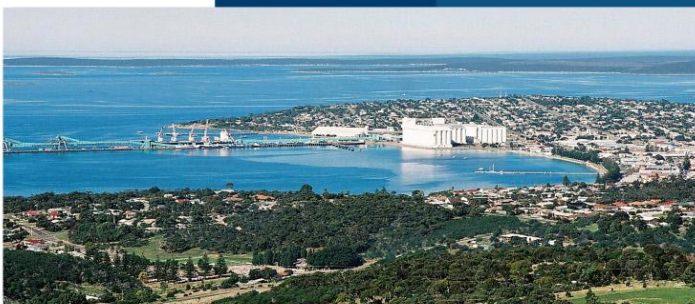
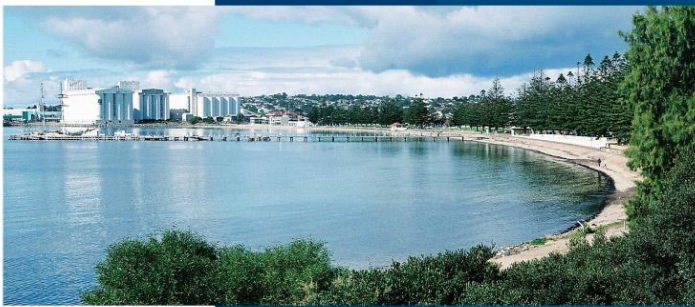


City of Port Lincoln



PUBLIC ART STRATEGY

N20139906
File 17.65.1.1

City of Port Lincoln – Public Art Strategy

Document Control Version **1** – adopted 21 January 2013

Version Control	Council Resolution References	Council Meeting Date Adopted	Description
1	CO 13/0007	21 January 2013	Public Art Strategy & Public Art Policy 17.63.9 adopted.

Contents

1. INTRODUCTION	5
2. THE VALUE OF A PUBLIC ART STRATEGY FOR CITY OF PORT LINCOLN	5
3. VISION, GOALS AND STRATEGIES	6
4. CITY OF PORT LINCOLN - SPACES AND PRECINCTS.....	7
4.1. Parks and Leisure Spaces.....	7
4.2. Urban Precincts	7
5. The KEY CONCEPTS	8
5.1. Public Art	8
5.2. Integrated Planning	9
5.3. Responsive Design	9
6. IMPLEMENTATION CONSIDERATIONS.....	9
6.1. Enhancing Local Identity.....	9
6.2. Achieving Integrated Planning.....	9
6.3. Port Lincoln Development Plan (consolidated 24 May 2012)	9
7. IDENTIFYING SITE OPTIONS	10
8. IDENTIFYING FUNDING OPTIONS	11
8.1. Project Partners	11
8.2. Percent for Art from Capital Works Budgets.....	11
8.3. Council Program Budget Allocations	11
8.4. Planning & Development Fund.....	11
8.5. Negotiated Developer Agreements.....	12
8.6. Grants from State and Federal Agencies	12
8.7. Private art benefactors, foundations and bequeaths	12
9. PROJECT MANAGEMENT	12
9.1. Project Establishment.....	12
9.2. Integrated Planning	12
9.3. Commissioning Method.....	12
9.4. Artist Selection and Appointment	12
9.5. Research and Consultation	13
9.6. Implementation	13
9.7. Evaluation & Promotion	13

<i>Schedule 1</i>	14
Examples of Art Forms.....	15
<i>Schedule 2</i>	30
Art Forms for Spaces and Precincts.....	31

1. INTRODUCTION

In August 2011, the City of Port Lincoln Council resolved (motion CO 11/0207) to establish a Public Art Working Group with the following terms of reference:

- To prepare a Public Art Policy
- To prepare a Public Art Strategic Plan
- To explore funding opportunities

2. THE VALUE OF A PUBLIC ART STRATEGY FOR CITY OF PORT LINCOLN

The City of Port Lincoln area is a mix of urban and open spaces which provides for a diverse community. With a lively business precinct, community parks and reserves, regional sporting grounds and quiet residential streets, Port Lincoln is surrounded by natural beauty of land and sea. The commercial and regional centre for Eyre Peninsula, Port Lincoln is a major tourist destination with the number of visitors continuing to grow as the local attractions and accommodation continue to develop.

