



PUBLIC ART POLICY

PURPOSE

The Purpose of the Hunter's Hill Council Public Art Policy is to provide Council and the community with a framework for managing public art installations that are already in existence, as well as providing a clear strategy for building or receiving additional public art installations.

SCOPE

This policy applies to any public art installation (current and prospective) in the Hunters Hill local government area and to;

- all council employees (including permanent, temporary and casual employees as well as volunteers and contractors to council)
- advisory/committee members
- councillors
- businesses
- residents
- community groups.

Healthy places often have a strong sense of cohesion in person-environment relationships, they embody an emotional connection between the people and the physical setting. The inhabitants feel identified with its forms and they share its true meanings.' (1989, Seven Properties of Healthy Places).

The Hunters Hill Cultural Plan, which was developed in 2006 focussed heavily upon community consultation to determine the cultural needs of individuals, organisations, groups, and businesses in the local area. The Cultural Plan was written under the pretext that a Public Art Policy would be formulated to complement the existing cultural resources of Council.

In addition an Urban Design Strategy was also developed by John Chetham & Associates. This comprehensive document outlines, both in written form and graphically, options that Council and the community can consider in any urban landscape setting.

The Hunter's Hill Council Public Art Policy will enhance the natural and built areas of Hunters Hill and reflect our sense of community. The Policy will encourage

opportunities for public art in various forms and act as an incubator for future projects, which may fall within its parameters.

DEFINITIONS

Public Art

Art or craft work located in public spaces and buildings other than galleries and museums. It is created by artists and craft practitioners for outdoor spaces such as parks, foreshores, beaches, city squares, streets, courtyards and forecourts, or indoor spaces in publicly or privately owned buildings such as schools, hospitals, churches, shopping centres, local governments administration centre, office buildings, and hotels.' (Code of Practice for the Australian Visual Arts and Craft Sector).

The best way to describe public art is to give some specific examples, as public art can take on many forms and can cross borders:

- sculpture street furniture,
- bins, notice boards, etc.
- environmental and land art
- murals
- lighting
- pavement
- gates and fencing
- mosaics
- banners
- water features/fountains
- sound art
- interpretive and gateway signage
- performance art
- computer generated and visually projected artworks
- memorials and monuments

Public art is not necessarily permanent, it can be temporary, it can be freestanding or attached to buildings, or integral to a public square or meeting place.

POLICY STATEMENT

PART 1 POLICY GUIDELINES

1. PUBLIC ART POLICY OBJECTIVES

- 1.1. The objectives of this Policy are to:
- 1.2. Create more enjoyable and interesting public spaces in Hunters Hill through high quality, innovative and diverse public art.



- 1.3. Allow for the provision of public art in streetscaping, master planning and urban design projects.
- 1.4. Invigorate and define aspects of the identity of Hunters Hill.
- 1.5. Create an artistic pathway of opening up communication channels with the community.
- 1.6. Encourage a greater understanding and appreciation of cultural heritage.
- 1.7. Establish a clear and effective process for public art activities.
- 1.8. Ensure that existing works are appropriately maintained.
- 1.9. Increase the enjoyment, appreciation and participation of our community in public art.
- 1.10. Ensure that the requirements of public and work place safety are respected and adhered to in the making, installation and on-going presence and maintenance of public art works.
- 1.11. Increase private and commercial support for cultural heritage and public art.
- 1.12. Review and refine policy and strategies after a three-year period.
- 1.13. Develop Hunter's Hill Council's reputation as a respected exponent of public art in NSW.
- 1.14. Compliment urban revitalisation by increasing the profile of public art strategies.
- 1.15. Increase opportunities for economic and tourism development through an active public art program.
- 1.16. Provide a creative environment that provides an education tool for younger members of the community and school groups.
- 1.17. Provide funding for public art programs.
- 1.18. Encourage developer contribution for public art.

2. CONSIDERATIONS – COMMUNITY AND ARTISTIC

There are a number of key considerations that this Public Art Policy will consider, including:

- That public art is a fundamental part of the community and its culture, and should play an integral role in developing and enriching local identity.
- That all residents of Hunter's Hill Council will have an equal opportunity to explore public art in the area.
- Professional artists and designers play a critical role in successful and meaningful public art programs.
- Community consultation and engagement is essential for the successful implementation of a public art program for Hunters Hill.
- Collaboration across professional disciplines and with the community is a valued process and more effective the earlier it is introduced to the planning process.
- Site specific work generally has a stronger capacity to enhance a sense of place and resonate the environment.

