



CITY OF
MITCHAM

MITCHAM

Public Art

Adopted by Council 11 April 2017

public policy

TABLE OF CONTENTS

1. PREAMBLE3

2. PURPOSE3

3. SCOPE3

4. DEFINITIONS3

5. GUIDING PRINCIPLES.....4

6. POLICY STATEMENT6

 7.1 The Value of Public Art.....6

 7.2 Council’s Role6

7. POLICY REVIEW7

8. VERSION HISTORY7

9. DOCUMENT CONTROL.....7

MITCHAM

1. PREAMBLE

Public art in the City of Mitcham will make a significant contribution to local identity, help create and activate vibrant public realm and assist to build a strong cultural and arts sector for the betterment of the Mitcham community.

2. PURPOSE

This Policy provides direction to the Community and Council in relation to Public Art and more specifically:

- An overarching vision
- Recognition of the contribution of public art to civic and cultural amenity
- Council's roles and responsibilities, both for Council initiated public art as well as privately initiated public art

3. SCOPE

This policy scope describes the definitions of aspects of public art, the guiding principles informing Council in the planning for and assessing public art; and council's role in public artworks located in the public realm in the City of Mitcham.

Public art refers to contemporary artwork such as installation, sculptures, performance, community art, painting or conceptual art occurring in public spaces.

Public spaces are social spaces that are generally open and accessible to people including roads, pavements, alleyways, verges, parks, laneways, plazas, carparks and malls. They may be either publically or privately owned spaces, and are generally located away from the confines of traditional galleries and formal buildings such as galleries and museums.

Public art can be temporary or permanent. It can involve highly experienced public artists, young and emerging artists and artists working in a community setting. Public art can manifest in a wide range of activities and forms from place making projects that aim to activate a local area and facilitate visitation to meet economic objectives, to stand-alone artworks that may reflect cultural or societal experiences and values, to artworks integrated with buildings, parks and open landscape or urban developments.

4. DEFINITIONS

Art – Art can be seen as an expression of culture, one of the ways in which an individual or a group of individuals reflect or challenge values contained within the community's culture. It is generally acknowledged today that the arts include, but are not limited to: the visual arts such as painting, sculpture, digital art; the performing arts such as theatre, dance and music in its many forms; literary arts such as writing and storytelling; and the media arts such as film, television and multi-media.

Community Art and Community Development – Community Art provides a mechanism for people to explore, exchange and share personal stories and ways of behaving. These practices provide a basis for community building and wellbeing through a primary focus on involvement in the process rather than the creation of an art product. This is a powerful community engagement and

development tool and a wonderful way for community members to contribute to shaping their physical environment and build a sense of place and ownership.

Public Art – Public Art covers a range of arts activities in the public realm. It includes standalone artworks, integrated artworks. It includes the traditional forms such as memorials, monuments, sculptures or murals or more contemporary forms such as sound installations, video or laser projections, text, aerosol art and street banners. It also includes functional objects such as fountains, street furniture, lighting and paving. It may be both permanent and/or temporary.

Integrated Artwork – These are physically integrated into the landscape, buildings or civic spaces and might include building facades, glazing, architectural detailing, paving, street furniture, retaining walls or interpretive signage.

Public Art Platforms for Temporary/Ephemeral Art – These are billboards, digital screens, projectors and other physical infrastructure for public art. Their installation creates an opportunity for the introduction of public art which creates some kind of temporary change in a public space. They are most commonly used in public spaces that can be used for events or public gatherings such as plazas, streets or the entry to a civic building.

Public Realm – Public realm spaces are social spaces that are generally open and accessible to people including roads, pavements, public spaces, parks, laneways, plazas, and malls. They may be either public or private spaces, and are generally away from the confines of traditional galleries and formal buildings such as galleries and museums.

Stand-alone Artworks – These are placed in key locations that may benefit from the addition of a stand-alone sculpture or landmark artwork. While there is a tendency to think of landmark works as large scale objects they should be thought of as a work that is unique, site specific and special to a place.

Street Art – This may take many forms, but typically involves the use of paint which is sprayed or applied to an appropriate surface and is later applied with a graffiti prevention coating. In Mitcham, street art may also take the form of artworks applied to the surface of SA Power Network's Stobie Poles.

Graffiti & Tagging – Unlike Street Art, graffiti and tagging are generally considered to be the illegal practice of marking another person's property without consent and usually involves the use of paint, spray paint and marker pens. Graffiti or tagging in any circumstances is not supported and rapid removal aims to strongly discouraging its practice.

5. GUIDING PRINCIPLES

Any public art approved by the City of Mitcham will meet the following guiding principles.

5.1 Contribution to Mitcham Identity & Sense of Place

Public Art will make an important contribution to the 'sense of place' and identity of the city and public spaces across the whole of the city.

Public Art in its many forms has the ability to contribute to a sense of place and highlight the elements that make a place unique. It may do this through: celebrating the heritage of the area; telling stories of events and

the people of the area; celebrating the area's diversity and communicating community values.

