
REPORT 2
(1215/52/IM)

WELLINGTON CITY COUNCIL DRAFT PUBLIC ART POLICY

1. Purpose of Report

This report seeks approval to release the Draft Public Art Policy for a six week period of tailored consultation before reporting back to Strategy and Policy Committee seeking Council approval for the policy.

2. Recommendations

Officers recommend that the Strategy and Policy Committee:

- 1. Receive the information.*
- 2. Approve the consultation questions.*
- 3. Approve the attached Draft Public Art Policy (Annex 1) for consultation.*
- 4. Agree to delegate to the Chief Executive Officer and the Arts and Culture Portfolio Leader, the authority to amend the draft policy to include any amendments agreed by the Committee and any associated minor consequential edits.*

3. Background

The first Public Art Policy was drafted in 2003. The objectives of the 2003 policy were to increase the amount, diversity and quality of public artworks in Wellington. To implement this policy a Public Art Fund was established (2004/5) and a Public Art Panel was founded (2005) to provide recommendations to the Council about the expenditure of the fund. Note that the Public Art Fund was decreased in 2009/10. Funding has been proposed in the Draft 2012 Long Term Plan to continue to support public art activity in Wellington.

This draft policy reflects changes since the original policy including:

- the formation of the City Arts team,
- the formation of the Public Art Panel and the Public Art Fund,
- and changes in the interpretation of public art from permanent sculptural work to temporary and performance based artwork, and art that contributes to social and economic change.

The policy also includes eight outcomes that frame Wellington City Council's priorities for public art activity.

Role of public art

Public art is the most visible and accessible manifestation of a city's creativity and of its culture. It can humanise city spaces, making them more liveable and welcoming – reflecting the people who occupy those spaces and their culture, and creating a stronger sense of identity. Public art adds more levels on which to understand and appreciate the historic, cultural and social aspects of a particular place. It can be used as a way to celebrate community and can define an identity specific to that community. Public art activity can also attract people to a city creating economic benefit. It plays an important role in social and economic change – stimulating new thinking and activity that directly inspires innovative new businesses and social activity.

Public art activity encompasses:

- artists contributing to the thinking and design of public places and spaces
- art concepts and/or art works and/or design features integrated into urban design developments (including buildings, streets and parks)
- artists working in and with communities in public spaces
- art processes and art works in the public sphere that may be variously described as sculpture, street art, murals, performance, new-genre public art, relational aesthetics, and/or installations.

As an example the following public artworks have been supported by Wellington City Council:

- Meridian Energy Winds Sculptures (2003 - 2009), commissioned by the Wellington Sculpture Trust
- Courtenay Place Light Boxes (2007), commissioned by Wellington City Council.

4. Discussion

Public Art Policy

The Council has a number of roles in public art activity. These roles include acting as an advisor, advocate, facilitator, commissioner and funder of public art. The public art policy sets out the basis by which the Council will assess public art proposals seeking support through funding or in principle. It also addresses the relocation, deaccessioning, maintenance and evaluation of artworks located in public spaces.

This policy will govern all significant public art activity, including:

- activity funded by the Public Art Fund
- activity funded by Council grants
- activity funded by Council business units
- activity seeking approval for use of land.

Public art outcomes

Public art activity proposals seeking support from Council will be assessed according to the extent to which they further one of the public art outcomes, and on their artistic merit. They are:

1. Wellington's public art activities will be fresh and innovative.
2. Public art activities in Wellington's suburban centres enhance sense of place.
3. Māori whakapapa and history are expressed in Wellington's public art activity.
4. The city's diverse communities are represented through public art activities.
5. Wellingtonians are more engaged in the development of public art activity.
6. The city's public infrastructure integrates art concepts and/or design features and/or physical artworks.
7. Initiate and implement programmes to communicate with and educate people about Wellington's public art activity.
8. Public art activities directly contribute to social change and revitalisation in Wellington.

Basis for outcomes

These outcomes have been derived from considering Wellington 2040 and the Arts and Culture Strategy in addition to other Council strategies. The creative industries have key roles to play in the development of a smart capital city – attracting and retaining talented people and contributing to innovative thinking.

