

# POLICY

**POLICY NO.:** G.G.7.3  
**SECTION:** GENERAL GOVERNMENT  
**TITLE/SUBJECT:** GUIDELINES FOR CROSSWALK ART INSTALLATIONS

**ADOPTED DATE:**

**REVISION DATE:**

## **DEFINITIONS:**

For the purpose of this policy:

“**Clerk**” means the Municipal Clerk of The Corporation of the Municipality of Kincardine or designate;

“**Director of Public Works**” means the Director of Public Works of The Corporation of the Municipality of Kincardine or designate;

“**Municipality**” means The Corporation of the Municipality of Kincardine and its successors and assigns;

“**Council**” means the Council of The Corporation of the Municipality of Kincardine.

## **Purpose**

The Municipality recognizes the value of establishing the community as an Arts, Culture and Heritage destination and the central role art in public places and spaces contributes to that goal. Public art improves awareness and encourages participation in the arts and is financially accessible to all residents.

The Guidelines for Crosswalk Art Installations Policy details the policies and procedures, including but not limited to location, request and approval process, and display guidelines regarding Crosswalk Art. Local artists are encouraged to submit designs for consideration.

## **POLICY STATEMENTS**

1. The Municipality designates crosswalks in the following locations for the public display of Crosswalk Art:
  - East Crossing of Durham Market North and Queen Street
  - Harbour Street at Queen
  - West crossing of Harbour Street at Huron Terrace
  - East crossing of Lambton Street and Queen Street
  - West crossing of Lambton Street and Queen Street

Other locations may be approved at the discretion of the Director of Public Works.

2. Individuals who would like their design considered for display are required to complete a Crosswalk Art Request Form.

3. The designated areas in the Municipality are open to the general public of all ages, beliefs and backgrounds, therefore the Municipality reserves, at its sole discretion, the right to refuse any design request.
4. Multiple designs requests from a single applicant will be considered, if they are thematic and are determined to best reflect and represent the Municipality.
5. Designs are intended to be seasonal, and as such are considered as temporary and may be removed or replaced at the discretion of the Municipality.

## **GUIDELINES**

Guidelines are based on traffic regulations and best practices from other municipalities with existing crosswalk art. These guidelines will be utilized by municipal Staff and Committees when reviewing applications.

The following are minimum design guidelines for the consideration of a Crosswalk Art design.

- Design must comply with OTM 15 – Pedestrian Traffic Treatments and relevant TAC manuals.
- Must comply with Transportation Association of Canada (TAC). If adjustments need to be made for the design to comply, the Roads Supervisor will advise and assist in ensuring compliance.
- Design must be contained within a standard crosswalk, which is two reflective white lines, 150 mm in width, approximately 3m apart.
- Designs shall not contain colours or shapes in a way which could be confused as a traffic control device.
- No images shall be used that create a driver distraction or could be misperceived as traffic pavement markings.
- No logos, text or advertising. No indications of sponsorship.
- Designs must not promote children's activities such as hopscotch.
- Artwork must be appropriate for display in public places.
- Designs should be simple and easily produced using a stenciled outline.

## **PROCEDURE**

1. Interested individuals must complete and submit a Crosswalk Art Request Form (Appendix A) by the required due date. Forms are available online or from and may be returned to, the Municipal Administration Centre or the Visitor Information Centre. Requests will be accepted on an ongoing basis, but applications after the due date will only be considered for use the following year. Municipal Staff have the authority to amend Appendix A from time to time as required.
2. Submit a two-dimensional design that meets the guideline criteria within this policy.
3. Request forms will be reviewed and recommendations submitted by the following staff members and committees:

Director of Public Works  
Road Supervisor  
Business Improvement Association  
Tourism Coordinator  
Arts, Culture & Heritage Committee

Designs should give a sense of place, continuity and belonging and celebrate uniqueness and the distinguishing characteristics of the Municipality of Kincardine.

Consideration will be given to ongoing municipal wide branding and marketing campaigns and community connection when recommending designs.

4. If the number of applications exceeds the number of locations or budget available, or if there are numerous applications for the same location, the Arts, Culture and Heritage Committee will provide a prioritized recommendation list to the Clerk for consideration. The Clerk, as the administrator of the Policy will have final approval of the design selection and placement.
5. Upon approval of the design, the individual is required to:
  - a) sign the "Acknowledgment of Terms" section on the Crosswalk Art form;
  - b) provide print ready graphic files of the approved design if requested to do so.
6. The Municipality of Kincardine will:
  - a) be responsible for the application of the design in the approved area;
  - b) cover the material and labour costs associated with implementation;
  - c) apply discretion in selecting artwork for display that is deemed suitable for public areas as some designs may offend.

This policy shall be administered by the Clerk's Department Staff. Residents should direct comments about Crosswalk Art to the Clerk by email at [clerk@kincardine.ca](mailto:clerk@kincardine.ca) or by mail 1475 Concession 5, Kincardine Ontario N2Z 2X6.

**APPENDIX A – CROSSWALK ART REQUEST FORM (Not all designs will be selected for display)**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

For the promotion of the Crosswalk Art Project, please provide a brief description of your artistic endeavors and interests (ie. medium, amateur artist, professional artist, years of experience, have you displayed your work previously, etc.) Please note this profile will become public information.

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Requested location to have artwork displayed:

- East corner of Durham Market South and Queen Street;
- Harbour Street at Queen;
- Harbour Street (midway between Queen and Huron Terrace)
- West side of Harbour Street at Huron Terrace;
- East corner of Lambton and Queen;
- West corner of Lambton and Queen;
- Any of the above.

Description of Artwork Design:

Title: \_\_\_\_\_

Explanation of Design: \_\_\_\_\_

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If possible, include up to 3 photo(s) of the design. Medium resolution JPEG files may be emailed to [clerk@kincardine.ca](mailto:clerk@kincardine.ca) or [tourism@kincardine.ca](mailto:tourism@kincardine.ca) or submitted in person on CD at the Municipal Administration Centre or Visitor Information Centre.

## Municipality of Kincardine – Crosswalk Art Form (Continued)

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### Acknowledgement of Terms:

\* Note: to be completed upon approval of design.

Location: \_\_\_\_\_

Duration: \_\_\_\_\_

I, \_\_\_\_\_, acknowledge the following:

- I have read and understand the Crosswalk Art Policy.
- I understand the art-work must be appropriate for display in public spaces and that the Municipality has the right to refuse at any time reject or remove designs.
- The design that I have submitted becomes the property of the Municipality and may be used by the Municipality for other artistic purposes within reason.
- I will not hold the Municipality, municipal Staff, municipal Committee Members or any related groups responsible for damage or loss that may result from the use of my design.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Parent / Guardian (if individual is under 18 years of age):

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
(please print)

Signature: \_\_\_\_\_

Municipality of Kincardine Staff:

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
(please print)

Signature: \_\_\_\_\_