

# WAVERLEY

---

## Public Art Masterplan

# CONTENTS

<b>1. Introduction</b>	<b>3</b>
<b>2. Purpose</b>	<b>3</b>
<b>3. Waverley Together 3</b>	<b>4</b>
<b>4. Objectives for commissioning Public Art in Waverley</b>	<b>4</b>
<b>5. Why we deliver Public Art In Waverley</b>	<b>5</b>
<b>6. Identifying sites for Public Art</b>	<b>6</b>
Site1: Gould and Roscoe Street	8
Site 2: Waverley Mall	9
Site 3: Marks Park	10
Site 4: Bondi Pavilion	11
Site 5: Bondi Park	12
Site 6: Clemenstone Park	13
Site 7: Waverley Park	14
Site 8: Dickson Park	15
Site 9: Norman Lee Place	16
Site 10: Cox and Hall Street	17
Site 11: Seven Ways, North Bondi	18
Site 12: Hunter Park	19
<b>7. Systems for the Procurement of Public Art</b>	<b>20</b>

# 1 INTRODUCTION

On 18 March 2014 a new Public Art Policy was adopted by Waverley Council, following a broad process involving Councillors, community representatives/industry experts on the Public Art Committee, staff from across Council, and community consultation. This Public Art Master Plan has been developed to ensure the deliverables of the Public Art Policy are met.



Sam Fiszman Park (Migrant Memorial), McGregor Westlake Architects, North Bondi, 2008

# 2 PURPOSE

The purpose of the Public Art Master Plan is to ensure the commissioning of new work in the Waverley area with consideration to context, enhancing engagement and appreciation of art, and invigorating the area.



'Surf Life Saver', Dianna Webber, Bondi Beach 1988

# 3 WAVERLEY COMMUNITY STRATEGIC PLAN 2018 - 2029

The Master Plan reflects Waverley Council's Community Strategic Plan 2018 – 2029 and the subsidiary plans. The function of the plan related to the following directions;

- 1.1 Facilitate opportunities that recognize Waverley's unique place in the Australian contemporary cultural landscape
- 1.2 Preserve and interpret the unique cultural heritage of Waverley
- 2.1 Create a resilient, caring and cohesive community
- 5.1 Facilitate a deliver well designed, accessible and sustainable buildings and public spaces that improve the livability of our neighborhoods
- 6.2 Build and maintain streetscapes that have a welcoming sense of place
- 7.1 Undertake long-term maintenance and renewal of Council assets that meet community expectations and statutory obligations
- 10.1 Engage the local community in shaping the future of Waverley



Linda Bowden, A View with a Room, Hunter Park, 2002

## 4 OBJECTIVES FOR COMMISSIONING PUBLIC ART IN WAVERLEY

Waverley Council has four clearly stated key objectives forming the evaluation criteria for new works being commissioned in the area, as set out in the Public Art Policy. The key objectives are as follows

**1. Place Making (Making Spaces into Places)**

**2. Artistic Excellence**

**3. Sustainability**

**4. Local Culture and Heritage**

Further detail on each of these key objectives can be found in Waverley Council's Public Art Policy.



Chris Rak, Bondi Waves Sculptured Railing, Campbell Parade, 1998

# 5 WHY WE DELIVER PUBLIC ART IN WAVERLEY

The Waverley Public Art Policy states:

*The development of high quality public art in public places and public art in private developments delivers these benefits:*

- *A sense of local engagement and community*
- *Creates attractive places that are welcoming, engaging and interesting*
- *A richer experience of the place for residents and visitors*
- *Adding value to private development.*

Public Art is cited as a deliverable outcome in several Waverley Council strategy documents:

## Arts Plus - adopted 2012

Waverley Council's Arts Plus plan was adopted in 2012. It is the visioning document for the direction for arts and cultural development in the Waverley area; Section 4.2 cites Waverley will deliver the following in terms of Public Art.

