

# Burwood Public Art Guidelines for Developers

CLARENDON PL

SOPHI  
ODLING

*The Last Lion, Christina Hugn and  
Sophi Odling, Clarendon Place, Burwood*



Floor artwork, Nico Nicolson and Kim Siew, Emerald Square, Burwood Council

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# Introduction

Public art when integrated into development can enhance a sense of place and activate public spaces. The provision of well-considered and designed public art in new developments is an opportunity to celebrate the cultural identity and diversity of Burwood, as well as recognise and promote the First Nations identity of the place.

For developers, public art provides a valuable point of difference for the development and importantly it can provide engagement and a sense of pride with the people who live, work or use the development.

Public art is required to be provided for major developments in the following locations, where the proposed development has a Capital Investment Value (CIV) of \$10,000,000 or more:

- Burwood Town Centre (as identified by Burwood LEP 2012)
- Development fronting Parramatta Road
- Strathfield Town Centre (zoned B4)
- Enfield Centre (zoned B2)
- Croydon Centre (zoned B2)
- Croydon Park Centre (zoned B1)

For other areas across the LGA, public art is required to be provided for major developments where the proposed development has a Capital Improvement Value (CIV) of \$20,000,000 or more.

The planning controls requiring public art in developments are set out in Section 5.11 of the Burwood Development Control Plan.

The ***Burwood Public Art Guidelines for Developers*** (the Guidelines) supports the Burwood DCP controls and must be read in conjunction with the DCP. These Guidelines outline the expectations and steps to assist developers, art consultants, artists, architects, and landscape architects in the provision of public art in major developments.





*Big Nest, Tadashi Kawamata, Central Park, Sydney*

## Objectives of the Guidelines

1. To support the provisions for public art in the Burwood DCP.
2. To facilitate creative collaborations between artists, designers, architects and landscape architects in large-scale developments.
3. To enhance the amenity and experience of the development for the occupants and visitors, as well as the public.
4. To enhance the way the development contributes to the sense of place.

## What is public art?

Public art refers to creative and original artworks created for, located in, or part of a public space or facility such as parks, squares, spaces within public buildings or any space accessible to the general community including private sites which impact on the public domain.

Public art can be integrated into the building design or landscaping of a development, and as such enhance the experience of the occupants and contribute to a sense a place. Such public art should be part of a coherent expression of the built form. It may be a sculpture in the foyer, a design treatment on the building exterior, or lighting treatment, but whatever form the art takes, it should be visible from the public domain and led by a professional working artist.



*City Lights, Brendan van Hek, Little Hay Street, Sydney*

# Mechanisms for the delivery of public art in private developments

The Burwood Local Strategic Planning Statement (2020) identifies actions to improve Burwood's night-time economy to attract a diversity of visitors as well as other strategies such as the introduction of live music and public art to diversify the night-time economy.

The private sector is required to provide public art in major developments, and the mechanisms by which public art is delivered include:

