

STRATHFIELD COUNCIL

Parramatta Road Urban Amenity Improvement Program (PRUAIP)

The Three Bridges

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1. INTRODUCTION

The Parramatta Road Urban Amenity Improvement Program (PRUAIP) is a \$198 million initiative by the NSW Government to improve open space and active transport links along the Parramatta Road corridor.

The program brings state agencies and local councils together to collaborate on projects that will improve public amenity in the corridor and is led by NSW Department of Planning, Industry and Environment. The Parramatta Road Corridor (the Corridor) has been identified by the NSW Government as an important urban renewal area that will be the focus for increased housing, economic activity, and social infrastructure.

Public art will play an important role in creating a new sense of place and will contribute to the Corridor's public amenity. The local population will benefit culturally, socially, and economically from the commissioning of great public art. An overarching PRUAIP Public Art Framework has been developed for the Parramatta Road Corridor.

Strathfield Council supports high quality art projects in the public domain which will add to the liveability and visual impact of the area and enhance the cultural and heritage assets for the enjoyment of its residents, students, workers, and visitors to the area.

2. CONTEXT & AUDIENCE

The Strathfield Local Government Area (LGA) is in Sydney's Inner West about 10.5 kilometres from the City Centre and halfway between Parramatta and the City. The Council is classified as a medium size Council.

The traditional custodians of the Strathfield area were the Wangal people of the Darug tribe of the Eora Nation. The Aboriginal population now represents 0.3% of the Strathfield population or 101 people and this has been unchanged since 2011.

Strathfield Council has a total area of approximately 13.9 square kilometres. The Strathfield population is now estimated at 48,000 and population growth is mostly due to overseas migration. Strathfield has greater cultural diversity than the rest of NSW with approximately 56% of residents born overseas. Outside of those born in Australia, the main countries of birth are India, China, Korea (South), Sri Lanka and Nepal. There are also 59 languages that were reported as being spoken at home in the Strathfield LGA excluding English. The top four languages being Mandarin, Korean, Cantonese and Tamil respectively.

Strathfield is a highly educated community with 38% of residents aged 15+ years having attained a Bachelor or Higher Degree or Advanced Diploma and higher. The most common occupation of Strathfield residents is professional at 31.8% followed by clerical and administrative workers at 13.9% and managers at 11.6%. Strathfield exceeds both the NSW and Australian rates of those who are employed in a professional occupation.

The most significant change in the Strathfield LGA population profile from 2001-2016 is the growth in numbers of 25-39-year age group. The growth of younger age groups has resulted in the decrease of the median age of the Strathfield LGA to 32 years compared to the NSW median age average of 38 years.

3. ARTWORK OBJECTIVE

The intention is to commission lighting public artworks on the three bridges that can add an aesthetic and interesting medium in keeping with the themes of local history, community and environment relating to the Strathfield LGA. Consideration must be taken of the artwork's presence by both day and night. The commission will be awarded to one artist/artist team to deliver three lighting public artworks across three locations, Lorraine Street Bridge, Hamilton Street Bridge and George Street Bridge.

The artwork should:

- Provide a visual focal point for cyclists and pedestrians.
- Visually communicate and honour the local history, community and environment of the site.
- Provide a unique sense of place.
- be contemporary in nature, innovative and create a unique aesthetic signature to the surrounding area.

The long-term success of the artwork rests on its ability to creatively interpret the identity of its place and people and the integration of the artwork within its site

The artwork for the bridges will align to the themes:

- Strathfield is a diverse and inclusive community - Lorraine Street Bridge
- Mason Park Wetlands is a sustainable environment - Hamilton Street Bridge
- Hats off to Arnott's - George Street Bridge

Lorraine Street Bridge - Strathfield is a diverse and inclusive community

We want diversity to be highlighted in all of its forms as we believe Strathfield is home to a multicultural and diverse community, making it a truly unique place to live. The many communities who have made Strathfield their home throughout history and at present, convey that the Strathfield area at its roots is inclusive and diverse and we want to recognise and pay tribute to those groups through this bridge.

The Wangal people were the traditional custodians of Strathfield. White settlement commenced from 1783. It is believed that the Wangal people would have used the Parramatta and Cooks Rivers to provide them with some of the resources they would have needed to survive. The rivers would also have provided a means of travel, and a method of communication and trade between neighbouring clans. Just as the Parramatta River provided good fishing grounds for the Wangal clan, so the Cooks River would have been an important focus for various activities. In present day, there remains a connection and direct link between the Cooks River and local Aboriginal communities.

Strathfield today has 56% of its residents born overseas, 64% of Strathfield residents speak a language other than English at home and of those not born in Australia, the major countries represented are China, India, Sri Lanka, South Korea and Nepal. Similarly, another difference evident is that there is a large percentage of young people in the area compared with the Greater NSW. There are many things that sets Strathfield apart from other areas around Sydney, such as a larger proportion of schools and a range of different restaurants, both of which reflect the diverse nature of the area in their populations and what they offer. All types of diversity are to be highlighted in this bridge.

For more information:

[Aboriginal History - Strathfield Council \(nsw.gov.au\)](http://nsw.gov.au/AboriginalHistory)

[Home | Strathfield Council | Community profile \(id.com.au\)](http://id.com.au/StrathfieldCouncil)

Hamilton Street Bridge - Mason Park Wetlands a sustainable environment

Mason Park Wetlands is located in Homebush, next to Mason Park and Bressington Park. It is situated between Powells Creek and Haslams Creek. Mason Park Wetlands are over twelve hectares in size. The wetland consists of a saltmarsh, mangrove forest and a small freshwater pond. The Mason Park Wetlands originally formed part of the once extensive estuarine environment of the Parramatta River. Once known to locals as "The Mangroves" it is a valuable habitat for both local and migratory bird species as well as the now rare in the Sydney region, saltmarshes. The wetlands are home to an internationally and locally significant saltmarsh. It is also a valuable habitat for local and migratory bird species. Some birds are known to fly from as far as China, Japan, Siberia and Alaska to arrive at Mason Park Wetlands during spring and summer making this a very unique area. It is also listed on the Register of the National Estate (wetland). It is important to recognise the natural environment heritage of this area through the design of this bridge.

