



## Planning Context Report

Fall 2019

**PORT MOODY**  
CITY OF THE ARTS

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## Introduction

The following Planning Context Report serves as a ‘backgrounder’ for the reader on current public art practices, trends, and opportunities within local government. The report concludes with identified linkages to current planning initiatives and priorities at the City of Port Moody.

Public art is more commonly and inclusively termed ‘as art in public spaces’, recognizing that many types of art forms and disciplines can assist in activating and animating public spaces. As such, art in public spaces has expanded from a lens of simply sculptures or murals, to a tool that municipalities use for creative-placemaking and cultural development.

The City of Port Moody Art in Public Spaces Master Planning process outlined the importance of:

- Creating awareness among Council, City staff, stakeholders and community members of the City’s existing public art program; public spaces; current practices in public art; pride of place; and cultural development.
- Sharing the facts about the role and the importance of public art and creative place-making.

The Planning Context report covers the following key topics related to Art in Public Spaces:

- Trends and Emerging Best Practices
- Municipal Funding Models for Public Art
- Funding for the Maintenance of a Public Art Collection
- Developer Public Art Programs and Contributions to Municipal Public Art
- Integration of Ecology/Environment into Public Art Pieces and Process
- Permanent Collections
- Models for the Selection of Public Art Pieces and Processes
- Ephemeral and Temporary Art Projects
- Private Art Donations and Requests to Sell Artwork to a City
- City Linkages (Policies, Plans, Bylaws)

The report is prepared by Patricia Huntsman Culture + Communication for the City of Port Moody. Special thanks is extended to Bridget MacIntosh for her research and contributions to the report.

## Public Art Trends and Emerging Best Practices

The role of public art in city-building has seen tremendous shifts with new models and processes being explored to enhance the inclusivity, impact and sustainability of public art initiatives.

Expanding beyond traditional bronze sculptures, the genre of public art now embraces a wide variety of permanent and temporary artistic expressions in the public realm. More than just esthetics, public art is a tool that is used by municipalities to respond to global population shifts, environmental fluctuations and the increased complexity of civic issues.

Alongside this expansion, the narrative in many cities is shifting to stressing the importance of investing in public space and specifically in these expanding “creative placemaking” initiatives of which public art is a crucial component.

Creative Placemaking “is an evolving field of practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place.”<sup>1</sup>

Examples of creative placemaking projects include using artists to imbue playground areas, basketball courts and other public spaces with bold, colourful patterns as well as creating temporary “pop-up” patios in existing parking spots featuring art installations and space for live performances. Other cities have also worked with the private sector and business improvement areas to take over vacant storefronts to provide artists with temporary studios and galleries to showcase their work.

The public art genre has also seen shifts away from being a “passive” experience, where the spectator merely views, into a more participatory activity. Outdoor art-based experiences ranging in scope from Burning Man to community created murals and art gardens engage the spectator and invite them to become a participant in the creation of the artwork.

Many cities have also incorporated public art into City specific signage and gateway designs. This has connected City branding and selfie culture together by encouraging citizens to tag and post pictures of themselves visiting and interacting with the art.

To this end, public art and the artists that create it are being welcomed and embedded into all facets of city planning and development to ensure that public art is meaningfully integrated into public projects and the public realm to strengthen quality of place, define a city's character and share its collective stories.

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<sup>1</sup> D.Y.I Creative Placemaking, “Approaches to Creative Placemaking”, <http://www.artscapediy.org/Creative-Placemaking/Approaches-to-Creative-Placemaking.aspx>

“Public art and artists play a transformative role in revealing the invisible and unseen systems within our city and creating an emotional connection between people and their environment. Embedding artists and their creative processes within the city allows for deep and meaningful collaboration and an ongoing exchange of ideas and perspectives.”<sup>2</sup> *Heather Aitken, Manager of the Public Art Program (Calgary, Alberta)*

## Municipal funding models for funding Public Art

Like any sound investment, diversification is important. As it is unsustainable for a public art program to depend entirely on one funding stream, many municipalities have been looking at ways to creatively diversify revenues to support their public art programs.

