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Town of Aurora
Memorandum
Community Services

Re: Public Art Strategy
To: Accessibility Advisory Committee
From: Phil Rose, Manager, Cultural Services
Date: February 12, 2025

Recommendation

1. That the memorandum regarding the Public Art Strategy be received; and
2. That the Accessibility Advisory Committee comments regarding the Public Art Strategy be received and referred to staff for consideration and further action as appropriate.

Background

The Town's Cultural Services Division is developing the Town of Aurora's first Public Art Strategy, to be presented to Town Council on April 8, 2025.

Analysis

The Public Art Strategy (PAS) will direct the development and implementation of a successful public art program in Aurora from 2025 to 2029, including prioritizing potential sites and opportunities for new public art practices within our municipal boundaries. It also establishes transparent processes for the administration and implementation of public art projects that foster strong partnerships, embrace diverse perspectives, showcase artistic creativity, and prioritize accessibility.

Public Art refers to original works of any medium that is:

- a) Planned in alignment with the Town's Public Art Vision and Values.
- b) Informed through established processes that gain community feedback through a range of online and in-person engagement tools.

- c) Created by one or more Professional Artists, with priority given to Artists with relevant knowledge of the Town, its diverse communities, and its histories.
- d) Planned and executed for the specific purpose of being placed and experienced in a public space.
- e) Relevant to the site or context in which it is placed and experienced by the public.
- f) Acquired using the Town's established processes and community engagement channels.

In its effort to implement the PAS, the Town will view the public art process as a community effort that builds bridges between diverse backgrounds, values and aspirations. The Town will also strive to create a community of practice that supports the growth of local artistic talent, prioritizes an equitable engagement with our diverse communities, and centres accessible public art practices.

During the implementation process, the Town will incorporate the belief in universal design that recognizes the broad diversity of people so that municipal public art projects are accessible to residents and visitors without creating additional barriers.

When selecting artists to undertake public art projects, the Town will ensure the call for artists and artist selection process is as inclusive and barrier-free as possible. Staff will include any necessary accommodations so that all artists have a fair and equitable opportunity to participate in these projects.

Furthermore, the Town will strive to apply an accessibility lens when undertaking community engagement and selecting sites for public art to ensure easy access and safety for community members and visitors with disabilities.

Town staff will continue to consult with the Accessible Advisory Committee for comment on all accessibility-related elements of future public art projects.

Attachments

None.