For more information:

[Mason Park Wetlands – Strathfield Heritage](#)

George Street Bridge - Hats off to Arnott's

The Arnott's Biscuit Factory operated at Homebush from 1908 to 1997, when it was relocated to Huntingwood. However, the administrative offices of Arnott's are still located in Homebush. This factory became synonymous with Strathfield as many people passing through the area during the time of the factory running in the Bakehouse Quarter at North Strathfield still remember the smell of baking biscuits wafting in through the car window. There is also an extremely well known Arnott's sign on Parramatta Road entering into Strathfield that many people in the area and throughout Sydney believe is iconic.





The Arnott's factory employed thousands of people, in North Strathfield and especially showed compassion to workers as a company during the Great Depression, when they reduced their operation hours allowing for many of their workforce to stay employed unlike other companies during this time who reduced their workforce.

The area known as the Bakehouse Quarter now has been turned into a multipurpose facility for the area as it includes supermarkets, gyms, cafes and restaurants all built in and around the old Arnott's factory buildings.

For more information:

[Arnott's Bakehouse Quarter – Strathfield Heritage](#)

4. THREE BRIDGES - EXPRESSION OF INTEREST (EOI)

Submission Deadline: Friday 27 September 5PM (AEDT)

To submit an expression of interest for this commission, artists are requested to provide the following:

- 1. Artist contact details including address, email and phone/mobile**
- 2. Written response to the brief responding to the EOI selection criteria and artwork objective on page 5 (max 500 words)**
- 3. Current CV detailing public art commissions, awards, exhibitions (max 3 A4 pages)**
- 4. Up to 10 high resolution digital images of previous/relevant artworks**

Artists will be shortlisted based on the following criteria:

- Innovation and originality shown in the artist's previous artwork
- Demonstrated understanding of the project and the artistic objective
- Experience in the design, construction, and installation of high-quality public artworks
- Demonstrated capacity to work within the project timelines and budget

Eligibility

Artists must reside in New South Wales and be an Australian citizen or permanent resident.

Artists from local areas, and who identify as First Nations, from culturally and linguistically diverse (CALD) backgrounds and emerging are strongly encouraged to apply.

Please note a concept design is not required at this stage and no fees will be paid to artists for submitting an EOI.

To submit an EOI you will need to complete and submit the relevant application form through our secure online grants system. [APPLY NOW](#)

Link to application: <https://artsnsw.smartygrants.com.au/2122STRATEOI>

Three artists will be shortlisted and invited to develop concept designs for this commission.

For queries regarding the EOI process please contact:

Kathryn Fayle

Executive Manager Human Services, Strathfield Council

Phone: 9748 9631

Email: kathryn.fayle@strathfield.nsw.gov.au

5. SELECTION PROCESS

Selection for this project is a three-stage process as follows:

STAGE 1: Expression of Interest

This Expression of Interest represents the first stage of the selection process. To register your interest please refer to the submission proposal materials outlined in Item 4.

STAGE 2: Shortlisted Artists

A fee of \$1000 will be paid to each shortlisted artist for the preparation of the artwork concept. All shortlisted artists will be required to submit a formal tender submission, including artwork concepts, detailed budget, methodology, timelines, materials, dimensions, installation procedures and maintenance guidelines.

All short-listed artists will be required to present their concept in person to the selection panel. Selection of the successful artwork concept will be based on the following criteria:

- Artistic vision, quality, and originality
- Impact of the concept and its ability to capture the audience
- Suitability to context and response to the site

The following design considerations and constraints are important in developing the artwork concept:

- Complement the visual language of the surrounding area
- Consider public safety, risk and the public's use of and access to public space
- Consider low maintenance and high durability requirements

Strathfield Council reserves the right to accept or reject any submission.

STAGE 3: Artist Commission

The commission will be awarded to one artist/artist team to deliver three lighting public artworks on the three bridges. An artwork commissioning agreement will be provided by Strathfield Council to the artist for the design, fabrication, and installation of the artwork.

6. ASSESSMENT

Applications will be reviewed by the Public Art Advisory Group (PAAG) and assessed against criteria outlined in this brief. The PAAG will provide recommendations to Strathfield Council for a shortlist of 3 artists to progress to the competitive Concept Design stage. Strathfield Council has convened a PAAG to provide broad-based expert advice in the area of public art commissioning. The PAAG will review, discuss and provide consensus recommendations to Strathfield Council at designated stages throughout the commissioning process, including:

- EOI review and shortlisting
- Concept Design and Artist Selection
- Concept Design Review

7. PROJECT TIMEFRAME

Task	Deadline
STAGE 1	
Artist EOI Opens	13 August 2021
Artist EOI Closes	27 September 2021
Artists shortlisted	8 October 2021
STAGE 2	
Successful artists notified	15 October 2021
Site visit for 3 successful artists	22 October 2021
Concept design development	October - November
Concept designs submitted to Council	26 November 2021
Artists present concept to panel	10 December 2021
Successful artist notified	22 December 2021
STAGE 3	
Artist contracted	December 2021/January 2022
Community consultation	January – February 2022
Detailed design documentation submitted to council	April 2022
Council approvals	June 2022
Artwork fabrication and installation	August – October 2022

**Please note that the schedule is subject to alteration based on project requirements and PRUAIP construction program.*

8. PROJECT BUDGET

Three Bridges Project

Total project budget \$345,000 + GST is being offered to the artist for supply of the three artworks. The artist will be responsible for covering all costs in relation to producing their finished artwork. This includes but is not limited to costs such as artist fee, design development and engagement, project admin, insurance, materials, lighting, fabrication, engineering, specialist contractors, transport, and installation.