In addition to standard percent-for-art contributions from municipal capital and operating projects, other best practices for municipal funding models include:

- Provision of an annual public art operating budget (adjusted for inflation)
- Partnerships with local arts organizations and community groups
- Partnerships with businesses and business improvement areas
- Partnerships with other public agencies and educational institutions
- Integration of public art initiatives into municipal capital projects
- Integration of public art initiatives into public agency and educational institution capital projects
- Integration of public art initiatives into private developments
- Donations of funding and/or art from individuals and the private sector

Other potential revenue streams to support public art include:

- **Leveraging legacy funding opportunities** – leveraging additional funding made available from local, provincial or federal levels of government to support the development of a legacy public art piece and/or contribution to public art development funds. These are usually made available as part of commemorative celebrations, significant sporting competitions and / or cultural events.
- **Hotel Tax / Destination Marketing Fee** – where a tax is added to the cost of a hotel room. These funds are then pooled and administered to support a variety of tourism initiatives to market the city. While there is no Hotel Tax/Destination Marketing Fee at this time in Port Moody, for future consideration, or in a modified form, a percent and/or annual stipend from this fund could be allocated to specifically support Port Moody’ public art program in recognition of the potential tourism draw the program can provide.

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<sup>2</sup> “Transforming our Future with Public Art”, Public Art Review. Forecast Public Art.  
<https://forecastpublicart.org/transforming-our-future-with-public-art/>

- **Third-Party Billboard Tax** – where the municipality charges a tax on outdoor advertising billboards. In Toronto, the amount charged per billboard ranges from \$1282.49 - \$42,500 (2019 rate). In the past, a percentage of this tax was allocated to the Toronto Arts Council to support increased arts investment.
- **Crowdfunding** - Recognizing that public art is part of a larger trend of collaborative public space improvement; municipalities, business and other public agencies, have worked together with crowdfunded creative placemaking organizations such as *Patronicity*<sup>3</sup> to encourage investment in smaller, neighbourhood focussed public art initiatives. With each crowdfunded dollar matched dollar for dollar by the municipality and its partners, the public develops a sense of ownership over the project and helps reinforce the important role public art plays in building healthy and vibrant communities.

## Funding for the maintenance of a public art collection

A robust public art maintenance fund is key to ensuring that a City's public art collection can be experienced by citizens and visitors for years to come. Many municipalities have established a specific reserve fund specifically for the purpose of maintaining and conserving the City's public art collection. These funds ensure that dedicated monies are available for needed repairs and/or maintenance so that other public revenue sources are not affected.

Funding these reserves can come from various sources such as:

- Earmarking a minimum percentage of individual public art project budgets to the reserve fund for the pieces' maintenance and conservation. (i.e. Kingston, Ontario allocates 10% of each project budget to such a fund)
- Cash donations from public and private sectors in accordance to applicable municipal financial policies
- Provision of an annual contribution from the municipality to the reserve fund

Overall, a trend is for municipalities to view and care for their public art collections in the same manner as they would for a civic museum collection. To this end, the permanent collection should be supported with the appropriate funds, expertise and to the standards that a museum collection warrants.

## Developer public art projects and contributions to municipal public art

With growing populations and economies around the globe, new developments and relationships with developers are a reality for municipalities.

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<sup>3</sup> Patronicity, [www.patronicity.com](http://www.patronicity.com)

With new development projects, most municipal public art policies offer developers a choice of:

- contributing a percent of their development project costs into the City's public art program for maximum leverage
- contributing a percent of their development projects costs towards the development of a public art piece on the private property being developed
- contributing a percent of their development projects costs towards the development of a public art piece on a public art site
- A combination of the options noted above.

Historically, these options have only been *encouraged* as a best practice. As a "City of the Arts", Port Moody has an opportunity to explore gradually shifting from encouraging such contributions to making them expected in the Development Approval Process . This approach is consistent with the trend of fully integrating public art into all aspects of city planning and development.

