



THE CORPORATION OF THE MUNICIPALITY OF KINCARDINE

Subject: Guidelines for Crosswalk Art Policy

Report Number: Clerk's-2020-01

Meeting Date: Monday, March 9, 2020

Recommendation: THAT Council implement a 2020 Crosswalk Art Pilot;

AND FURTHER THAT based on the results of the Crosswalk Art Pilot, Council consider the adoption of a Guidelines for Crosswalk Art Policy as per Report Clerk's-2020-01.

Date to be considered by Council: Monday, March 16, 2020

Report Summary:

The Arts, Culture and Heritage Committee has been championing the development of Public Art in the form of crosswalk art. Public Art improves awareness and encourages participation in the arts and is financially accessible to all residents. Staff have researched best practices from other municipalities, as well as the traffic marking regulations affecting crosswalk art design. Staff are recommending a pilot project which includes three locations and designs for 2020 and the creation of a policy which will allow for public input into future year designs.

Origin: Arts, Culture and Heritage Committee recommendation

Existing Policy: 2015 Arts, Culture and Heritage Plan

Background/Analysis:

The Arts, Culture and Heritage Committee directed Staff to prepare information on completing a Crosswalk Art project in 2020, as this is a Public Art initiative that the Committee has been working towards. The Arts, Culture and Heritage Plan (2015) adopted by Council, recognizes the value of establishing the community as an Arts, Culture and Heritage destination. The establishment of arts in public places and spaces has a central role in contributing to that goal.

The Municipality also received a request in 2019 from Kincardine Pride for a rainbow crosswalk, which due to timing of the request could not be accommodated.

Project Considerations

Staff have investigated the traffic regulations which might impact this project, as well as the physical & financial logistics. Art would be applied to pavement using traffic marking paint, which can be tinted to many different colors. The art is intended to be seasonal only (spring to fall as weather permits) and may be changed from year to year.

In investigating best practices, Staff have identified that a policy is recommended to deal with any community requests in a consistent manner.

Recommended areas

Public Works Staff have identified the following areas as suitable for this type of public art.

- East crossing of Durham Market North and Queen Street
- Harbour Street at Queen Street
- West crossing of Harbour Street at Huron Terrace
- East crossing of Lambton Street and Queen Street
- West crossing of Lambton Street and Queen Street

The Director of Public Works may consider other areas from time to time.

As Staff considered appropriate locations, it was noted that the primary roads (a provincial highway, and County road) in Tiverton are not within the jurisdiction of municipal responsibility and therefore would not be appropriate at this time.

Design Guidelines Artwork

Based on best practices from other municipalities with existing crosswalk art, the attached policy contains minimum design guidelines. These guidelines;

- account for traffic safety, safety of pedestrians, physical limitations of the space and medium;
- outline the policies and procedures relating to requests and approvals for crosswalk painting;
- provide a framework for local organizations or artists to suggest artwork which will give a sense of place, continuity and belonging and celebrate the uniqueness and the distinguishing characteristics of the Municipality of Kincardine.

2020 Timeline Considerations

As this has been an initiative that the Committee has been working towards for some time, there is a strong desire to have Crosswalk Art in place for the 2020 summer tourism season. While public input and local artist considerations should form a part of this process in the future, it is believed that engaging in the full policy process for 2020 would delay the initiative to the extent that the designs could not be implemented for a reasonable amount of the summer.

In consideration of the request from Kincardine Pride in 2019, and based on previous Committee discussions, and tourism branding, Staff are recommending the following areas and designs for implementation in 2020:

1. Rainbow crosswalk – West crossing Lambton Street and Queen Street
2. Music Themed – Harbour Street at Queen Street
3. Municipal Tartan – East crossing of Durham Market North and Queen Street

The costs associated with this project would be covered through the Committee's budget. Work on the project would be completed by Staff, the Arts, Culture and Heritage Committee members or an appropriate contractor.

Arts, Culture and Heritage Plan (2015) supports this project through two goal areas;

- Make Municipality of Kincardine an Arts, Culture and Heritage destination; and
- Recognize and celebrate diversity within the community.

In anticipation of future requests, Staff recommend that the attached Guidelines for Crosswalk Art Policy be adopted to provide guidelines, and consistency in how requests will be addressed. This specific Policy could be included as part of a larger Outdoor Municipal Art Plan in the future.

Community Plan and Integrated Community Sustainability Plan (ICSP)

Considerations: Continue to appreciate the role of the arts in economic development, tourism and community building.

Financial Implications: Funds have been included in the 2020 Arts, Culture and Heritage Budget to cover the costs associated with this project in 2020.

Attachments: Crosswalk Art Policy, photo examples of crosswalk art