

## Public Art Policy

### Relevant Legislation

Local Government Act 1974  
Local Government Act 2002

### 1. Policy Objective

- 1.1 The Public Arts Policy supports both the sub-regional SmartArts Strategy<sup>1</sup> and a range of Western Bay of Plenty Council documents, particularly the Long Term Council Community Plan and the Built Environment Strategy. Development of a Public Art policy within the District provides recognition of the significant civic and economic benefits which public art provides to the community.
- 1.2 The Public Arts Policy seeks to set the direction the Council will follow and the ways in which it will support others to maximise the benefits public art can bring to our District. The policy is recognition of the potential community and economic benefit of public art.
- 1.3 This policy will be most relevant to those artworks which are intended to be permanently sited within a public location. An intended life span of greater than one year defines permanence.
- 1.4 In recognition of the value of high quality public art to the community and environment, the policy supports the creation, interpretation and maintenance of public art by provision of direction at both the strategic and operational level. The policy aims are outlined within the following objectives.
- 1.5 The objectives of the policy are:
  - To encourage public art which contributes to the identity of the Western Bay of Plenty District and the unique sense of place of each of its towns.
  - To encourage public art that has relevance to its site and the history of the area and is in keeping with the natural environment and cultural significance of the area.
  - To promote and celebrate Maori cultural identity.
  - To ensure that public art is well managed, maintained and promoted and expectations of Council regarding maintenance of public art are clear.
  - To promote and celebrate the cultural identity of the people and places of the district.

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<sup>1</sup> The SmartArts Strategy is integral to the Smart Growth agenda for the subregion and seeks to provide strategic direction for the artistic and cultural dimension of this growth.

## Public Art Policy

### 2. General Approach

- 2.1 As highlighted in the policy purpose, Council support the creation, interpretation and maintenance of public art in order to maximise the potential benefits it can provide.
- 2.2 Well considered public art can offer many advantages to both the community and built and natural environment. These include
- Increasing the amenity and use of open space, reclaiming areas (underused / undervalued areas) and helping to reduce levels of crime and vandalism by creating a sense of community ownership and identity.
  - 'Humanising' environments, involving the community and creating a cultural legacy for the future.
  - Contributing to local distinctiveness
  - Encouraging local tourism by giving areas a competitive edge in relation to competing visitor destinations
  - Making the district a more appealing place for businesses
  - Challenging perceptions of public art
- 2.3 The public art policy aims to contribute to ensure the following outcomes:
- An increase in the amount, quality and diversity of public art across the District.
  - Collaboration between artists, planners, architects, landscape designers and urban designers wherever possible in the design process.
  - Increased recognition of the value of Public Art.
  - Promotion of opportunities for more Public Art.
  - Recognition that the Western Bay of Plenty District's collection of public art works is a significant and valuable element of our cultural heritage.
  - Establishment of a collaborative approach between community representatives and other stakeholders to identifying art and design potential within new and developing public places and the built environment.
  - Well maintained public art.
  - Increase in sponsorship and funding of public art.
  - Incentives to attract tourists and visitors.

## Public Art Policy

### 3. Policy criteria and conditions

3.1 There are a number of overarching criteria which are key to ensuring that public art within the District is both high quality and contextually suitable.

3.2 If permanent, public art works must:

- Support the objectives of the Public Art Policy.
- Enliven the public space or built environment to which they relate or otherwise interact with the surrounding environment.
- Contribute to the profile and identity of the Western Bay of Plenty.
- Be robust, easy to maintain and of good quality materials.
- Be suitable, by way of form and quality, for public viewing.
- Be considered suitable in view of health and safety legislation.

Should proposed public art works be of a temporary nature, the form and content of the proposed art should be assessed on a case by case basis. It may be inappropriate for temporary works to adhere to the criteria to the same level as proposed permanent works.

3.3 There are also a number of associated issues which need to be considered when determining the suitability of proposed public art. These include:

- Contributing artist or artists – emphasis on the use of artists from New Zealand.
- Use of suitable materials
- Interpretation of art - information should be obtained prior to the installation of the artwork and made available to the public in an appropriate form.
- Suitability of the surrounding environment – both in terms of context and in respect of practical issues such as maintenance.
- Suitability of proposed public art sites

### 4. Policy procedures

4.1 The Policy will be implemented through the Public Art Guidelines: these are contained within a separate document but are summarised below.

## Public Art Policy

4.2 Through the accompanying public art guidelines, the policy provides guidance relating to a range of implementation tools. These include:

- Commissioning of public art by Council
- Conservation & maintenance guidelines in relation to proposed public art and ongoing Council responsibilities.
- Advice for donors in terms of gifting art or funds.
- Establishment and use of an external Public Art Panel.
- Provision of space within Council land and facilities for public art.
- Establishment and ongoing maintenance of a Public Art Register.
- Incorporation of public art within the Asset Management Plan and associated implications including public funding of maintenance of agreed public art.

## Associated Policies

The following policies are associated with the Public Art Policy.

- Smart Arts: Tauranga and Western Bay of Plenty Community Arts and Culture Strategy.
- Western Bay of Plenty District Council's Built Environment Strategy
- Western Bay of Plenty District Council's Community Development Plans

## Associated Procedures

Public Art Guidelines (A228896)

The committee resolved that the Public Art Policy would be reviewed following a trial period of two years and a report will be provided to the Policy & Planning Committee by November 2011.

<b>Group</b>	Policy & Planning	<b>Contact (3<sup>rd</sup> Tier Manager)</b>	Policy & Strategy Devt Manager	
<b>Supersedes</b>				
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