



Lake Macquarie  
City Council

ART AND IDEAS  
BRING COMMUNITIES  
TOGETHER

**Urban and Public Art Policy**

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# POLICY

## 1 SCOPE

Public art contributes to the urban environment, provides interest and increases the City's attractiveness as a place to live and work. It is the most visible and accessible art form, which plays a major role in creating a stimulating and memorable city.

Public art has the ability to contribute to public space by providing items of interest and discussion within the public realm. Artworks also present a means by which individuals can express themselves, their views, make a statement about society, or challenge social ideas. In this way, public art contributes to the lives of the community in which it occurs.

This policy provides a framework for implementation of urban and public art into the public domain and applies to any external or internally generated applications to undertake urban and public art works, commissions, grants and major capital works.

## 2 DEFINITIONS

For the purpose of this policy, Public art is defined as artistic works or activities in a public space.

Public art can include sculptures, murals, memorials, electronic and performance art. Public art can be permanent or temporary in the landscape. Urban art is work created within a built environment and in its rawest form includes graffiti and stencilling. Public and urban art projects can be developed as grassroots community art/ collaborative creative projects to high-art contemporary installations.

Urban and public art works are not signage or other works that promote a business, organisation, individual or enterprise and should include sensitivity in location within the urban and natural landscape.

This Policy also incorporates works associated with the City Art Gallery and Sculpture Park Collection.

### 3 OBJECTIVES

The primary objective of the policy is to promote and facilitate quality and diverse public art initiatives in the City of Lake Macquarie by providing a course or method to guide and determine decisions for urban and public art.

The policy also has secondary objectives that are to:

- Articulate a sense of place or community identity
- Encourage a stronger sense of community belonging, and community ownership of public spaces within the Lake Macquarie
- Integrate public art into the infrastructure and natural environments of the City in order to enhance public spaces;
- Prioritise proposals against strategic objectives for the City;
- Find innovative options to resource and implement public art; and
- Ensure proposals are suitable and sustainable/ robust.
- Foster young and emerging artists in the Lake Macquarie community

### 4 PRINCIPLES

The Urban and Public Art Policy Statement espouses the following principles.

1. That the City of Lake Macquarie supports an increased understanding and enjoyment of public art by citizens by integrating art into the structure, fabric and daily life within the urban built environment and associated public open spaces in a planned and strategic manner.
2. That the City of Lake Macquarie will encourage public art by building partnerships with artists, arts organisations and communities through sponsorship and support of innovative arts and projects in the public domain where it is established that such activity will give added value to public open spaces.
3. That the City of Lake Macquarie will consider any proposed public art project including acquisitions, donations or commissions
4. That the City of Lake Macquarie will seek to include a visual arts component in major general construction and refurbishment of council managed facilities. Such art work will include substitution for existing design features including door, glass, furniture and other interior design features.
5. That the City of Lake Macquarie Council will encourage a greater number of public artworks within the City on privately developed sites.

Council will undertake a clear and transparent process in selecting commissions and projects. Artworks that have not been subject to Federal or State prohibition should not be excluded on personal opinion and aesthetic grounds alone. Nor should art works be included on these grounds alone, whatever pressure is brought to bear by groups or individuals. The premise behind this is to support Council in creating a national profile as a creative, vibrant municipality that stands out not only an exciting place to visit but a culturally sophisticated region. Commissions would include as essential criteria, how the artwork highlights the community's sense of identity, citizen and tourism interest, how the artwork reflects streetscape aesthetics and assists in positioning Lake Macquarie as a contemporary, cultural city.

## **5 IMPLEMENTATION**

Implementation of this Policy is outlined in detail within the Urban and Public Art Procedure.

# CONTROLLED DOCUMENT INFORMATION

## Authorisation Details

Folder No:	F2009/01270	TRIM Record No:	D08402671
Audience:	External - Internal and External stakeholders		
Department:	Cultural Services		
Officer:	Manager - Cultural Services - Jacqui Hemsley		
Review Timeframe: Max < 4 years	4 Years	Next Scheduled Review Date:	28 August 2021
Authorisation:	Adopted by Council - 28 August 2017		
REPOL Date of Endorsement:	14 August 2017	REPOL Report TRIM Record No:	D08401850
Authorisation - Council Adoption Date:	28 August 2017		

## Related Document Information, Standards & References

Related Legislation:	(Legislation Name) DDA – Disability Discrimination Act	(Relationship/Context) The DDA provides context to assure feasibility of public art in the community in relation to all access.
Related Policies (Council & Internal):	(Policy Name) Lake Macquarie Lifestyle Strategy Lake Macquarie DCP  Art Gallery Acquisition Policy Art Gallery De-Accession of Artworks Policy Procurement Policy Banner Policy	(Relationship/Context) The Lake Macquarie Lifestyle Strategy has key directions that support the implementation of public art.  The Lake Macquarie DCP may contain clauses that encourage public art to be integrated with urban design processes.  The Art Gallery Acquisition and De-accession Policies deal with artworks in the Art Gallery collection. The Public Art Policy will deal with public art at other venues through-out the City.  The Procurement Policy provides guidance regarding purchasing requirements that may be relevant for acquisition of public art.  The Banner Policy provides guidance on banner installation and banners that may
Related Procedures, Guidelines, Forms, WHS Modules/PCD's, Risk Assessments, Work Method Statements:	(Document Name) Donations of Park Furniture Procedure Art Gallery – Sculpture Park Collection Guideline Art Gallery – Collection and Loans – Guidelines  Urban and Public Art Procedure	(Relationship/Context) The Donations of Park Furniture provides a framework for accepting commemorative memorials as donations of park furniture with plaques attached.  The Art Gallery Guidelines relate to items in the Gallery collection. Public Art outside that collection will be managed under the Place making and Public Art Procedure.
Standards COP's & Other References	(Standard, COP or Other References)	(Relationship/Context)

## Definitions

Term / Abbreviation	Definition

## Consultation (update for each version created)

Key Departments, Teams, Positions, Meetings:	City Projects, Manager City Projects and Community Development Managers, Cultural Services, Integrated Planning
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## Version History

Version No	Date Changed	Modified By	Details and Comments
1	August 2011	K. Vincer	First version of Council Policy
2	June 2013	H. Scarlet	Reviews – no changes were made to the content of this policy
3	December 2016	J Hemsley	Reviewed, Manager Cultural Services, Manager City Projects and Community Development Managers – significant changes made to policy Review by members – Urban and Public Art Working Group

# LAKE MACQUARIE CITY

## ART, HERITAGE AND CULTURAL POLICY

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