

FILE NO: PSC2014-02649

TITLE: PUBLIC ART

POLICY OWNER: COMMUNICATIONS SECTION MANAGER

PURPOSE:

The purpose of the Public Art Policy and related guidelines is to provide Council with a framework to manage public art placement, procurement and management to maximise the social and economic benefits of public art as it relates to place making and contributing to a vibrant cultural and economic life (Port Stephens Community Strategic Plan).

CONTEXT/BACKGROUND:

Public art is an integral factor in enhancing the physical, social and economic environment of Port Stephens. This is achieved by developing a sense of place using visual artworks in public areas.

In Port Stephens, interest in public art is growing, driven in part by a wider awareness and expectation of the benefits of public art, including enhancing infrastructure and the environment. The opportunity to enrich commercial developments is also recognised.

Public art is also closely aligned to tourism and related economic strategies that aim to build on the natural appeal of the Port Stephens and attract visitors to the region.

A consistent approach to the management of public art provides clear processes to assist Council and the community develop suitable public art projects for the region.

SCOPE:

The Public Art Policy refer to the placement, procurement and management of art works (temporary or permanent) and complementing urban design.

Public art can be integrated into, but not limited to:

- New developments proposed by commercial developers;
- Existing areas as part of a master plan or upgrade being developed by Council;
- Proposals submitted by community groups and or individual artists, for both permanent works and temporary display as part of a festival.

Council's Development Control Plan also provides for inclusion of public art into commercial and mixed use development as part of the development consent process, depending on the scale of works proposed.

DEFINITIONS:

Public Art Artworks and one-off designs created for, or located in, a public space and readily accessible to members of the public.

POLICY STATEMENT:

The key objectives of this policy are:

- Enhance the natural and built assets of Port Stephens by enlivening public spaces;
- Create a sense of identity about Port Stephens heritage, culture and lifestyle;
- Facilitate the integration of public art into relevant facilities and infrastructure projects;
- Develop and enhance opportunities and promotion of local artists;
- Provide a policy foundation to Council's Development Control Plan for the inclusion of public art into commercial and mixed use development.

It is expected that the implementation of this policy will lead to:

- The planning of public art in Council's urban designs to improve the quality of community spaces and to enhance the pedestrian streetscape experience;
- Identification of sites/zones for future public art works, appropriate asset management, including safety and maintenance;
- Effective community engagement and consultation to ensure the art work will have meaning and relevance to the site in which it is located.

The accompanying guidelines provide a process through which Council can address public art procurement and planning, including identifying sites/zones for appropriate future public art works, appropriate asset management, including safety and maintenance.

POLICY RESPONSIBILITIES:

- 1) The Community Development and Engagement Unit manages and reports on public art as part of cultural development. It is the responsibility of other units across Council for implementing the policy and related public art guidelines.

RELATED DOCUMENTS:

- 1) Cultural Plan 2015-2018
- 2) Port Stephens Development Control Plan 2014
- 3) Port Stephens Section 94 Contributions Plan
- 4) Asset Management Policy
- 5) Graffiti Management Policy
- 6) Guidelines for the approval and installation of public art in Port Stephens.

CONTROLLED DOCUMENT INFORMATION:

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TRIM container No	PSC2014-02649	TRIM record No	
Audience	Councillors, Council staff, community		
Process owner	Communications Section Manager		
Author	Community Development and Engagement Coordinator		
Review timeframe	Two years	Next review date	12 December 2019
Adoption date	10 November 2015		

VERSION HISTORY:

Version	Date	Author	Details	Minute No.
1	10/11/15	Communications Section Manager	Original policy and guidelines endorsed for public exhibition by Council at its 10 November 2015 meeting. No submissions received, therefore Policy and guidelines adopted by Council.	340

2	27 March 2018	Communications Section Manager	<p>Public Art Guidelines section 6.0 updated to include mention of required approval relating to private developer public art contributions in the development assessment process.</p> <p>The value of capital investment for commercial development was changed from \$1 million to \$2 million in line with the Port Stephens Development Control Plan.</p> <p>Inclusion of "Guidelines for the approval and installation of Public Art in Port Stephens" in related documents section.</p>	061
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FILE NO: PSC2014-02649

TITLE: GUIDELINES FOR THE APPROVAL AND INSTALLATION OF PUBLIC ART IN PORT STEPHENS

RELATED POLICY: PUBLIC ART POLICY

OWNER: COMMUNICATIONS SECTION MANAGER

1.0 INTRODUCTION

The Public Art guidelines are intended to assist the process in guiding artists, community groups, Council and private developers in the provision of public art projects in Port Stephens.