Public art activity can contribute to Wellington by:

- enhancing the quality of life in the city
- giving the city a dynamic edge, making it visually stimulating and interesting
- increasing civic engagement and social cohesion
- recognising and celebrating our sense of place
- creating opportunities for artists, arts organisations, businesses etc – generating industry and contributing to the cash and knowledge economies of the city
- fostering a high standard of creativity and innovation.

The arts and culture strategy emphasises increasing access to and participation in arts activities. The outcomes for public art activity in the policy directly respond to the Arts and Culture Strategy priorities of:

- enabling the best and the boldest of arts and culture
- diverse experiences by diverse communities
- thriving creative enterprises.

Decision Making

The City Arts team will assess proposals it receives in collaboration with the Council's Public Art Panel. The Public Art Panel is made up of experts in various arts fields, both internal and external to Council. The panel provides independent expertise on the assessment of public art proposals.

In making its decision the panel will look at a proposal's artistic merit and its fit against the public art outcomes. Successful proposals will have to clearly contribute to one of the outcomes and reach a high standard of artistic merit.

Partnerships

The Council will work closely with organisations and members of the community interested in and involved in the development of Wellington's public art, and will work to form agreements with major partners.

For example Council have a long-standing relationship with Mana Whenua, Wellington Sculpture Trust and Wellington Waterfront Ltd.

The Public Art Policy outcomes provide strategic direction for partners considering public art activity.

Context

Nationally and internationally local authorities are responsible for the development and management of public art activity.

Auckland City's funding for the development of new public art includes a dedicated budget of \$783,000 per annum, a percent for art scheme where developers become eligible for additional floor space by incorporating publicly accessible artworks, as well as drawing on Capital project budgets and providing funding to communities for Small Local Improvement Projects (SLIPS).

The City of Melbourne has an operating and capital budget of approximately \$330,000 (excluding labour and admin), an additional \$50,000 for acquisitions, allows applications for grants from a Council wide fund, and supports a percent for art scheme that enables approximately \$400,000 of public artworks.

Consultation Questions

The City Arts team propose putting the following questions to the public in regard to the Draft Public Art Policy:

- Do you think the public art definition covers the range of public art activities?
- What do you think of the possible scope of public art activity?
- Do you agree with the desired outcomes, have we missed anything?
- Which outcomes do you support the most?

4.1 Consultation and Engagement

Consultation has included the Public Art Panel, the Wellington Sculpture Trust and other arts organisations. They have expressed enthusiasm for engaging in public consultation.

4.2 Financial Considerations

There are no financial considerations

4.3 Climate Change Impacts and Considerations

There are no climate change impacts and considerations

4.4 Long-Term Council Community Plan Considerations

There are no Long Term Plan considerations

5. Conclusion

Approval is sought to begin a period of public consultation on the draft public art policy, we recommend consultation to gather the views of the public on the kinds of public art activity that they want the City to support. Public art is the most visible and accessible form of art making, therefore understanding public views is particularly important.

Contact Officers: *Corwin Wallens, Senior Policy Advisor, Katie Taylor-Duke, Arts Programmes Advisor and Natasha Petkovic-Jeremic, Manager City Arts.*

Supporting Information

1) Strategic Fit / Strategic Outcome

The policy outcomes have been aligned with Wellington 2040 Smart Capital and the Arts and Culture Strategy

2) LTCCP/Annual Plan reference and long term financial impact

The policy does not raise LTP issues or financial issues.

3) Treaty of Waitangi considerations

The submission does not raise Treaty of Waitangi considerations

4) Decision-Making

This decision will influence the way the Public Art Fund is spent

5) Consultation

a) General Consultation

This paper is seeking approval to consult with the public.

b) Consultation with Maori

*We consulted with the treaty relations team and PAP representative
We will seek Maori perspective during the consultation*

6) Legal Implications

The draft policy raises no legal issues.

7) Consistency with existing policy

The draft policy is consistent with existing policies

Public Art Policy

Section 1: What the City wants from public art activity

1.1 Introduction

Wellington City Council is committed to supporting arts and culture activities to create and sustain opportunities to ensure the city and suburbs are vibrant, engaging and dynamic.

