



WAVERLEY
COUNCIL

Draft Waverley Public Art Master Plan

1. Introduction

On 18 March 2014 a new Public Art Policy was adopted by Waverley Council, following a broad process involving Councillors, community representatives/ industry experts on the Public Art Committee, staff from across Council, and community consultation. This Public Art Master Plan has been developed to ensure the deliverables of the Public Art Policy are met.

2. Purpose

The purpose of the Public Art Master plan is to ensure the commissioning of new work in the Waverley area with consideration to context, enhancing engagement and appreciation of art, and invigorating the area.

3. Waverley Together 3

The Master plan reflects Waverley Council's Community Strategic Plan – Waverley Together 3 and subsidiary plans. The Sustainable Community function of the plan relates to the following directions:

The delivery of a Public Art Program in Waverley addresses 5 of 14 Vision elements identified in the 2013-2025 Waverley Community Strategic Plan:

- *Everyone is welcome to participate positively in community life*
- *We can express our essential selves through our traditions, our arts, our cultures and our lifestyles;*
- *The architectural landscape is cared for and developed at a human scale and design is sensitive to the natural, historical and social contexts*
- *Local economic prosperity provides opportunity for all*
- *As a local community we have the courage to take a leading place in achieving the environmental aims of a global society.*

4. Objectives for commissioning Public Art in Waverley

Waverley Council has four clearly stated key objectives forming the evaluation criteria for new works being commissioned in the area, as set out in the Public Art Policy. The key objectives are as follows;

1. Place making (Making Spaces in-to Places)
2. Artistic Excellence
3. Sustainability
4. Local Culture and Heritage

Further detail on each of these key objectives can be found in Waverley Council's Public Art Policy.

5. Why we deliver Public Art In Waverley

The Waverley Public Art Policy states:

"The development of high quality public art in public places and public art in private developments delivers these benefits:

- *A sense of local engagement and community*
- *Creates attractive places that are welcoming, engaging and interesting*
- *A richer experience of the place for residents and visitors*
- *Adding value to private development.*

Public Art is cited as a deliverable outcome in several Waverley Council strategy documents:

Arts Plus - adopted 2012

Waverley Council's Arts Plus plan was adopted in 2012. It is the visioning document for the direction for arts and cultural development in the Waverley area; Section 4.2 cites Waverley will deliver the following in terms of Public Art;

- *Public Art is developed in suitable locations in Waverley with; a number of Public Art opportunities identified annually in the Capital Works program and within existing budgets*
- *Encourage suitable Public Art In the Private Domain with; percentage increase in Public Art In The Private Domain from the base years 2009/2010*
- *Develop projects through the new Street Arts strategy with; a number of anti graffiti projects developed*

Complete Streets

The Complete Streets Project is part of Council's plan to enhance the vibrancy of Bondi Junction and its spaces. It involves greening and beautifying the footpaths and public places, making public meeting places more vibrant and appealing, and improving connections for cycling, walking and access to public transport. the Complete Streets Project document states:

- *A city's greatest Civic space is its streets. A complete streets approach considers these spaces holistically across all disciplines, to develop an overarching complete streets framework for the City Centre, as well as specific complete streets designs for each street. (paragraph 1, pg 14, Bondi Junction: Complete Streets Project)*

It continues:

- *[Place Making]; Complete Streets are recognised as more than just transport corridors; they form the main civic space of town centres; they significantly affect the retails, cultural and leisure experience; and they can provide inspiration from spontaneous activity, public art, creative lighting and greenery. They are the backbone of a healthy, ecological and liveable city where a high quality public domain forms the setting for daily life.*

Public Domain Improvement Plan 2006 - Local Village Centres

Waverley Council's Public Domain Improvement Plan for Local Village Centres states:

2.7 Public Art

Public Art is an important cultural activity. It aids legibility of place, enlivens the public domain and can define and reveal a specific identity for each centre. Public Art ranges from the monumental to the temporal and can include;

- *Free standing objects*
- *Artist involvement in the design and layout of public parks, squares and forecourts;*
- *artist involvement in the design of specific elements of the public domain; and*
- *Festivals and other cultural events*

The Local Village Centres are places within a local, rather than a regional focus. Public Art Projects should reflect this in scale, funding and level of position. Projects should reflect the aims and objectives of the Waverley Public Art Committee.