It is a condition of this engagement that you carry Public Liability Insurance with a minimum sum insured of \$20m. This insurance policy also needs to note the interests of Strathfield Council in respect of this particular work. In this regard we will require you to provide evidence in the form of a Certificate of Currency prior to the commencement of any work and that the policy be kept in force during the period of the work been undertaken.

A budget breakdown will be requested from shortlisted artists as part of the Stage 2 Concept Design submission.

9. COPYRIGHT AND OWNERSHIP

The artist retains all copyright in relation to their artwork proposal and their proposal may not be reproduced by any party without the artist's written permission. The artist will be acknowledged in any public display or promotional material that refers to their artwork.

10. PUBLIC COMMUNICATIONS

The artist shall not make or authorise a public statement relating to their proposal or the project or any other matter related to the project without prior written approval.

11. ARTWORK SITE BACKGROUND, PLANS AND IMAGES

This project involves three strategic bridge crossings over the Powell's Street Corridor; Lorraine Street; Hamilton Street and George Street. The three bridges are 3.0m width for both pedestrian and cycleway accessibility. All three are load rated for small maintenance vehicles. Construction included the bridge deck, accessible ramping, signage and other required infrastructure.

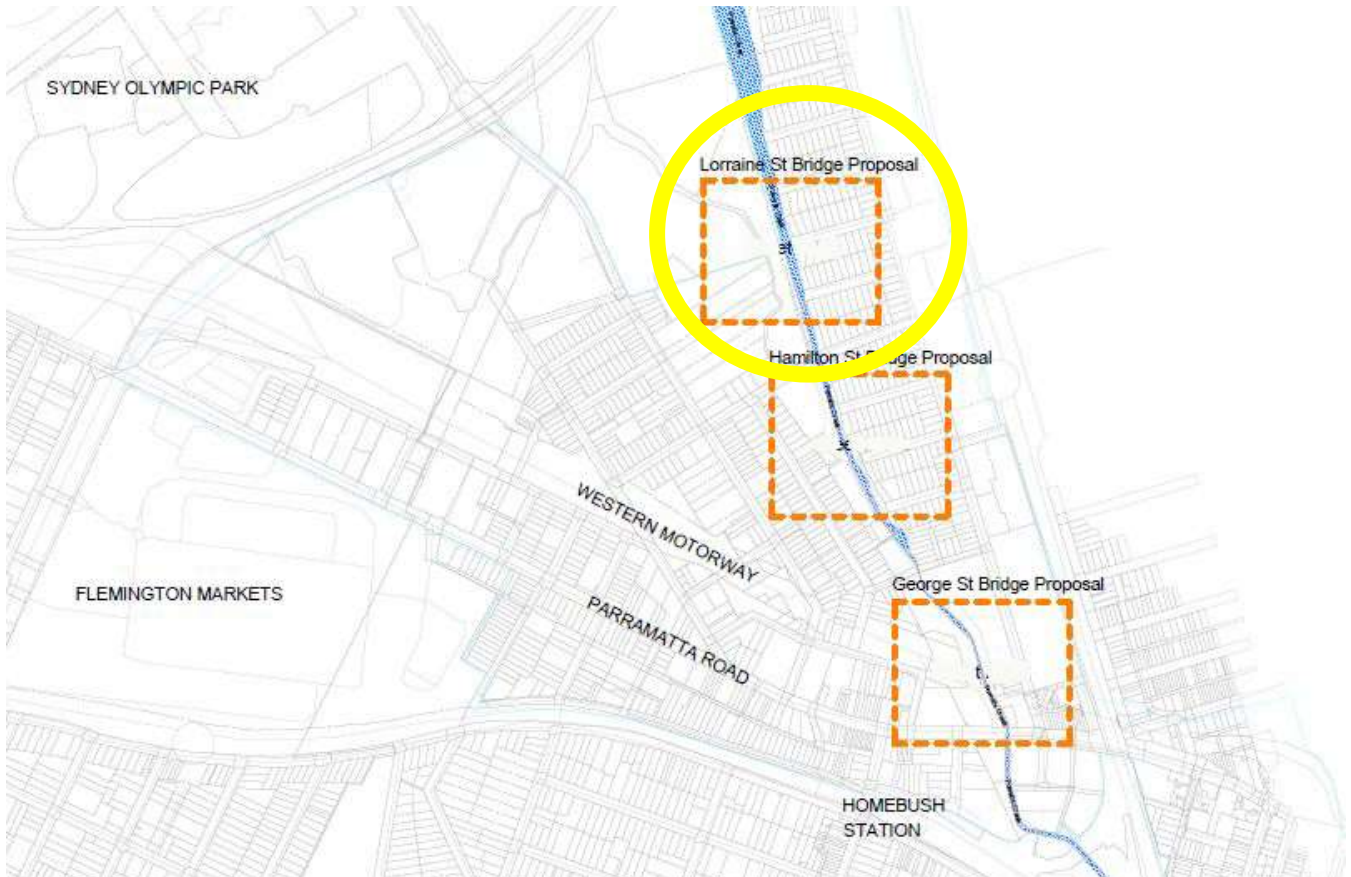
Powell's Creek Reserve forms an important part of the Bay to Bay cycle way, however, it is poorly connected to the eastern side of the creek in North Strathfield and Concord West. New pedestrian and cycleway bridge crossings at Hamilton Street and Lorrain Street over Powell's Creek will improve both pedestrian and cycle connectivity and provide better access to Bressington and Mason Parks as well as Ismay Reserve.

