

**Title: Public Art Policy**

**Resolution: 2024-0308 (Nov 12, 2024)**

**Revised:**

**Special Notes/Cross Reference: Public Art Master Plan**

**Next Review Date:**

**POLICY STATEMENT** : The Town of Westlock is committed to the long-term development of Public Art.

**PURPOSE** : The purpose of this policy is to guide the Town of Westlock in the activation, enrichment, and expansion of the Town's public art collection. Such investments will support local vitality, vibrancy, and community identity.

**1. DEFINITIONS**

- 1.1. *Artist* – means a practicing professional or amateur art-maker recognized by peers as such; commissioned specifically to create an artwork or design project, or to collaborate on a design team to complete Public Art.
- 1.2. *Chief Administrative Officer (CAO)* – means the individual appointed by Council to the position of Chief Administrative Officer as per the *Municipal Government Act*.
- 1.3. *Commission* – the method of identifying an Artist to design, create, install or participate in Public Art.
- 1.4. *Copyright* – the right to copy under Canadian copyright law where the creator of an Artwork retains copyright even if the Artwork is sold or transferred to a private or public collection. An artist can transfer copyright to another owner through contractual agreement whereupon the artist may licence, waive, or assign copyright for a specific purpose or period of time, or in perpetuity.
- 1.5. *Decommission* – means the standard collection management practice when removing Artworks from the Public Art Collection at the end of their lifecycle, and/or under certain conditions.

JK  
①

- 1.6. *Maintenance* – means the purposeful process of working with Artists to prevent damage, slow wear and tear, and repair Public Art pieces after they are damaged due to weather, aging materials, accidental damage, or vandalism.
- 1.7. *Procurement* – means the process of acquiring Public Art through purchase or donation, or other means other than commissioning.
- 1.8. *Public Art* – means visual works, which are displayed in public-facing spaces including, but not limited to:
  - a) Sculptures;
  - b) Paintings, drawings, prints or murals;
  - c) Photography or prints;
  - d) Crafts and folk art works;
  - e) Architectural embellishments or landscaping features with artistic intent.

Furthermore, Public Art is a distinct component of a project that, while it may have been integrated into the site or project, is created by a person engaged as an Artist or its creation is directed by an Artist.

- 1.9. *Public Art Working Group* – means a group comprised of Town staff representatives from multiple departments whose purpose is to make recommendations to Council on the acquisition, maintenance, and disposal of Public Art.
- 1.10. *Public Art Collection* – means all art assets recognized as being owned or held in trust by the Town of Westlock.
- 1.11. *Public Place* – means any place to which the public may have either express or implied access.
- 1.12. *Site Capacity* – means the physical aspects and accessibility of a potential site for Public Art which must be met to deem a site as suitable for Public Art installation and future maintenance.

**2. GUIDING PRINCIPLES**

- 2.1. The Town of Westlock shall establish standards for the process of planning, funding, acquiring, maintaining, and promoting its Public Art Collection.
- 2.2. The Town shall utilize fair, reasonable, and effective processes when selecting, procuring, commissioning, placing, and maintaining Public Art.

- 2.3. Public Art shall enhance Public Spaces for residents and visitors, and provide overall cultural, social, and economic value.
- 2.4. Public Art shall provide opportunities for the public to interact and experience art in a free, accessible manner.
- 2.5. The Town’s Public Art Collection will educate, preserve, and enhance the arts, history, environment and community.
- 2.6. Businesses and developers will be encouraged to include Public Art in the design of new developments and neighbourhoods.

**3. ROLES AND RESPONSIBILITIES**

3.1. COUNCIL

- a) Approve this policy and any amendments.
- b) Adopt and amend, as required, the Public Art Master Plan.
- c) Consider the allocation of resources for successful implementation of this policy in the annual budget process.

3.2. CHIEF ADMINISTRATIVE OFFICER

- a) Ensure staff compliance with this Policy.
- b) Implement policy, ensure policy reviews occur as scheduled, and verify the implementation of policy.
- c) Communicate with Council and Senior Management on the importance of the Public Art Program.
- d) Appoint members of Administration to the Public Art Committee.

