

# CITY OF VINCENT PERCENT FOR ART DEVELOPERS' GUIDELINES



CITY OF VINCENT





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# INTRODUCTION

Developers have an important role to play in improving the key strengths and characteristics of the areas they develop. Artists have a role in helping developers identify and reflect local character and themes. Collaborations between developers, artists and the City are critical to the success of percent for public art projects.

## THE PURPOSE OF THESE GUIDELINES

The purpose of these guidelines is:

- To assist owners and developers in the commissioning, procurement and display of public art;
- To ensure that high-quality public art is included in accessible public spaces in all large scale developments; and
- To ensure works of public art are constructed and installed in accordance with the Percent for Art Policy.

These guidelines are to be read in conjunction with Policy No 7.5.13 Percent for Art.

## WHY IS PUBLIC ART IMPORTANT?

Urban design responds to the identity of place and public art contributes to the way we visually perceive and physically inhabit public space.

Public art can encourage cultural and economic activity and can be attractive to existing or potential residents, employers and investors.

Public art projects enhance the way people engage with a place and lend sophistication, beauty and interest to developments as well as providing a focal point for media and publicity.

Public art adds to a community's sense of identity and local pride, engages audiences and provides ways of understanding the City's past, present and future.

## PERCENT FOR ART

The State Government's Percent for Art Scheme encourages art in the built environment by using a percentage of a development's overall budget to commission public artworks. The Percent for Public Art scheme was introduced to the City of Vincent in 1998 in order to develop and promote community identity. The scheme has been a success with many developers working with artists to create visually pleasing aesthetics to the Vincent landscape.

It is desirable for developers to select an artist or artist team early on in the project so that they can contribute as an integral member of the project design team to ensure that their artwork is well presented and located. Early artist selection is critical for projects where there is a desire for highly integrated artworks as the artist may need to coordinate artwork production within building schedules set by the building contractor.









# CITY OF VINCENT PERCENT FOR ART CONTRIBUTION OPTIONS

Upon the development application being approved, there are two options that can be applied to the Percent for Art contribution:

## OPTION 1

Owner/applicant chooses to coordinate and deliver a public art project themselves, preferably through an art consultant.

## OPTION 2

Owner/applicant chooses to pay cash-in-lieu. Owner/applicants who choose Option 2 will receive a 15% discount on the Percent for Art contribution. This is to be paid for at the time of lodging the building permit application.



Beatty Park





# PERCENT FOR ART APPROVAL PROCESS

## OPTION 1

Owner/applicant chooses to coordinate the public art project

### 01 SIGN STATUTORY DECLARATION

Sign a statutory declaration stating that you choose Option 1 and submit this to the City of Vincent within 14 days of receiving the statutory declaration from the City.

### 02 ENGAGE AN ART CONSULTANT

Engage an Art Consultant to procure the public art.

### 03 MEET WITH THE CITY

Meet with the City's Arts Team to discuss the proposed artist, the initial public art concept and desired location of the work.

### 04 DECIDE ON THE ARTWORK

The Art Consultant will prepare a brief, and an Expression of Interest, collect submissions and arrange a panel to assist in choosing the right artwork for the development.

### 05 SUBMIT APPLICATION

The application for artwork approval is submitted to the City of Vincent and provided to the Arts Advisory Group for comment. Forms can be found in Appendix 1.

### 06 ASSESSMENT & APPROVAL

The application for artwork is assessed against the criteria. If approved, notification will be provided in writing. If the artwork is not approved this will be discussed as to why and a revised application will need to be submitted.

### 07 ACKNOWLEDGEMENT PLAQUE

A plaque must be installed, by the developer, next to the artwork to acknowledge the artist and the City of Vincent. Please see Appendix 3 for the plaque template which is to be approved by the City before installation.

### 08 SUBMIT COMPLETION FORM

The public artwork must be completed prior to the first occupation of the new development and a notice of artwork completion form must be submitted to the City.