There is scope for public art in Port Lincoln to reflect this spirit and cultural diversity, the past and present and the changing dynamics of place. There is also significant opportunity to enhance and celebrate the built and natural environments. The City of Port Lincoln Public Art Strategy provides an exciting opportunity to:

- celebrate local urban character, cultural heritage and social history
- empower the local sense of place and belonging
- reinforce and highlight cultural traditions, industrial heritage and contemporary lifestyle
- create signature symbols that help people to experience the cultural meanings of places
- contribute to the cultural legacy for the future
- animate spaces to become places of collective significance
- encourage new understandings of people, place and art
- provide reference points to City of Port Lincoln's image
- enhance the quality of the public domain such as business precincts, parks and community places
- contribute to the ambience of cultural facilities, community centres, communal spaces and meeting places
- evoke the participatory and celebratory experience of community festivals and special events
- engage with communities and influence the development of the City's culture
- create significant iconic installations (eg Makybe Diva)

3. VISION, GOALS AND STRATEGIES

The vision of the City of Port Lincoln Public Art Strategy is, through integrated planning and responsive design, to facilitate a distinct and diverse collection of temporary and permanent artworks in public places that illuminate, celebrate and contribute to City of Port Lincoln's unique culture. The goals and strategies to achieve this vision include:

Table 1: Goals & Strategies

Goal	Strategies
Develop public art work which enhances Port Lincoln and surrounding region	<p>Prepare a public art policy for City of Port Lincoln Council.</p> <p>Establish a public art reference group to guide program implementation.</p>
Position City of Port Lincoln as a leader in innovative public art practice.	<p>Engage public art consultants to assist with achieving innovative public art, as needed.</p> <p>Develop a multi-faceted strategy to fund the public art program.</p> <p>Establish ongoing evaluation measures to ensure Council's approach to public art remains innovative.</p>
Achieve an integrated approach to public art.	<p>Incorporate provisions for public art into local environment plans, development control plans and plans of management; adopting procedures to facilitate integrated planning and design.</p> <p>Introduce negotiated developer agreements for public art in relevant urban developments.</p> <p>Promote community participation and collaboration by working alongside professional artists</p> <p>Develop public art guidelines for Council staff to achieve a coordinated approach to project identification and management.</p>
Increase awareness of public art as a significant cultural asset.	<p>Promote successful commissioned artists and public art projects occurring in the local area.</p> <p>Promote community understanding of and interaction with public art.</p>

4. CITY OF PORT LINCOLN - SPACES AND PRECINCTS

Port Lincoln is home to over 15,000 people and services this number of residents again on the Lower Eyre Peninsula within an hour of the City. Public spaces provide opportunities for leisure, social interaction, entertainment, and contact with the natural environment on both land and water.

4.1. *Parks and Leisure Spaces*

Port Lincoln contains a hierarchy of parks and open spaces based on relative size, function, the facilities offered, user catchment, overall significance values, and the role within the entire open space network. Port Lincoln offers:

- **High Traffic Public and Tourist Reserves – Foreshore.** Port Lincoln is located on one of the world's great natural deep water harbours, five times the size of its more famous counterpart in Sydney. As the 'Front Door' and 'Heart' of the City, the foreshore is the premier location for the community. It is the most visible public open space in the City, opportunity exists for influential design and installations whilst still enabling high utilisation of this space.
- **'A' Reserves** – irrigated reserves plus other improvements (eg Flinders Park, Wellington Square, Hallett Place/New West Road corner)
- **'B' Reserves** (10) – not irrigated but with some form of improvements such as BBQs, play equipment (eg Puckridge Park)
- **'C' Reserves** (17) – unimproved open space reserves with maintenance programs (eg Pioneer Park)
- **Children Playground Reserves** (eg Train Playground, Altair Crescent, Wellington Square, Foreshore, Flinders Park)
- **Walking/Cycling Trails** (eg Parnkalla Trail, proposed linear trail)
- **Sporting spaces** (eg football, tennis, netball, bowls)
- **Youth Orientated Spaces** (eg BMX Track, Skate Park, education)
- **Coastal Spaces** (eg boat ramps, jetties, swimming, Laguna Drive, Mundy's Mooring)
- **Entertainment Spaces** (eg Nautilus Theatre, Flinders Theatre, Library)