Ismay Reserve is located in Homebush under the M4 motorway. It has many facilities including outdoor table tennis tables, playgrounds, outdoor gym equipment, and a futsal court. This provides a great facility for locals and also includes a walking and cycling track along Powells which connects these three bridges on the Homebush side.



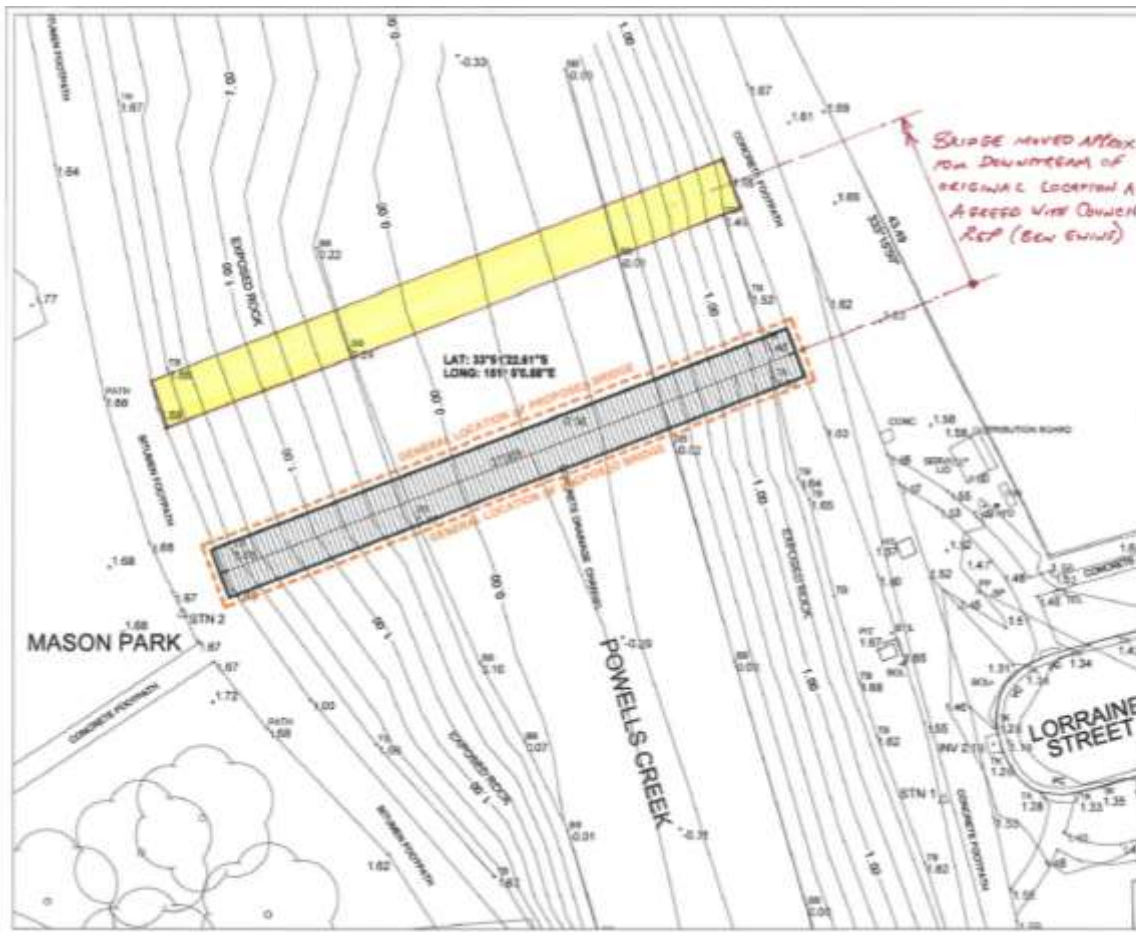
As the central spine of the new Homebush Precinct, this upgrade has provided greater accessibility and safety to transport nodes and recreation spaces within and surrounding the Precinct.

