

‘ART IN THE PUBLIC DOMAIN’ GUIDELINES FOR THE CITY OF ALBANY

Introduction

The City of Albany will pursue opportunities to incorporate art in the public domain within: Private Developments; Council Developments; Government Developments; undertaken in the natural and built environments within its boundaries and with reference to The City of Albany’s Albany Insight.

This will be achieved through the aims, objectives and principles as stated in this policy, and administered by the Streetscape Committee on behalf of the City of Albany.

Objectives

Art in the Public Domain should enrich our lives by enhancing our awareness and enjoyment of our environment. Art in the Public Domain should offer a variety of opportunities for artists to interact creatively with people and places.

The objective is to develop and promote community identity and cultural assets within the City of Albany. This will be achieved with reference to identified opportunities provided through the natural and built environments.

Aims of the Guidelines

The overall aim of the Guidelines is to provide for the:

- Development of the local arts and cultural industry and providing employment opportunities for artists.
- Enlivening and enriching public space with the aim of developing an appreciation of public spaces within the City of Albany.
- Establishing public art as a recognised asset and community focus reflecting community identity.
- Increasing the understanding and enjoyment of public arts in the community.
- Contributing to the marketing and promotion of the City of Albany.
- Complimenting the objectives of the City of Albany’s strategic plan and vision.
- Development of themes to identify Albany’s unique cultural heritage.

Principles

Incorporating the following principles:

- Promotion of Albany’s unique cultural identity and cultural diversity.
- Integration of art into the daily life of the community of Albany.
- Increased access to and participation in the arts and cultural programs by our community.

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Definitions

- ‘Art in the Public Domain’ (Public Art) is anything that has been designed or created with the assistance of an artist in a public space, usually site specific, leading to the creation of a sense of community ownership of public spaces and a celebration of the community’s unique identity.
- “Public space” is any physical area open or enclosed to which the public has access or can view regardless of the legal ownership of the property.
- “Art” is interpreted in the broadest possible sense to include all art forms both permanent and ephemeral works.
- “Artworks” can take a variety of forms and be part of the building or separate objects located in or near the building or part of the natural environment. Where incorporated into the building fabric artworks may include for example stained glass windows, murals or mosaics on walls, floors or ceilings; electronic installations, lighting designs. Where separate from the building artworks could include sculptural works; artist designed public seating; or pavement art.
- “Public art programs” involve artists and communities in creative expression of identity within the development of the City in accordance with these guidelines and the City’s strategic vision.

City of Albany Streetscape Committee

The City of Albany Streetscape Committee will be convened by the City of Albany and in consideration of ‘Art in the Public Domain’ proposals, the Streetscape Committee may send a Design Consultant; Academic in the field of Arts and Cultural Studies or Indigenous Representative.

- The role of the committee (inter alia):
- To approve the public art acquisition or commission development as a first stage of Council issuing a building license or as part of the development of recreational spaces, parks and reserves and street scape developments.
- To be involved in the selection of artists and or the development of proposals as required.
- Project management if required.
- Public education as reflected in the aims of the policy.
- To work with the Street Scape Advisory Committee to develop strategies to identify and include public art opportunities in street scape planning and development.

Project Approval

- a) Artworks associated with the project are to be approved by the City of Albany Steering Committee before the issue of a building licence or approval to go ahead with the commission or acquisition.
- b) Designs for the artworks with drawings, locations, materials, name and resume of the artists are to be submitted with the application for a building license.
- c) All relevant safety issues to be addressed before final approval.
- d) The artwork needs to be installed before first occupancy of the building.

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Artist Brief

The Public Art Committee, the Public Art Consultant or the developer will specify the artist's brief. If the developer decides to administer the project they may choose to go through a non-government agency such as Artsource to assist in the development of the concept and to find an appropriate artist.

Artists Selection Process

Where the Streetscape Committee is required to manage the project, that committee will use the following procedure to select artists for Public Art projects and commissions:

- A brief will be developed and prepared to which applicants will be called to respond. Selection will be made on this expression of interest.
- The artists brief may be based on the following parameters; style and size and purpose of the building; relationship to natural environment and or use of recreational space; theme; enhancing community identity, location of work; time schedule; budget; safety and industrial issues; legal and insurance issues; requirements concerning consultation with community, council staff, public art committee and council.
- In some cases a short list of applicants will prepare a more detailed budget, drawings and maquettes prior to the final decision being made. A fee is payable to each artist to carry out this additional work.
- Following selection of an artist a contract is developed. The contract will state that copyright is to be jointly owned by the artist and the City of Albany and that a percentage of the budget must be allocated to documentation, publicity, a launch and other unplanned expenses prior to completion.

Funding the Public Art program

1% of all Urban Upgrade or New Works by City of Albany valued over \$250,000, including road works, excluding routine maintenance, will be allocated to the Public Art Fund for project development.

Private Developments commercial, non-residential and or mixed residential/commercial developments over the value of \$1.5m are required to allocate a percentage of the estimated total project cost for the development of public artwork which reflect or enhance local cultural identity.

Government Developments will allocate a percentage of the budget to Public Art projects in accordance with the state government "Percent for Art Scheme".

10% of budget allocation for Public Art will be held in the City of Albany Public Art Support Fund for maintenance.

Maintenance

All permanent artworks must have a maintenance program developed as part of the contract that will be funded through:

- Allocations within the project budget;
- Appropriate income generating activities; and
- The Public Art Support Fund

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Ownership

Permanent Public Artworks are to become part of the City of Albany Collection and are placed on the City of Albany Public Art Register.
Council may remove the artwork at anytime.

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