

FINAL DRAFT
PUBLIC ART PLAN
 2013 - 2023

A PUBLIC ART VISION FOR NEWMARKET

Participation in public art can mean a number of things [to youth]. The opportunity for inclusion and acceptance, the feeling of accomplishment but also the inspiration to achieve even more. For youth, the public display of their art installations, whether permanent or temporary, could be life changing.

Josh Gottlieb – Producer, Underscore Productions

Ideas for a public art program:

What if artists were commissioned to incorporate artwork into all major developments and transit projects along the Yonge-Davis Corridors to give the developments a competitive advantage and to make an amazing transit and pedestrian experience?

What if Newmarket hosted a public art festival in celebration of the town's historic canal structure, waterways and trails? The festival could be a partnership between the federal authority who is charged with the protection of the structure and with the Lake Simcoe Conservation Authority.

What if the Town of Newmarket, York Region Transit and the Newmarket Downtown BIA worked together to help support local artist and business partnerships that are already happening? Support could include communications assistance, brokering partnerships, funding, transit ad space, storefront space to show artist's work and more!

What if there was a joint-initiative between the Town of Newmarket's Public Works department and Recreation and Culture on an open competition for designs of basic infrastructure? Public Works could become Public Art!

What if the Newmarket Art Council and the Town of Newmarket organized a program to bring together professional local artists to collaborate with Newmarket community members and businesses on art projects that will enhance streetscapes and community spaces?

1.0 Introduction



Examples of public art from top to bottom: street art on Recreation Youth Centre by Jordan Epton and Conrad Sandbacka (photo by Eddie McLaughlin), mural art depicting former Land Registry Office by Sharon Chamberlain and guerilla art -- yarn bombing outside of Unwind Yarn House on Main Street (middle and bottom photos by Greg King).

The Public Art Plan for Newmarket provides a ten-year roadmap for integrating art into publicly-accessible places. The Plan will identify guiding principles so that artistic work can flourish and enrich public spaces across all of Newmarket.

Public art provides free and accessible art to all, creates a dynamic landscape, and can characterize a town. Towns and cities of all sizes from across Canada are creating, upgrading and improving their public art programs as part of a creative city movement that recognizes the important economic and quality of life benefits of cultural investment.

Public art can serve as a signifier of a town for its visitors, offer a mode of communication for its diverse communities, and provide an interesting, beautiful and challenging environment for all of its citizens. By supporting and encouraging an increase of programming and infrastructure for a diversified range of public art in Newmarket, we can further re-define our town, our possibilities and our future.

We have an opportunity in Newmarket to inspire our future artists and art audiences with a broad scope of public art, and we have a need to invest and care for a range of work in our townscape that can represent and engage with the best of international, regional, and local and area artistic movements. It is not only the output of public artwork which is important, but also the process of making public art which will help Newmarket to generate, collaborate, create, think, engage and attract.

This 'Made in Newmarket' Public Art Plan:

PROVIDES a guide for the future, real, and imagined platforms of a diverse range of public art in the town of Newmarket;

SERVES as a plan to activate a new directive for public art—with a Newmarket-based approach – inside a regional, national and potentially international context;

SUPPORTS leading edge projects that challenge the community and create new ways of thinking, responding and being;

SHAPES a framework for forthcoming public art projects, while providing inspiration for fresh new ideas and outcomes about the creative potential of the public realm;

ADDRESSES a feedback loop of creation, reaction, caretaking, education, and outreach in public art;

CREATES a dynamic palette of public art for the public to engage with from a multitude of entrance points (conceptually, physically, participatory) which challenges, inspires, and aims to continually renew Newmarket.



Below: Street art event at the Recreation Youth Centre during National Youth Week. Artwork by Jordan Epton and Conrad Sandbacka (pictured). Photo by Eddie McLaughlin.

