

# Public Art - Developer's Handbook



City of Nedlands



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BEYOND DOORWAYS BY ERICA ZAINO, 2023



## Introduction

The handbook is for developers and artists. The use of this handbook will assist in the preparation of public art proposals and documentation required by Local Planning Policy 7.9 Public Art Contributions.

## Purpose of the Handbook

The purpose of the Handbook is to outline the process for commissioning, approving and installing public art in accordance with Local Planning Policy 7.9 Public Art Contributions (LPP 7.9).

LPP 7.9 requires that certain developments provide public art on-site or cash-in-lieu, which the City will use to provide public art within the same ward.

The handbook contains general advice to assist developers to provide public art which is in accordance with the policy. The handbook does this by providing advice to ensure that public art is of a high quality, produced by a professional artist, is accessible and well maintained.

The Public Art Handbook is informed by [LPP 7.9: Percent for Art](#) and the [City of Nedlands Public Art Strategy 2025-35](#).

## What is Public Art

Public art improves the built environment and contributes towards a sense of place. Public art can be made up of various mediums designed for public spaces, including sculpture, painting, installations, multimedia and sound. Additionally, it can be incorporated into architectural features and landscaping. Public art can also include temporary or ephemeral displays, however for the purpose of enriching the built environment, the public art obtained under LPP 7.9 should be permanent.

Public art delivers social, aesthetic, economic, cultural and heritage benefits, including:

- creating a sense of place; enhancing the built environment;
- celebrating history and culture;
- representing community values; fostering social cohesion and connection;
- generating economic opportunities for artists and related small businesses;
- and promoting cultural tourism.

Artworks required by the policy should contribute to the community for the life of the developments that they are associated with.

## Types and Forms of Public Art

### Public Art includes (but is not limited to):

- Murals and mosaics;
- Sculptures that are free standing, wall supported or incorporated as an integral part of a building's design;
- Landscape art enhancements such as walkways, bridges or art features which are unique and produced by an artist;
- The artistic treatment of functional equipment such as bike racks, benches and shade structures; or
- Digital art such as audio, lightshow, neon lighting, video and immersive art where appropriate.

### Public Art does not include:

- Business logos including art that includes or references business logos;
- Advertising signage, slogans or commercial promotions in any form;
- Artworks that could be confused for signage such as directional signage, road safety and traffic signage;
- Mass produced artworks or reproductions;
- Functional items which are not unique, i.e., street furniture and benches, signage, lighting, bike racks and gates, or mass produced objects such as fountains, statues, playground equipment;
- Memorials - these are provided for in the **Memorials in Public Places Policy**.
- Shutters and awnings

## Public Space

Refers to places that are publicly owned that the public has access to or can view. This includes but is not limited to parks, streets, squares, public gardens, roundabouts, bushland and community buildings. Generally, the City will not install public artworks on privately-owned buildings but may consider doing so where the facility has iconic community significance or a high level of public usage.

## Professional Artist

Refers to a person who meets at least 2 of the following criteria:

- University or tertiary qualification in visual arts
- Artworks in a major public collection such as a state gallery or other significant collection
- Earns more than 50% of income from arts related activities, such as teaching, selling artwork or undertaking public art commissions
- Successfully completed more than 5 public art commissions
- Emerging artists who have worked with an experienced artist on previous public art projects

The definition may be relaxed at the City's discretion where a project involves emerging artists, indigenous artists, students or street/urban artists. Artists with a familial relationship to the applicant, developer or landowner are not eligible In accordance with Clause 6.1 of LPP 7.9.





## Provision of Public Art

The percent for art requirement applies to many developments within the City of Nedlands with a cost of development of \$2 million or more, requiring a public art contribution equal to 1% of the estimated cost of development. Clause 5.1 of LPP 7.9 specifies the application of the Policy and what exemptions apply.

The City provides applicants with two options for satisfying LPP 7.9. Developers may either procure the public art themselves via on-site contribution or make a cash-in-lieu payment to the City. The handbook provides an outline of the process to satisfy each of these options and follows:

### Cash-in-lieu

The Applicant chooses to pay cash-in-lieu. The payment is to be made prior to strata titling or occupancy of the development (whichever occurs first).

### On-Site Contribution

The Applicant chooses to deliver the public art and coordinates the process of selecting an artist and commissioning the public art project.

The Applicant must prepare a Public Art Report Public Art Application in accordance with the s and submitted with the Development Application. The City's Public Art Committee will review prior to the City granting a Building Permit.





## Process: Cash-in-Lieu

a.

Where a developer or applicant elects to pay cash-in-lieu for their public art contribution, they are to advise the city in writing.



b.

The City will then invoice the applicant the fee in accordance with Clause 5.1.1 and 5.1.4 of LPP 7.9.  
The cash-in-lieu payment is made into the City's Public Art Fund and must be paid prior to issuance of an occupancy permit.



c.

The City will utilise cash-in-lieu funds to install public artwork in the City in accordance with Clause 5.1.2 and 5.4.2 of LPP 7.9.

