



PUBLIC ART MASTER PLAN

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PART ONE: PUBLIC ART IN WESTLOCK

INTRODUCTION

The Town's Priority Based Business Plan adopted in 2022 contemplated the creation of a Public Art Plan for Westlock. The intention of this plan is to establish a vision for public art in the community and a framework through which to establish and operate a Public Art Program. The goal of this plan is to ensure that public art in Westlock enhances its community spirit and further personifies the Town as a vibrant community where life connects.

VISION

The Town's Public Art Program endeavours to honor the spirit of Westlock through celebrating its people, sharing its history, and contributing to a vibrant way of life throughout the Town through the placement of public art in public-facing spaces.

WHAT IS PUBLIC ART?

Public art provides meaning to public spaces, reflects the history of those who live in a community, adds uniqueness, and humanizes the built environment. Public art creates synergies between the past, present, and future and can transform public spaces by adding social, economic, and cultural value.

Public Art means a work of art that is visible and accessible to the public on a full-time basis. Public art may include sculpture, painting, installations, photography, video, works of light or sound, or any other work or project determined by the Town to fulfil the vision of this plan.

TYPES OF PUBLIC ART:

Sculpture

Sculptures can take on many shapes and sizes and are often the focal points of public art. Sculptures may commemorate history, express local spirit, or be established as showpieces for the Town.

Sculptures often fit well when placed in gateways, parks, gathering spaces and near community centres. They are especially appropriate in settings where the intention is to draw visitors, such as downtowns.



Moose Statue - Banff, Alberta

Murals

Murals can allow for the exposure of many artists over a shorter period of time. They are also a simple way to reimagine un-inspiring spaces such as blank facades or alleyways.



General Store Mural - Stony Plain, Alberta



Light Installations

Lighting artists use lighting in creative ways to manipulate the built environment with limited physical impacts. These installations can be used on existing buildings, in parks, or as part of a larger sculpture. They may be especially useful and impactful when used in infrastructure projects.



Functional Art

Westlock's commitment to asset management speaks to its desire for efficient and useful infrastructure for its residents. To complement this commitment, there is an opportunity to integrate public art into ordinary pieces of infrastructure as an affordable and efficient way to create a visual impact.

Options for functional art installations include benches, utility boxes, medias, sidewalk grates, storm drains and manholes, gateway & directional signage, and sidewalk treatments.

Functional Bike Racks - Shawnigan Lake, British Columbia



Multimedia

Multimedia installations combine several art types such as video, lighting, sculptures, murals, and more to create interesting and imaginative pieces. These types of installations are useful for temporary or pop-up installations.

Multimedia installation - Chicago, Illinois

Site-Specific

Site-specific art is created to enhance and celebrate a particular site and to enrich the experience of those in the space. These installations can be used to tell the story of the location, neighbourhood, or residents, or simply elevate the site.

Pop-Up & Temporary Art

Temporary art can have a lasting impact on a community by creating the element of surprise in unexpected places. Ideal locations of temporary installations include sidewalks, alleys, parks and temporarily empty spaces such as storefronts.

Temporary art can also be inexpensive and easy while still providing a large impact. Temporary art is also an opportunity for collaboration with the community, such as local schools, to allow art and the community to evolve together.



Paseo Project - Taos, New Mexico



Blumenthal Arts Pop-Up - Charlotte, North Carolina



Coconut Art Festival - Miami, Florida



Be the Light - St. Paul, Alberta



Functional Art - Cleveland, Ohio

WHY PUBLIC ART?

Community Identity

Westlock is a community which prides itself on its friendly atmosphere, amenities and high quality of life for its residents. Public art can further enhance the Town's identity. Westlock can use public art to showcase to both residents and visitors the Town's values and hopes for the future.

Economic Development

Public art can be used to further support and improve the local economy as a natural draw for visitors and tourists. Public art has been proven to increase revenues for businesses and local government. It can also be a driver for investments into the community and its public spaces through aesthetic improvements and increased attachment to place.

GUIDING PRINCIPLES

Public art in Westlock will:

1. Honour the history and the people of Westlock;
2. Create a strong sense of space and provide opportunities for community interaction;
3. Enhance assets such as parks, corridors, nodes and commercial spaces throughout the Town;
4. Strengthen the identity of Westlock;
5. Support a vibrant way of life in Westlock by injecting and inspiring creativity.

