

PART 3

15. Private Sector Public Art

The vast majority of the urban environment lies within the private sector. As a result, quality architecture and public space are dependent on private developers taking an interest in good urban design. Art on urban land, whether in the form of functional architecture, aesthetic accessories or landscaping, all contribute to public pleasure and enjoyment. As business owners know, it is in their best interest to make their site aesthetically pleasing - it brings customers in. While good design costs money, bad design can cost more money.

Public art on urban sites is one aspect of incorporating art and creative urban design. It is not the only way. High quality overall site design can provide equal public enjoyment value.

Encourage private enterprise to integrate a Public Art Project into their development in addition to achieving high standards of architectural excellence, or to provide a cash donation for Civic Public Art.

The Municipality, in support of and to encourage private enterprise, will provide the jury process as outlined in Section 7.2 of the Public Art Policy to individual projects that contain a public art component.

To administer cash donations for public art, a separate endowment fund within the Saanich Community Legacy Foundation should be established. Specific parameters should be placed on this fund to ensure that procedures are dedicated to Public Art projects and their maintenance within Saanich. This fund would provide over time another dedicated source of funds for public art.

Procedure for Encouraging Private Sector Public Art. Through the development application process, a private developer or the applicant will be informed of the District's Public Art Program. As an incentive to encourage public art on private developments, the District will provide the jury process as outlined in Section 7.2, if a developer wishes to use it. As well, recognition of cash donations will occur through a plaque inscription program.



Mural inside Saanich Road McDonald's

APPENDIX 1

Art on the Goose Project - Saanich Spur/Lochside Trail

Introduction

A subcommittee of the Saanich Community Arts Advisory Committee was created to develop an "Art on the Goose" program. The Galloping Goose Regional Trail is seen as an ideal opportunity to enhance the visual appeal of the trail corridor and to provide public art.

Purpose

To promote the creation of art and its placement along the Galloping Goose/Saanich Spur/Lochside Regional Trail in partnership with the local community, businesses and public agencies.

Study Area

The Galloping Goose Trail right-of-way from the City of Victoria boundary north to the Town and Country Shopping Centre and east along the Saanich Spur and Lochside Trail to Cedar Hill Cross Road has been identified as the project area. The trail passes through the industrial/commercial West Douglas Area.

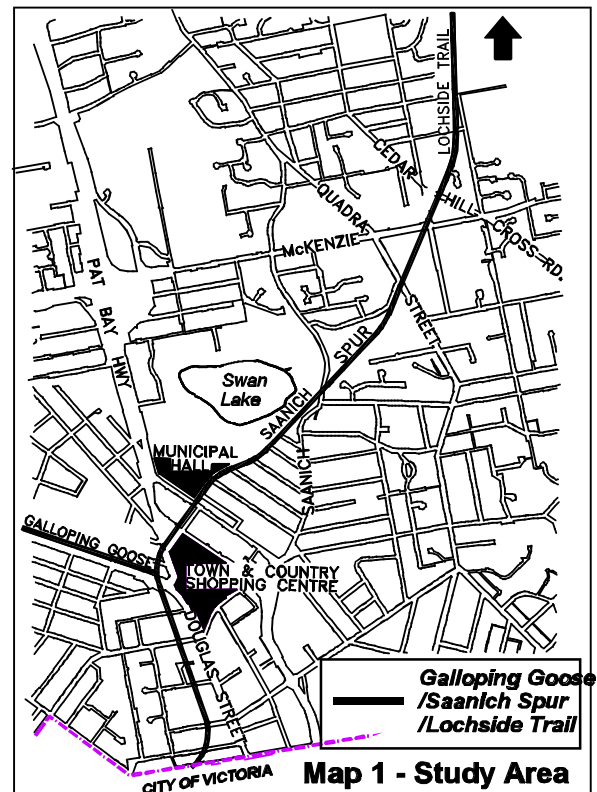
Developments on the adjacent parcels are a mix of building and landscape design, rear blank walls and parcels with unkempt buildings and grounds. The existence of unsightly outdoor storage is a contributing factor to the character of some of the sites but it is not the sole issue.

At the Switch Bridge Trans Canada Highway crossing, the Trail passes through CRD Parks leased spaces created by Ministry of Transportation and Highways right-of-way and surplus lands designated for open space. Passing under Carey Road and Blanshard Street, the Trail has a rural ambience within the vegetated ravine. This sense of rural character continues for the most part all the way to Quadra Street as it passes by Swan Lake Christmas Hill Nature Sanctuary. At Quadra Street the commercial community is again evident through to Cedar Hill Cross Road. Map 1 illustrates the study area.

Analysis

The following opportunities for Art on the Goose have been identified. They include possible locations for art, and are meant to be illustrative and non-inclusive, recognizing that arts are innovative, and that other opportunities will be identified. See Map 2.

