



EXPRESSIONS OF INTEREST CALLED

PUBLIC ART COMMISSIONING BRIEF – BAYSHORE DRIVE ROUNDABOUT

Project Summary	
Commission	Bayshore Drive Roundabout Public Art Project
Location	Bayshore Drive – Ewingsdale Rd Roundabout
Audience	Residents, workers and visitors to Byron Bay
Artwork budget	Total budget including installation is \$55,000
Applications/ EOIs close	29 th June 2018
Installed by	30 November 2018

Introduction

Byron Shire Council is calling for proposals from individuals or consortiums of artists interested in the commission of a significant and permanent public artwork for the new Bayshore Drive Roundabout Public Art Project.

Proposals must meet the assessment criteria outlined in this brief. The Public Art Panel will oversee the artistic process as governed by the Public Art Guidelines and Criteria, the Public Art Strategy and the Council's Public Art Policy.

Council is seeking submissions for public art that meet the public art objectives and consider the physical location in the artistic expression. The relevant guiding principles and policy statement are provided here for clarity.

Guiding principles

The following guiding principles are from the Byron Shire Public Art Policy:

1. Distinctive Spaces - Create and commission innovative, public art that reflects the values of the Shire's communities.
2. Diverse Art Forms - encourage new, innovative art forms and styles.
3. Local Skilling and Employment - provide opportunities for local artists and community members to develop their professional skills.
4. Partnerships - develop and maintain collaborative partnerships with those involved in public art projects.
5. Local Culture- Public Art will reflect the local cultural diversity, identities, issues, values and sites of significant cultural and natural heritage.
6. Sponsorship - encourage private and commercial sector contributions to public art and effective mechanisms for partnerships.

Council recognizes that high quality public art has the ability to enhance public places and spaces. It can also add immeasurably to a community's sense of place, contribute to civic identity, address community needs, and activate public spaces.

As outlined in the Public Art Policy, Public art acquisitions will be:

- a. Integral to social and cultural development as outlined in the Byron Shire Community Strategic Plan.
- b. Developed and managed by appropriate procedures and processes (refer to Public Art Guidelines and Criteria)
- c. Created considering standards of excellence, in a professional manner
- d. Adequately planned with relevant stakeholders throughout the project duration
- e. Meaningful, aesthetically stimulating and site specific
- f. Aimed to provide a cultural outcome (see Cultural Outcomes below)
- g. Supportive of local creative industries.

Project Background

Ewingsdale Rd is the northern entrance to Byron Bay from the Pacific Motorway where most traffic enters Byron Bay including workers travelling to work in Byron Bay who live in other surrounding towns, and 90% of Byron Shire's 2 million annual visitors.

The Bayshore Drive roundabout is at a major intersection of Ewingsdale Rd and Bayshore Drive, Bayshore Drive being the main entrance to the Byron Arts and Industrial Estate, and access to Sunrise Beach residential area.

Council has received \$2.6M from the Australian Government to deliver the Bayshore Drive Roundabout by 31 January 2019.

A set of maps are also attached to the brief and show the proposed landscaping and location of the new roundabout. The landscape plans nominate a Pandanus tree in the centre of the roundabout, however, landscape elements are negotiable dependent on the location of the proposed artwork.

Key ideas and Purpose of the commission

The location lends itself to a high profile artwork that should provide for a distinct and unique feature travelling into Byron Bay.

The purpose of the commission is to provide a 'statement' that people are entering Byron Bay. In time, this may not be the only public artwork along the Ewingsdale Rd corridor and the 'gateway' to Byron Bay may be further out towards the Pacific Motorway.

A piece that is innovative is sought and artists may consider incorporating elements of light considering the thriving night-time economy in Byron Bay.

The artwork location will need to consider existing services such as electricity and landscaping as well as road user safety.