The guidelines have been developed with input from staff across relevant sections of Port Stephens Council and members of the 355c Strategic Arts Committee of Council. The guidelines should be read in conjunction with Council's Public Art Policy.

2.0 PURPOSE

The purpose of the development of public art guidelines is as follows:

- to ensure public artwork projects are fabricated and installed in accordance with Council policy and consents;
- to develop a greater understanding of public art, including street and urban art, and how it can enrich the lives of local communities and contribute to their cultural identity and sense of place and belonging;
- to ensure high quality public art is included in accessible public spaces in large scale developments;
- to assist owners and developers in the commissioning, procurement and installation of public art; and
- to ensure public art is compatible with the character and identity of Port Stephens localities and in harmony with community sentiment.

The Public Art Policy and guidelines are drawn from Council's Community Strategic Plan 2013-2023, under art and culture (7.1) and the *Port Stephens Cultural Plan 2015-2018* with the purpose of enriching the lives of current and future Port Stephen's residents and making it an attractive place to live, work and visit.

3.0 WHAT IS PUBLIC ART?

Public art is the term used to describe creative work or activities which are located in the public realm and readily accessible to the broader community. Public art may be temporary or permanent in design. Public art contributes to the overall feeling of the community wellbeing, engagement and enrichment of community life.

Public artworks are usually site specific and may celebrate the distinctiveness of the environment, local heritage, cultural identity, the energy of urban spaces and other themes relevant to people and place (p 6, *Public Art Guidelines*, Landcom, 2008)

Public art may include:

- building features, street scaping and enhancements such as bicycle racks, gates, benches, fountains, playground structures or shade structures which are unique to the locality;
- landscape art enhancements such as walkways, bridges or art features within a reserve or park;
- murals, tiles, mosaics or projects covering walls, floors and walkways;
- sculpture which can be freestanding or wall-supported;
- fibre works, neon or glass art works, photographs, prints and any combination of media including sound, film and video systems;
- community arts projects resulting in tangible art work such as murals or sculptures;
- projects which involve the public and the incorporation of a cultural space that comprises a visual or performing arts space; and
- the conceptual contribution of an artist to the design of a public space or facility.

Public art projects do not consist of:

- business logos;
- directional elements such as super graphics, signage or colour coding;
- "art objects" which are mass produced such as fountains, statues or playground equipment;
- "off-the-shelf" art and/or reproductions; and
- landscaping or architectural components associated with the project.

3.1 What are the benefits of public art in the community?

Public art is a way of expressing ourselves and telling a story. It can express our aspirations for the past, present and the future. In the community, public art can be seen as a talking point and an opportunity for wonder, reflection and enjoyment.

The benefits of public art to local communities are as follows:

- the acknowledgement of the importance of cultural and Aboriginal heritage and identity;
- the opportunity to explore historical events, local heritage and meanings and facilitate links with the past;
- to create special environments that can contribute to community sense of wellbeing and bring benefits of social interaction and involvement;
- encourage opportunities for community involvement and expression of creativity and engage people of different ages;
- to create a landscape that is interesting, stimulating and surprising with vibrant spaces to enhance the experience of the community and visitors;

- provide a focal point for community areas, creating a sense of place that complements thematic planning schemes; and
- to enhance employment and training opportunities for local and regional artists.

3.2 Public art principles

In the process of planning and receiving applications from the public and the community, Council will adopt the following principles in considering a public artwork. The work:

- contribute to an area's cultural identity of the location and contribute to the sense of place;
- improve the amenity of the area in which it is located and contribute to social interaction and sense of community;
- be mindful of environmental issues such as construction with sustainable materials with sustainable design and fabrication;
- be able to be enjoyed and experienced by people of different ages and backgrounds;
- showcase local design and the engagement of local artists with the integrity of the artists acknowledged;
- water features should be designed to use only recycled or rainwater;
- consider public safety and be easily maintained;
- be designed to be durable, structurally sound and able to be maintained at minimum cost; and
- community involvement and engagement should be encouraged in the development of projects;

The selection of sites should be consistent with Council plans of management and land use planning documents.

