

TENTERFIELD SHIRE COUNCIL

POLICY STATEMENT

HEADING:

Public Art Policy

MEETING ADOPTED AND RESOLUTION NO.:

**23 August 2017
168/17**

HISTORY OF DOCUMENT PREVIOUSLY ADOPTED:

**22 February 2013 22/13
24 February 2016 23/16**



Introduction:

Reason for Policy

Tenterfield Shire Council recognizes the significance of Public Art to the enhancement of the cultural environment of the Shire, and has resolved accordingly that the following action be undertaken:

10 Year Strategic Plan 2011-2021

Direction 5.4:

Cultural activities will foster an involved community and a creative environment

Operational Plan 2012-2013

Direction 5.4a

Develop a cultural plan and public art policy to assist Council in planning future development for the preservation and expression of Tenterfield's artistic culture.

The completed Public Art Policy will integrate with Council's proposed Cultural Plan.

Policy:

1. PURPOSE

The purpose of this Public Art Policy for Tenterfield Local Government area is to:

- a) state the principles and objectives of Tenterfield Shire Council's Public Art Policy;
- b) provide a framework for Council planning and decision making in relation to the commissioning or acquisition of public art and its ongoing care and maintenance;
- c) explain clearly the rationale underlying that plan; provide Council staff with the structure necessary for a coordinated approach to public art and ensure that the community clearly understand Council's role in providing this art; and

- d) allow Council to lead by example in the area of public art, particularly in relation to what is expected from developers and the establishment of criteria against which refurbishments or major new developments are judged with regard to the integration of public art. The importance of leading by example should not be underestimated in creating a positive context where local communities value the benefits of cultural expression and public art.
- e) Support the principles endorsed by the New South Wales State Government, Local Government and Shires Associations' Cultural Accord 4, 30/11/2010.

2. DEFINITION OF "PUBLIC ART"

Public Art is not an art form. It's a principle, a principle of improving the changing environment through the arts and is a term given to the practice of involving artists in the conception, development and transformation of a public space. Public artworks can either be permanent or temporary, that can vary in regards to size, scope, medium, functionality and location.

The term "public art" usually refers to contemporary art practice that occurs outside the traditional gallery or museum system. Public artwork can be found in parks and sporting venues, streetscapes, community centres, shopping centres, local government offices or any publicly accessible space. It aims to integrate artists' and craftspeople's skills, vision and creative abilities into the whole process of creating new spaces and regenerating old ones, in order to imbue the development with an unique quality and to enliven and animate the space by creating a visually stimulating environment.

Public art can manifest in a wide range of activities and permanent or ephemeral formats such as; performance, installation, site specific work, sculptures, community art, painting or conceptual art. Public art can include, but is not restricted to, sculpture, environment and land art, murals, water features, sound art, aerosol art, gateway signage, computer generated and visually projected artworks, events and festivals.

In the built environment, public art can also involve a highly diverse range of art and design integrated in building and public spaces. Examples range from seating and wall treatment to landscape and building design.

3. SCOPE

This Public Art Policy relates to the whole of the Tenterfield Local Government Area.

Public Art Projects may be categorized as High, Medium or Low Priority.

High priority projects are key locations such as entry statements which address social and community issues and have high usage by locals and visitors and have the capacity to generate community partnerships;

Medium priority projects are located in prominent positions with clear visibility to locals and visitors and have the capacity to generate community partnerships and have medium-level usage by locals and visitors; and,

Low priority projects are located in more obscure positions.

4. DURATION OF THE PUBLIC ART POLICY & IMPLEMENTATION PLAN

This Policy precedes Council's Cultural Plan and is designed to feed into that plan to assist in identifying future opportunities for cultural activity through streetscape and landscape beautification to initiate and maintain a highly professional and well-managed process for the inception, coordination, installation, maintenance, and ongoing management of public art.

Given that the expression of art is an ever-evolving medium, regular review of the Public Art Policy will be essential to ensure it remains a relevant document that enhances the valued characteristics of Tenterfield Local Government Area over time.

The Public Art Policy will be reviewed every 4 years in conjunction with Council's proposed Cultural Plan and is considered part of Council's long term Integrated Plan.