Public art is the most visible and accessible form of art and is integral to what makes Wellington a stimulating and inviting place to be. It is a key indicator of a city's creativity, openness and quality of life.

Public art performs an important social function by reflecting a city's heritage and also its cultural diversity. Public art can shape regional identity – creating a sense of belonging, and it improves the look and feel of our public places and spaces.

Public art also has an important role in social and economic change. It stimulates new thinking and activity that directly inspires innovative new businesses and social activity.

1.2 Public Art Vision

Wellington City Council will continue to support and encourage public art activity that is of a high artistic standard and that promotes Wellington as a dynamic and culturally diverse city.

1.3 Purpose

This Public Art Policy outlines a clear framework of outcomes that express Wellington's commitment to the role of public art in the overall strategic planning of the city, and contributes to the implementation of Towards 2040: Smart Capital and the Arts and Culture Strategy.

This policy identifies a set of outcomes for public artworks to achieve, and how this will be done. The policy covers:

- criteria for approving new public art activities
- criteria for accepting donated/gifted works
- criteria for relocating existing works
- criteria for deaccessioning existing works
- maintenance and asset management
- monitoring and evaluation

1.4 Definition

What is public art?

This policy refers to public art as an *activity* so that it captures all art forms that take place in a public space. Public art activity is defined here to include permanent,

temporary and performance art, and the conceptual contribution of an artist to the design of public spaces.

Public art activity encompasses:

- artists contributing to the thinking and design of public places and spaces
- art concepts and/or art works and/or design features integrated into urban design developments (including buildings, streets and parks)
- artists working in and with communities in public spaces
- art processes and artworks in the public sphere that may be variously described as sculpture, murals, street-art, performance, new-genre public art, relational aesthetics, and/or installations.

The Public Art Policy does not cover:

- Wellington City Council City Art collection – a collection of artworks situated within Council buildings covered by the Furnishing Art Collection Policy
- privately owned works
- events covered by the Events Strategy
- advertising/billboards located in public space
- anything on private land
- impromptu public art activity

1.5 Scope

Wellington City Council will ensure that public art activities in public space align with the city's vision, Towards 2040: Smart Capital.

Wellington City Council represents the citizens of Wellington in the facilitation, approval, management and maintenance of public art activities. This policy applies to the assessment of public art proposals. It also addresses the relocation, deaccessioning and maintenance of public artworks.

Proposals for public art activities can originate from a variety of sources including:

- individual artists,
- arts organisations, for example the Wellington Sculpture Trust,
- private individuals or entities (for eg gifts, donations, commissions),
- Councillors,
- various teams within the Council (including Council's City Arts team)

Projects from these sources must go through the same assessment process to ensure they achieve the desired public art outcomes.

1.6 Outcomes

The following outcomes form the basis for the approval and prioritisation of significant public art activities in Wellington City. These outcomes are derived from the strategic priorities of:

- Towards 2040: Smart Capital, 2011
- Arts and Culture Strategy, December 2011
- Central City Framework, December 2011
- Long Term Plan, 2012/2022
- The District Plan, 2010

1) Wellington’s public art activities will be fresh and innovative

Wellington’s public art activities give the city a dynamic edge, making it visually stimulating and interesting, and contribute to the perception of the city as a place of creativity and innovation.

Wellington City Council will support public art activity that is fresh, new, experimental and innovative.

2) Public art activities in Wellington’s suburban centres enhance sense of place

Over the past 25 years public art activity has largely been concentrated in the central city. The Council would like to see this creative attention shared with the city’s suburbs, to enhance their unique identities. Public art activity can contribute to a ‘love of the local’ and a sense of place for suburban centres, contributing to more confident suburban identities.

Wellington City Council will support public art activities that take place in the suburbs and enhance local identity, reinvigorating public spaces and generating a sense of belonging.

3) Māori whakapapa¹ and history are expressed in Wellington’s public art activity

Wellington City Council recognises Mana Whenua and the past, present and future relationship of Māori with Te Whanganui-a-Tara.