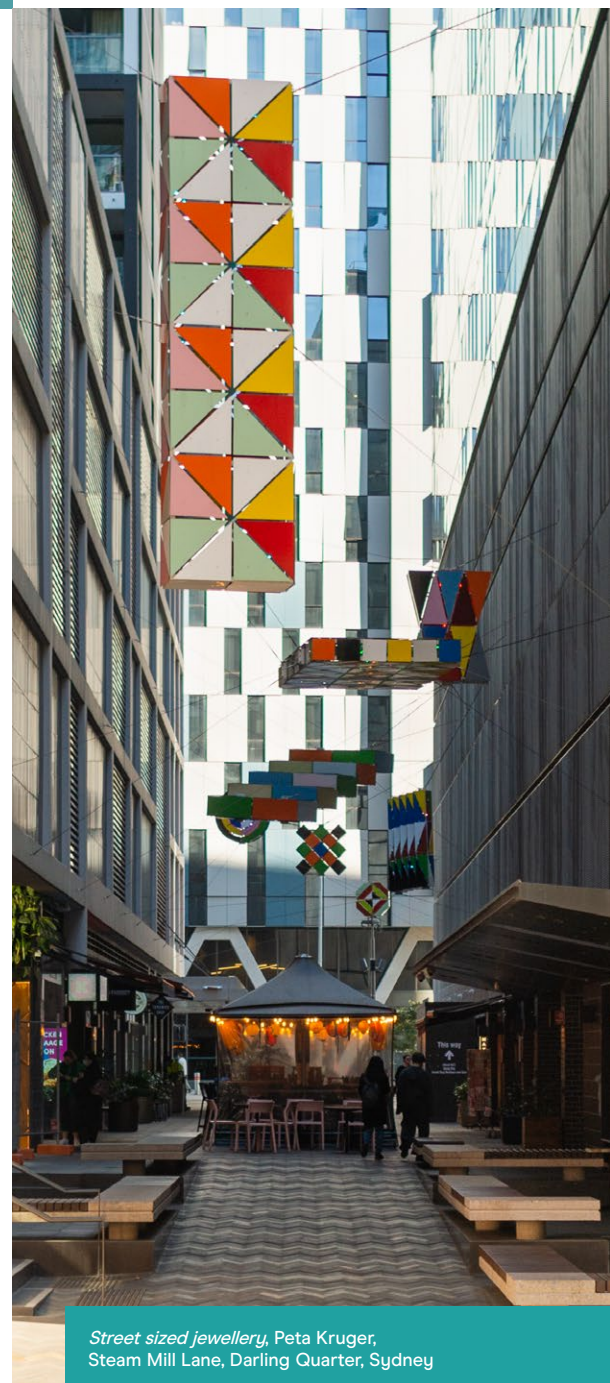
## Public art as a part of Development Application

Under provisions in the Development Control Plan; all new developments meeting the threshold development cost/value must develop and implement a Public Art Plan. A minimum of 1% of the total cost of the development is to be allocated to the public art budget.

## Public art negotiated via voluntary planning agreement with the Developer

A Voluntary Planning Agreement (VPA) is the planning tool that allows Council and Developers to work together to deliver innovative infrastructure outcomes alongside development proposals. Under the determined agreement a Developer provides or funds public art according to the Burwood Council Public Art Policy. Contributions can be made through:

- monetary contributions towards public art
- development of a Public Art Plan and construction of public art.



*Street sized jewellery, Peta Kruger, Steam Mill Lane, Darling Quarter, Sydney*



*Bengadee, Wiradjuri-Kamilaroi*  
artist Jonathan Jones,  
Loftus Lane, Sydney

## What will the Public Art cost and how will it be calculated?



Public Art on Facade - New Acton  
South building, Canberra

The precise expenditure for public art should be considered in the context of the total construction cost listed on the development application. To successfully meet the assessment criteria, as a guide Burwood Council recommends approximately 1% of the total construction costs towards the procurement of public art.