1.1 Recommendations

1. Establish a framework and priorities for a Public Art Program in Newmarket.
2. Establish a multifaceted funding approach for public art in Newmarket.
3. Establish clear roles and responsibilities for managing the Public Art Program.
4. All Town departments should be engaged with the Public Art Program.
5. Establish processes for the Public Art Plan to follow including for acquisitions, donations, maintenance and conservation, de-accessioning and disposal.
6. Encourage the inclusion of public art within significant capital projects under the jurisdiction of the Town, York Region, its agencies and boards.
7. Encourage the inclusion of public art within significant private sector development across Newmarket.
8. Develop and foster collaborations between public agencies, the private sector and the arts community.
9. Inform and engage local people with the Public Art Program through education, outreach and promotions of the existing public art inventory and new permanent and temporary work.
10. Develop a public art program that encourages a diversity of artists, art selection committee members and artwork.
11. Develop public art projects and programs that are distinct to Newmarket and that contribute to complete communities, the health of the community and that enhance social connections.
12. Continuously review, update and improve upon the Public Art Plan, Policy and Program.



“The Public Art Policy and Plan is a great way to promote and enhance economic development of historic Main Street - we need to draw more people there, both local residents, and people from all over the GTA.”

comment from the Public Art Online Survey

Above: View towards Riverwalk Commons. Photo by Greg King.



“There is an amazing sense of pride when an artist sees their work being appreciated in their home community. The public art program will make Newmarket stronger by giving voice to artistic members of the community, and allowing all to enjoy the art that is produced.”

Leslie Bertin – Vice Chair, Newmarket Arts Council

Above: KNIT Cambridge project led by artist Sue Sturdy with donated knitting from the local community, Cambridge, Ontario, 2010. Photo by Annie Bee.

1.2 Vision and Objectives

The vision for public art in Newmarket is to achieve a rich program of artwork to act as a springboard for place-making – expressing and evoking connections amongst people and places – and for contributing to a vibrant civic life.

Public art can be a key component of a city's attractiveness and identity and is a reflection of a progressive municipality. Public art provides a distinctive cachet that can attract new residents, businesses and visitors. Municipalities from around the world have found that investment in public art has the ability to boost economic development and diversification by contributing to increases in property values, strengthening the local creative and arts sector, and making localized destinations which provide a positive knock-on effect for businesses. For private development, public art can provide a marketing benefit.

Through the public art program, artwork will be one of the tools used to animate the revitalizing downtown core, to contribute to a high-quality redevelopment of the Urban Centres, and to engage communities throughout Newmarket with art in parks, pedestrian precincts, along streets, and in business, community, arts and entertainment hubs.

The six Objectives for Newmarket's public art program:

1. **Support a vibrant, culturally-rich urban environment for residents, businesses and visitors** – particularly in the Urban Centres and the historic downtown, but also in established communities and in Newmarket's many parks, trails and natural spaces.
2. **Build and sustain a creative community identity that celebrates Newmarket's history and looks forward to the future** through high-quality public art projects and programs with public works that are also public art.
3. **Contribute to Newmarket's economic development goals through distinctive artwork and programming that helps to distinguish Newmarket from other places** – to increase its value as a destination and to increase its cultural appeal to attract talent and businesses, including supporting the development of a strong downtown business district and the redevelopment of the Urban Centres along Yonge Street and Davis Drive.
4. **Inspire and engage the community, with a focus on youth in particular.**
5. **Support and develop local artists from a wide variety of disciplines** and support the development of a strong and diverse arts sector in Newmarket through a public art program with a variety of opportunities.
6. **Build a program that aligns itself with current trends as well as generational shifts to attract future residents, businesses and visitors.**



“Culture is a shared asset of all those who live, visit, or invest in Newmarket. The culture of Newmarket is rooted in the collective experience of the community and it includes respect for the past, engagement in the present and a commitment to a common future.”

Definition of Culture, Newmarket’s Cultural Master Plan

Above: Artwork incorporated into a fence of a public park, London, UK, 2010.

