

12. Placemaking, Arts and Culture



Other Relevant Policies & Bylaws

- Arts and Culture Master Plan (to be completed, 2018)
- Art in Public Places Policy
- City grant programs

Goals:

1. **Honour Fairfield's indigenous history and culture**
2. **Create great public spaces where people can gather**
3. **Animate and enliven Fairfield through public art and community events**
4. **Encourage community-led placemaking**
5. **Create/strengthen opportunities to showcase and feature neighbourhood artists and creators.**

A vibrant community weaves arts and culture into everyday life and helps create a strong sense of place. With its parks, waterfront, urban villages and walkable streets, Fairfield presents many opportunities to integrate arts into urban development. Diverse spaces for living, interaction, working and selling works helps to support an artists' community. Opportunities for creative placemaking include temporary and permanent public art opportunities and performance spaces in parks and other public spaces. Public art can celebrate the neighbourhood's identity, and its human and natural heritage.

Placemaking, Arts and Culture, cont'd.

12.1. Placemaking

12.1.1. Engage Songhees and Esquimalt First Nations to determine opportunities for recognizing and building awareness of the Lekwungen People's use of the land, history and culture in Fairfield. (See also 4.2.1, 10.1.1.)

12.1.2. Establish urban villages as neighbourhood gathering places with street furnishings, landscaping, and evolving public spaces as identified in this plan (see Chapter 7, Urban Villages)

12.1.3. Support the enhancement of the public realm in Northwest Area and Fort Street Corridor as identified in this plan (see 6.2.2., 6.2.4.) and urban villages.

12.1.4. Consider opportunities for public art or other placemaking feature as part of planning for waterfront park improvements (see 4.5.1.)

12.1.5. Support community-led placemaking initiatives in Fairfield.

12.2. Public Art

12.2.1. Introduce permanent or temporary public art into urban village areas, parks, commercial areas and active transportation routes. Through public engagement, there was strong interest in public art that celebrates Fairfield's indigenous history and coastal ecosystems.

12.2.2. Partner with arts organizations to encourage art installations in public spaces, such as temporary pop-ups and artists in residence.

12.3. Creative Entrepreneurs

12.3.1. Through the Arts and Culture Master Plan, explore ways to link Fairfield's 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.