

April 30, 2018

To: His Worship the Mayor  
And Members of City Council

Re: Placemaking: Street Painting Project Update

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RECOMMENDATION

**RECOMMENDATION OF THE PUBLIC WORKS AND INFRASTRUCTURE  
COMMITTEE - APRIL 12, 2018**

1. That City Council approve the expansion of the Street Painting Pilot Project to up to a maximum of three additional locations in 2018. These locations will include Harbour Landing, the Downtown Business Improvement District and the Warehouse Business Improvement District, subject to the locations meeting the criteria of the Pilot Project.
2. That City Council direct Administration to bring back a report in 2019 with the Pilot Project findings and any recommendations for a future program.

*PUBLIC WORKS AND INFRASTRUCTURE COMMITTEE - APRIL 12, 2018*

The Committee adopted a resolution to concur in the recommendation contained in the report. Recommendation #3 does not require City Council approval.

Councillors: Sharron Bryce (Chairperson), Lori Bresciani, Jason Mancinelli, Andrew Stevens and Barbara Young were present during consideration of this report by the Public Works and Infrastructure Committee.

The Public Works and Infrastructure Committee, at its meeting held on April 12, 2018, considered the following report from the Administration:

RECOMMENDATION

1. That City Council approve the expansion of the Street Painting Pilot Project to up to a maximum of three additional locations in 2018. These locations will include Harbour Landing, the Downtown Business Improvement District and the Warehouse Business Improvement District, subject to the locations meeting the criteria of the Pilot Project.
2. That City Council direct Administration to bring back a report in 2019 with the Pilot Project findings and any recommendations for a future program.

3. That this report be forwarded to the April 30, 2018 meeting of City Council for approval.

## CONCLUSION

That Administration expand the current community Street Painting Pilot Project to include up to three new locations in 2018, increase public awareness and public engagement, while providing a greater set of data for evaluation and the ultimate development of a proposed City of Regina's (City) Community Street Painting Program.

## BACKGROUND

In 2017, Administration undertook a Street Painting Pilot Project in collaboration with the Cathedral Area Community Association and Cathedral Village Arts Festival. This placemaking event saw members of the community gather on the roadway to create a public art installation with the Neil Balkwill's Artist in residence, Brendan Schick, at the intersection of 14<sup>th</sup> Avenue and Montague Street.

Placemaking is a holistic and community-based planning approach that capitalizes on unique assets and potential to promote the personal well-being, community character and development and places of lasting value. In 2017 as part of Culture Days, Administration launched the Street Painting Pilot Project. This was an example of placemaking that focused on a community driven artistic endeavour, aimed to contribute to a sense of place in their neighbourhood.

The conceptual framework for creating sense of place in the Cathedral neighbourhood was explored by the artist who considered imagery of the neighbourhood's borders, the mature tree canopies and a sense of time and history through the idea of dendrochronology, the scientific methodology of dating tree rings.

Administration developed preliminary criteria to initiate and evaluate the project with a view to creating a formal Community Street Painting Program that would support ongoing opportunities for placemaking. The criteria were selected to ensure the endeavour aligned with the City's goals of strengthening the artistic and cultural community through collaborations and by supporting the growth of Regina's cultural industries. Further criteria were instituted to ensure public safety and the appropriate treatment of the City's transportation assets. Additional information on the Street Painting Pilot Project requirements can be found in appendix A.

To maximize the lifespan of the art, location choices were limited to roads in reasonably good condition with less than one thousand vehicles per day and without a regular transit route. Further, paint material was limited to City-approved products. To ensure safety, sand or silica was required to be mixed with the paint application to allow appropriate surface friction on the painted pavement. Design requirements limited the use of markings similar to traffic control elements to prevent driver confusion and the final design required approval from Administration.

Paint was not permitted within the confines of a painted crosswalk or within one metre of a curb installation.

