



TOWN OF
VICTORIA PARK

Developer's Public Art Handbook



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VIC PARK

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**WE'RE OPEN
VIC PARK**

Introduction

The Town of Victoria Park (the Town) is home to an evolving creative sector, locally significant yet widely celebrated, with abundant prospects to create and participate in cultural activities.

The Town acknowledges the important role that Developers play in shaping the cultural identity of our community through meeting conditions of their Development Approval.

This handbook is intended to assist the Developer through the process of commissioning an artist, meeting arts industry best practice and getting the best value from the Developer's financial contribution.

This handbook should be read in conjunction with the Town's *Local Planning Policy No 29 'Public Art Private Developer Contribution'* (Public Art Policy), which outlines the vision for and shared responsibility for creating a built environment that has vibrancy, originality, creativity and a sense of community identity through local history and heritage.

What are the Developer's options?

OPTION 1:

Commission a public artwork, or

OPTION 2:

Provide Cash in Lieu of a public artwork (this attracts a 15% discount)

What is Percent for Art?

The Percent for Arts Scheme is part of a broad government strategy to stimulate greater use of art in the built environment. Percent for Art Schemes have been adopted globally in a variety of different forms, by Local and State Government, Universities and Redevelopment Authorities.

The two main objectives of the Percent for Art Scheme are:

- ♥ To improve the quality of the built environment and the value of public facilities; and
- ♥ To identify and create new professional and economic opportunities for artists.

The approval of any application for development approval within the Town (both new buildings and additions/alterations to existing buildings) shall be subject to a requirement for the provision of public art to the value of one per cent (1%) of the estimated value of building work of the approved development, where the development has an estimated development cost of \$2,000,000 or more.

What is Public Art?

As defined in the state's Percent for Art Scheme Guidelines, "public art" refers to the integration of an artistic concept into the public realm. Public art can take many forms, incorporate many different materials and be produced in many ways. It can be stand-alone, applied to surfaces, or integrated into the fabric of buildings, road infrastructure elements or landscaped outdoor spaces. Public art can be permanent, temporary or ephemeral. The distinguishing feature of these works is that an artist or artist team is wholly, or partly, responsible for the creation, design and/or fabrication.'

It is a requirement of the Town's Public Art Policy that the artwork must be within or adjacent to the public realm. The public realm refers to an outdoor public space from which the public has the ability to view and appreciate artwork, and may include streets, parks, foreshores, squares, plazas, and other publicly accessible outdoor spaces. In some cases, the artwork may be required to be on council land. In this case, the artwork ownership is transferred to the council who are responsible for insuring and maintaining the work. During assessment, ongoing maintenance costs will be considered, unless there is a legal agreement with the developer to maintain the artworks.



Types of Public Artwork

Functional

The purpose of the artwork is utilitarian, such as seating, lighting, furniture, bollards, signage, rubbish bin surrounds, window treatments, reception areas, door handles or carpet. It can be decorative, integrated or site specific.

Decorative

The primary purpose is to aesthetically enhance an environment or structure. Examples include incorporated imagery or sculpture, paving elements or lighting. It can be functional, iconic, integrated or site specific.

Iconic

A stand alone or significant work, often site specific, where the artist's approach is largely independent of other considerations and an extension of their current practice. Examples include sculpture, water features, lighting or multi-media.

Integrated

Works that are fully incorporated within the design of the built or natural environment. Integrated works may include floor and window design, lighting, landscaping and associated elements. It can also be decorative and/or functional.

Site Specific

Designed specifically for and in response to a particular site through the scale, material, form and concept of the design. It could apply to all listed categories.

Interpretive

Where the primary purpose is to describe, educate and comment on issues, events or

situations. Examples include pavements, inlays, sculpture seating, landscaping and text-based work. It can also be functional, decorative, iconic and site specific.

Ephemeral

A temporary artwork that exists as a one off, or for a short amount of time. Ephemeral works can be event, performance or temporary art installations.