- *Public Art is developed in suitable locations in Waverley with; a number of Public Art opportunities identified annually in the Capital Works program and within existing budgets*
- *Encourage suitable Public Art In the Private Domain with percentage increase in Public Art In The Private Domain from the base years 2009/2010*

- *Develop projects through the new Street Arts strategy with a number of anti graffiti projects developed*

## Complete Streets

The Complete Streets Project is part of Council's plan to enhance the vibrancy of Bondi Junction and its spaces. It involves greening and beautifying the footpaths and public places, making public meeting places more vibrant and appealing, and improving connections for cycling, walking and access to public transport. The Complete Streets Project document states:

- *A city's greatest civic space is its streets. A complete streets approach considers these spaces holistically across all disciplines, to develop an overarching complete streets framework for the City Centre, as well as specific complete streets designs for each street. (paragraph 1, pg 14, Bondi Junction: Complete Streets Project)*
- *[Place Making]; Complete Streets are recognised as more than just transport corridors; they form the main civic space of town centres; they significantly affect the retails, cultural and leisure experience; and they can provide inspiration from spontaneous activity, public art, creative lighting and greenery. They are the backbone of a healthy, ecological and liveable city where a high quality public*

*domain forms the setting for daily life.*

## Public Domain Improvement Plan 2006 - Local Village Centres

Waverley Council's Public Domain Improvement Plan for Local Village Centres states:

### 2.7 Public Art

*Public Art is an important cultural activity. It aids legibility of place, enlivens the public domain and can define and reveal a specific identity for each centre. Public Art ranges from the monumental to the temporal and can include;*

- *Free standing objects*
- *Artist involvement in the design and layout of public parks, squares and forecourts*
- *artist involvement in the design of specific elements of the public domain*
- *Festivals and other cultural events.*

The Local Village Centres are places within a local, rather than a regional, focus. Public Art Projects should reflect this in scale, funding and level of position. Projects should reflect the aims and objectives of the Waverley Public Art Committee.

# 6 IDENTIFYING SITES FOR PUBLIC ART

In 2014, a survey of potential sites for public art was conducted. The sites featuring in this Master Plan have been identified as sites for public art projects based on the social, historical and physical characteristics of each location.



## CURRENT



## PLANNED



## FUTURE



# SITE 1: GOULD AND ROSCOE ST

Objective: Artist to create sense of place

## Existing site qualities

The space has a great centrality, which can draw people and invigorate local businesses by creating an activated focal point. The site has the potential to attract people from Campbell Parade to the commercial district and local businesses of Bondi Beach. At present it is a sunken paved area with seating and a temporary community garden.

## Context of site

Roscoe St Mall is currently the main mall area between Roscoe

Street and Campbell Parade on the Bondi Beach front. It is the home of weekly markets, art on the streets projects, buskers, and cafes and eateries. Either side of the mall along Roscoe Street are high street designer clothing stores. The mall and the length of Roscoe Street is a high visitation area for locals and tourists alike. The intersection of Roscoe Street and Gould Street is a space that has been paved with a sunken square courtyard space. At present the sunken space is empty featuring a few generic seats.

## Site qualities to keep and reinforce

Artists are encouraged to transform the space, and maintain the seating to encourage congregation

## Opportunities for public art

A broad range of proposals that incorporate urban design are encouraged. Artworks should be suitable to the elements and will create a landmark that will transform an underutilised space. Water features will not be considered.





# SITE 2: WAVERLEY MALL

Objective: Artist to respond to existing qualities of place

## Existing site qualities

Waverley Mall is a paved, tree lined, seated mall area. It is a quiet peaceful space that serves as a reprieve from the frenetic pace of Bondi Junction.

## Context of site

An oversized laneway space adjacent to the Oxford Street shopping complex and major entrances to Westfield, Waverley Mall functions as a thoroughfare for local pedestrians and cyclists between the suburbs, Bondi Junction transport terminal, and

Westfield. It is a quiet, leafy, paved thoroughfare housing a number of local businesses and cafes with outdoor seating.

## Site qualities to keep and reinforce

Waverley Mall should be maintained as a green area and a space of reprieve.

## Opportunities for public art

Waverley Mall is suited to sculpture, lighting, digital or water based installations. Proposed

works should give consideration to the activation of the space for both the day and night time, while maintaining sensitivity to the peaceful environment. The site is currently used as an alternative entry to Westfield and as a thoroughfare for cyclists.