Bridge 1 – Lorraine Street Bridge

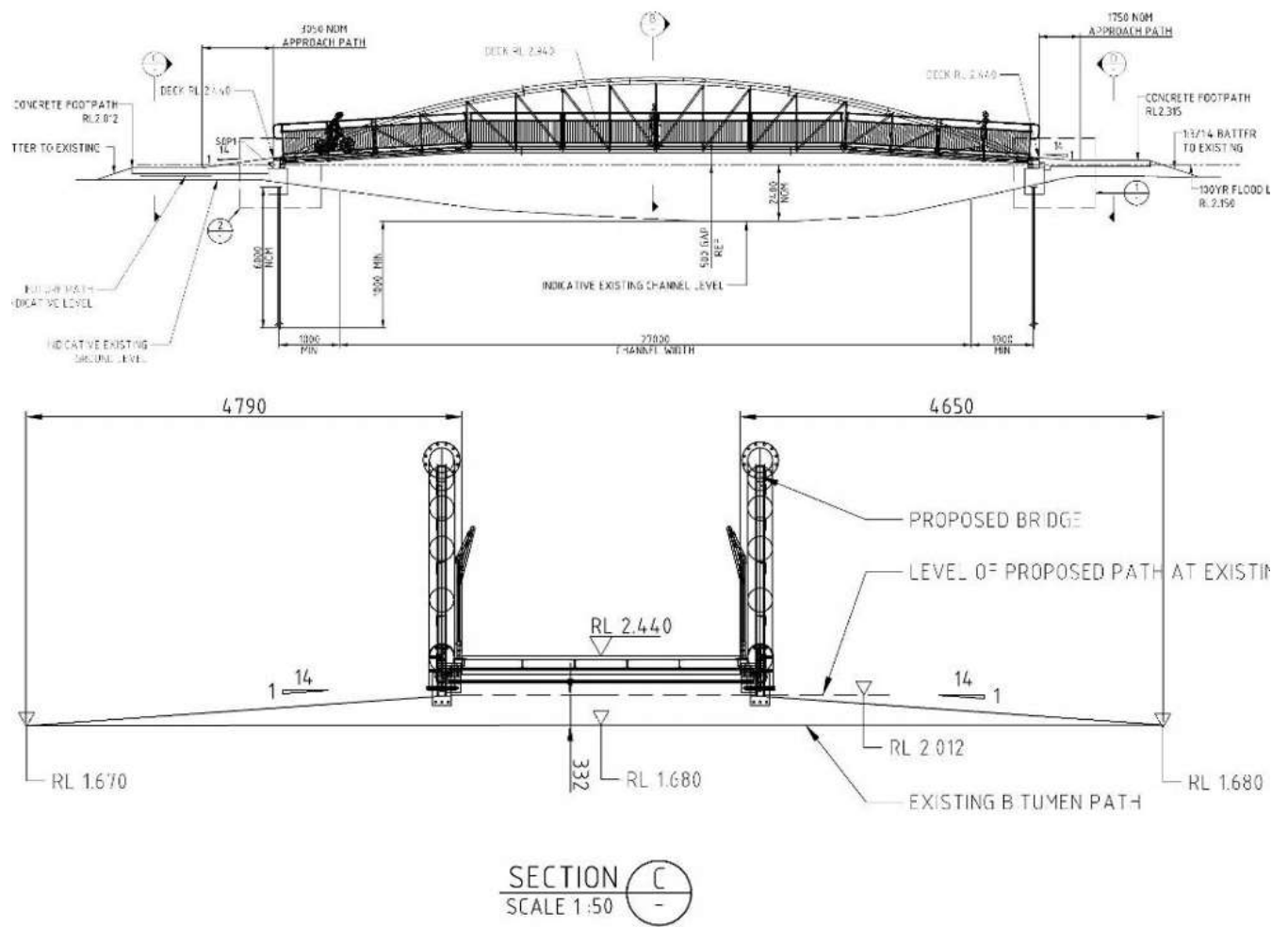




Taken from end of Lorraine Street, North Strathfield

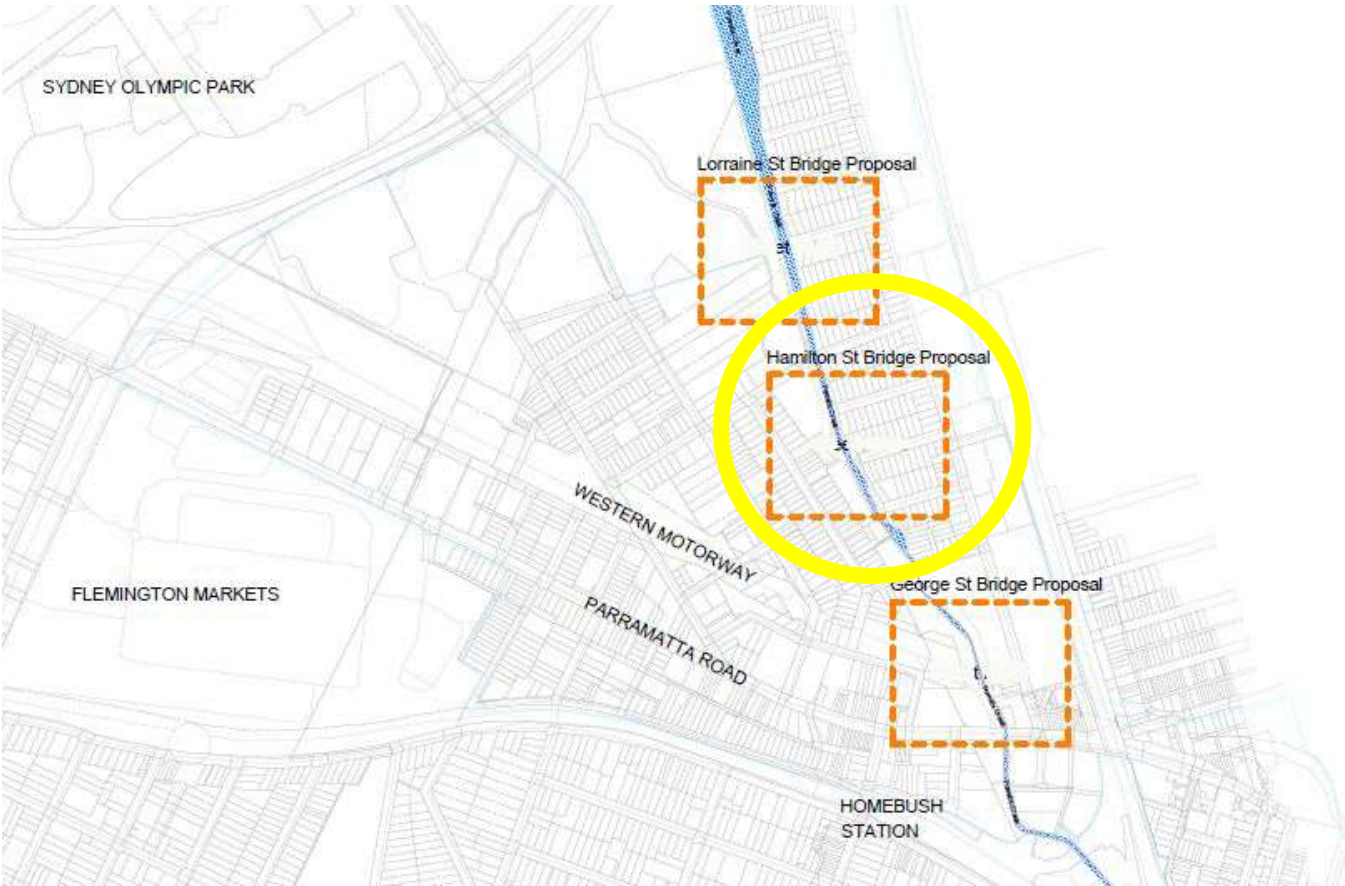


Project Name	Strathfield Council Bridge Replacement
Project Number	2018/001
Client	Strathfield Council
Prepared By	Strathfield Council
Checked By	Strathfield Council
Approved By	Strathfield Council
Date	10/10/2018
Scale	1:100
Sheet No.	1 of 1
Project Manager	Strathfield Council
Design Manager	Strathfield Council