4.2. *Urban Precincts*

- **Central Business District (CBD)** - A major redevelopment of the CBD with underground power, paved footpaths and some street scaping and foreshore reserve area enhancement has significantly improved the public amenity of the foreshore area, setting the standard for the continued re-vitalisation of the main retail and business area.
- **Marina Precinct** - Port Lincoln is the seafood and aquaculture capital of Australia, home to the country's largest commercial fishing fleet and renowned for its southern bluefin tuna, King George whiting, Western King prawns and Southern Rock lobster. A thriving marina for commercial and recreational vessels, this precinct is a mixture of well established and growing residential areas, fish processing industry and a gateway for adventure bound tourism.
- **Working Places** - Port Lincoln has several major industries ranging from aquaculture, fishing, tourism and wheat transportation to the businesses and services that support

these industries. The City is an important shopping and administrative centre for the entire Lower Eyre Peninsula region. The landscape of these industrial and commercial areas reflect the relationship between work, home and community particularly given the diverse nature of the City's migrant population.

- **Residential Spaces** – Port Lincoln has a number of diverse residential areas within the city limits. Many areas have developed over time and reflect the different social, cultural and economic influences.
- **Business/Shopping hub** – An important component of Port Lincoln's townscape is the business and shopping hub, concentrated within the CBD but with smaller enclaves of shops throughout the residential precincts.
- **Transport Corridors** - Port Lincoln is traversed by several arterial roads and an industrial rail transit corridor which forms a dominant spatial and physical continuum that extends through to and beyond the City's boundaries.

5. THE KEY CONCEPTS

The concept of the City of Port Lincoln Public Art Strategy is to achieve innovative artworks for the local community through integrated planning and responsive designs.

5.1. Public Art

Public art is art in the public domain that responds to all aspects of public space, including people's values, cultural meanings and the contexts that are inherent in particular places. Engaging with place contexts can encourage artistic outcomes across a diverse range of art forms and design applications.

The aim of public art is to make an area more vibrant, liveable, accessible and creative. Public art should be imaginative, engaging, dynamic, connected and sustainable.

Table 2 Types of Art Forms

Traditional Art Forms	Sculpture, painting, billboards, murals, screens, photography, digital prints, mosaic installations, monuments, memorials, civic statuary.
Multi-Media	Works using digital imagery, film, video, photography and cybernetics.
Landscape Design	Signature or landmark statements and interpretations such as land art, landscape as earth works, and landscape design as art installations.
Functional Design	Architectural forms, facades, furniture, lighting, textiles, fabrics, carpets, door handles, glass features, and street furniture.
Applied Design	Works using paving, pathways, floors, walls, windows, doors, stairways, fencing, and landscape features
Signage as Art	Works using graphics, lighting design, industrial artefacts re-interpreted as art, and industrial design.
Animation	Animation Celebrations and collaborations, spatial and interactive installations, performance, music, dance, theatre, soundscapes, lighting, art projections, wrapping, fireworks, street theatre.
Ephemeral Art	An experience constructed by artists making the unfamiliar in familiar landscapes and sites. Here today, gone tomorrow, having left both individual and collective memories of a moment. Fluidity of spaces, mist screens, water jets, lighting design, kinetic art elements and temporary installations.

5.2. Integrated Planning

Integrated planning is a cross-disciplinary process that links historical, social, cultural, environmental and geographical resources and information to develop a shared understanding and direction for a public art project.

5.3. Responsive Design

Public art can engage and express the community's values, habits, beliefs, traditions, and aspirations. Responsive design examines the relationships between local people and a particular site, such as their sense of place, character and meaning and what they associate with that area.

6. IMPLEMENTATION CONSIDERATIONS

This section details considerations for the process of developing, commissioning and achieving successful public art outcomes for Port Lincoln.