Wellington City Council will encourage artworks that include input from Mana Whenua and that aim to foster awareness, understanding and knowledge of local Māori whakapapa and history.

4) The city’s diverse communities are represented through public art activities

Public art activities can play an important role in representing and celebrating Wellington’s varied communities – it can recognise, comment on and support their culture.

Wellington City Council will support public art activities that create opportunities and visibility for the city’s diverse communities.

5) Wellingtonians are more engaged in the development of public art activity

While drafting the Arts and Culture Strategy, the Council received feedback from the public that they would like more involvement in developing city’s arts and culture projects.

Wellington City Council will support projects that increase the level of public engagement in the development of public art activity. For example a professional artist may work with a community to facilitate the development of an artwork, or residents may be informed about an upcoming permanent public artwork.

6) The city’s public infrastructure integrates art concepts and/or design features and/or physical artworks

¹ The Māori term ‘whakapapa’ is used to describe genealogies, and the many spiritual, mythological and human stories that flesh out the genealogical backbone.

To ensure an integrated approach, it is important that public art is considered at the start of an infrastructure or open space design (re)development project.

Wellington City Council will incorporate public art activities, where appropriate, as a means for telling the city's stories in public space design and adding a strong visual aesthetic. This may involve an artist conceptually contributing to the design, influencing the design palette or producing a temporary or permanent physical artwork or series of artworks for the site.

7) Initiate and implement programmes to communicate and educate people about Wellington's public art activity

To increase access to and understanding of the city's collection of public artworks it is important that programmes are designed to communicate and educate residents and visitors to the city about this activity.

Wellington City Council will support projects that look at new ways to communicate and educate people about Wellington's public art activity.

8) Public art activities directly contribute to social and economic change and urban/suburban revitalisation in Wellington

There is now a broader understanding of the role of public art from making a city look good to the ways it can contribute to social and economic change and urban/suburban revitalisation. For example public art activities can take place in disused public spaces bringing a new community into that space.

Wellington City Council will support public art activity that directly contributes to social and economic change and urban/suburban revitalisation in the city.

Section 2: Achieving public art outcomes

2.1 Partnerships

Wellington City Council will work closely with organisations and members of the community interested in and involved in the development of Wellington's public art.

The Council's particular focus includes working in partnership with the Wellington Sculpture Trust. The Council recognises the work they have done since their formation in 1983 to provide Wellington with an enviable collection of public art works by renowned New Zealand artists.

Council also works in partnership with Mana Whenua organisations and with Wellington Waterfront Ltd.

Wellington Sculpture Trust (WST)

Council will:

- review WST proposals for public art activity providing feedback and approval
- provide approval for use of land following the public art policy
- provide an annual grant from the public art fund (PAF)
- provide ongoing maintenance of artwork (sited on Council-owned land)
- share information about opportunities and upcoming projects.

Mana Whenua

Council will:

- ask Mana Whenua to identify a member for Council’s Public Art Panel
- review Mana Whenua proposals for public art activity providing feedback and approval
- provide approval for use of land
- provide assistance with engagement process
- provide ongoing maintenance of artwork (sited on Council-owned land)
- alert them to projects that are proposed to take place on sites of significance to local Maori (identified in The District Plan)
- share information about opportunities and upcoming projects.

Wellington Waterfront Ltd (WWL)

Council will:

- review WWL proposals for public art activity providing feedback and approval
- provide assistance with engagement process
- work alongside WWL and their Technical Advisory Group to share information about opportunities and upcoming projects.

The Council’s City Arts team will be the first point of contact for public art activities. This is to make it easier for the Council, its partners and others to work together to deliver high-quality public artwork.

2.2 Assessment Process for public art activities

The Council’s City Arts team should receive applications for public art activity proposals on public space and proposals seeking support from Council, whether from:

- the Public Art Fund (administered and managed by the City Arts team)
- a Council grant (for eg Creative Communities or general grants)
- the Council’s operational or capital expenditure budgets
- support in principle or advocacy for public art activity

The City Arts team will assess proposals it receives in collaboration with Council’s Public Art Panel to ensure they meet the criteria and reflect the outcomes for public art activity.

