



# Public Art Policy

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<b>Version</b>	1
<b>Responsible Position</b>	Planning Manager
<b>Administration Reference</b>	5695925

# 1. PURPOSE

To provide a framework for the acquisition, assessment, development and management of public art in the Willoughby local area in accordance with community needs and best practice.

This policy enables Council to develop, facilitate and support an ongoing program of temporary and permanent public art for the City which is integrated with the area's unique character and cultural heritage.

# 2. CITY STRATEGY OUTCOME

*Our Future Willoughby 2028 Community Strategic Plan* sets the long-term vision and priorities for the future of our City. Public art plays an important role in the following strategic outcomes:

***A City that is connected and inclusive:***

- 1.2 Respect and celebrate our history and heritage sites
- 1.3 Celebrate and encourage our diversity

***A City that Is liveable:***

- 3.4 Create desirable places to be and enjoy
- 3.6 Activate local spaces in creative ways

# 3. APPLICATION

This policy applies to all public art located, or proposed, in the public realm within the Willoughby local area.

# 4. POLICY PRINCIPLES

Our Public Art Policy is built around the following five key guiding principles that support to reflect our vision of *'Willoughby as a City of Diversity'*:

**Expression** - providing a platform for individual and community creative and cultural expression. Public art is a connector of place and experience, contributing to the development of a distinct identity reflecting the character of places across Willoughby.

**Engagement** - as a catalyst to build stronger, more connected communities. Community involvement and social engagement promotes a wide range of social interaction and inclusion in the process of designing and/or producing public art

**Activation** - as a significant contributor to successful place making, open space planning and urban design. Public art enlivens and enhances the creation and vibrancy of public places. It creates an ongoing conversation between our past, present and future; between ideas and values.

**Creativity** - where the unique skills of artists/creators who may contribute to Willoughby are recognised and valued. Public art celebrates creativity and innovation, builds the capacity of our expressive community and generates employment opportunities.

**Integration** - to appropriately integrate public art within publicly accessible space across the range of settings of urban and natural environment

The principles and criteria allow for informed, transparent and high quality decision-making when developing, approving or declining proposed public art projects. They also support how Council co-ordinates and sustainably preserves our existing public art resources.

The commissioning of public artworks and projects will be considered within the context of other Council objectives, plans and major projects with the aim of measurably adding value to people and place. It will include consultation with experts in the protection and promotion of Aboriginal history and heritage while also recognising that contemporary public art practice includes a diverse range of styles and practices.

## 5. POLICY STATEMENT

The role of public art in urban design, place making and spatial activation is widely recognised for its ability to enliven spaces, contribute a positive sense of place and reinforce social, cultural, economic and heritage values particular to a local area.

Council plays a key role in the development of public spaces and the appropriate integration of public art with development and events.

This policy commits Council to:

- The development of high quality and original public art projects (temporary and permanent) as an integral part of the urban fabric, animation and community life of Willoughby.
- Including public art outcomes across a range of cross functional Council plans and strategies, encouraging innovative approaches and responses to public places and promoting civic engagement and community interaction.
- The adoption of a best practice approach to planning, implementation and delivery of public art.
- Encouraging collaborative processes between artists and design professionals in the creation and commissioning of public art, urban design and place making.
- Promote the integration of public art into private developments via statutory planning controls.
- Securing adequate resources to build and maintain a collection of public artworks through:
  - Council’s capital works program and/or operational budgets
  - Private sector contributions
  - Public funding for projects and “in kind” support from the community
- Implementing a regular public art maintenance program that:
  - Safeguards and assists in identifying the expected life our public art assets

## 6. COUNCIL FUNCTIONS, ACTIVITIES AND RESPONSIBILITIES

Council recognises the important role that public art has to play in contributing to the social, cultural and economic vitality of the Willoughby LGA. A key objective is to facilitate and encourage artists to work in multidisciplinary teams in the development of projects that shape and redesign Willoughby’s built environment and public domain.

Willoughby Council’s role in these areas categorised below:

Leadership	• Promote and present artistic expression that is original, innovative and recognised by industry peers and arts professionals as being of high quality
Owner/Custodian	• Council will ensure the preservation and maintenance of its public art works

Regulator	<ul style="list-style-type: none"> <li>Ensuring development applications and planning proposals consider and include a commitment to public art. Council will also respect intellectual property associated with the artworks</li> </ul>
Information Provider	<ul style="list-style-type: none"> <li>Ensuring information is provided regarding public art projects, services and policy</li> </ul>
Advocacy	<ul style="list-style-type: none"> <li>Advocate for the appropriate integration of public art to help celebrate the local area and create a sense of place</li> </ul>
Facilitation	<ul style="list-style-type: none"> <li>To facilitate partnerships between government, commercial and artistic communities in order to support the delivery and awareness of public art</li> </ul>
Service Provider	<ul style="list-style-type: none"> <li>Delivery of public art via sources such as: development contributions, Council funding, gifts and grants</li> </ul>

## 7. MONITORING AND REVIEWS

The Urban Design Specialist is responsible for the review of this policy every 4 years. It may also be reviewed and updated as necessary as Council's priorities and planning controls require it; or when Council's related plans, policies, functions, structure or activities change.

The monitoring of this policy will be undertaken in accordance with the Willoughby Asset Custodianship Policy.

## 8. SUPPORTING INFORMATION

### 8.1 IMPLEMENTATION

This policy should be read in conjunction with any related legislation, planning controls and codes of practice and relevant procedures.

Governing laws and standards	<ul style="list-style-type: none"> <li><i>Local Government Act 1993</i></li> <li><i>Copyright Act 1968</i></li> <li><i>Moral Rights Legislation 2000</i></li> </ul>
Related policies and other documents	<ul style="list-style-type: none"> <li>Public Art Procedures</li> <li>Willoughby Development Control Plan 2006</li> <li>Willoughby Asset Custodianship Policy</li> <li>National Association of Visual Arts (NAVA) Code of Practice</li> </ul>
Document History	<ul style="list-style-type: none"> <li>Date amended: 11 May 2020</li> <li>Date ratified: 4 June 2012</li> <li>Date adopted: 23 March 2009</li> </ul>