



## **ACTION PLAN**

### ***2008-2013 FIVE YEAR PUBLIC ART PLAN***

**Approved by:**            **City Strategy Committee 13 October 2008**

**Next Review Date:** March 2013

**Responsible Officer:**  
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*ACC2008/142420*

## **2008-2013 FIVE YEAR PUBLIC ART PLAN**

Public art plays an important part in expressing the City's history and character as well as showcasing its creativity, humour and artistic talent. Public art is a vital element in the design of streets and public spaces to create places that people enjoy visiting and in which they like to linger. Public art is a strength in the cultural fabric of the City of Adelaide and Council's public art program is an important component of its strategies to achieve a City of *Unique Heritage, Park Lands and City Design* and a *Culturally Vibrant City*.

The 2008-2013 Five Year Public Art Plan provides Council with a robust, flexible and strategic framework for the City's annual public art commissioning program. The Plan sets out priorities for art works in the City and Park Lands that can be achieved in conjunction with future capital works and development opportunities.

The Plan informs and delivers the allocation of Council's public art budget across the three (3) artwork categories specified in Council's Public Art Policy. Proposed projects are focused in priority locations for new artworks based on the Council's programming of major improvements of the City's streets and public spaces.

The Public Art Round Table (PART) convened by the Chief Executive Officer, with members appointed by Council (including two (2) Councillors) and representing a wide range of arts interests and experience, provides expert advice on the Council's public art program and process.

### **1. RESOURCING**

To deliver a successful public art program, with quality artworks which contribute to the creation of attractive places with a sense of identity and community ownership, an ongoing Council funding commitment is required.

Council's Public Art Policy stipulates that an amount equivalent to 1.3% of its total annual Capital Renewal and Strategic Enhancement budgets is allocated to a funding pool for the implementation of the annual Public Art Plan. Pooled funds allow for a more flexible approach to allocating adequate funds to specific projects.

The public art budget is approved by Council annually for the development and delivery of the Public Art Plan. Sufficient funds need to be allocated to ensure that major new public artworks are unique, are of a high quality and attract significant national and international artists.

Council may, where appropriate, commit funds over and above the annual percent for art allocation for major projects of significance to the City, such as the redesign of Victoria Square or upgrade of North Terrace.

### **2. PARTNERSHIPS**

Partnerships will be sought where appropriate to extend the capacity of Council funding to deliver quality public art projects. Partnership strategies build shared ownership and commitment to public art which creates places with a strong sense of identity and character.

### **State Partnerships**

Partnerships with the South Australian State Government and the South Australian arts sector through Arts SA will be sought to ensure that opportunities for joint projects of quality public art are maximised in City developments.

### **Community Partnerships**

Council will develop partnerships with local communities to design and implement public art projects which foster community spirit and identity. By engaging local residents, artists, traders and property owners in the process, art works can be created with a strong sense of community ownership, involvement and pride.

Such projects can be supported through the Council's annual Sponsorship and Grants Scheme.

### **Private Sector Partnerships**

Council will seek to develop partnerships with the private sector to deliver art works which add value to their locality and support vibrant public realm with a strong sense of place.

This may be through the contribution of art works or sponsorship funding towards the cost of projects.

Partnerships may be achieved through the development assessment framework established through The Adelaide (City) Development Plan which seeks inclusion of public art wherever appropriate in new development. The Principles of Development Control state:

- 1) *Development should, where appropriate, integrate public art into the design of new or refurbished building sites in a manner which is integrated with and commensurate in scale with, the new or refurbished buildings.*

Council will support developers to secure successful public art outcomes in keeping with the character zones identified in the Development Plan.

## **3. ALLOCATION OF FUNDS**

Indicative five (5) year targets for the distribution of funds are required to deliver the 5 Year Public Art Plan and shape each Annual Public Art Plan. Artwork category percentage estimates are intended as a broad guide rather than as a strict annual allocation and support Council's Vision and Strategic Directions. Specific project priorities determined by Council are likely to require a greater or lesser proportion of the annual budget in any particular category, for any one year.

The category percentage allocations (estimates) reflect the focus areas for public art activity across three (3) public art genres during the next five (5) years.

Integrated art as a category and key outcome of the 2008-2013 Five Year Public Art Plan supports and delivers Council's Strategic Direction of:

*"Excellence and innovation are hallmarks of contemporary City infrastructure, artworks, buildings and the public realm"*

An integrated approach to public art in the City aims to improve the quality and image of the public face of the City. Combined with the other two (2) categories, public art in the City will be diverse and exciting and form part of local place management and new City developments.

