

Percent for Art Guidelines

VISION; CREATING A BETTER CITY - PERCENT FOR ART POLICY

The City of Fremantle Percent for Art Policy was formulated to create original, high quality works of art to enhance the public interface of new developments.

To achieve this, the Percent for Art Policy stipulates 1% of the estimated development costs of relevant development types within specified areas be attributed to commissioning an original site specific public artwork.

These Guidelines are intended to assist developers, art consultants, artists and design professionals in the provision of public art in private developments. These Guidelines should be read in conjunction with the City of Fremantle's Local Planning Policy 2.19 Contributions for Public Art and/or Heritage Works 2012 and Public Art Policy 2010 – 2015.

Please refer to LPP 2.19 – Link [here](#).

WHAT IS PUBLIC ART

Public art commissioned under the Percent for Art Policy is broadly defined as artwork created by professional artists to enhance the public sphere. The works are site-specific and aim to add character and distinction to a development and surrounding neighbourhood.

Public art has the power to create a positive identity in the community by exploring or responding to the natural, cultural, political or historical contexts of sites. The defining features of good public art are that:

- it is an artwork. It is not designed for commercial purposes, such as advertising or branding,
- it is designed by a professional artist -a person who earns the majority of their income from arts related activities, who has a track record of exhibiting, and who has a university or technical college qualification in a relevant art form,
- the artist has produced or supervised the fabrication and installation of the artwork,
- it is accessible within the public sphere.

Types of Public Art

Public art may include the following forms:

- **Stand Alone:** free standing artworks that are not part of a building such as sculptures and objects.
- **Applied:** artwork that is applied to a facade or a mural on a wall.
- **Integrated:** artwork that is successfully integrated into the design and function of a place through the collaboration of an artist with the design team.
- **Industrial:** artwork that serves an operational function within the built environment, such as seating, bike racks, paving, fencing or lighting that has been designed by an artist.
- **Heritage/Memorial:** artwork designed to recognise the history or cultural heritage of a place, or to commemorate a person or past event.
- **Interactive:** artwork that the public can interact with, beyond merely touching the work, such as works incorporating sound, digital imagery, projection and lighting or kinetic works that respond to public or environmental interaction.
- **Temporary:** artwork installed for a short period (less than 3 months), an annual program or made from materials with a limited life.
- **Ephemeral:** art that is a one off installation or performance or event based work.
- **Indigenous Art:** cultural, heritage or contemporary artworks that are specifically commissions for Indigenous artists and/or to have involvement of local Indigenous people.
- **Community Art:** artwork that is produced by a qualified artist with the involvement of community members or groups, such as local residents or school students.

PERCENT FOR ART – MAKING IT HAPPEN

The principal behind developing public artworks as part of the City of Fremantle's LPP 2.19 is that the artworks must enhance the public sphere and must be clearly accessible and visible to the general public.

The recommended minimum public art contribution for a development should be based on 1% of the gross construction costs. The City of Fremantle guidelines stipulate 1% for public art as a minimum based on experience of the WA State Percent for Art Scheme that shows this to be a minimum commitment to achieve effective public art projects. Developers are free to increase the percentage to achieve a greater impact.

While determining the public art budget, it is important to consider that the budget includes the costs associated with commissioning the art work, including administration and fees, material and fabrications costs and professional fees.

PERCENT FOR ART; YOUR OBLIGATIONS

In addressing the City's policy framework the Developer has the following options;

1. **Equivalent cash contribution to the City of Fremantle Public Art Fund.** This option is where you contribute the cash equivalent sum to the Public Art Fund managed by the City. This is used on City supported and managed public art projects to the benefit of the local precinct. It means as a developer, you don't have to administer a project. Funds will be accumulated over a period of time to produce a more comprehensive artwork to benefit the precinct.
2. **On-site contribution:** The applicant may commission a public artwork to the value of the public art contribution and the works shall be located on the property or on publicly owned land adjacent to the development with approval.
3. **A combination of both:** The applicant may commission a public artwork as part of their development and any remaining portion may go to the City's Public Art Fund.

