

STRATHFIELD COUNCIL

# Parramatta Road Urban Amenity Improvement Program (PRUAIP)

## Bridge Road Wayfinding

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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 PRUAIP 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 Corridor.

Strathfield Council supports high quality art projects in the public domain that will add to the liveability and visual impact of the area, as well as 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 sized Council.

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, rather than an increase in the natural population. 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.

The original inhabitants of the Strathfield area were the Wangal clan of the Darug Aboriginal people, and European settlement commenced from 1793. The Indigenous population now represents 0.3% of the Strathfield population or 101 people and this has been unchanged since 2011.

Strathfield is a highly educated community with 38% of residents aged 15+ years having attained a Bachelor or Higher Degree, or an 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-old 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. HISTORY OF HOMEBUSH

Homebush is situated on the lands of the Wangal people. The Wangal people are the traditional custodians of what is now known as the Strathfield Local Government Area where Homebush is located.

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 have also 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, 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.

The village and later suburb of 'Homebush' was named after [the railway station](#) built in 1855, which in turn was named after the separate 'Home Bush Estate' further north. Also taking its name from the Home Bush Estate is [Homebush Bay](#) (early known as The Flats), a major inlet on the southern side of the [Parramatta River](#) to the north west of the Home Bush Estate.

Aerial view of Bridge Road bridge from 1947:



## 4. ARTWORK SITE BACKGROUND INFORMATION

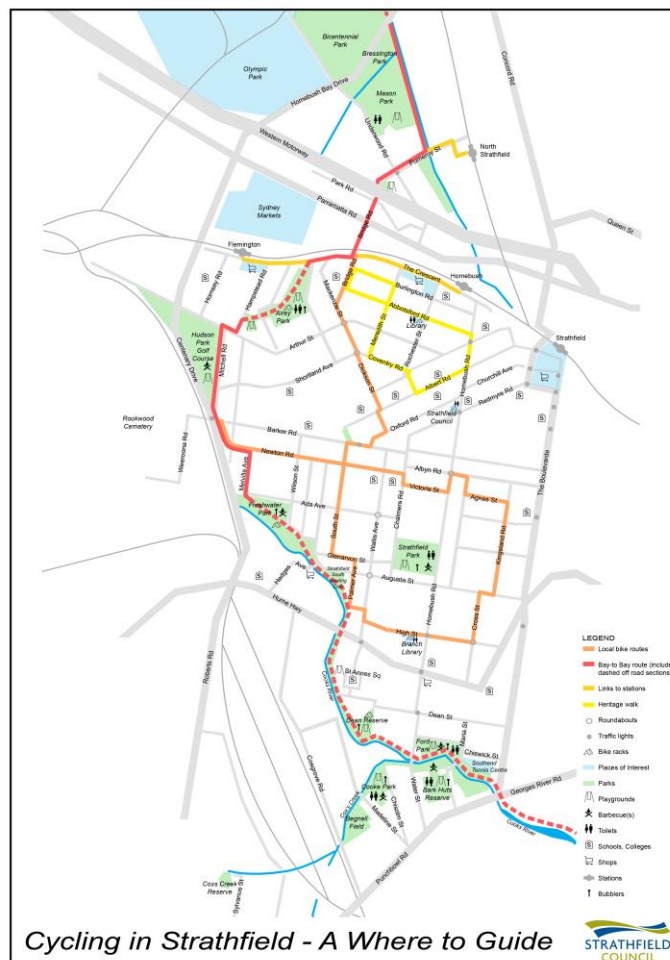
Bridge Road is an important thoroughfare between Parramatta Road and the suburb of Homebush. The bridge over the railway provides a conduit to the Crescent from Bridge Road and enables vehicles, cyclists and motorists to cross the railway lines.

Currently, this section of the cycleway is heavily used by vehicles and is difficult for cyclists to negotiate. The footpaths are in poor condition and there is limited signage and no crossing other than pedestrian refuges.

This project is principally concerned with improving active mobility within the Strathfield LGA through the remedial works to improve pedestrian/cycleway use on the bridge. A continuous connection from Loftus Crescent to Powell's Creek, the project will deliver cycling-specific infrastructure and pedestrian access with landscaping en route. This will improve the amenity and encourage active healthy modes of transport, enhancing this section of the Bay to Bay cycleway.

The Bay to Bay Shared Pathway is a 23-kilometre track running from Settlers Park in Ryde to Botany Bay. Much of the track runs alongside the historical Cooks River and is considered to be one of Sydney's best walkways/cycleways running directly through Strathfield.

The walkway/cycleway provides easy access to a variety of places in the Strathfield Council area, notably the Cooks River in the south and Mason Park Wetlands and Homebush Bay to the north. The map shows the Strathfield section of the Bay to Bay Shared Pathway.



## 5. ARTWORK OBJECTIVE

The intention is to commission an artistically aesthetic wayfinding signage of scale and height, which acts as a landmark at both entry points on the bridge in Bridge Road.

The artwork concept should aim to make Aboriginal heritage a feature by bringing to life the stories and narratives of the Strathfield area in a way that expresses its unique history.