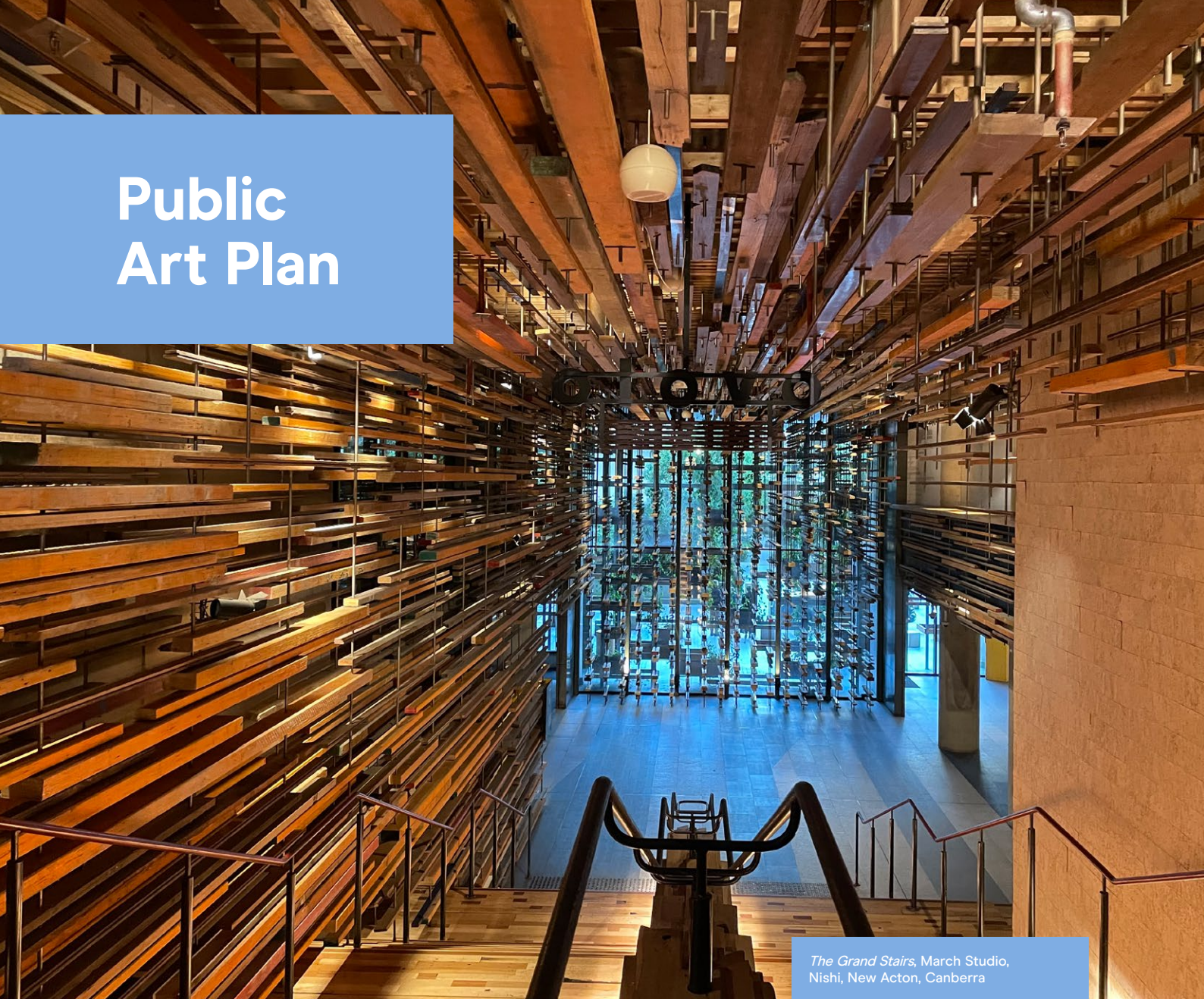
The public art budget may include expenditure on:

- artist fees (including project management, design fees)<sup>1</sup>
- specialist advice i.e. engineering costs, exhibition and presentation costs
- materials, fabrication and installation (including site preparation, services to site landscaping for the public art)
- documentation and photography costs
- Contingency.

The Public Art Plan is a well-presented scoping document The

<sup>1</sup> Industry standards established by the National Association for Visual Arts (NAVA) indicates that artist fees make up 30% of the public art project budget.

# Public Art Plan



Public Art Plan is a well-presented scoping document that is the essential starting point for a public art project and is used to brief the artist/s or public art consultants. It is the responsibility of the Developer to produce and submit a Public Art Plan with the lodgement of the Development Application. The Public Art Plan is subject to the development approval process and will be assessed according to criteria as set out under the section titled Assessment Criteria.

The Public Art Plan provides evidence of the planning process that helps inform/describe the character, location and scope of the development, and determines the intent of public art project/s within. It details the role the artwork/s will play in the new environment, its potential audience, and its capacity to address specific site or place themes.

# Public Art Plan

The key is to start working on a public art project as early as possible. Council strongly recommends that the Public Art Plan process is discussed at the pre-lodgement stage to ensure that the process is clear and advice is sought from the relevant Council staff.

Where required by Burwood DCP, the applicant is to submit a Public Art Plan with their Development Application.

The Public Art Plan must include, at a minimum, the following:

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## Background information

The background information should include a site analysis of the proposed development including location, use, scale and indication of architectural finish.

The site analysis should also include information identifying the history and development of the site over time, including any significant historical, cultural and environmental aspects.

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## Themes/narratives

Discover and explore themes/narratives from the site analysis and offer information on culture, historical or contemporary reference points and directions for inclusion into artist/s brief.

