



PUBLIC ART POLICY

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PUBLIC ART POLICY

DIVISION: Sport, Community & Recreation

BRANCH: Community Development

CATEGORY: 2

PART 1 - INTRODUCTION

1. BACKGROUND

- 1.1 Council's Public Art Policy provides a framework for integrating art and design in the public domain. Public art plays an integral role in expressing and valuing Camden's rich natural, cultural and urban heritage.
- 1.2 Camden Council is committed to the sustainable development of a dynamic region that values and celebrates the unique diversity of our people, places and environment and its contemporary culture.

2. OBJECTIVE

- 2.1 To facilitate the provision of public art within the Camden Local Government Area (LGA).
- 2.2 To develop, preserve and celebrate Camden's history and the strengths, achievements and diverse cultures that make up the community including Aboriginal and Torres Strait Islander culture.
- 2.3 To enhance community and cultural wellbeing by providing opportunities for the community to participate in and tell their stories through arts and cultural activities and creative expression.
- 2.4 To reflect Camden's diverse culture and communities for the enjoyment and engagement of local residents, and regional and international visitors.
- 2.5 This policy is in alignment with Council's Community Strategic Plan (CSP) addressing the objectives in the following:

Key Direction 3 - A Prosperous Economy

- Economic contribution to cultural tourism
- Employment opportunities for artists
- Lifestyle attraction and activation of public spaces.

Key Direction 5 - An Enriched and Connected Community:

- People Feel They Belong
- There is Community Pride
- People Feel Safe
- People are Healthy.

3. SCOPE

- 3.1 This policy applies to the development and management of public art commissioned by Council or acquired by purchase, donation or transfer.
- 3.2 This policy also applies to public art projects that are commissioned, acquired, purchased, donated or otherwise provided by developers and/or under a Voluntary Planning Agreement (VPA).

4. DEFINITIONS

- 4.1 **Public Art** refers to any artistic works or activities in the public domain, designed and created by professional arts practitioners. It is defined in the broadest sense as artistic works or activities accessible to the public. The work may be of a temporary or permanent nature.
- 4.2 **Public Art** may be located in or be part of public open space, building or facility, including façade elements provided by either the public or private sector.

PART 2 - POLICY STATEMENT

5. PRINCIPLES

- 5.1 Council will use its best efforts to:
 - a. Ensure public art is:
 - Relevant to the vision and objectives of the Community Strategic Plan
 - Of a high standard
 - Innovative and contemporary
 - Relevant and appropriate to the context of its site
 - Non-offensive
 - Consistent with current planning, heritage, safety and environmental policies and any applicable plans of management and legislation
 - Safe and accessible for the public
 - Robust and durable (if intended as a permanent fixture)
 - Financially viable and maintainable
 - Unique
 - Not commemorating similar events unless in a different artform or art media to existing monuments or public art works for those events.
 - b. Assist in the promotion, preservation and maintenance of Council's public art assets (e.g. permanent art collections, outdoor monuments, memorial and artworks) for the enjoyment of future generations.
 - c. Support the creation of dynamic places in Camden's local suburbs reflecting their unique communities.
 - d. Advocate for the incorporation of quality public art work and integrated design in projects in Council, public and commercial developments. Public art strategies are encouraged to be developed for specific sites and precincts.

- e. Support the needs of local communities in specific precincts or spaces especially in new growth areas. This will be through the commissioning of temporary and permanent public art and projects in consultation with relevant target groups where necessary.
 - f. Support creativity and innovation.
 - g. Provide employment opportunities for artists especially for local and regional public artists in building the creative industries as part of Camden's diverse economy.
 - h. Support local and regional artists, interested stakeholders and partnerships in the community to facilitate public art opportunities.
 - i. Support the development of a procedural document for planning, designing and maintaining public art works for Camden LGA.
- 5.2 Council will use its best efforts to ensure that other relevant stakeholders involved in the provision of public art are informed of and abide by these principles.

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RELEVANT LEGISLATIVE INSTRUMENTS: *Local Government Act 1993*
Environmental Planning and Assessment Act 1979

RELATED POLICIES, PLANS AND PROCEDURES: Camden Council Community Strategic Plan
Council's Capital Works Program
Camden Local Environmental Plan (LEP) 2010
Camden Development Control Plan (DCP) 2011

RESPONSIBLE DIRECTOR: Sport, Community and Recreation

APPROVAL: General Manager through the Executive Leadership Group.

HISTORY:

Version	Approved by	Changes made	Date	EDMS Number
1	Council	New	09/07/2019	19/203554