



Burwood

Inc.1874

REVISED – PUBLIC ART POLICY

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1. Introduction

Burwood Council recognises that public art can enhance, beautify and activate public spaces, contribute to the local area economy and create a stronger sense of cultural identity, connectedness and liveability throughout the Burwood LGA. This enables the community to celebrate Burwood's cultural diversity, including opportunities to recognise the Traditional Custodians of the land, the Wangal People.

Through Council's strategic planning and community engagement processes, the Burwood community has expressed a desire for public spaces that are attractive and create a sense of local identity. In response to this need, the Community Strategic Plan - *Burwood2030*, includes a goal to promote opportunities for public art and culture. The Public Art Policy (the Policy) supports the delivery of this goal.

2. Purpose

The Policy provides a framework for the planning, delivery and management of public art in the Burwood LGA. It also supports the increased provision of public art for the benefit of the community and encourages awareness and recognition of Burwood's local creative and cultural identities.

The Policy outlines the rationale for public art, the types of public art to be installed and provides criteria to be utilised in the planning and implementation of public artworks, including community consultation requirements. The Policy also prescribes overarching curatorial themes to guide public art projects in the Burwood LGA as well as public art requirements for private developments and Council's own Capital Works Program.

3. Scope

The Policy will be implemented in relation to all public art projects within the Burwood LGA and will be monitored by Council's Community Development Team in collaboration with other Council departments.

4. Definitions

Public Art

A creative work which is visible in the public domain, either temporary or long term. Examples of public art include murals, sculptures, sound scapes, installations, lighting, multimedia works and performances. Public art can exist on public or private property.

Placemaking

An active approach to designing public and private spaces through art, landscaping and infrastructure that seeks to transform, capitalise on and improve existing natural and urban environments. This creates a space that facilitates interaction within the community and helps people to establish a connection to their surroundings through a sense of ownership, community connection, comfort, security and enjoyment.

Public Art Consultation Group (PACG)

An external panel of arts and cultural industry experts who can provide feedback to Council, when required, in relation to public art design and artist selection.

Public Art Reference Group (PARG)

An internal working group of Burwood Council staff appointed from relevant departments who are able to provide expert advice in relation to logistical and technical aspects of public art projects.

Permanent Artwork

Artwork intended to last for five years or longer from the date of installation.

Temporary Artwork

Artwork intended to last up to five years from the date of installation.

Ephemera

Temporary artworks that can include installations, exhibitions or performance art.

5. Policy Statement

Burwood Council supports the provision of public art across the Burwood Local Government Area (LGA). Council recognises that public art can increase the liveability of a space through aesthetic improvement, increased community connection and improved community safety, which in turn can activate local economies and revitalise areas. Public art projects within the Burwood LGA aim to 'placemake' locations and spaces to connect people to places and foster a sense of cultural identity within the community.

6. Assessment Criteria

Prior to the commencement of a public art opportunity or project, Council Officers will assess and document proposed projects against the following assessment criteria:

- The aims and desired outcome of the proposed public art project
- Suitability of the preferred location for public art
- Present value and potential value appreciation over time
- Identification of a funding source (either through Council or external funding or both)
- The nature of stakeholder and community consultation to be undertaken
- The outcome of community consultation
- Consideration of any relevant plans in place for the earmarked location
- Links to the Burwood LGA curatorial themes (see Section 7).

The information generated from the above assessment will form a project recommendation to the General Manager for approval.

Once a project is approved and an artist selected, all artworks must meet the following criteria prior to installation:

- Be created by a professional and reputable artist
- Demonstrably meet the project aims and outcomes
- Demonstrate a clear connection to one or more of the Burwood LGA curatorial themes and project place or location
- Be of the highest quality and demonstrate a best practice approach to the planning, implementation and delivery of public art
- Be of safe and sound design
- Demonstrate innovation through design
- Be an original design which does not infringe on the copyright of any third party
- Have clear and demonstrable provenance
- Be made of materials which will ensure it lasts for the full duration specified by Council
- Able to be fabricated and installed within the allocated budget.

7. Burwood LGA Curatorial Themes

Three curatorial themes have been established to guide public art projects in the Burwood LGA and bring a sense of unity to Council's overall Public Art Program. They include:

Past

- Exploration of the history and ongoing culture of the Traditional Custodians of the Land, the Wangal People of the Eora Nation
- Exploration of the history and changing demographics of communities in the Burwood LGA
- Exploration of the history of traditional businesses and uses of areas
- Exploration of the history of significant landmarks, developments or stories in Burwood's past.

