

18.0 PUBLIC ART

Definitions

Public Art is artwork located on sites in publicly accessible spaces to provide visual stimulation, cultural enrichment and a sense of place; public art should be viewed broadly to include visual art, building elements and landscape design. Artwork creates a relationship between communities and development.

Standards

- The City of Kitchener shall allocate one percent of the budget for civic building construction or renovation projects over \$100,000 towards the provision of art to be displayed in public areas, or as part of the building structure.
- The City of Kitchener will encourage new commercial and institutional construction or renovations to include the provision for public art in the construction budget.
- Public art may play a functional or decorative purpose within buildings, on specific development sites, or strategic community locations. It is intended that the application of the concept of Public Art include a wide range of art forms. Building or landscape elements, such as fountains, decorative doorways, signage, architectural features, lobby or other public area design elements, murals, sculpture or other graphic expressions of any materials (glass, metal, concrete, fabric, wood, neon, etc.) are considered public art and may be used.
- The following considerations should be taken into account in determining the location for public art:
 - Public art is encouraged to be integrated into the site and conceived with the historical and future context in mind.
 - Public art opportunities should be identified in the conceptual stages in any project or public work development in order to provide a well-balanced program that can be successfully integrated with the construction phase of the development.
- Public art is to be cited in the request for proposal of all eligible projects.
- Public art should be sited at the more publicly accessible parts of the site.
- Public art should be sited in a manner which does not jeopardize other design objectives such as providing clear sight lines, barrier-free access and personal safety and security.
- In the development of any project or community plan, the City may identify and suggest opportunities for public art within the specific development or community area.
- Public Art competitions are selected by jury process as facilitated by City staff (Arts & Culture Coordinator) and members of the Public Art Working Group. To assist in the development of site artwork theme and design, the following public criteria may be considered:
 - What are the ages and socio-cultural backgrounds of the community expected to use this space?
 - How can an art work pay particular attention to the needs of children - to stimulate curiosity and imagination, encourage play and exploration?
 - How may the special needs of the elderly be taken into account - providing seats, shade, places to talk, places to watch people?
 - What is the history of the area or of the site: what images could be drawn upon to offer a community memory of the area?
 - What are some characteristic traditions, festivities, celebrations, social events in the community?
 - Are there local writers, artists, philosophers, scientists, community leaders who could be

celebrated in an imaginative work of public art?

- What are the occupations or industries that were originally prevalent in the area, or on which the community was founded?
- Are there any stories or legends associated with the region?
- What historical event took place on the site - or recent events that are worthy of remembrance?
- How can the placement of the art work enhance the way people use the space?
- How can access by pedestrians of all ages be ensured?
- How can one ensure that the art work is in a public space - that is, accessible at all times and not under private management?
- What level of durability and maintenance will be required given the sites' weather conditions?