The following is a guide to the overall distribution of funds over the period of the Plan.

### ***Outdoor Gallery Art – 35%***

This category delivers artworks that are stand alone artworks commissioned for a specific or series of sites. Outdoor Gallery Art may encompass 3D or 2D permanent artwork. Over time, Outdoor Gallery Art contributes to Council's major public artwork collection, as well as providing a range of short term artworks.

As part of its Outdoor Gallery Art program, Council also exhibits a changing curated program of artworks for set periods of time in public places such as Pilgrim Lane.

### ***Integrated Art - 29%***

Integrated Art refers to works that are integral to major improvement, renewal or development projects such as paving, street furniture and sculptural works commissioned in conjunction with landscaping.

The focus is on place making and commissioning quality work that builds on City pride. It may involve an artist working as part of a design team without actually creating a physical artwork.

### ***Community Art – 16%***

Community Art projects usually result from a public art grant through the annual Arts and Living Culture Grants program. Artists may work with communities to produce a public artwork as a temporary installation or as a more permanent feature in the environment such as a mural or a work of cultural significance, expressing the values or aspirations of those communities.

The community may be involved in any or all of the phases of the project from conception, through planning and research, in the production of the artwork and in evaluation and further planning. Community Art also provides an opportunity for young or emerging artists to undertake experimental projects.

### ***Co-ordination and Administration - 12%***

To support the effective delivery of the public art plans and program, a part-time Public Art Officer is employed whose responsibilities include:

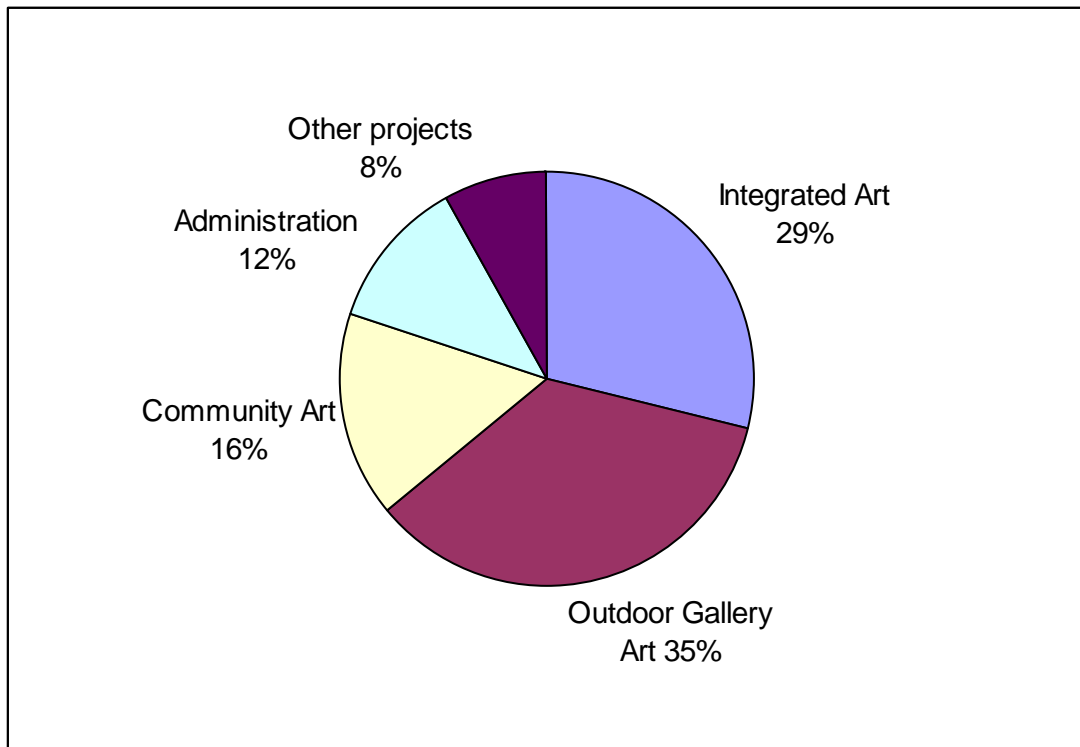
- overall responsibility for the delivery and co-ordination of the Public Art Plan and public art projects;
- provide expert public art advice on individual public art projects and the public art planning process;
- report to the Public Art Round Table; and
- develop and service partnerships and respond to external proposals from organisations or individuals.

