



Mayor's Task Force on Civic Pride

**Together We Can Make Thunder Bay
Clean, Green, & Beautiful**





Stakeholder Forum Overview

- Introduction
- Key Elements
 - Public Art, Beautification, Heritage,
Environmental Greening
- Recommendations
- Next Steps
- Conclusion



Introduction

- The Cultural Policy (December 2004) identified lack of pride in the image of Thunder Bay.
- Improving community pride through a combination of public art, public heritage and beautification strategies between the public and private sector was a frequent recommendation.



Introduction

Includes representatives with an interest in promoting civic pride:

Mayor Lynn Peterson, City of Thunder Bay

Councillor Rebecca Johnson, City of Thunder Bay

Rod McLean, Bombardier Transportation

Mary Long-Irwin, Thunder Bay Chamber of Commerce

Gail Brescia, Thunder Bay Chamber of Commerce

Werner Schwar, Landscape Architect

Cory Stechysyn, KSGM Architects & Engineer

Sharon Godwin, Thunder Bay Art Gallery

Dave Knutson, Heritage Advisory Committee

Biljana Baker, Cultural Team Member

Bonnie McNulty, Ministry of Culture

Karen Lewis, CTB Corporate Communications Division

Katherine Dugmore, CTB Planning Division

Marilyn McIntosh, CTB Community Services

Kristen Oliver, Office of the Mayor



Introduction

Goal

To develop a common vision to enhance the function, look, and feel of where we live, work and play through public art, beautification, heritage initiatives, and environmental greening initiatives and in so doing, enhance civic pride for all residents.



Introduction

Objectives

- Establish long-term plan for Thunder Bay's beautification.
- Identify and prioritize projects to enhance City's image
- Identify and recommend investment strategies and resources for projects.
- Engage community in civic pride campaign to support belief that Thunder Bay is a great place to live, work, and play.



Key Elements

Public Art

What is Public Art?

- Public Art is a relatively new discipline.
- Thunder Bay is renowned for being one of the initial municipalities in Canada to recognize the value of Public Art. A Policy outlining the definition, value and administration of Public Art has existed since 1988.



Key Elements

Public Art Defined

Public Art is an artistic endeavour produced for decorative or functional purposes displayed in public spaces including but not limited to:

- Sculpture, freestanding, wall supported or suspended, moving, electronic, in any material or combination of materials.
- Murals or paintings in any material or variety of materials.
- Earthworks, fibre works, neon, glass, mosaics, photography, prints, calligraphy.
- Fixtures such as gates, manhole covers, benches streetlight or signage which may be contracted to artists for unique or limited editions.



Key Elements

Public Art in Thunder Bay

What We Have Done Well?

Spirit of Thunder Bay
By the late Roy Thomas



Birch Point by Sean
Randall





Key Elements

Public Art in Thunder Bay

What We Have Done Well?

Memorial Terry Fox Memorial



Textile Voyageur Sash



Aesthetics Community Auditorium





Key Elements

Public Art in Thunder Bay

Where Can We Go?

Banners



Sidewalk Art





Key Elements

Public Art in Thunder Bay

Where Can We Go?

Vancouver Sewer Covers

Winning Storm Sewer Design



Kelly Cannell and Susan Point

Trail Art





Key Elements

Public Art in Thunder Bay

Where Can We Go?

Digital Art





Key Elements

Public Art

What Public Art Does for a City...

- “Public art beautifies cities, gives meaning to place and builds community identity. It contributes to a visually dynamic environment, creating public spaces that celebrate, engage and stimulate.” Cultural Policy Study, City of Thunder Bay
- “People feel good about, travel to and invest in cities that are physically appealing to be in” Robert Freedman, Director of Urban Design, City of Toronto
- “Small steps to enliven streets, parks, and other public spaces are the building blocks of a thriving city.” Great Cities Initiative



Key Elements

Public Art

Current Limitations

- Need a funding mechanism for Public Art.
- Need guidelines that outline what to consider and how to include public art within Civic projects.
- Need guidelines for Public Art partnerships with the private sector and the community.
- Need resources for the promotion and implementation of Public Art.