Themes

- Be innovative, original work with high artistic merit
- Be reflective and responsive to local culture, including the local Aboriginal context, if relevant
- Add life, texture and interest to the site as the major arterial road into Byron Bay
- The work has the potential to include single or multiple elements
- The use of innovative materials including environmentally sustainable and eco-friendly material is encouraged
- When considering the site, the roundabout at the southbound exit of the Pacific Motorway includes 'standing stones' or tors made of basalt, a common element found in the local landscape.

Practical Considerations

- Form a permanent installation that will be a feature of the Ewingsdale Rd corridor and provide a gateway feature or element into Byron Bay
- Durable, robust, and of quality, low-maintenance materials
- Be easily cleaned
- Be treated with anti-graffiti coating, if applicable
- Comply with all relevant Australian Standards and Building Codes and Regulations
- Consider traffic sightlines and safety of this busy road corridor
- Consider long term maintenance requirements and relevant maintenance costs
- Be a lasting addition to the public art assets of the Shire.

Budget

Shortlisted artist/s selected to develop concepts will be paid \$1000 excluding GST for the development and preparation of concept design proposals.

The total budget for this commission is \$55,000 and must consider/ include design development, artists fees, travel and other artist costs, public liability insurance, consultation (where appropriate), engineering reports, drawings, footings, rust and termite control, coatings, materials, fabrication, delivery of work, equipment hire, transportation, traffic management, installation, connection to services if applicable, etc.

If the artwork is installed prior to the opening of the new Bayshore Drive Roundabout, traffic management and other costs will not need to be born by the public art project. Please discuss with the Council contact.

It should be noted that the total available budget is the only allocation available towards the fabrication and realisation of the project. No contingency is provided.

Payment method will be negotiated with the selected artist(s) to ensure progress payments are made to cover start-up and development costs. An agreed balance will be paid on completion and installation of the final artwork.

Timeline

Expressions of Interest open – Stage 1	14 June 2018, closing 4pm Friday 13 th July.
Site information session	2pm Tuesday 26 th June
Concept proposal approval (shortlist)	By 20 July
Design development by shortlisted artists – Stage 2	Due 1 August
Artist selected by Public Art Panel	3 August meeting, endorsed by Council 20 Sept.
Construction/ fabrication	September/ October
Installation	By 30 November 2018

Information Session

Council will hold an information session for potential applicants on site, which will provide an opportunity for questions and answers and to explore this proposal (and the supporting documentation) in further detail. Additional background information will also be provided.

The session will be held on site at the roundabout location at 2pm Tuesday 26th June 2018.

Please RSVP by Friday 22nd June to Joanne McMurtry, Community Project Officer, phone 6626 7316 or via email joanne.mcmurtry@byron.nsw.gov.au

Application and approvals process

Application requirements are listed below and documents should be submitted together:

1. Artist/ artistic team CV(s) and contact details
2. Artistic statement (no more than 500 words) and visual representation of proposed artwork
3. Project Plan including materials, methodology and schedule for design, delivery and installation of the artwork
4. Budget considering costs listed above under 'budget'
5. List and credentials of any additional consultants to work on the project (eg engineer)
6. Insurance details
7. Previous work examples (up to 10 images of previously completed projects)
8. Names and contact details of two referees.

Each project will be evaluated based on the assessment criteria (see below). Late applications will not be accepted. Any applications that do not address the full selection criteria will be ineligible.

If requested, artists are to be available to speak to their proposal with the Public Art Panel members (to be confirmed) at the Public Art Panel meeting to be held on 3rd August 2018.

The closing date is 4pm Friday 13th July 2018.

Council's Public Art Panel, will assess the applications against the criteria and make a recommendation to Council in awarding the commission. Projects cannot commence until Council approves the project (ie by Council resolution). The successful applicant will be notified in writing that their project has been approved.

- Once the project has been approved and applicant notified in writing, work can commence.
- A Commission Agreement contract will be negotiated, including project milestones and payments schedule.
- An acquittal and debriefing report will be required to receive the final instalment of funds.