6. Identifying sites for Public Art

In 2014 a survey of potential sites for public art was conducted. The sites featuring in this Master plan have been identified as sites for public art projects based on the social, historical and physical characteristics of each location.

Site1: Gould & Roscoe St

(3 - 4 images of site inserted)

Objective: Artist to create sense of place

EXISTING SITE QUALITIES

The space has a great centrality, which can draw people and invigorate local businesses by creating an activated focal point. The site has the potential to attract people from Campbell Parade to the commercial district and local businesses of Bondi Beach. At present it is a sunken paved area with seating and a temporary community garden.

CONTEXT OF SITE

Roscoe St Mall is currently the main mall area between Roscoe street and Campbell Parade on the Bondi Beach front. It is the home of weekly markets, art on the streets projects, buskers, and cafes and eateries. Either side of the mall along Roscoe St are high street designer clothing stores. The mall and the length of Roscoe street is a high visitation area for locals and tourists alike. The intersection of Roscoe St and Gould St is a space that has been paved with a sunken square courtyard space. At present the sunken space is empty featuring a few generic seats.

SITE QUALITIES TO KEEP AND REINFORCE

Artists are encouraged to transform the space, and maintain the seating to encourage congregation

OPPORTUNITIES FOR PUBLIC ART

A broad range of proposals that incorporate urban design are encouraged. Artworks should be suitable to the elements and will create a landmark that will transform an underutilised space. Water features will not be considered.

Site 2: : Waverley Mall

(3 - 4 images of site inserted)

Objective: Artist to respond to existing qualities of place

EXISTING SITE QUALITIES

Waverley Mall is a paved, tree lined, seated mall area. It is a quiet peaceful space that serves as a reprieve from the frenetic pace of Bondi Junction.

CONTEXT OF SITE

An oversized laneway space adjacent to the Oxford Street shopping complex and major entrances to Westfield, Waverley Mall functions as a thoroughfare for local pedestrians and cyclists between the suburbs, Bondi Junction transport terminal, and Westfield. It is a quiet, leafy, paved thoroughfare housing a number of local businesses and cafes with outdoor seating.

SITE QUALITIES TO KEEP AND REINFORCE

Waverley Mall should be maintained as a green area and a space of reprieve.

OPPORTUNITIES FOR PUBLIC ART

Waverley Mall is suited to sculpture, lighting, digital or water based installations. Proposed works should give consideration to the activation of the space for both the day and night time, while maintaining sensitivity to the peaceful environment. The site is currently used as an alternative entry to Westfield and as a thoroughfare for cyclists.

Site 3: Oxford St Mall

(3 - 4 images of site inserted)

Objective: Artist to create sense of place

EXISTING SITE QUALITIES

Oxford Street Mall is an urban space with high foot traffic. The site has a number of through links including the Royal Arcade and the transport interchange. It is a reasonably open wide space with sunshade canopies at either end lined by two storey buildings on both sides. It features seating and trees and is fully paved. It has a tendency to be windy.

CONTEXT OF THE SITE

Oxford Street Mall functions as an outdoor mall area for the local community. It hosts markets for local produce, fashion and creatives. Oxford Street Mall currently features public artworks as part of the built environment running through the centre of the mall. The structural sculpture called 'Murul: Sand Dust & Dry Earth', by Thylacine urban design company recalls the relationship between a local indigenous woman and a white settler. The relationship was the first recorded account of exchange and language development between the settlers and the first people of the area. The work also acknowledges the history of Bondi Junction terminal and a transport thoroughfare, and the famous tram that once linked the beach and the City.

SITE QUALITIES TO KEEP AND REINFORCE

Respect must be paid to the existing public artworks of the space.

