

## 6.8 Public Art

### Introduction

Public artworks form an important part of a town's character and an expression of its community, as well as its diversity and creativity.

Public art helps identify and define a community as well as develop a sense of place through connecting people to place and providing a means of expression or interpretation of their culture and history.

What one individual interprets as "art" another may not, for this reason the establishment of a Public Art Policy will ensure a best practice model for the management of public art within the Shire.

### Objective

The Shire of East Pilbara, through this Public Art Policy, aims to:

1. Establish clear and effective guidelines for public art activities
2. Create more enjoyable and interesting public spaces within the Shire through the use of diverse, innovative and high quality public artwork
3. Increase the enjoyment, appreciation and participation of our communities in public art
4. Undertake a strategic Shire wide approach to public art to ensure consistency in commissioning and the best possible public art outcomes
5. Ensure Council's discretion over the public realm is upheld and protected
6. Ensure existing artworks are appropriately maintained
7. Ensure that the requirements of public and work-place safety are respected and adhered to in the making, installation and on-going presence and maintenance of public artworks
8. Increase private and commercial support for public art projects
9. Provide funding for public art projects
10. Allow for and co-ordinate the provision of public art within future master planning, streetscape and urban design projects for Newman, Marble Bar and Nullagine
11. Review policy annually

### Definitions

Public art refers to any intended artwork in the public domain including; parks, squares, streetscapes and spaces within building environments that are accessible to the general public and in the ownership of, and/or under the control of Local, State or Federal Government agencies. Spaces accessible to the general public in private ownership are also perceived to be part of the public domain.

Public art can cover a large range of art forms, including, but not limited to sculpture, environmental and land art, murals, mosaics, banners, water features, sound art, interpretive and gateway signage, aerosol art, performance art, computer generated art and visually projected art.

Public artworks can be either permanent or temporary installations and can vary with regard to scope,

size, medium, functionality and location.

Public art can involve the commissioning of artists and designers to produce site specific work or can involve the purchase of existing work to be sited in public places or the provision of facilities or events that contribute to the vibrancy of a public space.

The significance of memorials and monuments in the life of a community is recognised by the Shire and it is intended that this policy will also encompass such installations.

## Guidelines and Criteria for Public Art

The Shire will adopt an Advisory Group, consisting of 1 x Councillor, 1 x staff member, the Executive Manager Corporate Services or nominated officer, and 1 x community member. This Advisory Group will evaluate and make recommendation on approval for all public artworks proposed by the Shire, other public authorities, individuals and other groups in the Shire of East Pilbara's local government area will be based on the following criteria:

1. Relevance to the objectives and actions of the SOEP Arts and Cultural Strategy 2011-2015 Strategic Objective 2.1, and the Newman Tomorrow – 2030 Vision, strategy 1.4 Foster artistic and creative expression and the principles of this Public Art Policy.
2. Standards of excellence and innovation.
3. The integrity of the work.
4. Relevance and appropriateness of the work to the context of its site.
5. Consistency with current planning, heritage and environmental policies.
6. Management Plans.
7. Consideration of public safety and the public's access to, and use of the public domain.
8. Consideration of maintenance and durability requirements.
9. Evidence of funding source and satisfactory budget including an allocation for ongoing maintenance.
10. Non duplication of monuments commemorating the same or similar events.

## **Policy**

1. Council to annually allocate resources for the maintenance of existing public art works.
2. Council to consider an annual amount to be set aside for the incorporation of public artworks within major capital works programs which involve the urban landscape.
3. The Council will identify new commercial, industrial, tourism and residential developments that provide opportunities that may be leveraged to contribute and reserve developer's contributions to integrate public art into the new development and/or existing streetscape.
4. In large scale developments, the Council will consider making approval contingent on the inclusion of a public art project compliant with this policy. This is to encourage private developers to integrate public artworks into their projects so as to enhance all public spaces.
5. Any public art project initiated by the community or private sector must comply with this policy and

Shire's other regulatory and approvals processes.

6. Council to ensure, as may be necessary, the requirements for appropriate consultation with the broader community as well as indigenous and local communities be undertaken in relation to either or both, the site or design of the artwork.
7. During the bi-election Committee Review, Council will adopt an Advisory Group, who will evaluate and make recommendations to the CEO for all public artworks proposed by the Shire, other public authorities, individuals and other groups in the Shire of East Pilbara's local government area. The final decision will be made by the CEO (or delegate) based upon the evaluation and recommendation by the Advisory Group.

## Authorisation Details

<b>References:</b>	SOEP - Newman Tomorrow – 2030 Vision, strategy 1.4		
<b>Authorised by:</b>	Council		
<b>Date:</b>	19 April 2013	<b>Item No.</b>	9.2.5
<b>Review/Amendment Date</b>		<b>Item No.</b>	
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