Developers sometimes opt to include public art in their development project recognising its benefits to both their investment and community at large. There are many ways that developers can use their projects to provide public art. With any developer public art approach, a best practice is to require that developers meet with City staff as early as possible in the development process to:

- Ensure alignment with current municipal policies and requirements
- Review existing City public art projects to inspire, identify possibilities and opportunities, and to leverage synergies
- Identify potential artists and/or arts organizations/public art consultants to collaborate with so that public art can be meaningfully integrated into the development and the surrounding community
- Identify potential development concessions in exchange for public art contributions (i.e. expedited permitting, additional building height etc.)
- Educate about and ensure that applicable maintenance requirements and safeguards are in place to care for the art even if property ownership changes

These steps help develop a robust and well thought out Public Art Plan as required by current Port Moody policy.

Developer public art projects can include:

- **Privately owned public spaces (POPS)**
  - Developers opt to enhance the publicly accessible portions of their development with public art. This public art can be permanent or revolving – proving a changing platform for artistic expression. An example is the quartet of public art pieces in Toronto's Concord CityPlace<sup>4</sup> development.

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<sup>4</sup> <https://urbantoronto.ca/news/2013/06/story-approaching-red-bold-new-art-concord-cityplace>

- **Hoarding Art**
  - Developers have also taken advantage of social enterprise projects such as Toronto's PATCH<sup>5</sup> (Public Art Through Construction Hoarding) to have required construction hoarding transformed into temporary galleries featuring public art. Some municipalities have by-laws stipulating a minimum percentage of construction hoarding be allocated to community art.
- **Commissioning / Artist-in-Residence Initiatives**
  - Larger corporations such as Facebook have created commissioning programs overseen by an "artist-in-residence"<sup>6</sup>. The Facebook program commissions site-specific art installations at their headquarters and in local communities. Similar models can be considered by developers working in Port Moody. Working in partnership with the City and local arts community, this practice can encourage the development of developers as arts patrons who actively support and contribute to a "City of the Arts" public collection similar to how companies such as Arcelor Mittal (formerly Dofasco / Dominion Foundries and Steel) acquired and amassed an extensive collection of Canadian art.<sup>7</sup>

Developers can also contribute to municipal public art via sponsorship agreements. With this approach, meetings with City staff and applicable art advisory committees should be mandatory to ensure transparency, accountability, alignment with municipal policies, mitigate any conflicts of interest, identify impacts, and eliminate any potential "artwashing"<sup>8</sup>

## Integration of ecology / environment into public art process

Public art can not only be used to make statements about ecological / environmental issues, but it can also be integrated into city capital projects that directly solve such issues.

In North Miami, Florida, one of the most flood-prone communities in Miami-Dade County, the City and the Van Alen Institute launched a \$80,000 U.S design competition: *Keeping Current: Repetitive Loss Properties*<sup>9</sup>. The competition was an opportunity to develop a master plan and pilot project to implement climate-adaptive solutions and reimagine public uses for a flood-prone vacant lot located in the middle of a low-rise housing development.

The winning proposal entitled *Good Neighbor*, accommodates and responds to flooding. "Through the piping and basin system, stormwater will flow into a water retention pool and decrease the amount of

<sup>5</sup> The PATCH project - <https://thepatchproject.com/>

<sup>6</sup> Dafoe, Taylor, "In a Bid to Bolster Its Tainted Public Image, Facebook Is Hiring Staff to Commission Art Projects Around the World", Artnet News, May 30, 2019 <https://news.artnet.com/art-world/facebook-art-team-commissions-1559446>

<sup>7</sup> Arcelor Mittal 100<sup>th</sup> Anniversary Book, pg.57 [http://arcelor-mittal\\_100th.aewebapps.com/files/assets/basic-html/page57.html](http://arcelor-mittal_100th.aewebapps.com/files/assets/basic-html/page57.html)

<sup>8</sup> Pham, Tak, "From Affordability to Artwashing: An Inquiry", Canadian Art, February 5<sup>th</sup>, 2019 <https://canadianart.ca/essays/from-affordability-to-artwashing-an-inquiry/>

<sup>9</sup> Keeping Current: Repetitive Loss Properties - <https://www.vanalen.org/projects/keeping-current/#repetitive-loss-properties>

flooding on nearby properties. With physical markers registering changes in the water table, the retention pool will make flood water visible to members of the community, increasing local awareness of the risk of flooding and sea level rise...”<sup>10</sup>. As part of the project, Miami based artist Adler Guerrier was included as part of the team to design the water level markers and meaningfully incorporate public art into this civic flood-mitigation initiative.

