Contents

Visualising vibrant development 3
What is the City of Port Phillip percent for art scheme and developers contribution 4
What is the process for approval 5
What is public art? 7
Who is a professional artist? 8
Application for art work design approval – form 9
Notification of art work completion – form 11

Front cover image: 63 Acland St, St Kilda (Jonathan Leahey)
Visualising Vibrant Development

Urban design responds to the identity of place and public art contributes to the way we visually perceive and physically inhabit public space. Creative uses of public art can encourage sustainable cultural and economic activity and can be attractive to existing or potential residents, employers and investors.

Public art adds to the community’s sense of identity and local pride, engages audiences and provides ways of understanding the city’s history, future and places.

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.

Private developers have an important role to play in improving and illuminating the intrinsic strengths and characteristics of the areas they develop. Artists can have a role in helping the design team identify and reflect local character and themes. Collaborations between developers and artists are critical to the success of the public art projects.

The City of Port Phillip is a municipality with wide-ranging social, physical, historical, environmental and cultural qualities, and a reputation for innovation, creativity and inspired contemporary art that addresses local meaning and associations.

The City of Port Phillip considers public art as an integral part of any development and expects that it will be integrated into project proposals from inception.

This guidebook assists developers proposing to commence development to incorporate public art as outlined in the Public Art Strategy.
What is the City of Port Phillip’s percent for art scheme and developers contributions?

The City of Port Phillip adopted a percent for art scheme in 2002 through its Urban Art Strategy, and is maintained in the 2015 draft Public Art Strategy which is applicable to the city’s commercial developments. Private developers are required to contribute to public art in accordance with the estimated construction cost.

The percent for art scheme requires all new developments where the total project cost (as shown on the Planning Permit Application Form) exceeds two million dollars to provide a public art contribution that addresses principle 1 and 2 of the Urban Art Strategy 2002.

**Principle 1: Responsive Design**
The City of Port Phillip commits to a responsive design approach for the development of Public Art, which reflects the identity of place, community values and innovation and creativity.

**Principle 2: Integrated Art**
The City of Port Phillip commits to a relational art approach, which will ensure public art demonstrates appropriate aesthetic appeal, functionality and utility in design development. Within this approach, art emphasises integration (e.g. response, memory and facilitation for ‘place-making’), and/or promotes intervention (e.g. provocation, parody and challenge for ‘agenda-setting’).

Developers are required to contact the Public Art Officer about the approval and clearance processes.
What is the process for approval?

The City of Port Phillip oversees developer contributions to public art and proposals through two stages that are aligned with the applications for development:

1. Development application
   Once the opportunity for public art work has been identified, the developer must submit an Application for Public Art Work Design Approval to the Public Art Officer.

2. Prior to Occupancy
   The public art work must be completed prior to the first occupation of the new development and a notice of art work completion form must be submitted to the Public Art Officer.

Public art proposals will be assessed against the following criteria:

- A public art contribution shall be provided in accordance with the City of Port Phillip’s Public Art Strategy.
- It is an original artwork/s designed and created by a professional artist/s.
- Artworks can be clearly seen from or is located in the public realm.
- The artwork/s contributes to an attractive, stimulating and functional environment, and does not detract from the amenity or safety of the public realm.
- The public art work is durable.
- The art work achieves standards of excellence and innovation.
What is public art?

Public art can be defined as the process of producing artists’ creative ideas in the public realm. The definition captures a varied and flexible scope for public art projects and ensures that developers are not limited in their scope and thinking when considering the possibilities for working with artists.

Artists play a critical role in highlighting, monitoring, recording, expressing, and responding to the world around us. The City of Port Phillip recognises the important role that artists can contribute towards the health and wellbeing of the city.

What is the difference between art and design?

The fundamental difference between art and design is their purpose.

The process of creating a work of art starts with nothing. A work of art stems from a view or opinion or feeling that the artist holds. Art is created to share that feeling with others, to allow the audience to relate to it, learn from it or be inspired by it.

When a designer sets out to create a new piece, they almost always have a fixed starting point, whether it’s a message, an image, an idea or an action. The purpose is to motivate the audience to do something: buy a product, use a service, visit a location or learn certain information.
Key differences:

- Art asks questions – design problem solve.
- Design fills a need – art fills no need except its own internal need to exist and challenge the viewer.
- Design solves a problem using rules of design – art has no process that can be replicated across the board to achieve an optimal result.
- Good art is interpreted – good design is understood.