- Given the ongoing developments in contemporary public art practise this policy is intended to provide a flexible approach that is neither prescriptive nor prejudicial to future opportunities.

Additional key considerations include:

- Integrating elements of art and design into routine capital works programs.
- Initiating and responding to opportunity for community initiated public art projects on Council managed or owned properties.
- Commissioning significant public art works for design, production and installation in identified areas of Hunters Hill.
- Supporting artworks that address aspects of the area's history, community and culture not celebrated elsewhere in the LGA.

Public art can involve the commission of artists and designers to produce site specific work or can involve the purchase of existing works to be permanently sited in public places or the provision of facilities or events that contribute to the animation of public spaces. Public art doesn't necessarily have to 'fit' with the site or its surrounds, public art can simply be visually appealing or a talking point to attract interest.

There are many areas in Hunters Hill that would benefit from public art installations and priority areas should be investigated through the determination of the Art Advisory Committee. To achieve maximum impact and community involvement high traffic areas will be the first priority. It is interesting to note that the inclusion of public art can lead to increased visitation in retail areas, leading to economic growth.

3. BENEFITS – COUNCIL AND COMMUNITY

Hunter's Hill Council recognises the potential benefit of public art to enhance public spaces, which in turn reflects and explores cultural heritage and identity, engages members of the community, increases amenity and provides innovation.

The development of a well-considered well maintained public art program appropriate to the context of place is a powerful sign of the health of a community. In tandem with economic, environmental and urban development, it sends a clear and confident message of a strong future.

Public art is important to a community, the benefits of developing and placing public art are:

- Establishing identity through implementing appropriate design and beautification of local areas.

- Participation of the community in initiating, responding to and providing public art for their own enjoyment or purpose.
- Developing significant pieces of public art that proclaim Hunters Hill as a site where cultural excellence flourishes.

It is also important to consider additional considerations that need to be addressed throughout the process of initiating a public art process include:

- Ensuring that residents, business and the community interest are recognised in relation to any proposed public art development.
- Encouraging the engagement of artists with the community in developing a sense of place in the public domain.
- Enhancing local identity through the development of signs and symbols, which capture the essence of place.
- Striving for excellence in design and fabrication of public art works.
- Ensuring access to education and interpretation of public art produced within the Hunters Hill local government area.

The Hunter's Hill Council Public Art Policy is designed to 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. The Policy allows for community involvement in the process and sets out the parameters

4. LINKS TO EXISTING POLICIES

4.1. *Hunters Hill Council Cultural Plan*

The Hunter's Hill Council Cultural Plan sets out a strategic set of goals to be achieved. The goals range from installing noticeboards throughout the community to investigating the feasibility of a cultural centre. There are existing opportunities within the Cultural Plan to incorporate public art objectives within the cultural planning framework.

4.2. *Hunters Hill Council Urban Design Strategy*

The Hunter's Hill Council Urban Design Plan and the Public Art Policy compliment Council's commitment to improving the visual amenity of the local area. Through the encouragement of a cross-functional team investigating opportunities to incorporate public art into the urban design landscape, more specifically, seating, pavement, lighting, signage and banners - many of the goals outlined within this policy can be met through cross pollination. Many of the functional objects can be funded through existing budgets allocated to seating, signage, etc.

An area, which should also be investigated, is parks and playgrounds. There are a number of opportunities to rethink these areas and incorporate public art such as safe objects that encourage imaginative play, including boardwalks and small bridges, whispering walls, sculptures, wooden bollards and balancing beams.

Some other areas that fit within the Urban Design Plan and would benefit from the installation of public art include:

- roundabouts
- fencing and balustrading used in public domain area
- roadways
- public/town squares
- seating
- rubbish bins
- footpaths
- lettering and signage design.

Important considerations, which should be assessed in conjunction with the Urban Design Plan and the Style Guide include:

- The suitability of public art.
- The type of design required and its context.
- The suitability of materials and colours proposed.
- Installation specifications.
- Maintenance and conservation requirements.
- Lifespan of the works.

4.3. *Hunter's Hill Council Style Guide*

The Hunter's Hill Council Style Guide was implemented to ensure that all forms of written communication, both internal and external and Council's corporate image is recognised to:

- Present a consistent image to the public at all times.
- Use clear language in all written forms of communication.
- Provide a simple and effective way of writing correspondence.
- Portray a professional image to the public.

This Style Guide currently contains sections on, business writing, letters and general correspondence, structure of general reports, writing effectively, guidelines for the Business Paper, corporate use of the Hunter's Hill Council logo and templates. Council is currently working to broaden the sections within this document to include signage, corporate colours and components of the Hunter's Hill Urban Design Strategy.

