


STRATHFIELD COUNCIL

PUBLIC ART POLICY

DAY MONTH YEAR



	PUBLIC ART POLICY		
RESPONSIBILITY	Engineering and Operations		
DATE ADOPTED	xx	MINUTE	xx
REVISED	xx	REVIEW	xx
CM10 No			
ASSOCIATED POLICIES	<i>Strathfield Community Strategic Plan Community Engagement Strategy Community Safety Strategy Procurement Policy Code of Conduct Strathfield Local Environmental Plan (LEP) and associated Development Control Plans (DCP) Plans of Management (various)</i>		
ASSOCIATED LEGISLATION	<i>Local Government Act 1993 Copyright Act 1968</i>		

1.0 INTRODUCTION

1.1 Title and Commencement

This policy is titled *Public Art Policy*. This policy was adopted by Council resolution (xx) after public exhibition from xx to xx.

1.2 Background and Purpose of Policy

The purpose of this policy is to establish guidelines to achieve informed and transparent decision making when considering proposed public art projects.

The policy will 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. New public art works can be delivered in a variety of formats and can significantly contribute to the sense of unique place, a richness of cultural diversity and variety of experience.

The Policy establishes principles and future direction for public artworks in Strathfield.

1.3 Objectives of the policy

The policy's objectives include decision making for the selection of public art that will:

- 1) Contribute to the enhancement of public space in Strathfield to promote community engagement and safety, and celebrate cultural heritage.

- II) Establish criteria as a guideline for the commissioning, assessment, and installation of public artworks.
- III) Be specific to its site or context, whilst drawing from and adding to the history, heritage, and environment of its location, to guide artists, architects, landscape architects, project managers and other relevant key stakeholders in the delivery of public art in the Strathfield area.
- IV) Be appropriate and suitable to its site, in scale and impact on amenity and other uses, including the public's day to day use of the public domain.
- V) Be high quality in design, materials, and durability to ensure artwork is safe and can withstand weather and physical contact over time.
- VI) The material selected must be sustainably sourced or produced, and recyclable to minimise negative environment impacts.
- VII) Ensure that the artwork lifecycle costs are a factor of the budget and evaluate the level of maintenance and upkeep required. The public art must be easy to maintain with materials readily available.
- VIII) Present innovative, fresh, creative, and original ideas that inspire, provoke reflection, arouse curiosity.
- IX) Be consistent with relevant planning, urban design, heritage and environmental legislation, policies and plans of management and be sympathetic with the surrounds.
- X) Examine public art proposals by a Public Art Panel, established by this policy, 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 applies to all Council officials, volunteers and Public Art Panel members and any person or organisation employed by Strathfield Council for services relating to public artworks in the public domain.

This policy may also be used to assess proposals for public art within private developments. It is recognised that many existing property and asset owners are wishing to enhance visitor and place experience through the provision of public art. For example, many shopping centres or entertainment precincts are using public art to improve the publicly accessible areas of their venues. Proponents are encouraged to discuss such proposals with Council and to determine whether any other approvals may be required.

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 a panel consisting of 3- 5 members representing artistic/creative industry experience, and other relevant community and agency participants.
- **Public Art Plan:** A report which describes the artistic and curatorial themes that have been considered for the artwork, proposed artists and locations or placement of artwork within a place or project. A final public art plan will be required to confirm the commissioning of the preferred artistic and project.
- **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:** An artwork which has been commissioned and attributed and is public facing, such as a mural recommended and approved by the Public Art Panel
- **Graffiti:** A non-commissioned public facing artwork installed 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 cultural and heritage features.

This policy establishes the criteria for the assessment of all public art commissioned by the Council or acquired by purchase or donation to be 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 outlined at 2.1 below 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.

Proposals for public art must be supported by a Public Art Plan (PAP) which describes the curatorial outcomes and contributions that will be achieved by the project. Importantly this should include shortlisting of preferred artists who might be commissioned to create the artwork.

2.1 Criteria

The key criteria to be considered when deciding whether to approve or refuse a proposal to install Public Art are as follows:

- i) Relevance to the objectives and actions of the Community Strategic Plan and relevant Council Policies;
- ii) Standards of excellence and innovation and artistic integrity. Public artwork to be relevant and appropriate to the context of the site, identified curatorial themes and artistic intent of the project;

- iii) Support relevant key stakeholders in the delivery of public art in accordance with current planning, heritage and environmental policies and suitability in accordance with Plans of Management;
- iv) Consideration of public safety and the public's access to and use of the public domain and consideration of maintenance and durability requirements;
- v) Budget considerations including commissioning and installation of artworks, asset management and budget allocation for ongoing maintenance and future consideration of needs for removal, re-location, de-accessioning, and disposal of artworks as appropriate;
- vi) Consideration be given in public artwork selection to the local artistic community, where possible and appropriate