1.3 Guiding principles

Newmarket’s public art program will build on accepted best practices and will also blaze new trails based on the town’s own unique circumstances and needs.

The public art program's nine Guiding Principles:

1. Be committed to artistic merit through selection criteria based on quality and good design principles and through qualified adjudication.
2. Public Art will be acquired through a fair and equitable process that encourages a diversity of art-makers, art selection committee members, and artwork. This will address accessibility standards.
3. The program will be relevant to the Newmarket context and be reflective of, and accessible to, the community – members of the community will be informed and engaged at various stages of the process.
4. Best practices will be followed in the maintenance and conservation of the Newmarket Public Art Inventory.
5. Temporary and permanent art initiatives will enhance social connections and contribute to the health of the arts community.
6. Collaborations between public agencies, the private sector and the arts community will be fostered.
7. The inclusion of public art will be encouraged within significant capital projects under the jurisdiction of the Town, York Region, its agencies and boards.
8. Applicable planning tools and processes will be used to encourage the inclusion of public art in all significant private sector development across Newmarket.
9. All Town of Newmarket departments will be engaged with the public art program by assisting in identifying and realizing opportunities for public art and its successful delivery.



Image above: A smudging ceremony on May 27, 2013 was led by Anishinaabe Elder Basil H. Johnston during the unveiling of Kilometre Trail Markers in Fairy Lake Park by artists Donald Chrétien and Jim Menken, Newmarket, 2013. Photo courtesy of Newmarket Era Banner Photograph/Nick Iwanyshyn

“We envision a well-connected cultural sector in a vibrant Newmarket where everyone has the opportunity to fulfil their creative potential, and where culture supports economic development and contributes to quality of life.”

Newmarket Arts Council Vision Statement

1.4 Defining Public Art

Public art can create a sense of pride in one's community; it is art with a social purpose that provides opportunity for artists to employ their creativity, skill, aesthetic sense and intuitive connection to animate places within both newly developed spaces and historic areas.



The Brisbane Airport Carpark's facade is an example of public art integrated into architecture (top). Artists Young & Giroux designed Reticulated Gambol, a play structure for a Toronto park designed by artists Young & Giroux is also a piece of public art (middle). The Arch by Michel de Broin is a public art sculpture and also a memorial to Salvador Allende. (bottom)

Public Art definition: Public art can take a variety of forms and media and be temporal or permanent. It can be functional and/or aesthetic; it may be integrated into its site or be a stand-alone piece. Public art is a site-specific work (temporal or permanent and in any media) in a publicly-accessible space that is created by one or more artists, or in collaboration with one or more artists. For a work to be considered a permanent public artwork in the Newmarket's Public Art Inventory, and therefore maintained in perpetuity unless it is de-accessioned, the artwork needs to be commissioned or acquired following the processes as outlined in this document.



Example of site-specific art: Faultline, Andy Goldsworthy, San Francisco, 2005

The common element for all public artwork, whatever the medium, is its role in stimulating the public’s mind and senses.

Site-specific: Whether permanent or temporary, functional or aesthetic, distinct or integrated and in any media, the artwork should respond to the immediate context. For example, a sculpture that can be placed elsewhere with no significant change to its meaning or how it is received, is not site-specific.

Publicly-accessible space: The artwork needs to be located in a space that is visually or physically available to the public. In most cases the art will be on a publicly-owned site (whether owned by the Town or by another public entity e.g. hospitals), but for public art provided by a private developer, the art may be in a privately-owned space as long as it is accessible to the public 24 hours a day and year-round (examples may include a privately-owned courtyard). The art shall be located outside or be best experienced from outside, except in rare cases where interior spaces are publicly-owned and open to everyone and have extensive and regular opening hours (examples may include: a public library or a transit station).

Artist: The Town of Newmarket follows the Ontario Arts Council by defining an Artist as follows: “must be recognized as a professional practicing Artist by other Artists working in the same field, have completed basic training (formal or informal) in your field(s), spend a significant amount of time practicing your art and seek payment for your work.”

