

# 14. Arts, Culture and Placemaking



## Other Relevant Policies & Bylaws

- Arts and Culture Master Plan (To be completed, 2018)

### Goals:

1. Encourage public art and placemaking that celebrate Vic West's identity
2. Support creative entrepreneurs

Vic West is a neighbourhood which has attracted a diverse population of artists. In addition to providing a range of opportunities for living, working, and selling works, a vibrant community weaves arts and culture into everyday life and helps create a strong sense of place. Opportunities for creative placemaking include temporary and permanent public art opportunities in parks and other public spaces. Public art can celebrate Victoria West's unique identity and reinforce the neighbourhood's human and natural heritage.

## 14.1. Neighbourhood Public Art and Placemaking

### Intent:

Encourage art and placemaking initiatives that celebrate Vic West's identity

### Policies:

- 14.1.1. Introduce public art into small urban village areas as part of streetscape improvements.
- 14.1.2. Incorporate public art into the design of neighbourhood trails, connectors and parks spaces. Identify locations through active transportation and park improvement planning.
- 14.1.3. Partner with arts organizations to encourage art installations in neighbourhood public spaces, such as temporary pop-ups and artist-in-residence initiatives.
- 14.1.4. Engage Songhees and Esquimalt First Nations to determine opportunities for public art in public spaces.

## 14.2. Key locations for public art may include:

- 14.2.1. Craigflower Village and Banfield Park interface
- 14.2.2. Victoria West Park and Wilson Street
- 14.2.3. The E&N Rail Trail right of way adjacent to Esquimalt Road
- 14.2.4. The E&N Rail Trail, other segments
- 14.2.5. Public spaces at Roundhouse and Dockside Green
- 14.2.6. Pedestrian connections within Westside Village (e.g. the stairwell between Tyee Road and the upper parking lot)

## 14.3. Themes for public art may include the following, without limitation:

- 14.3.1. First Nations history and places
- 14.3.2. The ecology and natural history of the area including the Gorge waterway
- 14.3.3. The working / industrial history of the neighbourhood
- 14.3.4. The diversity of people calling Vic West home
- 14.3.5. Urban sustainability
- 14.3.6. The artistic creativity of the neighbourhood

## 14.4. Support Creative Entrepreneurs

### Intent:

Create/strengthen opportunities to showcase and feature neighbourhood artists and creators.

### Policies:

- 14.4.1. Through the Arts and Culture Master Plan, engage the arts community and non-profit groups in identifying opportunities, incentives and partnerships to create an incubator space including affordable gallery, studio and creative incubation spaces.
- 14.4.2. Through the Arts and Culture Master Plan, explore ways to link potential creative entrepreneurs, home-based studios and self-employed individuals to available resources for business assistance, skills sharing and access to spaces to make and sell goods.