## Models for the selection of public art pieces and processes

Public art pieces are acquired by the municipality in a variety of ways:

- RFPs/RFQs
- Open competitions
- Invitations and limited competitions
- Direct commissions
- Artists on design teams
- Artist residencies
- Community Art
- Direct purchase
- Alternative approaches
- Development initiatives (both municipal and private led)

In each process, a best practice is to ensure that the acquisition is ethical, fair, transparent, informed, reasonable for all parties involved and results in a work of the highest possible quality. As part of the municipal collection, public art should also be selected with an eye to ensuring that the piece is accessible to all citizens regardless of ability, ethnicity and socio-economic background.

To achieve these outcomes, most municipal public art selection processes are overseen by a jury comprised art experts, community members, artists and members of Council mandates art commissions and/or advisory committees with city cultural staff involved in a non-voting capacity to provide necessary information, clarifications and procedural guidance. Jury selections and explanations supporting the choice are then brought forth to the appropriate committee of Council for approval.

To support fair, open and inclusive selection processes, municipalities can adopt best practices including:

- Maintaining an artist registry and/or roster of artists who have met the City’s minimum qualifications for permanent and temporary public art calls. Municipalities should aim to include local, national, international, emerging, and established artists.

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<sup>10</sup> Nonko, Emily, “A North Miami Lot Shows How Small Cities Can Manage Stormwater”, Next City, August 22, 2019 [https://nextcity.org/daily/entry/a-north-miami-lot-shows-how-small-cities-can-manage-stormwater?utm\\_source=Next+City+Newsletter&utm\\_campaign=686453c0ed-Issue+286+COPY+01&utm\\_medium=email&utm\\_term=0\\_fcee5bf7a0-686453c0ed-44175617](https://nextcity.org/daily/entry/a-north-miami-lot-shows-how-small-cities-can-manage-stormwater?utm_source=Next+City+Newsletter&utm_campaign=686453c0ed-Issue+286+COPY+01&utm_medium=email&utm_term=0_fcee5bf7a0-686453c0ed-44175617)



- Maintaining a roster of public art consultants who can be utilized by the municipality, developers or others considering a public art project.
- Maintaining a database of local, provincial, federal and international arts organizations who can amplify calls for artists and who can be identified as potential partners
- Maintaining a database of potential jury, committee members
- Creating educational guides, templates and opportunities to provide clarity on public art processes (including selection) for artists and developers
- Helping to foster the development and support of community-based groups in Port Moody like Boston's *Place Leader's Network*<sup>11</sup>. The Place Leader's Network is a consortium of 24 people representing 8 community organizations who work together to identify local opportunities for creative placemaking. They provide "street-level" activity and connectivity between the City's public art program and the local community.

As public art becomes more firmly embedded in city planning and development many municipalities have created inter-departmental public art groups to support the early identification for and inclusion of public art in public and private development projects.

Comprised of staff from multiple city departments as well as cultural staff, public art groups provide the public art program with an opportunity for staff to be included on public art planning and development. It also allows staff across the City to alert the public art staff about any capital planning projects or plan / policy development where public art could play a role. Such collaboration amongst City departments avoids having public art added on as an after thought or as mere cosmetic enhancement. It meaningfully and sustainably integrates public art into the city building process.

## Permanent collections

As a public asset, permanent public art collections must be accessible, maintained, protected and insured under the City's insurance policies. The Americans for the Arts' Public Art Network (PAN) has widely accepted proposed best practices on the conservation and maintenance of artworks.<sup>12</sup>

With the growing trend of investing in public space, many municipalities are taking pride in their collections and are taking innovative steps to showcase and educate the public about their permanent collections. Such promotion is key to developing an understanding and appreciation for public art but can also be leveraged to support municipal tourism and economic development initiatives.