Customary practices: This document outlines acquisitions and commissioning processes—based on international best practices in public art provision—that must be followed for permanent artwork to be considered as part of the Newmarket’s Public Art Inventory. These processes include, but are not limited to: artist selection, jury composition and artist contract provision.



Examples of public artwork showing a range of artistic disciplines and in a variety of media: Plus de deux, digital art with dance performance by David Frankovich, TTC screens (top); The Hear Heres, sound art sculptures by Studio Weave, Derby, UK (middle); Concrete Poetry, site-specific poem by Simon Frank inlaid into Locke Street sidewalk, Hamilton, 2011 (bottom)

1.5 Priority Sites for Public Art

Newmarket is compact in size, but is home to so many important historic places, natural areas, urban spaces and transportation hubs, that can be both celebrated and enhanced by artists through temporary and permanent public artwork in a wide variety of media.

The town's built environment is rich in history and in future opportunity. Public art can play a role in both celebrating history and contributing to a vibrant urban realm in newly developed spaces.

The Public Art Plan covers all of Newmarket and includes 15 public art priority sites. The reason for giving precedence to a selection of public art sites is to create a clear rationale for allocating resources and prioritizing investments. The priority sites have been selected through a process that included reviewing planning policies, weighing each site against the agreed selection criteria, workshops with staff and stakeholder consultation. The priority sites are a starting point, other priority sites and opportunities may come up in the course of time.



The 15 priority sites for public art are:

Urban Centres

1. Yonge-Davis intersection and Davis Dr. gateways
2. Yonge and Davis corridors
3. Historic Downtown Centre
4. Newmarket GO station/Old Davis Tannery

Public Buildings + Spaces

5. Newmarket Riverwalk Commons
6. Yonge and Eagle intersection and Courthouse lawn
7. Recreation Youth Centre
8. Newmarket Public Library
9. Ray Twinney Complex
10. Newmarket Theatre
11. Magna Recreation Centre

