



# TOWN OF HINTON

**POLICY TITLE:** **Public Art Policy**

**POLICY #:** **#090**

**EFFECTIVE DATE:** **January 1, 2013**

**ADOPTED BY  
COUNCIL ON:** **October 16, 2012**

## **POLICY STATEMENT**

Ensuring Hinton the opportunity to celebrate and appreciate artistic diversity by way of accessible and engaging public art, provides the community with a creative means of sharing and expressing their values among residents and with visitors.

This policy shall ensure the Town of Hinton has a sustainable funding mechanism for the initiation, development, acquisition and management of public art in, on or adjacent to new or existing municipal buildings, infrastructure and other Town owned lands, facilities and structures. The Town of Hinton shall allocate 1.5% of the total project costs (to a maximum of \$150,000) from applicable capital projects to the purchase of public art for public municipal spaces.

### **1. REASON FOR POLICY**

Public art provides for creative, interesting and compelling public spaces. A formal policy shall provide a framework for incorporating public art into the community. This policy governs the actions and decisions of the Town of Hinton with respect to public art; those policies, procedures and guidelines subsequently developed, shall be consistent with the guiding principles outlined in the Culture Policy.

The purpose for the policy is to:

- encourage the accessibility and appreciation of public art;
- promote, commission and display public art;
- enhance both the image and quality of the Town's built environment; and
- model the integration of art for other local and regional development.

## **2. DEFINITIONS**

Public Art is defined as artwork created specifically for public engagement and designed for public spaces. It is commissioned, displayed, maintained and promoted to maximize accessibility and celebrate artistic diversity.

Public Spaces are defined as those spaces or structures that receive reasonable public exposure and provide adequate access for public engagement with the art.

Projects included under this policy:

- ✓ Capital projects totaling \$100,000 or more; *and* that are
- ✓ New building construction, major additions, renovations and replacements of existing buildings, spaces or structures.

Projects excluded from this policy:

- ✓ Capital projects totaling less than \$100,000; *or*
- ✓ Road works, utilities or other service infrastructure projects (e.g. roads, sewers, water lines, etc.)

### Included & Suitable Projects \$100,000 and Over

1.5% (to a maximum of \$150,000) of Town of Hinton capital project budgets totaling \$100,000 and over shall be allocated towards the purchase of a public art component. For partnership projects, the Town shall allocate .75% of the capital project budget for public art and encourage its partners to match according to the remaining ratio of involvement to a combined maximum of 1.5% or \$150,000 whichever is less.

### Included but Unsuitable Projects \$100,000 and Over

Should an art component to any capital project included in this policy not be appropriate or suitable (defined as a public space), the Town of Hinton shall allocate 1.5% of the capital project's budget to a Town of Hinton Public Art Reserve to develop public art under more applicable circumstances.

### **3. STANDARDS**

#### *Public Art*

Art in the public domain shall be encouraged, properly maintained and promoted.

#### *Artistic Diversity*

A wide variety of art forms shall be recognized and encouraged as contributing to and reflecting a vibrant community. Both contemporary and traditional artworks shall be recognized and valued; creative risk-taking shall be encouraged.

#### *Unique & Stimulating Environment*

Public buildings, facilities, displays and spaces act as showcases for what defines Hinton; this includes the appreciation, opportunity, celebration and aspiration for those influences beyond our borders.

### **4. RESPONSIBILITIES**

Capital Project Management	Planning & Technical Division
Maintenance and Infrastructure Management	Infrastructure Services Division
Create and maintain Public Art Reserve	Finance Department
Create Selection / Jury Process Guidelines	Recreation & Culture Department
Selection Committee	Two community members and Recreation & Culture Manager or their designate(s)