LOCATION CRITERIA

As sites are selected throughout Westlock for future public area, potential locations should be evaluated based on their impact to the overall community. The following criteria should be used when considering placement:

1. Highly visible or highly trafficked; Selected locations should be located at key gateways, intersections and other similar locations or be in highly visited locations such as downtown, parks, libraries, or community centres;
2. Supports geographic diversity; Selected locations should ensure geographic diversity for public art to provide access for all residents and create an opportunity for a unifying collection that can be experienced throughout the entire Town;
3. Highly interactive with multiple vantage points; Public art reaches its highest potential when highly visible and engaging. To impact the largest number of residents and visitors, selected locations should be visible and accessible from several viewpoints and perspectives.



SUGGESTED LOCATIONS

The following locations are listed as examples of places public artwork could be sited in. They are not listed in priority and future exploration is required prior to finalizing locations for placement.

Downtown

As the most historic and pedestrian friendly area of Town, and also one of the most visited, the Downtown offers many spaces which are highly trafficked and visible.

Considerations

- Historically sensitive
- Variation in medium
- Pedestrian scale

Parks and Recreation Spaces

Parks and recreational spaces offer the opportunities for interaction between people as well as multiple opportunities for locations to place art at varying scales and locations. Examples could include art as signage, art as play spaces, art as functional elements, and public art on public facilities.

Considerations

- Variation in medium & scale
- Encourages use of imagination and physical interaction
- Environmentally conscious

Westlock Corridors

Westlock has multiple corridors which offer ample opportunity to allow for public art placement throughout the community. Canvasses include sidewalks, medians, and large commercial buildings with blank facades.

Considerations

- Variation in medium & scale
- Ownership of roadways
- Allows for private contribution to the public art collection

Westlock Gateways

Public art at Westlock's gateways creates a first impression of the Town's identity to residents and visitors alike. Special emphasis in these areas should be placed on art that is unique and leaves an impression

Considerations

- Intermunicipal partnerships
- Large-scale
- Mainly experienced by vehicle



"In Bloom" - Fort Saskatchewan, Alberta

PART TWO: ESTABLISHING THE WESTLOCK PUBLIC ART PROGRAM

The following steps will allow Westlock to formally establish a Public Art Program. The program will be governed by sound and transparent policies and procedures to ensure continued success for the program.



Utility Box Mural - Toronto, Ontario

STEP 1

ADOPTION OF A PUBLIC ART POLICY

Westlock will require a Public Art Policy in order to establish a successful public art program. The policy will formally establish a definition for public art, detail how public art will be funded, develop processes for public art to be commissioned and maintained, and adopt the Public Art Master Plan.

The policy will ensure clear guidance is given to Administration, artists, private developers and funders when participating in the program.

STEP 2

ESTABLISH INTERNAL WORKING GROUP

The Town will establish an internal working group to advise and guide the Town in the development and execution of the public art program. The committee will allow for multi-department input into the development of Westlock's public art collection. The working group will be responsible to:

- Advise Council in matters pertaining to public art;
- Promote public art in Westlock;
- Make recommendations pertaining to commissions, placement of art, maintenance, and removal of art.

STEP 3

ADOPTION OF FUNDING MECHANISMS

There are many options for funding a municipal public art program. A combination of mechanisms are recommended to ensure that funding is sustainable and shared across a variety of partnerships. The annual funding required will be determined by the size and number of projects identified for completion each year. The funding mechanisms available for adoption are:

1. Lump-Sum Budget Allocation
2. Voluntary Public Art Contributions
3. Contribution-in-lieu in Private Development
4. External Grants

STEP 4

CREATION OF PUBLIC ART WORKPLAN

To ensure early and consistent success of the program, the final step in launching Westlock's Public Art Program is the creation of a Public Art Workplan, which will include specific projects, locations, budgetary considerations, and timelines for implementation. This will ensure that as the investment in Public Art begins, it remains strategic and effective.