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## Artwork proposal

The Plan should explain and describe the artwork proposal for the site, clearly outlining the proposed typology, preferred location of the artwork in the development and how the work will be viewed by occupants and the public. The Plan also should include a written concept statement<sup>2</sup> explaining the public art vision for the site

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## Selection and commissioning of artists

The Plan should include a clear outline of the process for selecting and commissioning of artist for the proposed public artwork. If an artist is already selected, an artist biography and CV together with examples of previous works needs to be submitted.

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## Draft budget breakdown

The Plan is to supply an estimate budget summary for the artwork, with the artist fee clearly itemised from material and installation costs.

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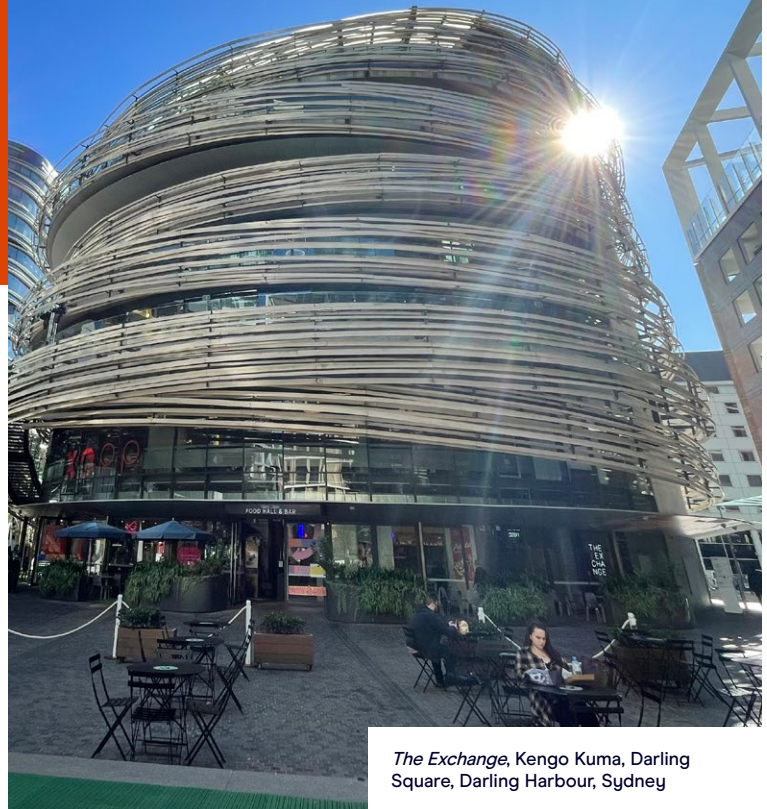
<sup>2</sup> Applicants should particularly take note of the assessment criteria outlined in section 6 of these guidelines and make reference to them in the concept statement.



# Assessment criteria

Once the Development Application has been lodged the Public Art Plan will be referred to the Director Community Life or delegate for the Director Community Life who will undertake an assessment of the Public Art Plan.

The Public Art Plan will be assessed having regard to the following criteria:



*The Exchange, Kengo Kuma, Darling Square, Darling Harbour, Sydney*

## Principle

## Assessment criteria

### Connection to site

The PAP must demonstrate site specificity and its relationship to either the cultural, historical, environmental or built landscapes of the surrounding area. One of the key objectives of a PAP is to ‘place-make’ the space and development. This can be achieved by connecting to one or more of these landscapes.

A successful PAP will also integrate public art into the plans across the entire site and architecture, and therefore public art should be considered from the earliest planning stage.

### Artistic excellence in concept and design

The PAP must demonstrate how the artworks are of the highest quality and are site appropriate. This relates to the type of proposed artwork, the scale of pieces, the artist being considered for commissioning and placement of works throughout the site. Council strongly encourages applicants to consider new and innovate ways to incorporate public art into their development plans and designs.

### Public accessibility

The PAP must provide an outline of how the placement and type of proposed artworks are visually accessible to the public domain e.g. building façades, forecourts, common areas in the front setback and integrated art upon walls.

### Value of public art

The value of the proposed artwork is at least 1% of the capital improvement value (CIV) of the development. This value includes the cost of the artwork, installation of the art, and artist fees.