PERCENT FOR ART COMMISSIONING GUIDELINES

Should the developer select the on-site contribution option the City of Fremantle's approval will be required prior to installation. The City of Fremantle will refer to its Public Art Policy 2010 - 2015 and these Percent for Art Guidelines in assessing the artwork. The developer, their artists, architect and other designers should also use the Policy and Guidelines to help them successfully integrate appropriate artwork.

Artworks developed under the Percent for Art Policy belong to the developer, but may (with appropriate permissions) be promoted by the City of Fremantle in public information, websites, publications and public art walks.

Public Art Criteria

The following criteria are to be applied to the development of public art on private land:

- Public Sphere - the artwork must be clearly seen from the public sphere and contribute to the amenity.
- Professional Art - the artwork is to be designed by a professional artist and be a unique, high quality artwork.

- Site Specific – the artwork is to be designed specifically for the site and responsive to the site context, including a consideration of surrounding buildings and activities.
- Integration -the artwork should integrate with the building design and site layout and be responsive to the building materials and colours.
- Management – the artwork must be designed, constructed and installed with best practice management. Ongoing maintenance of the artwork on private land will be the land owner’s obligation (such as strata bodies).

A successful public artwork is one where the artist is brought into the process at the early stages of development. It is essential the artist works closely with design professionals and the developer to produce a high quality artwork.

Locations

Public art on private land needs to be visible or accessible from the public sphere.

Appropriate locations include:

- Applied to or integrated into facades of buildings.
- Applied to or integrated into walls that would otherwise remain blank or uninteresting, such as exposed parapet walls.
- Integrated or functional art such as gates, screens, walls, or other similar building structures.
- Entry statements or stand alone works in front garden or setback areas.

Step 1 – Public Art Plan; your commissioning process

It is mandatory that Developers requiring a Development Application consult with the City of Fremantle to explore opportunities for the Percent for Art project within the proposed development. The Public Art Coordinator will consult with key Council staff as the project requires. The Public Art Coordinator will also consult with the Public Art Advisory Group and other relevant administrative bodies or authorities to advise the applicant as to the suitability of the proposed artworks and approval processes.

The City recommends the Developer engage an independent Public Art Consultant to prepare a Public Art Plan for the procurement of the public art. There is a list of Consultants listed in these Guidelines.

1. Procurement Process

There are a number of ways to procure the public art for your development. The Public Art Consultant will make a recommendation based on the nature of the development,

the budget, the schedule and the aspirations of the work. Best practice procurement for projects between \$20,000 to \$150,000 recommends receiving at least three proposals for consideration. In this process three artists may be contacted directly for an Expression of Interest (EOI), or the developer may publicly advertise the EOI to gain a larger selection.

A curated process, where the Public Art Consultant provides a list of artists invited to submit proposals may be appropriate where a specific artwork is required or for smaller budgets to reduce timeframes.

2. Selection Panel

A Selection Panel is made up of project stakeholders and is responsible for the short-listing and final selection of the artist. The Panel must have a minimum of three members and should include a representative of the developer, a representative of the City of Fremantle (usually the Public Art Coordinator) and a representative with arts experience such as a professional artist. The Public Art Consultant facilitates the selection process.

3. Artwork Brief

The artwork brief will be prepared by the Public Art Consultant and agreed to by the Selection Panel. The brief should provide artists with the following information;

- project background
- vision or themes,
- location,
- budget and schedule,
- constraints of form, scale or material of the artwork.

The brief should not dictate the design of the finished artwork but be flexible and open to enable a creative response.

The brief must also include the Selection Criteria for the Selection Panel to short list the artists. It must also detail information required from the artist such as;

- written response to the brief,
- an artist CV,
- provision of relevant images of past artworks.

