

# Draft Public Art Strategy

January 2019



To support the Planning Proposal at

94 Carrington Road, 203-209 and  
223-227 Bronte Road, Waverley

Submitted to Waverley Council

## Executive Summary

The strategy captures the unique opportunity created from the development Charing Square and seeks to provide the basis for which public art will be considered. Public art on the site will connect to and engage with the history and significance of the site and surrounds, as well as reflecting the context of modern day Charing Cross. The approach to public art will instill a sense of place for the community and visitors alike.

### 1. Introduction

This Public Art Strategy has been prepared to accompany the Planning Proposal of 94 Carrington Road, 227-237 Bronte Road and 203-209 Bronte Road (Charing Square). Charing Square will be a mixed use residential/commercial and retail development with significant area of publicly accessible space and permeable through site links.

Waverley Council has an established Public Art Policy with a vision for the Local Government Area to have an engaging public art program that responds to place, aspires to international excellence, and is a source of pride for the local community. This strategy includes a set of objectives that form the evaluation and assessment criteria for public art at Charing Square. The proponent's vision of public art aligns with Council's aims to exemplify Waverley's reputation as a vibrant cosmopolitan area, rich cultural and aboriginal historical and diverse artist community.

The draft Charing Square Public Art Strategy is an evolving and developing document, to be enhanced and refined as the final built form, urban design and environmental elements develop – following the planning proposal. This will take place as part of the site specific Development Control Plan. The strategy ensures that the public art elements are not incorporated into the project as an afterthought, but rather, inherently part of the consideration of key spaces and the creation of the place.

Specific commissions will form part of the project delivery, reflecting the site, place and community, as well as the objectives of Waverley's Public Art Strategy. The strategy will ensure that the interest in, and importance of, the precinct and is encapsulated in the artworks.

## 2. The Site

The site consists of 94 Carrington Road, 227-229 Bronte Road and 203-209 Bronte Road. This includes the existing drive through bottle shop, and building fronting Bronte Road (227-229 Bronte Road to the South of the Eastern Suburbs Legion Club). It is noted that neither the Robin Hood Hotel or Legion Club are included as part of the Charing Square development, however their establishment in the area have been considered in the design. The history of Charing Cross, and the Robin Hood Hotel in particular, are important considerations for public art within Charing Square.

## 3. Policy Review

In preparing the draft Charing Square Public Art Strategy, analysis of Council reports and policy has been undertaken, including:

- Waverley Together 3 (Waverley Council's Strategic Plan)
- Art Plus Plan
- Public Art Policy
- Waverley Public Art Masterplan
- Public Art in the Private Domain Guidelines

The vision of the Public Art Policy (adopted in 2014) is for the Waverley Local Government Area to have an engaging public art program that responds to place, aspires to international excellence, and is a source of pride for the local community. This policy seeks to align with the actions and outcomes of the Public Art Masterplan as well as the objectives and principles for the implementation of 'Public Art in Private Domain Guidelines' to:

- assist developers in the procurement of excellent public art work that raises the profile of their development in the local and greater Sydney area
- encourage creative collaborations between artists, designers architects and landscape architects in the development and implementation of cutting-edge public and private spaces within the fabric of the site
- create professional opportunities for artists and designers

- ensure consistency of the overall quality in public artworks in the Waverley LGA
- align with the vision of Waverley Council's overarching Public Art Policy
- enrich the Waverley area by adding to the collection of artwork available for public viewing

Whilst not dictating the components of the public art itself, the simple assessment criteria contained within the 'public art in private developments' has been echoed through the strategy. The criteria are:

1. Place making (Making Spaces into Place)
2. Artistic Excellence
3. Sustainability
4. Local Culture and Heritage

According to the Public Art Masterplan there are no current, planned or future public art installations identified by Council within Charing Cross. As such, the delivery of the Charing Square development provides a unique and welcomed opportunity for the delivery of art and within a private development which will be highly accessible by the public.

#### 4. Establishment of Principles

The following principles are to be considered in the consideration, assessment and commissioning process of public art.

***Historical Interpretation*** Given the history of the site and surrounds a strong characteristic incorporation of historic value is highly important. Incorporating this principle of the artworks will enhance broad understanding (from community, visitors and workers) of the site's history and value. This approach should identify opportunities for integrated heritage exposure and interpretation, recognition of historic uses and function of Charing Cross, and consideration in the design and layout of spaces within the development.

***Collaboration and Distinction*** – Council, the project team and project architects should be consulted before the selection of final artworks. The artworks themselves must show particular distinction, whether by virtue of their design, materials/construction, or technique.

***Integrated Artwork*** – Any artworks should be embedded into the design of space, building materials and/or the intended functionality of spaces. The intention of this is to avoid any public art appearing as an afterthought to the building design and urban design themes.

***Public Accessible*** – While the proposal is for a private development, connections through the site via publically accessible links provide opportunity for any of the artwork to be made publicly accessible to experience. It is noted that this may be subject to the terms of access through the site, which is to be confirmed by Council.

***Landmarks and Place Making*** – Artwork(s) should reflect the importance and scale of the project to the broader Charing Cross precinct, providing a greater sense of legibility to the development and contributing to place making.

***Opportunities and Outcomes*** – Public Art should utilise the unique characteristics of the site to achieve optimal, site specific and creative public art outcomes.

## 5. Public Art Strategy

Works of art will respond to specific locations, and consider themes that reflect the nature and history of the site.

The draft Strategy provides guiding principles to ensure physical development and public domain design inform locations and opportunities for showcase of art and culture.

As part of the detailed Development Application engagement with an eminent public art consultant is recommended to ensure the materialisation of public art is embedded into the design, and not an afterthought.

Consideration should be given to processes such as a public art competition to gather ideas and concepts that align with the principles. Following this, it is anticipated that there will be a staged process which will involve, and include the establishment of, a budget and timeframes for delivery.

Any public art must comply with the planning provisions within the development control plan for the site.

## **6. Submission Requirements**

Council typically requires the proponent of Development Application to complete and submit a draft 'Art Plan' at the time the DA is lodged. This document may form part of a site specific Development Control Plan as part of the Planning Proposal Process.

Artists will be required to demonstrate strong ability to creatively interpret local culture and demonstrate how their artwork will enliven and contribute positively to the making of the place and the pedestrian experience.

The final commission process will be collaborative, involving the relevant stakeholders and Council.

## **7. Conclusion**

Charing Square offers a remarkable and unique opportunity to activate the site and create a sense of place. This public art strategy seeks to provide the framework in which to progress the consideration of public art in the final development, in order to achieve the best outcomes possible.