3.3. ADMINISTRATION

- a) Budget appropriately on an annual basis for proposed Public Art projects.
- b) Participate in the Public Art Working Group regarding the planning, design, implementation, and maintenance of Public Art.
- c) Award projects based on recommendations of the Public Art Working Group.

JK  
EW

- d) Manage the implementation of each Public Art project in conjunction with project managers and Artists.
- e) Promote awareness of the Public Art program.
- f) Manage the budget and use of funds related to the Public Art Program.
- g) Implement and review as required, the Public Art Master Plan.

**4. PROCEDURES**

**4.1 SELECTION OF PUBLIC ART & SITES**

- a) When procuring or commissioning Public Art, the following criteria will be considered:
  - i. Artistic quality and creativity;
  - ii. Compliance with the project’s objectives and requirements;
  - iii. Appropriateness of work within the site and community contexts;
  - iv. Durability;
  - v. Maintenance and conservation requirements; and
  - vi. Budget and timeline feasibility
- b) Sites for Public Art shall be selected based on the following criteria:
  - i. Accessibility and visibility;
  - ii. Site capacity – public safety, structural integrity, physical constraints, environmental considerations, and urban design; and
  - iii. Compatibility and enhancement.
- c) Public Art shall be located and/or designed for one of the following specific purposes:
  - i. Place-making: creating and enhancing public spaces to promote health, happiness and wellbeing;
  - ii. Gateways: marking an entrance feature that signifies a boundary and assists with wayfinding;

- iii. Landmarks: providing a recognizable feature that contributes to placemaking and wayfinding that may be of interest to visitors due to notable physical features or historical significance;
  - iv. Memorials: commemorating a person, event, group, or historical activity of local significance;
  - v. Local Focal Points: highlighting a centre for local activity or attention;
  - vi. Wayfinding: identifying a location or providing direction;
  - vii. Interpretation: defining a location's history or context;
  - viii. Functional: having a functional purpose (ie. bike racks, etc.);
  - ix. Activation and Animation; animating a space through independent movement or public interaction.
- d) Selection of Public Art and their respective sites shall be in conformance with the Town's Public Art Master Plan, as amended from time to time.
- e) Where appropriate with the type and scale of the project, public engagement will be utilized to guide and inform the art and site selection process.
- f) Commissions and procurement will prioritize Public Art created by Alberta-based Artists in accordance with the Town's purchasing policies.
- g) Artists from outside of Alberta may be considered if:
- i. The Artist or their work has a significant connection to Westlock;
  - ii. The commission or procurement calls for specialized Public Art which is not available from an Alberta artist or which would exceed the allocated project budget if from an Alberta artist.
- h) Gifts and donations of Public Art may be accepted depending on the future financial implications of acceptance (installation, maintenance, insurance, etc.) as well as the alignment of the gift/donation with this Policy.
- i) Gifts and donations will not be accepted if the conditions of the gift unduly bind the actions of the Town.
- j) Copyright of Public Art will remain with the Artist unless transferred through contractual agreement.

JK  
DW

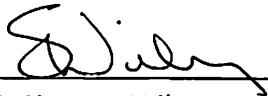
**4.2 FUNDING**

- a) Funding for acquisition and management of Public Art in, or adjacent to, new or existing municipal buildings, infrastructure projects, parks and other Town owned land and facilities shall be considered annually through the budget process.
  
- b) The following funding methods may be utilized at the direction of Council:
  - i. Allocate an amount set out in the annual budgeting process to the Public Art Reserve.
  
  - ii. Accept corporate or private donations, into the Public Art Reserve, intended for public art use.
  
- c) Where possible, granting opportunities to help offset and supplement costs for Public Art projects should be pursued.

**4.3 REVIEW**

- a) This policy shall be reviewed by Administration every five (5) years with any changes being recommended to Council for approval.

  
\_\_\_\_\_  
Mayor Jon Kramer

  
\_\_\_\_\_  
CAO Simone Wiley