Key Elements

Public Art

Percent for Art in Other Cities

- Adopted throughout North America and Europe to fund Public Art (1-3%).
- Guidelines for implementation vary from city to city.
- Some have a minimum construction cost before the % is applied. Others have 1% up to a maximum amount with any unspent funds going to a Public Art Trust fund. Others include a % that includes the artwork and ongoing maintenance.



Key Elements

Public Art

Sault Ste Marie: A Northern Example

For public facilities and major municipal infrastructure, 1% of total construction and renovation costs is allocated to art or other cultural activities :

- Integral part of the building or site where appropriate.
- Or, funds used similarly in alternative facilities.
- Or, directed to Cultural Endowment Trust Fund.



Key Elements

Public Art

Sault Ste Marie: Resulting Projects

Community Centre

Began construction before Policy adopted. Still committed \$50,000 to commission works of art by local artists for the Centre.

Multipurpose Facility

New multipurpose facility to replace Memorial Gardens. \$160,000 to move and preserve the tower from former bldg plus additional \$ to include stained glass and other artefacts from former building.



Key Elements

Beautification

- A Beautification Strategy for the City of Thunder Bay was adopted by Council in 2001 and is still valid.
- The goal of the Strategy is to increase civic pride; increase tourism, businesses and residency.



Key Elements

Beautification

Progress

- Previous Beautification Initiatives
- The Kaministiquia River Heritage Park
- Chippewa Park Master Plan
- Current River Greenway
- Waverly Park
- Waterfront





Key Elements

Beautification

Progress

- Memorial Park Concept Plan
- Simpson Street
- Main Arteries of the City
- Westfort Area
- Bay Street





Key Elements

Beautification

Issues

- Funding
- Partnerships
- Limited Staff Resources
- Implementation & Integration



Key Elements

Heritage

- The Ontario Heritage Act outlines the powers that municipalities and the provincial government has to preserve the heritage of Ontario.
- As mandated by the province The Heritage Advisory Committee (HAC) provides City Council with recommendations for the conservation of heritage buildings, sites and resources, and their integration in development.



Key Elements

Heritage

Heritage Advisory Committee Role

- HAC's role is to monitor, review and take protective actions on a property-by-property or area-wide basis.
- To undertake promotions to advise City Council and the public of the value of heritage resources, and encourage awareness, appreciation, involvement and participation in heritage conservation activities.