# PERCENT FOR ART APPROVAL PROCESS



## CRITERIA FOR ARTWORK APPROVAL

The City of Vincent will assess the application for artwork approval on the following criteria:

01

**Concept:** the artwork is designed by an artist that shows strong vision, innovation, and excellent craftsmanship. The proposed artwork is unique and provides an opportunity for public engagement

02

**Context:** the artwork is site specific and considers the relevant themes, architectural, historical, geographical and/or sociocultural context of the site and community identity

03

**Public access:** the artwork is clearly visible to the public realm and must positively impact the visual amenity of the development

04

**Public safety:** the artwork is designed, constructed and installed with best practice risk management and the artwork does not present a hazard to public safety

05

**Longevity:** the artwork is designed to be structurally sound and resistant to theft, vandalism, weathering, and excessive maintenance

06

**Special conditions:** the artwork must adhere to any special conditions applied by the City



## WHAT ARTWORKS WILL NOT BE APPROVED?

X

Business logos, wording or names related to the development or owner/applicant

X

Directional elements such as supergraphics, signage or colour coding

X

Works which are not in clear public view

X

"Art objects" which are mass produced such as fountains, statuary or playground equipment

X

"Off-the-shelf" art and/or reproductions

X

Landscaping or architectural elements which would normally be associated with the project

X

Artworks which block or obscure shopfronts or pedestrian movement in the public realm





# THE FOLLOWING INFORMATION WILL ASSIST IF YOU ARE CHOOSING OPTION 1



Lucy Vadar

## WHY ENGAGE A PROFESSIONAL ARTIST

Public art can reaffirm or reveal a sense of place in a symbolic and visually stimulating way by evoking some aspect of the social, natural, cultural, physical, political, economic or historical context of the site and its locale. Typically, public artists produce site-specific sculptures and prominent installations that add character and distinction to a development and the surrounding neighbourhood. Other public art opportunities include inviting artists to collaborate with design teams to create integrated built form and open space schemes. Engaging a professional artist will ensure that a high quality work is produced that meets the criteria.



Sean Morris, Martin E Wills

## ACQUISITION PROCESS

It is highly recommended that an Art Consultant be appointed to manage the commissioning process for any development. The acquisition approach will depend on the objectives of each project, the budget and the developer's procurement requirements.

- **Direct acquisition or engagement**  
This approach may be appropriate where a particular artwork or the work of a particular artist is sought. This process may also be preferred for smaller budget projects. In this case the proposed artist needs to be approved by the City as an initial step.
- **Limited competition**  
In a limited competition approach, the commissioner selects and invites artists to submit proposals in response to an art brief. This may be appropriate if the artist is required to work in collaboration with an architect, landscape architect and/or an urban designer.
- **Open competition**  
This model requires a public call for Expressions of Interest to provide a schematic response to the artist brief. Short listed artists or artist teams are invited to develop and present concept designs for a fee, and a preferred artist is selected.









# CASH IN LIEU

## OPTION 2

Owner/applicant chooses to pay cash-in-lieu, receiving a 15% discount.

01

Sign a statutory declaration stating that you choose Option 2 and submit this to the City of Vincent within 14 days of receiving the statutory declarations from the City.

02

The City prepares an invoice for the 1% contribution, minus the 15% discount.

03

The payment is due at the time of the building permit lodgment.

04

Using the contributed funds, the City will install a Council approved artwork on public land within the municipal boundaries. The City may pool funds from multiple developments to procure a public artwork.



## WHAT CAN THE 1% PUBLIC ART CONTRIBUTION INCLUDE?

The 1% public art contribution amount is available to cover the following expenses:

Professional artist's budget, including artist fees, material, assistants' labour costs, insurance, permits, taxes, business and legal expenses, and operating costs

Fabrication and installation of artwork

Art consultant's fees (this fee must not exceed 15% of the total artwork project cost)

Site preparation

Documentation of the artwork

Acknowledgment plaque. See Appendix 3 for a template



## PERMANENCE, MAINTENANCE AND MORAL RIGHTS

The artwork should be robust and well made to last at least 20 years. The maintenance of the approved public artwork is the responsibility of the development.