The Style Guide will be integral to all aspects of the Public Art Policy.



5. ESTABLISHMENT OF A PUBLIC ART ADVISORY PANEL

Hunter's Hill Council will engage public art activities through the establishment of a Public Art Advisory Panel. This panel will assess and advise regarding public art proposals and commissions and to review and evaluate this policy.

This panel will also consider various artistic and cultural issues, which may rise from time to time across the municipality.

The committee will consider and evaluate proposals and make recommendations to Council.

Terms of reference will need to be developed for the Public Art Advisory Panel that include the requirement for the appropriate consultation with local communities to be undertaken in relation to either or both the site or the design of the artwork.

It is recommended that membership of the Public Art Advisory Panel is to be made up as follows:

- One councillor
- Three community representatives bringing experience in the fields of visual arts, architecture and landscape design who are selected on written expression of interest.
- Council's Corporate Strategist
- One Council officer representing the specified division for technical advice on a needs only basis, e.g. Heritage Advisor.
- One Council officer representing the specified division for technical advice on a needs only basis, e.g. Heritage Advisor.

The Committee will be convened on a need basis, but not less than twice annually and will provide recommendations to Council. This group will also have the ability to include staff and community members on a project need basis.

In the development of all reserve plans of management and major urban streetscape projects, active consideration will be given to the integration of public art opportunities.

In the development of identified major capital works undertaken by Council involving the modification of the urban landscape Council shall identify an amount to be set aside for public art when setting the budget for the project. In commercial developments of a suitable scale, council will consider making approval contingent on the inclusions of public art projects compliant with the policy.

Any new public art installation of a permanent nature must include a maintenance schedule with a clear indication of how such maintenance will be funded and resourced.

The Public Art Advisory Panel will be responsible for drafting a policy that details the procedures for removal of a public art work.

The main implications for decisions of the Public Art Advisory Panel will be:

- Integrating cultural considerations into Council's decision making and planning processes.
- Engaging community input into cultural policy, planning and decision making.
- Protecting cultural heritage and assets.
- Contributing to sustainable economic growth.

6. CONSULTATION – COUNCIL, COMMUNITY AND ARTISTS

6.1. *Community Consultation*

The Hunters Hill Public Art Advisory Panel will take on the role of determining whether minor or considerable public consultation with the community in the village precincts, sites and/or events for which the works is intended will take place.

The type and scale of public art works may be subject to consultation and will be appropriate to context and intended meaning. The benefits of consultation will be the encouragement of connections throughout the whole community of Hunters Hill and the identification of the type of project that is most meaningful to that community.

6.2. *Artist Consultation*

In all cases public art works will be of exceptional standard and consultation with recognised artists will form a significant segment of the consultation process.

To ensure that there is engagement of an artist to develop and implement a project which will be suitable to the community the Art Advisory Panel may in addition consult with artists on the artist register.

It will also be important to determine what the high traffic areas of Hunters Hill are as high priority sites such as Hunters Hill Village, etc.

The marquettes/designs will be exhibited for public comment prior to final decision on the work. This comment and consultation may also take the form of panel discussions with Selection committee so that the public can fully understand intentions of the works and so that the Selection Committee can take comments.

7. PUBLIC ART CRITERIA

Public Art should essentially fall within one of the following categories:

7.1. *Private Development*

This is the integration of public art within a major development site, which is part of the DA process.

7.2. *Commissioned Artwork*

Artworks that are installed in the public domain as the result of government or private commissioning.

7.3. *Community Projects*

This is the involvement of groups of people in the creation of public art work. This category will focus on community cultural development objectives with the process equalling the significance of the final work.

When determining the suitability of public art in Hunters Hill it will be necessary to understand the following criteria and its relationship to the area:

- Relevance – the public art must have a connection with the community.
- Excellence – quality of design and execution is vital.
- Diversity – a range of styles, media and artists are used throughout the area.
- Public Safety – Hunter's Hill Council will ensure that there is no unacceptable level of risk associated with any public art proposal.
- Location – Must be appropriate for the piece of public art and accessible to the community.
- Affordable – the public art must meet budgetary guidelines.
- Maintenance – consideration will be given to the ongoing maintenance and/or requirements for the removal of artwork.
- Heritage - The heritage of Hunters Hill cannot be overlooked or its unique history. This will greatly determine the 'type' and mode of public art installed within Hunters Hill. Some appropriate themes may include, history/heritage, sandstone, water, environment/bushcare.



8. APPOINTING ARTISTS

The appointment of an artist for a particular project can range from being a clear and decisive task to being complex depending on the scope of the public artwork. Artists can be selected through a number of processes such as open competition, expressions of interest, competition by invitation or direct invitation.

