



# Phillip Lane

## Lighting Artwork Installation Brief

### Invitation for Expressions of Interest



**CITY OF  
PARRAMATTA**

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Submissions close 17 September 2021

# Acknowledging Dharug

We respectfully acknowledge the Traditional Owners and Custodians of the land and waters of Parramatta, the Dharug.

Parramatta has been home to the Dharug for over 60,000 years, and they maintain an ongoing connection to Country.

We know that Aboriginal people were the first people of our country, and that for thousands of generations they managed and nurtured the land and waters.

Even with the impacts of colonisation, Aboriginal and Torres Strait Islander people played a vital role in the ecological, economic, social and cultural life of Parramatta; while maintaining a distinct culture built on the principles of Caring for Country, the primacy of family, and the dignity and governance of Elders.

We can learn from their resilience and community strength to ensure a socially sustainable future for all people in our City. Parramatta has always been an important meeting place for Aboriginal peoples, in particular, the Parramatta River.

City of Parramatta Council also recognises the significance of this area for all Aboriginal and Torres Strait Islander peoples as a site of early contact between Aboriginal and Torres Strait Islander people and European colonists.

City of Parramatta Council is committed to the process of Reconciliation and to ensuring Parramatta a place of choice to live, work and play for Aboriginal and Torres Strait Islander peoples.

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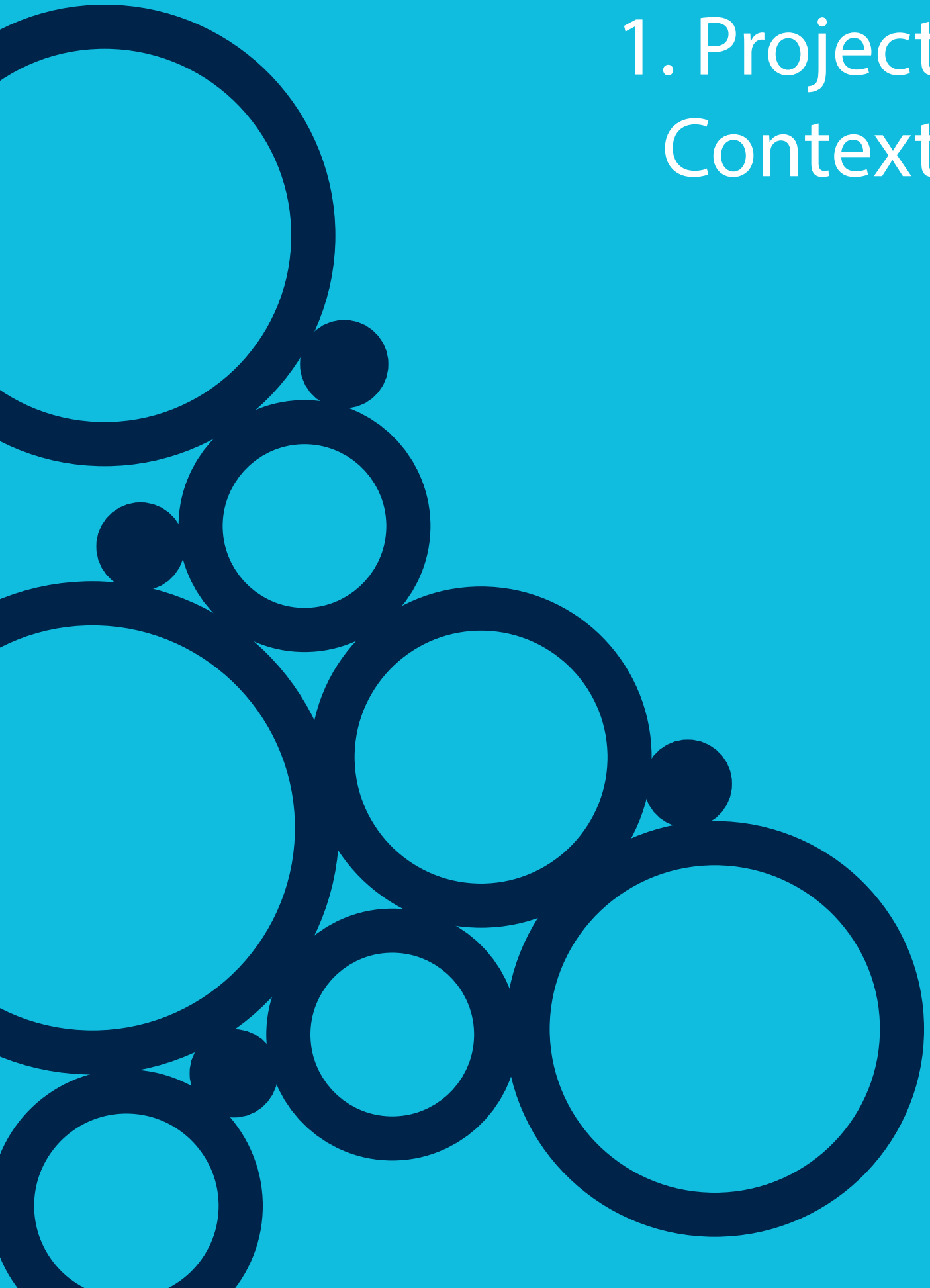
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## Attachments

A Phillip Lane Activation Evaluation Report

B Place Score Impact Maximiser Report for Phillip Street and Phillip Lane

# 1. Project Context



It is an exciting time for the City of Parramatta. Parramatta is seeing incredible growth and change driven by economic investment and major infrastructure works. The city's network of streets and laneways is the lifeblood of activation and vibrancy for our progressive city. Council is looking to collaborate with artists and creative consultancies who can help deliver bold, original and innovative ideas to our city.

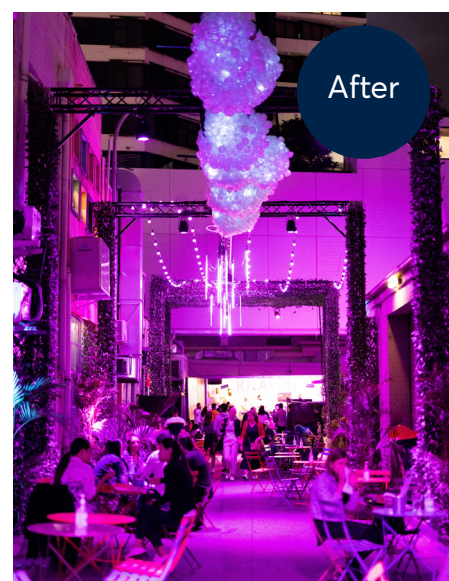
The City of Parramatta is inviting concept designs from artists or artist lead teams for the delivery of creative lighting within Phillip Lane in the Parramatta CBD. The project is initiated with the primary objective of improving amenity within Phillip Lane to create an environment that supports outdoor dining activity on weekend evenings into the future.

## 1.1 Grant Overview

Council is seeking the services of a suitably qualified and experienced light artist to lead a design, fabrication and installation process for the implementation of feature lighting artwork and other complementary elements within the Phillip Lane.

The City of Parramatta Council recognises that innovative integration of art, design, architecture and technology adds to the value of our places and generates a sense of community pride and identity. The experience of inspirational artwork encourages community ownership, cultural enrichment and ultimately economic benefits.

In late 2020 and early 2021, the City of Parramatta activated Phillip Lane with a grant from the NSW Government's 'Streets as Shared Spaces' program.



Figures: Phillip Lane before (left) and after (right) during the late 2020 / early 2021 activations

The Phillip Lane Activation project aimed to support restaurants on adjacent Church Street (also known as 'Eat Street') affected by Parramatta Light Rail construction and COVID-19 social distancing restrictions, by providing additional outdoor dining space.