Australian Copyright Law requires all original public art to be attributed to the artist. A didactic plaque must be installed by the developer next to the artwork/s to acknowledge the artist, with the following information:

- title of the artwork (most prominent text)
- artist's name
- year the artwork was commissioned
- City of Vincent logo and acknowledgment of the Percent for Art Scheme
- details of any partner organisations or funding bodies
- in some instances, an artist statement may be appropriate to include on the plaque to assist in interpretation of the artwork.

Please see Appendix 3 for a plaque example.





## TIME FRAMES

The time frame for assessment and consideration by the Arts Advisory Group is expected to be approximately four weeks to six weeks. Should the matter require referral to Council for consideration, this is expected to take an additional four weeks.



Ken Seeley





# TYPES OF PUBLIC ART

There are six main categories of public art, however these categories can cross over (i.e. a functional artwork can be iconic, a decorative artwork can be site specific, etc.). This is a guide only and an Art Consultant will be able to advise on the best type of public artwork for your development.

## FUNCTIONAL



## DECORATIVE



## SITE SPECIFIC



## ICONIC



## INTEGRATED



## INTERPRETIVE



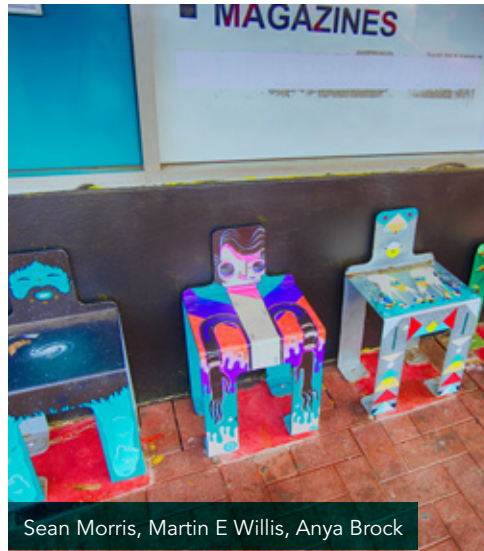




# TYPES OF PUBLIC ART

## FUNCTIONAL

A practical piece of public art that serves a second purpose such as public seating, benches, lighting, furniture, bike racks, rubbish bin surrounds, gates, fountains or playground structures which are unique and produced by a professional artist.



Sean Morris, Martin E Willis, Anya Brock



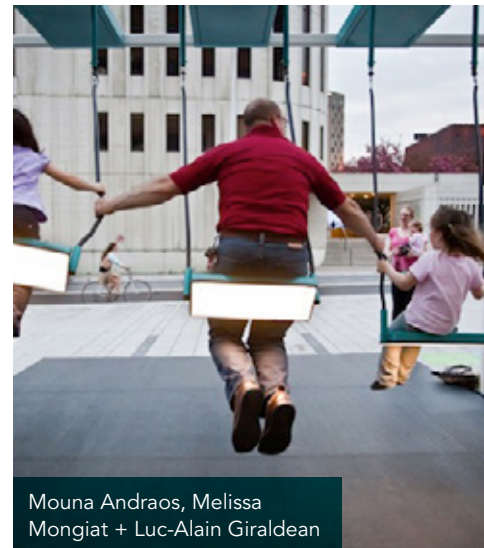
Jaume Plensa



Spanish artist collective "mmmm"



