



guideline document

GL-984-001

CURRENTLY BEING REVIEWED (NEW POL-3046)

Public Art Guidelines

Scope

This guideline is applicable to all units of Council dealing with the regulation of private sector development, Council capital works, cultural development and land use planning. The guideline applies to all Public Art projects within the Shire.

Purpose

The Guideline supports Policy POL 984 (Public Art) by outlining the main elements that need to be considered in implementation of the policy.

The Guideline is supported by Public Art Procedures documents.

Definitions

For the purposes of implementing the Redland Shire Council Public Art Policy the following definitions will apply:

Art – creative visual arts and craft activity that produces unique material objects or works of art made from lasting components and materials, or significant temporary works of art that can be documented and displayed in a lasting way.

Artist – professional practitioners in the visual arts and crafts.

Artworks – permanent or temporary works of art made by professional artists.

Public Art – “artworks” and “designed landscape elements” located in outdoor urban and semi-urban public places, eg in footpaths, streets, parks, urban centres, foreshore areas, recreational areas. Public Art is defined here as artworks and designed landscape elements occurring on public land, but Public Art can also include architectural features of buildings.

Public Art would not usually include works of art, eg. paintings, that are part of the art collection managed by the Redland Shire Art Gallery, that are not able to be permanently located outdoors.

Architectural Feature Elements – architectural or landscape features, such as elements of building exteriors or hard landscaping, mosaics on walls or in pathways, decorative stonework, metalwork or ceramics. These are

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 Page 1 /10



guideline document

GL-984-001

distinguished from other aspects of the built form or landscape by their attention to design detail and the involvement of artists and other design professionals in their creation.

Designed landscape elements or features can include interpretive signage, street furniture such as seating, light poles, litter bins, bus shelters, etc, as well as features of the urban design or site plan, or land form of a public place.

Art Register – the register of works of art that make up the Redland Shire Council Art Collection. The Art Register has formal rules for inclusion and exclusion of artworks from the collection.

Maintenance – distinctions are made between ‘artworks’ and ‘designed landscape elements’ based on the nature of the conservation or maintenance regime they require. Artworks that are included in the Art Register will require specialist art conservation treatment, whereas designed landscape elements will usually be maintained using routine building and landscape maintenance treatments, funded through Council’s standing maintenance allocations.

IPA – the Queensland Integrated Planning Act 1997 (as amended), which empowers local governments to regulate land development through their Planning Schemes.

Actions and Responsibilities

A number of areas within the Council administration will be responsible for implementation of the Public Art Policy. These include administrative areas and staff responsible for:

- Cultural policy and planning, cultural development
- Council capital works planning and management
- Redlands Planning Scheme
- Development Assessment Teams
- Council open space and parkland planners and managers

Reference Documents

This guideline has been developed to assist in the application or administration of Corporate Policy POL 984 (Public Art) to achieve the policy outcome.

Associated Documents

- Public Art Policy POL-984
- Redlands Planning Scheme – includes Codes and Planning Scheme Policies

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Issue Date: 12/08/03
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Revision Status: 30/06/06
 Page 2 /10



guideline document

GL-984-001

- Redland Art Gallery Exhibition and Collection Policies POL-2595 and POL-2596
- Redland Art Gallery Exhibition and Collection Guidelines GL-2595-001 and GL-2596-001

Document Control

- Only the General Manager, Planning and Policy can approve amendments to this guideline. Please forward any requests to change the content of this document to the Manager, Community and Social Planning



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Issue Date: 12/08/03
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Revision Status: 30/06/06
Page 3 /10



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guideline document

GL-984-001

General Objectives

Policy Objective

To facilitate the acquisition and management of high quality Public Artworks that improve the amenity of public areas, enhance local identity and sense of place, and enrich the cultural life of the community.

The policy relates to the funding and commissioning of works of Public Art to be located in centres, parkland and other public areas of significance and meaning to the people of Redland Shire.

Quality Outcomes

The purpose of the Policy and Guideline is to provide a framework within which artworks of high quality are commissioned and installed at significant places within the Shire. The achievement of quality outcomes will be dependent on the ability to secure budgets that will allow the investment in time and materials necessary to ensure high standards in the design and fabrication of Public Artworks.

The policy should not be interpreted as being aimed at producing a large number of artworks. Its impetus is to pursue quality rather than quantity, ie to result in a smaller number of higher quality artworks.

Private and Public Funding for Public Art

The ability to fund a Public Art program is a key consideration. It is a principle of the Public Art Policy that the public and private sectors contribute to the creation of a vibrant public realm through the funding of Public Art.

The Rationale for Public Art

Public Art can bring many benefits to the community in the form of increased attractiveness and amenity of public areas, facilities and infrastructure. The environmental enhancements of Public Art add to the quality of life experienced by the community and can contribute to community confidence, tourist visitation and local economic activity.

Public Art should seek to create a direct and meaningful relationship between a particular site, its physical location and the local community. It should build upon the cultural identity, distinctiveness and sense of place of an area to create a meaningful expression of the character of a place and its people.

Public Art also encourages a philosophy of collaborative working arrangements between artists and other design professions such as architects, and landscape architects, planners and engineers in the creation and commissioning of Public Artworks.