<sup>11</sup> Placeleadership Network, The Boston Foundation <https://www.tbf.org/what-we-do/strategic-focus-areas/arts/place-leadership-network>

<sup>12</sup> Public Art Network (Americans for the Arts), "Proposed Best Practices For Public Art Projects", 2016 [https://www.americansforthearts.org/sites/default/files/pdf/2016/by\\_program/networks\\_and\\_councils/pan/tools/Best%20PracticesFINAL6.2016.pdf](https://www.americansforthearts.org/sites/default/files/pdf/2016/by_program/networks_and_councils/pan/tools/Best%20PracticesFINAL6.2016.pdf)

Some public space trends involve utilizing City Hall as a community hub<sup>13</sup>. To this end, there is an opportunity to create new public art pieces to be showcased in-situ at City Hall but to also use the location to provide education about the City's permanent collection. City Hall can also serve as a gathering place to host lectures, panel discussions and workshops about public art to members of the public and to the local creative community.

Education and awareness about permanent collections and its impacts can also be achieved through:

- Stand alone walking tours highlighting public art collection or tours done in conjunction with *Jane's Walk*, *Culture Days* and/or other umbrella cultural events
- Interactive maps and/or mobile apps / digital exhibitions to showcase and educate about the collection
- Sharing information about the public art collection and related collection news with local, national and international networks such as the *Public Art Network (Americans for the Arts)*, *Public Art Review (Forecast Public Art)* and the *Public Art Network (Creative City Network of Canada)*. (i.e. calls for artists, announcement of winning proposals, unveilings, interview with selected winners, awards won by the program etc.)
- Researching, documentation and sharing the economic impact of installed public art and other related data with City Council and the community

As municipalities and their populations continue to grow and diversify, municipalities are also considering periodic equity audits of their permanent collections. Public art collection equity audits are, "comprehensive benchmarking tools to identify discrepancies in public art collections as related to race, gender, immigration status, and more. [They]...help identify gaps, prioritize initiatives, set targets and other program goals, assign accountability, and measure the impact of initiatives."<sup>14</sup>

## Ephemeral and temporary projects

Ephemeral and temporary public art projects are an effective way to include public art in neighbourhoods throughout the city at potentially lower costs than what a permanent piece would entail. They also evoke a sense of curiosity, excitement and connection to the public realm.

In addition to having temporary art noted as a goal in a public art policy and to make it easier to display temporary projects in the public realm, some municipalities such as Waterloo, Ontario<sup>15</sup> provide

<sup>13</sup> Nonko, Emily, "The community hub of the future isn't a library or a shopping center. It's city hall.", Fast Company Magazine, August 12, 2019 <https://www.fastcompany.com/90386553/the-community-hub-of-the-future-isnt-a-library-or-a-shopping-center-its-city-hall>

<sup>14</sup> "Equity Audits of Public Art Collections", Forecast Public Art Consulting Services. <https://forecastpublicart.org/new-forecast-consulting-service-equity-audits-of-public-art-collections/>

<sup>15</sup> City of Waterloo, Public Art Policy, 2015 <https://www.waterloo.ca/en/government/resources/Documents/Cityadministration/Policies/Public-Art-Policy.pdf>

expanded information in their policies about accepting temporary works of art for display on city-owned property.

Ephemeral and temporary public art projects have also been showcased at festivals and exhibitions such as Waterloo's *Lumen*, Sudbury's *Up Here Festival* and Toronto's *Winter Stations*. Such events provide opportunities for artists to play with light, environment, storytelling and technology to explore the creative possibilities of temporary and ephemeral public art.