Key Elements Heritage

Heritage Examples

Polish Hall



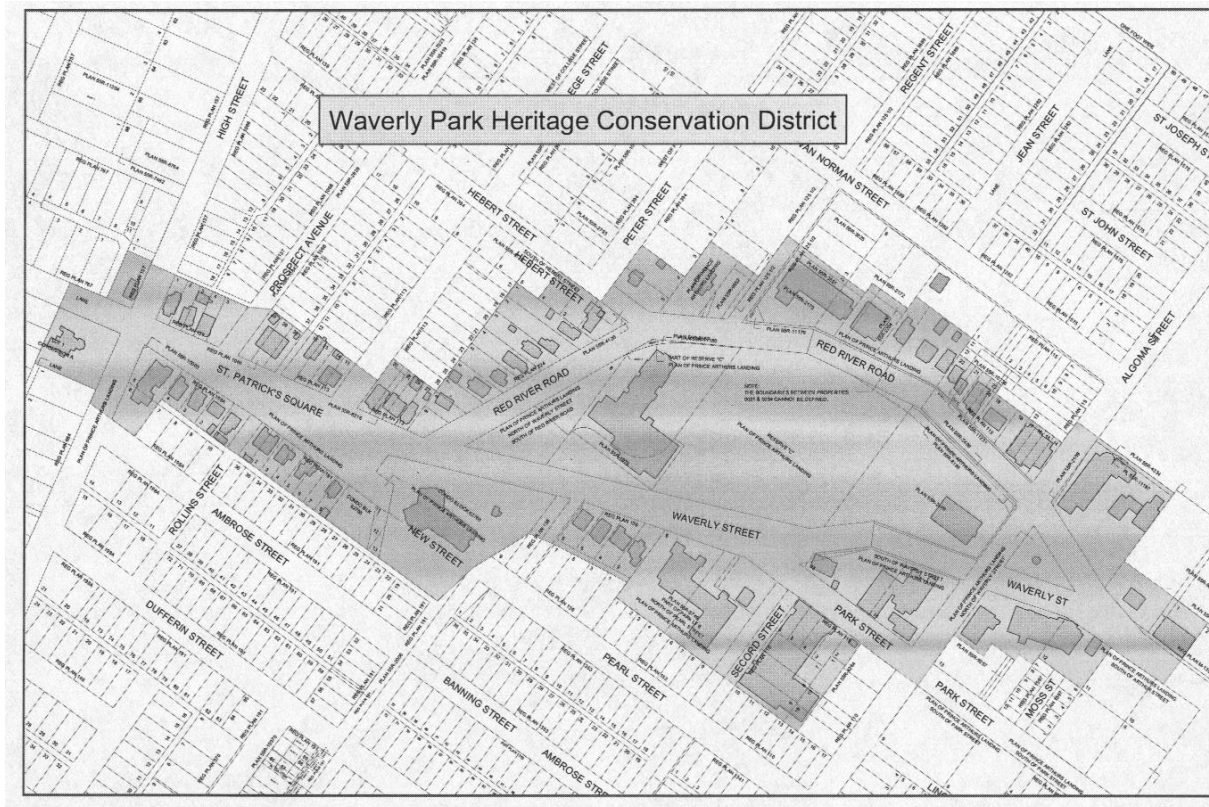
Whalen Building





Key Elements Heritage

Heritage Example Waverly Park Heritage Conservation District





Key Elements

Heritage

Opportunities

- Incentives for Land Owners to participate.
- Resources for the Heritage Advisory Committee to raise public awareness as to the value of participating in the designation program.



Key Elements

Environmental Greening

- When looking at the other key elements, the Committee identified an opportunity to integrate environmental greening.
- Several groups interested in participating

Environmental Groups

EarthWise Thunder Bay
Eco Superior
Litter Free Thunder Bay
Spring Up to Clean Up
Thunder Bay Recreation Trails
Trees Thunder Bay
Zero Waste Action Team (ZWAT)