Parks

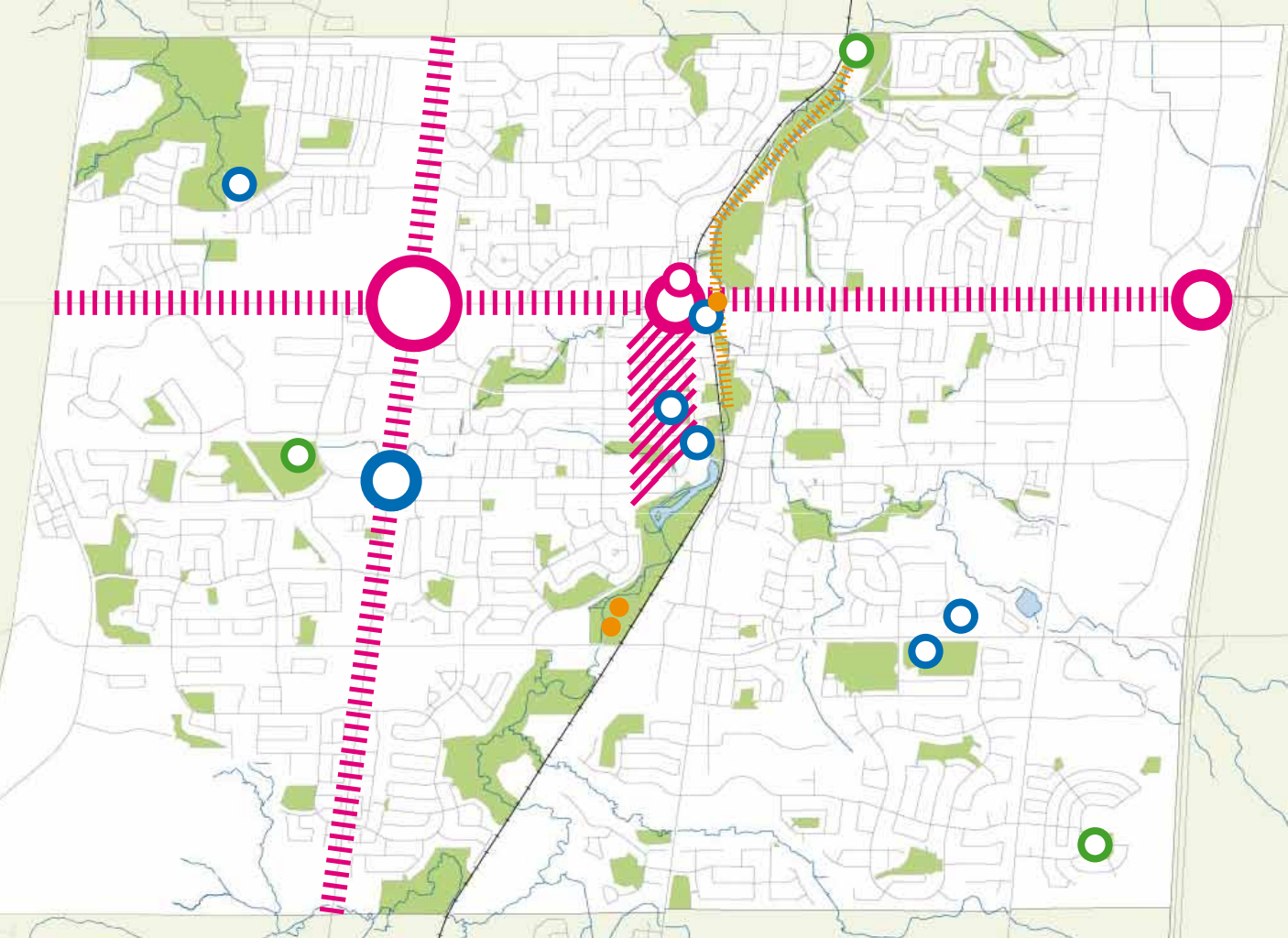
12. Environmental Park
13. Goldstein Park
14. Lock 3, Waterways and Trails
15. Neighbourhood Parks

Sites that have, or will soon have public art:

- Fairy Lake Park
- Tom Taylor Trail
- Keith Bridge on Davis Drive

Left: Eternal Peace by Brett Davis, Newmarket, 2001.

Newmarket Public Art Priority Sites Map



Legend

- ||||| public art priority zones
- public art priority sites (Pink = Urban Centres | Blue = Municipal Facilities | Green = Municipal Parks)
- ||||| existing public art zone
- existing public artwork

1.6 Implementation Plan

The following pages include an Implementation Plan mapping out 12 Recommendations and 45 Actions that provide a framework for Newmarket to realize its vision for a community infused with public art.



"Encourage [the] use of OAC grants for public art projects. Money [is] already available."

comment from the Public Art Online Survey

Above, example of public art integrated into architecture: False Creek Energy Centre, art smokestacks by Pechet and Robb, building by Walter Francl Architecture, Vancouver, 2009

