



TOWN OF STONY PLAIN

ART IN PUBLIC PLACES STRATEGY

December 2022



PAUL REIMER, ENDURING CONNECTIONS, 2019. HERITAGE PARK, STONY PLAIN. PHOTO COURTESY PAUL REIMER.

“Art is about forging connections; Connections between places, cultures, ideas, between the past, present and future and most importantly between people.”

- Paul Reimer

OVERVIEW

Stony Plain is a vibrant and growing municipality that champions values of progress and community pride, and actively promotes inclusion and diversity principles. For over 30 years, public art has been at the core of Stony Plain's cultural identity through its murals and public art program.¹ Stony Plain is proud of its unique identity as an arts community, and there is widespread community support and enthusiasm for public art.²

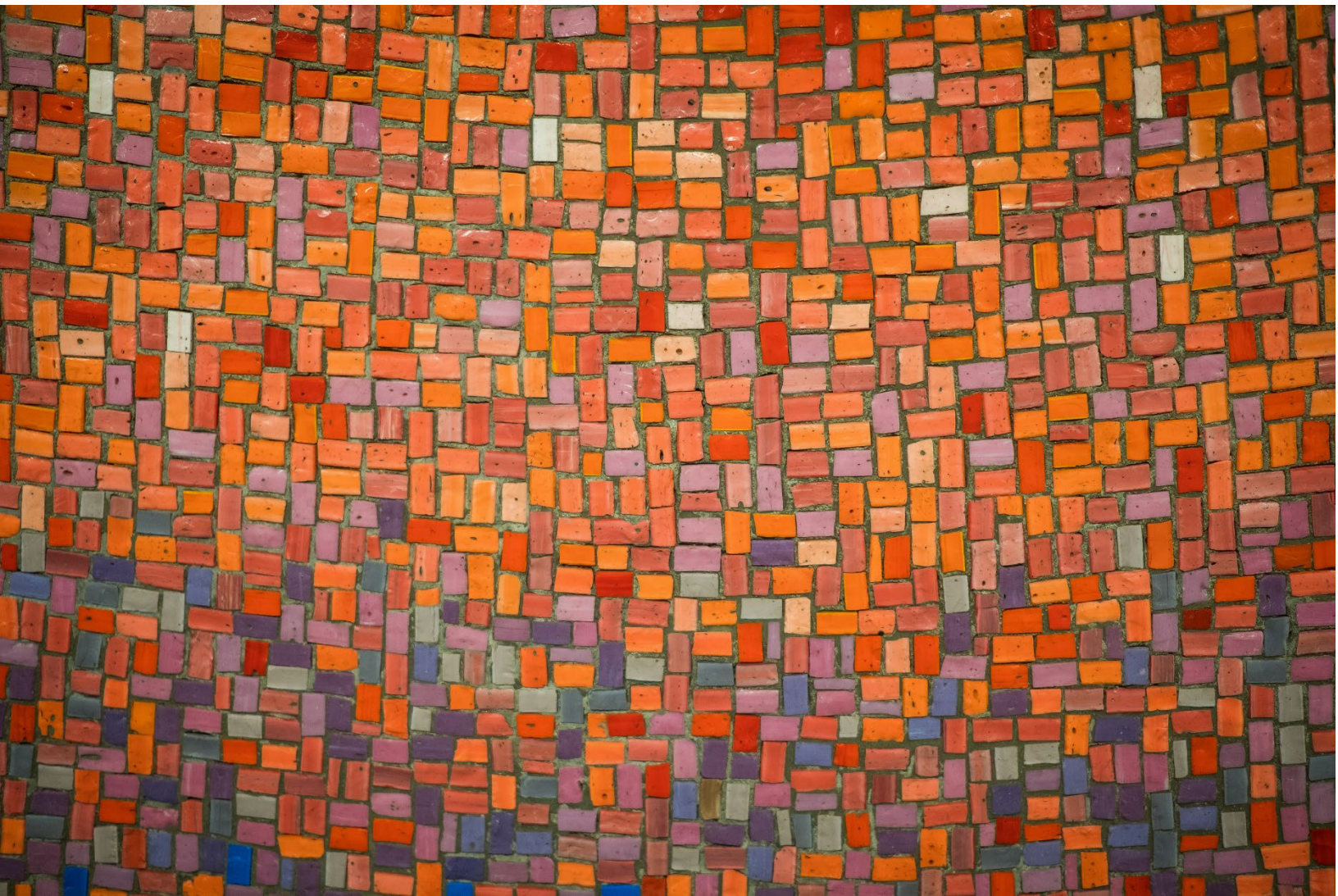
A review of the Town's current situation and documents demonstrates that art & culture is significant in the future vision of Stony Plain, particularly the development of cultural tourism, and is integral in municipal planning.³ What Stony Plain requires is a bold vision with core priorities that can guide the development of a new Art in Public Places Program. This Art in Public Places Program will bring the former mural program and the 'percent for public art policy' (or public art program) together under one strategy.

The Art in Public Places Strategy includes an overarching vision, seven key priorities and a set of recommendations that can be applied to planning, strategy, procedures and implementation through Town Council, the Cultural Roundtable, and the Culture and Tourism Development Office, and promoted and supported by individuals and organizations throughout the municipality.

¹ See Appendix II: Context for History of Stony Plain's Mural Program and Public Art Program.

