

# 3 site selection



The opportunities for public art in Hamilton are almost limitless. Through the consultation process, 210 potential sites for public art projects were identified, covering the entire city.

The primary objective in site selection is to align opportunities and maximize the potential for the successful implementation of high quality public art projects, while at the same time providing the City with enough flexibility to respond to new planning and development initiatives.

Overarching site selection principles:

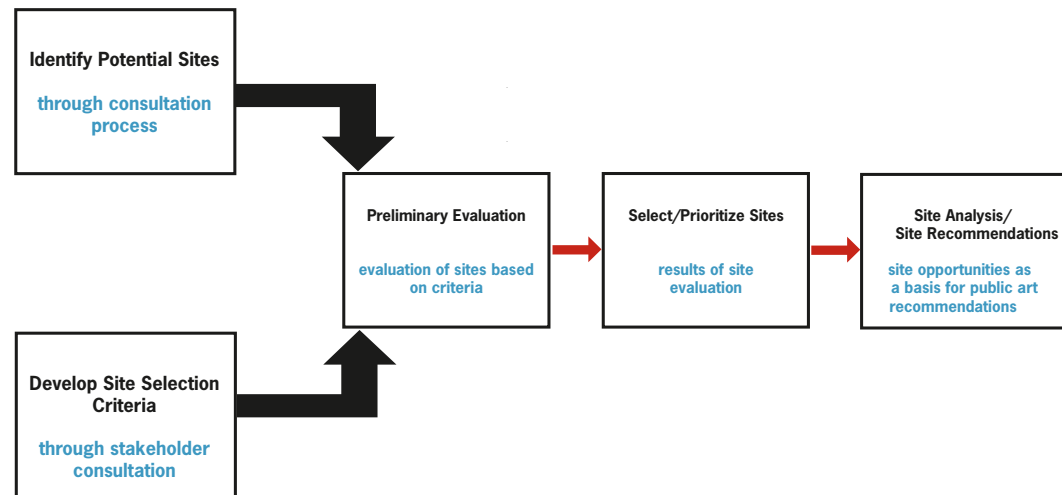
- > Maximize the potential visibility of the art piece through site selection and placement;
- > Maximize the public benefit;
- > Maximize the implementation potential;

Overall, Public Art sites in the Public Art Master Plan are prominent sites that have been identified as suitable for public art installations.

Through consultation with City Staff, key stakeholders and the public, a two-tier (Primary and Secondary) site selection and prioritization process has been developed. These criteria are intended to act as an evaluation tool to prioritize current sites but also to function as a set of guidelines for evaluating potential future sites.

Using the site selection criteria and scoring system (summarized on the following page) to evaluate the 210 identified sites, 14 sites are being recommended as priority locations for public art.

site selection process





## 3.1 site selection criteria

CRITERIA	DESCRIPTION	SCORING
<b>PRIMARY CRITERIA</b>		
The Primary Criteria represent the most crucial elements in public art site selection for the City of Hamilton as the criteria has a direct impact on the site selection of future public art. These criteria will be applied as a checklist against which all identified sites will be evaluated. In order to be considered for further evaluation, a site must achieve all three criteria.		
City-owned Property	This criteria identifies whether or not the proposed site is owned by the City of Hamilton. For a site or sites to be considered for Public Art under the City's Art in Public Places Program, it/they must be City-owned.	Y = Yes; N = No
Visibility/Accessibility	This criteria identifies whether the proposed site is visually and/or physically accessible.	Y = Yes; N = No
Site Capacity	This criteria identifies whether the proposed site has the capacity to facilitate and sustain a public art piece/installation. Considerations include: environmental conditions and site lines, site servicing, etc.	Y = Yes; N = No
<b>SECONDARY CRITERIA</b>		
Sites that achieve all three primary criteria will undergo a secondary evaluation based on a more detailed rating system to determine final site selection and prioritization.		
Locales as Identified by the City: a) Downtown/Town Centres/BIAs; b) Neighbourhood/Rural Settlement Areas; c) Special Character Areas (i.e. Escarpment, Red Hill, Waterfront, Gateways, etc.)	This criteria identifies whether the proposed site has been identified in City of Hamilton planning documents as a potential site for public art.	0 = Not within an identified locale; 2 = Special Character Areas; 2 = Neighbourhood/Rural Settlement Areas; 3 = Downtown/Town Centres/BIAs
Identified in Planning Documents	This criteria identifies whether the proposed site has been identified by the community as a potential site for public art.	0 = No; 3 = Yes
Identified in Public Works 10 year Capital Budget Forecast	This criteria identifies whether the proposed site has been identified in current or future Public Works projects for future public infrastructure improvements/capital investments (ie. bridges, street furniture, paving, etc.	0 = No; 3 = Yes
Community Identified Sites	This criteria identifies whether the proposed site has been identified by the community as a potential site for public art.	0 = No; 3 = Yes
Visibility	This criteria rates the visibility of the proposed site, providing a rating based on the types of views to the site (i.e. as a pedestrian, as a passenger in a car, aerial views, etc.).	1 = One type of view (eg. vehicular only); 2 = Two types of view (eg. vehicular and pedestrian); 3 = All types of visibility
Public Access	This criteria rates public accessibility to the proposed site, providing a rating based on the types of access that the proposed site affords (i.e. pedestrian access, vehicular access, etc.).	1 = One type of access (eg. vehicular only); 2 = Two types of access (eg. vehicular and pedestrian); 3 = All types of access
High Use/Publicly Active Area	This criteria establishes whether the proposed site is located in a high use or publicly active area. Rating is based on the volume of pedestrian and vehicular traffic and level of use the proposed site experiences or generates.	0 = Nominal traffic/use; 1 = Limited traffic/use; 2 = Moderate traffic/use; 3 = High traffic/use
<b>OTHER SITE CHARACTERISTICS AND CONSIDERATIONS USED IN SITE SELECTION:</b>		
Existing site features and amenities; In-depth examination of access and visibility; and, Examination of the site's cultural significance.		