



## Public Art Policy

The purpose of the Public Art Policy is to encourage the creation and presentation of public art in the city, while respecting City Bylaws. The Charlottetown Arts Advisory Board's role is to provide a helping hand to those wanting to make public art happen.

### 1. A Vision for Public Art in Charlottetown

The City of Charlottetown believes that Public Art plays a crucial role in providing points of interest and contemplation, and a unique sense of place. The City believes Public Art should mirror the distinctiveness and authenticity inherent in Charlottetown, making our city culturally richer, reflecting our creativity and diversity, and inspiring citizens and visitors alike. The City places a high value on works that are vibrant and engaging; balance both the historic and contemporary nature of the City; and contribute to a deeper understanding of this place we call home.

### 2. Scope

- 2.1. This document is intended to cover:
  - all public art for installation for longer than thirty (30) days on City owned property and/or
  - all public art that is funded wholly or in part by the City
  - murals or any sign painted upon a building or structure in the 500 Lot Area.
- 2.2. This document does not cover individuals or organizations who wish to install artwork on private property unless the work is funded wholly or in part by the City or is a mural or sign painted upon a building or structure in the 500 Lot Area.

### 3. Definitions

- 3.1. "Public Art" means a temporary or permanent artwork in any media created by an artist(s) that is, has been, or will be sited or staged in public space, and is acquired in compliance with the City of Charlottetown's Public Art Policy.
- 3.2. "City" means the City of Charlottetown, its elected officials as represented by City Council, or appointed staff.
- 3.3. "Vision" means the City's stated vision for its public art.
- 3.4. "AAB" or "Arts Advisory Board" means the volunteer Board appointed and mandated by the City to review, assess, and recommend for approval to the City, all proposed public art installations on City owned property and/or funded by the City wholly or in part.

- 3.5. "Peer Review" means the process of selecting proposals of the highest merit through a panel of individuals selected for their knowledge of the art form, public art, and community engagement.
- 3.6. "Professional Artist" means someone who is recognized as a professional by his or her peers (artists working in the same artistic tradition), is committed to devoting more time to artistic activity (if possible financially), has produced an independent body of work, and has a history of public presentation.
- 3.7. "Criteria for approval" are final criteria against which all public art proposals are assessed by the AAB and are comprised of the following:
  - 3.7.1. The proposal is in keeping with the City's Vision for Public Art;
  - 3.7.2. The proposed work meets the criteria of the call if applicable;
  - 3.7.3. The proposal, if required to be, is historically accurate;
  - 3.7.4. The proposed work will not contravene Canada's Obscenity Laws;
  - 3.7.5. The proposal is compatible with the City's overall visual and auditory environment;
  - 3.7.6. The proposal is feasible in time, budget, and site constraints.
- 3.8. In all cases, public art projects should favour, in this order:
  - 3.8.1. Artists based on Prince Edward Island;
  - 3.8.2. Off-Island artists who propose work created in collaboration with Island artists;
  - 3.8.3. Artists based in Canada;
  - 3.8.4. All other artists.

#### **4. Principles**

- 4.1. Public Art

Art in the public domain should be encouraged, properly maintained, and promoted.
- 4.2. Maintaining and Enhancing Quality of Life

Culture is a measure of the vitality, quality of life, and health of a society: strong communities have strong cultures. Cultural heritage and artistic activities play a significant role in sustaining and enhancing the social, economic, educational, and intellectual life of each citizen.
- 4.3. Nurturing Creativity and Excellence

Creativity is a source of well-being. However, it needs a nurturing environment. Creativity and excellence can flourish in an environment supported by appropriate infrastructure and facilities, where opportunities exist to acquire the necessary knowledge and competencies, where creativity can be freely expressed, where the pursuit of a career in a chosen discipline is encouraged, and where excellence is

rewarded. There are positive connections between creative communities and healthy societies.

4.4. Encouraging Artistic Diversity

A wide variety of art forms should be recognized and encouraged as contributing to a full and vibrant arts life in Charlottetown. Both contemporary and traditional art forms are recognized and valued, and creative risk-taking is encouraged.

4.5. Encouraging Cultural Diversity

Participation in cultural activity amongst all citizens should be recognized, respected, and encouraged. The many different ethnic and linguistic cultures (aboriginal community, francophone community, and minority ethnocultural communities, for example) in Charlottetown are encouraged to celebrate and promote their distinct cultures and art forms, and to maintain the meaning and history behind their cultures and art. The sharing of these art forms will help increase understanding and acceptance of cultural diversity. The City will encourage its commitment to reflecting Canada's two official languages.