Enquiries should be directed to Joanne McMurtry, Community Project Officer on 6626 7316 or via email joanne.mcmurtry@byron.nsw.gov.au.

Supporting Documentation

The following documentation is provided to assist in the development of proposals:

1. Byron Shire Public Art Guidelines and Criteria including relevant appendices such as the Concept Design Agreement and Agreement for the Commissioning of an Artist.
2. Draft Public Art Strategy
3. Byron Bay Town Centre Masterplan Activation Guidelines

Artists seeking further information relevant to this commission may like to review the Byron Bay Town Centre Masterplan.

Assessment Criteria

Applications will be assessed using the *Public Art Guidelines and Criteria* and Council's *Public Art Policy*.

Concept design proposal (Stage 1) – assessment criteria:

1. Satisfies the principles, key ideas, thematic direction and purpose of the commission and best meets the requirements outlined in the project brief / shows an understanding of the brief;
2. The artwork is:
 - a. Artistic and aesthetic concept design / demonstrates artistic excellence;
 - b. locally and culturally appropriate;
 - c. Requires low level maintenance (based on maintenance requirements);
3. Consideration of public safety, risk management and maintenance for anticipated life of the work
4. Meets relevant building and safety standards;
5. Meets the requirements of the project budget;
6. The project timeline can be met; and

Mandatory requirements include:

- The artist must hold appropriate insurances, including public liability insurance to the value of \$20 million
- The total budget for the project must consider all costs including installation of the artwork to final completion as outlined under the heading 'budget'
- The project can be completed within the timeframe specified

Any proposals that do not meet the mandatory requirements will not progress to further stages of assessment. Incomplete applications will not be considered.

Shortlisted artists (Stage 2):

Shortlisted artists will receive a fee of \$1000 to develop their concept design further and will be required to sign a Concept Design Agreement (refer Appendices to the Public Art Guidelines and Criteria).

The artist(s) will be required to present their proposals at a date and time to be advised to the Public Art Panel, probably the Public Art Panel meeting on 3rd August.

The final design proposal is to include:

- A written statement of concept philosophy and description of concept proposal
- Drawings, sketches, elevations and/or a model to convey the concept and scale of the proposed design
- Site plan showing proposed location of work(s)
- Final project budget indicating design development and installation costs
- Preferred materials and fabrication methods
- Indicative detail of footings and fixings to footings
- Outline of public safety, risk management and maintenance considerations for the life of the project – provide a risk assessment.
- Fabrication and installation timeline.

Byron Shire Council – Supporting Local Public Art

Byron Shire Council supports the development of the arts and creative industries as demonstrated in the Byron Shire Cultural Plan (2008 – 2013), the Arts and Creative Industries Strategy for the Byron Shire (2009 – 2012), the Public Art Policy and the Public Art Strategy.

Council has developed Public Art Guidelines and Criteria which forms the basis of commissioning of any artwork by Council is undertaken using the Public Art Guidelines and Criteria. All of the documents mentioned above are available on Council's website.

Council established the Public Art Panel (PAP) in order to advise council on public art trends and issues, assist council in meeting the objectives of the Public Art Policy, take a proactive approach to public art in the Shire, and assess public art proposals. The process of commissioning this artwork will require some liaison with the PAP as outlined in the Public Art Guidelines and Criteria (specifically section 6).

The process will include:

1. Interested artists submit an expression of interest (EOI)/ Proposal, including images of their previous work, a concept design for the project and proposals for the installation of the work.
2. The EOI of the shortlisted artists will be assessed by the Public Art Panel (PAP). This may require the artist to be present to talk to their EOI (to be confirmed).
3. The PAP will select a preferred concept design and make a recommendation to Council.
4. Once Council has endorsed the preferred artwork, the successful artist will be offered a contract agreement which will outline the specific terms and conditions of the project between the stakeholders. (A sample contract is available in the Public Art Guidelines and Criteria Appendix 5)
5. The artist will undertake the commission.