The project commenced on Friday 27 November 2020 and ran for four weekends (Friday and Saturday, 5pm-10pm) until Christmas. Due to initial success, Council continued the activation for an extra four weekends from 29 January to 20 February 2021 (Friday and Saturday nights).

Phillip Lane was activated with lighting, temporary plants, live music, tables and chairs.

Artistic lighting was provided through the temporary installation of 'Nostalgia Above' by Capto Collaborative / ANL Design.

Patrons could order food directly from adjacent restaurants and enjoy their meal with alcoholic drinks in the lane. Participating restaurants included Lone Star Rib House and Brews, Bondi Pizza and John Belvedere Burgers and Drinks.

On several weekends, there were special appearances from El-Phoenician's belly dancers and the Knafeh dessert truck.

An Evaluation Report is provided at Attachment A that provides further context to the project, its objectives and an evaluation of previous initiatives.

In April 2021, the City of Parramatta was notified that it was the successful recipient of additional funding under the 'Your High Street' grant program for permanent embellishments

of Phillip Lane. This program was launched by the NSW State Government to make permanent improvements to the amenity and functionality of high streets including Phillip Street and Church Street.

Council has endorsed that the scope for permanent embellishments to be delivered under the grant within the laneway include improved laneway lighting with decorative elements, street art/murals on the rear façade of private buildings adjacent to Phillip Lane, and a means of restricting vehicular access being a retractable bollard (or similar) at the entry of Phillip Lane.



Figure: Phillip Lane activated in early 2021.

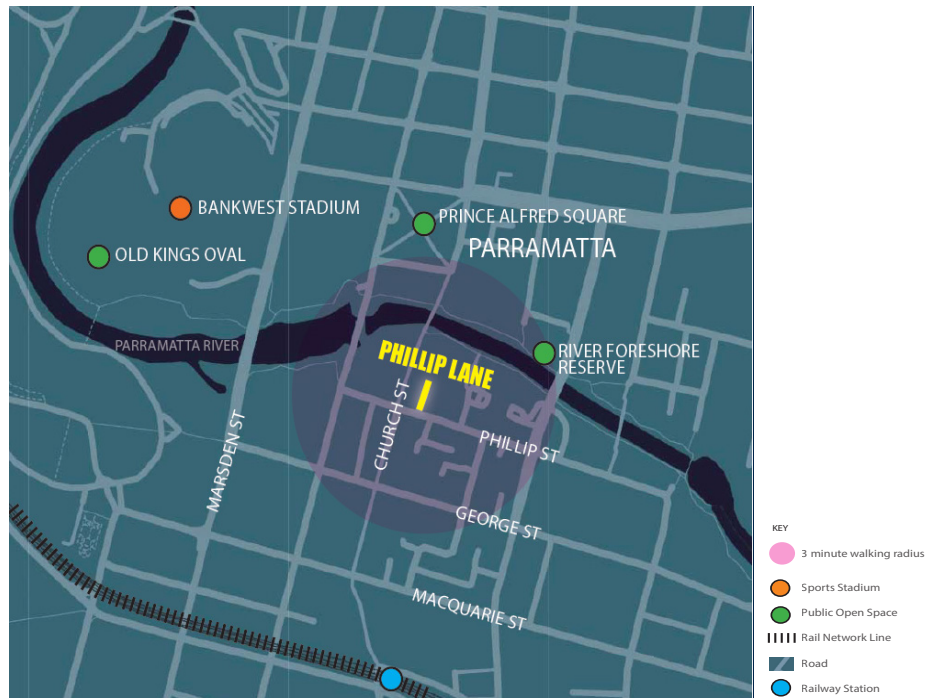
## 1.2 Overview of Phillip Lane and Future Vision

Phillip Lane is in the Parramatta CBD and is accessed off Phillip Street. Phillip Lane is a dead-end laneway, approximately 70m long. The entire laneway is approximately 825sqm in area. It is located parallel to a cluster of hospitality tenancies on Church Street and immediately south of the 53 storey 'Altitude' development by Meriton. The Park Royal Hotel is immediately to the east.

Phillip Lane is a local road. Council owns the laneway itself, which is approximately 6m wide and 50m long. In the remaining 20m of the laneway to the rear wall, two separate private lots have rear lane access in an area 20m wide.

The primary function of the laneway in its current state is as a functioning utility laneway including for waste storage/collection, loading/unloading and private carparking.

The graphic on the following page sets out the current condition of the laneway.



Residential apartments in close proximity to Laneway. Laneway transformation to consider measures to mitigate against noise and light disruption to residents.

Major overshadowing from adjacent buildings. Opportunity for lighting measures to enhance usability of Laneway.

Parking bays at the end of the laneway used frequently by local business owners. Potential to provide a reserved parking bay for Developer.

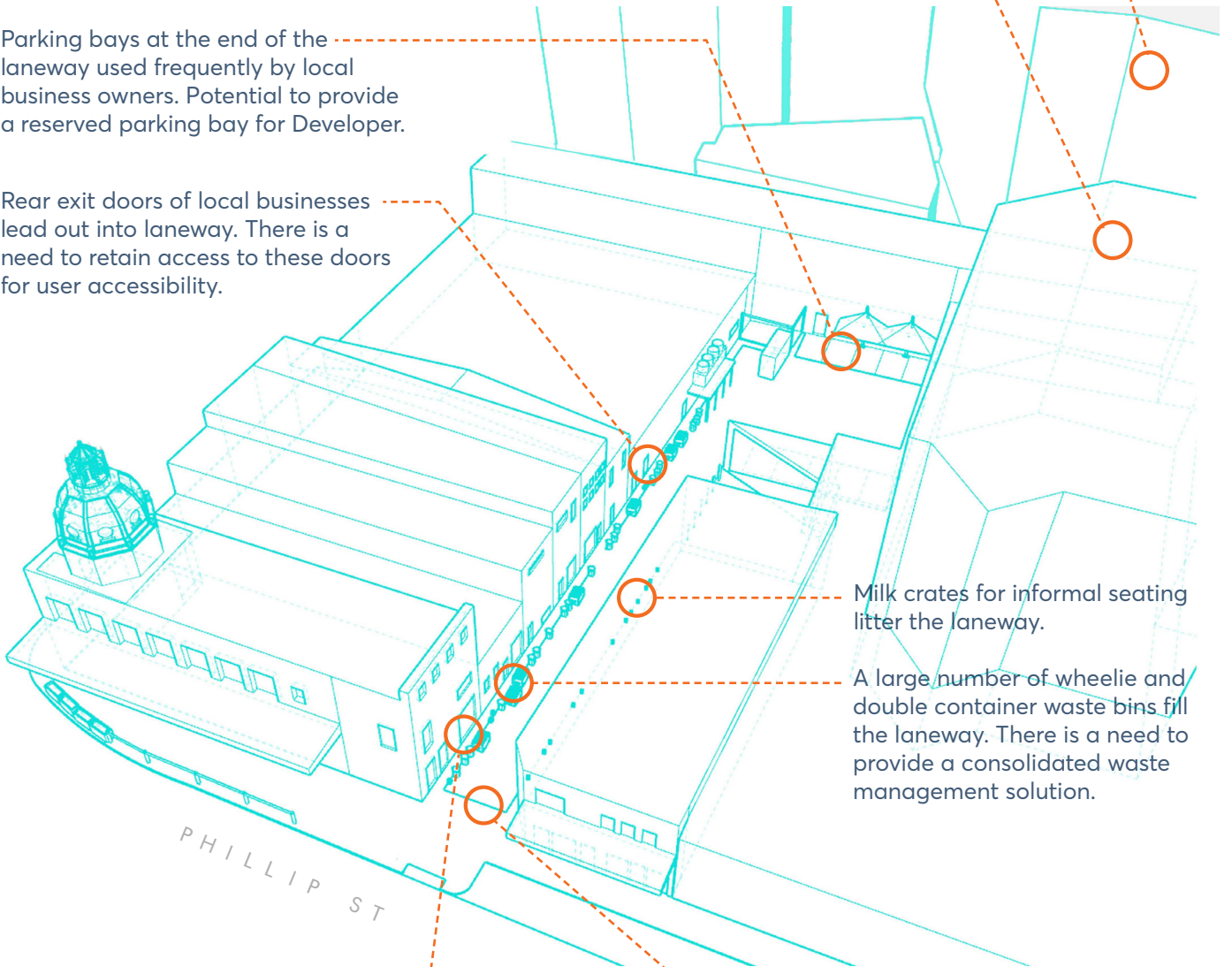
Rear exit doors of local businesses lead out into laneway. There is a need to retain access to these doors for user accessibility.