Objective 1: Support a vibrant, culturally-rich urban realm to contribute to the quality of life for residents, businesses and visitors – particularly in the Urban Centres and connections to the historic downtown, but also in established communities and in Newmarket’s many parks, trails and natural spaces.					
Recommendations and Actions	Department lead	Timeframe in years			
		1	1 to 3	3 to 5	ongoing
Recommendation 1: Establish a framework and priorities for a Public Art Program in Newmarket.					
a) Agree the vision, objectives and guiding principles for the Public Art Program. (see Policy 1.1 to 1.3)	Council approval required	•			
b) Agree the definition of public art including the criteria, inclusions and exclusions. (see Policy 1.4)	Council approval required	•			
c) Agree public art site selection criteria and the 14 priority sites for public art. (see Policy 2.4 and Plan 5.3)	Council approval required	•			
Recommendation 2: Establish a multi-faceted funding approach for public art in Newmarket.					
a) Increase the Town's annual base budget to support a Public Art Program's operating costs, maintenance and acquisitions to be comparable to the level of other municipal public art programs. (see Plan 3.1 and 4.2)	Council/Community Services		•		
b) Review where provision for public art could fit into existing Town budgets (e.g. marketing, graffiti abatement or holiday decorations). (see Plan 3.1)	Community Services and Finance		•		•
c) Establish a Public Art Reserve Fund for donations, private developer and other public art contributions.	Finance	•			
d) Establish a Public Art Maintenance Reserve for the long-term conservation and maintenance of new permanent public art projects (10% on average of a capital project budget to be set aside).	Finance	•			
e) Use Planning Tools to secure public art funds or provision of public art. (see Recommendation 7 below)	Planning		•		•
f) Encourage partnerships, sponsorships, donations and apply for grants to help support Newmarket's Public Art Program. (see Policy 2.3 and Plan 3.1 p. 30)	Community Services		•		•
g) Continue to look at other municipalities' best practice funding models and continue to develop other potential funding sources to support the program. (e.g. crowd-sourcing and grants). (see Plan 3.1)	Community Services		•		•

Objective 1: Support a vibrant, culturally-rich urban realm to contribute to the quality of life for residents, businesses and visitors – particularly in the Urban Centres and connections to the historic downtown, but also in established communities and in Newmarket's many parks, trails and natural spaces.

Recommendations and Actions	Department lead	Timeframe in years			
		1	1 to 3	3 to 5	ongoing
Recommendation 1: Establish a framework and priorities for a Public Art Program in Newmarket.					
a) Agree the vision, objectives and guiding principles for the Public Art Program. (see Policy 1.1 to 1.3)	Council approval required	•			
b) Agree the definition of public art including the criteria, inclusions and exclusions. (see Policy 1.4)	Council approval required	•			
c) Agree public art site selection criteria and the 14 priority sites for public art. (see Policy 2.4 and Plan 5.3)	Council approval required	•			
Recommendation 2: Establish a multi-faceted funding approach for public art in Newmarket.					
a) Increase the Town's annual base budget to support a Public Art Program's operating costs, maintenance and acquisitions to be comparable to the level of other municipal public art programs. (see Plan 3.1 and 4.2)	Council/Community Services		•		
b) Review where provision for public art could fit into existing Town budgets (e.g. marketing, graffiti abatement or holiday decorations). (see Plan 3.1)	Community Services and Finance		•		•
c) Establish a Public Art Reserve Fund for donations, private developer and other public art contributions.	Finance	•			
d) Establish a Public Art Maintenance Reserve for the long-term conservation and maintenance of new permanent public art projects (10% on average of a capital project budget to be set aside).	Finance	•			
e) Use Planning Tools to secure public art funds or provision of public art. (see Recommendation 7 below)	Planning		•		•
f) Encourage partnerships, sponsorships, donations and apply for grants to help support Newmarket's Public Art Program. (see Policy 2.3 and Plan 3.1 p. 30)	Community Services		•		•
g) Continue to look at other municipalities' best practice funding models and continue to develop other potential funding sources to support the program. (e.g. crowd-sourcing and grants). (see Plan 3.1)	Community Services		•		•