6.1. Enhancing Local Identity

The Strategy has been based on a responsive design approach in order to value the local community. Responsive public art works will assist in enhancing the City's identity, culture, sense of place and in articulating the community's collective aspirations. Eyre Peninsula is culturally rich, with a diversity of individual artists and craftspeople; galleries; theatre; music, dance and literature organisations; and a strong network of volunteer associations.

6.2. Achieving Integrated Planning

A responsive design approach is the common ground between art, architecture, urban design, landscape design, graphic and industrial design and engineering.

Integrated planning for the delivery of the public art program will require reference to Council's [Strategic Directions](#) and other operational plans.

6.3. Port Lincoln Development Plan (consolidated 24 May 2012)

The Development Plan is a statutory policy document which guides the type of development that can occur within the council area. The Development Plan separates land into a number of different zones, including commercial zones, residential zones and industrial zones.

The Development Plan contains objectives, principles and policies that will control and affect the design and location of proposed land use activities. These policies cover a range of social, environmental and economic matters and have been established to support the longer term direction of the state's and region's planning strategy. The plan also spells out the desired character for a given area or zone.

Outcomes from this Public Art Strategy should be reflected in reviews and amendments of the Development Plan to provide guidance for the provision of public art as a component of developments where appropriate.

7. IDENTIFYING SITE OPTIONS

The following table identifies factors to be considered in the selection of sites for public art works:

Table 3 Site Selection Considerations

SUSTAINABILITY	Environmental quality Resource conservation Biological diversity Energy efficiency Recycling and rehabilitation
FUNCTIONALITY	Centres of activity Transport routes and pedestrian movement & interactions Land use patterns, zones & precincts Day and/or night use
SOCIAL PROFILE	Safety, security & comfort Accessibility Attractiveness Street life Cultural meanings & ethics
COMMUNITY PERCEPTIONS & VALUES	Sense or identity of place Local distinctiveness, image & future innovations Heritage and history Environment
VISUAL QUALITY	Relationships to urban environment – architecture, landscape & urban character Aesthetics – colour, texture, tone & the senses
CONTEXT	Relevant industrial, environmental, social-cultural lifestyle, physical, historical, topographical, cultural heritage, traditions, associations, attachments
SITE SPECIFIC	Patterns – layout, scale & space Symbolic space – physical & metaphysical Vistas, nodes & boundaries Site specific features, settings & icons
REGULATORY REQUIREMENTS	Council's Development Plan (24 May 2012) Local environment and development control plans Guidelines

8. IDENTIFYING FUNDING OPTIONS

To demonstrate its leadership role in supporting and developing a diversity of public artworks, Council will require a solid financial base for project commissioning, through a mix of internal and external (private and community) resources and relationships.

8.1. *Project Partners*

Explore partnership potential within the community, education and private sectors for in-kind support, material sponsorships, alignment of special expertise, and financial support.

8.2. *Percent for Art from Capital Works Budgets*

A dedicated Public Art Budget could be established by allocating an annual percentage of the annual Capital Works Budget¹.

8.3. *Council Program Budget Allocations*

Budget allocations should include funds for:

- the engagement of public art project management services
- administrative costs associated with artist's seminars or forums and cultural exchange initiatives
- ongoing maintenance and conservation of public artworks
- public promotion, information and education

8.4. *Planning & Development Fund*

The Planning & Development Fund operates under Section 79 of the Development Act 1993, with the Department of Planning being responsible for the administration of the Fund.

Income to the Fund is still primarily derived from developer contributions made at the time of land division. Section 50 of the Act requires developers of new allotments to make an open space contribution. When land is subdivided via strata or community title, or when subdivisions create less than 20 additional allotments by normal land division, the developer is required to make a financial contribution to the Planning & Development Fund.

The Planning and Development Fund is then used to provide financial assistance to local governments for:

- purchase, development and planning of regional open space throughout the State; and
- development and implementation of place-based urban improvement strategies and projects.

¹ Councils using this strategy tend to allocate 1-2 per cent for the council's total annual capital works budget

8.5. *Negotiated Developer Agreements*

In keeping with the best practice direction of the Strategy, where appropriate building and commercial development projects should be encouraged to include public art as part of the overall project concept.