Public Artwork Exclusions

The Percent for Art Scheme is part of a broad government strategy to stimulate greater use of art in the built environment.

For the purposes of the Town's Public Art Policy, Public Art does not include:

- ♥ Business and commercial logos or graphic promotions in any form;
- ♥ Directional elements such as super graphics, signage or colour coding;
- ♥ Art objects that are mass-produced, such as fountains or playground equipment;
- ♥ Installations that did not include the commissioning of a professional artist;
- ♥ Mass-produced art objects, 'off the shelf' art or reproductions;
- ♥ Landscaping or generic hard-scaping elements which would normally be associated with the project and/or have not included a professional artist in the design phase;
- ♥ Services or utilities necessary to operate or maintain art works.eg plumbing; and
- ♥ Artworks that are not within or adjacent to the public realm (visible from or able to be enjoyed within an outdoor public space).



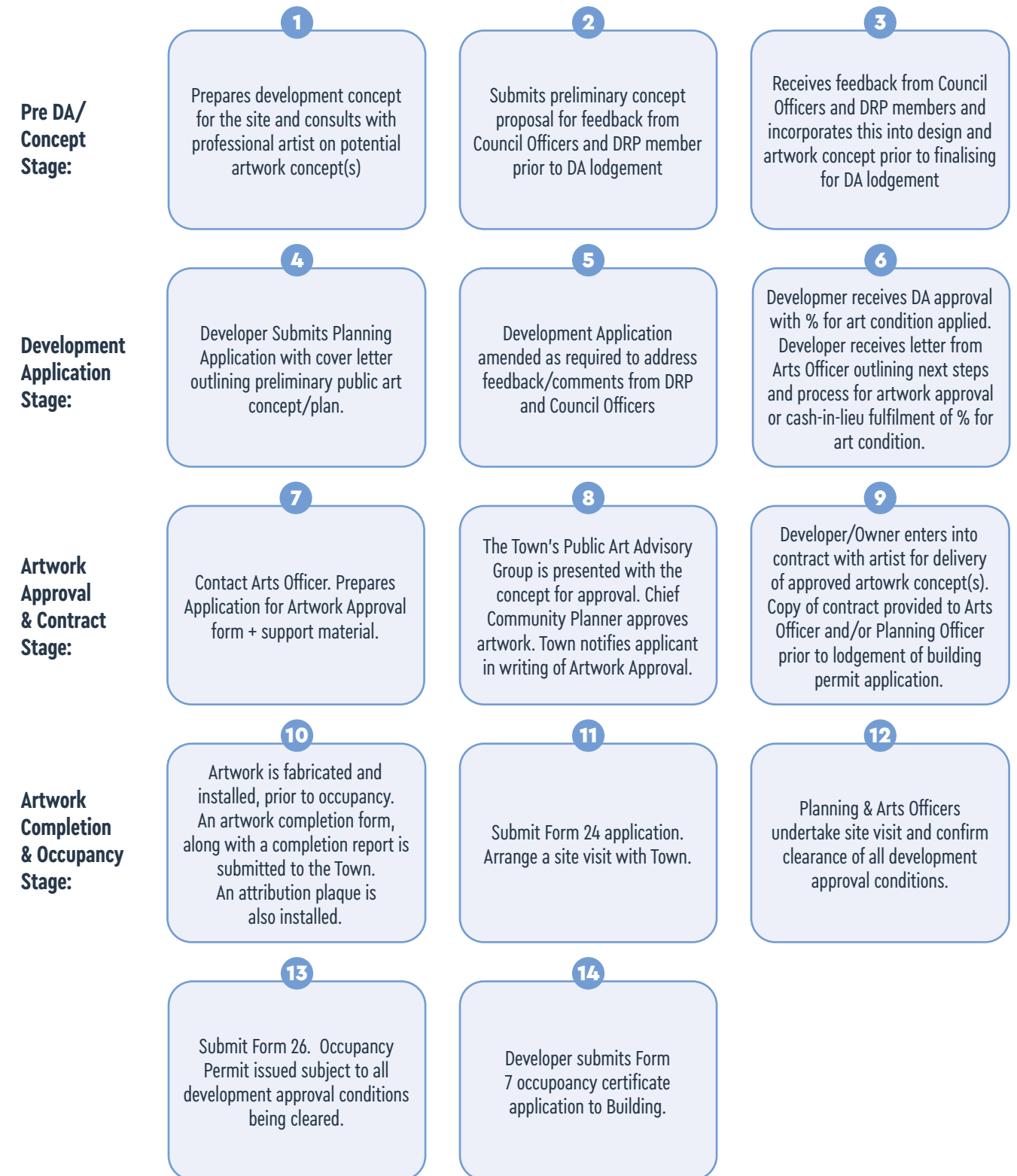
Artwork Approval Process

The Application for Artwork Approval will be presented to the Town's Public Art Advisory Group, which will consider the proposed public artwork concept(s) and may resolve to recommend the proposal for approval by the Town. The Chief Community Planner has delegated approval on Public Art projects. If you wish for the artist and coordinator to present their ideas to the group, this can be arranged. Please note the approval time can be up to four weeks.



OPTION 1:

Commission Public Artwork approval process:



Approval Assessment

Public art proposals will be assessed by the Town's Public Art Advisory Group against the following criteria:

- 1 **Public Access:** the artwork must be clearly visible to the public realm and must positively impact the visual amenity of the development.
- 2 **Concept:** the artwork is designed by a professional artist that shows strong vision, innovation, and excellent craftsmanship. The proposed artwork is unique and provides an opportunity for public engagement or is functional (where appropriate).
- 3 A **professional artist** can be defined as a person who fits into at least two of the following categories:
 - A person who has a tertiary qualification in the visual arts;
 - A person who has a history of exhibiting their artwork at reputable art galleries that sells the work of professional artists;