Milk crates for informal seating litter the laneway.

A large number of wheelie and double container waste bins fill the laneway. There is a need to provide a consolidated waste management solution.

Rear garage roller doors of local businesses lead out into the laneway. There is a need to retain access to these doors for drop/pickup of goods.

Raised concrete and cobblestone crossing forms shared crossover point for pedestrians along Phillip Street and Laneway vehicles.





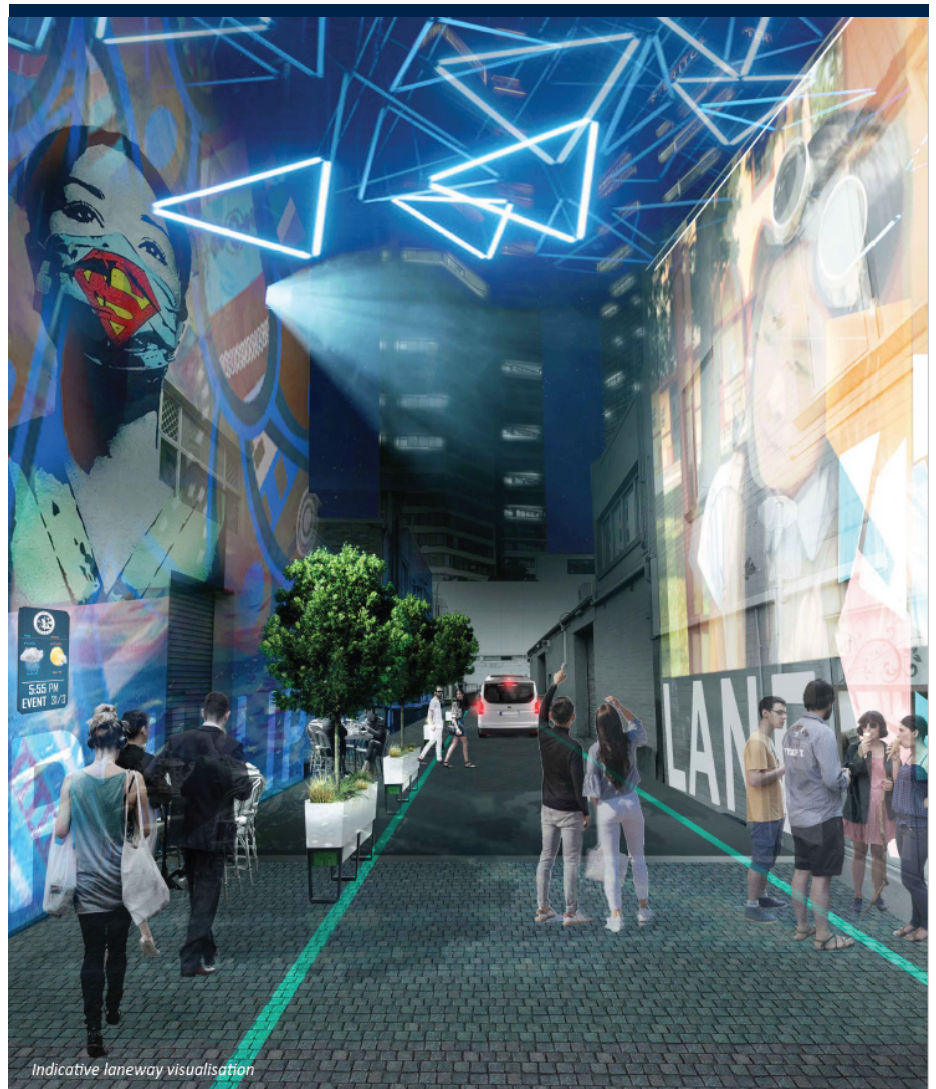


Various images of Phillip Lane in its current state

Phillip Lane is transitioning from a service laneway to a new night-time destination for Parramatta. Part of this transition includes a transformation of the amenity and environment of the laneway to support outdoor dining for the six Church Street restaurants that have rear lane access. Creative artwork throughout the laneway will captivate audiences and tell a narrative unique to Parramatta relating to its past, present and future.

Embellishments made to the laneway including lighting, art and vehicle restrictions aim to support outdoor dining within the laneway on weekend evenings. The laneway will remain a service laneway at other times of the week.

An artist's impression of how the laneway could look upon future embellishment is provided on the right.



Indicative laneway visualisation

## 1.3 Strategic Background

Years of strategic planning and investment are beginning to come to fruition for the City of Parramatta. Parramatta's recent evolution can be seen in the rapidly changing skyline, its vibrant streets and the growing number of residents, workers, students and visitors.

Already the second largest night time economy by turnover in Greater Sydney and third largest in New South Wales, Council recognises the need to do more to ensure the long term prosperity and continued

investment in our night time economy and ensure that our CBD is delivering a diverse night time offerings.

With a growing 24/7 economy in our cities, Council must lay the foundations to transition our CBD to a true 24-hour centre, supplemented with later trading, a greater mix of things to see, do and explore, to meet the emerging and future needs of our communities.

It is time for our City to take a bold step and secure our future as the Central City,

the economic powerhouse of Global Sydney, open late for business.

Under the current planning controls, any future development in the vicinity needs to have active frontages to Phillip Lane, making it a strategic site for investment.

Within Council's strategic approach are focus areas that align with the outcomes of this project. To deliver this vision in a collaborative way, the six key focus areas address the following:



## 1.4 Project Stakeholders

This project is being driven and delivered by Council in partnership with a variety of stakeholders.

The project is funded by the NSW State Government. Acknowledgement of the NSW State Funding needs to be provided for any project documentation in accordance with the grant guidelines.

All buildings that front onto Phillip Lane are privately owned. Under the Local Government Act 1993, Council cannot undertake works on private land or to private property unless agreement and approval is sought from all parties and stakeholders. Any consent of private landowners is essential to the success of this project.

