

Attachment A19

**Public Art Approach - 15-25 Hunter and
105-107 Pitt Street, Sydney**

AMANDA SHARRAD

Project Name: Planning Proposal - 15-21 Hunter Street and 105-107 Pitt Street, Sydney

Project Description: Amendments to the Sydney Local Environmental Plan 2012 and the Sydney Development Control Plan 2012

Submitted to: City of Sydney Council

On Behalf of: Milligan Group Pty Ltd and its subsidiary FT Sydney Pty Ltd as trustee for FT Sydney Unit Trust.

This *Public Art Approach & Process Report* has been prepared by Amanda Sharrad in support of a Planning Proposal to amend the *Sydney Local Environmental Plan 2012* (Sydney LEP). This report has been prepared on behalf of Milligan Group Pty Ltd (the Proponent) and its related entities and consultants, representatives and agents and FT Sydney Pty Ltd as trustee for FT Sydney Unit Trust. It relates to an amalgamated site at 15-21 Hunter Street and 105-107 Pitt Street (the site).

The purpose of this Planning Proposal is to amend the site's Floor Space Ratio (FSR) development standard, and the Maximum Building Height to align with the Martin Place Sun Access Plane contained within the concurrent Central Sydney Planning Proposal.

This Planning Proposal supports the City of Sydney Council's draft Central Sydney Planning Strategy (Draft CSPA) by unlocking additional employment generating floor space within a designated tower cluster. The proposed Sydney LEP amendment is part of the broader redevelopment plan for the site to facilitate a new commercial office tower. It will also facilitate significant public benefits through additional site activation and embellishment of the public domain.

The Planning Proposal is accompanied by amendments to the Sydney Development Control Plan 2012 (Sydney DCP). The site specific DCP amendments reflect the proposed outcome to provide a podium tower scheme.

This is reflected in the accompanying reference design prepared by Bates Smart which serves as a baseline proof of concept for this Planning Proposal. This 2,108m² strategic site presents a unique opportunity to deliver a landmark premium commercial office tower that will exhibit design excellence and offer significant employment opportunities for global Sydney.

The uplift being sought is consistent with the strategic intent of the draft CSPA, which contains the City's requirements and expectations for projects pursuing this pathway. Following the Planning Proposal, the planning approval pathway involves a competitive design process and a detailed Development Application. As such, this report reflects the concept stage of the proposal, and may be embellished as the detailed design and required works evolve.

AMANDA SHARRAD

HUNTER & PITT

PUBLIC ART APPROACH & PROCESS

JULY, 2020

The following public art document is provided by Amanda Sharrad, a Public Art Curatorial Advisor with significant experience in delivering public art strategies and artworks by exemplary Australian and international artists for complex urban development projects. Industry leading processes are applied to commissioning public artworks and to obtaining complex approvals and local council endorsement for clients including the City of Sydney, AGNSW/NSW Government, Sydney Metro/ Landcom and private developers.

INTRODUCTION

The following is an approach and process for commissioning public art in the Hunter & Pitt Street development at 103 Pitt Street by the Milligan Group. It is proposed in conjunction with the *Planning Proposal Urban Design Report* by Bates Smart architecture.

In accordance with City of Sydney's criteria for public art in private development as outlined in the *Interim Guidelines for Public Art in Private Development* the following is a recommended commissioning process in order to achieve exemplary art in the public realm. This approach is in accordance with the Sydney DCP 2012 and City of Sydney *Public Art Policy*.

PUBLIC ART VISION

Public art of the highest quality, that is contemporary, achieves excellence, is unique and well-integrated with the architectural design, will provide meaning and an extraordinary experience of place, bringing considerable value to the Hunter & Pitt development.

Mandatory requirements for the art in the built environment will be the use of durable, low maintenance materials that are structurally stable, utilising the most up to date technologies and not a risk to public safety or accessibility.

AMANDA SHARRAD

PUBLIC ART APPROACH

The best practice process of commissioning public artworks and selecting artists according to their ability and artwork concepts designed in response to an artist brief is advised in order to achieve the best possible outcome for the client, the development and Sydney's community.

It is highly recommended to engage a public art curator to oversee the public art commissioning process in order to maximise the value of the artwork for the development, achieve excellence, originality and a meaningful public artwork. A specialist public art curator will have a valuable network of suitable artists to call upon for artist ideas and art concepts, and the niche skill to manage the artist selection, engagement and commission.

The curator will deliver a Public Art Strategy that is developed in collaboration with the client in order to offer a vision and objectives for public art that are aligned to those of the development and to key planning objectives for the city location. The Strategy will inform the design excellence competition brief, and the curator can be made available to tendering architectural teams during the competition stage to respond to requests for information about the Strategy.