² See Appendix V: What We Heard Overview

³ See Appendix III: Current Culture and Tourism Business Unit Documents and Appendix IV: Additional Town documents



VISION

Art in Public Places will lead Stony Plain into the future through connecting community, building cultural capacity and embedding art everywhere.

KEY PRIORITIES

These priorities will guide the development of the Art in Public Places Program and should be prioritized in planning, strategy, procedures and implementation.

1. Build Relationships Between Artists & Community

Focus on bringing artists and community together as early in the process as possible. Developing deep engagement processes with artists, both within and from outside the community, will create an exchange of knowledge, establish civic pride in the Art in Public Places program and build collective responsibility for public art. The process will be valued as much as the final product.

2. Encourage Collaboration

Build capacity for local and regional collaboration and exchange of knowledge while maintaining Stony Plain's vision and the integrity of the program.

3. Maintain and Animate Existing Assets

Celebrate the history of Stony Plain through investment in existing assets. Determine what is reasonable to maintain, conserve and restore. Rethink anything that does not meet standards and consider how to manage its future. Embrace creativity in the legacy of existing work or the retelling of the past.

4. Embrace Technology

Use experimental and digital media to support other priorities, including community engagement, collaboration and animation of existing assets. Technology can be used to install art in unexpected places and embed art in the everyday.

5. Build Cultural Capacity

Invest in building the cultural capacity of Stony Plain to build and sustain local knowledge. Prioritize arts & culture roles as an important growth industry and catalyst for tourism development. Create opportunities for youth in public art.

6. Commit to Values of Diversity and Inclusion

Prioritize values of diversity and inclusion by ensuring processes and procedures are accessible, and diverse community members are represented in all aspects of the Art in Public Places Program. Tell the stories that have been overlooked and the stories of the future.

7. Challenge Ideas of Time & Space

Invest in public art that does not look like art. Prioritize community impact and processes over longevity. Explore unconventional spaces, temporary projects and projects that unfold over time.

RECOMMENDATIONS

An overview of recommendations and timelines for the next 5 years to develop the Art in Public Places Program in line with the vision and priorities.

Implementation Timeline

Short Term (S): In the first year

Medium Term (M): 2-3 years

Long Term (L): 4-5 years

A. TO BUILD CULTURAL CAPACITY

Improve Processes and Procedures		
<i>Review existing Public Art Policy and align with Procedure Manual</i>	<ul style="list-style-type: none"> - Define "Art in Public Places Collection" - Combine Public Art Reserve and Mural Reserve into a single Art in Public Places Reserve <ul style="list-style-type: none"> - Frequency, usage and timelines of Reserve Fund spending will be determined by administration recommendation to Council (i.e. funds may be designated for a larger future project, or used to fund additional capacity needs or recommendations, such as contractors) - Allocate 10% of all Reserve funds to a Maintenance Reserve - Provide clarity around types of donations accepted 	S
<i>Develop a comprehensive Art in Public Places Procedure Manual</i>	<ul style="list-style-type: none"> - Include procedures for accession, deaccession, donations, collections management, maintenance and conservation, and best practice materials guidelines. 	S

Manage Existing Assets		
<i>Undertake a collection maintenance review</i>	<ul style="list-style-type: none"> - Create maintenance reports for the existing Public Art Collection, including recommendations for repair or deaccessioning, and expected lifespan of existing works - Allocate additional resources as needed including funds for repair or deaccession - Build a schedule and allocate funds for regular maintenance reviews 	S
<i>Develop a collection management system</i>	<ul style="list-style-type: none"> - Build an inventory of the existing collection, including images, title of work, artist, medium, size, location and community partners involved - Allocate additional resources as needed - Consider options for collection pieces when they require removal (should it be replaced, moved, deaccessioned) 	M
Build cultural capacity		
<i>Build cultural administrative capacity</i>	<ul style="list-style-type: none"> - Identify areas where support is needed and build networks of trusted subject matter experts (i.e. conservation, collection management) - Allocate funds to provide additional project support, where needed - Develop a plan for the sustainable growth of the Art in Public Places Program within the Culture and Tourism department 	S-M
<i>Support capacity building of the local arts community</i>	<ul style="list-style-type: none"> - Build a list of local artists, cultural advocates, experts, knowledge keepers and Elders from underrepresented communities who can be drawn upon for public art projects - Develop public art workshops or mentorship programs for local artists 	M

	<ul style="list-style-type: none"> - Create specific opportunities for youth in public art - Build working relationships with local businesses, community organizations, youth groups or schools 	
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B. TO CONNECT COMMUNITY

Prioritize underrepresented artists and community members		
<i>Audit current procurement processes for accessibility and clarity</i>	<ul style="list-style-type: none"> - Explore alternative submission processes (audio, video, in person applications, etc.) - Use inclusive language and open up space to identify access needs in procurement processes - Identify or create municipal processes that allow for pathways for direct or specific calls for underrepresented groups 	M
<i>Prioritize outreach and direct asks to under-represented community members</i>	<ul style="list-style-type: none"> - Consider using cluster or cohort onboarding for CRT - Consider allowances for transport, childcare or other needs for CRT community members 	S
Build relationships between artists and community		
<i>Explore spaces for exchange of knowledge between artists and community members</i>	<ul style="list-style-type: none"> - Invite community members to engage with artists throughout project development, where possible. (i.e. open studio day, artist talk) - Consider the use of pop-up/temporary spaces for local art creation and display 	S-M