*CIBC History
Mural -
Stony Plain,
Alberta*



PART THREE: IMPLEMENTATION PLAN

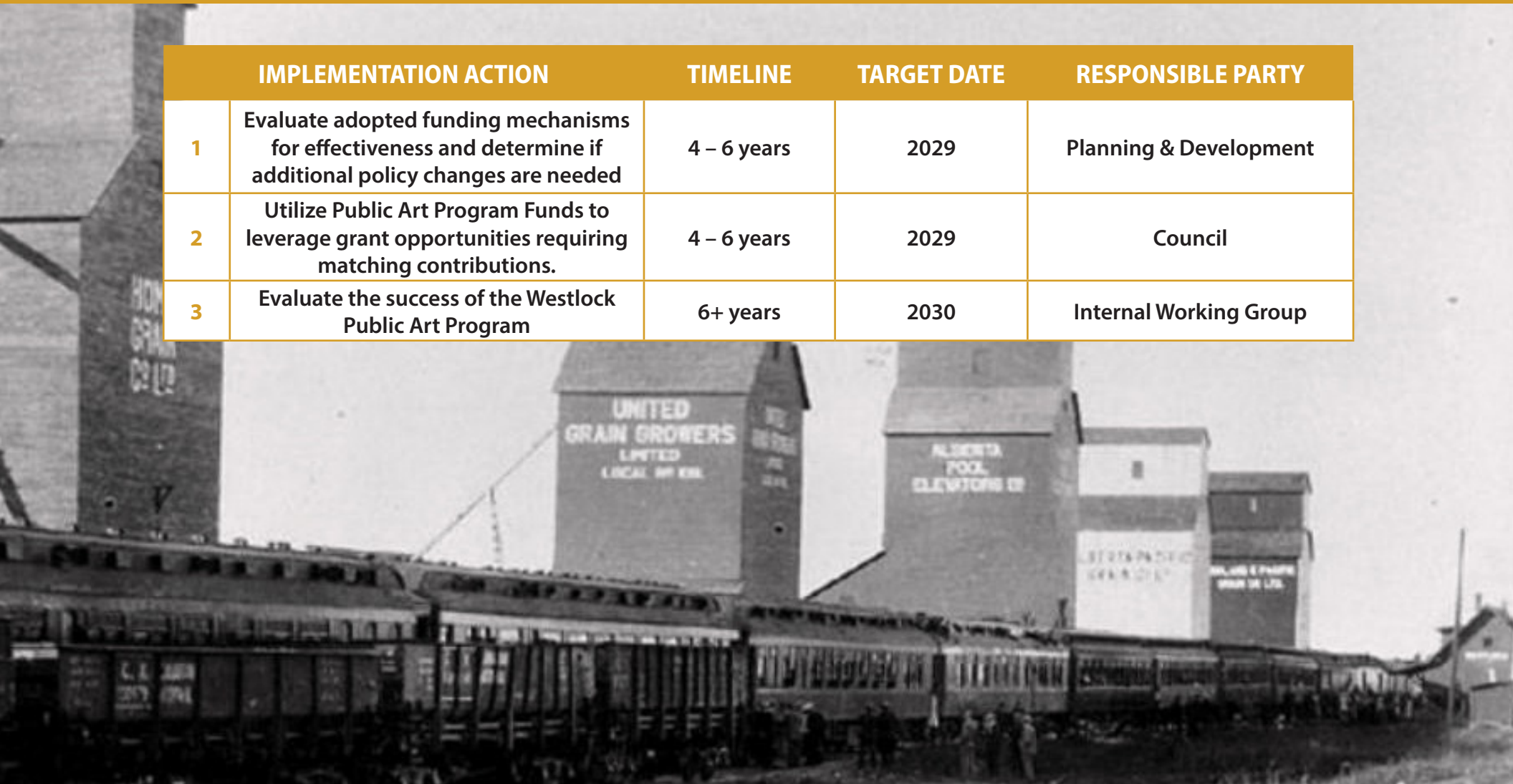
The following implementation plan is derived from best practices in public art planning and are divided into short-, medium- and long-term actions. The plan is ambitious and will require commitment and leadership from the Town.

SHORT-TERM IMPLEMENTATION ACTIONS

	IMPLEMENTATION ACTION	TIMELINE	TARGET DATE	RESPONSIBLE PARTY
1	Adopt a Public Art Policy	Within 1 year	2024	Planning & Development
2	Adopt funding mechanisms	Within 1 year	2024	Council
3	Establish Internal Working Group	1 - 2 years	2025	Senior Management Team
4	Update Town website with information about the program and the Public Art Master Plan	1 - 2 years	2025	Communications
5	Audit upcoming capital projects to determine where public art can be included	1 - 3 years	2026	Internal Working Group
6	Hold an artist showcase for local artists to build community desire for public art	1 - 3 years	2026	Internal Working Group
7	Create and adopt the Public Art Workplan	1 - 3 years	2026	Internal Working Group, Council
8	Unveiling event for first piece of public art installed as part of the program	1 - 3 years	2026	Internal Working Group