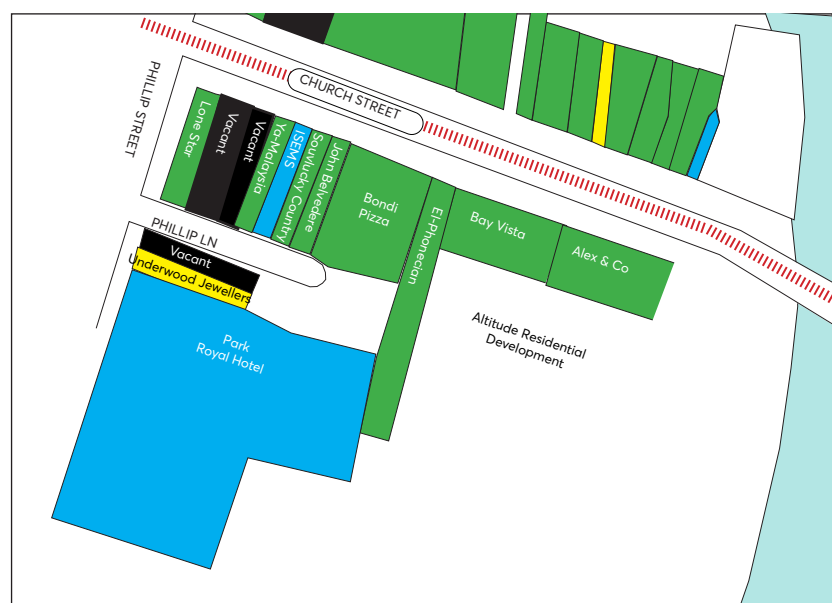
The 28 Phillip Street site (current site of Underwood Jewellers) is a likely development site, with construction works possible within a few years. The successful applicant will be required to consider mitigation strategies for how

future development on this site may occur adjacent to any lighting installation within Phillip Lane. This will need to be determined in consultation with adjoining landowners.

The project is initiated with the intent of supporting local businesses that adjoin the laneway to expand their outdoor trading area. The project is being pursued at this location due to the high cluster of restaurants on the adjacent Eat Street, as shown in the image below.

Adjacent businesses, as shown in the figure below, include the following:

- Lone Star
- Ya-Malaysia
- Souvlucky Country
- International Student Educational Migration Services (ISEMS)
- Souvlucky Country
- Bondi Pizza
- El-Phoenician
- Underwood Jewellers
- Park Royal Hotel



### LEGEND

<span style="display: inline-block; width: 15px; height: 15px; background-color: #4CAF50; border: 1px solid black;"></span> Food and beverage	<span style="display: inline-block; width: 15px; height: 15px; background-color: black; border: 1px solid black;"></span> Vacant
<span style="display: inline-block; width: 15px; height: 15px; background-color: #FFEB3B; border: 1px solid black;"></span> Retail	<span style="display: inline-block; width: 15px; height: 15px; border-bottom: 1px dashed red;"></span> PLR Alignment
<span style="display: inline-block; width: 15px; height: 15px; background-color: #2196F3; border: 1px solid black;"></span> Services	<span style="display: inline-block; width: 15px; height: 15px; border: 1px solid black; background-color: white;"></span> Construction site

Figure: Businesses surrounding Phillip Lane

## 1.5 Site Appreciation

Laneways within our cities are critical in providing activation, engagement and vibrancy. They offer a fine grain network for pedestrians and vehicles that is safe, well activated, vibrant and pleasant to use.

Lanes provide value and benefits to pedestrians, businesses, service vehicles and the vitality of the city at street level. The project is initiated with the intent of supporting local businesses that adjoin the laneway to expand their outdoor trading area. Some businesses that front onto the laneway such as the Park Royal Hotel require operational access to be maintained.

As an alternative to utilising private buildings to support lighting installation, the infrastructure required as part of the artwork installation can be designed and built independently of the site limitation and influence of private property. At a minimum Council is working through an electrical supply to the laneway which will terminate at a point.

From this point, electrical infrastructure within the lane and be utilised to suit the design and installation. For example, this may include mounting poles and other support ideas.

Please consider, this is a fully functional and operating lane that services several businesses. During typical activity, it will function like any other service lane and provides for the adjoining businesses. Meaning please consider vehicle movements and heights. During the initial trials, this was a minimum height clearance of 4.3m.

It should be noted that the 306 Church Street site is identified as a heritage item under the Parramatta Local Environmental Plan 2011. Use of this site to anchor any lighting installation is not possible without development consent. No development approval is likely to be required for installations using other sites.



Figures: 'Nostalgia Above' by Capto Collaborative / ANL Design was installed temporarily in Phillip Lane during the initial activations

## 1.6 Adjacent Projects

The Parramatta CBD is experiencing a period of unprecedented change.

Currently, the construction of the Parramatta Light Rail has caused significant disruption along Church Street and Macquarie Street. These works are directly impacting businesses that are accessed off Phillip Lane. Due to these works, the businesses have been prevented from utilising any outdoor dining area on Church Street. The encouragement of outdoor dining has been a strong government initiative in response to the COVID-19 pandemic.

These businesses form part of 'Eat Street', which is Parramatta's premier dining and entertainment precinct. The precinct is facing significant economic challenges due to the disruption of the light rail construction and the ongoing pandemic restrictions.

The transformation of Phillip Street into a 'Smart Street' is also being funded under the 'Your High Street' grant program (referred to in Section 1.1). 'Smart City' elements that will be installed as part of the project

include condition-responsive lighting, street furniture with built-in USB charging ports, smart irrigation, CCTV, environmental monitoring, parking sensors, compactor bins with sensors, and water misting for temperature cooling.

150m east of Phillip Lane is the construction site of the NSW State Government's proposed Museum of Applied Arts and Sciences (MAAS, or otherwise known as the Powerhouse Museum). The demolition and relocation of heritage listed Willow Grove property to make way for the museum has been a widely debated topic in the local community and within the media.

Intensive construction works are likely to continue with the planned construction of the Parramatta Metro Station under the State Government's Sydney Metro West project. Parramatta Metro Station will be on the block bounded by George, Macquarie, Church and Smith streets (one block south of Phillip Lane). The Metro site will adjoin a planned expansion of public domain under Council's 'Civic Link' project. The Civic Link will be a green,

pedestrianised public space and cultural spine that connects public life from the heart of Parramatta CBD to the River along the corridor currently occupied by Horwood Place. This project is parallel to Phillip Lane 150m to the east.

These projects will support intensive private development that is expected to occur within the Parramatta CBD over the coming years. It follows recognition of the importance of Parramatta as the 'Central City' in the Greater Sydney Region Plan - A Metropolis of three cities and the Central City District Plan continue to strengthen the significant economic function of the Parramatta CBD and its role in providing necessary housing, employment, recreation and cultural opportunities. This has resulted in amendments to planning controls that will permit Parramatta to transform into a high-density city on par to the Sydney CBD.

# 1.7 Laneway Activation Brief

Council has commissioned place-based research to determine the themes or elements that could be elevated in the Phillip Lane precinct to have the highest return on investment. The full report prepared by consultancy Place Score is available at Attachment B.