Following the initial assessment undertaken by the Director Community Life either feedback or approval will be issued to the applicant in writing.

# Construction phase & submission of final Public Art Report

The installation of artwork/s on site will require considerable planning and will need to be incorporated into the construction schedules where appropriate.

A well-considered Public Art Plan will ensure that the construction stage runs smoothly. The integrated artwork should be installed as part of the construction stage. It is crucial that the arts professionals are involved in the construction stage as is the case with other members of the design team.

**Where the artwork is a condition of approval, Council requires that the artwork be completed and installed prior to the site being used or occupied. Council will also require the submission of a Final Public Art Report.**

The Final Public Art Report is to satisfy Council that the public art has been delivered and the public art commitments have been fulfilled. This will enable the Occupation Certificate to be released.

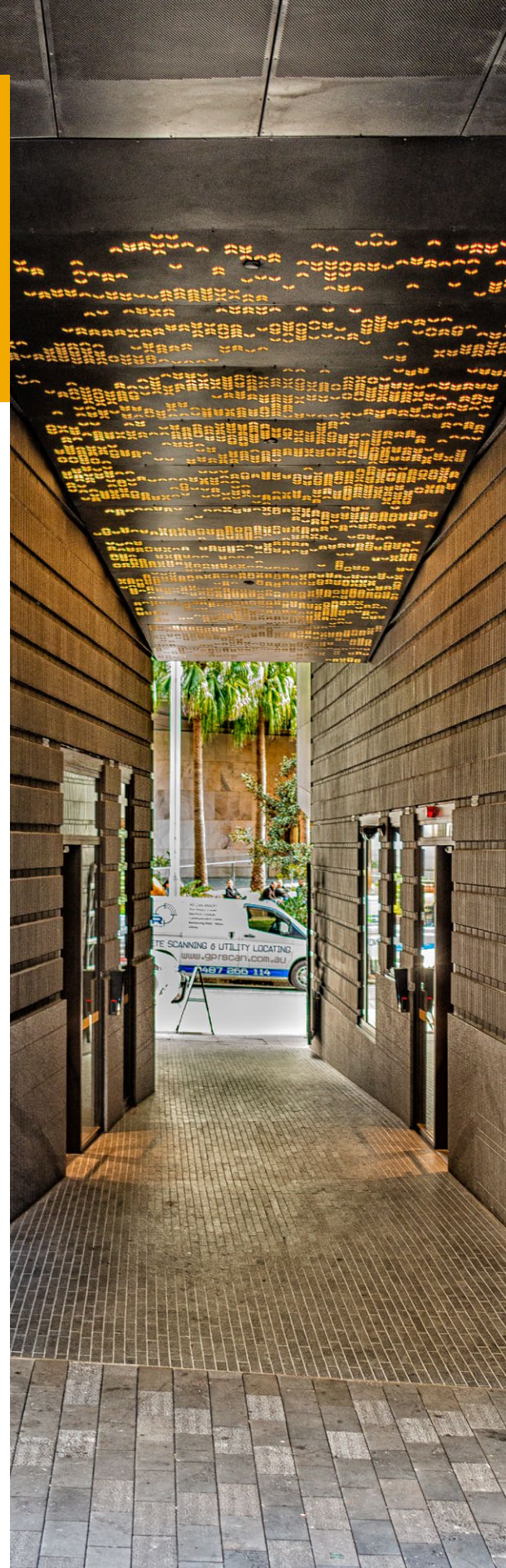
The Final Public Art Report should provide information about the artworks and artist, the fabrication and installation of the work, the documentation and engineers' drawings, the maintenance requirements, any additional relevant information regarding ownership, final budget and copyright of the work.

The Final Public Art Report will be a condition of the Occupation Certificate.

## Requirements for Public Art on Hoardings

Council seeks to increase public art and provide opportunities for artists and designers to create works for display in the public domain by also requiring, in certain circumstances, artwork on construction site hoardings.

The requirements for public art on hoardings can be found in Council's Hoarding Policy.



*Weerong* an integrated sound and light artwork, Wiradjuri-Kamilaroi artist Jonathan Jones, Loftus Lane, Sydney