



Public Art Policy

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1. Scope

This Policy applies to all and any public art projects located, or proposed, in the public domain within the City of Parramatta Local Government Area. These may be stand-alone projects or proposals from within Council or from the community; embellishments to capital works or other proposals arising from time to time.

This policy does not apply to works which are purely commemorative in nature such as memorials or plaques. Such projects and proposals are considered in line with Council's Commemorative Works and Memorials Policy (Policy #74).

This policy includes the application of Council's Public Art Guidelines for Developers for all approved arts plans and public art projects initiated through the Development Application (DA) and/or Voluntary Planning Agreement (VPA) processes.

The associated document 'Public Art Procedures' supports the Public Art Policy outlining the processes that must be adhered to by staff and is to be used as the best-practice basis for Council's approach to public art.

2. Purpose

This policy seeks to establish the basis on which enduring/permanent public art projects located in the public domain are commissioned or approved. It seeks to establish the key criteria for informed, transparent and high quality decision-making when approving or declining proposed public art projects which will form a long-term aspect of the City's visitor experience, cultural enhancement and heritage.

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3. Policy

- 3.1. The City of Parramatta supports high quality and original public art projects in the public domain which add to the City's liveability and productivity and enhance the City's cultural assets. The City welcomes artwork that can become uniquely local attractions and be a source of delight and inspiration to residents, workers and visitors. The City values public artworks that celebrate; honour; engage with our past, present and future; and share our history, our story, our culture, and our peoples. The City seeks public art that can give voice to local communities, bring together diverse social threads and create a sense of pride in place.
- 3.2. Public art proposals will be examined by an independent Public Art Jury of up to five members representing artistic/creative industry expertise, Council, and community representation. The Jury will examine proposals for public art projects in the public domain based on the criteria of this policy, and make recommendations to a City of Parramatta Public Art Working Group for approval and action.
- 3.3. Public art proposals will be assessed on merit by Council's Public Art Jury against a set of selection criteria.
- 3.4. Public art projects will:
- Enhance the location in which the artwork is to be sited, adding interest and enriching context;
 - Be specific to its site or context, drawing from and adding to the history, heritage and environment of its location; tells a local story;
 - Be appropriate and suitable to its site, in scale and impact on amenity and other uses;
 - Be high quality in design, materials and finishes;
 - Present innovative, fresh, creative and original ideas;
 - Engage and inform, be comprehensible and encourage engagement, provide interactivity;
 - Inspire, provoke reflection, arouse curiosity; enrich and stimulate
- 3.5. The assessment of public art projects will also include the following technical considerations:
- Is the artwork safe, durable, practical, robust and vandal resistant?
 - Is there a detailed plan for maintenance including annualised costs?
 - Is there agreement on terms and conditions for removal, re-location, de-accessioning and disposal?

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- 3.6. Each public art project will be assessed on its merit against the selection criteria without preference to local artists and locally produced artworks. As part of the City's cultural commitment, Council supports the development of local artists and locally produced artworks through a number of formal programs and encourages participation of local artists in the competitive process.
- 3.7. Temporary and short terms public art projects including 'street art' will be considered in a streamlined process; This streamline process will refer proposals direct to the Public Art Working Group and will negate the need to present proposals to the Public Art Jury for initial consideration and assessment. Temporary and short term public art projects including Street Art are to be realised and approved for not more than six months.
- 3.8. Temporary projects proposed for more than a six-month period will be considered using the criteria established in this policy as Public Art, and will also refer to the Strategy and Principles outlined in the Council's Lanes Policy (Policy #319). In the event of inconsistencies Council's Public Art Policy (Policy #239) will prevail.
- 3.9. Non-commissioned public art projects in any form or style created or installed without approval by Council may be deemed as unwanted graffiti and removed by means of the principles and procedures for the removal of graffiti from Council owned property and land.
- 3.10. The City will not accept unsolicited gifts, legacies or donations of public artworks when intended for the public domain. Such offers will be referred to the City's cultural collection management for assessment. The City may, at its discretion, place items from its collection for display in public buildings, in the public domain or as part of the City's cultural public programming.
- 3.11. Council may enter into partnerships which may propose the consideration of existing or proposed public artworks delivered by a third party within the City of Parramatta LGA. Such partnership proposals will be considered in accordance with Council's Public Art Policy and Public Art Procedures.

4. Definitions

Public Art: A permanent or temporary work of art in the public domain created by a professional artist through a formal commissioning process. Public artworks can take varied physical and virtual forms including objects and statuary in a variety of media; projections and lighting treatments; paving, landscaping and plantings treatments within the urban fabric. Public Art may be an object that provides practical functionality in addition to its substantive role as a work of art. A public artwork may be interpretive of a place or a local story, however public art is only one of a suite of devices for the interpretation of a place or a local story.

Temporary Public Art: A public artwork intended to be in place for a defined period of not more than six months.

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Public Art Jury: Council's Public Art Jury is a formal committee of Council consisting of up to five members representing artistic/creative industry expertise, Council, and community representation appointed by Council through a Council resolution.

Public Art Working Group: Council's Public Art Working Group is an internal committee of Council Officers appointed by Council through a Council resolution.

Street Art: A commissioned, attributed, public facing artwork such as a mural realised with the approval of Council.

Graffiti: A non-commissioned public facing artwork realised without the approval of Council.

Associated Documents

It is acknowledged that this policy may at times intersect with other relevant Council policies and strategies may require negotiated outcomes given the intent arising from related policies and strategies. Related policies include:

Public Art Procedures
Policy #233 Hoardings Policy
Policy #74 Commemorative Works and Memorials Policy
Policy #319 Lanes Policy
Street Activity Policy (to be registered)
Heritage Interpretation Guidelines (in development)
Graffiti Removal Procedures
Minutes of Council Meeting 27 April 2009 (D01198098)
Cultural Collection Management Guidelines – Permanent & Interim

Consideration of neighbouring Councils' public art policies:

With the formation of the new City of Parramatta Council on 12 May 2016 public art policies of Councils with areas transitioned to the new City of Parramatta Council have been considered in the development of this policy.

There are no inherent contradictions to the principles or processes in the public art policies of the former Holroyd Council and Auburn City Council in relation to the City of Parramatta Public Art Policy. A new Cumberland Council Public Art Policy is yet to be endorsed and cannot be considered in this policy. The Hills Shire and Hornsby Councils do not hold endorsed public art policy documents but rather maintain a discretionary case by case approach to the consideration and approval of public art proposals through the Council reporting process.

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History

This Policy replaces in its entirety the Public Art Policy (#239) adopted in 2003, reviewed and adopted in 2008 by the former Parramatta City Council.

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