

Introduction

The City of North Vancouver's Mission Statement for the Public Art Program is to:

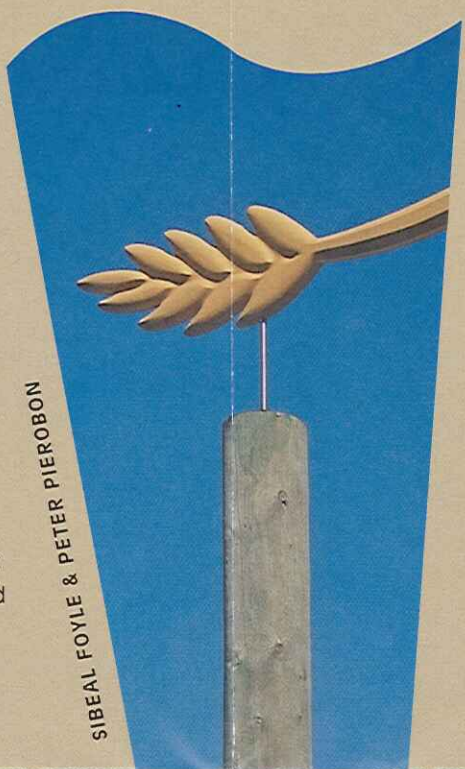
"Celebrate and stimulate the cultural spirit of the community through the creation of public art."

This statement is achieved through collaboration between the community, public agencies, the private sector and the design community.

Developers around the world have come to recognize that there are benefits from including public art as part of their financial planning. Benefits such as:

1. Enhancement of their project;
2. Increased corporate visibility and reinforcement of a positive image;
3. Investment in the community.

Similarly, the City of North Vancouver has recognized that public art invests a city with identity, thereby making it more liveable and



SIBEL FOYLE & PETER PIEROBON

relevant to the residents and those who visit. As such, the municipality is committed to including integrated public art as part of new development and redevelopment.

The goals of the program were developed in order to ensure that funding for art was applied to structures and/or landscaping. In order for this type of art to be successful, artists often work with architects and landscape architects. The art monies become part of the cost of development. The artist's involvement encourages the design process to integrate art and architecture.

These guidelines have been developed in order to assist and advise the development community with regard to the inclusion of public art within their development.

Participation in the program by the development community at this time is voluntary. Inclusion of public art will be considered as part of the development review process.

Public Art Private Sector Guidelines



GLEN ANDERSEN

The Corporation of the City of North Vancouver
Development Services Department
604-987-7761
Public Art Office 604-984-9582



PECHET & ROBB

KAREN KAZMER

MIKE ANTONIO



Definitions

Artist

A person generally recognized by his/her peers, critics and other art professionals as committed to producing works of art on a regular basis.

Community Public Art

Community public art is created through a specific process whereby an artist as leader/facilitator and a special interest group in the community work together to create the public art piece. The process may engage youth, seniors, co-workers, neighbours, cultural groups etc. This process helps people articulate their concerns and goals through public art and helps to build a strong place for the community.

Design Collaboration

Design collaboration is achieved through the cooperative design efforts of design professionals, such as architects, landscape architects, artists and engineers.

Public Art

Publicly accessible original art that enriches the City as it evokes meaning in the public realm. It can be of a variety of forms and takes into consideration the site, its location and context, and the audience. Public art may possess functional as well as aesthetic qualities. Public Art can be related to the site in three different ways: integrated, semi-integrated and discrete. (See definition of integrated)

ANN WILSON & JAMES KOESTER



Integrated Public Art

Integrated Public Art becomes part of the urban infrastructure of a city or a community. It reflects the social, cultural, architectural and historic nuances of the space thereby creating a sense of place.

Semi Integrated

Semi integrated public art derives to some degree its conceptual inspiration from some aspect of the site and displays a heightened degree of physical and conceptual integration. These works may exist in a number of locations providing that all possess the same requisite physical and conceptual conditions, i.e. a piece which must be located in a windy open field condition could be located in any windy open field anywhere. (See Integrated and Discrete)

Discrete

Discrete public art is not integrated with the site either in a physical or conceptual manner. Usually this type of public artwork only relates to the site from a location and scale point of view and is often created off site and moved into the place.

Public Art Program Steering Committee

The PAPSC is a committee of volunteers who provide direction on the implementation of the City's Public Art Program to the Arts & Culture Commission of North Vancouver, City Council, City staff, artists and the public.