- Road right-of-ways, including undeveloped right-of-ways;
- adjacent park land;
- remnant Municipally owned lots;
- Provincial lands;
- existing structures such as tunnels and bridges;
- private rear and side yard setback areas;
- blank walls on private buildings.



In addition to location, it is expected that arts could also be incorporated into:

- street furniture;
- lighting;
- garbage containers;
- manhole lids;
- drinking fountains;
- benches or picnic tables;
- landscape design including private lands;
- trail, sidewalk and/or road surfaces/edges.

A new initiative always presents new issues and challenges that will need to be addressed. It is expected that some of these can be dealt with administratively or through good design while others will require education and stewardship. Examples of possible issues include:

- funding source;
- bylaws - sign, zoning, etc.;
- regular maintenance;
- development permit amendments;
- uninterested property owners;
- vandalism;
- public safety.

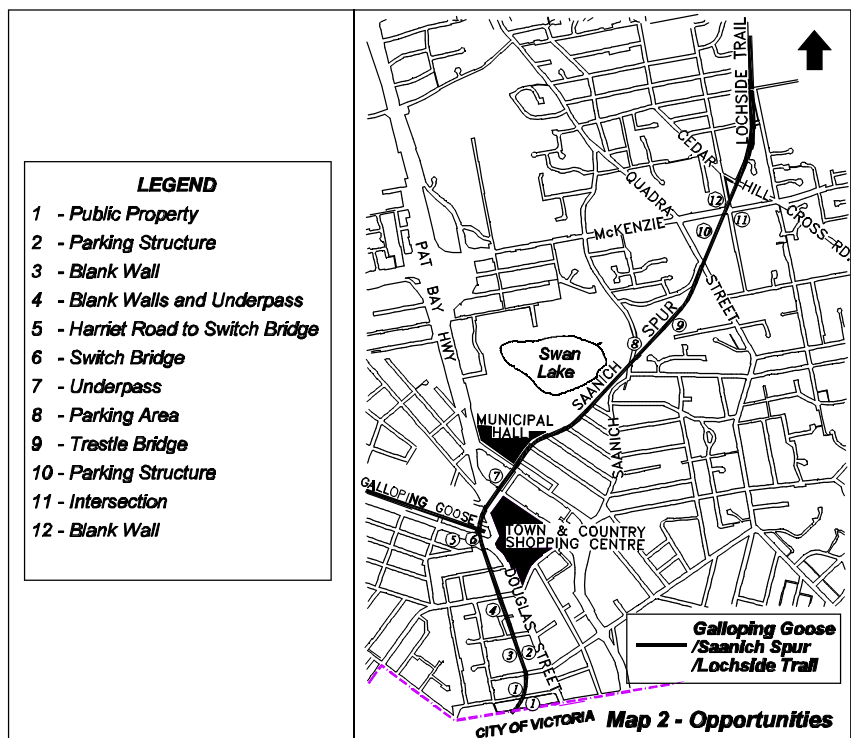
The Program

A program to promote and provide Art on the Goose must be available for public and private spaces. While there are differences because of land ownership, it is suggested that the process be similar for both situations. The rationale for this approach is the idea that art within public view is just that, public art, and a process of selection and approval is necessary.

Relationship to CRD

For any art installation within the Galloping Goose lease area, the CRD will require a request for a permit. At that time, CRD Parks will determine if it is necessary to inform the Board or the Ministry of Transportation and Highways as owners of the land. For all other art installations, CRD Parks will be included for circulated information:

- at the time of development permit application for private parcels;
- at the time of concept.



Initiatives

The following are concurrent actions that would promote art within the study area.

1. Include information about the Art on the Goose Project with all development permit applications for sites in the study area. Developers of parcels adjacent to the Goose are encouraged to participate in the program when applying for development permit approval. This will ensure that designers working on a project can incorporate an art project into the initial design and cost estimates of the building.
2. Develop an Art on the Goose information pamphlet. A pamphlet will promote the concept of Art on the Goose and provide program information. It is suggested that the pamphlet be distributed to adjacent businesses and property owners and to the general public.
3. Invite schools to propose joint art initiatives on public land.
4. Identify a test project to start the program.

Community Liaison

Central to the concept of public art is community involvement. The opportunity exists to create partnerships with schools, community associations, individuals, and business owners and operators. This is an ongoing process that involves education, youth, and general community commitment to the concept. The pamphlet would be a first step towards building community awareness.

Conclusion

Art on the Goose will happen in two ways: first through encouragement of private initiatives through the development process, and second through public initiatives with support from the private sector. Ensuring that the approval process for art installations is concurrent with the development approval process, and that there is a clear decision making authority are essential elements to success.