2.2 Intended Outcomes

When considering whether to approve or refuse a Public Art Project consideration must be given to whether the project:

- i) implements of *Strathfield Community Strategic Plan* and compliance with policies plans and strategies;
- ii) integrates into the public domain of Strathfield that responds to the environment, history, and cultural diversity of the community;
- iii) assist artists, architects, landscape architects, engineers, project managers and other relevant key stakeholders in the provision of artworks in the public domain of Strathfield in accordance with policy and planning;
- iv) ensures durability, sustainability, safety, and enhancement to the area for the public artwork selection, installation, and maintenance;
- v) ensures public art is delivered in accordance with budget allocation and maintenance costs and included in Council's Asset Register;
- vi) is created by a local artists , where possible.

3.0 PUBLIC ARTWORK PRINCIPLES

3.1 Principles

The following principles provide guidance in the selection and management of public artworks:

1. Aboriginal Heritage

Public artworks that recognise local Aboriginal cultural heritage needs to be developed in consultation with Aboriginal people and acknowledge that the original inhabitants of the Strathfield area are the Wangal clan of the Darug tribe who are a part of the Eora nation.

2. Activation of the Public Domain

Activating a public space makes it feel welcoming to a diverse range of people, and open to a variety of uses. Quality and appropriately activated public spaces are key to quality of life for community use.

Activation is about people and the social life of public space and should enhance the feeling of safety and provide social connection for people.

3. Relevance and Appropriateness to Site

Relevance of the site ensures that all aspects of public artwork design and installation complements the environment where the artwork is located. Appropriateness to the site also needs to consider planning legislation, and policies.

The scale of the artwork and impact on the surrounding built and natural environments and general amenity must be considered in the decision-making process.

4. Installation and Maintenance

Installation is part of the initial decision process in collaboration with the artist and Engineering and Operations Team to ensure site management, safety and cost effectiveness is achieved with the public artwork delivery.

Footing design for statues, and relevant structures and installation methodology must be certified by a registered practising structural engineer prior to installation and be inspected during installation.

The artist or consultant must develop a maintenance plan in consultation with the Operations Team to ensure that budget can be allocated to the ongoing care of the artwork and the maintenance program is cost effective and efficient.

In some instances, a relocation plan may be required for certain artworks (e.g. seasonal and festive artworks). The design must consider the cost and logistic for the relocation. The artist or consultant must develop a relocation plan in consultation with the Operations Team

5. Sustainability and Durability

Durability and sustainability are important considerations for the design of the public artworks and impact on the ongoing management and maintenance. Artworks selected should be high quality, durable to the elements of climate, be sustainably sourced and fabricated and be recyclable once the artwork reaches its end of life.

The artist's design should also include renewable materials where possible in the design and fabrication processes.

The budget for proposed Public Art must include artwork lifecycle costs and must evaluate the level of maintenance and upkeep that will be required. The public art must be easy to maintain with materials readily available. To assist maintenance, public art must have an anti-graffiti coating applied to its surface(s).

6. Safety and Accessibility

To enhance the liveability within the Strathfield public domain, the public artwork design and installation must consider public safety and accessibility to reduce the risk of injury and enhance participation in the public space.

The public art must not impede the line of sight for road users or pedestrian accessway, and must not create any hazards to road users or pedestrians (e.g. slip, trip, fall and overhead obstruction). The Public Art must consider the principles of Crime Prevention through Environmental Design.

Footing design for statues, and relevant structures and installation methodology must be certified by a registered practising structural engineer prior to installation and be inspected during installation.

7. Engagement and Partnerships

Engagement with the community will be an integral part of the development and implementation of public artworks to ensure the artworks are reflective of the community sentiment.

Public art concept design will be subject to community consultation prior to adopting final design.

Council will work in partnership with government and other key stakeholders to seek opportunities to enhance the public domain with artwork, including sourcing funds from grants and developer contributions.

In some circumstances a development approval maybe required for certain art works. Proponents are recommended to discuss the matter further with Council prior to any work commencing.

8. Asset Management

All Council owned public artworks will be treated as assets and included in the Asset Register with value, life span with annual depreciation along with routine maintenance cost to maintain the service level. A condition assessment is to be undertaken every 5 years.

The public artworks will be covered under the relevant insurance policies of Council and be maintained to a quality standard during the term of the artwork life.

9. Copyright

The Copyright Act sets out copyright requirements. Copyright will be addressed in agreements with providers of artistic works.

4.0 MONITORING

The Public Artwork Policy will be monitored and implemented by Council's Engineering and Operation's Team with support from other Council directorates.

4.1 Version Control

Date	Type	Minute
xx	xx	xx
xx	xx	xx

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