# SITE 3: MARKS PARK

## THE BONDI MEMORIAL PROJECT

**Objective:** Artist to respond to specific history of place

### Existing site qualities

As circled on the map featured below, the right side of Marks Park in a section of the park that overlooks the ocean and features a natural small amphitheater. The location is slightly set back from the rest of the park and has a natural framing in the landscape that creates a strong feeling of peace and reflection.

### History of site

The core purpose of this art work is to acknowledge the victims of more than 80 suspected crimes of homophobia along Sydney's coastline in the 1970's and 1980's. Several of these crimes took place in Marks Park on the Bondi coastline and were documented in

Greg Callaghan's 2007 true crime book, *Bondi Badlands* and Duncan McNab's recently released book *Getting Away With Murder*, 2017. Recognition and acknowledgment of these crimes are key in the healing process for the families and friends of victims.

### Site qualities to keep and reinforce

Natural amphitheater of the space should be retained, natural sense of quiet and reflection to be retained, sense of openness to the ocean to be retained.

### Opportunities for public art

Proposals should respond to the history of the site. Sculptural, environmental works with an

integrated presence into the landscape will be highly considered. Art work and site designs that involve an integrated seating element will be viewed preferably. All LEP controls for the site must be adhered to in the design processes, including height and loading. Works requiring DA exemptions will not be considered. The view to the ocean should not be blocked, however, artworks that use the natural site lines to the ocean as part of the artwork are encouraged. The artwork will function as an acknowledgement of these victims whilst also marking the changing attitudes of the community at large towards inclusion, acceptance and celebrating diversity.





# SITE 4: BONDI PAVILION

Objective: Artist to respond to specific Indigenous history of place

## Existing site qualities

Bondi Pavilion is situated right on Sydney's most famous beach. Bondi Pavilion is the cultural hub of Bondi with a theatre, gallery, music studios, art and pottery studios, a screening room and halls for hire for regular classes, workshops, functions, festivals and parties. The Bondi Pavilion is currently undergoing a design and development to upgrade the building ensuring that its purpose of serving as a cultural hub and space for the community to gather is maintained well into the future.

## History of site:

The core purpose of this artwork is to recognise the history, culture and presence of the traditional custodians of Australia. The work should reflect themes specific to the Gadigal and Bidjigal people of the Eora Nation. The artwork is to serve as a recognition of the world's oldest surviving continuous culture. The artwork must consider the presence of Aboriginal history, culture, custom and tradition specific to the area.

## Site qualities to keep and reinforce

The purpose of Bondi Pavilion is to serve as a space for cultural engagement allowing the community to come together in ways that are respectful and appreciative of diversity. The building must maintain a sense of warmth, connection and openness to all.

## Opportunities for public art

The artwork should be incorporated into the building redesign process with consideration to ensure a prominent and self-determined Aboriginal cultural presence within the building.



# SITE 5: BONDI PARK

Objective: Artist to work with prescribed historical context

## History of site

One of Waverley Council's most fondly remembered public art installations was at Ben Buckler in North Bondi. In 1960, a local sculptor installed two mermaids on the rock now fondly known as 'Mermaid Rock' on Ben Buckler in North Bondi. The mermaids were cast in the image of two local women. The mermaids were a local attraction and have become an important part of local history for the community of Bondi. One of the mermaids was removed from the rock and discovered in the Engineering faculty of Sydney University. Her return to the rock was funded by a community call out for funding.

Both mermaids suffered badly from a storm in 1974, with one swept off the rock, and another losing her tail and an arm. The damaged mermaid was eventually removed and her remains are on display in Waverley Library.

## Qualities of site

Bondi Park is subject to high local, national and international tourism. An artwork featured within Bondi Park has the potential to become an internationally renowned icon. The Bondi Park, Beach and Pavilion Plan of Management would help guide potential opportunities for public art.

Please note: the location is subject to extreme and ever changing weather conditions, including rain and storm conditions, and precipitation as well as a high level of public engagement. Proposals must exhibit a clear understanding of the impact of these conditions and outline measure undertaken to ensure artwork can withstand them.

## Opportunities for public art

Sculpture.

## Sources for contribution

Crowd funding, Bondi Park, Beach and Pavilion Plan of Management, capital works program.