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Specific Objectives

Item	Guide
1. Creation of Public Art	<p>Public Art can result from a number of design processes and forms of acquisition, ie:</p> <ul style="list-style-type: none">• commissioning artists to produce site specific works• integration of artists and designers into collaborative design teams for civil/commercial projects• purchase of existing works of art to be installed in public places• participatory community arts projects, and• donation of artworks from the community or individuals
2. Settings for Public Art	<p>Appropriate settings include:</p> <ul style="list-style-type: none">• urban centres – footpaths, public spaces, streetscapes or landscaped areas (including parks)• associated with public infrastructure, eg bus interchange, library, bridge, jetty, or car park• parks and other public open space areas• foreshore areas on the mainland and bay islands• along recreational trails• places of community cultural or heritage significance
3. Contributions from Council Capital Works	<p>Council will lead the private sector by example and contributions will be made for Public Art from Redland Shire Council capital works projects.</p> <p>Typical projects would include:</p> <ul style="list-style-type: none">• buildings, sport and recreation facilities• civil works such as bridges, jetties• streetscapes, footpaths and other pathways• developed parklands, bushland reserves, foreshore areas



guideline document

GL-984-001

<p>4. Contributions from Private Sector Developments.</p>	<p>Contributions will be negotiated with the private sector at the time of the development assessment. Artworks shall be defined, costed and their association to the negotiated development conditions is to satisfy the reasonable and relevant test under IPA.</p> <p>Contributions will be negotiated with the following private sector development proposals:</p> <ul style="list-style-type: none"> • New developments within Urban Centres • New developments participating in Council Streetscape Improvement Projects
<p>5. Planning Policy or Code in IPA Planning Scheme</p>	<p>The Public Art Policy and these Guidelines are Corporate Policies that are supported by Statutory Planning Policies.</p>
<p>6. Spatial Relationship between Public Art and the Construction Projects that fund it</p>	<p>Council reserves the right to locate Public Art in the most appropriate and meaningful sites for the community. This principle supersedes the need for a direct spatial or visual relationship between the Public Art and the development that funds it. In determining the appropriate site for an artwork the following criteria will apply:</p> <ul style="list-style-type: none"> • The Public Art Advisory Panel will make recommendations in regard to the locations of Council funded public artworks. • Desirable public art sites will be identified through the local area planning process • Pooling of funds for Public Art will be encouraged within Centres and in conjunction with Streetscape Improvement Projects <p>The location of private sector funded artworks will be subject to negotiation with the project developer and will be determined within the following framework:</p> <ul style="list-style-type: none"> • Within the defined Urban Centre of which the development is a part • Within a prescribed area, eg – sites within a Streetscape Improvement Project



guideline document

GL-984-001

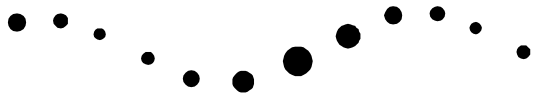
**7.
Uniform Public Art
Evaluation & Approval
Process**

All proposals for new Public Art that arise from private sector development or Council capital works will be subject to a uniform Public Art Evaluation & Approval Process. This process will provide expert advice to the Development Assessment Teams and Council capital works managers on the acceptability of a proposal under the Public Art Policy and Guidelines. The process will reflect the following characteristics:

- Single point of coordination for each proposal
- Public Art Advisory Panel made up of key Council stakeholders
- Two step evaluation: preliminary and full evaluation
- Guidelines and performance criteria

Operational details relevant to the Uniform Evaluation Process are found in the Public Art Procedures documents.





guideline document

GL-984-001

<p>8. Public Art Advisory Panel</p>	<p>The Public Art Advisory Panel is Council’s main source of expertise and advice on Public Art matters. Its primary role is to provide advice to decision makers on the acceptability of proposals for new Public Art under the Public Art Policy and Guidelines. This primary role has two components:</p> <ol style="list-style-type: none"> 1. Preliminary evaluation of a proposal that has been referred to it at an early stage of Council or private sector construction planning. Advice will be given on the merits of a proposal and whether it should proceed to detailed evaluation. 2. Detailed evaluation of a proposal after it has been formally referred to the Panel for consideration. <p>Advice will be given on the merits of each new proposal in the context of the Public Art Policy and these Guidelines.</p> <p>The Panel may also be called upon from time to time to give advice on other aspects of Public Art including the relocation or disposal of artworks. The Panel membership will be drawn from key Council stakeholder areas, including but not limited to:</p> <ul style="list-style-type: none"> • Social & Community Planning • Land Use Planning • Cultural Services • Assessment Services • Risk Management <p>The membership may be supplemented with non-staff representatives from professional disciplines and the community. Operational details relevant to the Public Art Advisory Panel are found in the Public Art Procedures documents.</p>
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guideline document

GL-984-001

<p>9. Safety Standards</p>	<p>Because Public Artworks are located in public areas they must be able to be safely handled by children and others, and therefore must comply with all relevant health and safety regulations and are subject to review by Council's Risk Management.</p>
<p>10. Maintenance</p>	<p>Public Art and Designed Landscape Elements will be professionally managed and maintained (within resource constraints) so as to make the maximum contribution to the quality of life of the community and to business development.</p> <p>A proportion of funds will be set aside for long term maintenance of public artworks.</p>
<p>11. Public Art Collection</p>	<p>A distinction is made between Public Art requiring specialist art conservation treatment and Designed Landscape Elements requiring routine maintenance.</p> <p>Those Public Artworks that meet the requirements of Council's Collections Policy will be entered in the Register of the Shire Art Collection.</p> <p>A formal process of acceptance into the collection will be used, to ensure that only those items requiring specialist art conservation are included.</p>

Operational procedures for all aspects of implementation of the Public Art Policy and Guidelines are found in the relevant Procedures documents.



guideline document

GL-984-001

Public Art Approval Process

The process begins with a proposal for a public artwork being put forward from one of four sources, ie a private development, the community, a Council initiative or development.