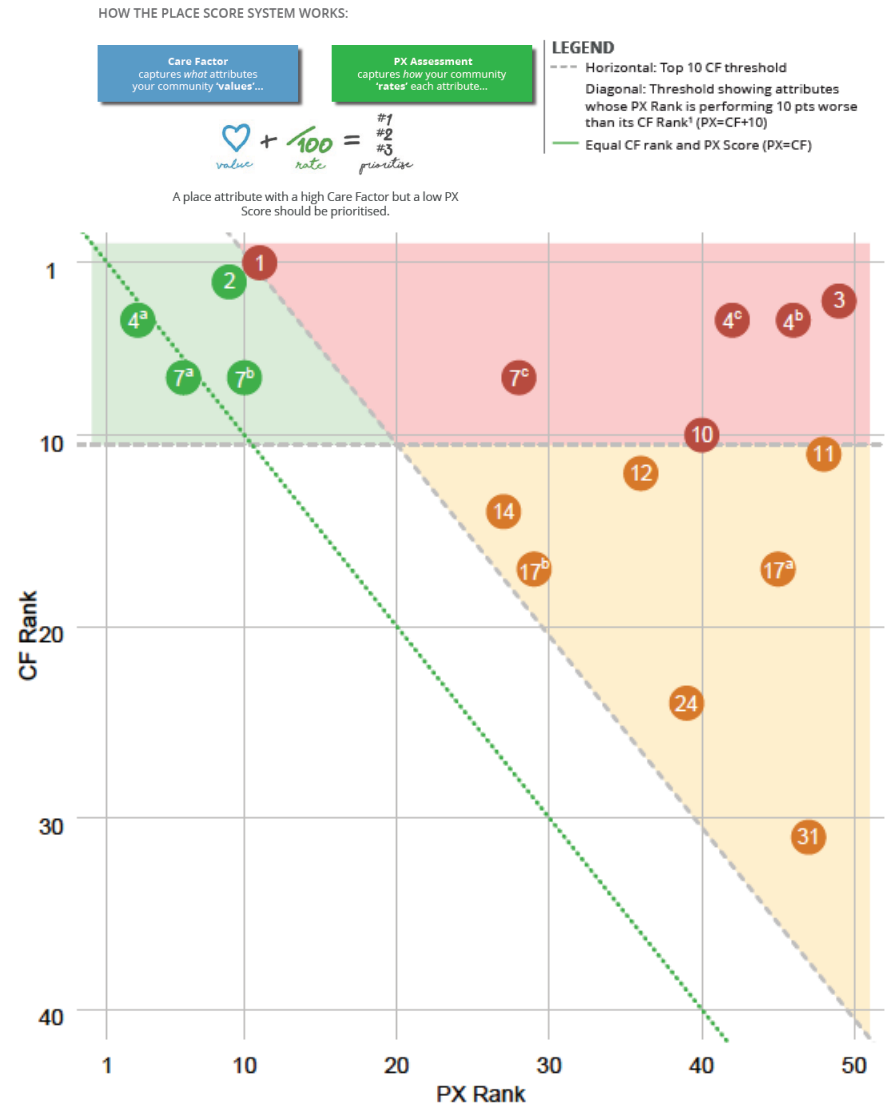
The research determined a concise list of improvement priorities for Phillip Lane. It did this by using two datasets:

1. 'Care Factor' dataset that captures what attributes the local Parramatta community values; and
2. 'Place Experience (PX) Assessment' that captures how the users of Phillip Lane rate those attributes.

The key recommendation of the research was to improve the user experience by enhancing or responding to 'improvement priorities'.

The improvement priorities for Phillip Lane are:

CF	IMPROVEMENT PRIORITIES
3	Local history, heritage buildings or features
4 <sup>a</sup>	Landmarks, special features or meeting places
4 <sup>c</sup>	Things to do in the evening (shopping, dining, entertainment etc.)
10	Vegetation and natural elements (street trees, planting, water etc.)
7 <sup>c</sup>	Overall look and visual character of the area
1	Sense of safety (for all ages, genders, day/night etc.)



Items for consideration for Phillip Lane are:

CF	FOR CONSIDERATION
11	Elements of the natural environment (views, vegetation, topography, water etc.)
17 <sup>a</sup>	Public art, community art, water or light feature
12	General condition of vegetation, street trees and other planting
31	One of a kind, quirky or unique features
24	Evidence of public events happening here (markets, street entertainers etc.)
14	Outdoor restaurant, cafe and/or bar seating
17 <sup>b</sup>	General condition of businesses and shopfronts

Strengths of Phillip Lane are:

CF	STRENGTHS
7 <sup>c</sup>	Welcoming to all people
4 <sup>a</sup>	Walking paths that connect to other places
7 <sup>a</sup>	Ease of walking around (including crossing the street, moving between destinations)
2	Cleanliness of public space

### Objectives of Laneway Activation

The proposed artworks on private walls are part of a wider activation strategy for the laneway. The key recommendations moving forward for the activation of Phillip Lane are as follows:

- Restrict vehicular access on weekend evenings to allow for expanded outdoor dining, whilst allowing the laneway to be operational at all other times
- Negotiate and agree on a Plan of Management for Phillip Lane to support future activation. This Plan of Management should be agreed to by landowners adjoining Phillip Lane who participate in the activation
- Improve the amenity of the laneway

To improve the amenity of the laneway, the two primary actions being taken are the improvement of lighting and the commissioning of wall art.

Artists or artist led teams are invited to consider how their work could respond to the improvement priorities identified by Place Score. This should be considered within the context of wider planned activation techniques described above.

The objectives of the Phillip Lane Activation are to:

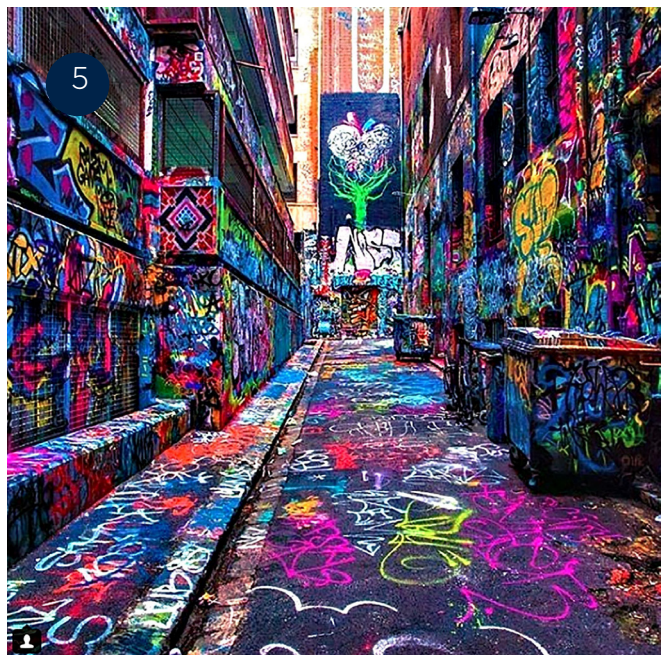
- Provide additional dining capacity for adjacent food and hospitality businesses that are impacted by Covid-19 restrictions
- Trial the activation of a laneway which is legislated to be activated in the future
- Create an amenable public space and destination to attract people into the Centre of Global Sydney, which is currently heavily impacted by unprecedented levels of construction
- Address operational issues such as poor waste management practices through activation and coordination by Council
- Expand and enliven the ground floor retail offering of the Parramatta CBD

### Success Criteria for Laneway Activation

Success criteria of the Phillip Lane Activation include:

- Improvement to the place experience of users as measured by Place Score
- Increase in the number of users within the laneway at times of activation
- Increase in the number of businesses participating in outdoor dining and associated economic activity
- Improvement to operational issues such as poor waste management such as through the reduction in the number of bins within the laneway
- Expansion of the user generating marketing reach and social media activity for the precinct

## 1.8 Laneway Activation Precedents



### Laneway Locations

1. Hardware Lane, Melbourne
2. Yakitori Alley, Tokyo
3. 'The Reimagined Laneway, Agueda, Portugal
4. ACDC Lane, Melbourne
5. Hosier Lane, Melbourne
6. Fish Lane, Brisbane
7. Degraeves Street, Melbourne
8. McElhone Place, Surry Hills
9. Atchison Lane, St Leonards
10. Barangaroo, Sydney





## 2. Catenary Lighting Brief and Project Requirements



## 2.1 Objectives of the Commission

The commission of creative lighting in Phillip Lane intends to achieve the following objectives:

- improve the amenity within Phillip Lane to support its transition into an outdoor dining precinct on weekends
- provide a unique visitor experience that is creative, contemporary and vibrant
- Add to the cultural heritage of the Parramatta CBD by creating an artwork unique and relevant to the local context

The vision is to provide a lighting art installation that promotes inclusiveness, activation and a sense of ownership. Complemented with creative and unique design thinking that enables the laneway to be interactive, engaging and memorable.