8.6. *Grants from State and Federal Agencies*

Numerous grant programs are available for public art funding application from time to time including:

- Arts SA
- Country Arts SA
- Australia Council for the Arts

8.7. *Private art benefactors, foundations and bequeaths*

Develop relationships with like minded philanthropic individuals and organisations.

9. PROJECT MANAGEMENT

The establishment of a project management plan is fundamental to successful public art outcomes and should include:

9.1. *Project Establishment*

The establishment stage identifies existing, potential and speculative public art opportunities, giving consideration to *Table 2 Types of Art Forms* and *Table 3 Site Selection Considerations*

9.2. *Integrated Planning*

Integrated planning involves the identification of all key stakeholders; development of relevant working parties; and a consultation plan to identify the parameters of the work. At this stage, the commission brief and budget can be developed, and the composition of the selection panel be determined.

9.3. *Commissioning Method*

The relevant stakeholders, such as the working party or selection panel may then determine a commissioning method, such as competition; expression of Interest; or invitation. Communication or marketing plans may also commence during this stage and be maintained throughout the process.

9.4. *Artist Selection and Appointment*

Relevant artists may then be considered and the brief forwarded. Return briefs from artists will be assessed by the selection panel; an appointment made; and a contract negotiated for the work.

9.5. Research and Consultation

This stage involves the artist or their consultant undertaking all necessary research and stakeholder consultation to inform the development of the final design.

9.6. Implementation

This stage encompasses approval of final designs, public exhibition where necessary, monitoring of timeframes and budgets, fabrication checks and approvals, maintenance detailing, and installation. Capturing the progress of the project (eg photographic) to be done during this stage.

9.7. Evaluation & Promotion

Following the installation of the work, the evaluation stage involves examination of the artwork in relation to responsive design and integrated planning; assessment of achievement of key principles and goals; evaluation of material selection and use; site positioning; and consideration of the aesthetic and artistic values such as scale, form, colour, texture, style, and local culture and community responses.

Schedule 1

Examples of Art Forms



Port Lincoln Skate Park "SKATE8" Mural 2011

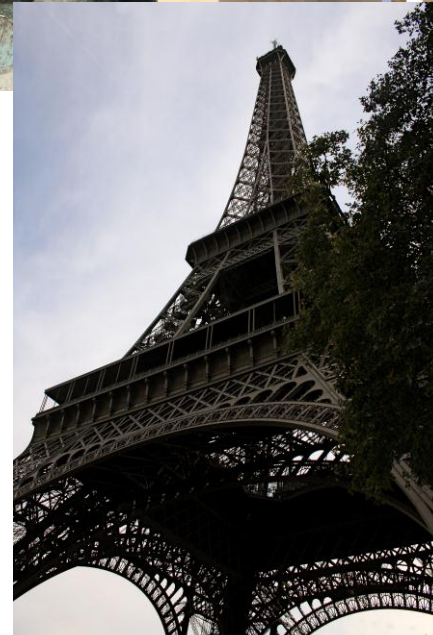
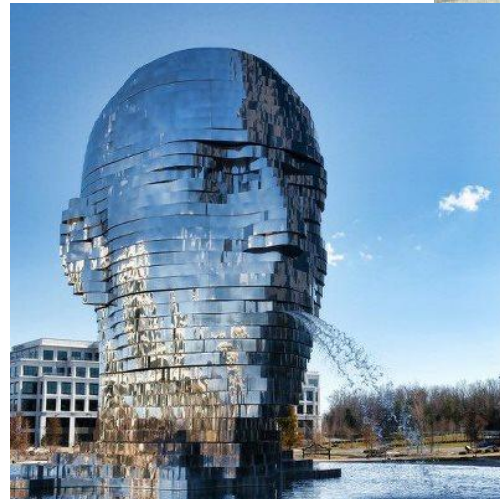
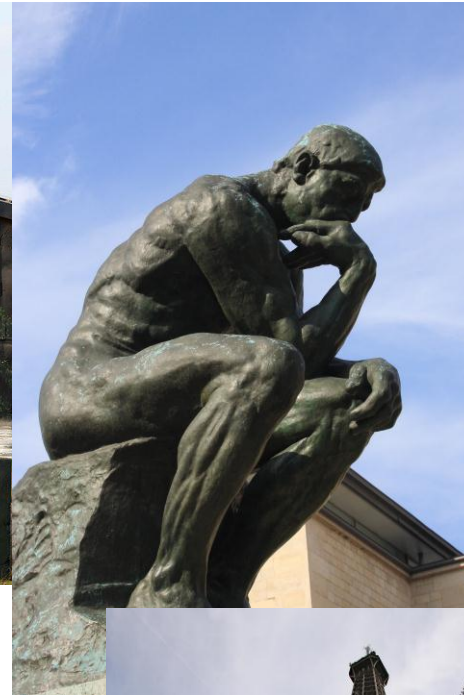
Public Art Examples

