HOW TO PARTICIPATE

Plan for public art in your development before submitting planning applications.

Many developers work with an architect or designer to create a written public art plan which can include detailed requirements for the design and fabrication of a particular feature, or an open brief for an artist to work with the project architect on any of the building’s design components. The brief also contains a description of the commissioning process, budget details, artist’s designs, if available, and maintenance details.

When commissioning artists, you may want specialist advice to assist with the creation of written project briefs, budget and the selection of the artist.

FOR MORE INFORMATION

ARTS/CULTURE UNIT
City Hall, 7th Floor, 200 King Street West
Kitchener, Ontario, Canada N2G 4G7

Contact: Cheryl York, Arts/Culture Co-ordinator
Email: cheryl.york@kitchener.ca
519-744-3400 x3381

Inquiries may also be directed to:
PLANNING DEPARTMENT
6th Floor, 200 King Street West
Kitchener, Ontario, Canada

ON FRONT COVER: “Moments” - 2011 - Gerry Houghton
“The Bulka Sculptures” - 1940 - Helen Waimel Robertson

Join us in making Kitchener an outstanding place to live and do business.
Like many cities in Canada, public art is now a feature of Kitchener’s built environment. Celebrating the unique character of our community through public art contributes to the visual quality of the urban environment and a positive experience of the city.

The City of Kitchener encourages private and institutional developers to include public art in their projects.

**WHAT ARE THE BENEFITS FOR THE DEVELOPMENT COMMUNITY?**

- Make your property distinctive and easy for customers and clients to recognize.
- Add value to your property.
- Generate more activity around your site, which helps prevent crime.

**THINGS TO CONSIDER**

- Permanent art works that are site specific and relevant to your location.
- Opportunities for an artist or artist team to work with your architect or designer as early in the design process as possible.
- An integrated or functional element (e.g., lighting, floor designs, landscape amenities such as benches or fountains).
- A feature such as a significant sculpture, mural or digital media display surface.
- Common guidelines for public art budgets encourage using a calculation at 1% of your hard construction costs for projects over $1 million.

**PUBLIC ART MAKES SENSE FOR**

- Major commercial or institutional construction or renovation projects with high profile locations in their neighbourhoods.
- Projects that feature areas of public space and regular public access. Interior locations such as malls or lobbies should be publicly accessible at least 8 hours per day.

**POLICY**

The city’s urban design guidelines (Standards, Section 18), and public art policy identify the need to achieve a high quality of design in new developments.

Requests for density bonuses will be considered if the developer includes public art in the development (Zoning By-law 92-232, S.4(b)).

The incorporation of public art in a private development is voluntary.