The curator would then collaborate with the client and winning design team to fine tune artwork locations and develop the Artist Brief that is truly integrated into the winning architectural scheme. The curator then manages the public art selection process, engagement of artist/s, commissioning of public artwork/s and final installation.

PUBLIC ART PROCESS

Stage 1: Pre-DA, Public Art Strategy

Delivery of a *Public Art Strategy* as a framework to guide the commission of public art, to the client and City of Sydney for endorsement by the City of Sydney and Public Art Advisory Panel, developed in conjunction with and to inform the Architectural Design Excellence Competition Brief. Reference relevant development and design documents (plans, elevations, visualisations, architectural competition brief, heritage interpretation, context information) and contextual & planning documents for the site and City of Sydney (*Central Sydney Planning Strategy* (2016); *Interim Guidelines for Public Art in Private Development*, City of Sydney; *Public Art Policy*, City of Sydney).

Public Art Strategy includes:

- Development Vision
- Public Art Vision & Objectives;
- Precinct Analysis;
- Planning Requirements;
- Site Parameters;
- Public Art Opportunities and types;
- Curatorial Direction: provision of benchmark examples and artists for consideration;

AMANDA SHARRAD

- Procurement Strategy;
- Implementation Strategy;
- Commission scope & budget;
- Commission stages & timeframe aligned to construction program

Stage 2: Artist Selection and Public Art Concept/s

Informed by the winning architectural scheme and to occur in conjunction with the architectural concept development, the following stages of the public art commission process include:

Public Art Plan: to include project and site parameters, scope, public art budget, program and milestones, locations, site and design relevant material;

Artist Brief: developed in collaboration with the client and winning architects, informed by the winning architectural scheme to include:

- Development Introduction;
- Architectural Design material (relevant visuals and information);
- Public Art Vision / Objectives;
- Opportunity Site/s available for public art;
- Public Art Budget;
- Commission Stage & Timeframes;
- Artist Responsibilities;
- Selection Criteria;
- Artwork Concept Submission Requirements;

Artist Long List: Curatorial provision of artist long list with resumes and relevant materials;

Artist Shortlist: shortlisting as collaborative process between client, curator and design team;

Artwork Concepts: received in response to the Artist Brief;

Artist Selection: the curator to manage the artist selection process which will be a collaboration between client, curator and design team. The curator will advise the client as to the feasibility and merit of artwork concepts;

Artist Engagement: facilitated by curator who will assist scoping complex public art commission framework.

Stage 3: Public Art Detailed Design & Detailed Public Art Plan for City of Sydney approval.

Artwork Concept developed and refined in response to feedback provided by the client, design team and City of Sydney as key stakeholders, into an Artwork Detailed Design package. The public art curator will hand hold the artist and client throughout development ensuring deliverables are achieved and client and stakeholder approvals obtained.

The curator will prepare the *Detailed Public Art Plan* for City of Sydney approval. Final details of the approved public artwork will be submitted to the Public Art Advisory Panel and approved by Council's Director of Planning.

AMANDA SHARRAD

Stage 4: Completed Public Artwork for client and City of Sydney approval.

Public art to be fabricated, delivered and installed on site. The public art curator will provide a Final Public Art Report to the City of Sydney for approval. The public art curator will hand hold the artist and client throughout fabrication and installation of the public artwork as necessary ensuring it is completed to the construction program. The curator will also ensure a maintenance plan is submitted to and agreed by the client for the artwork and will assist with the artwork announcement.

AMANDA SHARRAD



PUBLIC ART CURATORIAL ADVISOR RESUME

ART CONSULTANT SERVICES

- Delivering exceptional public artworks and public art strategies;
- Utilising substantial international and Australian network of contemporary artists for public artworks;
- Applying industry leading public art curating, planning and management skills;
- Applying knowledge of global public art benchmark projects in planning documents;
- Assembling teams of experts in public art design development, fabrication and delivery utilising industry network.

PUBLIC ART CURATORIAL EXPERTISE

- Public art by high profile international and Australian artists successfully delivered throughout Sydney;
- Exceptional skills in artist selection, facilitating artist contracts, handholding artists and clients throughout complex public art commission processes and implement public art strategies;
- Curating and coordinating over forty museum exhibitions and public artworks by Australian and international artist;
- Artist network from contemporary gallery and museum background in Sydney, the UK and USA including the Museum of Contemporary Art Australia, Anthony d'Offay Gallery London and Anna Schwartz Gallery Melbourne.

AMANDA SHARRAD

PUBLIC ART PROJECTS

Current: *Public Art Curatorial Advisor Green Square*: Curating \$4million program of public art throughout Green Square Town Centre urban renewal for the City of Sydney, including artists Kerrie Poliness and Maria Fernanda Cardoso, with wider program including Jonathan Jones, Claire Healy and Sean Cordeiro. [Green Square Public Art Strategy](#)
[Green Square Public Art Program](#)
[Maria Fernanda Cardoso](#)
[Kerrie Poliness](#)

Current: *505 George Street Public Art Curatorial Consultancy*, a consultancy to Mirvac / Coombes Property Group for public art in the development by Ingenhoven + Architectus.

