



CBD Public Art Policy

POLICY OBJECTIVE

The objective of this policy is to provide for the development of public art in the Goulburn Central Business District (CBD) that will encourage the practice and appreciation of innovative, interpretive and exciting public art endeavours.

LEGISLATIVE PROVISIONS

Nil

POLICY STATEMENT

1. Definitions/Terms of Reference

Art refers to all forms of visual art, made using any materials, techniques and/or practices.

Artist refers to any person who makes art as defined above.

A **place of public access** is an open public space that the public may freely visit or traverse, but does not include:

- Internal public spaces, such as public galleries, museums and libraries;
- Public spaces that are privately or publicly owned, such as shopping complexes, places of worship and their surrounds, educational institutions and their surrounds

However, art works placed in such excluded spaces (namely, places that are not deemed to be places of public access) but having a dominant on-going presence in the open public domain, such as external murals or sculptures on privately or corporately owned land, are considered relevant to this public art policy.

A **public art work** fulfils the following criteria:

- It is situated in a place of public access
- It engages the public in some form of dialogue, such as an interpretation of site, community or city identity
- It has presence – be it visible, audible, physical and/or tactile, and remains after installation in a place of public access.

A **public art work** will be selected by one or more of the following criteria:

- It is created by one or more artists for a specific or non-specific site in a place of public access
- It is created for a specific site in a place of public access through a process of the artists working in consultation with members of the local community and responding to the interests of the community members
- It is created by members of the local community for a specific site in a place of public access
- It is created by one or more members of the public and installed in a local site in a place of public access and its presence invites dialogue with the community.
- Reflects the highest standards of excellence in contemporary arts practice
- Develops public understanding of and responses to specific environments
- Provides for permanent, temporary and ephemeral urban and public art

2. Exclusions

No permanent public art is to be placed in Belmore Park.

No solid public art to be placed in car parks, however there is scope to do “temporary” works e.g. chalk drawing displays.

This policy recognises that certain arts-based activities, such as performances, occur in public places and could be interpreted as public art, but where they are essentially ephemeral, having no ongoing visual, audible and/or other sensory presence, this policy does not seek to incorporate them.

3. CBD Street Public Art Objectives

The objectives public art are to:

- Encourage the practice and appreciation of innovative, interpretive and exciting public art endeavours
- Encourage public art that positively contributes to the vibrancy of the existing streetscape
- Explore, discover and interpret the identity of the community and region through a diverse range of public art works
- Promote and respect the cultural and natural heritage of the region in public art projects
- Create opportunities for the employment, promotion and development of regional artists
- Encourage opportunities for artists to collaborate with architects, urban planners and designers, businesses and industries in public and private capital works and development
- Foster the aim of art becoming an integral component of future planning, within both the public and private realm
- Ensure that copyright and intellectual property rights are respected in all public art projects
- Ensure that public art works are maintained and conserved
- Ensure that the requirements of public and work-place safety are respected and adhered to in the making, installation and on-going presence of public art works
- Enable all members of the community to live and work in a creative environment

Version	Council Meeting Date	Resolution	Adoption Date	Effective From
1	18 August 2015	Amended Policy returned to Council following submissions		
2	6 October 2015	15/469	7 October 2015	7 October 2015
3	6 June 2017	17/185	6 June 2017	7 July 2017
All policies can be reviewed or revoked by resolution of Council at anytime				

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