2.3 Public Art Panel

The Public Art Panel (PAP) is made up of experts in various arts fields. Four Council officers sit on the PAP – the Chair and PAP Administrator from the City Arts team, the officer responsible for maintenance of public artworks and a representative from the Urban Design team. Three members of the PAP are independent - one from City Gallery Wellington, the other recommended by Mana Whenua and the third an expert appointed to balance the makeup of the PAP.

The PAP provides expert advice to guide the development of public art activity in Wellington City. Council officers make the final decision on all funding provided to projects.

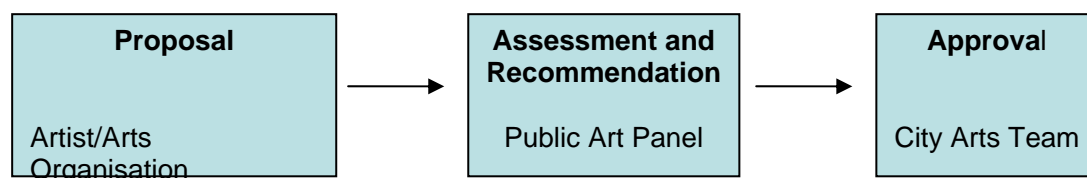
PAP members will:

- maintain a curatorial overview of public art activity in Wellington

- contribute to the development of a public art work programme that meets the Council’s desired outcomes for public art activity
- provide advice to Council on proposals for public art activity
- advise on commissioning processes and artist selection methods
- make recommendations to Council on the acquisition, bequest, donation or loan of art for public spaces
- make recommendations on works that should be relocated or deaccessioned
- liaise with key public art stakeholders – Mana Whenua, Wellington Sculpture Trust and Wellington Waterfront Ltd
- suggest ways to develop sector skills and nurture the creation of public art projects.

In addition to assessment, the City Arts team can provide advice to arts practitioners, arts organisations and those interested in commissioning or partnering in public art activity before a formal proposal is lodged.

High level approval process



For more detail see the operational flow chart in Appendix 1

2.4 Assessment of proposals

Criteria

People seeking support from the Council for public art activity will have to show that the proposed activity is of a high standard of artistic merit and has a strong link to one of the outcomes in this policy (section 1.6).

Proposals will be assessed against the following criteria derived from the policy outcomes. Priority will be given to proposals that demonstrate at least **one** of the following:

- New artistic practices that will reinforce Wellington’s reputation as a centre for innovation.
- Located in one of Wellington’s suburban centres, and will reflect that suburban centre’s sense of place through its history, culture and topography.
- Recounts Māori whakapapa and history; and/or can demonstrate approval and support of mana whenua representative organisations (eg Port Nicholson Block Settlement Trust, [Te Rūnanga O Toa Rangātira](#)); and helps to develop the artistic capacity of mana whenua (Ngāti Toa and Taranaki Whānui) in a meaningful way.

- Celebrates/represents Wellington’s diverse communities, creating opportunities for diverse community groups.
- Demonstrates how Wellington residents will be engaged in the development of public art activity.
- Takes place in public infrastructure as part of a (re)development project.
- Initiates and implements programmes to communicate and educate people about Wellington’s public art activity.
- Directly contributes to social and economic change and urban/suburban revitalisation in Wellington

The fit with a specific public art outcome will be weighted against the artistic merits of the proposal. This will ensure that work of outstanding artistic merit is not dismissed due to a poor fit with the outcomes.

In assessing the artistic merit of a proposed activity, a number of factors will be taken into account including a works response to a particular site. Priority will be assigned to public art activity proposals that demonstrate:

- a high standard of artistic excellence
- respond to the proposed site, which means taking into consideration the sites context (cultural, historical, environmental)

Mandatory Requirements

Public art proposals must take place within the Wellington City Council area and meet safety requirements. The City Arts team will provide information on how to meet the following requirements. All proposals seeking approval must:

- take place within the Wellington City Council area;
- demonstrate appropriate consideration of public safety and the public’s access to and use of the public domain;
- indicate credible maintenance and durability requirements.

