



POLICY

Policy Name	Public Art Policy
Policy Category	Governance
Department / Officer	Community and Development/Manager Planning and Activation
Date Adopted	26 October 2020
Date/s Reviewed	
Review Frequency	Every Three Years
Strategic Plan Reference	Aspiration 2 – We have a culture of innovation, collaboration and creativity Strategy – Cultivate art and culture in our community
Attachments	Nil

1. Purpose

The purpose of this policy is to:

- Ensure a strategic approach to the commissioning and acquisition of quality permanent and temporary public art that will enhance the cultural life of the City of Victor Harbor and bring diversity and vibrancy to the public realm;
- Provide prescriptive criteria and conditions for the evaluation, acceptance, development, approval, management and maintenance of public art, public art gift proposals and memorials for public spaces in the City of Victor Harbor; and
- Integrate quality public art into the city's natural and built environment by embedding provision for public art in the scoping and design process at the inception of significant projects.

2. Scope

This policy applies to all existing public art under the care and control of the Council and to all future public art procurements including memorials, community public art projects and public art donations located within the City of Victor Harbor.

3. Policy Statement (Summary)

Council is committed to developing and promoting innovation, collaboration and creativity of public art. High quality public art works will attract people to our city, demonstrating our position as a progressive regional leader in culture tourism and commerce. Public artwork that embraces our unique identity, increases awareness of Ngarrindjeri and Ramindjeri culture and celebrates our environmental assets will enliven the community spirit and enhance our city's cultural fabric.

4. Legislation and Compliance

The *Planning, Development and Infrastructure Act 2016* will apply in the event that the work requires development approval.

Council shall be considerate of the views of the general public, artist/s, and any community groups who were involved in the original commission, and to any other culturally sensitive matters with regard to the work.

5. Definitions

Public art means new, commissioned, temporary or permanent works created by professional artists; integrated art, generated in the concept planning for new capital developments or refurbishments; temporary works generated by the community with professional artists and outdoor cultural objects including memorials.

Professional artist (established) means an arts practitioner with a clear and relevant track record in the arts who is accepted by their peers and the arts industry as professional.

Quality means considered to be of a high artistic standard, underpinned by a strong, relevant conceptual response. Quality work reflects the highest standards of research, production and presentation, is original, innovative, robust and aesthetically appealing.

Memorial means an artwork or structure that specifically serves to preserve the memory of a deceased person/s or a significant past event. It may be instigated by a third party, unrelated to the City of Victor Harbor; However if it is to be installed in or on a Council owned or administered public space, it is considered public art.

Community Art means artwork created by members of the community, either working with an artist or wholly motivated by a community group.

Decommission means the process of permanently removing a public artwork from the public realm.

6. Policy Content

Public art is artwork created by an artist, and located in the public realm, including permanent, temporary and ephemeral works such as installations, sculptures, murals, mosaics, projection, lighting, soundscapes, multi-media and performance-based work. It also extends to unique street design and furniture elements created by an artist to add value to public realm projects such as paving, ornamental wall inserts, windows, gates, grates, light fittings, bollards, water features and the like. Artists working in the public realm can approach the work in many different ways, from a literal or illustrative approach to abstract, conceptual or metaphorical.

6.1 Guiding Principles

Council will aspire to:

- Develop awareness within the Council and the community of the value of art in public places:

- Integrate public art where appropriate into the Council's infrastructure development designs in order to enhance community spaces and pedestrian streetscape experience;
- Encourage the use of collaborative arrangements between artists and other design professionals such as urban designers, engineers, architects and landscape architects in the creation and commissioning of public art;
- Include integrated public art into major developments. Where the Council constructs a major building, urban streetscape, community facility or reserve transformation of greater cumulative value than \$100,000, at least 5% of the total project cost will be committed to public art within the development;
- Seek to get contributions from private developers of commercial and mixed use developments for public art in accordance with the estimated construction cost. Adopt transparent industry best practice methods of commissioning and de-commissioning public art, as outlined in the Arts SA document *Public Art, making it happen: commissioning guidelines for local councils*.
- Add all public artworks approved by the Council to its Assets Register with regular maintenance of the asset scheduled accordingly.