Present

- Bringing to the forefront the recognition of the living culture and stories of the Wangal People of the Eora Nation
- Reflecting the diverse demographics of the Burwood LGA
- Reflecting current economies, trade and businesses
- Reflecting the landscape, current uses of the location and communities that engage with the selected public art site.

Future

- Acknowledging the ongoing presence and importance of Aboriginal culture
- Supporting a vision for a diverse, creative and cohesive community through projects that are inclusive of the Burwood community
- Creating a unified view of the future in relation to community harmony, growing economies, changing landscapes and evolving urban environments.

8. Funding

Public art projects will generally be funded through one or more of the following means:

- Burwood Council operational and capital works budgets
- External grant funding
- Donations
- Sponsorship
- Partnerships with business or local property owners.

9. Community Consultation Criteria and Procedures

The nature of community consultation required is dependent on the level of impact of the public art project on the community.

A project will be considered of lower level impact if it meets the following criteria:

- Situated in a location where a strategic plan has already been adopted
- Will be a temporary artwork
- Will be a small to medium size installation
- Includes a relatively small number of stakeholders
- Has a total project value of less than \$25,000.

For projects of lower impact, community consultation will be considered on a case by case basis.

A project will be considered of higher level impact if it meets the following criteria:

- Situated in a highly prominent location with multiple key stakeholders
- Intended to be a permanent artwork
- Will be a large size installation
- Has a total project value of more than \$25,000.

For projects of higher impact, community consultation will be undertaken via multiple community engagement methods, including but not limited to:

- Information uploaded to the Burwood Council Website
- Direct contact/meetings with key stakeholders
- Open community information sessions or consultation stalls
- Community surveys
- Workshops or other co-design methods.

Consultation will occur during the design phase and prior to the installation of public art projects.

10. Use of the Public Art Reference Group (PARG)

The PARG will be led by Community Life and convened as required to provide logistical and technical support and advice for projects prior to and during installation to ensure a fully informed and collaborative cross-Council approach.

11. Use of the Public Art Consultation Group (PACG)

The PACG will be led by Community Life and established on a needs basis to provide advice regarding project type, artist selection and concept design, particularly for higher impact public art projects. Any PACG recommendations will be submitted to the General Manager for consideration.

12. Public Art in Private Developments

Any development located within the Burwood Town Centre, the local centres of Croydon, Croydon Park, Enfield or Strathfield or along the Parramatta Road Corridor having a Capital Investment Value of \$10 million or more is required to provide public art within its publicly-accessible spaces or spaces visible from the public domain (e.g. building facades, forecourts, common areas in the front setback and integrated art upon walls). Any development outside these areas with a Capital Investment Value of \$20 million or more is required to include public art within its publicly-accessible spaces or spaces visible from the public domain.

The above such developments must implement public art, with a minimum of 1% of the total value of the development to be designated to the public art budget.

Council requires developments that fall into these categories to submit a Public Art Plan (PAP) for approval. The plan must confirm the following as a minimum:

- Information about the artist and the proposed artwork/s, such as the form, dimensions and materials
- Public art concept/s and a statement explaining the rationale behind the artwork and how it will relate to the proposed development
- Value of the artworks to be installed
- Placement of the artworks within the site
- Timing for installation
- Ongoing management requirements

- A commitment to the ongoing maintenance of the works in the public sphere.

PAPs will be assessed by Council officers and approved in writing.

Council acknowledges that commissioning public artworks may not be suitable in every development and in these situations private developers are encouraged to discuss their proposal at an early stage, prior to lodging a Development Application. Where the integration of public art in new developments can be clearly demonstrated as unviable, alternative mechanisms may be explored in limited instances for the delivery of public art projects, such as via Voluntary Planning Agreement (VPA) processes.

13. Public Art in Council's Capital Works Program

When developing its Capital Works Program, Council will seek to integrate public art elements, where feasible, into the scope of works and budget for open space, building and civil works projects. For Capital Works Projects over \$1 million, a minimum of 1% of the total cost of the project should be allocated for public art where feasible.

14. Review

This policy will be reviewed at least every four years.

15. Contact

Group Manager Community, Library & Aquatic Services on 9911 9911.