Tony Jones



Mouna Andraos, Melissa Mongiat + Luc-Alain Giraldean



Knowhow Shop LA





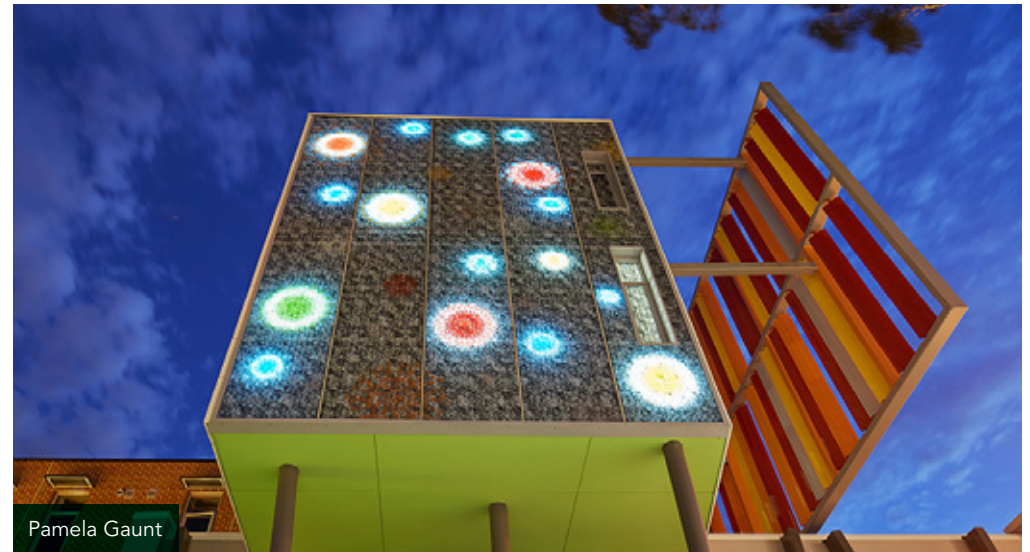
# TYPES OF PUBLIC ART

## DECORATIVE

A decorative public art inclusion to the built form can aesthetically enhance the environment or structure. Examples include incorporated imagery or sculpture, decorative paving elements or lighting, murals, mosaics or bas-relief covering walls, floors and walkways.



Lorena Grant



Pamela Gaunt



Andrew Forbes



Jon Tarry





# TYPES OF PUBLIC ART

## SITE SPECIFIC

Designed specifically for, and in response to, a particular site through scale, material, form and concept. Site specific works can be sculptural, glass, prints, media including sound, video projection, lighting, ephemeral or temporary works.



Tony + Francine Riches



Bruno Catala



Judith Forrest



Stuart Green



Kidogo Artist Team





# TYPES OF PUBLIC ART

## ICONIC

A stand alone or significant work, often site specific, where the artist's approach is largely independent. Examples include sculpture, water features, lighting or multimedia.







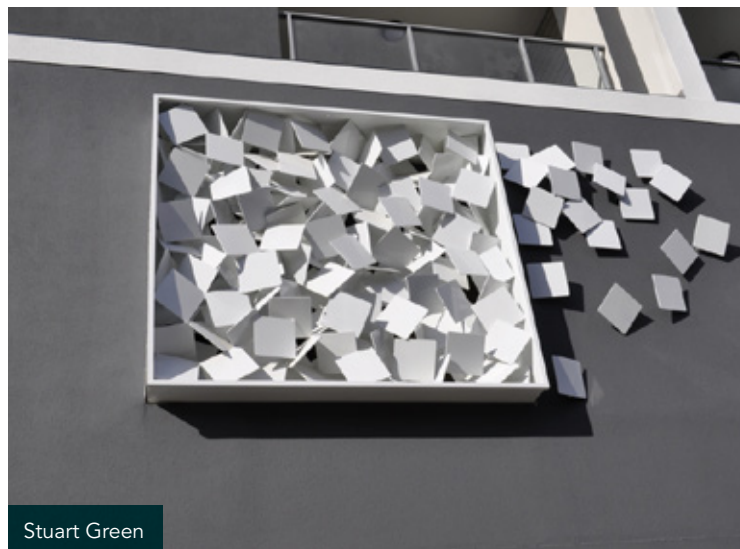
# TYPES OF PUBLIC ART

## INTEGRATED

Works that are fully incorporated within the design of the built or natural environment. Integrated works may include floor and window design, lighting, landscaping and associated elements. It can also be decorative and/or functional.



Kyle Hughes-Odgers



Stuart Green



George Dohamy



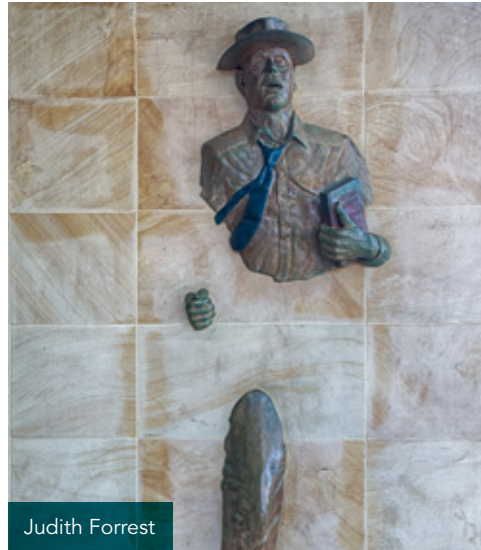


# TYPES OF PUBLIC ART

## INTERPRETIVE

Where the primary purpose is to describe, educate and comment on issues, events or situations.