Encourage collaboration		
<i>Explore collaborative municipal projects</i>	<ul style="list-style-type: none"> - Explore long-term opportunities to bring together the Tri-Municipal Region through aspirational projects 	L
<i>Develop cross-departmental municipal collaboration</i>	<ul style="list-style-type: none"> - Work within the municipal departments to identify opportunities for art (i.e. functional art, street furniture, planters) 	S

C. TO EMBED ART EVERYWHERE

Identify unconventional spaces for art		
<i>Identify future spaces for art throughout the Town</i>	<ul style="list-style-type: none"> - Align Art in Public Places planning with the Old Town Community Plan, Park + Open Space Master Plan and the Future Land Use + Growth Management policies and strategies in the Municipal Development Plan - Consider existing trails systems and walking paths - Build programs to bring art to every neighbourhood utilizing the inventory and associated gap analysis 	M
<i>Support projects that unfold over space or time</i>	<ul style="list-style-type: none"> - Consider temporary, mobile or short-term projects, including artists in residence 	L
<i>Embrace technology</i>	<ul style="list-style-type: none"> - Encourage projects using sound, video, light or augmented reality - Embrace digital technologies to enhance or enrich the experience of existing or new art 	M
<i>Animate existing assets</i>	<ul style="list-style-type: none"> - Connect the past to the present and the future through creative animation of existing assets (i.e. storytelling, performance, sound, augmented reality) 	M

OUTCOMES

The Art in Public Places Program will be a catalyst for civic pride and cultural tourism growth.

As a forward-looking municipality with widespread support for public art, Stony Plain has the opportunity to build on its identity as an arts-driven community, become a leader in progressive, arts-driven municipal processes and values, and leverage public art to be a main driver of cultural tourism.

When the community reaches 30,000 people, it will be a vibrant community shaped by art, driven by the inclusive and connective vision set forth in this strategy.

Connecting community. Building cultural capacity. Art everywhere.



APPENDIX I: INSPIRATIONAL PROJECTS

Enduring Connections and the *Canada 150* mural were the two favourite works of art mentioned through public engagement, emphasizing the community and collaboration involved.⁴

“I love the public art piece at Heritage Pavilion. It involved community in the making of it with the artist and it created a more personal connection to the piece.”

“The tile mural in Rotary Park is a compilation of submissions from many contributors of varying skill levels. Art is for everyone and can be made by anyone!”



⁴ See Appendix V: What We Heard Overview

The Art in Public Places Program in Stony Plain will build on the success of these projects. Included below are a set of additional examples to provide inspirational projects that further exemplify the vision and connect to multiple priorities outlined in this strategy.

INSPIRATIONAL PROJECT #1: Our Window by AJA Louden with 2018 City of Calgary Street Art Program for Youth Participants at Downtown Calgary Mosque

The City of Calgary's Street Art Program for Youth provided a hands-on experience to youth interested in street art, led by artist AJA Louden, supported by the Downtown West Community Association. Over 6 weeks they practiced techniques, used new materials, honed their design skills, discussed the history of urban muralism and addressed the potential of their project to explore site, history and community.

President of the Islamic Information Society of Calgary, Abdulla Barahim, and Blackfoot Elder, Sheldon First Rider, share their teachings, and the participants learned about mathematical patterns in Islamic architecture and connected this to the geometry of Indigenous beadwork. Their mural combined these patterns, and the concept was inspired by the seeds that are planted when we exchange ideas and inspiration openly.

The label pays tribute to the diverse community involved in the mural's creation and welcomes viewers in three languages: English, Blackfoot and Arabic. This mural can be activated through Augmented Reality by downloading an app accessible by a QR code on the mural with animations by Calgary artist Jarett Sitter.



CONNECTED PRIORITIES

- Build Relationships Between Artists & Community
- Support Collaboration
- Build Cultural Capacity (Youth)
- Commit to Diversity and Inclusion
- Embrace Technology (AR)

Image © AJA Louden

INSPIRATIONAL PROJECT #2: ᐃᓄᓐ (INŪ) River Lot 11 ∞ Indigenous Art Park

The City of Edmonton, Confederacy of Treaty Six First Nations, Métis Nation of Alberta, Edmonton Arts Council, and Indigenous artists and community members partnered to develop an Indigenous Art Park to permanently exhibit Indigenous artworks.

In 2013, the Edmonton Arts Council and City of Edmonton co-presented a weekend "visioning workshop" to engage Indigenous artists, communities, and the general public in its creation. Once funding was approved, a Steering Committee was formed representing the partners above.

An Expression of Interest to Indigenous Artists residing in Canada was released in 2015. Sixteen artists were shortlisted and attended workshops facilitated by curator Candice Hopkins, including site visits and knowledge sharing from Elders.

The sixteen artists then created full artistic designs and models. A final six concepts were chosen and released to the public in 2016. In June 2019, the Americans for the Arts' Public Art Network recognized the park as one of the fifty best international public art projects and it was featured in the 2021 Thames & Hudson book *Destination Art*.



Image © Edmonton Arts Council

CONNECTED PRIORITIES

Build Relationships Between Artists & Community

Encourage Collaboration

Commit to Diversity and Inclusion

Build Cultural Capacity (Cultural Tourism Development)

INSPIRATIONAL PROJECT #3: Kelowna's 2020 Artist in Residence Melanie Nugent-Nobel

Kelowna's Artist in Residence program was introduced to broaden the community's experience with arts and culture, and stimulate thoughtful conversation. The Artist in Residence engages with the community, creates a work of art for the city, and addresses social inclusion.