Engineer	Strathfield Council
Surveyor	Strathfield Council
Photographer	Strathfield Council
Printer	Strathfield Council
Plotter	Strathfield Council
Author	Strathfield Council
Editor	Strathfield Council
Reviewer	Strathfield Council
Approver	Strathfield Council
Sign-off	Strathfield Council



Reference of a similar bridge.

Bridge 2 – Hamilton Street Bridge

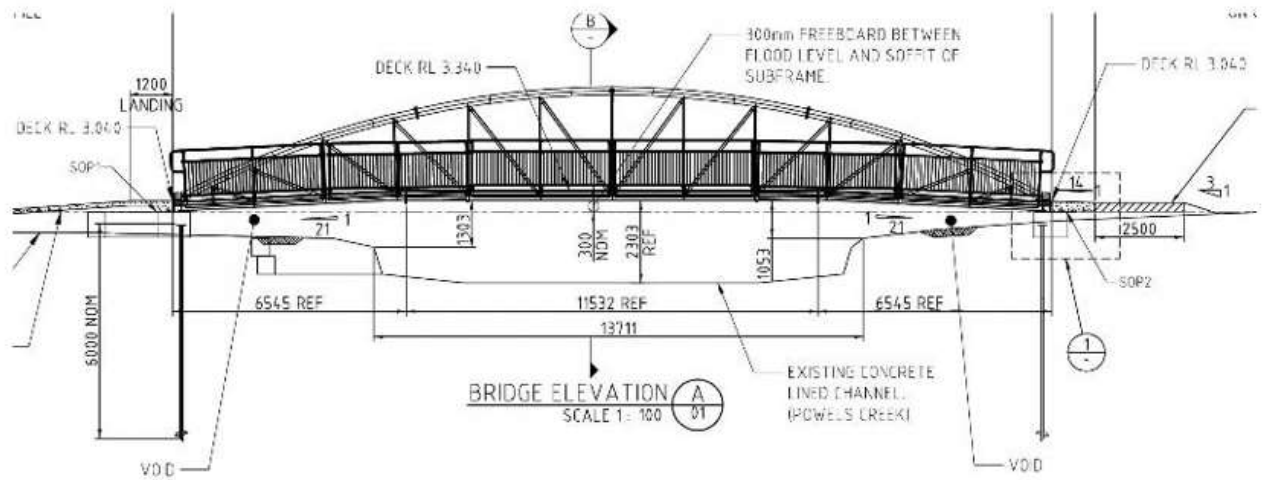


Taken from walkway from Ismay Reseve on Homebush side.