Public Art Coordinator

The City of North Vancouver's Public Art Coordinator addresses all issues concerning the placement of Public Art within the City of North Vancouver. The Coordinator's role is to ensure that plans for new public art are within the stated policies and procedures of the City's program and to provide direction in the process of art placement from conception to installation.

Public Art Consultant

The Public Art Consultant is an independent advisor hired by the developer to assist in art siting, artist selection, contract management and art issues and development of an Art Plan if necessary.

Public Art

Contributions

The private sector is encouraged to provide integrated public art with a cost equivalent to 1% of the cost of construction (building and landscape).

Application

Guidelines apply to residential units containing 10 units or more and for non-residential uses with a total floor area of 1,000 square metres and over.

Options

1. Participate in the development of a public art project on the development site or the public right of way. This option gives the developer the choice of whether or not the art is included within the development or placed within the adjacent public right of way.
2. Provide funding for community art projects (see eligible art projects).
3. Donate funds to the municipal Public Art Special Reserve Fund in lieu of providing art. This money will be used to create public art close to the development site or in other locations of the City of North Vancouver.

Approval Process

1. Process begins in association with the Rezoning Applications. The Development Planner discusses opportunities for Public Art with the Developer.
2. The Development Planner involves the Public Art Coordinator in discussions about Public Art opportunities with the Developer.
3. Depending on the size of the project, a Public Art Plan may be requested.
4. Presentation to Public Art Program Steering Committee.
5. Public Art Plan becomes part of the Rezoning Application.
6. Developer provides security for Public Art contribution at time of Rezoning Approval.
7. Public Art drawings are submitted for final approval as part of the Building Permit Application.

Eligible Costs from Public Art Contribution

Costs related directly to the public art process:

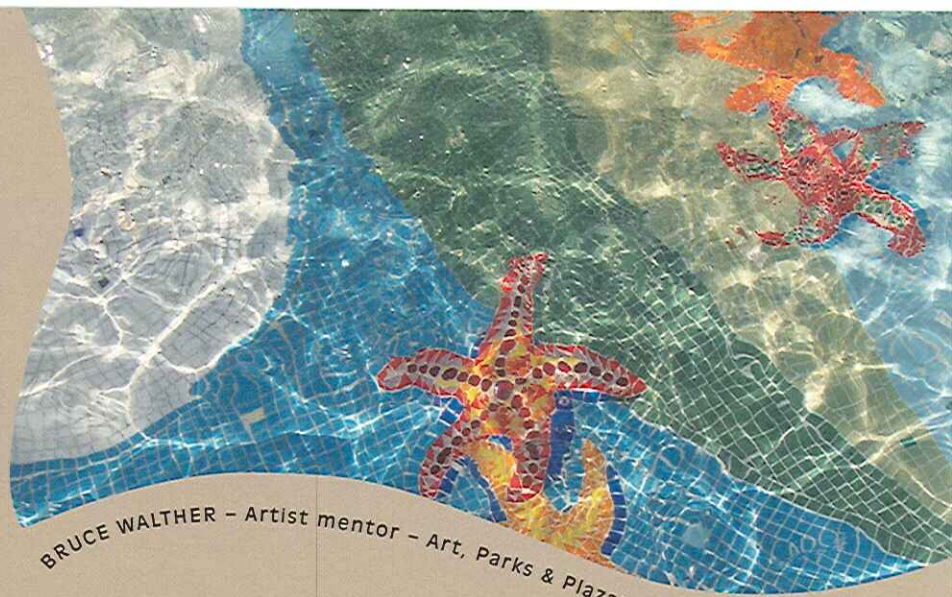
- Artist selection process;
- Professional consulting work relating to the public art;
- Art documentation;
- Artist fees, materials, labour costs, insurance, permits, taxes, business, operating costs;
- Site preparation;
- Plaque;
- Public art consultant (to a max. of 20%).

Eligible Public Art Projects

- Building features and enhancements such as windows, columns, weather protection, building facades etc.;
- Landscape elements such as walkways, bridges, gates, benches, fountains, bike racks, bus shelters, tree grates, hatch covers;
- Sculpture which can be free standing, wall-supported or suspended, kinetic or electronic.
- Fibreworks, glass, photographs, prints and any combination of media including sound, film and video systems for other interdisciplinary artwork applicable to the site.
- Community art projects resulting in tangible artwork, such as community murals, mosaics, sculptures, etc.