Melanie Nugent-Noble's project *When it is necessary to stand still* took place over a 12-week period, and included the building and programming of twenty-five distance-detecting, light beacons. Community members were invited to sign-up to take the beacon with them for a three-day period.

Participants kept their beacons with them as part of their day-to-day routines, in their homes and moving around their neighbourhoods. As the beacons moved around, they communicated with each other and responded to the proximity and movement of other beacons by becoming brighter when they are closer, and dimmer when they are further apart. The beacons also changed colour based on the number of beacons that were nearby.



Image © Melany Nugent-Noble

CONNECTED PRIORITIES

Build Relationships Between Artists & Community

Embrace Technology

Challenge Ideas of Time and Space

INSPIRATIONAL PROJECT #4: Invisible Gate by Studio F Minus

At the base of the original Harbin Gate in Edmonton’s Chinatown were “Foo Dogs,” or Guardian Lions — traditional Chinese architectural ornaments commonly used to mark gateways and entrances. These sculptures are contemporary re-imaginings of those original Lions, returning this traditional symbol of the Chinatown community to the site, while also expanding the symbol to contain all the histories of all neighbourhood communities who have intersected with it.

Through a series of workshops with the local community, Studio F-Minus and Edmonton artist Shawn Tse gathered artifacts to embed within the work. Made of layers of transparent material, Studio F-Minus considers these layers as resembling an archaeological dig: each community leaves a trace of its history through artifacts and objects, and all of these traces organized themselves as layers set into the earth. *Invisible Gate* preserves objects contributed by members of the community by embedding them in the layers of this permanent sculpture. In this way, everyone leaves a mark on the site, and the monument celebrates the experiences, both everyday and exceptional, of the people here.



Image © Studio F Minus and Edmonton Arts Council

CONNECTED PRIORITIES

Build Relationships Between Artists & Community

Animate Existing Assets (when something no longer exists)

Commit to Diversity and Inclusion

INSPIRATIONAL PROJECT #5: Janet Cardiff & George Bures Miller Audio Walks, various locations, 1991-present

Janet Cardiff created her first audio walk in 1991 during a residency at the Banff Centre for the Arts. Since then, she and George Bures Miller have created numerous audio and video walks in locations around the world.

An audio walk is similar to an audio guide. Audiences are given an iPod and headphones and the recording guides them through a narrative of events that occur along a route. In a video walk, viewers are provided with a video screen which they use to follow a film recorded in the past along the same route they are traversing in the present. The fictional world of the film blends seamlessly with the reality of the architecture and body in motion. The perceptive confusion is deepened by the dream-like narrative elements that occur in the pre-recorded film.



Image © 2022 Cardiff & Miller

CONNECTED PRIORITIES

Embrace Technology

Animate Existing Assets

Challenge Ideas of Time & Space

APPENDIX II: CONTEXT

Municipal Context

Stony Plain is a vibrant municipality that is a key area of growth in the Edmonton Metropolitan Region. As of 2021, there are 17,993 residents of Stony Plain⁵ – a population that has grown from 12,363 over 15 years, with a recent average annual growth rate of 1.3%.⁶

2015 estimates from the Edmonton Metropolitan Region Board (EMRB) estimate that the population of the town will reach 32,000 by 2044.

As the town continues to grow towards its future of over 30,000, it strives to maintain its cultural heritage while embracing change and looking to the future.

The town of Stony Plain is located on lands within Treaty Six territory, which have historically and continue to be home to members of First Nations, who have shaped the town's history and contribute to its present and future.

Public Art Context

In 1989 the Town of Stony Plain Tourism Action Committee initiated the Mural Program to depict the rich history of the community through visual arts (murals, sculptures or other visual art) and encourage tourists and visitors to town with an attraction that was “always open” and not too time consuming.

With 75% of the funding provided through the Provincial Community Tourism Action Program (CTAP), between 1990 and 1993, 13 murals were completed, and twenty-six sites were identified as possible locations for future murals. With the elimination of provincial funding in 1994, the Tourism Action Committee and the Murals Sub-committee were disbanded.

Alongside the painted murals, the Parkland Potters' Guild initiated a series of clay mosaics depicting historical themes. Two mosaics were completed between 1990 and 1993, and a third one in 2008.

In 1997 the first sculpture was commissioned, depicting Sheriff Israel Umbach located at Rotary Park, with funding from the Wild Rose Foundation.

⁵ 2021 Stony Plain Annual Report

⁶ 2019 Municipal Census Demographic Report, Town of Stony Plain, July 2019

In 1999 the Town recognized the need for a more structured approach to the murals program and appointed a Murals Committee by resolution in accordance with the Board Selection Policy. In September 2007, a new committee was formed, entitled the Creative Community Committee. The Creative Community Committee evolved into the Cultural Roundtable.

With a broader mandate for Public Art, in 2009 the Public Art Policy was created, along with the intention of creating four supporting policies: Media Art, Civic Art, Performing Art and Mural Art.

The Mural Program has evolved over the years and over forty murals have been created in the community. There is no specific strategy in place to guide the creation or placement of the murals. The Mural Program is currently supported in part by community sponsors and the Town's mural reserve and consists largely of historical murals.