 - A person is represented in major public collections; and
 - A person who earns more than 50% of their income from arts related activities, such as teaching, selling artwork or undertaking public art commissions.

In some cases this definition may be relaxed where it may be specified for a particular project. For example, a project involving emerging artists, Indigenous artists, students or street/urban artists or a senior artist/emerging artist mentor arrangement.
- 4 **Context:** the artwork is site specific and considers the relevant themes, architectural, historical, geographical

and/or sociocultural context of the site and community identity.

- 5 **Public Safety:** the artwork is designed, constructed and installed with best practice risk management and the artwork does not present a hazard to public safety.
- 6 **Longevity:** the artwork is designed to be structurally sound and resistant to theft vandalism, weathering, and excessive maintenance. Ongoing maintenance to the artwork will be at the building owner's expense where it is attached the development or located within the development site.
- 7 **Budget:** The public artwork is to the value of no less than 1% of the total cost of the development. All aspects of the budget breakdown, including the art consultancy fees and fabrication costs are in line with industry practice.
- 8 **Special Conditions:** the artwork must be consistent with any relevant strategic plans or public art strategy and adhere to any special conditions applied by the Town.
- 9 Where artworks and/or cultural objects are to be transferred to the care of the Town, they will be assessed by the Public Art Advisory Group who will then make a recommendation regarding the suitability of the artwork for the collection to the Chief of Community Planning, who has delegation to approve the artwork.
- 10 The public art contribution is provided in line with the Town's Local Planning Policy 29 *Public Art Private Developer Contribution Policy*.

OPTION 1:

Public Art Procurement Options

Developers/land owners are strongly encouraged to provide conceptual details of the artwork(s) in the development application for the main proposal. This means engaging an artist early in the process to ensure the design, installation and maintenance has been considered as part of the overall building design.

