

Attachment A15

Public Art Statement

AMANDA SHARRAD



Image: 923 – 935 Bourke Street Waterloo development visualisation courtesy Batesmart Architects

Project Name: 923 – 935 Bourke 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: Fabcot Pty Ltd

This *Public Art Statement* has been prepared by Amanda Sharrad, public art curator. This report relates to 923-935 Bourke Street, Waterloo and is submitted to the City of Sydney in support of a request for Planning Proposal seeking amendments to the Sydney Local Environmental Plan 2012. The broad intent of the Planning Proposal is to achieve a mixed-use development outcome, including a supermarket, which facilitates a suitable urban form to support local strategic planning intent for the establishment of a new 'neighbourhood centre' within the site. The Planning Proposal seeks amendment to maximum building height mapping and to introduce a site-specific criteria based exemption to the retail floor area cap outside of Green Square Town Centre and other planned centres. The indicative reference scheme in support of the proposal accommodates a mixed-use development including a subterranean supermarket, retail, commercial, residential apartments on podium and rooftop communal facilities. Basement parking is accommodated for all uses, with ground level loading and 'Direct to Boot' pick up facilities.

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923 – 935 BOURKE STREET WATERLOO

PUBLIC ART STATEMENT

OCTOBER, 2021

This public art statement 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 outlines an approach and process for the public art contribution to 923 – 935 Bourke Street mixed development by Fabcot. It is proposed in conjunction with the *Planning Proposal* by Ethos Urban with concept design by Bates Smart.

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 public art approach in order to achieve exemplary art in the public realm. This is in accordance with the Sydney DCP 2012 and City of Sydney *Public Art Policy*.

923 – 935 BOURKET STREET DEVELOPMENT

The proposal includes a full-line Woolworths supermarket in a subterranean level, speciality retail, commercial floorspace and residential dwellings. The residential component will include market residential dwellings and a percentage of affordable dwellings. Basement parking is accommodated for supermarket customers, retail, residential, commercial and visitors together with a ground level public plaza and through-site link and podium communal residential facilities.

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PUBLIC ART APPROACH

Fabcot are particularly focused on engaging with the local community and have consulted with a number of key community organisations to date. Relevant cultural groups such as Yerrabingin, delivering Australian First Nation narratives to high quality design of the natural and built environment, and 107 Projects have been included in this consultation. These organisations have provided permanent and temporary public art projects and managed cultural spaces for local artists through community driven projects at 107 Projects in Redfern and The Joynton Avenue Creative Centre in Green Square as well as at South Eveleigh.

In recognition of the importance of the Aboriginal cultural history of this area, in the distant and recent past, and of the ongoing importance of this part of Sydney to the Aboriginal and Torres Strait Islander community, the preference is for a First Nations artist to provide the public art offering for the development.

To compliment this approach the curator recommends that an artist of indigenous descent currently residing in Sydney with an affinity for the area be engaged to provide the permanent public artwork.

The public art contribution will take the form of a permanent legacy artwork that is specific to the site and created in response to a brief.

PUBLIC ART VISION

The public art sought for the precinct will be of the highest quality. It will be relevant to the site and local community, as well as global contemporary art discourse, achieving excellence through artworks that are exceptional, unique, meaningful and engaging in order to enhance the experience of place and bring considerable value to the site. Particular emphasis will be given to local Aboriginal culture and histories of the area, to engaging First Nations artists for public art projects and to engaging the local cultural and creative communities.

Mandatory requirements for any permanent artworks integrated into 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.

PUBLIC ART IMPLEMENTATION PROCESS

The public art curator will be engaged to oversee the public art commissioning process for both permanent and temporary projects in order to maximise the value of the artwork for the development, achieve excellence, originality and a meaningful public art. Curatorial networks of suitable artists will be called upon for artist ideas and art concepts, and high-level curatorial skills will be applied to manage the artist selection, engagement and commission.

In the first instance the curator will deliver the strategy in collaboration with the developer to support a Development Application. This will offer principles and objectives for public art that are aligned to those of the development and to key planning objectives for the site and the wider area. It will identify the best possible opportunity sites within the development for public

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art, the range of approaches possible, along with benchmark projects to inspire and exemplify the vision that is sought.

For the permanent public art offering, a best practice approach will be applied where works are commissioned and artists selected according to their proven expertise and the strength of their concept proposal that are developed in response to an artist brief. For this site First Nations artists will be given preference for the permanent public art offering, and temporary projects may be realized by a diverse range of artists with a particular relationship with the area and local cultural community.

