



PUBLIC ART IN THE PRIVATE DOMAIN

Guidelines 2015

1. INTRODUCTION

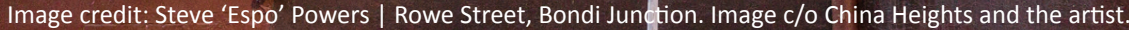
In 2014 Waverley Council adopted a new Public Art Policy. The vision of this policy states; 'The Waverley local government area will have an engaging public art program that responds to place, aspires to international excellence, and is a source of pride for the local community'.

In keeping with Waverley Council's strategic plan 'Waverley Community Strategic Plan 2018-2029' these guidelines aim to meet strategies in place until 2029 including;

- 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
- 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



Image credit: Artist Edward Woodley, image care of the artist | Bondi Boheme Development 2013



The objectives of the Public Art in the Private Domain guidelines are to:

- architects and landscape architects in the development and implementation of cutting-edge public and private spaces within the fabric of the site
- create professional opportunities for artists and designers
 - ensure consistency of the overall quality in public artworks in the Waverley LGA

- Public Art in the Private Domain Guidelines 2015

3. PRINCIPLE ASSESSMENT CRITERIA

The Principle assessment criteria for reviewing public art in the private domain art plans as part of a DA will be the key objectives outlined in Waverley Council's Public Art Policy:

- 1. Place making**
(Making Spaces into Place)
- 2. Artistic Excellence**
- 3. Sustainability**
- 4. Local Culture and Heritage**

Developers must submit an 'Art Plan' to Waverley Council at the time of DA application outlining the proposed Public Art work in regards to the assessment criteria above. All Art Plans will be assessed by Waverley's Public Art Committee before a recommendation for approval is made to the DA Assessment team. Art works must be original and not either one-off or signed limited editions or commercially produced reproductions. Artworks(s) must be bought or acquired on the primary market only that is directed through artist(s), or artist(s) dealer(s) or commissioned. It is preferable that art work(s) are commissioned specifically to site and thus are entirely original in content.

Image credit: Bondi Boheme Development 2013 | Artist Dion Horstmans, Volatge | photography by Jay Harrison



4. PLANNING CONSIDERATIONS AND COMPLIANCE

The delivery of the guidelines must comply with the planning provisions within the current Waverley Development Control Plan.



Image credit: Graham Chalcraft, Park Life 2011 | Margaret Whitlam Recreation Centre, Waverley Park

5. ROLES AND RESPONSIBILITIES

5.1 THE DEVELOPER/ APPLICANT

The developer/applicant must provide a comprehensive draft 'Art Plan' with all information requested at the time of the DA application. The developer may be requested to present the draft 'Art Plan' to the Waverley Public Art Committee meeting. The developer should liaise with the Visual Arts team once the draft 'Art Plan' has been submitted to Council for relevant dates for assessment of the draft 'Art Plan'.

5.2 WAVERLEY PUBLIC ART COMMITTEE

DA's that have a public art component are referred to the Waverley Public Art Committee in accordance with Waverley Council's standard referral system. The Public Art Committee will provide feedback and expert advice to the application.

5.3 VISUAL ARTS TEAM

The Visual Arts team provides a formal line of communication between the DA applicant, the

Public Art Committee and the DA Assessment Team. The Visual Arts team attends meetings with Waverley's Public Art Committee to discuss the draft 'Art Plan/s' and provide advice and information to development applicants in response to submitted Art Plans.

5.4 DA/ASSESSMENT TEAM

The DA Assessment team will refer the draft 'Art Plan' to the Visual Arts Team. The DA assessment team will grant approvals for the 'draft Art Plan' and issue relevant construction certificates under the direction of the Visual Arts team.