4.6. Encouraging Accessibility and Participation

Arts and culture should be open to all, and easily accessed and enjoyed by all. Participation in, and appreciation of, the arts in Charlottetown by residents and visitors — regardless of where they live, work, play, and socialize — should be encouraged.

4.7. Peer Review

Peer review, with a minimum of 50% professional artists on a panel, is acknowledged as the preferred way for all selections of artists and art works for presentations/installation in the public realm.

4.8. Equity

The City should strive towards equity in opportunities for public art projects without discrimination based on race, national or ethnic origin, colour, religion, sex, age or mental or physical disability.

**5. Responsibility of the Arts Advisory Board in the Public Art Process**

5.1. The City's Arts Advisory Board (AAB) serves as the advisory body that considers all public art to be installed on City of Charlottetown property for longer than thirty (30) days and murals or any sign painted upon a building or structure in the 500 Lot Area.

5.2. Recommended installations of public art may be the result of:

5.2.1. A City directed call for Public Art;

5.2.2. A partnership between the City and another organization or agency to commission a new piece of public art;

5.2.3. A wholly independent proposal to install public art;

5.2.4. A gift of artwork donated to the City.

## **6. Role of the Arts Advisory Board in City Directed Calls for Public Art**

- 6.1. When directed by the City to create and implement a call for public art, the AAB will:
  - 6.1.1. Obtain site approval and specifications from designated City departments i.e. Planning;
  - 6.1.2. Obtain budget approval for all elements of the Call for Proposals;
  - 6.1.3. Develop and issue the Call for Proposals including but not limited to information on: project description, AAB art goals, site location and specifications, budget, list of deliverables (including drawings if requested), timelines, deadlines, selection process, selection criteria and submission information;  
  
If the call is for something that relates to a specific historic aspect or theme, the AAB should consult with experts to determine the details to be included in the call, or direct artists towards appropriate resources.
  - 6.1.4. Work with the City's communications staff to publicize the call;
  - 6.1.5. Assemble a Peer Review Panel to be chaired by a member of the AAB or its designate;
  - 6.1.6. Complete a preliminary vetting of proposals based on the requirements as stated in the call;
  - 6.1.7. Receive the report and recommendation from the Chair and ensure the selection meets the vision and requirements of the call;
  - 6.1.8. Advise the City of the recommended selection and, if approved;
    - 6.1.8.1. Work with the City to ensure an Agreement with the artist(s) is signed;
    - 6.1.8.2. Monitor the progress and installation of the work;
    - 6.1.8.3. In collaboration with the City's communications staff, develop media announcements for the successful selection and subsequent unveiling of the work.

## **7. Role of the Arts Advisory Board in Partnerships Between the City and Another Organization or Agency**

- 7.1. Responsibility for the project and its oversight is shared between the City, and the project partner(s).
- 7.2. When directed by the City to work with a partner(s) to create and implement a call for public art, the AAB will:
  - 7.2.1. Obtain site approval and specifications from designated City departments i.e. Planning;
  - 7.2.2. Obtain budget approval for the City's contribution to the total budget and ensure that the proposed funding model with all partners is feasible;
- 7.3. In collaboration with its partner(s), the AAB will:

- 7.3.1. Develop, create and/or review the Call for Proposals to ensure it meets with the City's vision and best practices related to selection criteria and practices;
  - 7.3.2. Work with the City's communications staff to publicize the call;
  - 7.3.3. Assemble a Peer Review Panel and Chair and/or ensure the designated partner(s) is implementing a system of peer review for selection. A member of the AAB or its designate will have observer status on the panel;
  - 7.3.4. Receive the report and recommendation of the Chair and ensure the proposal meets the vision, process, and criteria of the call.
- 7.4. After advising the City of the recommended selection and receiving approval, the AAB will:
- 7.4.1. Work with the City and/or the partner(s) to ensure an Agreement with the artist(s) is signed and upheld;
  - 7.4.2. Develop in collaboration with the partner(s) and the City's Communications Staff, media announcements for the successful selection and subsequent unveiling of the work.