6.2 Acquisition of public art

Council recognises the following methods for acquiring public artworks:

- Direct acquisition of an existing work;
- Engagement of an artist to create a new work responding to a brief. This approach may be appropriate where a particular artwork or the work of a particular artist is required;
- Limited competition, where the commissioner selects and invites artists to submit proposals in response to a brief. This may be appropriate if the artist is required to work in collaboration with a consultant, such as an architect or urban designer;
- Open competition, where the commissioner makes a public call for Expressions of Interest to provide a response to a brief.
- Donations/gifts from individuals, corporate entities, artists or a commissioning body other than Council.

6.3 Commissioning of public art (process and delegations)

Public art proposals must demonstrate the following:

- A high standard of quality and innovation;
- Relevance and appropriateness of the work to the context of the proposed site;
- Consideration for public access, day and night, and in diverse weather conditions;
- Address safety, maintenance and conservation issues;
- Evidence of funding source and satisfactory budget including an allocation for ongoing maintenance;
- Consistency with current planning, heritage and environmental policies and plans; and
- Non-duplication of monuments commemorating the same or similar events.

6.3.1 Desirable Attributes

The following are considered to be highly desirable attributes for public art in the Council area:

- Works proposing the use of priority sites, including the Town Centre, Railway Precinct, Foreshore development and the Encounter Bikeway;
- Projects that link thematically with the region;
- Projects that offer mentoring opportunities for local artists to work alongside a professional artist;
- Projects that link with community members, local business and industry.

6.3.2 The Role of the Arts and Culture Advisory Group

The Arts and Culture Advisory Group will:

- evaluate and assess all public art proposals, including commissions, submissions and donations, against the criteria as outlined in clause 6.3; and
- form an assessment panel that may include specialists related to the project.

6.3.3 Assessment Panel

The Assessment Panel shall include but not be limited to:

- A suitably qualified consultant, such as an architect, landscape architect, urban designer or engineer;
- A proponent of the public art project (e.g. a developer, community organisation, etc.)
- A representative of the community of interest (e.g. historical group, neighbourhood, etc.)

6.4 Decommissioning and relocation of public art

If artwork has been commissioned as a permanent piece then all reasonable effort should be made to avoid permanent removal within five years of its installation.

However, public artworks may reach a point where they are no longer able to stay in the public realm.

The Arts and Culture Advisory Group will assess the decommissioning or relocation of any permanent public art against the assessment criteria as outlined in clause 6.4.1 and will provide recommendation to Council outlining the reasons and justification. Reasonable attempts to consult with the artist will be made prior to the decommissioning or relocation of the public art work.

6.4.1 Assessment criteria

The assessment will be based on the following criteria for artistic relevance:

- The existence of damage or deterioration that has reached a point that it is not possible to repair. The expertise of an arts conservator will be sought in these instances;

- Consideration of ongoing maintenance costs in relation to the value and age of the artwork;
- Major change to the site meaning the artwork can no longer remain in the designated area.
- In this instance, all avenues will be explored to relocate the artwork to a more suitable location;
- Consideration of artist rights or concerns that may impact the integrity of the work;
- The contractually-agreed life span of the artwork has expired; and
- The artwork has become unsafe or is affected by changes in health and safety regulations.

6.4.2 Consultation

Council will make reasonable attempt to consult with the artist prior to decommissioning or relocation of the public art work.

7. Risk Management

This policy incorporates principles of risk management while application of the policy will occur consistent with the council Risk Management Framework.

8. Implementation/Delegations

Council's approach to individual pieces of art will be informed by professional advice from officers, the Arts and Culture Advisory Group and the City Activation and Strategic Planning Advisory Committee.

Council is the delegated authority to approve the implementation of public art projects.

The Chief Executive Officer is delegated the authority to implement this Policy.

9. Related Documents

Local Government Association – Public Art: Making It Happen
Procurement Policy
Public Consultation Policy

10. Availability of Policy

This policy is available on Council's website at www.victor.sa.gov.au. It may also be inspected or purchased at the Principal Office of the Council at 1 Bay Road, Victor Harbor.