Objective 1: Support a vibrant, culturally-rich urban realm to contribute to the quality of life for residents, businesses and visitors – particularly in the Urban Centres and connections to the historic downtown, but also in established communities and in Newmarket’s many parks, trails and natural spaces.					
Recommendations and Actions	Department lead	Timeframe in years			
		1	1 to 3	3 to 5	ongoing
Recommendation 1: Establish a framework and priorities for a Public Art Program in Newmarket.					
a) Agree the vision, objectives and guiding principles for the Public Art Program. (see Policy 1.1 to 1.3)	Council approval required	•			
b) Agree the definition of public art including the criteria, inclusions and exclusions. (see Policy 1.4)	Council approval required	•			
c) Agree public art site selection criteria and the 14 priority sites for public art. (see Policy 2.4 and Plan 5.3)	Council approval required	•			
Recommendation 2: Establish a multi-faceted funding approach for public art in Newmarket.					
a) Increase the Town's annual base budget to support a Public Art Program's operating costs, maintenance and acquisitions to be comparable to the level of other municipal public art programs. (see Plan 3.1 and 4.2)	Council/Community Services		•		
b) Review where provision for public art could fit into existing Town budgets (e.g. marketing, graffiti abatement or holiday decorations). (see Plan 3.1)	Community Services and Finance		•		•
c) Establish a Public Art Reserve Fund for donations, private developer and other public art contributions.	Finance	•			
d) Establish a Public Art Maintenance Reserve for the long-term conservation and maintenance of new permanent public art projects (10% on average of a capital project budget to be set aside).	Finance	•			
e) Use Planning Tools to secure public art funds or provision of public art. (see Recommendation 7 below)	Planning		•		•
f) Encourage partnerships, sponsorships, donations and apply for grants to help support Newmarket's Public Art Program. (see Policy 2.3 and Plan 3.1 p. 30)	Community Services		•		•
g) Continue to look at other municipalities' best practice funding models and continue to develop other potential funding sources to support the program. (e.g. crowd-sourcing and grants). (see Plan 3.1)	Community Services		•		•

Objective 1: Support a vibrant, culturally-rich urban realm to contribute to the quality of life for residents, businesses and visitors – particularly in the Urban Centres and connections to the historic downtown, but also in established communities and in Newmarket's many parks, trails and natural spaces.

Recommendations and Actions	Department lead	Timeframe in years			
		1	1 to 3	3 to 5	ongoing
Recommendation 1: Establish a framework and priorities for a Public Art Program in Newmarket.					
a) Agree the vision, objectives and guiding principles for the Public Art Program. (see Policy 1.1 to 1.3)	Council approval required	•			
b) Agree the definition of public art including the criteria, inclusions and exclusions. (see Policy 1.4)	Council approval required	•			
c) Agree public art site selection criteria and the 14 priority sites for public art. (see Policy 2.4 and Plan 5.3)	Council approval required	•			
Recommendation 2: Establish a multi-faceted funding approach for public art in Newmarket.					
a) Increase the Town's annual base budget to support a Public Art Program's operating costs, maintenance and acquisitions to be comparable to the level of other municipal public art programs. (see Plan 3.1 and 4.2)	Council/Community Services		•		
b) Review where provision for public art could fit into existing Town budgets (e.g. marketing, graffiti abatement or holiday decorations). (see Plan 3.1)	Community Services and Finance		•		•
c) Establish a Public Art Reserve Fund for donations, private developer and other public art contributions.	Finance	•			
d) Establish a Public Art Maintenance Reserve for the long-term conservation and maintenance of new permanent public art projects (10% on average of a capital project budget to be set aside).	Finance	•			
e) Use Planning Tools to secure public art funds or provision of public art. (see Recommendation 7 below)	Planning		•		•
f) Encourage partnerships, sponsorships, donations and apply for grants to help support Newmarket's Public Art Program. (see Policy 2.3 and Plan 3.1 p. 30)	Community Services		•		•
g) Continue to look at other municipalities' best practice funding models and continue to develop other potential funding sources to support the program. (e.g. crowd-sourcing and grants). (see Plan 3.1)	Community Services		•		•