**8. Role of the Arts Advisory Board in Wholly Independent Proposals for Public Art on City Property**

- 8.1. The first point of contact for an individual or organization(s) that wishes to erect a piece of public art on City property is the AAB. The AAB will:
- 8.1.1. Share the City's vision for public art;
  - 8.1.2. Provide advice and guidance on preparing a proposal for the AAB;
  - 8.1.3. Provide sources for historical accuracy if needed;
  - 8.1.4. Ensure the proposal meets the AAB's Criteria for Approval;
  - 8.1.5. Work with the individual or organization(s) and other City departments to ensure site suitability and that all required permits are sought and obtained.
- 8.2. Following the individual or organization(s) selection process and subsequent request for installation, the AAB will:
- 8.2.1. Make a recommendation to the City to approve the proposal and if approved:
    - 8.2.1.1. Request that the individual or organization(s) have an artist Agreement in place;
    - 8.2.1.2. Monitor the progress and installation of the work;
    - 8.2.1.3. Develop in collaboration with the individual or organization(s) and the City's communications staff, media announcements for the successful selection and subsequent unveiling of the work.

- 8.3. The AAB reserves the right not to recommend a proposal for installation. If the proposal has deficiencies, but has been determined to be of merit, the AAB will work with the individual or organization(s) to resolve the issues that prevent the AAB's approval.

## **9. Role of the Arts Advisory Board when Artwork is Proposed for Donation to the City**

The City welcomes donations of artworks to the City of Charlottetown's art collection. When artwork is being considered for donation, the AAB will:

- 9.1. Request that the donor review, complete and sign the Art Donation Proposal Form (Appendix A);
- 9.2. Review all artworks offered to the City;
- 9.3. Favour for inclusion in the Collection:
  - 9.3.1. Works that are vibrant and engaging, that balance both the historic and contemporary nature of the City, and that contribute to a deeper understanding of the City; and
  - 9.3.2. Works that are from:
    - 9.3.2.1. Artists based on PEI;
    - 9.3.2.2. Off-Island artists whose work is created in collaboration with Island artists;
    - 9.3.2.3. Artists based in Canada;
    - 9.3.2.4. All other artists.
- 9.4. Should an artwork be accepted into the collection, the City's AAB will prepare all necessary documentation to complete the transaction;
- 9.5. The AAB retains the right to accept or not accept artwork suggested for donation to the City and if an artwork should not be accepted, the donor will be advised of the decision in writing;
- 9.6. Appraisals are the responsibility of the donor, unless agreed otherwise by both parties;
- 9.7. If the value of the artwork exceeds \$1,000, an official appraisal by a recognized appraiser is required. The AAB, at its discretion and expense, may seek an additional appraisal from a second recognized appraiser prior to accepting an artwork;
- 9.8. When an appraised gift is accepted into the City of Charlottetown's collection, a tax receipt will be issued to the donor.

## **10. Review**

The AAB will review this policy every two years or as needed.

History:

1. Approved by the Arts Advisory Board Oct 8, 2015.

2. Amended by the Arts Advisory Board Oct 19, 2015. Approved by City Council November 9, 2015.
3. Amended by the Arts Advisory Board Nov 12, 2019. Approved by City Council January 13, 2020.
4. Amended by the Arts Advisory Board October 27, 2020. Approves by City Council December 14, 2020.

**Appendix A - City of Charlottetown Art Donation Proposal Form**

**Artist Last Name:** \_\_\_\_\_ **Artist First Name:** \_\_\_\_\_

**Medium:** \_\_\_\_\_ **Year (completed):** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Donor's Last Name:** \_\_\_\_\_ **Donor's First Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Reason for Donation:**

**Information/Bio on the Artist: (artist website if available)**

**Information on the Artwork: (composition, size, materials, special markings, historical significance if any)**

**Suggestions for location:**

**Estimated Value of Artwork/Donation: \$** \_\_\_\_\_

If more than \$1,000, a second appraisal by a recognized appraiser is required.

**If Artwork is Accepted into the Collection, Tax Receipt Issued: Yes** \_\_\_\_\_ **No** \_\_\_\_\_

**Signatures**

**Date:** \_\_\_\_\_ **Donor:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **AAB/City of Charlottetown:** \_\_\_\_\_

Note: The City of Charlottetown AAB accepts the right to accept or not accept artwork proposed for donation. In both cases, the donor will be notified.