**Other Projects – 8%**

In addition to having flexibility to respond to new public art opportunities, additional costs are incurred for items that support the delivery of the Public Art Plan. These include:

- photographing and documenting of new artworks;
- printing costs (eg the Public Art Walking Guide produced in partnership with Arts SA); and
- legal costs associated with preparing lease agreements for display of privately owned artworks.

**ALLOCATION OF 2008-2013 PUBLIC ART BUDGET**



#### **4. FOCUS AREAS**

Commissioning quality works of art in strategic City locations that complement areas of high capital works activity will achieve the greatest benefit from the Council's Public Art program. An integrated planning approach ensures that public art outcomes and resources are not spread too thinly and that the Council's investment in public art has the desired level of impact and quality to create attractive and vibrant places.

Council's Infrastructure and Asset Management Plan indicates its priorities for major improvements to the City's streets and public spaces. These are determined by the Council's strategic priorities for development of the City and by the condition of infrastructure assets.

On this basis, the following localities are identified as Focus Areas for Outdoor Gallery and Integrated Art projects in the 2008-2013 Five Year Public Art Plan:-

- Victoria Square/Tarndanyangga;
- Park Lands:
  - Victoria Park / Bakkabakkandi;
  - Frome Road Park;
- Rundle Mall and Laneways / Rundle Street;
- North Terrace (remaining stages);
- Gawler Place; and
- Central West Precinct (Grote Street / Balfours).

These locations share the characteristics of being highly visible and popular public places. Each has the potential for artworks that are developed specifically to respond to or reflect their unique local character.

Commissioning of public artworks may also from time to time occur in areas outside of the Focus Areas in response to important new opportunities arising.

##### ***Victoria Square/Tarndanyangga***

As the civic heart of the City Victoria Square/Tarndanyangga is a 'centre stage' destination for visitors and a strong focus for the community. It is ideally placed for culturally important artwork(s), especially with respect to the significance of the site for Kurna people. The proposed redesign and redevelopment of the Square provides a prime opportunity for a major iconic public art commission worthy of State and international recognition.

##### ***Park Lands***

The wide diversity of landscapes found in the Park Lands provide a range of settings for public art with the more relaxed, recreational atmosphere allowing for more contemplative responses to an artwork. Priorities for 2008-2013 are Victoria Park / Bakkabakkandi and the new Frome Road Park linking to the Botanic Gardens.

- The Council's plans for Victoria Park/Bakkabakkandi will incorporate artworks reflecting its location as a gateway to the City and its recreational role as a community gathering place for people from a range of cultures.
- The newly developed Frome Road Park will also incorporate artworks and will recognise the significance of the site to the Kurna people.

### ***Rundle Mall and Laneways / Rundle Street***

As the retail and pedestrian hub of the City, Rundle Mall provides a strong focal point for Adelaide and South Australia. Rundle Mall is designed to encourage commercial and social interaction and existing popular public artworks support these aims. Future development and upgrade projects that aim to increase visitation by day and night in the connecting streets and service lanes, provide new public art opportunities not only through Integrated and Outdoor Gallery Art, but also through Community and New Media Art.

Planned capital works for the southern side of Rundle Street will incorporate integrated and stand alone artworks providing engaging and surprising elements which enhance the street as an attractive shopping and dining area.

### ***North Terrace***

As the City's cultural heart, North Terrace has an extensive public art collection as well as being a prime site for temporary and ephemeral works. Its high cultural profile requires permanent public artworks to be of a particularly high aesthetic standard, manufactured from quality materials and of major cultural and civic significance. The ongoing redevelopment of North Terrace Stage Two (Pulteney Street to Frome Road) and Stage Three (Kintore Avenue to King William Street) provides additional opportunities for a range of public artworks.

### ***Gawler Place***

Improvement of Gawler Place to create a safer and more engaging pedestrian environment by day and night, encouraging more activity, will be supported by public artworks. Public art has the potential to further identify Gawler Place as an important destination and part of the Rundle Mall experience for visitors and students.