The artist briefs are developed by the curator who will collaborate with the developer and the selected architects and design teams including landscape designers, to fine-tune artwork locations and develop the artist brief that is truly integrated into the winning architectural scheme. Insightful artist briefs identify the most compelling aspects of place and opportune locations for art, and when this is delivered to the best possible most suitable artists, can deliver public art that is unique, meaningful and contributes fresh ideas to the field. The curator will offer a selection of artists who will be shortlisted and invited to undergo a public art competition, or an artist will be selected and paid to provide a number of alternate concept proposals, and the curator will then manage the artist or concept selection process, engagement of artist/s, commissioning and development of the public artwork/s and final installation.

This process is advised to achieve the best possible outcome for the development and site and for Sydney and the community.

PUBLIC ART COMMISSION STAGES

Stage 1: Public Art Strategy

Delivery of a *Public Art Strategy* as a framework to guide the commission of public art, to Woolworths and City of Sydney for endorsement by the City of Sydney and Public Art Advisory Panel, developed in conjunction with the Development Application process. Reference relevant development and design documents, contextual & planning documents for Bourke & Young 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;
- Procurement Strategy;
- Implementation Strategy;
- Commission scope & budget;

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- Commission stages & timeframe aligned to construction program

Stage 2: Artist Selection for Permanent Public Art

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

Artist Brief: developed by the public art curator in collaboration with Woolworths and the 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 the developer, curator and design team;

Artwork Concepts: received in response to the Artist Brief;

Artist/Concept Selection: the curator to manage the artist or concept 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;

Community Consultation: Along with the City of Sydney, key members of the local community will be presented with the selected artist and concept proposal for an opportunity to provide feedback;

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

*A similar process to the above will be undertaken for the selection and commissioning of temporary public art projects.

Stage 3: Public Art Detailed Design & Detailed Public Art Plan

The selected Artwork Concept will then be developed and refined by the winning artist and their team in response to feedback provided by Woolworths, design teams, the curator and City of Sydney as key stakeholders, and this will be refined and then developed 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.

At completion of the Detailed Design by the artist team, the curator will prepare the *Detailed Public Art Plan* and present this to the City of Sydney and Public Art Advisory Panel is required in order to seek endorsement and approval prior to fabrication and installation. Final details of the approved public artwork will be submitted to the Public Art Advisory Panel and approved by Council's Director of Planning.

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Stage 4: Public Artwork Delivered

The public art is then fabricated, with testing and sampling of prototypes and materials if required, prior to being delivered and installed at the site. Upon completion of the installation the public art curator provides a *Final Public Art Report* to the City of Sydney for approval prior to occupying the development. 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 program. The curator will also ensure a maintenance plan is submitted to and agreed by the developer for the artwork and will assist with any publicity and artwork announcement strategies required.

PUBLIC ART OPPORTUNITY LOCATIONS



Image Above: Ground Level Plan, courtesy Batesmart Architects.

The public art offering for 923 – 935 Bourke Street will be located in physically and visibly accessible sites throughout the development and landscape design. Opportunity sites for art will be identified in the Public Art Strategy and Artist Brief, and the objectives for each of these locations will be clarified, as to how the art may respond to the vision of the development and feedback from the developer, the design teams and City of Sydney. Initial thoughts for these locations will be in and around the public domain, paving and garden area indicated on the above plan, as well as in the publicly accessible commercial lobby and void along McEvoy Street that will be visible from the street through large glass walls.

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Various contemporary public art forms may be sought including sculptural elements in the landscape or public domain, immersive installations of art elements utilising a wide range of media and new media, lighting and suspended art elements in the void and lobby areas or art that is highly integrated into the architectural fabric of the development. In keeping with the most contemporary forms of practice there will be a range of media represented. If artworks are highly integrated there will be an understanding that this is most successful when there is a strong aesthetic or conceptual relationship between the art and architecture, each having integrity and a singular identity.

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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.

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PUBLIC ART PROJECTS

Current: *Atlassian Central Public Art Curator* development at Central Sydney by SHoP / BVN for Atlassian.

Current: *Bourke & Bowden Public Art Curator* for a development in Alexandria by John Wardle Architects for Time & Place.

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: *116 Bathurst Street Castle Residences 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.

2020: *Sydney Metro Northwest Places Public Art Plan & Guidelines and public artworks*, 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.

2019: *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

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.

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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.

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](#)

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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,](#)