5. INTENT

Tenterfield Shire Council recognises the benefit of public art to enhance public spaces, reflect and explore issues of Aboriginal or other culture and local heritage and to identify and engage with members of the community. Public artworks have a capacity to excite, motivate, amuse and sometimes challenge the beholder.

Public Art is a mechanism to incorporate community culture and social aspects into public space. This creates a sense of ownership of the public environment and a sense of pride within the community. Public art enriches your community. It creates a sense of place, a sense of history and promotes the ideals that your community holds dear. It draws people into your community with dining and shopping dollars. It makes your community a better place, a better experience. Public Art is both inclusive and comprehensive, celebrating the diversity of the locality.

6. AIMS AND OBJECTIVES

This Policy's aims are to:


- Establish a clear and effective process for managing Public Art activities;
- Increase community enjoyment and appreciation of, and participation in, public art;
- Involve interested community groups from indigenous, western and other cultures in the commissioning of projects;
- Recognize that both local and visiting artists may contribute to the planning and installation of projects;
- Increase private and commercial support for public art, including Grant funding;
- Allow for and coordinate the provision of public art in streetscaping, master planning and town design projects;
- Ensure evidence of funding and satisfactory budget including provision for ongoing maintenance;
- Ensure that the requirements of public and workplace safety are adhered to in the creation, installation, access to and maintenance of public art works.

7. GUIDING PRINCIPLES OF THE POLICY AND IMPLEMENTATION PLAN

The following principles underlie this Public Art Policy and its plan for implementation:

The Principles	Principle Rationale
Tenterfield Shire Council strongly supports the concept of Public Art	It is recognised that public art provides opportunities for creativity and diversity, learning, cultural tourism and economic development, and the expression of Tenterfield Local Government Area's culture and heritage.
Public art should be accessible, i.e. the public having the opportunity to engage with art.	Access to public art, and its benefits, is the right of all in the community. All people have the capacity to respond to and be enlivened by the creative production of others in their midst.
Public art and related planning and design should aim to reflect and/ or complement the characteristics and features that are valued in the local government area.	Tenterfield community consultation indicates that the community values and public art should be sensitive to these values.
Tenterfield Shire Council adheres to the following definition in relation to 'art that exemplifies artistic excellence and integrity'. A standard exhibited by creative work or artistic product or practice that is characterized by such qualities as vitality, originality, relevance, creativity, innovation, experimentation, and technical and professional expertise. Council recognises that notions of artistic merit and excellence evolve and that decisions based on aesthetic values will vary from one peer to the next. The main criteria for assessing standard should be that artwork adheres to the design brief and fulfils any specific contractual agreements.	It is recognised that the assessment of 'artistic excellence and integrity' can be subjective, particularly given the individuality of art, and the need to encourage and support creativity and self-expression.
The integration of public art within urban design will be encouraged.	Public art has the potential to transform an urban setting and create a distinctive character and sense of identity. For example, art can be integrated at the design stage through signage,

The Principles	Principle Rationale
	lighting, park furniture, streetscapes, pathways and art in playgrounds at minimal cost, as the basic structure may need to be provided anyway.
Whilst local artists will be encouraged to submit for public arts work and will be informed of opportunities, being a local artist will not be a requirement of public art expressions of interest. The commissioning program under this Policy and Plan is intended to create and nurture a variety of employment opportunities for professional artists, craftspeople, and designers, as well as artists working in collaboration with communities.	A range of criteria will be used to assess applications for public art as outlined in this Policy. The main emphasis will be on achieving 'excellence' and it may be appropriate to commission an artist other than from within the local government area.
There will be adequate and appropriate consultation and involvement with the community and other relevant bodies regarding the establishment of public art	<p>The community will be consulted regarding public art, with the level of consultation dependent on the significance or potential impact of the art.</p> <p>There may need to be consultation with government bodies, e.g. regarding major road reserves on main transport routes, or the commercial sector linked to retail areas.</p>
Where there are significant maintenance or safety issues, or artwork is inappropriate for its environment, existing public art may be removed, relocated or modified. Where possible, removed artwork will be replaced by other public art in consultation with the community and the artist who created the original work.	There may be existing artwork that requires significant upgrade or has safety issues, or its replacement may benefit the community or the environment. Removing or modifying artwork should only occur following proper assessment and consultation.
Partnerships between Council, community groups, the commercial sector and other levels of government will be encouraged in the establishment and integration of public art.	In the interests of increasing and sustaining public art and the creative industries in the local government area Council will investigate other sources of funding for public art projects and related infrastructure. Funding may be sought and managed through Federal and State