APPENDIX 2

General Plan Vision



In 2025, Saanich is a safe, affordable, accessible community in which to live and work. This level of sustainability reflects the values and goals of Saanich residents over the years implemented by successive Councils within the context of the Regional Growth Strategy and fiscal responsibility.

Progress towards this vision and specific goals contained in the Official Community Plan have been monitored through the use of a system of benchmarks and the breadth of consultation in achieving this level of excellence is ongoing. In addition to community groups, representatives from business, the professions, and visionaries are involved. The ethic of community stewardship is paramount incorporating careful management of public assets and private developments.

Over the past quarter-century, residential and commercial growth has centred around urban village centres of diverse character and distinct identity, each one reflecting the people who live and work there. Neighbourhoods are healthy and affordable for children and families. The urban area is intra-connected by a balanced transportation system which allows a choice of mode for all residents. Saanich is the heart of an urban region that defines itself as the walking and cycling capital of Canada with efficient public transit and bicycle-friendly streets with traffic calming and safe pedestrian facilities.

Social values and the economy are enhanced by the preservation of heritage and promotion of arts and cultural elements. Community wellness has been achieved by providing infrastructure for active living which offers a wide range of open space and leisure opportunities. Efficient and reliable public services, programs, and utilities are provided and maintained through a systematic approach to infrastructure management. The rural area has been preserved by adherence to the Urban Containment Boundary concept.

The successful promotion of vibrant, diverse economic development has allowed the Municipality to support initiatives to ensure a clean environment.

Natural watercourses are protected and enhanced; the Colquitz River, Tod Creek, and other streams support both trout and salmon. Preserving the natural heritage of the marine shoreline and native plant communities, especially Garry oak meadows, on both public and private lands has been recognised as an essential component of sustainability.

APPENDIX 3

Arts Programs, Events, Initiatives Prior to Comprehensive Arts Policy

Instructional/Recreational

- 1,100 instructional programs, including summer camps, per year in music, dance, and visual art
- Arts creation facilities: Community recreation centres, pottery studio, sound studio, performing arts venues
- Display areas for local artists, community art projects, rental space for art activities

Special Events

- Mothers' Day Concert in Playfair Park
- Concerts in Gyro Park
- Gorge-Tillicum Community Family Picnic
- Gardener Stroll series
- Gorge on Art
- Totally Teen Talent
- Candlelight Dinner Theatre
- Youth Craft Cooperative
- Saanich Summer Sunfest
- Saanich Family Christmas
- Youth Christmas Craft Fair
- All One Family
- Departmental special events
- Art in the Park
- Community Arts Awareness Week

Public Art

- Tapestry at the Police/Fire Building
- Totem Pole and stone fresco at Saanich Commonwealth Place
- Foyer flooring inside and metal sculpture outside of Pearkes Community Centre
- Tapestry in foyer of Cedar Hill Golf Course Clubhouse
- Sculpture in foyer of Cedar Hill Recreation Centre
- Mount Tolmie Park
- Sierra Park
- Blenkinsop Bridge
- Exterior wall of Council Chambers and interior wall at main staircase in Municipal Hall



Work with Schools

- Theatres in Spectrum and Claremont Schools
- Sound studio
- Art 2000 Millennium Mural Project

Saanich Community Arts Advisory Committee

Saanich Legacy Foundation

Neighbourhood Development Grants and Matching Grants

Policy Development



APPENDIX 4

Saanich Community Arts Advisory Committee - Terms of Reference

An advisory committee that reports directly to Council with respect to active community involvement in the future of the Municipality's arts and cultural development.

The Committee meets on the fourth Thursday morning of each month.

Mandate: The Committee will be concerned with existing or potential initiatives that contribute to the facilitation and development of the community arts in Saanich.

Goals:

- In consultation with the Planning, Recreation, Parks and Public Works Departments, and the Greater Victoria Intermunicipal Committee, advise Council on policy issues to facilitate the development of community arts in Saanich.
- Foster public awareness, recognition and support of local artistic talent.
- Recommend opportunities for education, participation and enjoyment of the arts.
- Work with various partners to ensure that adequate facilities are available for the creation and presentation of the arts.
- Provide a regular Saanich forum through which agency representatives and interested parties can share information on community art initiatives and funding opportunities.
- Although not responsible for direct programme provision, the Committee will support Municipal departments and other community organizations that deliver arts services through the acquisition of required resources.

Membership of the Community Arts Advisory Committee			
Council	Staff	School Trustees	Citizens
One Member Chair	One Member each from: <ul style="list-style-type: none">• Planning• Recreation Services• Parks and Public Works	One member from: School District #61 and School District #63	Twelve members including: <ul style="list-style-type: none">• Youth rep.• SCAN rep.• Garth Homer Centre• Service Clubs• Community Arts Council• Artists