Other cities have used temporary and ephemeral art as a tool to engage the community to create awareness, provide commentary and / or generate solutions for various social issues:

- *Breathing Lights*<sup>16</sup> - illuminated the windows of hundreds of vacant buildings in Albany, Schenectady and Troy, New York. Warm light filled each window with a diffused glow that mimicked the gentle rhythm of human breathing. Concentrated in neighborhoods with high levels of vacancy, Breathing Lights transformed public streets into an evocative experience and provided a platform to reinvigorate stakeholders around the Capital Region's most visible symptom of decades of disinvestment.
- *SOS (Safety Orange Swimmers)*<sup>17</sup> – A group of 22 brightly painted foam figures floated in Boston's Fort Point Channel for two months in 2016. The Swimmers relate the Channel to the seas crossed by those in search of shelter, freedom, prosperity and safety. Recently installed in Toronto's Harbour Square, the installation was designed to draw attention to the plight of refugees.
- *ILLUMINATIONS: human/nature*<sup>18</sup> - "...shined a spotlight on the landscape, people, and heritage of Canada by weaving together the unseen narratives of the human and the natural in both national parks – from their geological formation, ecology and biodiversity, to Indigenous and colonial settler history, as well as conservation. Audiences were divided into groups and became participants as they operated portable devices such as speakers, projectors and lights to animate Banff National park with a myriad of holograms, projections, narratives and soundscapes.

## Private artwork donations and requests to sell an artwork to the City

Many municipalities have specific Council approved donation and acquisition guidelines and/or policies in place to facilitate private artwork donations and requests to sell an artwork to the City. This ensures that such processes maintain transparency, accountability, align with municipal policies, are fiscally responsible and prevent any real or perceived conflict of interest.

<sup>16</sup> Breathing Lights. <https://breathinglights.com/>

<sup>17</sup> SOS (Safety Orange Swimmers). <https://www.aandjartanddesign.com/swimmers.html>

<sup>18</sup> Illuminations: Human/Nature. <https://www.banffcentre.ca/legacy-illuminations-humannature>

Donations are usually considered by a municipality's arts commission or similar Council appointed body mandated to oversee such donations and its process.

Best practices for private artwork donations include criteria such as:

- Artistic excellence
- Compatibility with the City's civic collection policy or other applicable municipal policy, public art collection and objectives of the public art program
- Suitability to the context and programming function of the proposed location
- Authenticity and provenance
- The physical condition, durability and maintenance requirements of the artwork
- Artwork does not pose any safety hazards to the public
- Absence of restrictive conditions imposed by the donor and any conflicts of interest

And involves soliciting such information from the donor as:

- Information about the artwork including photographs of the artwork (if existing) or illustrations (if proposed)
- Maintenance and conservation plan, including the condition of the work and any repairs needed
- Site and installation requirements of the artwork
- Projected budget for installation and ongoing maintenance of the artwork
- Legal proof of the donor's authority to donate the work

The City retains the right to accept or decline donations. Once accepted, the artwork is typically insured as part of the City's collection.

Requests to sell artwork to the City generally go through an acquisition process via the municipality's arts commission or similar Council appointed body mandated to oversee such acquisitions and its process.

Best practices for handling requests to sell an artwork to the City through an acquisition process include such criteria as:

- Artistic excellence and originality
- Compliance with competition requirements (if issued by the City) and/or compatibility with the City's civic collection policy or other applicable municipal policy, public art collection and objectives of the public art program
- Appropriateness to the site and community context
- Site and installation requirements of the artwork
- Maintenance requirements, durability and resistance to vandalism
- Artwork does not pose any safety hazards to the public
- Authenticity and provenance
- Budget estimates and value

Other considerations / costs for public art donation and acquisition processes that the City should keep in mind involve:

- Shipping and handling fees
- Important charges / taxes
- Contractual agreements
- Documentation management (i.e. ownership records, certificates of authenticity, appraisals, etc.)
- De-accessioning
- Tax receipting for donations (if requested by donor)

## Art in Public Spaces: Planning Linkages

The City of Port Moody's *Public Art Policy* and *Private Developer Public Art Guidelines* can be linked to existing and future Port Moody plans, policies and bylaws.

Such linkages are key to ensuring that public art is fully and meaningfully integrated into all aspects of Port Moody's planning and development initiatives. These are necessary steps to maximize public art's potential to build a vibrant, prosperous and resilient City of the Arts.