4. Expressions of Interest

An Expressions of Interest (EOI) is an advertisement of the artwork brief. It may be advertised through the City of Fremantle homepage and networks, in the local papers or through art agencies such as Artsource. The EOI should be open for;

- 3-4 weeks for smaller commissions and
- 6-8 weeks for large commissions (i.e. over \$100,000).

5. Short listing

Each member of the Selection Panel reviews each EOI and assesses them against the selection criteria. The Panel convenes to select the short-list of artists invited to progress to the next stage and submit a Design Concept.

6. Design Concept

The Public Art Consultant will review the artwork brief and provide a Stage Two brief with relevant selection criteria and submission requirements for the final selection. Each short listed artist prepares a design concept.

Depending on the scale of the project, artists should be given between 4 to 8 weeks to submit the Design Concept. A briefing session is usually held at the start of the Design Concept period for all shortlisted artists facilitated by the Public Art Consultant with presentations from the design professionals working on the project. Artists will usually be paid a fee for preparation of the Design Concept relevant to the overall budget.

The submission requirements will usually include concept development documents including:

- a written artwork statement
- detailed drawings or maquettes showing the artwork in its location
- material palette
- budget and work program.

7. Final Selection

The Selection Panel is convened and each short-listed artist or team present their Design Concept to the Panel. Following the presentations the Panel undertakes a group assessment and selects the preferred proposal.

8. Contract

Once selected, the artist is provided with a written contract which sets out terms and obligations. The contract should include a milestone work program with a payment schedule.

Step 2 – City of Fremantle Approval Process

Once the applicant develops the artwork proposal to design development, a Community Initiated Public Art application form must be forwarded to the City of Fremantle's Public Art Coordinator. The form must be accompanied by a copy of the Art Brief, the Artist Proposal with details specified including:

- artwork concept & design
- location
- materials palette
- budget and work program

The Public Art Coordinator prepares a report to the City of Fremantle's Public Art Advisory Group for their recommendation which is forwarded to Chief Executive Officer. The Public Advisory Group is made up independent community representatives in the fields of urban design, art and cultural professionals.

The Chief Executive Officer provides comment and/or endorsement of recommendations. Rejected proposals may be referred to staff for further development.

If the Chief Executive Officer endorses the application under delegated authority it may proceed to implementation, or the CEO may refer it for Council Consideration.

Indicatively this process may take between 3 and 10 weeks if further information or consultation is not required.

If the application is rejected, the Public Art Coordinator will advise.

Step 6 – Implementation

The proposal is approved and the applicant is formally notified. The project will be scheduled for installation.

PERCENT FOR ART DOCUMENTATION

The City is committed to promoting the Public Art Collection. All commissioned artworks will be included in the Fremantle Public Art database. Depending on location, the artworks may also be included in cultural or public art walks promoted by the City.

Further information and Art Consultant contacts can be found below.

Department of Culture and the Arts
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dca.wa.gov.au

Private Art Consultants

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Jenny Beahan Art & Design Consultant 9293 1908 0408 921 671 31 Hinkler Rd Kalamunda WA 6076 jennyaab@bigpond.com	Paola Anselmi Contemporary Art curator <i>arts writer</i> public art coordinator PO Box 141, Mosman Park WA 6912 0411 982 537 paola@paolaanselmiart.com.au
Malcolm McGregor Art Coordinator 20A Harold Street, Mount Lawley WA 6050 9228 0228 0409 191 696 m.mc@bigpond.net.au	Artsource 8 Phillimore Street Old Customs House, Fremantle 9335 8366 www.artsource.net.au
FORM 357 Murray St, Perth WA 6000 9226 2799 www.form.net.au	

Relevant documents

City of Fremantle Strategic Plan 2012 – 2015

Freo Transformational Moves 2029

http://www.fremantle.wa.gov.au/home/List_of_News_and_Media/2015/February/Bold_new_vision_to_transform_Fremantle_in_lead_up_to_2029_bicentenary

Local Planning Policy 2.19 - City of Fremantle Percent for Art Policy

City of Fremantle Public Art Policy 2012 - 2015