The event organizers were required to follow the City's Block Party Procedure to obtain consent of a two-thirds majority of affected property owners, prior to obtaining a Temporary Street Use Permit to close the road for the placemaking event. Additionally, the organizing committee was required to assign a coordinator that would liaise with the City and ensure site safety.

The installation was completed on September 30, 2017 and has been in place since then under predominately winter season conditions. An evaluation of the impact of regular vehicle traffic and winter snow removal activities will be conducted in the spring, with an additional condition evaluation after one year of installation. Further data will be analyzed with respect to traffic safety and expected operating impacts on business areas.

## DISCUSSION

The scope of the Street Painting Pilot Project was initially limited to one location, which was to be evaluated over the course of a year following its installation. Prior to completion of this pilot project, there has been significant, ongoing community interest for increased opportunities to participate in similar street painting events, including inquiries on creating a rainbow motif crosswalk as part of the celebrations for Queen City Pride 2018.

To meet the known community demand, while still ensuring the opportunity to conduct a fulsome evaluation, Administration will initiate a second phase of the Street Painting Pilot Project, which will permit up to three new locations in 2018. These new locations will be evaluated in conjunction with the existing location to develop final policies and procedures for a proposed Community Street Painting Program.

Administration will relax two criteria for the second phase; increasing the maximum daily traffic volumes and permitting the art within the interior of a painted crosswalk. The resulting locational and installation variety will also provide more meaningful data for the evaluation that may shape a future Community Street Painting Program.

Administration has determined the expansion will permit the following interested parties to submit an application for street painting under the extended Pilot Project:

- École Harbour Landing School within Harbour Landing subdivision
- Regina Downtown Business Improvement District (RDBID) within the downtown district
- Regina Warehouse Business Improvement District (RWBID) within the warehouse district

The above parties have demonstrated strong interest in street painting events in 2018 and have the necessary resources to facilitate a community event within the scope of the Pilot Project. The parties also offer varying locations within the community that are representative of the scope of expected future applications. Applications from the interested parties will still be subject to approval by Administration. A copy of the application form is attached in Appendix B.

The Pilot Project evaluations will be completed at the end of 2018, and recommendations brought forward in 2019 for the potential establishment of an official Community Street Painting Program. Factors that will be considered as part of the evaluation would consist of, but not be limited to, public feedback, duration of the markings based on location and traffic volumes, desire of groups to maintain paintings, accident data, roadway traction and pedestrian safety.

## RECOMMENDATION IMPLICATIONS

### Financial Implications

Additional administrative costs associated with the Pilot Project's expansion are minimal and can be funded by existing general operating funds in the business areas for the pilot programs.

Costs associated with the implementation of the new pilot locations will be at the expense of the applicants, including but not limited to, artist fees, painting supplies and costs associated with temporary road closures/traffic accommodation.

### Environmental Implications

Paint products are specified by the City to ensure they meet the same environmental requirements as traffic paint used in City pavement markings, as outlined in appendix A.

### Policy and/or Strategic Implications

The project is consistent with the Official Community Plan's (OCP) goals of supporting cultural development and inclusion, specifically *Section D8, Goal 1 - Support Cultural Development and Cultural Heritage*.

It aligns with the Design Regina Cultural Plan by fostering creativity, strengthening social cohesion and supporting the artistic and cultural community and the expansion of festivals and events that reflect diverse community interests and needs. Further, it aligns with the value of innovation and responsiveness, as it demonstrates the City's commitment to the development of policies and programs that respond to community needs.

### Other Implications

None with respect to this report.

Accessibility Implications

None with respect to this report.

COMMUNICATIONS

Road closures to support placemaking events will be communicated through standard Administration processes as required, such as public service announcements. Administration is also working with these groups to help them prepare for the expansion of the Pilot Project.

DELEGATED AUTHORITY

The recommendations contained in this report require City Council approval.

Respectfully submitted,

PUBLIC WORKS AND INFRASTRUCTURE COMMITTEE

A handwritten signature in blue ink, appearing to read "Kristina Gentile", enclosed in a dashed rectangular box.

Kristina Gentile, Secretary