The lighting could support the location as an event space. Council has an annual 'Parramatta Lanes' festival and this site would be ideal as a site for this significant event on the city's calendar.

Ultimately, this project is a local installation within an ambitious global city. The

project aims to introduce new art forms as a refocused benchmark for the city.

The intention is to establish Parramatta as a leader and premier destination for innovation and culture.

Artistic expression will be considered favourably together with creating a sense of place and belonging. This work is to develop our city's visual identity, to create a space that celebrates and connects creativity, art and community. A statement piece that is engaging and admired.

The artwork should enhance the sense of place in this location during both times of activation and non-activation, potentially both day and night.

This EOI invites the artist to submit a proposal for this opportunity.

Council is seeking to engage an experienced lighting artist who can lead a design, fabrication and installation process for a feature light piece. Relevant experience and being able to demonstrate the capabilities of delivering this full project lifecycle are essential.

Ultimately, Council is seeking an appropriate professional to design and build a creative and engaging lighting artwork commissioned specifically for Phillip Lane.

## 2.2 The Current State of Play

Council officers are currently working through a series of tasks to enable and facilitate a lighting artwork installation for the lane. Conversations with the adjoining property owners are ongoing. We are working in partnership with the property owners to realise the best outcomes for the project.

The Project Team is also working through the design and approvals process to enable the power connection to the lane. We are endeavouring to provide an electrical supply to one central point. Concurrently, the Project Team is working through the other elements of the project such as wall street art/mural artworks, bollard installations and other embellishments.

The Project Team is also planning the critical timeframes of the project around the conditions of the NSW Government, 'Your High Street' grant program, which is required to be completed by May 2022.

The properties in and around Phillip Lane are likely future development sites. Council envisages the lighting installation will have a lifespan of five to ten years, with the potential for additional longevity.

This project is commissioned with the intent to catalyse and direct future character for the activation of the laneway. Future surrounding development will be required to strongly engage with the human scale at ground level and provide an appropriate interface.

Functional lighting is only required for public land. Lighting of private sites including the rear car park is not required.

Image: Lionette (DJ, producer, vocalist) in Phillip Lane during the late 2020 / early 2021 activations. Temporary installation 'Nostalgia Above' by Capto Collaborative / ANL Design can be seen in the background



## 2.3 Specific Project Requirements

Council is requesting two design options are explored. The two options include:

1. An overhead structure or catenary attached to the private property buildings; and
2. An overhead structure or catenary attached to the proposed poles (as support).

Option 1 may be preferred from a design and experience perspective. Notwithstanding, attachment to adjoining buildings requires the written agreement of adjoining landowners not yet obtained. Consideration should also be given to the likely future development of the 28 Phillip Street site and/or other sites within the laneway and as such, Option 2 may provide for a pragmatic delivery. Both options are being considered at this stage during consultation with stakeholders.

Council will provide a power connection to a central point within the laneway. It is likely this will be located within the entrance to the lane. The design ideas shall consider the current uses of the lane, any adjoining residents and any sustainability initiatives.

The artist shall engage a qualified structural engineer to support the project and provide a dilapidation report on the existing buildings and infrastructure so any potential damage can be monitored and mitigated during the installation and post construction phase of the project. Council maintains the option to appoint a nominated engineer if required.

The appointment of any subconsultants, such as a structural engineer shall assist with ensuring the installation is structurally sound and

appropriate Australian Standards and guidelines are followed and applied accordingly. Structural certification of the artwork elements will be required to ensure the installation is suitable and fit for the public realm.

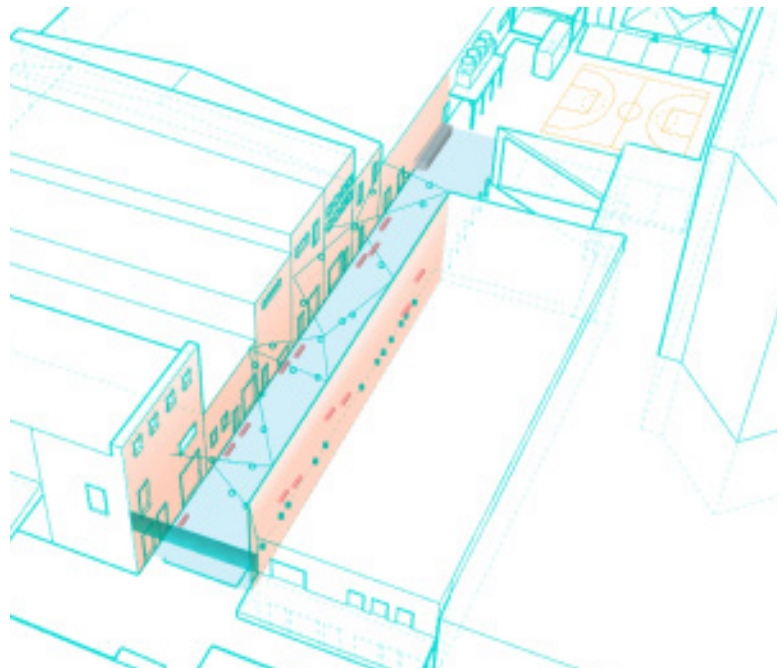
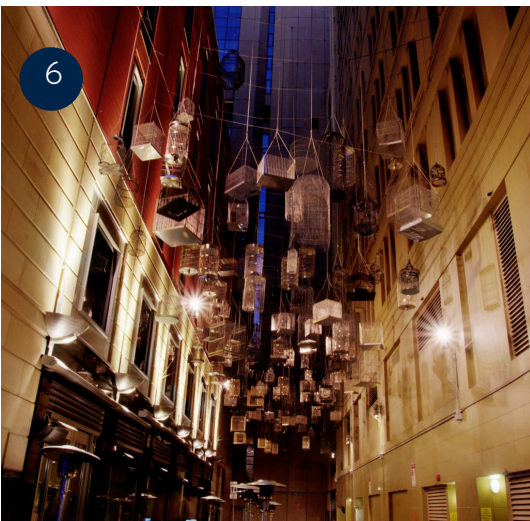
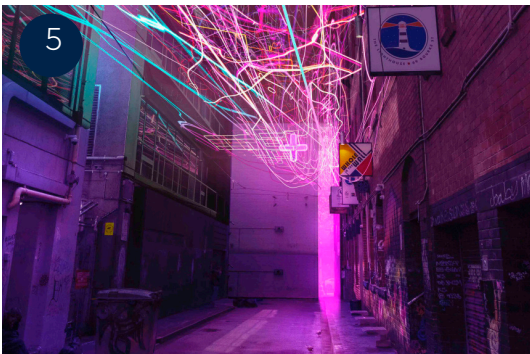
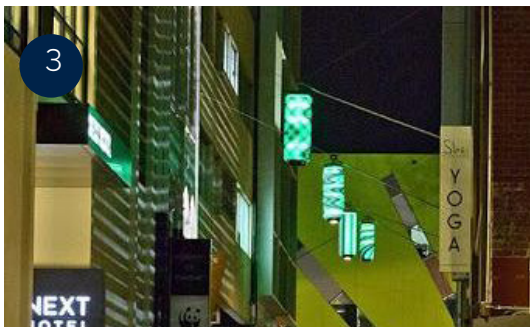