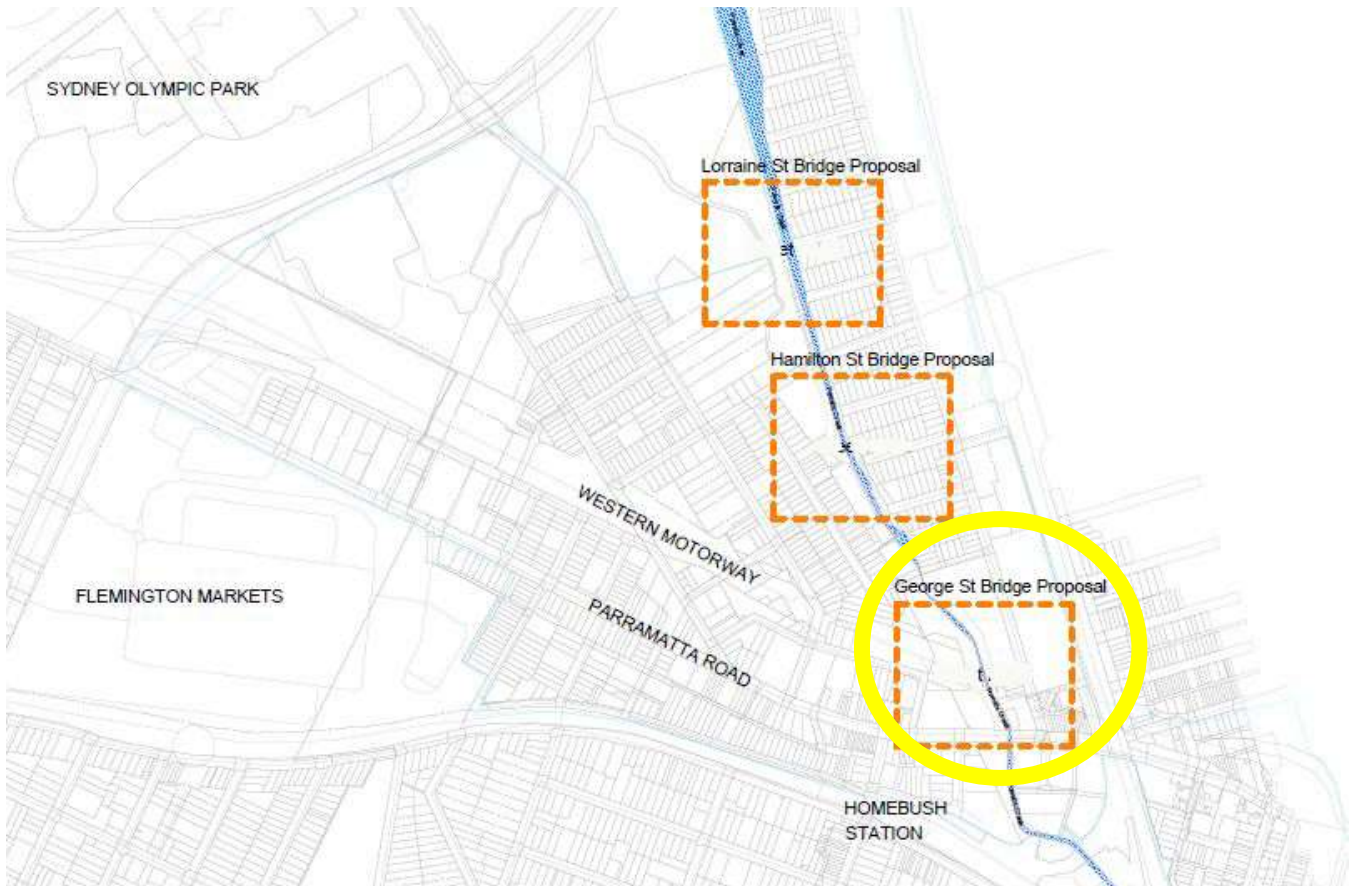
Taken from end of Hamilton Street on North Strathfield side.



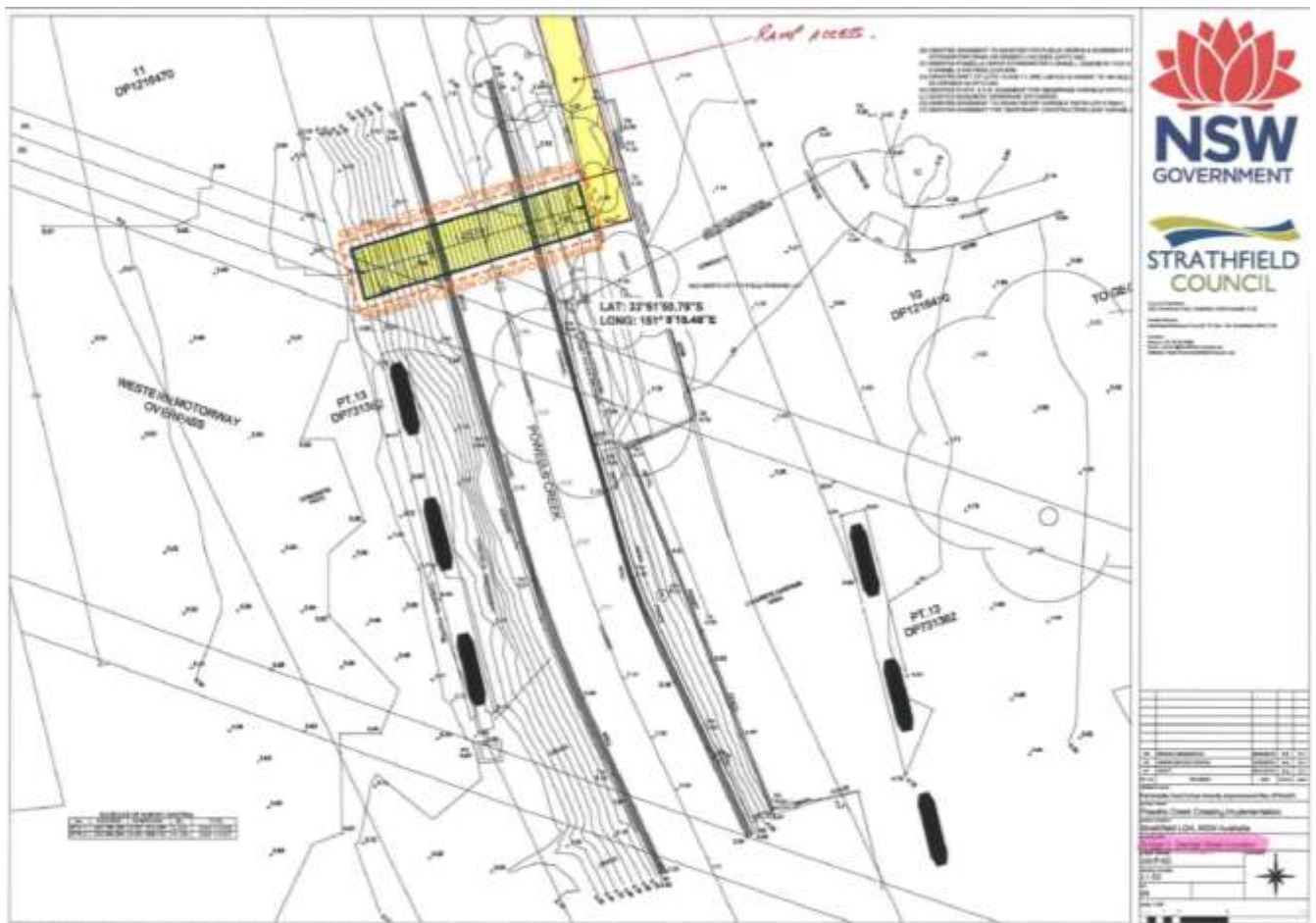


Reference of a similar bridge.