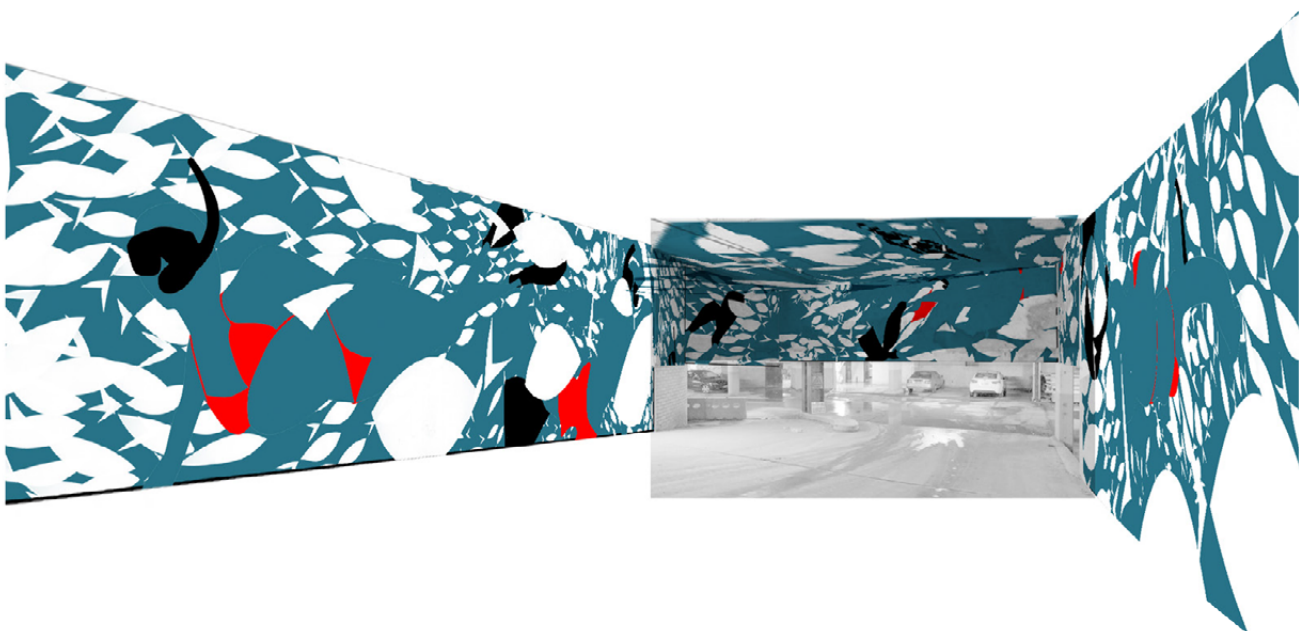


Image credit: Clements Habitch, 2015 | Pacific Development, Bondi Beach

6. PROCESS

6.1 SUBMISSION REQUIREMENTS

Council requires development applicants to complete and submit a draft 'Art Plan' at the time the DA is lodged. Scoping for public art must be incorporated in the initial site analysis for the development. This can be in the form of either citing locations for public art works, or opportunities for integration of art work in to the overall design of the site. The draft 'Art Plan' will be reviewed by Waverley's Public Art Committee as part of the assessment of the overall DA assessment process.

6.2 ART PLAN

This section outlines the information required in the preparation and submission of a draft Art Plan. Council's Art Plan template, in addition to information about designing and commissioning public artwork as part of a private development can be found as an attachment to this guideline.

The draft Art Plan must include the following information

- a) Background information:
 - i. Details on the commissioner and the reason for the inclusion of the artwork, including how it is intended for the public to view and/or experience the artwork

- ii. A response to the key objectives for Public Art in Waverley as outlined in the Public Art Policy
- iii. An image mock up and description of the work – a written description accompanied by a visual mock-up of the artwork in-situ including; scale, location, materials, description of concept for the art work (250 words) and finishes of proposed architecture.
- iv. Site features – description of the distinct features of the proposed development or the precinct such as heritage status, cultural/social history significance, physical and climatic aspects, regional significance and public profile
- v. Scope – intended conceptual and physical features of the artwork; and photographs and description of the previous
 - b) Budget and cost summary with an itemised artist fee distinct from materials and installation costs
 - c) Indicative schedule for fabrication and installation of artwork
 - d) A biography and 1 Page CV for the artist
 - e) A plan for ongoing maintenance and management of the art work.



DRAFT ART PLAN TEMPLATE

EVALUATION ASSESSMENT CONDUCTED BY WAVERLEY PUBLIC ART COMMITTEE

1. BACKGROUND INFORMATION

(No more than 3 pages outlining the following information in this order)

Details on the commissioner and the reason for the inclusion of the artwork, including how it is intended for the public to view and/or experience the artwork (250 words max)

A response to the key objectives for Public Art in Waverley as outlined in the Public Art Policy (250 words max)

- Placemaking
- Artistic Excellence
- Sustainability
- Local history and Culture

An image mock up and description of the work – a written description accompanied by a visual mock-up (provided in Jpeg or PDF attachment) of the artwork in-situ including; scale, location, materials, description of concept for the art work (250 words max) and finishes of proposed architecture.

Site features – description of the distinct features of the proposed development or the precinct such as heritage status, cultural/social history significance, physical and climatic aspects, regional significance and public profile (250 words max)

Scope – intended conceptual and physical features of the artwork; and photographs and description of the previous, (in jpeg or PDF attachments) (200 words max)

Please provide an overall Budget and cost summary with an itemised artist fee distinct from materials and installation costs

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Please provide an indicative schedule for fabrication and installation of artwork

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Please provide a biography and 1 Page CV for the artist

Please outline the ongoing management and maintenance plan for the art work.



Image credit: Steve 'Espo' Powers | Rowe Street, Bondi Junction. Image c/o China Heights and the artist.