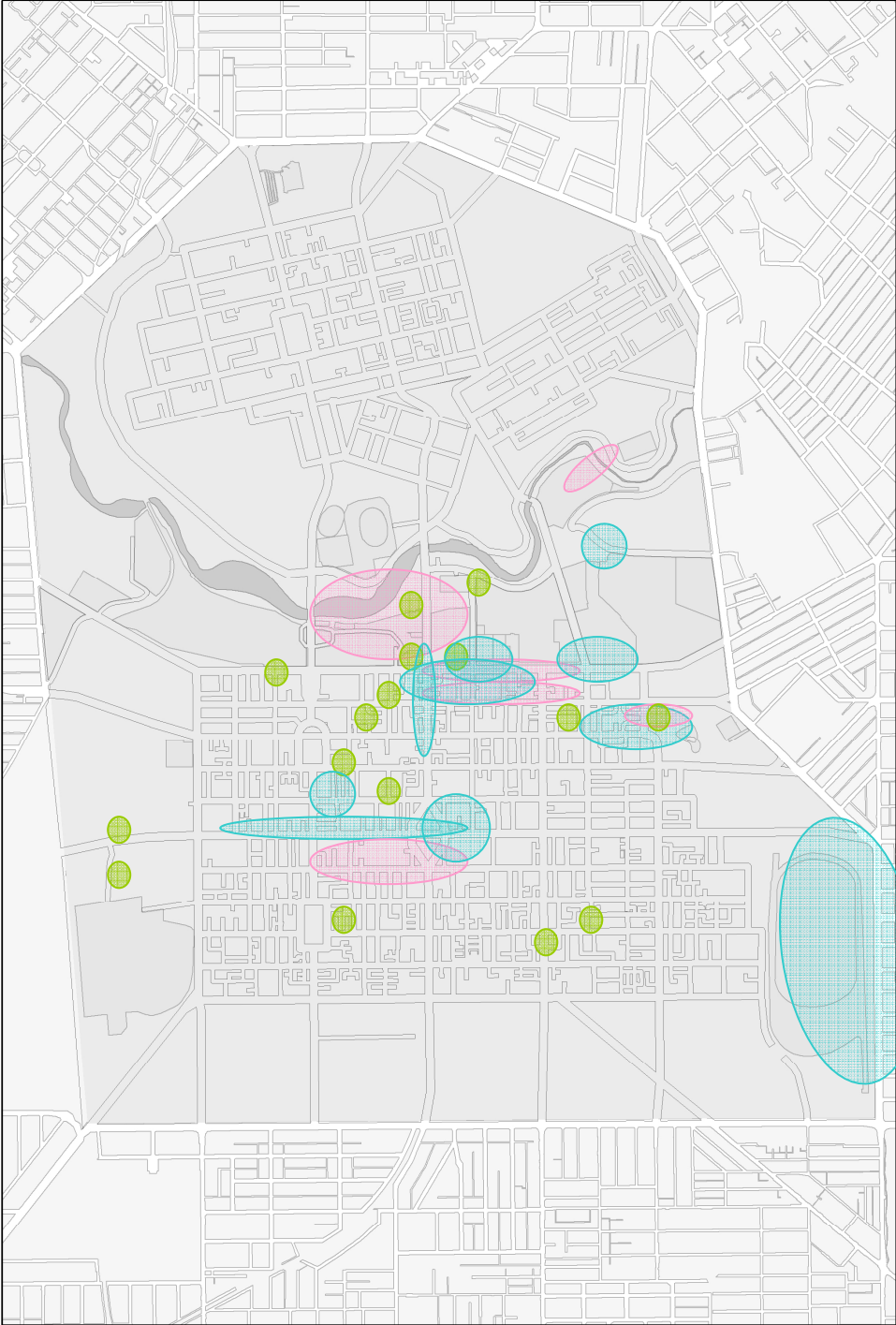
### ***Central West Precinct (Grote Street and Balfour's site)***

Capital works improvements scheduled for Grote Street will provide opportunities for integrated artworks, while the new Bus Station site and redevelopment of the Balfours site also provides unique opportunities for a range of small to large, temporary and permanent public artworks.

The Focus Area approach should not be seen as precluding the commissioning of major artworks for other sites within the City where new capital projects create outstanding opportunities.

**5. THE 2008-2013 FIVE YEAR PROGRAM**

The map below shows the areas of current public art clusters, the location of recent and current artworks and Focus Areas for Integrated and Outdoor Gallery art projects in the 2008-2013 Five Year Public Art Plan.



Existing public art clusters



New public art since 2002



2008-2013 public art Focus Areas

## **6. PLANNING, COMMISSIONING AND MAINTENANCE**

An annual Public Art Plan will be approved by Council each year consistent with Council's Strategic Directions and the framework established in the 2008-2013 Five Year Public Art Plan.

The Council's Public Art Commissioning and Deaccessioning Operating Guidelines provide a consistent and clear approach which protects Council's discretion over the public realm and establishes a responsive and sustainable decision making process for public art commissioning and deaccessioning.

Provision for maintenance of Council's permanent public artworks will occur through the Asset Management Plan and budget as required under the Local Government Act (1999).