# SITE 6: CLEMENSTON PARK

Objective: Artist to respond to existing or historical sense of place

## Existing site qualities

Clemenston Park is the only large green open space in Bondi Junction. It features a popular children's playground and is flanked by early education centres and a community garden. It is a green grassy oasis with a sunny aspect.

## History of site

In the 19th century, 1930s Clemenston Park was known to locals as Foley's Paddock. It was a swampy wet paddock with a stream used by locals to wash their clothes.

In the 1920s–1950s plans were developed to build a school on the site, but they never came to fruition. In 1946 it was renamed Ebley Reserve, and then in 1956 became known as Clemenston, Park after William Alfred Clemenston a former Member for the NSW State Legislative Assembly. The swampland was drained between 1996–1998 and Clemenston Park became the site of a community garden and Waverley childcare facilities. Clemenston Park is heavily visited by the local community as well as the working community of Bondi Junction. Clemenston Park

is one of the few green retreats for apartment dwellers in Bondi Junction.

## Site qualities to keep and reinforce

Tree lining, seating, sense of open parkland space, play, and oasis.

## Opportunities for public art

Proposal should respond to the history of the site or its current usage. Sculptural, environmental and interactive works with an educational focus, sense of history and/or sense of play are encouraged.





# SITE 7: WAVERLEY PARK

## CNR BONDI ROAD AND PARK PARADE

Objective: Artist to respond to existing or historical sense of place

### Existing site qualities

The specific location selected as a site for a public art work is the grassy mound areas either side of the entrance pathway to Waverley Park, located on the corner of Bondi Road and Park Parade. It is a high visibility area. The location features native trees, and shrubs.

### History of site

Waverley Park came under the jurisdiction of Waverley Council in 1880. The parklands were used

for flower shows, cattle grazing, Chinese garden markets as well as serving the community as a sporting ground (primarily for cricket). In 1890, Waverley Park was approved to be a dedicated cricket oval. During WW2 Waverley Park Pavilion was used to conduct medical exams on men called for duty. After WW2 part of the Pavilion served as an ex-servicemen's club. A sculpture of a cannon was once featured on the exact spot on the corner of Bondi Road and Park Parade. As a

memorial to ex-servicemen

### Site qualities to keep and reinforce

Native trees and garden area are to remain and the footpath is not to be obstructed.

### Opportunities for public art

Environmental, sculpture, installation, digital, kinetic, and urban design proposals reflecting the social or cultural history of Waverley Park are welcomed.



# SITE 8: DICKSON PARK

Objective: Artist to create sense of place

## Existing site qualities

The site is a gathering place for the local community with a multitude of activities and functions including ball games, dog walking and children's play. The area is notably grassy and moist with vegetation. It has a sense of abandonment and is often a site for graffiti.

## Context of the site

Dickson Park was dedicated as a public recreation space in 1887. Park improvements were carried out in 1923 to make it a suitable area for children. The park is

divided in two spaces, Upper Dickson Park and Lower Dickson Park. Upper Dickson Park is a dedicated 'off leash' area for dogs and dog walkers. Lower Dickson Park is a playground and picnic area. Dickson Park is a short walk from Wellington Street Primary school and on the 'green trail' in the Bondi bike and walking paths.

## Site qualities to keep and reinforce

Usability as a multi-functioning open space. Reinforce the two level landscape.

## Opportunities for public art

This is an opportunity for proposals that invigorate the site in exciting and unexpected ways. Sculptural, environmental, kinetic, mural based, digital works, urban design and community engagement based works are all encouraged.





# SITE 9: NORMAN LEE PLACE

## ADJOINING THE BOOT FACTORY

Objective: Artist to respond to existing or historical sense of place

### Existing site qualities

The site currently features a heritage building on a cloistered courtyard flanked by trees. It is a quiet open space set back from the street with seating. The site can be viewed from many vantage points including Council office spaces, local businesses, residential apartments, and community centre spaces. The area is gated by a heritage fence along Spring Street.

### History of site

Norman Lee Place, or the Boot Factory site, sits in the area attributed to the place of the last

windmill in Sydney. It is part of the extended area of Bondi Junction known as 'The Mill Hill'. The last windmill was demolished in 1881. Detailed information on windmills in the area is available in the local histories section of Waverley Library.