The Public Art Program also includes a number of small, medium and large-scale sculptures, including *Trifecta*, Stony Plain's first public art bench.

The works in the Public Art Program have been acquired through various means including direct purchase (*Story Time and Golden Years* at Town Hall purchased for Stony Plain's 100th birthday), call for artists (Paul Reimer's *Enduring Connections* at Heritage Park) and collaborations with other organizations (*Horse and Rider* at Multicultural Heritage Centre).

In 2015 Stony Plain Town Council approved the Public Art Policy which calls for funding from all new capital building budgets and the annual operating budget to be allocated to public art through the public art reserve and mural reserve.

The 2022-25 Strategic Plan identified one of the key actions of Community Development as the development of a public art strategy to guide the placement and design of public art.

APPENDIX III: CURRENT CULTURE AND TOURISM BUSINESS UNIT DOCUMENTS

To evaluate, assess, and summarize the Town's current situation and documents related to the existing Public Art Program. The recommendations in this section are included in the Recommendations at the beginning of the Art in Public Places Strategy.

The Town currently has the following documents directly related to public art policy, procedures and plans:

1. Public Art Policy (2015)

Summary

The Public Art Policy serves as a basis for the funding, acquisition, installation, maintenance, management and programming of the existing Public Art Program, including public artworks generated through the 'percent for public art' funding strategy, the Municipal Art Collection, and the Mural Collection.

Create a clear definition of the Art in Public Places Collection, including clarity around what the Municipal Art Collection includes and if it falls under this Policy.

The Public Art Policy gives authority to the Public Art Procedure Manual to govern the strategic management of the program and to the Cultural Roundtable (CRT) and Cultural Development Office to implement the program.

The Public Art Policy is clear in giving authority to the Public Art Procedure Manual and defining the roles and responsibilities of the Town Manager, Senior Leadership Team, Financial Services, Cultural Development Office and Cultural Roundtable. Development of a revised Procedure Manual should be the priority and the Policy aligned with the Manual at the next review.

Policy Recommendations

5.0 Standards:

The Town of Stony Plain will allocate an amount equal to 1% of the total budget of all qualifying municipal construction projects to the Public Art Reserve in order to facilitate the procurement and display of art at newly built, publicly accessible, municipally owned facilities

Allocate an amount equal to 0.1% of its annual operating budget in order to facilitate the procurement and display of art throughout the municipality in publicly accessible spaces.

Allocate an amount set out in the annual budgeting process to the Mural Reserve.

Remove “in order to facilitate the procurement and display of art at newly built, publicly accessible, municipally owned facilities” to allow for flexibility in where Art in Public Places is situated and how the funds are used, in alignment with the Art in Public Places Strategy.

Create one Art in Public Places Reserve combining the Mural Reserve and Public Art Reserve to allow for flexibility and adaptability of the Art in Public Places Program.

Allocate 10% of each year’s Art in Public Places Reserve to a Maintenance Reserve to care for the existing and future collection.

The Town of Stony Plain will accept corporate or private donations into the Public Art Reserve, intended for public art use.

Provide clarity around types of donations accepted (cash donations, in kind donations, donation of artworks) and develop donation procedures in the Procedure Manual.

2. Town of Stony Plain Cultural Roundtable Terms of Reference (2021)

Summary

The Town of Stony Plain Cultural Roundtable Terms of Reference outlines the purpose, structure, procedures and mechanisms of the Cultural Roundtable (CRT).

The CRT’s purpose is to provide vision and leadership to further cultural development in the Town of Stony Plain by providing advice on policies, programs and facilities for local arts and culture. The CRT includes artists, cultural organizations and stakeholders, community residents and representatives from Town Council and Administration.

The CRT's work is developed through an annual work plan and reported on through quarterly updates to Town Council and presentation of an annual report.

The CRT provides a highly valuable opportunity for communication, coordination & collaboration between the Town, organizations, artists and residents who are passionate about arts & culture. The composition of members, and terms and methods of appointment are well-developed.

The challenge, as with any board or committee, is the recruitment and engagement of members, and ensuring they are able to do meaningful work. For the CRT to function productively, members must be actively involved, and their work must be actionable. Clear goals and expectations will support the CRT's continued work.

With a number of existing openings on the CRT, there is an opportunity to ensure there is a diverse representation of Stony Plain's population on the board in alignment with the Arts, Culture & Heritage Action Plan's commitment to inclusiveness.

APPENDIX IV: ADDITIONAL TOWN DOCUMENTS

To evaluate the Town's current planning documents and identify connections to the Public Art Program.

1. Uniquely Stony Plain: Municipal Development Plan (2020)

The Municipal Development Plan (MDP) is a comprehensive roadmap and long-term vision for land use and development for the Town of Stony Plain over the next 30 years. Acknowledging the EMRB estimates that Stony Plain's population will reach 32,000 by 2044, the MDP's vision for Stony Plain is: a connected community... embracing the future—a champion of progress and community values in a metropolitan region.

5 Themes connect the vision to the policies:

- Environmental Responsibility
- Community Development
- Economic Opportunity
- Supportive Infrastructure
- Responsible Governance

The MDP policies emphasize the importance of culture and tourism to support new economic development in creative sectors and foster awareness of the economic importance of arts and culture.

Direction 2.2: Ensure community culture is rooted in history and committed to being inclusive, dynamic and diverse

2.2.a. Cultural programs and facilities will account for future needs, under-represented groups and year-round programming.