Objective 1: Support a vibrant, culturally-rich urban realm to contribute to the quality of life for residents, businesses and visitors – particularly in the Urban Centres and connections to the historic downtown, but also in established communities and in Newmarket’s many parks, trails and natural spaces.					
Recommendations and Actions	Department lead	Timeframe in years			
		1	1 to 3	3 to 5	ongoing
Recommendation 1: Establish a framework and priorities for a Public Art Program in Newmarket.					
a) Agree the vision, objectives and guiding principles for the Public Art Program. (see Policy 1.1 to 1.3)	Council approval required	•			
b) Agree the definition of public art including the criteria, inclusions and exclusions. (see Policy 1.4)	Council approval required	•			
c) Agree public art site selection criteria and the 14 priority sites for public art. (see Policy 2.4 and Plan 5.3)	Council approval required	•			
Recommendation 2: Establish a multi-faceted funding approach for public art in Newmarket.					
a) Increase the Town's annual base budget to support a Public Art Program's operating costs, maintenance and acquisitions to be comparable to the level of other municipal public art programs. (see Plan 3.1 and 4.2)	Council/Community Services		•		
b) Review where provision for public art could fit into existing Town budgets (e.g. marketing, graffiti abatement or holiday decorations). (see Plan 3.1)	Community Services and Finance		•		•
c) Establish a Public Art Reserve Fund for donations, private developer and other public art contributions.	Finance	•			
d) Establish a Public Art Maintenance Reserve for the long-term conservation and maintenance of new permanent public art projects (10% on average of a capital project budget to be set aside).	Finance	•			
e) Use Planning Tools to secure public art funds or provision of public art. (see Recommendation 7 below)	Planning		•		•
f) Encourage partnerships, sponsorships, donations and apply for grants to help support Newmarket's Public Art Program. (see Policy 2.3 and Plan 3.1 p. 30)	Community Services		•		•
g) Continue to look at other municipalities' best practice funding models and continue to develop other potential funding sources to support the program (e.g. crowd-sourcing and grants). (see Plan	Community Services		•		•

Objective 1: Support a vibrant, culturally-rich urban realm to contribute to the quality of life for residents, businesses and visitors – particularly in the Urban Centres and connections to the historic downtown, but also in established communities and in Newmarket's many parks, trails and natural spaces.

Recommendations and Actions	Department lead	Timeframe in years			
		1	1 to 3	3 to 5	ongoing
Recommendation 1: Establish a framework and priorities for a Public Art Program in Newmarket.					
a) Agree the vision, objectives and guiding principles for the Public Art Program. (see Policy 1.1 to 1.3)	Council approval required	•			
b) Agree the definition of public art including the criteria, inclusions and exclusions. (see Policy 1.4)	Council approval required	•			
c) Agree public art site selection criteria and the 14 priority sites for public art. (see Policy 2.4 and Plan 5.3)	Council approval required	•			
Recommendation 2: Establish a multi-faceted funding approach for public art in Newmarket.					
a) Increase the Town's annual base budget to support a Public Art Program's operating costs, maintenance and acquisitions to be comparable to the level of other municipal public art programs. (see Plan 3.1 and 4.2)	Council/Community Services		•		
b) Review where provision for public art could fit into existing Town budgets (e.g. marketing, graffiti abatement or holiday decorations). (see Plan 3.1)	Community Services and Finance		•		•
c) Establish a Public Art Reserve Fund for donations, private developer and other public art contributions.	Finance	•			
d) Establish a Public Art Maintenance Reserve for the long-term conservation and maintenance of new permanent public art projects (10% on average of a capital project budget to be set aside).	Finance	•			
e) Use Planning Tools to secure public art funds or provision of public art. (see Recommendation 7 below)	Planning		•		•
f) Encourage partnerships, sponsorships, donations and apply for grants to help support Newmarket's Public Art Program. (see Policy 2.3 and Plan 3.1 p. 30)	Community Services		•		•
g) Continue to look at other municipalities' best practice funding models and continue to develop other potential funding sources to support the program. (e.g. crowd-sourcing and grants). (see Plan 3.1)	Community Services		•		•



“Work with local artists in a variety of mediums to showcase the wonderful talent that resides in Newmarket.”

comment from the Public Art Online Survey

Above: The Sultan's Elephant, street theatre performance by Royal de Luze, London, UK, 2006