## Policies & Plans

As part of the development of the City's Art & Culture Master Plan (2018), many Port Moody policies and plans were reviewed. Moving forward, public art should be a consideration when these policies and plans, including the Arts & Culture Master Plan, are revised. These include:

### **Official Community Plan (and Official Community Plan Bylaw)**

- *To have public art play a role in shaping how Port Moody should develop in the coming years. Similar plans to link may include:*
  - *Downtown and /or other business development / incubation related plans and policies*
  - *Secondary and /or other development plans and policies*
  - *Neighbourhood development and action plans*

### **Council Strategic Plan**

- *To include public art in this framework that guides the decisions of Council and the City's approach for delivering services to the community.*

### **Heritage Strategic Plan**

- *To ensure that public art is a consideration in the direction for heritage planning and action.*

**Parks and Recreation Master Plan (and Parks and Community Facilities Rules and Regulations Bylaw)**

- *To ensure that public art is a consideration in, and a tool used to support the future goals and visions for parks and recreation programs and facilities within Port Moody.*

**Draft Tourism Strategic Plan**

- *To ensure that public art is included in recommendations on strategic tourism initiatives and related matters.*

**Community Sustainability Plan**

- *To include public art in Port Moody's commitment to combatting climate change through a series of environmentally sustainable policies, initiatives, and regulations.*

To embrace a “whole city approach” to public art development as indicated in the City's Arts & Culture Master Plan, other Port Moody plans and policies to link and support public art initiatives should include:

**Transport Moody: Transportation Master Plan**

- *To incorporate public art into Port Moody's transportation infrastructure investments that include: Port Moody's road network, and providing better options for walking, cycling, and using transit.*

**Economic Development plans and policies**

- *To ensure that public art is a consideration in, and a tool used to support Port Moody's economic development plans and goals.*

**City facility and / or real estate related plans and policies**

- *To identify opportunities for public art to be incorporated into City owned facilities and other real estate holdings and assets (i.e. city owned vehicles).*

**Plans and policies related to supporting youth, seniors, indigenous communities and newcomers**

- *To ensure that public art is a consideration in, and a tool used to support Port Moody's plans and goals to support youth, senior, indigenous and newcomer communities.*

**Arts & Culture Committee - Terms of Reference and action plans**

- *To ensure that public art is considered and incorporated into Port Moody's arts, culture and event initiatives and funding opportunities.*

**City led surveys, report card compilation and other citizen engagement initiatives**

- *To utilize public art as both a tool to gather information through these engagement initiatives as well as include public art in such engagement initiatives to establish set benchmarks and gather data on the City's public art program*

**Port Moody Public Library – Strategic Plans and Community Needs Assessments**

- *To ensure that public art is a consideration in, and a tool used to support Port Moody's Public Library's strategic and operational plans and goals.*

**Bylaws****Annual Property Tax Rates Bylaw & Permissive Tax Exemption Bylaw**

- *Consider reduced tax rates and exemptions for organizations that provide space, funding and/or other resources for public art initiatives*

**Fees Bylaw**

- *Consider reduced fees for users who actively support public art initiatives.*

**Graffiti Bylaw**

- *Explore using participatory public art (i.e. city sanctioned street art walls) to curb graffiti*

**Sign Bylaw**

- *Explore ways to incorporate public art into various permitted signs. Also, investigate ways to amend bylaw to create a third-party billboard tax to support public art initiatives.*

**Street, Traffic and Public Places Bylaw**

- *Explore ways to incorporate public art into various public places including, but not limited to, street furniture, garbage/recycling receptacles, manhole covers, bicycle racks, construction hoarding and utility boxes.*

**Various Development Bylaws**

- **Density Bonus Reserve Fund Bylaw**
- **Development Approval Procedure Bylaw**
- **Development Cost Charges Bylaw**
- *Ensure that public art continues to be included in Port Moody's development processes, used as a tool to support good development and is a beneficiary of development revenues.*

**Various Heritage Bylaws**

- **Heritage Maintenance Standards Bylaw**
- **Heritage Procedures Bylaw**
- **Heritage Reserve Fund Bylaw**
- **Heritage Revitalization Tax Exemption Bylaw**
- *Ensure that public art is included in Port Moody's Heritage support processes*

**Zoning Bylaw**

- *Ensure that zoning bylaws champion and support the incorporation of public art into various development and/or land use projects.*