Bridge 3 – George Street Bridge



Taken from Ismay Reserve, Homebush side.



12. RELEVANT LINKS

CREATE NSW Public Art Framework – Parramatta Road Urban Amenity Improvement Program

<https://www.planning.nsw.gov.au/-/media/Files/DPE/Brochures/PRUAIP-Public-Art-Framework.pdf>

Urban Growth NSW – Parramatta Urban Amenity Improvement Program Plan

<https://www.landcom.com.au/assets/Publications/Parramatta/ea94d92e3c/parramatta-roadimplementation-tool-kit-urban-amenity-improvement-plan-November-2016.pdf>

CREATE NSW – Aboriginal Arts & Culture Protocols

<https://mk0createnswn7cpj5ax.kinstacdn.com/wp-content/uploads/2021/06/Aboriginal-Art-and-Culture-Protocols-interactive-1.pdf>

Strathfield Council Public Art Policy..... Page 20 -25

PUBLIC ART POLICY

21 February 2019

	POLICY TITLE		
RESPONSIBILITY			
DATE ADOPTED		MINUTE	
REVISED		REVIEW	
ECM No			
ASSOCIATED POLICIES	<ul style="list-style-type: none"> • Arts and Culture Policy • Civic Pride Policy • Procurement Policy 		
ASSOCIATED LEGISLATION	<ul style="list-style-type: none"> • Local Government Act 1993 		
ASSOCIATED GUIDELINES	<ul style="list-style-type: none"> • Community Strategic Plan – Strathfield 2030 • Plans of Management • DCP • Code of Conduct 		

1.0 Introduction

1.1 Title and Commencement

This policy is titled ***PUBLIC ART POLICY*** and was adopted on *DATE* by approval of the Chief Executive Officer. The following amendments have been made:

Date	Amendment	Approval

1.2 Background and Purpose of Policy

Strathfield is a culturally diverse and socially cohesive community with respect for its heritage and environment.

This policy seeks to establish guidelines to achieve informed and transparent decision making when approving or declining proposed public art projects.

The policy will also guide public art decisions to be made with consideration for the cultural and heritage assets of Strathfield that will create an environment of civic pride and support community connection through creative expression.

1.3 Objectives

The objectives of the policy are that decision making for selection of public art will;

- Be consistent with the principles of the Arts and Culture policy
- Enhance the location in which the artwork is to be sited, will provide added interest and an enriching context;
- Be specific to its site or context, whilst drawing from and adding to the history, heritage and environment of its location;
- Be appropriate and suitable to its site, in scale and impact on amenity and other uses, including public's day to day use of the public domain;
- Be high quality in design, materials and durability to ensure artwork is safe and can withstand weather and physical contact over time;
- Ensure that the artwork lifecycle costs are a factor of the budget, and evaluate the level of maintenance and upkeep required.
- Present innovative, fresh, creative and original ideas that inspire, provoke reflection, arouse curiosity;
- Be consistent with relevant planning, urban design, heritage and environmental legislation, policies and plans of management.
- Examine public art proposals by an Independent Public Art Panel against a set of selection criteria to ensure high quality decisions are made in relation to all public art projects, including Street Art.

1.4 Coverage of the Policy

The policy covers all Council officials, volunteers and Arts and Culture Panel members and any person or organisation employed by Strathfield Council for services relating to public artworks in the public domain.

1.5 Definitions

Public Art: A permanent or temporary work of art in the public domain created by a professional artist through a formal commissioning process. Public artworks can take varied physical and virtual forms including objects and statuary in a variety of media; projections and lighting treatments;

paving, landscaping and plantings treatments within the urban fabric. Public Art may be an object that provides practical functionality in addition to its substantive role as a work of art.

Temporary Public Art: A public artwork intended to be in place for a defined period of not more than six months.

Public Art Panel: Council's Public Art Panel is an independent panel consisting of at least 5 members representing artistic/creative industry experience, and other relevant community and agency participants.

Public Art Assessment: The merit considerations required to assess the public art project that relate to innovation, quality, cost, safety, sustainability and overall appropriateness.

De-accession: To remove or sell a work of art from a collection because of quality, condition or irrelevance to the collection. Any funds collected to be kept for the purchase of other works of art.

Street Art: A commissioned, attributed public facing artwork such as a mural released with the approval of the Public Art Committee.

Graffiti: A non-commissioned public facing artwork realised without the approval of Council

2.0 Policy Statement

Strathfield Council supports high quality art projects in the public domain which will add to the liveability and visual impact of the area and enhance the cultural and heritage assets.

The policy establishes the criteria for the assessment of all public art commissioned by the Council, or acquired by purchase or donation to be located in the public domain. Public art projects in any form or style created and installed without Council approval will be deemed as unwanted graffiti.

The key criteria provides guidance to support high quality decision making when approving or declining proposed public art projects to enhance visitor experience and the cultural and heritage aspects of Strathfield.

CRITERIA

- Relevance to the objectives and actions of the Community Strategic Plan and relevant Council Policies;
- Standards of excellence and innovation;
- The integrity of the work;
- Relevance and appropriateness of the work to the context of its site;

- Consistency with current planning, heritage and environmental policies;
- Suitability in accordance with Plans of Management
- Consideration of public safety and the public's access to and use of the public domain
- Consideration of maintenance and durability requirements;
- Budget considerations including allocation for ongoing maintenance
- Future consideration of needs for removal, re-location, de-accessioning and disposal