The artwork may be an interpretation of cultural heritage of the site the development is built on. Examples include pavement inlays, sculpture, seating, landscaping, murals and text based work. It can also be functional, decorative, iconic and site specific.



Judith Forrest



Coral Lowry



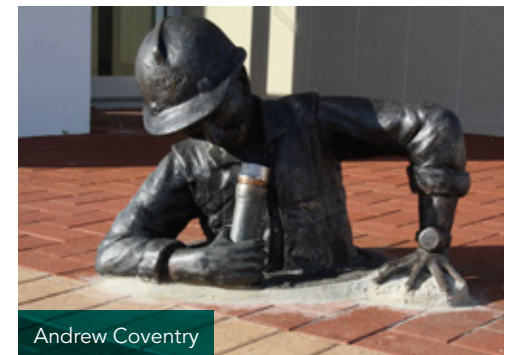
Judith Forrest



Robyn Yakinthou



Fintan Magee



Andrew Coventry





## PUBLIC ART CONSULTANTS



## CITY CONTACTS

NAME	PHONE	EMAIL
Artsource	9335 8366	consultancy@artsource.net.au
FORM	9226 2799	mail@form.net.au
Alison Barrett	0419 192 657	ambpublicart@gmail.com
Corine Van Hall	0419 194 058	corine@iinet.net.au
Helen Curtis	0413 56 0413	helen@apparatus.net.au
Maggie Baxter	0401 031 939	magb@iinet.net.au
Jenny Beahan	0408 921 617	jennyaab@bigpond.com
Andra Kins	0418 929 297	andra@urbanthresholds.com
Helen Mathie	0401 551 666	helen@awise.com.au
Mariyon Slany		mariyonslany@iinet.net.au

Please visit our website for up to date Art Consultant contacts.

To speak to someone about:	Please contact the City's:
Percent for Art	Arts Team
Your development	Planning Services Team
Local history of the area	Local History Centre
Your Building	Building Services Team

All departments can be contacted on 9273 6000 or [mail@vincent.wa.gov.au](mailto:mail@vincent.wa.gov.au)



# APPENDIX 1: APPLICATION FOR ARTWORK DESIGN APPROVAL



CITY OF VINCENT

## PERCENT FOR ART APPLICATION FOR ARTWORK APPROVAL

Address of Development:	
Approval to commence development serial no:	
Name of Applicant /Main contact:	
Applicant's address:	
Telephone:	
Email:	
Name of Architect / Designer:	
Architect / Designer's address:	
Telephone:	
Email:	
Name of artist:	
Artist's address:	
Telephone:	
Email:	
Name of Public Art Coordinator:	
Address:	
Telephone:	
Email:	
Development budget:	
Artwork budget:	

PERCENT FOR ART - APPLICATION FOR ARTWORK APPROVAL

1

### INFORMATION ABOUT THE PROPOSED ARTWORK

**1. Description of proposed artwork**

Please describe the proposed artwork, including artist's intention, historical references (if any), relationship to the building design and the surrounding area, location, size, materials and accessibility to the public. You can use the space provided below or attach a separate sheet.

**2. Artwork documentation**

Please provide documentation which include drawings of the proposed artwork that shows colours, materials and dimensions.

**3. Location of proposed artwork**

Please attach plans that show the proposed artwork's location in relation to the building

**4. Contract between the developer and artist**

Please attach a copy of the contract between the Developer and Artist, outlining the payment and timeline.

**5. Artwork budget**

Please attach a detailed Artwork Budget. The budget should outline complete costs of procuring the artwork including any art consultant fees.

**6. Completion and installation of artwork**

When will the artwork be completed and installed? Please attach a timeline.