4.0 PROVISION OF PUBLIC ART

Public art projects can be provided in three ways:

Community projects - For community initiated projects on community or Council managed land or for 355c committees.

Private projects/developments - For development applications of projects over \$2 million in accordance with Port Stephens Development Control Plan 2014.

Council projects - For Council initiated projects such as infrastructure, public domain improvements and public art on Council managed/ owned land and Crown land.

5.0 INVOLVEMENT OF PORT STEPHENS COUNCIL

The consideration and planning for public art involves a range of sections within Port Stephens Council. Consultation with these internal stakeholders will be coordinated by the relevant Council section involved with the public art project. This will be dependent upon the type of project involved - community, Council or private.

The internal stakeholders will also create awareness and support for public art projects within Council. They will provide comments and related to the development of a specific public art project. Advice may relate to fabrication, location, funding, legislative requirements, policy requirements, installation and maintenance etc.

6.0 PUBLIC ART APPROVAL PROCESS

The applicant is required to complete the public art project application (Appendix 1). Initial applications would be considered according to the assessment criteria (Appendix 2) which includes consultation with relevant Council staff, members of Council's Strategic Arts Committee and other public authorities.

The assessment and approval of projects will be in accordance with Council's policy and these guidelines. At the application stage, the proposal will be referred to the Strategic Arts Committee for comment. Further consultation with relevant sections within Council would be conducted as required.

For private projects, consideration will be undertaken by the relevant section of Council through the standard Council approval process (such as development applications) with reference to plans of management, design and construction specifications and public domain plans.

The Port Stephens Development Control Plan requires commercial developments with a capital investment value over \$2 million to incorporate public art. Evidence must be provided demonstrating that the developer has obtained Public Art Approval from Council's Community Development and Engagement Unit.

7.0 CONSTRUCTION AND INSTALLATION

As public art is located in the public realm, there are potential risks associated with its fabrication and installation. This is applicable for temporary and permanent pieces.

For this reason, an approved work may be constructed off site by the artist. If the work is being installed on Council owned or managed land, it must be installed by Council approved contractors.

It is also Council's responsibility to ensure that risk assessments are conducted on all concepts and final artworks both at concept stage and upon installation in line with Australian Standards.

8.0 MAINTENANCE

To ensure that the public art work is maintained as an asset, the following will be considered when assessing public art applications:

- who is responsible for the regular maintenance of the artwork?
- what is the intended life of the artwork?
- how durable is the material/s?

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- what is the environmental impact on the location?
- who is responsible for repair works and is this manageable?
- when is the work beyond repair?
- what happens if there are future changes to the site?
- Is the proposed work safe?
- have funds been allocated for ongoing maintenance?

8.1 Removal, modification or de-commissioning

The decision for removal, modification or de-commissioning of public art is to be considered in consultation with the artist, the Strategic Arts Committee, Council, another relevant public authority or individual.

The following would be reasons for consideration of removal, modification or de-construction:

- deteriorated to a point where public safety is at risk;
- design faults in workmanship or material used;
- unsustainable burden on Council resources;
- irreparably damaged or its condition has deteriorated to such an extent that it can no longer be considered the original artwork; and
- the artwork is no longer compatible with the character of locality and or is no longer in line with community sentiment or Council's strategic plans.

9.0 DONATIONS OF PUBLIC ARTWORKS

From time to time, community groups, businesses or members of the public may seek to donate items of public art to Council for ongoing display. Acceptance (or otherwise) of such donations is at Council's absolute discretion.