2.5 Relocation of public art

The Council will consider relocating public artworks for a range of reasons including:

- artistic relevance
- public safety
- changes to the design and use of the public space occupied by the art work
- a new and better site has become available for an artwork
- a change in the outcomes for public art activity.

The Council will follow the same process as if the artwork was offered for the first time. If the result of this is not to move the artwork the Council may also consider deaccessioning the work.

The Policy does not envisage placing public artworks in storage in the possibility that they will be useful in the future, although temporary storage (eg waiting for a specific

site to become available) will be permitted if the artwork meets the outcomes and criteria of this policy.

2.6 Deaccessioning public art

The Council will consider deaccessioning public art works for a range of reasons including:

- artistic relevance
- public safety
- changes to the design and use of the public space occupied by the art work
- artwork is vandalised or damaged and repair is not feasible.

The Council will follow the same process as if the artwork was offered for the first time. However the decision will be made taking into consideration consultation with the artist(s) (or the family of the artist(s) if necessary) and other relevant people or organisations involved in its establishment. If an artwork needs to be moved or altered in any way, consideration will be given to the moral rights of an artist under the Copyright Act 1994.

Options will include:

- selling or gifting the artwork back to the artist
- donating to a community group or facility, or organisation that operates for public benefit
- open sale or auction

Decisions on the above options will be made by the City Arts team with guidance from the Public Art Panel, based on criteria that include:

- resale value
- sensibilities around how Council came to own the artwork
- condition of the artwork

2.7 Maintenance and asset management

Wellington City Council is responsible for maintaining its public artworks to a safe standard and to ensure artistic integrity is retained.

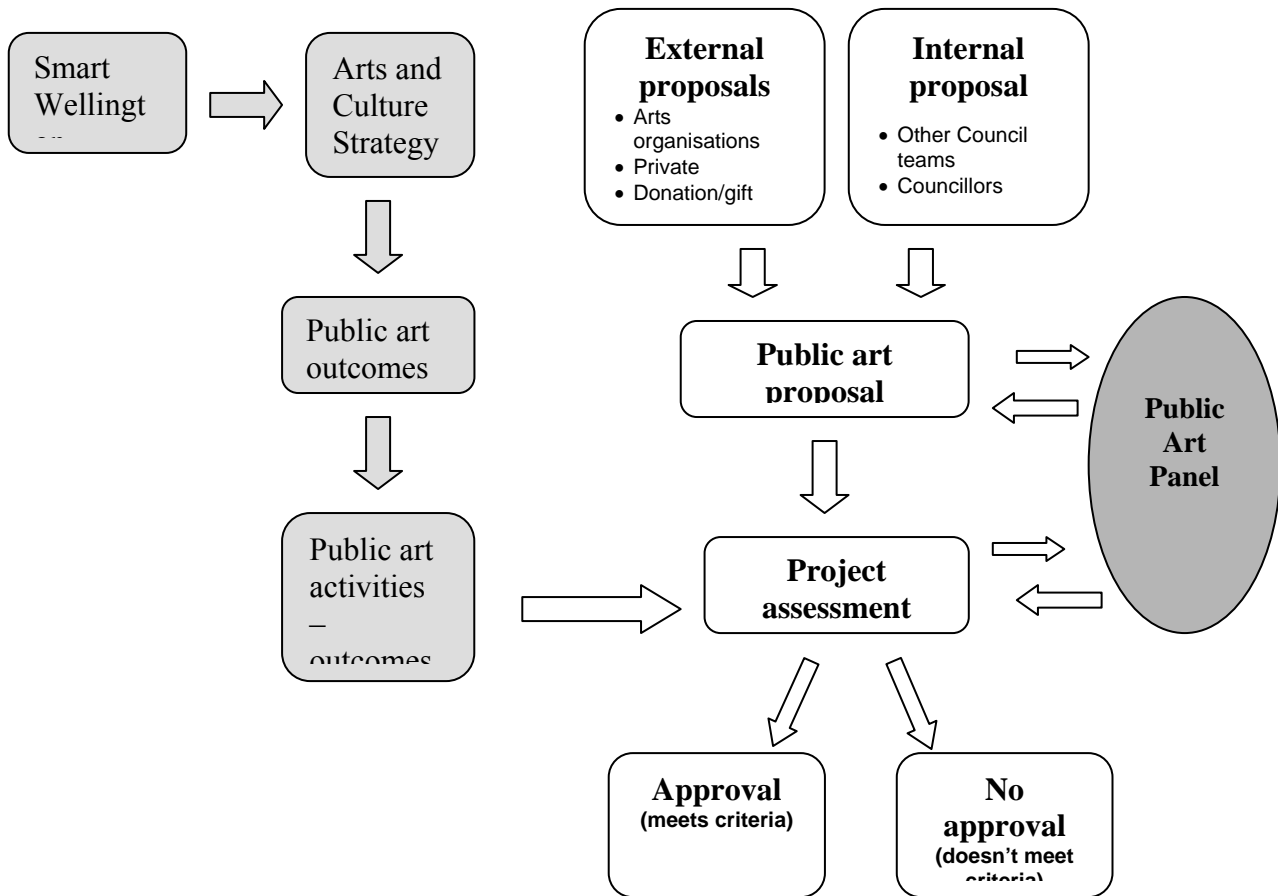
An asset management plan and database for public art will be regularly updated to represent a complete register of public art works that the Council has responsibility for. This will include a maintenance or conservation plan that details the condition and management requirements for each work – possibly as identified by the artist.