Traditional Art Forms	Sculpture, painting, billboards, murals, screens, photography, digital prints, mosaic installations, monuments, memorials, civic statuary.
Multi-Media	Works using digital imagery, film, video, photography and cybernetics.
Landscape Design	Signature or landmark statements and interpretations such as land art, landscape as earth works, and landscape design as art installations.
Functional Design	Architectural forms, facades, furniture, lighting, textiles, fabrics, carpets, door handles, glass features, and street furniture.
Applied Design	Works using paving, pathways, floors, walls, windows, doors, stairways, fencing, and landscape features
Signage as Art	Works using graphics, lighting design, industrial artefacts re-interpreted as art, and industrial design.
Animation	Animation Celebrations and collaborations, spatial and interactive installations, performance, music, dance, theatre, soundscapes, lighting, art projections, wrapping, fireworks, street theatre.
Ephemeral Art	An experience constructed by artists making the unfamiliar in familiar landscapes and sites. Here today, gone tomorrow, having left both individual and collective memories of a moment. Fluidity of spaces, mist screens, water jets, lighting design, kinetic art elements and temporary installations.

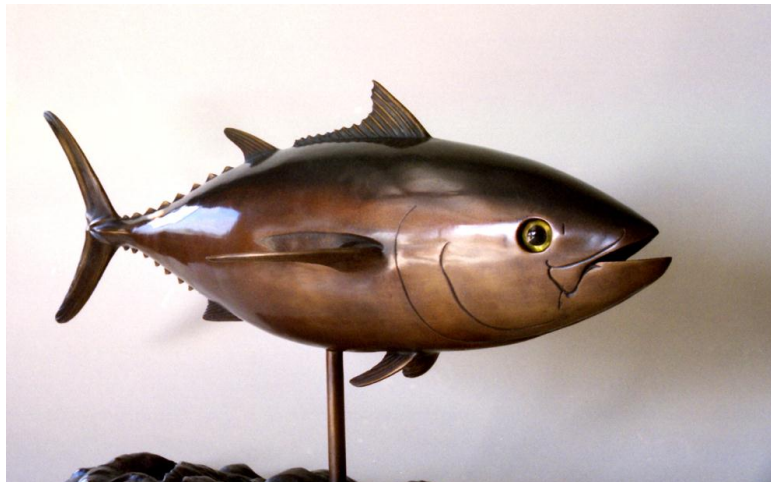
Traditional forms



Germany <http://www.streetartutopia.com/?p=10127>



Traditional forms



Landscape design



Landscape design



Functional design



Functional design



Applied design



Applied design



Signage as art



Signage as art

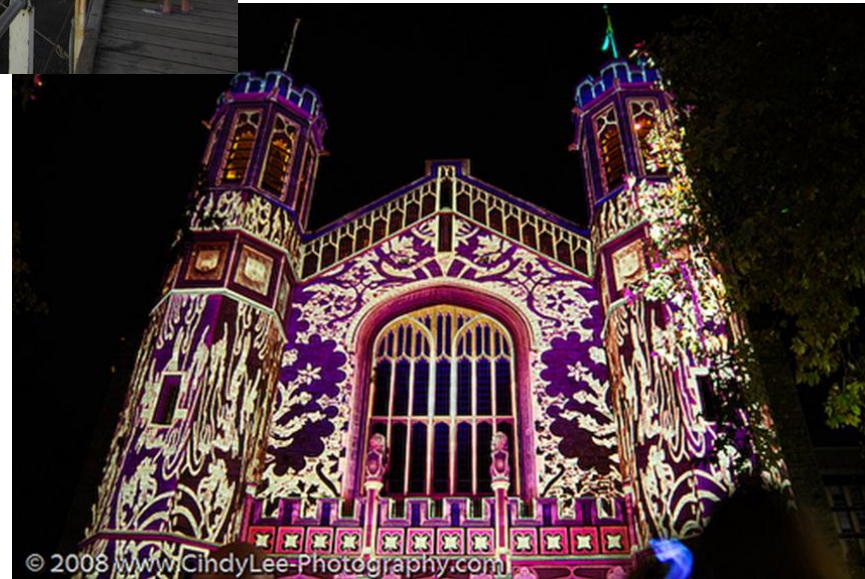




Québec, 2008

<http://hyperallergic.tumblr.com/post/820338891/the-image-mill-2008-is-an-architectural>

<http://www.youtube.com/watch?v=Q8C08eX4INA>



Video by Public Works Media showcasing Sounds of Sea, a group of sculptures by Company (Finland/Korea) in Wynyard Quarter, Auckland