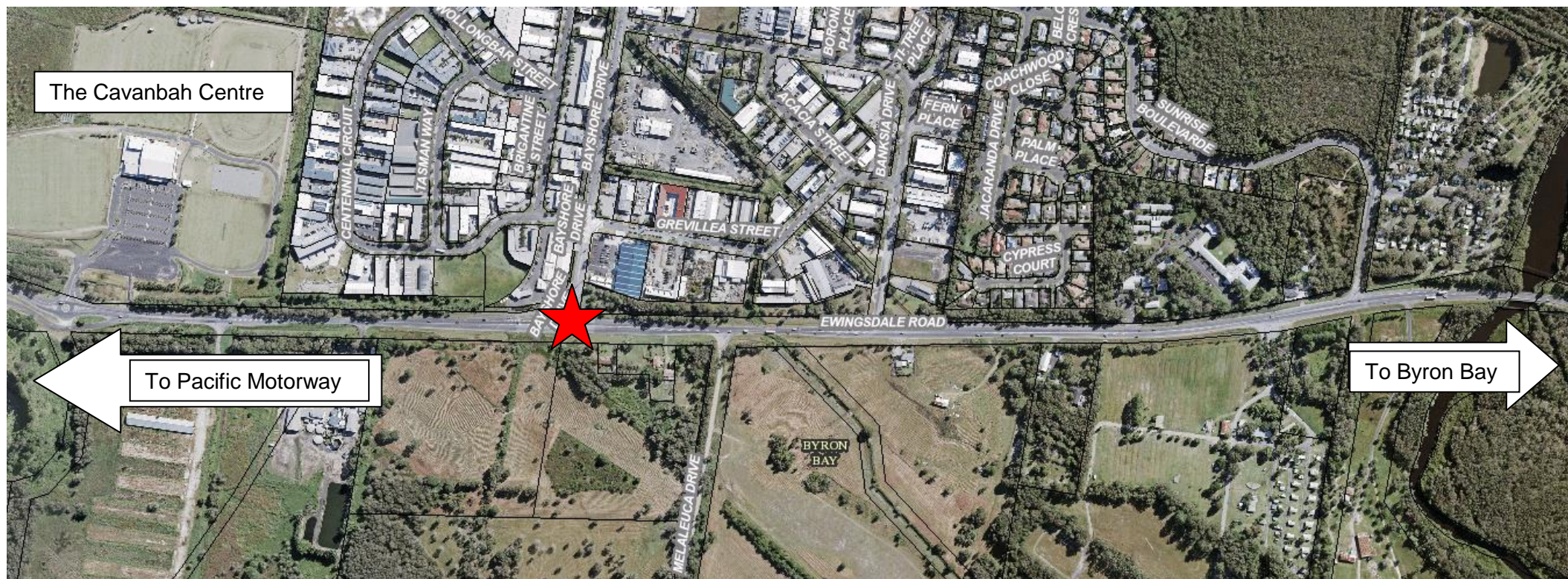
Considerations

Planning Time – advance planning is needed for public art projects. Any permits or approvals need to be identified in the planning phase of the project to ensure sufficient lead time to obtain approvals.

Materials and Safety – Artwork outside in the public domain must be designed and constructed to withstand considerable wear and tear. Ideally artwork is located in a highly visible place but protected from vandalism and does not pose any safety risks to the general public. Byron Shire Council takes no responsibility for any acts of vandalism perpetrated against the artwork.

Installing the artwork – The artist is responsible for the installation of the artwork, including materials and labour. Some in-kind support may be negotiated from Byron Shire Council.