MEDIUM & LONG-TERM IMPLEMENTATION ACTIONS

	IMPLEMENTATION ACTION	TIMELINE	TARGET DATE	RESPONSIBLE PARTY
1	Evaluate adopted funding mechanisms for effectiveness and determine if additional policy changes are needed	4 – 6 years	2029	Planning & Development
2	Utilize Public Art Program Funds to leverage grant opportunities requiring matching contributions.	4 – 6 years	2029	Council
3	Evaluate the success of the Westlock Public Art Program	6+ years	2030	Internal Working Group





The Caen More "Big Head" Sculpture - Canmore, Alberta

PART FOUR: SAMPLE PUBLIC ART PROJECTS & LOCATIONS

Five (5) conceptual projects and associated locations have been identified as part of the Public Art Master Plan. Implementation of public art should not be restricted to the following concepts as an artist should be involved in the final outcome of the project. The following projects are not ranked in any order of importance and should be strategically selected as opportunities and funding are available.

PROJECT 1: UTILITY BOX WRAPS

A quick and cost-effective way to inject public art into Westlock's public spaces, particularly its corridors, is through the wrapping of existing utility boxes.



Utility Box Wraps - Fort McMurray, Alberta



Utility Box Wraps - Rocky Mountain House, Alberta

Budget considerations: \$800- \$1,000 per utility box wrap + \$110/hour for design services

Suggested themes: scenic imagery, historical photos, public or artist submitted artwork

Locations: The map below identifies 26 locations of existing utility boxes along Westlock's corridors that would be ideal for wrapping.



PROJECT 2: DOWNTOWN MURAL GALLERY

To capitalize on the existing pedestrian traffic and encourage the injection of activity into the Downtown core, Westlock could focus on blank facades as priority locations for mural installations. These murals can showcase Westlock's history and people, with suggested themes including its agricultural history and tributes to historical buildings or people (ie. the Alberta Wheat Pool elevator or Roxy Theatre).



Historical Mural Mock-Up - Towne Centre Building, Westlock

Budget considerations: \$10,000 to \$25,000 per mural

Suggested themes: agricultural tribute, historical photo re-creations, abstract concepts

Locations: The map below identifies potential locations for mural installation in the Downtown core. These locations were chosen due to their visibility from the roadway and their primarily blank facades.



MURAL LOCATIONS

- | | | | |
|-------------------------------|---------------------------------|--------------------------|---|
| 1 Alberta Cafe South Facade | 4 Memorial Hall West Facade | 7 Legion West Facade | 10 Professional Building West or East Facades |
| 2 Telus Building North Facade | 5 Towne Centre West Facade | 8 Rexall South Facade | |
| 3 Westlock Bowl South Facade | 6 Westlock Hardware East Facade | 9 Pricelock North Facade | |

PROJECT 3: ROTARY SPIRIT CENTRE SPORTS TRIBUTE

Following the recent demolition of the Jubilee Arena, a large blank façade now exists on the west side of the Curling Rink. To showcase Westlock's sport history, a mural to pay tribute to local sports would serve as a showpiece for this precinct.



Budget consideration: \$25,000+



Current Facade - Rotary Spirit Centre, Westlock

PROJECT 4: PLAYABLE ART

A piece or pieces of playable public art could be installed on the Westlock Aquatic Centre site. This public art would be functional and allow for a place for families to interact while their children play.



Modified Social Bench - New York, New York



Forest Sculptures - Tervete Nature Park, Latvia

Budget considerations: \$75,000 - \$100,000+ per installation, size dependent

Locations: A potential location for a playable art installation is the open space between the Westlock Aquatic Centre and Westlock Elementary School.



PROJECT 5: WESTLOCK GATEWAYS

Westlock is fortunate to be located on the intersection of Highways 18 and 44, allowing for considerable vehicular traffic from both residents, visitors and the traveling public. Placing public art at these key gateways would serve to welcome people to Westlock and set a positive first impression.



Budget considerations: Undetermined

Suggested Project: Replace or renew the existing aggregate planters located at each existing welcome sign with a multi-functional art piece that would be attractive and special year-round.

Locations: The map below identifies the 4 locations where the public art would be installed at the existing welcome signs.



A & M STORE

Agents
For
Tip Top
Tailors

F. ARTH
H. MICHAUD est. 1952

WEDDING