- ♥ **Direct acquisition or engagement:** This approach may be appropriate where a particular artwork or the work of a particular artist is sought. This process may also be preferred for smaller budget projects. In this case the proposed artist needs to be approved by the Town as an initial step.
- ♥ **Limited competition:** In a limited competition approach, the commissioner selects and invites artists to submit proposals in response to an artwork brief. This may be appropriate if the artist is required to work in collaboration with an architect, landscape architect and/or an urban designer.
- ♥ **Open competition:** This model requires a public call for Expressions of Interest to provide a schematic response to the artist brief. Short listed artists or artist teams are invited to develop and present concept designs for a fee, and a preferred artist is selected.



OPTION 1:

What is the role of the Professional Artist in Percent for Art Projects?

Skills, Responsibilities and Duties of the Professional Artist include:

- ♥ Liaise closely with the Developer to understand requirements of the Brief;
- ♥ Undertakes independent research into the site and formulate an original design concept which integrates the brief of the Developer with legal codes, technical requirements and the environmental, cultural and historical character of the site;
- ♥ Develops and presents project tenders containing itemised budget, timetables and art models/diagrams;
- ♥ Develops and implements appropriate consultation techniques to involve stakeholders such as the local council and the community in project development;
- ♥ Senior practitioners usually hold executive responsibility for the project and must have time, budget and people-management skills. Artists recruit, supervise and coordinate project workers as required and may liaise with tradespersons and subcontractors. Project workers themselves exercise different levels of responsibility depending upon factors such as the size of the project and personal experience; and
- ♥ Promotes, markets and explains art work to the media, council and local communities.

OPTION 1:

What costs can be included in the total value of the Percent for Art contribution?

Costs associated with the production of an art project may include:

- ♥ Professional artist's budget, including artist fee's, request for proposal, material, assistants' labour costs, insurance, permits, taxes, business and legal expenses, operating costs, and art consultant's fees if these are necessary and reasonable (see note below);
- ♥ Fabrication and installation of artwork;
- ♥ Site preparation;
- ♥ Structures enabling the artist to display the artwork;
- ♥ Documentation of the artwork;
- ♥ Development of a maintenance plan;
- ♥ Acknowledgment plaque identifying the artist, artwork and development (refer to Clause 4.2(c) of the Public Art Policy).

The budget may also include a public art consultant fee to coordinate the appointment of an artist and manage the commissioning process on behalf of the developer. The consultant's fee is a percentage of the total artwork cost, generally between 10-15% dependent upon timeframe, complexity and the experience of the artists involved.

A public art consultant is recommended to undertake project management and can help the process of an art commission to run smoothly. The public art consultant acts as an advocate for both the artist and the

developer, ensuring that the intentions for a project and professional standards are met. They manage the project from idea to installation and liaise with stakeholders, including the Town in order for the artist to collaborate effectively. For a list of art consultants, please contact the Town's Arts Officer.





OPTION 2:

Provide Cash in Lieu

A Developer may choose to nominate to provide the funds directly to the Town's public art reserve. This will enable a pooling of funds to create more substantial and quality artworks for the benefit of the Town and the future users/visitors of the development from which the Percent for Art contribution was generated.