2.2.b. The Town will encourage the expansion of cultural programming, promote public art at nodes of civic activity and encourage artists, crafts people and creative enterprises to create, display and sell their work.

2.2.c. The Town, in conjunction with community groups, will strive to identify, conserve, maintain and creatively reuse significant historic resources, including

recognition through a variety of means, such as murals, public art, commemorative plaques, naming and municipal designation.

Direction 3.1: Expand and diversify the Town's economic base

3.1.c. The Town will support development in new economic areas, such as e-commerce, the eco-industry, knowledge-based, wellness and creative sectors to account for the changing pace and fiscal reality of the community.

3.1.f. The Town will educate the community to foster awareness and understanding of the economic importance of arts and culture, including festivals and other large gatherings.

The Future Land Use + Growth Management policies and strategies should be used to guide the placement of future Art in Public Places, including open space and parks, areas of transition and areas of new development.

2. Strategic Plan (2022-25)

The Stony Plain Strategic Plan 2022-25 focuses on key actions working to advance the long-term vision and themes outlined in the MDP, and continue to support sustained, conscious growth with the future of 30,000 residents in mind.

One of the five themes is Community Development: to develop and deliver events, amenities and value-added services that create a safe, culturally rich, diverse and self-sufficient community.

Key actions under Community Development include:

- Celebrate our community and residents through promotion of local art, cultural opportunities and events
- Explore programs to enhance the downtown area, historic properties and amenities
- Develop a public art strategy to guide the placement and design of public art
- Consider opportunities related to diversity and immigration focusing on the positive advantages associate with an inclusive community

The Strategic Plan clearly outlines and commits to developing a public art strategy. Adjacent to this commitment is an emphasis on the promotion of art & culture and a focus on an inclusive community.

3. Arts Culture & Heritage Action Plan (2020)

The Stony Plain Arts, Culture and Heritage Action Plan is a road map to build upon the 2012 Stony Plain Cultural Master Plan by providing goals, considerations and potential tactics for investing in and supporting arts, culture and heritage over the next 5 years.

The Action Plan sets forward the vision:

Our community's culture begins with pride in its history, a commitment to inclusiveness and a creative path to our future.

And the following Guiding Principles:

- Growth and development are managed in a way that encourages the vibrancy of our local cultural sector and preserves our unique sense of belonging and friendliness making our community a great place to live.
- Culture and creative industries are integral to planning for sustainability, alongside other social, economic and environmental considerations.
- Culture and creative cultural enterprises are essential to building a vibrant downtown that is a social and economic hub in our community.
- Diversity in our community is a source of strength and we are committed to values of inclusion.
- Cultural programs and activities are responsive and relevant to all parts of our community and through all phases of life.
- The Town values and supports strong cultural organizations working together toward shared goals.

The Action Plan lists twelve goals that advance the cultural richness of Stony Plain. Goals specific to Art in Public Places are as follows:

Goal #1: Creative Placemaking: Expand upon the success of the Mural Program to introduce new murals that highlight contemporary and indigenous stories throughout downtown.

Operational Considerations and Potential Tasks

- Explore the possibility to transform vacant storefronts in Old Town to create downtown temporary window murals that expand upon the historic murals and highlight contemporary and/or Indigenous culture.
- Continue to work with business and building owners to offer incentives to transform potential private space through murals and/or potential other forms of public art.
- Consider preferencing stories of contemporary culture and Indigenous stories for selection of future mural projects and /or artists.

Goal #7: Integrate Stony Plain's unique culture into public realm infrastructure

Operational Considerations and Potential Tasks

- Consider utilizing public art to create or enhance planned public realm gateways within Old Town.
- Consider ways in which art and artists can be engaged to support planned streetscape improvements as part of the Signage Strategy and creation of public amenities (light standards, transit stops, street furniture, etc.).
- Explore opportunities to include public art and other public realm cultural assets within the Town's asset management structure.

Goal #11: Town Leadership: Develop a Public Art Strategy.

Operational Considerations & Potential Tasks

- Strategy should clearly outline the internal mechanisms and process for funding public art, in line with the existing policy.
- Where possible, strategy should reflect actions outlined in this Plan as priorities for new public art projects.
- The Strategy should identify thematic priorities for public art that may include:
 - Reflecting the culture of Stony Plain today and into the future to compliment the historic murals.
 - Collaborating with Indigenous artists from the Treaty 6 region.
 - Public Art projects that engage community either through their creation or as a finished piece.
 - Public Art integration into street furniture and urban design.

Both Additional Resources and Additional Capacity are noted as requirements for the above goals.

The Arts, Culture and Heritage Action Plan provides clear goals and considerations for public art and calls for the creation of a public art strategy. The operational considerations and potential tasks are in line with thematic priorities identified in the public art consultation process undertaken in 2022. The relevant goals have informed the development of the public art strategy.

4. Old Town Community Plan (2019)

The Old Town Community Plan (OTCP) provides a vision, policy framework and implementation plan to guide development of the OTCP area, reinforcing the Old Town neighbourhood and adjacent areas as Stony Plain's cultural and commercial heart.

The OTCP identifies Arts & Cultural Industries as the primary driver industry for employment with an average annual change from 2017-2039 of 3.4%, and maps over 115 hectares of green space.