<http://youtu.be/2RoSDylCU9c>

Multi-media

Animation



Ephemeral art



Melbourne now

<http://www.freshphotography.com.au/elephants-in-melbourne-pictures-of-mali/>



As part of the [UN Conference on Sustainable Development \(Rio+20\)](#) an enormous outdoor installation of fish was constructed using discarded plastic bottles on Botafogo beach in Rio de Janeiro, Brazil.

<http://www.thisiscolossal.com/2012/06/giant-fish-sculptures-made-from-discarded-plastic-bottles-in-rio/>



Jody Xiong of [DDB China in conjunction with the China Environmental Protection Foundation](#)

<http://www.thisiscolossal.com/2012/08/green-pedestrian-crossing-in-china-creates-leaves-from-footprints/?src=footer>



Page 28

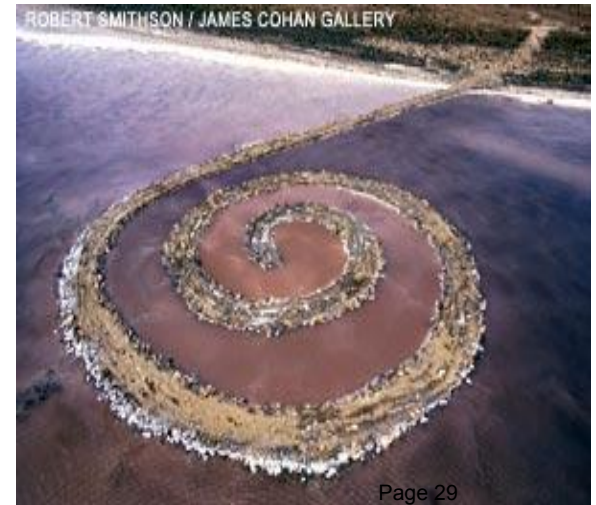
<http://youtu.be/73qqI5eZACY>

Ephemeral art

ROBERT SMITHSON / JAMES COHAN GALLERY



ROBERT SMITHSON / JAMES COHAN GALLERY



Schedule 2

Art Forms for Spaces and Precincts



PARKS, RESERVES AND LEISURE SPACES										
Space	Possible Sites	Recommended Art Forms								Public Art Opportunities
		Traditional	Multimedia	Landscape	Functional	Applied	Signage	Animation	Ephemeral	
High traffic public and tourist Reserves										<ul style="list-style-type: none"> • Outdoor stage – to be used more, how do we do this? • Remove/replace signage • Option for foreshore markets • Wind/sound sculptures • Water play/interactive • Sculpture • Projection on silos • Safe outdoor swimming enclosure • Underwater gallery • Fencing (laser cut) • Mosaic on retaining wall – glass, native fish
“A” Reserves - irrigated reserves plus other improvements	<i>Flinders Park</i> <i>Wellington Square</i> <i>Tennyson Tce/Eyre Park</i>									<ul style="list-style-type: none"> • Reconciliation project with local aboriginal artists & community • Wellington Square • Interactive • Rotunda in keeping with history (weddings) • Seating • Screen for film projection • Stage for open air shows