Key roles of artists:

- Artists as members of design teams can work collaboratively and contribute to the use and form of urban planning and development through research, reflection and propositions
- Artists working to creatively engage with communities in order to explore and articulate issues of significance
- Artists working as commentators producing permanent, temporary or process based art

Art projects eligible for consideration include:

- The work of an artist working individually, with the community or in collaboration
- Art that encourages awareness or challenges ideas
- Art that enhances a sense of play and celebration
- Art that engages with aspects of contemporary art and design
- Art that provides an artistic interpretation of historical research
- Art that encourages interaction with a social space

Art projects that are not eligible for consideration include:

- Commercial promotions in any form
- Art projects that are mass produced, such as fountains or playground equipment
- Most art reproductions
- Landscaping or generic hard-scaping elements which would normally be associated with the project
- Services or utilities necessary to operate or maintain art works
Who is a professional artist?

Professional artists will be eligible to carry out public art commissions.

A professional artist is a person who:

- Usually has experience or a university degree/ TAFE Diploma in visual arts.
- Who has specialist training and/or experience within their field and involved in the creation of art as their profession.
- Has conceptualising and creative skills that result in the creation of artwork.
- Has demonstrated professional standing through exhibitions and commissions.

Contact

Georgia Rouette
Public Art Officer
City of Port Phillip
Email: grouette@portphilip.vic.gov.au
Phone: (03) 9209 6335
Application for art work design approval

Address of development……………………………………………………………………………………………

Name of applicant……………………………………………………………………………………………………

Applicant’s address……………………………………………………………………………………………………

Telephone………………………………………………………………………………………………………………

Email…………………………………………………………………………………………………………………………

Name of architect/designer…………………………………………………………………………………………

Architect/designer address…………………………………………………………………………………………

Telephone………………………………………………………………………………………………………………

Email…………………………………………………………………………………………………………………………

Name of Council Planner……………………………………………………………………………………………

Name of Artist………………………………………………………………………………………………………………

Artist's address………………………………………………………………………………………………………………

Telephone………………………………………………………………………………………………………………

Email…………………………………………………………………………………………………………………………

Budget for total development $ 

Budget for Public Art (0.5% of budgets $2m or more) $ 

Anticipated art work installation completion date……………………………………………………………………
The proposed art work

1. **Description of proposed art work**

Please describe the proposed art work, including:

- Information about the artist, (a CV)
- Artists concept
- Relationship to the building design and surrounding area, location, size, materials, life span and accessibility to the public

**Please attach a separate sheet with the above information**

2. **Art work documentation**

Please attach documentation which include drawings of the proposed art work that show colours, materials, dimensions, and an indication of maintenance required

3. **Location of proposed art work**

Please attach plans that show the proposed art work location in relation to the building and site

4. **Art work budget**

Please attach a detailed art work budget

**Art work proposal assessment**

City of Port Phillip staff assess applications based on the following criteria

- A public art contribution shall be provided in accordance with the City of Port Phillip's Public Art Strategy
- It is an original artwork/s designed and created by a professional artist/s
- Artworks can be clearly seen from or is located in the public realm
- The artwork/s contributes to an attractive, stimulating and functional environment, and does not detract from the amenity or safety of the public realm
- Durability and maintenance of materials and site
- Relevance of the work in context of the development and the site
- Standard of excellence and innovation

**Please return the completed form to the Public Art Officer, City of Port Phillip either by email, grouette@portphillip.vic.gov.au by mail PO Box 3 St Kilda, Victoria 3182**
Notification of art work completion

I, .................................................................................................................................
Company name ........................................................................................................
Address ....................................................................................................................
Contact email/phone ..............................................................................................
Advise that the art work has been installed and completed.

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

Development address details ..................................................................................

Please attach: Photographic documentation of installation and in situ images of completed and installed art work

Complete this section if you wish to be present at the site inspection and a meeting will be arranged with the public art officer;
Name .....................................................................................................................
Email address ....................................................................................................... 
Contact phone ....................................................................................................
Owner/applicant signature ..................................................................................
Date of notification ...............................................................................................

Please return the completed form to the Public Art Officer, City of Port Phillip either by email, grouette@portphillip.vic.gov.au by mail PO Box 3 St Kilda, Victoria 3182
The information you provide is protected by the City of Port Phillip Information Privacy Policy

The personal information requested on this form is being collected by the council for the assessment of art applications. The personal information will be used solely by the council for that primary purpose or directly related purposes. Council may disclose this information to Arts Culture and Strategic Planning. If this information is not collected the application cannot be assessed and the project cannot be implemented. The applicant understands that the personal information provided is for the assessment of the application and that he or she may apply to the council for access to and/or amendment of the information.

Requests for access and or correction should be made to governance@portphillip.vic.gov.au or telephone 9209 6777.