Current: *47 – 53 Wentworth Avenue Public Art Curatorial Consultancy*, Public Art Curatorial Consultancy to Time & Place / Golden Age Group for the development by Bates smart Architecture.

Current: *Sydney Modern Project Public Art Strategy*, curatorial consultancy to the AGNSW for a strategy to integrate public art into the new Sydney Modern gallery by SANNA with Architectus and a plan to inform the construction tender of the gallery project.

Current: *Sydney Metro Northwest Places Public Art Plan & Guidelines*, a curatorial consultancy to Landcom for a Plan and Developer Guidelines as well as curating permanent and temporary public artworks for the Sydney Metro Northwest Places surrounding new Sydney Metro northwest stations.

Current: *116 Bathurst Street Public Art Consultancy*, a public art consultancy to Hutchinson Builders for a public artwork by Maria Fernanda Cardoso integrated into the 110 Bathurst Street development.

2018: *Ivanhoe Redevelopment Public Art Strategy & Plan*, a public art strategy and plan for the Aspire Consortium & NSW Government.

2017: *Public Art Curator Emily Floyd, Open Space* public artwork for *280 George Street / Curtin Place Public Art Commission*, Development of Public Art Strategy and curating public art as part of a private development for the Toga Group by Johnson Pilton Walker architects.

2017: *Sydney Metro Central Station Upgrade Public Art Strategy*, a high-level strategy for a shortlisted submission for the tfNSW Design Excellence Competition.

2017: *185 George Street Public Art Strategy*, a high-level strategy for HOK / PTW Architects, the runner-up team in the Lendlease Design Excellence Competition.

2017: *Sydney Fishmarkets Public Art Strategy*, a high-level strategy for the shortlisted submission by CHROFI / Populous as part of the Urban Growth Design Excellence Competition.

AMANDA SHARRAD

2017: *Public Art Curatorial Advisor: Reformer*, Thylacine, permanent commission to commemorate heritage of Great North Road, Canada Bay Council.

2016-7: *Public Art Curator: In Motion*, Brook Andrew, permanent artwork commission for The Connection, Sydney Harbour foreshore at Rhodes, Canada Bay Council.

[Brook Andrew The Connection](#)

2016: *Public Art Curator: Cartwheeling Youngster* by Caroline Rothwell and *Wired Space / City DNA Rhodes* by Lu Xinjian, Sydney Harbour foreshore at Rhodes, Canada Bay Council.

[Cartwheeling Youngsters Caroline Rothwell
The Connection Rhodes](#)

2013: *Green Square Public Art Plan*, a detailed implementation plan of the Green Square Public Art Strategy for the City of Sydney.

2013: *Green Square Public Art Strategy*, Public Art Strategy and Plan for the City of Sydney.

[Green Square Public Art Strategy](#)

2012: *Barangaroo Public Art Strategy*, revision and peer review for the Barangaroo Delivery Authority, NSW Government.

2011: *Art and About: Sydney Laneways*, co-curated public artworks by Barry McGee, Magda Sayeg, Brook Andrew, Rebar, City of Sydney Art and About commissions, Sydney CBD.

[Brook Andrew Sydney Laneways 2011](#)
[Barry McGee Sydney Laneways 2011 AGNSW](#)
[Sydney Laneways 2011 Sydney Laneways 2011, City of Sydney](#)

2010: Public Art Curator: *Delicate Balance* by Robyn Backen integrated into landscape design by McGregor Coxall for Ballast Point Park, Sydney Harbour Foreshore Authority / NSW State Government

[Ballast Point Park, Delicate Balance, Robyn Backen, 2009](#)

2008: *Green Square Public Art Strategy & Plan*, as part of McGregor Coxall Green Square Town Centre Masterplan for Landcom and City of Sydney.

2005: Public Art Consultant: *Press*, by Daniel Templeman, Pyrmont. Curated as part of a private development by Winten Property Group / Bates Smart Architects.

2003 *Our Magic Hour*, by Ugo Rondinone, coordinated approvals and installation of public artwork at Museum of Contemporary Art Australia. [MCA Ugo Rondinone Our Magic Hour](#)

1998 - 2000 *Sydney Sculpture Walk*, and *New Artworks* for Sydney Open Museum. Assistant Curator and public art coordination of projects throughout the Royal Botanic Gardens & Domain, Martin Place and Pitt Street for the City of Sydney.

[Sydney Sculpture Walk City of Sydney 2000](#),