

SRA PLANNING POLICY 1.12 – PROVIDING PUBLIC ART

BACKGROUND

The Subiaco Redevelopment Authority (the Authority), in line with the State Government's Percent for Art Scheme, has an established history of providing public art in its Redevelopment Area and also requiring the provision of public art by others who are undertaking substantial developments in the Redevelopment Area.

The Authority recognises the many benefits of integrating art into the public realm. Public artwork can contribute the sense of place and unique identity of a locality through the reflection of local culture and customs, references to significant historical events, and its ability to act as a landmark. Permanent art can also add economic value to places and buildings.

The Authority's vision of creating great places for people can be supported by considering the public realm as a living canvas to reflect and enrich the culture and creativity of the Subiaco community through the integration of permanent, temporary and ephemeral art.

This policy sets out the requirements for physical or financial contributions of public art as part of applications that present substantial new development in the Redevelopment Area. For the purposes of this policy substantial new development is considered as any development valued at \$1 million or greater.

OBJECTIVES

The objectives of this policy are:

- To enhance public enjoyment, engagement and understanding of places through the integration of public art, which will enhance sense of place.
- To infuse precincts and places with unique qualities of vibrancy, character, creativity and imagination.
- To enhance the appearance, character and value of buildings and places through the inclusion of high quality public art.
- To establish a clear and equitable system for the provision of public art in the development process.

APPLICATION

This policy applies to all applications for development approval within the Authority's Redevelopment Area where the development has a construction cost of \$1 million or greater. The policy applies to all development applicants, including developers of privately owned land, government agencies, service providers, and the Authority itself.

DEFINITIONS / EXPLANATIONS

Public art is an artistic work that is created and located for public accessibility. Public art is either located in or clearly seen from the public realm, such as a street, park, urban plaza or public building. It includes all art forms and may be permanent or temporary artworks or ephemeral art (such as performance art and exhibitions). Public art may be freestanding or integrated into building exteriors, it may take the form of unique functional objects (such as seats or gates), but not architectural design, advertising signs or commercial branding.

In this policy **professional artist** means a person who earns the majority of their income from creating original artworks, who has a body of relevant experience in exhibiting their artworks, and who has an established reputation in their field.

In this policy **construction cost** means all costs associated with the preparation, construction and full completion of a development, including all materials, labour, servicing and ancillary costs. To ensure accurate calculation of public art contribution values the Authority may require an applicant to provide cost breakdowns and/or certification from a quantity surveyor to confirm construction cost.

The **public art fund** referred to in this policy is a special fund held in the Authority's account for the purposes of accumulating cash-in-lieu contributions made under this policy. The funds are to be used by the Authority, or persons nominated by the Authority, for the provision of public art within the Redevelopment Area. A public art strategy will be prepared where necessary to guide the use of the funds accumulated.

DEVELOPMENT APPROVAL REQUIREMENTS

Some temporary and ephemeral art (refer note above) and all permanent artworks require development approval from the Authority. Where public art is required as a condition of a development approval, a separate development application is not required and the proposal will be reviewed against this policy during the Working Drawings clearance process.

All types of public art can be considered by the Authority for approval, and diversity, imagination and experimentation are encouraged. Applicants will need to clearly demonstrate that their proposal meets all of the following Performance Standards for Development Approval. Applications must also be consistent with the Authority's entire planning framework, including (but not limited to):

- The Principles and provisions of the Authority's Redevelopment Scheme.
- Any applicable Planning Policy or Design Guideline relevant to the site.
- The objectives of this policy.

Performance Standards for Development Approval:

- P1** A public art contribution shall be provided in accordance with the Public Art Contribution Matrix (below).
- P2** The artwork/s can be clearly seen from, or is located in, the public realm.
- P3** The artwork/s is consistent with any public art strategy prepared by the Authority for the Project Area and any identified Precinct.
- P4** The artwork/s contributes to an attractive, stimulating and functional environment and does not detract from the amenity or safety of the public realm.
- P5** The artwork/s has been specifically designed for, and is suitable for, the building or site on which it is to be located and adds to the sense of place of that locality.
- P6** It is original artwork/s, designed and created by a professional artist/s.
- P7** The artwork/s is of high aesthetic quality, made from quality materials and is durable and easy to maintain, unless approved as temporary or ephemeral art.

PUBLIC ART CONTRIBUTION MATRIX	
Construction Cost	Contribution
less than \$1,000,000	Nil required.
\$1,000,000 - \$50,000,000	Public art with a minimum cost of 1% of construction cost; or 1% of construction cost contributed to the public art fund.
greater than \$50,000,000	Public art cost of \$500,000 for all developments of \$50 million or greater.

Submission Requirements

A Public Art Report for all proposed artworks is to be submitted for the Authority's approval. This report should be prepared and submitted with the Development Application to ensure public art is integrated into the building design, however when considered acceptable by the Authority it may be submitted after development approval, during the Working Drawings (building licence) approval process.

The Public Art Report is to address all of the following points:

1. Details of the artist's qualification, experience and suitability to the project.
2. Design documentation – including research, concept development, and a detailed statement addressing compliance with the public art policy and strategy.
3. Detailed plans of the artwork/s – plans to scale and which include dimensions, materials, colours and installation details.
4. Details of cost calculations – including construction cost and the public art contribution costs. Contribution costs are limited to artist's fees, labour, materials, installation and naming plate; building fabric that the art is attached to (e.g. fences, walls) or other construction costs can not be included.
5. For artwork that is to be located on or over public land – a copy of relevant public liability insurance and written consent of the land owner and/or the authority with management control of the land.
6. Details of requirements and written consent from the artist for any ongoing care or maintenance of the artwork by the building owner or public authority.

7. Written acknowledgement of the implications of the *Copyright Amendment (Moral Rights) Act 2000*, including how the artist will be acknowledged, consent for any required maintenance or relocation, and consent for the Authority to publish images of the artwork.

Policy Adopted:	29 April 2010
Last Amended:	