The Principles	Principle Rationale
	<p>government authorities such as the Australia Council, Arts NSW, sponsorship, % of new developments or redevelopments in the local council area.</p>
<p>The artists' rates of remuneration shall be consistent with that of design professionals in other disciplines.</p>	<p>The commissioning program under this Policy and Plan is intended to create and nurture a variety of Creative Industries and related employment opportunities for professional artists, craftspeople, and designers, as well as artists working in collaboration with communities.</p>

8. SENSE OF PLACE INCLUDED IN THIS POLICY AND PLAN

Public art plays a critical role in place making. It helps to tell the story of a place or articulate it for the first time. Some starting points to consider are ideas such as:

- Acknowledgement of Aboriginal culture and Country;
- Sense of history in place;
- Different sectors of the community – diversity and unity;
- Surrounding villages and how they are represented or if the work is dedicated to one particular area, what that area represents;
- An all of local government area sense of place and where it sits in the world;
- Contemporary culture;
- Art and Design and its place in the community;
- The future; and,
- The environment, the landscape, the buildings, the people;
- Other ideas will be provided through the Public Art Steering Committee/Advisory Committee, Community Consultation and previous research and findings.

9. INTEGRATION OF PUBLIC ART POLICY WITH COUNCIL'S PLANNING DOCUMENTS

This Public Art Policy and Plan will integrate with Council's strategic directions, policies, planning controls, corporate documents and vice versa. This holistic approach to local planning requires that the Public Art Policy and Plan reference those policies and equally that those documents and policies are amended to reference it.

These documents include:

- Our Community Strategic Plan 2011-2021

- Tenterfield Shire Operational Plan
- Local Environmental Plan
- State of the Environment Comprehensive Report
- Tenterfield Shire Council Heritage Strategy 2008-2012
- Workplace Health and Safety Policy
- Streetscape Planning
- Cultural Plan

Other relevant Policies and Plans may be added.



10. IMPLEMENTATION OF THE POLICY

For the purpose of achieving the objectives of this Policy, the following actions should be undertaken:

- Council will form a Public Art Advisory Panel that is responsible to Council's General Manager (or Section 355 Committee). The Panel could comprise:
 - Mayor or delegate and one (1) Councillor;
 - One (1) or two (2) professional artist/ designer with relevant qualifications and experience
 - One (1) indigenous representative
 - One (1) Borderline Arts representative
 - Two (2) Community representatives
 - Staff member representing Cultural Services

Community consultation may also inform artwork selection. However, it should be noted that Council is not obligated to accept the Public Art Advisory Panel's recommendation.

Selection of Art Works

Recommendations by the Committee for purchases or donations of Public Art will observe the Guiding Principles described in Item 7 and be based on the following criteria:

- Excellence - quality of design and proposed execution
- Relevance – degree of connection to the community and environments
- Diversity – the overall public art program to encompass a range of styles, media, artists and locations to cater to a diversity of audiences
- Public safety – no unacceptable risk associated with any public art proposal
- Location – the proposed location is both appropriate for the work and suitable in terms of community access
- Feasibility – the proposed work will be achievable and affordable
- Maintenance – ongoing maintenance costs and/or requirements for removal of the artwork will be considered.

In addition,

- Council, as part of the annual preparation of its Operational Plan, will consider a budgetary allocation for the provision and maintenance of public art.
- Existing and future public art work will be recorded in a public register.

- Council will ensure that all public artworks are adequately insured.
- All public artworks will be regularly inspected and maintenance carried out as required.

Council acknowledges with appreciation "Making It Your Own: a Public Art Policy and Planning Template" and "Accompanying Notes and Guide", by Dr Jane Kreis, Executive Officer and Regional Arts Development Officer, Arts North West. These documents were utilized as the basis of this Policy.