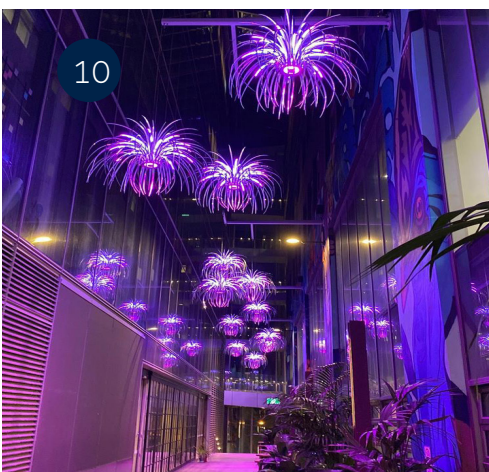
Image: Indicative area to be considered for lighting installation

## 2.4 Artwork Precedents



### Locations

1. Percy Street, Philadelphia
2. Steam Mill Lane, Darling Square
3. Burnett Lane, Brisbane
4. Little Hay Street, Darling Square
5. Concept for Westwood Place, Melbourne
6. Angel Place, Sydney
7. Olympic Park, London
8. LLankelly Place, Potts Point
9. Kimber Lane, Haymarket
10. Penny Lane, University of Technology Sydney
11. Dixon Street, Haymarket



## 2.5 Program

The selected artist shall deliver a complete and functioning lighting artwork to be installed in collaboration with the City of Parramatta's Project Team.

It is essential a planned design and delivery program is prepared. It is critical to meet the required timeframes for delivery.

There is a commitment that the City of Parramatta will meet the requirements of the State Government's 'Your High Street' grant. Weekly updates will need to be provided to Council's project team to ensure agreed timeframes are being met. Any delays will need to be identified and mitigated at the earliest possible opportunity.

The design, fabrication and installation period will need to be appropriately scoped to match the timeframe available. An overview of the program is shown in the table below.

Stage	Timing	Process
Expression of Interest Open	August 2021	Artists or artist led teams invited to apply for the opportunity to be considered for this project. Refer to Section 3 for submission requirements.
Expression of Interest Closes	5.00pm, 17 September 2021	
Applicants Shortlisted	September 2021	Hold whist Council reviews submissions.
Shortlist announced	October 2021	Council to contact all applicants and advise which artist or artist lead teams are successful in progressing to the shortlisting stage.
Concept Development	October 2021 - January 2022	Shortlisted artists or artist lead teams are to progress to detailed concept development in consultation with Council.
Commission Phase	January 2022 - February 2022	Council to contact all shortlisted applicants and advise which artist or artist lead team is successful in progressing to the delivery phase for laneway lighting. Detailed design of lighting installation is undertaken.
Delivery Phase	February 2022 - May 2022	Detailed design is finalised and lighting is installed.



## 2.6 Budget

### Works Budget

Understanding your costs of materials, your wider team of providers and your own time will be essential. The artist will need to have a strong understanding of how long fabrication items will take to ensure the project is delivered within the strict grant timeframes.

Council is offering a total budget of \$185,000 for the design, fabrication and installation of the proposed installation. You will need to apply a minimum 10% contingency for any unforeseen issues that may arise. This project contingency is to be included in your overall project estimate and costings. Importantly, the artist is to provide an 'estimate of cost' at 50% and 90% completion of the design. This is to ensure there is no 'over design' and the design intent and outcome meet the available funding. It is critical the artist adheres to the available budget.

The artist is to allow for all costs, artist fees, commission for supporting artist, engineering costs insurances, WHS measures, required traffic control, plant, transportation, equipment

and tools required to complete, install and deliver the installation.

### Concept Honorarium

Shortlisted applicants will receive an honorarium fee of \$2,500 to develop their concept. This is separate to the works budget.

### Payment Schedule

Shortlisted applicants will be required to submit an invoice for their Concept Honorarium at the conclusion of the Concept Development phase. Payment will be made on satisfactory completion of final design drawings.

The successfully commissioned team can submit an invoice for 50% of the works budget at fabrication stage. Payment will be made upon satisfactory completion of fabricated catenary rig and artwork, with Council provided the ability to inspect the fabrication if required.

A final invoice is to be submitted upon installation. Payment will be made upon satisfactory completion of installation and make good works (clean-up).

### Variations

All variations must be agreed to by Council in writing prior to works being carried out.

### Insurance

Applicants will be required to provide evidence of holding \$20 million public liability insurance.

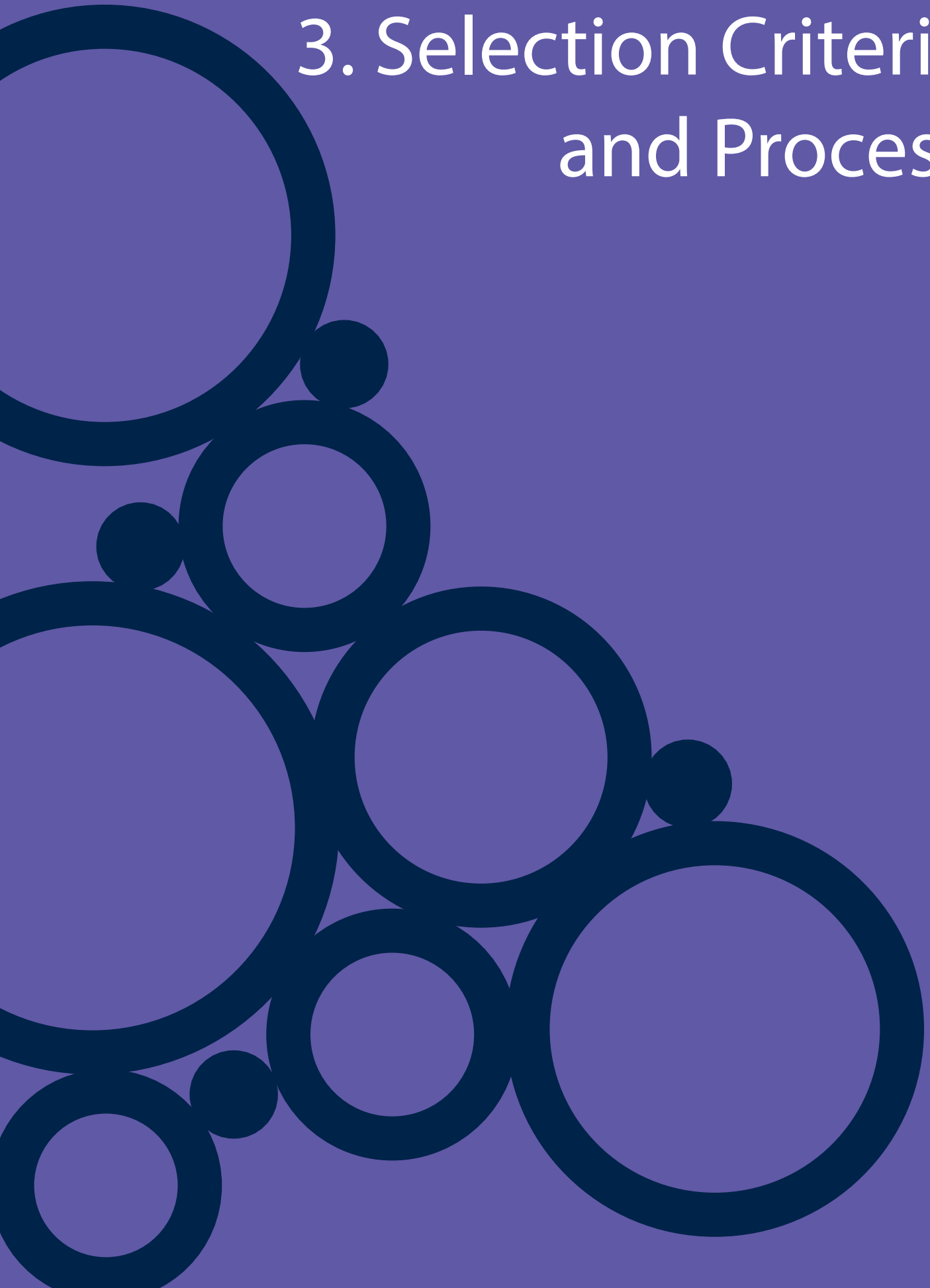
### Contract

A contract for the artist will be prepared prior to commission that will cover items including but not limited to moral rights, responsibilities, maintenance and the like.