Contact

Port Stephens Council Tel 02 4980 0255
council@portstephens.nsw.gov.au

References

Public Art Guidelines, Landcom, NSW State Government, 2008

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APPENDIX 1: PUBLIC ART PROJECT APPLICATION

Project Name:

Applicant/Group:

Contact name:

Phone:

Mobile:

Email address:

Mailing address:

Please complete the details related to your public art project:

	Details
<p>Project description How has your project evolved and what is the overall vision behind the project?</p>	
<p>Proposed site for public art works What is the proposed site for the artwork?</p> <p>Include a site plan and identify the suitability of site for proposed purpose.</p> <p>Why has this site been chosen for your project? What is the relevance and appropriateness of the work to the context of its site?</p> <p>Do you have landowner's approval?</p> <p>Consistency with current planning, heritage and environmental policies and plans?</p>	
<p>Concept design Identify concept designs and image. Include an explanation of proposed design, including scale of the work.</p> <p>Provide details of artist/s.</p> <p>Integrity of the artwork/non-duplication of similar artwork for same application?</p>	

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<p>Materials and construction What materials are being used for the project? Identify that the materials are appropriate for purpose; durable and able to withstand the elements (consider aging and lifespan). How will the works be fabricated and are the materials sustainable/ renewable?</p>	
<p>Maintenance requirements Outline required on-going durability and maintenance requirements.</p>	
<p>Community involvement and consultation For private projects, what level of community consultation has informed concept design? For other projects, are you working in partnership with any community group(s) and if so, what feedback have they provided in terms of concept designs and what will be their broader role in the proposed project?</p>	
<p>Timing of works Outline the proposed timeline for the project: proposed commencement date, construction schedule and date for installation and completion.</p>	
<p>Budget Are there adequate funds available to undertake the project? Are there any requirements for these funds (e.g. grant acknowledgement)? Attach detailed proposed budget. Monet allocated for ongoing maintenance?</p>	
<p>Construction and installation The work may be constructed off site by the artist but must be installed by Council approved contractors on Council owned or managed land.</p>	

<p>Additional information</p> <p>Are there any additional issues attached to this proposal that would support your proposal?</p> <p>Please note if the proposed works relate to formal conditions associated with a development application (DA) lodged with Council and list the DA number. Outline what the conditions are and how you have addressed them.</p> <p>Please note that it is imperative you consider risk management issues during construction, ongoing site safety aspects and management of the work into the future.</p> <p>Integrity of the work to be considered to ensure there is no duplication for similar use.</p>	
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APPENDIX 2: PUBLIC ART ASSESSMENT CHECKLIST

Council Officer/s:

Section / Unit:

Project details	Project considerations	Comments	Further feedback required? Yes/No Comments
Project description	Adequate detail provided? How and why was the project developed? What is the vision for the concept? Type and scope of work		
Site details public art works	Ownership of site? Why has the site been chosen for the project? Suitable land zoning? Plan of Management approval? Will the site be accessible to community members? Is site part of another community facility? Will the work enhance sense of place and belonging? Relevance and appropriateness of the work and the context of its site? Are there any site restrictions?		

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<p>Concept design</p>	<p>Does project link with the community</p> <p>Does the design compliment surrounding community facilities</p> <p>Will the work improve the visual amenity of the area</p> <p>Are any concept drawings provided?</p>		
<p>Community involvement and benefit</p>	<p>What community groups are involved in development?</p> <p>Who will support the project?</p> <p>Who will give input on the project?</p> <p>Will consultation take place?</p> <p>Will it will increase opportunity for social interaction and working cooperatively</p> <p>How does the project contribute to the benefit of the community?</p>		
<p>Materials and construction</p>	<p>How will the work be constructed?</p> <p>What are the proposed materials?</p> <p>Are there any safety risks involved with the materials?</p> <p>How will the work be fabricated?</p> <p>Where will it be fabricated?</p> <p>Has the project considered renewal or sustainable materials?</p> <p>What will be the ongoing maintenance of the works?</p>		

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Project timeline	<p>Are project timeframes included?</p> <p>Is timeline realistic?</p> <p>Has an installation date been incorporated?</p>		
Budget	<p>Realistic funding available?</p> <p>Evidence of funding source/s?</p>		
Artist's details	<p>Have details of artist/s been provided?</p> <p>Has the artist/s been previously involved in a similar project?</p> <p>Have appropriate copyright releases been provided?</p>		
Insurance	<p>Insurance value of work</p>		
Maintenance	<p>What are the maintenance and durability requirements?</p> <p>What are the predicted ongoing costs?</p>		
Additional information	<p>Please consider any additional details that have been incorporated into the application.eg.</p> <ul style="list-style-type: none"> • Maintenance • Risk hazard identification • Public safety • Vandalism issues 		