## Process: Applicant Provided Public Art

In accordance with Clause 5.3.1 of LPP 7.9.

a.

The owner or developer must review the City of Nedlands Percent for Art Handbook and consult with the City as necessary according to the Handbook.



b.

The owner or developer should seek the City's approval for their selected **professional artist** and the artistic concept(s) developed by that artist by applying for Artwork Approval in line with the Handbook.



c.

The Application for Artwork Approval will be reviewed by the City's Public Art Committee, which will evaluate the proposed public artwork concept(s) and may recommend the proposal for City approval.



d.

The owner or developer must enter into a contract with the approved **professional artist** to design, fabricate, install, and/or deliver the **public art** concept(s) in accordance with the approved Application for Artwork Approval.



e.

A copy of the contract with the **professional artist**, as outlined in (d), must be submitted to the Council before lodging a building permit for the development or within another timeframe agreed upon in writing with the City.



f.

The approved **professional artist** must carry out the **public art** project according to the approved Application for Artwork Approval, ensuring complete installation prior to the first occupation of the development or strata titling, whichever comes first.



g.

The City must be notified once the **public art** is installed, and it will conduct an inspection to confirm satisfactory completion, including the installation of a plaque for each permanent artwork.



h.

Strata titling and/or occupation of the development may only occur after the City has confirmed the satisfactory installation of the approved **public art**.



THE BOAT STORY BY CLAIRE BAILEY, 2002

## **Commissioning Models Available for Developers:**

### **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 artwork 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.

## **Curatorial Themes & Guiding Principles**

The strategic aspiration of the City of Nedlands is to be “an attractive City with residential amenity and a strong sense of community and place”. The City recognises the significance that public art can play in strengthening local identity, expressing the character of the community and enriching the visual environment.

The Council Plan’s five strategic pillars (People, Planet, Place, Prosperity, and Performance), in particular “People” and “Place”, identify three desired outcomes to achieve the community’s vision:

- ‘Outcome 1 - Art, culture and heritage are valued and celebrated’
- ‘Outcome 6 - Sustainable population growth with responsible urban planning’
- ‘Outcome 7 - Attractive and welcoming places’

# Artwork Selection Criteria

All Public Art proposals need to meet durability and safety standards:

## **Durability & Safety:**

Requires little or no maintenance;  
Constructed from durable materials;  
Proposed lifespan;  
Designed to minimise safety hazards.

For the purposes of commissioning Public Art, successful proposals need to also address a minimum of three of the following selection criteria:

### **1. Sense of Place:**

The artwork should help create a sense of place and cultivate community pride and identity.  
The work's theme, concept or story should relate to the City of Nedlands or to the broader community in which the City is located.

### **2. Accessibility:**

The artwork should be accessible to a broad audience.  
It should provide an opportunity for people to experience art in an engaging way.

### **3. Relevance to WA:**

The work should have some connection with WA, which may be its connection to the City of Nedlands.  
Consideration may be given to the local benefit that derives from supporting a WA artist, by strengthening the local arts industry.

### **4. Artist's CV and Achievements:**

Consider the artist's CV, experience, exhibition history, achievements, awards and reputation as a professional artist.  
Consider whether the artist has specific experience in creating public artworks. Experienced public artists are likely to be aware of the safety, traffic, maintenance and durability requirements for public art.

### **5. Value for money:**

Purchase price of artwork;  
Cost of transport, installation, lighting and on-going maintenance;  
Likelihood of the artwork appreciating in future, based on artist's reputation and career trajectory.



## Artwork Plaque

In accordance with Clause 5.3.2 of LPP 7.9, all permanent artworks must include a plaque or plate placed nearby.

It is recommended that artwork Plaques are to be no smaller than 75mm x 100mm, and located in a visible location within 3 metres from the artwork.

### Artwork Plaque Template

City of Nedlands Logo  
Optional: Logo/ Crest of Commissioning body

**Name of Artwork Bolded or in larger font**

Artist: Name of Artist  
Year the artwork was commissioned

Optional Description of the artwork/ artist's statement

Commissioned by: Name of commissioning body and any partner organisations

## Resources

### City of Nedlands

#### [City of Nedlands Planning Services](#)

Applicants may also direct any further questions to: 08 9273 3500

#### [City of Nedlands Public Art Strategy 2025-35](#)

#### [City of Nedlands LPP 7.9 Percent for Art](#)

#### [Application for Artwork Approval Form](#)

#### [Notice of artwork Completion Form](#)

### Arts Organisations and Extra Resources

#### [Department of Creative Industries and the Arts](#)

Information relating to the State Government's Percent for Art Scheme.

#### [Artsource](#)

Database resource of public artists and public art consultants. Developers may like to engage an independent public art consultant to assist them with the commissioning process.

#### [Arts Law Centre of Australia](#)

Provides legal advice for arts related matters and sample agreements such as Public Art and Design Commission Agreement.

#### [NAVA](#)

Provides a Code of Best Practice for professional artists in Western Australia, including pay rates.

THE WELLNESS MACHINE BY ANDREW STRUMPFEL AND SA HAYES, 2019