The following steps need to be undertaken to ensure that the process of appointing an artist/artists is based on merit and response to the design brief.

8.1. *Create A Design Brief*

This will include the amount of participation in terms of community consultation as well as the outline of the public art idea. This will be the overview to the project.

8.2. *Artist Response To The Design Brief*

The artist will address the criteria outlined within the design brief. If the artist has any queries they can contact Council to clarify any matters arising. Often the artist may even create a marquette of the public art to assist in their selection.

8.3. *Artist Selection – Contract Signing*

The Art Advisory Panel will meet to determine the artist who has most successfully met the criteria of the design brief.

8.4. *Design Brief/Orientation*

Any areas that need clarification and confirmation of the artwork itself are determined in this phase of the project.

8.5. *Schematic Design Phase*

The artist will discuss materials to be used, any alternatives that could be substituted and so on.

8.6. *Approval To Proceed*

8.7. *Design/Development Phase*

The design is confirmed and any changes are locked in at this stage.

8.8. *Second Approval*



This is the last opportunity for any changes to take place. Once sign off has taken place the project is clear to proceed.

8.9. *Fabrication/Installation*

The Australia Council, Federal Funding Body for the Arts provides scales of fees for artists. These are used as industry standards and should provide the basis upon which artists are employed. It is recommended whenever possible that artists submit a whole project budget to avoid the uncertainty of employment on hourly rates.

9. CONSERVATION AND MANAGEMENT

The public art collection will require professional standards of management, care and conservation to ensure its preservation for future generations.

Hunter's Hill Council will need to conduct an audit of existing public art pieces. Condition assessment will be required along with the establishment of a database of all works.

The public art database will come under the management of Council's Cultural Planning Coordinator

10. RECOMMENDATIONS/INVESTIGATIONS

- 10.1. Investigate future local, state and federal government funding opportunities for public art.
- 10.2. Establish a local artist's register, which will enable Council to access people within the local government area. Priority of artists will be given to local people who understand the nature of this unique area.
- 10.3. Investigate the feasibility of including public art in all future commercial and retail developments via the Hunter's Hill Council Development Control Plans (DCP's). This is similar to the Arts Queensland model in which the State Government requires all developers to contribute 2% of their capital works projects towards public art.
- 10.4. Investigate directing a small (2 or 3 per cent) of Section 94 contributions to public art. Public art is expanding in popularity as governments at all levels, local, state and federal see the benefits to their communities. As such a trend has been growing for developers to contribute a percentage of their construction costs towards public art.



- 10.5. If and when a cultural centre/art gallery is established in Hunters Hill establish a Trust, which will provide for taxation incentives for donations through the charitable status of the centre.
- 10.6. Review the Hunter's Hill Council Cultural Plan.
- 10.7. Link public art with existing events or use public art as a promotional tool for events.
- 10.8. Ensure that the Hunters Hill Style Guide is updated to reflect the Public Art Policy.
- 10.9. Investigate a shared copyright agreement with any artists appointed to undertake public art installations. Council will need to duplicate images of artworks in publications and should have the ability to do so without consultation with the artist.

11. CONCLUSION

The benefits to the Hunters Hill local government area through the adoption of this public art policy provide enormous scope for the development of a diverse range of public art projects. The policy also ensures the sustainability of existing public art pieces.

RELATED RESOURCES

The Policy should be read in conjunction with:

- Media Policy (CORP.S-Pol.18)
- Code of Conduct (CORP.S-Pol.03)
- Sponsorship Policy (CORP.S-Pol.19)
- Privacy Code of Practice (CORP.S-Pol.08)
- Information Systems and Surveillance Policy (GOV-Pol.02)
- Filming Protocol and Manual (WS-Pol.01)
- Community Consultation Policy (COMM-Pol.03)
- Local Government Act 1993
- Copyright Act 1968
- State Records Act 1998
- Private & Personal Information Protection Act 1998
- Government Information (Public Access) Act 2009
- Racial Discrimination Act 1975
- Disability Discrimination Act 1992
- Sex Discrimination Act 1984



POLICY OWNER

The policy authority is the General Manager

AUTHORISATION AND REVIEW

Next Review Date

The Public Art Policy should be reviewed within 2 years of adoption, or when any other circumstances that may create a need for the policy to be reviewed e.g. changes in legislation or Council policies.

Version Control Table

Date	Version	Res. No.	Key Changes	Author
25.11.13	1.0	402/13	Adoption of initial policy	Annie Goodman