The artwork will be a significant addition to the public artworks in the Strathfield Local Government Area and a cultural feature for the Homebush community and frequent users of the pedestrian and cycleway connection in Bridge Road.

The artwork should:

- Provide a visual focal point for residents, motorists, pedestrians, and cyclists
- Visually communicate and honour the Aboriginal history of Strathfield
- Provide a unique sense of place in Homebush

Naturally, the artwork is to be designed specifically for its context and addressing the scale, context, and design language of the area. The artwork is to 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 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 the public space
- Consider low maintenance and high durability requirements

## 6. BRIDGE ROAD – EXPRESSION OF INTEREST (EOI)

**Submission Deadline:** Friday 15 November 2021, 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 (max 500 words)**
- 3. Current CV detailing public art commissions, awards, exhibitions (max three A4 pages)**
- 4. Up to 10 high resolution digital images of previous/relevant public artworks**

A limited number of artists (maximum of three) will be shortlisted and invited to concept designs for the commission. Artists will be shortlisted based on the following criteria:

- Demonstrated understanding of the project and the desired outcomes
- Experience in the design, construction, and installation of high-quality public artworks
- Innovation and originality shown in the artist's previous 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. Emerging 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/2122STF1BRIGDE>

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](mailto:kathryn.fayle@strathfield.nsw.gov.au)**

The selection panel's decision is final and no communications will be entered into regarding an unsuccessful EOI submission. Unsuccessful artists will be advised by email.

## 7. SELECTION PROCESS

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

### 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 10.

Please note a concept proposal is not required at this stage and no fees will be paid to artists for submitting an expression of interest.

### 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 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 and durability
- Impact of the concept and its ability to capture the audience
- Suitability to context and response to the site

Strathfield Council reserves the right to accept or reject any submission. No correspondence will be entered into regarding an unsuccessful submission.

### 3. Artist Commission

The commission will be awarded to one artist/artist team. An artwork commissioning agreement will be provided by Strathfield Council to the artist for the design, fabrication, and installation of the artwork

## 8. 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 three artists to progress to the competitive Concept Design stage. Strathfield Council has convened a PAAG to provide broad-based expert advice in 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



## 9. PROJECT TIMEFRAME

TASK	DEADLINE
<b>STAGE 1</b>	
<b>Artist EOI opens</b>	8 October 2021
<b>Artist EOI closes</b>	15 November 2021
<b>Three artists shortlisted</b>	24 November 2021
<b>STAGE 2</b>	
<b>Successful artists notified</b>	1 December 2021
<b>Site visit for three successful artists</b>	15 December 2021
<b>Concept design development</b>	Dec 2021–January 2022
<b>Concept design submitted to Council</b>	31 January 2022
<b>Artists present concepts to panel</b>	9 February 2022
<b>Successful artist notified</b>	16 February 2022
<b>STAGE 3</b>	
<b>Artist contracted</b>	30 February 2022
<b>Community consultation</b>	March 2022
<b>Detailed design documentation submitted to Council</b>	4 May 2022
<b>Council approvals</b>	June 2022
<b>Artwork fabrication and installation</b>	July–August 2022

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

## 10. PROJECT BUDGET

### Bridge Road Pedestrian/Cycle Bridge Wayfinding Signage

Total project budget \$60,000 + GST is being offered to the artist for supply of the artwork.

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 insurance, materials, lighting, fabrication, engineering, specialist contractors, transport, installation, risk, and traffic management plans.

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

## 11. 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.

## 12. 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.

## 13. SITE PLANS AND IMAGES



## SCOPE OF WORK



### LEGEND OF AGREED PROJECT SCOPE

- 1 STREET LENGTH= 190m
- 2 BRIDGE LENGTH= 37m
- 3 Upgrade Insitu Concrete Railway Bridge Footpath
- 4 New Pedestrian Crossings and Pedestrian Ramps
- 5 Adjustment to Raised Thresholds
- 6 New Coloured Concrete Pavement
- 7 Wayfinding Signage
- 8 Existing Trees to Remain- No New Tree Planting
- 9 Existing Footpath Changed to Shared Cycleway & Pedestrian Footpath

## 14. 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-road-implementation-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>

## 15. APPENDIX

Public Art Policy – Strathfield Council .....(please see pages 12-15)

# **PUBLIC ART POLICY**

21 February 2019

	<h1>POLICY TITLE</h1>		
RESPONSIBILITY			
DATE ADOPTED		MINUTE	
REVISED		REVIEW	
ECM No			
ASSOCIATED POLICIES	<ul style="list-style-type: none"> <li>• Arts and Culture Policy</li> <li>• Civic Pride Policy</li> <li>• Procurement Policy</li> </ul>		
ASSOCIATED LEGISLATION	<ul style="list-style-type: none"> <li>• Local Government Act 1993</li> </ul>		
ASSOCIATED GUIDELINES	<ul style="list-style-type: none"> <li>• Community Strategic Plan – Strathfield 2030</li> <li>• Plans of Management</li> <li>• DCP</li> <li>• Code of Conduct</li> </ul>		

## 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