PARKS, RESERVES AND LEISURE SPACES										
Space	Possible Sites	Recommended Art Forms								Public Art Opportunities
		Traditional	Multimedia	Landscape	Functional	Applied	Signage	Animation	Ephemeral	
“B” Reserves (10) – not irrigated but with some form of improvements like BBQ’s, play equipment	<i>Puckridge Park</i>									<ul style="list-style-type: none"> • Rotunda – rustic • Sculpture • Informative trail
“C” Reserves (17) unimproved open space reserves with maintenance programs	<i>Pioneer Park</i>									<ul style="list-style-type: none"> • Orienteering adventure • Meeting circle – fire pit (round, paved, mosaic panels in paving) • Rock climbing
Children Playground Reserves	<i>Train Playground</i> <i>Altair Crescent</i> <i>Wellington Square</i> <i>Foreshore</i> <i>Flinders Park</i>									<ul style="list-style-type: none"> • Dickens Park, Lincoln South parks, Nelson Square • Mosaic along concrete wall at Wellington Square telling story of park or capturing play • interactive sound scape, music park • Adventure – play equip/sculpture, include challenges • Dog park fenced • Funky sculpture (theme – dog style) • Humorous, exciting, different, varied

PARKS, RESERVES AND LEISURE SPACES										
Space	Possible Sites	Recommended Art Forms								Public Art Opportunities
		Traditional	Multimedia	Landscape	Functional	Applied	Signage	Animation	Ephemeral	
Trails – walking and cycling	<i>Parnkalla Trail Proposed Linear Trail</i>									<ul style="list-style-type: none"> • Story telling of how Parnkalla trail got its name • Sculpture using bikes • Sculpture with water saving theme
Sporting Spaces	<i>Football Tennis Courts Netball Bowls</i>									<ul style="list-style-type: none"> • Famous local sports stars • Fencing • planting
Youth orientated spaces	<i>BMX track Skate Park Education</i>									<ul style="list-style-type: none"> • Animation performance • Sculptures with old bikes • Interactive (as in touchable)
Coastal spaces	<i>Laguna Mundy's Mooring Boat ramps Jetties Swimming</i>									<ul style="list-style-type: none"> • Floating stage – cinema • Public swimming pool
Entertainment Spaces	<i>Nautilus Theatre Flinders Theatre Library</i>									<ul style="list-style-type: none"> • Streetscape • Entrance • New seating to Nautilus, Flinders & Library • Sculpture • Art in library

URBAN PRECINCTS										
Space	Possible Sites	Recommended Art Forms								Public Art Opportunities
		Traditional	Multimedia	Landscape	Functional	Applied	Signage	Animation	Ephemeral	
CBD										<ul style="list-style-type: none"> Remove & replace signage “fresh eyre” interpretive signage – unity in design, same throughout CBD Streetscape seating Stipulate in planning process sensitivity to design Liverpool Street/Tasman Terrace Dead Spaces Old Court House
Marina Precinct										<ul style="list-style-type: none"> Gateway to Marina St Andrews Terrace/Drive path of information
Industrial Areas (Working Places)										
Residential Spaces										<ul style="list-style-type: none"> Lighting

<i>PARKS, RESERVES AND LEISURE SPACES</i>										
Space	Possible Sites	Recommended Art Forms								Public Art Opportunities
		Traditional	Multimedia	Landscape	Functional	Applied	Signage	Animation	Ephemeral	
Business/Shopping Hubs										<ul style="list-style-type: none"> • Bus shelters • Potential public art hubs • Matilda Street boarded up shops • Exploring - discovery
Transport Corridors										<ul style="list-style-type: none"> • Entrance to Port Lincoln? • Entrance Sculpture • banners