Likewise, the commissioning of contemporary public art can demonstrate the community's commitment to culture and creativity; express confidence about the place and the future; and be a symbol of civic pride and respect for public spaces. Well designed, vibrant and culturally relevant places are respected by the community and therefore tend to suffer less vandalism and graffiti. Evidence has shown that public art, when relevant to the place, can play an important role in building this respect, indeed well maintained and relevant artworks are rarely subjected to vandalism.

5.2 Contribution to Social and Economic Vitality and Viability

Vibrant places are complex and changing environments where people feel welcome and safe. They are places where there are activities and discoveries that contribute to the experience of moving through or spending time within the space. Public artworks can provide a point of reference, a meeting place and an object for exploration. Increasingly temporary public artworks are being commissioned for streets, squares and laneways as a means of introducing change, intrigue and increased visitation. Increased visitation can enhance economic activity for local businesses.

Public Art should be commissioned to contribute to the activation of public spaces in the City of Mitcham in order to create environments that are vibrant, welcoming and safe places that encourage and support economic activity. Recognising the relationship between the local areas identified through local area planning as requiring economic stimulus and increased vibrancy, and the ability of public art as a tool to stimulate this objective is important.

5.3 Contribution to Cultural & Community Development

Public Art can provide a mechanism to encourage creativity, innovation and capacity building within the Mitcham arts community.

Art by its very nature is about creativity, innovation and exploring ideas that will encourage curiosity, interaction and engender healthy debate. The commissioning of public art should seek to support local creative people to build their confidence, technical skills and conceptual development. Council can support the introduction of art during temporary moments such as events – to encourage this curiosity, debate and interaction. The development of future opportunities for temporary or low scale art projects, which are low cost and low risk, should be used to encourage young and emerging artists to create works for public spaces that explore contemporary ideas of relevance to their local community.

The commissioning of larger scale permanent projects provides opportunities to support the career development of more established artists and could be utilised to offer mentoring experience to younger artists.

6. POLICY STATEMENT

The City of Mitcham is committed to the development of a strong public art program over the next five to ten years. It will seek to support public art of a high contemporary artistic standard that will engage the community and make a significant contribution to the look and feel of Mitcham.

6.1 The Value of Public Art

The City of Mitcham recognises that public art is an important activity and that there is a need to establish a strategic approach for both Council initiated projects as well as responses to public art activities proposed by private sector developers or ideas emerging from individual artists or community art groups. Public art's value is inherent in the following ways:

Reflecting Local Identity

Permanent public art can contribute to developing Mitcham's local identity through the expression of a community narrative drawn from local stories and events about the past, present and future. Sculptural elements can become cognitive place markers that people navigate by and identify with as public meeting places. Interactive artworks encourage community participation.

Supporting Place Making and Activation

Public art can significantly contribute to the sense of place and the activation of public places, buildings and infrastructure, encouraging people to visit, contribute to and feel a part of a local economy. The trend to achieve activation through public art has been away from major permanent artworks to temporary artworks that are focused on 'activating' rather than 'marking' a place.

Supporting Community Spirit, Community Development and Building Community Capacity

Street art or performance in events or community gatherings as informal public art processes can engage, capture and reflect the spirit of a community and become a unique point of difference in their own right. Public Art in all its diversity can also have considerable value as a capacity building process to help local artists develop their technical and conceptual skills through involvement in cultural and art activities leading to permanent or temporary Public Art outcomes.

6.2 Council's Role

- City of Mitcham's roles and responsibilities in relation to the provision of Council initiated public art are to plan, implement and manage the asset.
- Council has an obligation to ensure that public art is fit for purpose, addresses public risk criteria and meets required safety and long term maintenance obligations.
- Its obligation also is to ensure public art is consistent with the Guiding Principles identified in Section 5 of this Policy.
- In terms of public art initiated by third parties, Council's responsibilities are limited to an approval process to ensure that they

meet the relevant planning and building provisions as prescribed by the Planning, *Development and Infrastructure Act 2016*, and to ensure the acceptability of the proposed artworks such that they do not flaunt community standards, present unacceptable racial or gender specific content or pose public risk issues.

- Council has no involvement in relation to the painting of Stobie Poles as they are the property of SA Power Network, who have clear policies and processes with regard to community art projects. Therefore, community members with an interest in stobie pole art will be referred to SA Power Network.

7. POLICY REVIEW

This policy will be reviewed twelve months after initial implementation and subsequently every two years.

8. VERSION HISTORY

VERSION	AUTHOR(S) POSITION	CHANGES	DATE
1	Manager, Community Development	New Policy	11/4/2017

9. DOCUMENT CONTROL

Responsible Department	Community Development		
Delegations Apply	No		
Classification	Social, Cultural and Community Services		
Applicable legislation	Local Government Act 1999 Development Act 1992		
Related Policies & Corporate Documents	Strategic Management Plan Development Plan Tree Management Plan Tree Strategy Public Consultation Policy Open Space Management Plan Community Land Management Plans Annual Business Plan and Budget		
Additional references			
Endorsed by Council:	11 April 2017	Item No:	7.3
Effective Date:	11 April 2017	Next Review Date:	April 2018
TRIM Record Number:	16.154553	TRIM Folder No:	FF/2017/1087
Template Folder No:	FF/2012/245	Template Record No:	12.60143[v4]