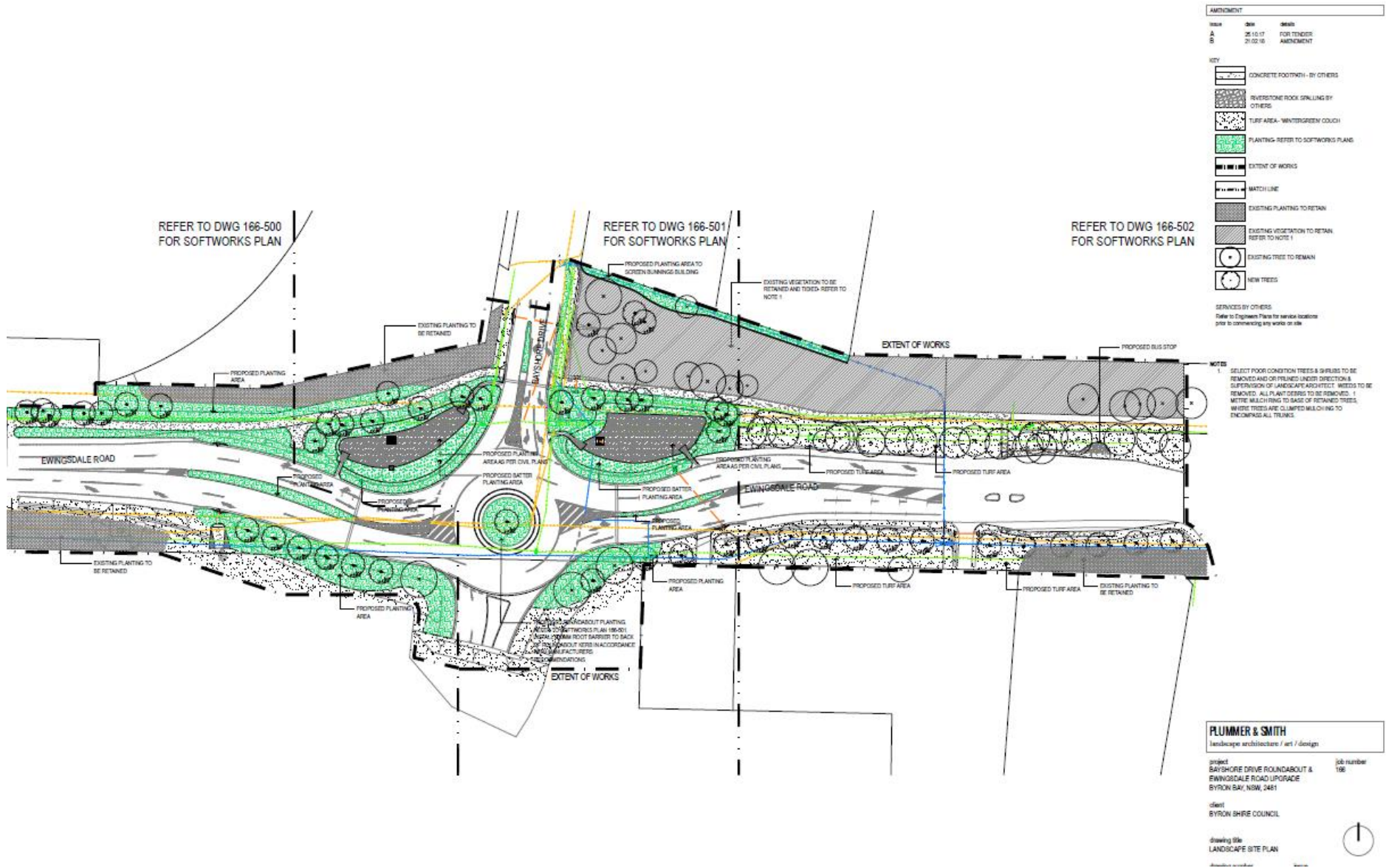
Maintaining the artwork – donated or commissioned artwork maintenance is managed by Council. Projects should, as much as possible, discourage graffiti and vandalism. The Application Form requests details for a maintenance schedule. If at any time the artwork becomes unsightly or poses a safety hazard, Council may have it removed. An attempt will always be made to contact the artist for maintenance or vandalism rectification advice.



Location of commission project



Plans for Proposed Roundabout



Landscape Plans