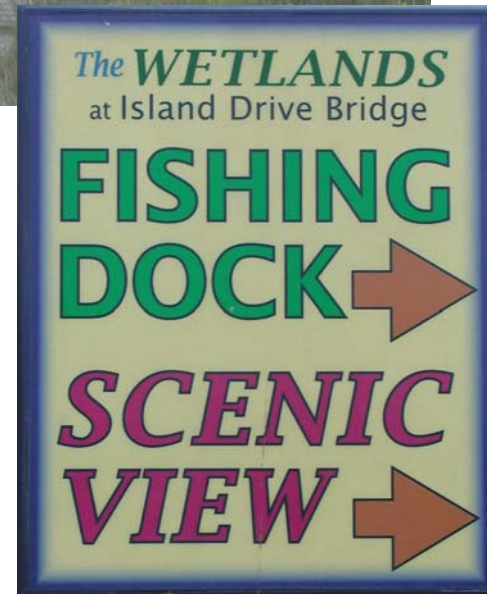


Key Elements

Environmental Greening

Environmental Greening Project: Island Drive Bridge

- Created new wetlands
- Protected existing environment
- Scenic viewing areas





Key Elements

Environmental Greening

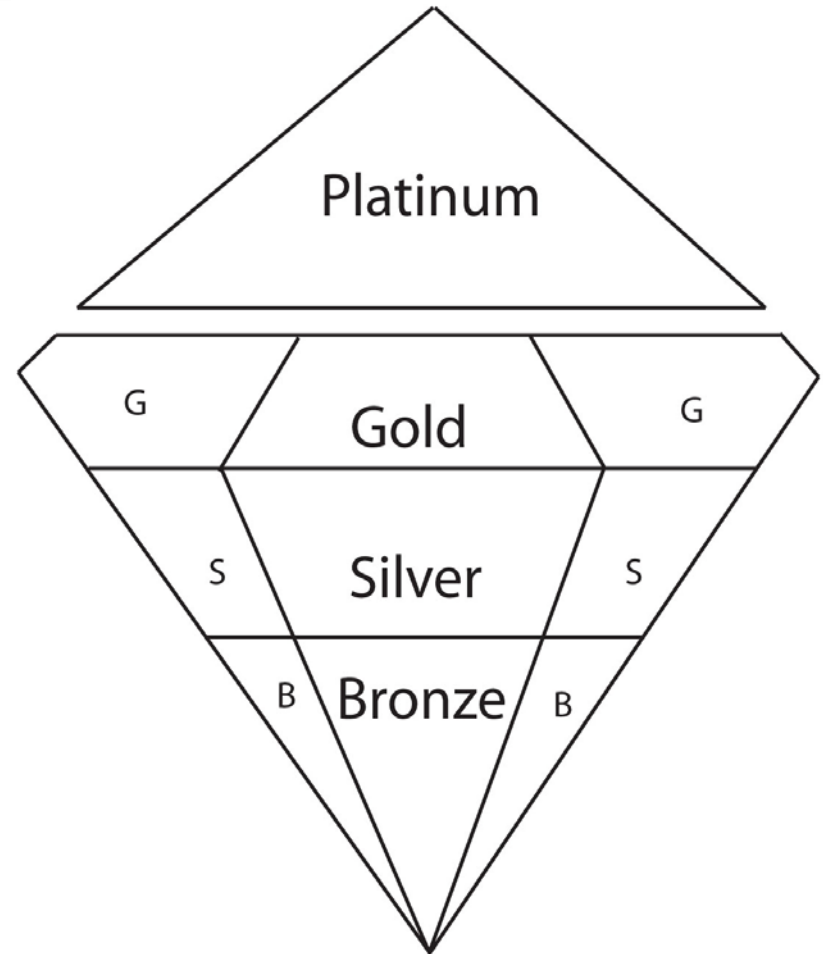
Opportunities

- Green Roofs/Rooftop Gardens
- Community Gardens
- Landscaped Boulevards



Recommendations

Strategy to link and leverage Clean, Green & Beautiful





Recommendations

Implementation Strategy Continued

	Factor Groups	
Clean	Green	Beautiful
Conserving Energy	Preservation of Natural Features	Installation of Public Art
Solid Waste Management	Intensification/Redevelopment	Creation of Civic Space
Sewage Treatment-Best Practice	Planting Street Trees/Urban Forests	Conforms to Design Guidelines
Water Treatment and Source Water Protection-Best Practice	Restoration of Natural Systems	Conserving Built Heritage
Storm Water-Best Practice	Landscaping	Celebrating Cultural Heritage
Care and Maintenance of Public Space	Continuous Parks/Open Space	Preservation of Views
Recycling/Reuse of Materials	Expanding Trail Network	Creating Streetscape
Transit Improvements	Creating Pedestrian/Cycling Amenities	Innovative Architecture
Reducing Green House Gas	Protecting Biological Diversity	Pedestrian Scale
Use of Alternative Energy	Protecting Ecological Integrity	Accessible to All



Recommendations

Recognition

- Important in communicating goals of City with respect to aesthetics
- Create sense of pride in community
- Annual Civic Pride Awards one of many mechanisms to success of policy and encourage private sector to create a clean, green and beautiful city



Recommendations

Strategy Implementation Guidelines

- City projects shall strive meet the gold standard for aesthetics
- Recognize other projects that meet this standard
- Council will receive reviews on extent to which projects meet clean, green, and beautiful



Recommendations

% for Beautiful

- Encompasses Public Art, Public Heritage and Beautification.
- Ensure all three aspects have access to the financial resources required to include them.
- Formula based on municipal budget of any new construction or renovations.
- Maximum not to exceed 1% per project to include all three elements and cover ongoing maintenance.



Recommendations

- Demonstration Project(s)
 - Gateways
 - Image Routes
 - City Hall





Next Steps

- Stakeholder forum
- Report to Council with recommendations seeking approval
- Demonstration project(s)
- Clean, Green, & Beautiful Campaign
- Recognition and awards



Conclusion

Clean, Green, and Beautiful will result in a common vision to enhance the function, look, and feel of where we live, work and play through public art, beautification, heritage initiatives, and environmental greening initiatives and in so doing, enhance civic pride for all residents.