



Public Art Guidelines

GUIDELINES STATEMENT

The Coorong District Council is committed to delivering a high level of public art through its commitment to develop and expose its community to culture, diversity and skill. Coorong District Council supports the positive opportunities that are stimulated by Public Art and its impact on stimulating tourism, business and trade. The public works are encouraged to reference its historical richness, environmental resources and significant Ngarrindjeri history.

OBJECTIVES

The purpose of these guidelines is to:

- Ensure a strategic approach is undertaken to the commissioning and acquisition of quality permanent and ephemeral public works that will enhance the cultural life of the Coorong District Council. Its overarching philosophy is to bring diversity and vibrancy to the public environment.
- 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 Coorong District Council Region; and
- Integrate quality public art into the city's natural and built environment by embedding provision.

SCOPE

- These guidelines apply to all existing public artworks under the care and control of the Coorong District Council and to all future public art procurements including memorials, community public art projects and public art donations located within the Council's public environment.
- Cooperating with any safety policies, procedures and information provided by the Council.
- Identifying hazards associated with the work being undertaken and ensuring all identified hazards are managed in accordance with WHS legislation.

PRINCIPLES

The Coorong District 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.

- Encourage contributions from private developers of commercial and mixed use developments for public art.
- 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. Please see:

https://www.lga.sa.gov.au/webdata/resources/files/PublicArt_MakingItHappen.pdf

- Add all public artworks approved by the Council to its Assets Register with regular maintenance of the asset scheduled accordingly.

The Council's approach to individual pieces of art will be informed by professional advice from officers and the Coorong District Council Arts Advisory Committee. The final decision will remain with Council.

ACQUIRING PUBLIC ART

The 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 the artist or a commissioning body other than Council.(see Coorong District Council Collections Guidelines)

The uses of public artworks include:

- Iconic: A stand alone or significant work
- Functional: the work has a utilitarian purpose but has a strong element of design;
- Decorative: the primary purpose is to aesthetically enhance an environment or structure such as murals on public buildings;
- Integrated: Works that are fully incorporated into the design of the built or natural environment, including paving design, lighting, etc.;
- Site specific: Using concept, scale, material and other design elements to respond and link the artwork to a specific site;
- Interpretive: where the primary purpose is to provide information about a place, issues or events;
- Commemorative: where the primary purpose is to acknowledge or recall an event, activity or person;
- Temporary: where the work is not intended to be permanent; and
- Community: where the process and outcome are driven by Community and Cultural Development (CACD) principles. The involvement of a professional artist is strongly recommended for community public art, particularly if work is intended to be permanent.

PUBLIC ART GUIDELINES

LIFE EXPECTANCY OF PUBLIC ART

A temporary, ephemeral public artwork may remain in public view for a few hours or up to two years. Planning contingencies for the de-installation of a temporary artwork must be included in the initial submission.

As a minimum, the life expectancy of a permanent public art work should be five years. However, many public artworks may exceed this.

ROLE OF THE COORONG DISTRICT COUNCIL ARTS ADVISORY COMMITTEE

The CDCAAC will evaluate and assess all public art proposals, including commissions, submissions and donations, against the prescribed criteria of the Public Art Policy.

The CDCAAC consists of:

- Two Elected Members from the Coorong District Council;
- Director, Community and Corporate
- Council's Arts and Cultural Development staff

The Committee will meet as necessary, but at least four times per annum and will operate as an advisory group to Council.

The Final Assessment Panel (FAP) is an extension of the CAC and will include specialist appointees on a project by project basis as needed. In addition to the CAC, representation on the FAP may include:

- 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 community of interest (e.g. historical group, neighbourhood, etc.); and
- Other relevant stakeholders.

FINAL APPROVAL FOR PUBLIC ART PROJECTS

Recommendations and endorsements for the implementation of major public art projects (over \$50000) will be submitted to Council by the CDCAAC. Final approval of any public art projects will be made by Council. For the avoidance of doubt, the process will be:

Final Assessment Panel (if convened)-CDCAAC -Council

CRITERIA FOR PUBLIC ART PROJECTS

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.

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 CBD's in townships, the towns' gateways, waterways frontage (and its banks and public recreation areas);
- 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.

A Development Application may need be lodged to Coorong District Council for any proposed public art and applicants are advised to contact the Planning team to assess this. Final approval of proposals is contingent on the successful completion of this process.

DECOMMISSIONING AND RELOCATING

If an 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.

Recommendation for decommissioning or relocation of any permanent public artwork is the concern of the CDCAAC. The assessment will be based on the following:

- 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;
- Outside changes impacting on the integrity of the work and the artist's Moral Rights;
- 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.

Should a public artwork be recommended for de-commissioning or relocation, the CDCAAC will submit a proposal to Council detailing the reasons and justification.

The Council will make reasonable attempt to consult with the artist prior to de-commissioning or relocation of the public art work.

Where possible, it is important to be sensitive to the views of the general public and to any community groups who were involved in the original commission and to any other culturally sensitive matters with regard to the work.

The Council will be sensitive to the artist/s Moral Rights and Copyright.

Implementation

Following approval, the policy will be made available to all staff via the intranet and to the general public via the Council's website.

DEFINITIONS

Public art – includes 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) – 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 – 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 – 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 Coorong District Council. However if it is to be installed in or on a Council owned or administered public space, it is considered public art.

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

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