2.8 Monitoring and Evaluation

Wellington City Council will monitor the performance of the Public Art Policy, and will evaluate the impact of public art activity against the outcomes.

Projects funded by the Public Art Fund incorporate a written evaluation after project completion that provides project analysis (qualitative and/or quantitative) to enable the benefits for public art activity to be measured.

Appendix one: Assessment process for public art activities on public spaces



Appendix two: Guidelines for assessment process

The following table outlines how proposals for public art activity will be assessed, to ensure that they meet the public art outcomes. A proposal seeking Council support must achieve a high score in at least one section (either section A or B) and a medium in the other. The descriptions under the rating options of low, medium and high indicate the kind of standard required for the appropriate score.

Proposal Assessment Criteria			
Rating:	Low	Medium	High
Section A:	Artistic merit		
Artistic merit Score	Average merit - proposed activity is underwhelming	Significant merit - proposed activity is of a good standard	Outstanding merit - proposed activity is of a high standard
Section B:	Strategic fit		
Fresh, innovative	Not very innovative	Reinforces current innovation trends	Innovative - adds something fresh and new, extends thinking and discourse about public art
Suburban art enhancing sense of place	Takes place in the suburbs	Takes place in the suburbs and enhances sense of place	Takes place in the suburbs, enhances local identity, reinvigorating public space and generating a sense of belonging to that place
Māori whakapapa and kōrero	Uses Māori concepts, words and themes	Work uses local or national Māori concepts, words and themes and involves Māori artist(s)	Work uses local Māori concepts, words and themes and involves Māori artist(s) who is/are recognised by mana whenua authorities
Represents diverse communities	Represents a diverse community group	Provides opportunities for a diverse community group	Provides opportunities and represents, celebrates and strengthens a community group
Engages the community	Little or no engagement or information about activity	Engages residents in some aspects of the development of public art activity	Engages residents in the development of work; informs local community about activity
Incorporates art into Public infrastructure	No artist involved in the spatial design of public infrastructure	Artist conceptually feeds into design of public infrastructure	Artist conceptually feeds into design of public infrastructure, developing artwork(s) to incorporate
Programmes to communicate and educate people about public art activity	Programme will increase communication around the city's public art activity	Programme will increase communication and educate about the city's public art activity	Programme will communicate and educate – increasing access to, knowledge of, and promote activity to an international audience
Contributes to social and economic change, and revitalisation in Wellington	Activity contributes to social change	Activity contributes to social and economic change and urban/suburban revitalisation	Activity contributes to social and economic change, and urban/suburban revitalisation that directly inspires innovative new businesses and social activity.