Figure: Phillip Lane activated in late 2020



# 3. Selection Criteria and Process



## 3.1 EOI Stages

### Phase One - Expression of Interest

Artists or artist led teams are invited to apply for the opportunity to participate in this project by submitting the following:

- ▷ Contact details: Name, contact phone numbers, email address, street address, ABN
- ▷ A Curriculum Vitae (CV) relevant to the opportunity and which demonstrates relevant project experience and examples of previous work (in the case of a team this must be one CV for each individual on the team)
- ▷ A maximum of 10 digital images per artist (PC compatible only saved as jpegs or provided in PowerPoint presentation) with relevance to the current project
- ▷ Examples of work done in collaboration with stakeholders, communities and others
- ▷ Demonstrated ability to keep to budget, participate in the three-stage process and the commission program
- ▷ Names and contact details of two relevant referees
- ▷ Evidence of required insurances (if the applicant does not currently have the required insurances and if their concept design is selected, they will be required to obtain required insurances)
- ▷ Project program identifying the key milestones
- ▷ Nomination of any preferred lighting engineer to partner and deliver the project (note: Council provides the option to appoint a nominated lighting engineer to the project)
- ▷ Cover letter (maximum 500 words, or other preferred medium) that may outline intent to participate in the project and/or ideas to explore or any opportunities or difficulties responding to the brief.

### Phase Two - Shortlisting and Concept Development

Depending on the number of submissions received, Council's selection panel will shortlist one to five applicants, providing them with a Concept Honorarium fee of \$2,500 each to develop their concept.

Shortlisted artists will then prepare a concept design for creative lighting in Phillip Lane.

The Concept Development Phase will include:

- ▷ Concept drawings of the proposed lighting as required to convey the concept, be appropriately scaled, and presented in a professional and artistic manner
- ▷ Development of the concept in consultation with a lighting engineer of choice or supplied by City of Parramatta
- ▷ Cost plan outlining artist fees, materials, and any associated expenditure
- ▷ Indication of any known ongoing maintenance requirements associated with the proposal. A comprehensive maintenance schedule will be required from the commissioned artist
- ▷ Evolution of the artistic concept and development of the proposal
- ▷ Providing information to convey the development and placement of the mural for the purposes of consultation, communication, and documentation (this could be in form of sketches, images, renders as required)

- ▷ Collaborating with the Project Team to develop and amend the design in response to requirements to install the artwork as required
- ▷ Providing information to the City's representative regarding preparation and checking of costs in relation to the cost plan
- ▷ Attending any meetings called by the City's representative and the Project Team and taking all follow up action required by each meeting

### Phase Three - Commission

Post evaluation of the concept design by the Selection Panel, a recommendation will be made on the successful proposal. The evaluation will include a review of the cost plan to ensure the proposed concept is achievable within the project budget. All parties need to be satisfied that the proposal is achievable within the budget available.

Council will then commission the artist or artist led team to install the Project in partnership with the lighting engineer. The budget for the overall delivery of the project is \$185,000.

The Commission stage will include:

- ▷ Preparation of detailed engineering plans for installation
- ▷ Lighting installation
- ▷ Participating and incorporating the findings of the any Design Safety Assessment process into the artwork installation in collaboration with the Project Team
- ▷ Attending regular meetings and other meetings called by the City's representative and the Project Team and take all follow up action required by each meeting
- ▷ Responsibility for coordination, administration, and quality control during installation of the artwork, including progress reports and final inspections
- ▷ Providing for the City of Parramatta's public art asset register – name of work and artist description, photographic documentation (10 high res) of complete and installed public art, materials palette, key dates and maintenance manual.

## 3.2 Selection Criteria

The selection criteria and weighting for progression to the Concept Development Phase include:

Selection Criteria	Weighting
Demonstrated previous relevant experience of creating artworks in the public realm (and working within timelines and budgets)	25%
Strength of proposed application regarding motivation to participate, ideas to explore or proposed approach.	25%
Local and regional context, with preferential consideration to applicants from Western Sydney and/or Greater Sydney	20%
Experience working in interdisciplinary teams and an ability to work in an environment where transparency, inclusively and information sharing is critical to project success	20%
Compliance with submission requirements as set out in Section 3.2.	10%

The selection criteria and weighting for progression to the Commission Phase include:

Selection Criteria	Weighting
Artistic merit as evidenced in the visual material provided during Concept Development Phase and/or previous projects	40%
Appropriateness of concept proposal to the project context and setting	20%
Alignment to the project brief including capacity to achieve the required project program and capacity to deliver the project within available budget	20%
Ability to work collaboratively with project stakeholders as demonstrated through the Concept Development phase	20%

## 3.3 Eligibility and How to Apply

To be considered for this project, applicants will be required to submit all requirements listed in 'Phase One - Expression of Interest' in Section 2.3. This includes the following:

- ▷ Contact details: Name, contact phone numbers, email address, street address, ABN
- ▷ A Curriculum Vitae (CV) relevant to the opportunity and which demonstrates relevant project experience and examples of previous work (in the case of a team this must be one CV for each individual on the team)
- ▷ A maximum of 10 digital images per artist (PC compatible only saved as jpegs or provided in PowerPoint presentation) with relevance to the current project
- ▷ Examples of work done in collaboration with stakeholders, communities and others
- ▷ Demonstrated ability to keep to budget, participate in the three-stage process and the commission program
- ▷ Names and contact details of two relevant referees
- ▷ Evidence of required insurances (if the applicant does not currently have the required insurances and if their concept design is selected, they will be required to obtain required insurances)
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- ▷ Cover letter (maximum 500 words, or other preferred medium) that may outline intent to participate in the project and/or ideas to explore or any opportunities or difficulties responding to the brief.

The Council contact is:

Chris Patfield  
Place Manager  
cpatfield@cityofparramatta.nsw.gov.au  
0466 813 800

Applications are to be uploaded to TenderLink.

Applications are due at 5.00pm on 17 September 2021.

The artist team can be made up of specialist consultants, contractors and required trades people, The principal artist is to list these contributors as part of the artist team.

If due to public health orders, any applicant is delayed in making a submission, please contact Chris Patfield prior to the submission deadline. Notwithstanding, the selection criteria provides preferential consideration to local applicants to provide creative opportunities to local residents or businesses, but also to ensure the project can be delivered or is not unreasonably delayed in the instance of applicants residing outside of NSW who may be subject to border closures or the like.

Council reserves the right to limit selection to artist or artist lead teams that are able to work within any current or future health orders.



**CITY OF  
PARRAMATTA**