Ineligible Public Art Projects

- Business logo.
- Directional elements such as graphics, signage, or colour coding except where these elements are designed by the project artist as part of the development.
- Art projects which are mass produced such as fountains, statuary, site furnishings, playground equipment.
- Historical artifacts being placed without an artist's involvement.



BRUCE WALTHER – Artist mentor – Art, Parks & Plazas

The Public Art Coordinator

The role of the Public Art Coordinator is to assist the Developer with the following questions:

- What does the Developer want to accomplish?
- What will the Public Art contribution be?
- Is assistance from the Public Art Program Steering Committee required?
- What process does the developer wish to provide? This could include direct selection, limited competition or open call.

The Coordinator, with the assistance of the Public Art Program Steering Committee, will assist the Developer with an outline on how to proceed.

Public Art Plan

Depending on the size of the project, applicants will be advised if it is appropriate to provide a Public Art Plan. The Public Art Plan describes the arrangements made for the Public Art Process and has two components – a Preliminary Plan and a Detailed Plan. (see below)

In General

Public Art plans should, where possible, reflect concern for the following:

- The development's site in relationship to the neighbourhood;
- Public accessibility and visibility;
- The creation of lively, habitable places which make unique contributions to the community;
- Community involvement, where possible;
- Reflection of site history;
- Creating a positive experience for the pedestrian, the community, the developer and the City.

The Preliminary Public Art Plan

This document should provide the following information:

- Project parameters (i.e. timeline, budget)
- Site analysis (site history, area character, environmental factors)
- Potential audience and site lines
- Identification of potential public art opportunities within the development

The Detailed Public Art Plan

Once the preliminary plan is approved, the applicant may be requested to provide a detailed plan, which should include:

- Theme identification (i.e. nature, historical, industrial, site context, philosophy)
- Treatment and location (i.e. lighting, paving, window, foyer, courtyard, etc.)
- Design implementation (method of artist selection and jury composition)
- Final schedule (budget, timeline, maintenance)

The plans can be created in association with the Public Art Coordinator and ultimately will be approved by the Public Art Program Steering Committee.

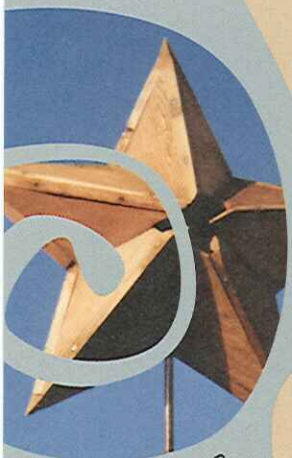
The Public Art Consultant

Applicants may be requested to employ a Public Art Consultant. Hiring a consultant experienced in public art is the best assurance of implementing a successful public art program. The consultant should be responsible for all aspects of the public art process, from consultation with staff to art documentation.

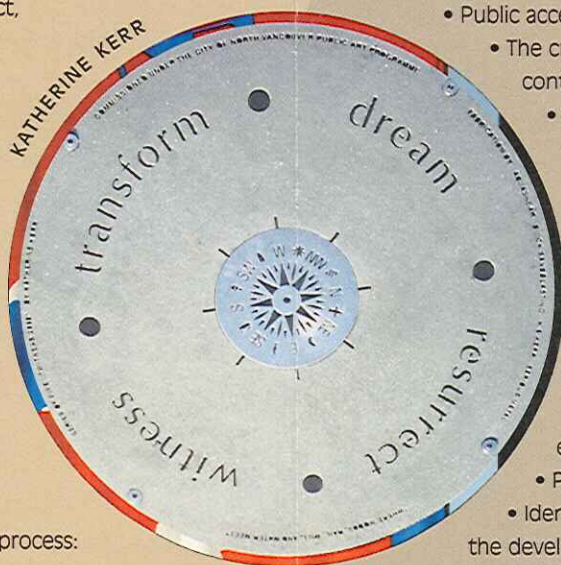
Maintenance

Long-term maintenance is important to the success of any project. The Developer will be requested to discuss specific maintenance requirements with the Public Art Coordinator. Public Art placed on private development sites will require a maintenance program for the life of the project. Public Art placed on a public right of way will be donated to the City after a period of one year. At this time the City will be responsible for maintenance and sustainability of the artwork.

FOR FURTHER INFORMATION CONTACT THE CITY
PUBLIC ART OFFICE AT 604-984-9582 OR VISIT:
www.northvanarts.com



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Process

Additional info