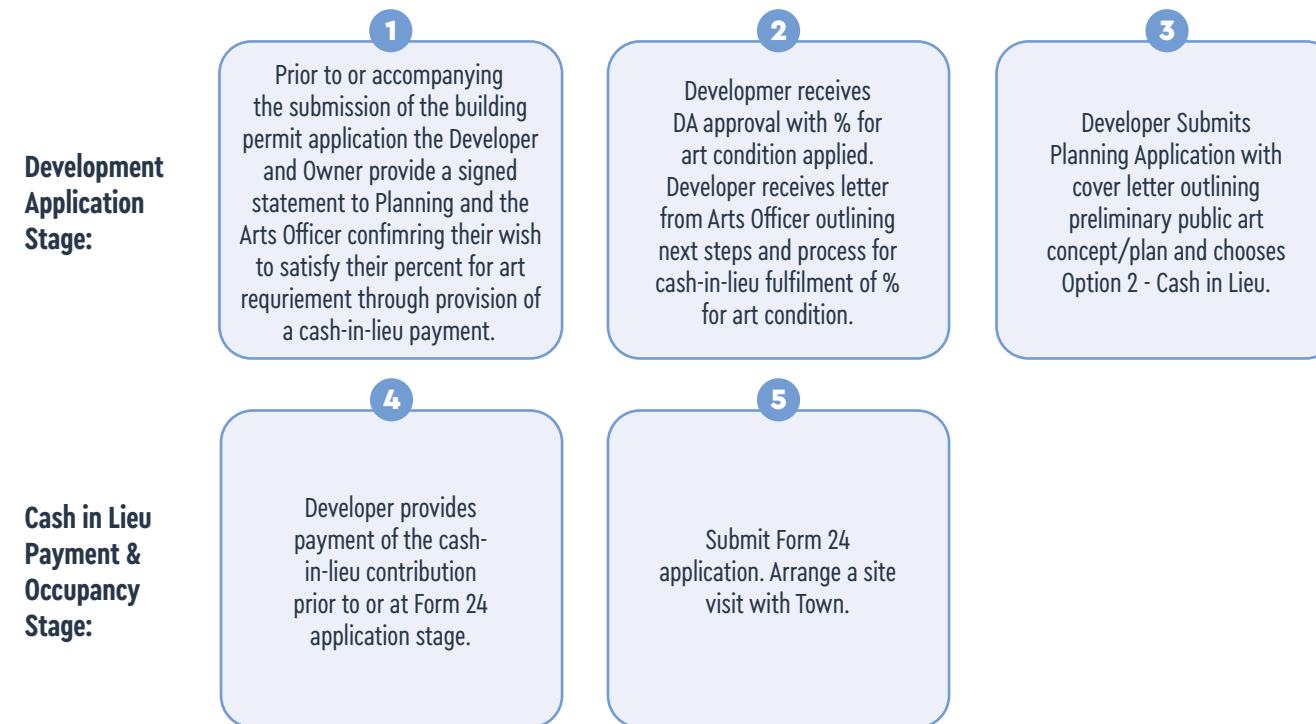
Following the transfer of funds from the Developer to the Town, the Town will hold responsibility for expending the contribution towards the delivery of public artworks within the same locality (Town Planning Scheme Precinct and/or suburb) as the development site, in accordance with the provisions of the Public Art Policy. By selecting this option, the Town has creative control in the commission details such as exact location, theme of artwork, materials, artist selection and timeline.

A discount of fifteen per cent (15%) the public art contribution requirement applies where a developer elects to provide a cash-in-lieu contribution.



OPTION 2:

Provide Cash in Lieu approval process:



Relevant documents:

Appendix 1: LPP 29 – Public Art Private Developer Contribution (PDF, 226KB)

Appendix 2: Application for Artwork Approval Form

Appendix 3: Notice of Artwork Completion Form

Appendix 4: Attribution Plaque template.

Who can help you?

- ♥ Town of Victoria Park - Senior Planning Officer (pre Development Application)
- ♥ Town of Victoria Park - Arts Officer (post Development Application)
- ♥ Independent Art Consultant

Image credits:

Cover "Portal", Stephen Pennock and Shavaurn Hanson, 2019. Lighting by Light Application. Photo by Artist Liaison.

Page 5: "Penny and Pounder", Greg James, 2012

Page 7: Untitled Chris Nixon 2012

Page 8: "Share" Olga Circonis 2015

Page 11: "Hover" Miik Green, 2015

Page 12: Detail of mural by Sioux Tempestt, 2019

Page 13: "Hyatti", Ayad Alqaraghooli, 2015

Page 14 Detail of "Boola Bidjool", Peter Farmer, 2012





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