The Boot Factory was built on the site in 1892. It served as an industrial factory in Waverley. After World War II the Boot Factory primarily produced fashion shoes for women, including the well known 'Sally Smart' shoe that was sold through David Jones.

The site is an important civic site

for Waverley, with the Mill Hill Community and Seniors Centre located there.

### Site qualities to keep and reinforce and opportunities for public art

The site is a contemplative quiet environment with a rich history of trade, industrialisation, congregation and early agriculture in Australian. Proposals reflecting the rich history of the location will be welcomed. Open to all media.



# SITE 10: COX & HALL STREET

Objective: Artist to create sense of place

## Existing site qualities and context of site

The intersection of Cox and Hall Street is at the top of Hall Street shopping strip back set from Bondi Beach. It is a dead end intersection with a grassy area, generic seating, and a signage cube with directions and information for events at Bondi Beach. Due to the location the spot is heavily used as an area of shade and a reprieve from the business of Hall Street. The site

is a thoroughfare making Hall Street accessible through Cox Street. It is split by a driveway and entranceway for the adjacent apartment building.

## Site qualities to keep and reinforce

Driveway must remain clear, access to the apartment building must not be restricted or inhibited. Grass and tree must be stay at site.

## Opportunities for public art

This is an opportunity for proposals that invigorate the site in exciting and unexpected ways. Sculptural, environmental, kinetic, digital, urban design and community engagement based works are all encouraged.





# SITE 11: SEVEN WAYS, NORTH BONDI

Objective: Artist to respond to existing qualities of place

## Existing site qualities and context of the site

Seven Ways is located in North Bondi. It is an intersection located two blocks back from Bondi Beach next to a strip of shops with cafes and organic food. It is a grassy tree lined thoroughfare with a relaxed atmosphere and heavy passing foot and car traffic.

## Site qualities to keep and reinforce

The area features planted shrubbery and trees that give it a shady natural feeling. The site has an open feel which makes the whole intersection visible to cars. The cafe culture is a strong draw card for visitors.

## Opportunities for public art

An environmentally themed work, installation, water based sculpture or kinetic work would suit the site.





# SITE 12: HUNTER PARK

Objective: Artist to work with existing sense of place

## Existing site qualities and history of site

Hunter Park is named after Cr. David Hunter, former Mayor of Waverley. In 1998 it was born as Waverley's Sculpture Park when the Council was gifted a sculptural work called 'Stickman' by the family of local artist Paul Milman. Hunter Park currently features four sculptural works including Sasha Reid's 'Life of the beach' acknowledging a centenary of the Surf Lifesaving Association.

## Site qualities to keep and reinforce

Hunter Park is to be grown as a sculptural park for the local community and visitors alike. It is a landmark in Waverley Council's commitment to cultural activation in Waverley.

## Opportunities for public art

Sculpture, installation, interactive, environmental, or auditory works will be considered.

## Sources for contribution

Waverley Council is open to proposals for cultural gifting of suitable artworks to Hunter Sculpture Park. Please note: gifting of works must be made in consideration to Waverley Council's accessioning policy (currently under development). Hunter Park is managed under a long term plan developed by Waverley Council.



## 7

IDENTIFYING SITES  
FOR PUBLIC ART

As of December 2014, the forward capital works program for Waverley Council includes \$100,000 every second year for the commissioning of public art. For the next five years it is proposed that commissions take place as follows.

- 2014–15: Waverley Mall
- 2016–17: Gould and Roscoe Street
- 2018–19: Oxford Street Mall

Commissioning processes would be in line with this master plan and with the Public Art Policy.

### Funding Sources and Cost Allocation

Waverley Council encourages artists to pitch works with a design and implementation budget of \$80,000 with the remaining \$20,000 to be contractor/consultancy fees.

### The Role of Waverley Public Art Committee and Waverley Council

An official Expressions of Interest process will be called for the site listed in the relevant budget year.

Waverley Public Art Committee will review all applications and make recommendations for the finalists based on the objectives for Public Art in Waverley. Significant community consultation will take place on the selected finalists, the results of which will inform the final selection.

Waverley Council will make the final decision on all permanent public art works commissioned in the Waverley LGA.