The Guiding Principles of the OTCP are:

- Strengthen the OTCP area's role as the social heart of Stony Plain
- Foster a sense of place that is distinct and unique
- Encourage re-development to better integrate the existing and developing areas of Stony Plain
- Improve connectivity into and within the OTCP area
- Support the business community in the OTCP area
- Ensure new growth and redevelopment is supported by high-quality infrastructure

The OTCP identifies public art installations as a criterion when considering approval of a new development that exceeds the desired height, encourages events, art installations, social and recreational activities on Main Street and in the Town Core, and supports the creation of new murals and works of public art in the OTCP area.

The development concept and policy framework of the OTCP should be used to identify opportunities for public art and guide public art placement in the Old Town neighbourhood and surrounding areas, particularly the areas identified as public realm, and movement along transportation networks.

5. Park + Open Space Master Plan (2015)

The Park + Open Space Master Plan provides guidance on the acquisition, development and management of parks, open spaces and outdoor recreation amenities to meet the needs of the community over the next ten years. Included in the Master Plan are a vision, goals and objectives, and recommendations that provide this guidance.

The Goals + Objectives are:

- **Natural Environment:** Protect and enhance the quality, integrity and sustainability of the environment.
- **Healthy Living + Wellness:** Accommodate the outdoor recreation needs of the community as the population expands and evolves.
- **Connectivity + Accessibility:** Provide a connected and accessible trail system that links parks, recreation/ community centres, schools and key destinations.
- **Social Connections + Community Engagement:** Strengthen the involvement and attachment of residents to the community.
- **Quality Experiences:** Provide high quality experiences and opportunities to retain existing and attract future residents to the community.

- Facilities to Meet Needs: Provide a diverse range of facilities to meet community needs as efficiently as possible
- Partnerships: Expand partnerships with other service providers and the community to maximize opportunities.
- Communication: Improve and expand communication services related to parks and outdoor recreation.

The Park + Open Space Master Plan Design Recommendations include providing opportunities for public art.

Additional specific Public Art Recommendations include:

- Integrate the Cultural Master Plan recommendations into parks and open space planning and design.
- Encourage the inclusion of public art in parks and open space, potentially as part of infrastructure, e.g., benches, lights, bridges, bike racks.

Public art in parks and open spaces aligns with Public Art Strategy, and public art should further align with the goals and objectives of the Park + Open Space Master Plan, including protecting existing habitat and environmental resources, considering universal design for all people and considering safety and security through CPTED.

6. Tourism Master Plan (2021)

The Tourism Master Plan identifies tourism as an area of opportunity for Stony Plain and offers a strategic direction to advance Stony Plain toward its vision to become fully animated through cultural tourism, with the vision:

By 2031, Stony Plain will become fully animated through cultural tourism. The community will have a hip urban vibe and become known as the place to be to engage in enriching cultural tourism experiences.

Arts, Cultural & Heritage tourism is identified as one of four product development streams:

A. Celebrating the Past – Stony Plain’s rich and diverse history can be leveraged to create compelling tourism experiences. The stories of Indigenous peoples, European settlers, and agricultural heritage contribute to the history of the area and would be of interest to certain traveler segments. Built assets, such as the Pioneer Museum, Multicultural Heritage Centre, and community murals can all be utilized to a greater degree as cultural tourism attractions. This can primarily be accomplished through the creation of compelling, on-brand tourism experiences.

B. Building an Emerging Cultural Vibe – Stony Plain has attracted a diverse set of highly skilled artisans, artists, and musicians. As such, Stony Plain has an opportunity to appeal to a younger audience who is seeking a hip cultural vibe and unique experiences that connect them to the places they choose to visit. This can be accomplished through art, music, restaurants, and programming throughout the Town and in particular the downtown core.

The Tourism Master Plan does not specifically discuss public art but supports the development of arts, cultural & heritage tourism as a key product stream.

7. Tri-Municipal Regional Plan (2021)

The Tri-Municipal Regional Plan (TMRP) strategically aligns land use, services and infrastructure of Parkland County, the City of Spruce Grove and the Town of Stony Plain to achieve mutual benefit. The TMRP recognizes the value of municipal collaboration and provides a structure and a means to make historical collaborative practices consistent, repeatable and affordable.

Foundational (0-5 years), developmental (6-10 years) and aspirational (11-20 years) projects are identified, including:

- Identify and remove barriers to participation in cultural activities
- Solicit feedback on regional cultural strategy from Indigenous communities
- Host a culture and arts groups networking opportunity
- Implement existing recommendations to leverage public art programs to support Indigenous communities
- Create ongoing relationships and trust with marginalized communities
- Explore virtual tools to support cultural organizational development
- Develop cultural grant opportunities
- Host a culture collaboration event
- Develop a cultural inclusion policy across the region
- Define regional events and program scope for recreation and culture
- Explore a Regional Public Art Program

The TMDP creates the possibility of collaboration within public art through the aspirational (11+ years) project of considering a regional public art program, including within residential neighbourhoods, coherent with the regional cultural tourism brand.

The Culture Strategy informing the TMDP is guided by the vision that the Tri-Municipal Region will be home to a coordinated, inclusive network of diverse arts and cultural opportunities that draw on the Tri-Municipal Region's rich heritage and changing regional dynamics.

The Tri-Municipal Region is a site of collaboration aligning with the Public Art Strategy.