It is a condition of your planning approval that the public art is installed prior to receiving the occupancy permit.

Once the artwork has been installed, the Owner / Applicant must notify the City's Arts team in writing, by completing the attached 'Notification of Artwork Completion' form. This will allow the City to conduct a site inspection to ensure compliance with the artwork approval.

**How will this artwork proposal be assessed?**

Your application will be assessed based on the following criteria:

- 1. Concept:** the artwork is designed by an artist that shows strong vision, innovation, and excellent craftsmanship. The proposed artwork is unique and provides an opportunity for public engagement.
- 2. Context:** the artwork is site specific and considers the relevant themes, architectural, historical, geographical and/or sociocultural context of the site and community identity.
- 3. Public access:** the artwork must be clearly visible to the public realm and must positively impact the visual amenity of the development.
- 4. Public safety:** the artwork is designed, constructed and installed with best practice risk management and the artwork does not present a hazard to public safety.
- 5. Longevity:** the artwork is designed to be structurally sound and resistant to theft, vandalism, weathering, and excessive maintenance.
- 6. Special conditions:** the artwork must adhere to any special conditions applied by the City.

Please ensure your Application for Artwork Approval addresses each of the above criteria.

If you would like any assistance with completing this application, please contact the City's Arts Team on 9273 6000 or mail@vincent.wa.gov.au.

PERCENT FOR ART APPLICATION FOR ARTWORK APPROVAL

2

**DOWNLOAD APPLICATION FORM HERE:**

[www.vincent.wa.gov.au/Percent\\_For\\_Art](http://www.vincent.wa.gov.au/Percent_For_Art)





# APPENDIX 2: NOTIFICATION OF COMPLETION FORM



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## PERCENT FOR ART NOTIFICATION OF ARTWORK COMPLETION

I, ..... of:

Company Name:	
Address:	
Email:	
Phone:	
Development Address:	
Approval to Commence Serial Number:	
Date Artwork Completed:	
Final Artwork Cost:	

Advise that in accordance with the Approval to Commence Development and subsequent artwork project approval dated ....., and as described below, has been installed and completed.

Artist Name:	
Artwork Title (if applicable):	
Artwork Description:	
Artwork Dimensions:	
Final Artwork Cost:	
Photos attached?	YES or NO (please circle).

Accordingly, I hereby advise that the City may inspect the site to ensure the artwork complies as approved.

Owner / Applicant Signature:	
Date of Notification:	
Would you like to be present at the artwork site inspection?	YES or NO (please circle).
Please return the completed form to the Coordinator Arts and Creativity, at the City of Vincent via mail@vincent.wa.gov.au or to PO Box 82, LEEDERVILLE WA 6902.	

NOTIFICATION OF ARTWORK COMPLETION

DOWNLOAD COMPLETION FORM HERE:

[www.vincent.wa.gov.au/Percent\\_For\\_Art](http://www.vincent.wa.gov.au/Percent_For_Art)



## APPENDIX 3: ATTRIBUTION PLAQUE TEMPLATE

**TITLE OF WORK**

» **Artist name, Year.**

Material/description, eg: painted mural with integrated lighting

THIS ARTWORK WAS MADE POSSIBLE BY THE CITY OF VINCENT'S PERCENT FOR ART SCHEME THAT HELPS DELIVER THE COUNCIL'S VISION FOR A VIBRANT AND CREATIVE CITY.



CITY OF VINCENT

[WWW.VINCENT.WA.GOV.AU/ARTS](http://WWW.VINCENT.WA.GOV.AU/ARTS)

### SUGGESTED PLAQUE SPECS:

- 2mm 316#4 Finish Stainless Steel Plaque
- Black paint filled/external
- 297mm x 210mm
- 4 x 3mm Corner Holes, if required
- Fonts: Avenir LT Std and Steelfish Bold

### DOWNLOAD TEMPLATE HERE:

[www.vincent.wa.gov.au/Percent\\_For\\_Art](http://www.vincent.wa.gov.au/Percent_For_Art)





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[WWW.VINCENT.WA.GOV.AU/ARTS](http://WWW.VINCENT.WA.GOV.AU/ARTS)