and memorials.
Public Art means visual works of decorative or functional purpose which include, but are not limited to: sculpture (in any material or combination of materials, whether in the round, bas-relief, high relief, mobile), fountain (kinetic/electronics), murals, mosaics, fiber works, photography, glass works, paintings, or other art forms in any material or combination of materials. Architectural embellishments such as ornamental surface treatments, street inlays or landscaping features with artistic intent . Public Art includes art purchased, commissioned or received through the Public Art Program.
- 3.9 Sustainable in relation to Public Art or Art Work means work capable of lasting in good condition for the intended duration of their display for temporary pieces and capable of enduring indefinitely, with proper maintenance and restoration for permanent pieces.
- 3.10 Content of Project Brief serves as a projects terms of reference.

4. Responsibilities

- 4.1 Town Council to:

- 4.1.1 Approve by resolution this policy and any amendments.
- 4.1.2 Consider the allocation of resources for successful implementation of this policy.
- 4.2 Chief Administrative Officer to:
 - 4.2.1 Implement this policy and approve procedures.
 - 4.2.2 Ensure policy and procedure reviews occur and verify the implementation of policies and procedures.
- 4.3 Directors of the Department to:
 - 4.3.1 Ensure implementation of this policy and procedure.
 - 4.3.2 Ensure that this policy and procedure is reviewed every three years.
 - 4.3.3 Make recommendations to the Chief Administrative Officer of necessary policy or procedure amendments.
- 4.4 Supervisor to:
 - 4.4.1 Understand, and adhere to this policy and procedure.
 - 4.4.2. Ensure employees are aware of this policy and procedure.
- 4.5 All Employees to:
 - 4.5.1 Understand and adhere to this policy.
- 4.6 Community & Protective Services Department to Ensure:
 - 4.6.1 That the Town of Cochrane Artwork is maintained according to the Public Art Procedures.
 - 4.6.2 That the Town of Cochrane will maintain a Public Art Inventory.

5. Special Situations

- 5.1 On occasion, the Town may be given artwork and once received it is accessioned into the Town's collection. Art acquired as a gift or donation will be considered in a manner similar to all Public Art and acceptance criteria should be in keeping with the Town's overall desire for quality Public Art.

Council may ask the opinion of the CCA&CC on proposed gifts, and the following guidelines should be used in deciding to accept the gift as Public Art:

- No donations will be accepted if the conditions of the gift unduly bind the actions of the Town of Cochrane;
- Donors who request a tax receipt must supply the Town of Cochrane with professional appraisal evidence of the value of the work;
- Donors will bear the cost of any appraisals;
- Establish financial implications of acceptance: installation, on going maintenance, insurance, future relocation or removal;
- Where appropriate, suggest provision by the donor for ongoing maintenance;
- For proposed donation, take all reasonable measures to obtain documentation of authenticity and ownership, following established museum and archives policies;
- For artwork that has not yet been created, if the proposed Public Art plan is accepted, a memorandum of agreement will be drawn up outlining the responsibilities of each party;
- The agreement will address the following issues; project funding, insurance, WCB coverage, location, maintenance costs and responsibilities, project supervision, project documentation, copyright and issues of ownership.


5.2 De-accessioning is a serious and seldom utilized procedure, meaning the removal of pieces from the Town of Cochrane's collection. In consultation with the CCA&CC, the Town of Cochrane reserves the right to de-accession Art Work. Reasons for de-accession of Art Work include:

- Endangers public safety;
- Requires excessive maintenance or repairs;
- Bears no relation to the community providence or community heritage;
- Faults in design or construction and repair is not feasible;
- Expiry of lifespan;
- Security cannot be reasonably guaranteed;
- Quality or authenticity is in doubt and that doubt is subsequently justified;
- Public can no longer access the site or the physical setting is to be re-developed;
- Overwhelming public objection;
- Extensive or un-repairable vandalism;
- Demolition of a structure, which incorporated Art Work;

All reasonable efforts must be made to rectify any of the problems outlined in 4.2 before de-accessioning is considered. The CCA&CC will submit a report to Senior Staff and Town Council outlining the reasons for De-accessioning.

- 5.3 The following actions will be taken to de-accession Art Work:
- Donation to another Collection or non-profit organization;
 - Sale or Trade. Any pre-existing contractual agreements between the Artist and the Municipality regarding resale shall be honored;
 - Placement in an Art Auction;
 - Destruction of work deteriorated or damaged beyond repair and deemed to be of negligible value.

6. End of Policy

	<h1>Town of Cochrane Procedure</h1>
Policy No.: Policy Title: Department:	1202-01 Public Art Policy Community and Protective Services

1. Public Art Opportunity-Commissions, Acquisitions & Gifts

- 1.1 Town of Cochrane Community and Protective Services Administration and the Cochrane Community Arts and Culture Committee (CCA&CC) will determine the project budget on an individual basis.
- 1.2 Town of Cochrane Community and Protective Services Administration will work with the CCA&CC to develop the project criteria. A Request for Proposals (RFP) will be issued by the Town. This invitation will be open to professional artists. Ongoing communication between selected artists and the CCA&CC is a requirement.

2. Selection and Review Panel

- 2.1 Town of Cochrane Community and Protective Services Administration and CCA&CC will review any artwork submitted by the public or solicited by the Town of Cochrane, this would include artist credentials and examples of previous work and detailed description of the Artwork approach (how & what). The work will be identifiable and visible to the passing public and visitors to the Town of Cochrane Public Buildings and Public Spaces.

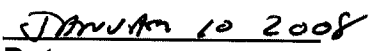
3. Contract Award

- 3.1 Cochrane Town Council with recommendations from the Cultural Program Coordinator will select the art/artist/team which meets the criteria set out in the RFP and Public Arts Policy.

4. End of Procedure

Approval


 Julian deCocq, C.A.O.


 Date