APPENDIX V: WHAT WE HEARD OVERVIEW

Public and Stakeholder Engagement

In August–September 2022, consultation for the Public Art Strategy took place with the public, Town of Stony Plain staff and the Cultural Roundtable.

Part A. Public Survey - 144 responses (August 15–September 15)

Online Survey via Survey Monkey - 91 responses

In person engagement A'Maize Fest - 28 responses

Survey boxes at Multicultural Heritage Centre, Pioneer Museum, Parkland Potters' Guild, Town Hall and Public Library - 25 responses

Major themes that emerged include:

1. Widespread support for public art

When asked about their relationship to public art, 90.9% of respondents selected either 'I like it' or 'I make it'

When asked about favourite works of art, the majority of respondents spoke supportively about public art as a whole

- *I like many of the works in Stony and appreciate public art very much. It sets the town apart from the ordinary cookie cutter town*
- *I like all the murals. It really makes Stony Plain special*

When asked about hopes for the future of art in Stony Plain, the majority of respondents said either 'more' or 'that it will continue'

- *That Stony keeps on valuing and supporting public art. Also, that it is brave to support it as vital to community building.*
- *That it continues to be a focus and that it flourishes as the dynamics of town change*
- *I hope that public art can continue to grow the economy in Stony Plain and add to the already rich cultural pride residents possess.*
- *Keep making art a priority*

There were very few negative comments submitted, and only a few comments that made mention of financial implications

- *That decision makers continue to support and promote this within a reasonable budget*

2. Emphasis on community and collaboration

When asked about their favourite works of art, the two most mentioned works were *Enduring Connections* and *Canada 150*

- *I love the public art piece at Heritage Pavilion. It involved community in the making of it with the artist and it created a more personal connection to the piece.*
- *Community involvement in creating it and a truly interactive artist made this a wonderful experience*
- *The tile mural in Rotary Park is a compilation of submissions from many contributors of varying skill levels. Art is for everyone and can be made by anyone!*

Art used to build community

- *I also think that community art projects would give residents a common goal and increase community well-being.*
- *A strong public art program reinforces the value art brings to communities and shows artists they are part of our community.*

3. Interest in bright, bold works of art

Most popular work of art elsewhere is Lacey Jane Wilburn and Layla Folkmann's Hummingbird mural in Spruce Grove

- *Bright, modern, conceptual*
- *Very pretty and bright*

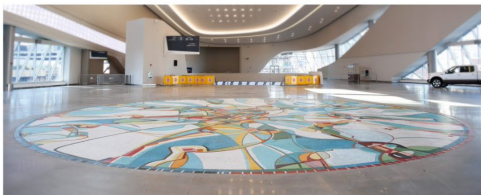


The Indigenous Art Park in Edmonton was also mentioned more than once

- *The pieces are educational, interactive*



Other favourite works of art mentioned included large, bold, colourful works



4. Create diversity in public art

Diversity of artists and community represented

- *Would like to see more diverse artists in the murals*
- *Youth become more involved. Indigenous peoples are more involved.*
- *The future of art in Stony Plain should look forward as well as inward, encompassing our diverse population and our hopes for the future.*
- *Have some projects created by groups of children in the community*
- *That it gets diverse, that it offers opportunity for local artists to shine in their own community as well as invites the flavours of artists that live around us.*

Expand the types and themes of public art

- *More contemporary pieces of art- murals, mosaics, sculpture—to entice the younger generations to visit and share on social media.*
- *With all respect to heritage and contributions from ancestors, there are more than enough of that style of mural. Contemporary and modern art would bring Stony forward into the current times.*
- *An artist in residence would be an amazing opportunity for people*
- *Interactive sculptures, more styles*

Large variety in types of art people want to see including functional art, street art & community art projects

5. Use of existing trail systems and walking paths

Downtown and throughout Stony Plain were the most popular answers to the question of what areas you want to see public art in

- *I would like to see some form of art in every neighborhood*
- *Anywhere people gather where they need to get something done or taken care of to remind them of who we are and where we came from*

The trail systems and walking paths were identified as an opportunity

- *Art that takes you along the pathways would be cool, they are already well used and it would be a great way to experience them.*
- *Would be great to have more public art along the trail systems and/or green spaces.*
- *All park type areas & on walking trail public benches*

6. Support capacity building

Spaces and programs for artists were identified as a need

- *Continue our art walk*

- *A place where the public can have art shows, teach art lessons, have an artist in residence, storytell, performances*
- *A dedicated town art gallery to attract local & other artists.*
- *Art spaces for artists could go to paint, draw, create, etc. Gathering together is very encouraging, especially for novice artists.*

Support future generations of artists

- *Support building capacity through arts programming that helps nurture future artists and value of art in the community.*

Part B. Staff and Cultural Roundtable Engagement

Staff and the Cultural Roundtable were given a presentation on the results and engaged in a discussion around what was heard so far, as well as their priorities.

Additional needs identified through these conversations

- Need to build stronger relationships with artists in the community
- Desire to build the cultural capacity of Stony Plain
- Focus on temporary works to engage with timely political, social or cultural conversations
- Focus on increasing the perception of the value of art
- Emphasis on the role art can play in building communities
- Plan for additional human resources
- Artists need to be brought into the process early on
- Incorporating it into Capital Projects - *project budgets are always tight and costs not always fully controllable so sometimes difficult to incorporate public art when it means taking something else out of the project due to cost escalations or other factors unknown when determining planning budget*