OPPORTUNITIES FOR PUBLIC ART

Proposals are encouraged to utilize digital, kinetic, architectural, installation or other innovative suspended work or archway to create a sense of having arrived 'in Bondi'. It is expected that this artwork will create a 'Bondi' dialogue for local and international visitors. Proposals should be for works that appear to be floating overhead,

Site 4: Clemenston Park

(3 - 4 images of site inserted)

Objective: Artist to respond to existing or historical sense of place

EXISTING SITE QUALITIES

Clemenston Park is the only large green open space in Bondi Junction. It features a popular children's playground and is flanked by early education centres and a community garden. It is a green grassy oasis with a sunny aspect.

HISTORY OF SITE

In the 19th Century -1930's Clemenston Park was known to local's as Foley's paddock. It was a swampy wet paddock with a stream used by locals to wash their clothes. In the 1920's - 1950's plans were developed to build a school on the site, but they never came to fruition. In 1946 it was renamed Ebley Reserve, and then in 1956 became known as Clemenston Park after William Alfred Clemenston a former Member for the NSW State Legislative Assembly. The swampland was drained between 1996-1998 and Clemenston Park became the site of a community garden and Waverley childcare facilities. Clemenston Park is heavily visited by the local community as well as the working community of Bondi Junction. Clemenston Park is one of the few green retreats for apartment dwellers in Bondi Junction.

SITE QUALITIES TO KEEP AND REINFORCE

Tree lining, seating, sense of open parkland space, play, and oasis.

OPPORTUNITIES FOR PUBLIC ART

Proposal should respond to the history of the site or its current usage. Sculptural, environmental and interactive works with an educational focus, sense of history and/or sense of play are encouraged.

Site 5: Waverley Park (Cnr Bondi Road & Park Parade)

(3 - 4 images of site inserted)

Objective: Artist to respond to existing or historical sense of place

EXISTING SITE QUALITIES

The specific location selected as a site for a public art work is the grassy mound areas either side of the entrance pathway to Waverley Park, located on the corner of Bondi Road and Park parade. It is a high visibility area. The location features native trees, and shrubs.

HISTORY OF SITE

Waverley Park came under the jurisdiction of Waverley Council in 1880. The parklands were used for flower shows, cattle grazing, Chinese garden markets as well as serving the community as a sporting ground (primarily for cricket). In 1890 Waverley Park was approved to be a dedicated cricket oval. During WW2 Waverley Park Pavilion was used to conduct medical exams on men called for duty. After WW2 part of the Pavilion served as an ex servicemen's club. A sculpture of a cannon was once featured on the exact spot on the corner of Bondi Road and Park Parade. As a memorial to ex servicemen

SITE QUALITIES TO KEEP AND REINFORCE

Native trees and garden area are to remain and the footpath is not to be obstructed.

OPPORTUNITIES FOR PUBLIC ART

Environmental, sculpture, installation, digital, kinetic, and urban design proposals reflecting the social or cultural history of Waverley Park are welcomed.

Site 6: Dickson Park

(3 - 4 images of site inserted)

Objective: Artist to create sense of place

EXISTING SITE QUALITIES

The site is a gathering place for the local community with a multitude of activities and functions including ball games, dog walking and children's play. The area is notably grassy and moist with vegetation. It has a sense of abandonment and is often a site for graffiti.

CONTEXT OF THE SITE

Dickson Park was dedicated as a public recreation space in 1887. Park improvements were carried out in 1923 to make it a suitable area for children. The park is divided in two spaces, Upper Dickson Park, and Lower Dickson park. Upper Dickson Park is a dedicated 'off leash' area for dogs and dog walkers. Lower Dickson Park is a playground and picnic area. Dickson Park is a short walk from Wellington Street Primary school and on the 'green trail' in the Bondi bike and walking paths.

SITE QUALITIES TO KEEP AND REINFORCE

Usability as a multi-functioning open space. Reinforce the two level landscape.

OPPORTUNITIES FOR PUBLIC ART

This is an opportunity for proposals that invigorate the site in exciting and unexpected ways. Sculptural, environmental, kinetic, mural based, digital works, urban design and community engagement based works are all encouraged.

Site 7: Norman Lee Place (adjoining the Boot Factory)

(3 - 4 images of site inserted)

Objective: Artist to respond to existing or historical sense of place

EXISTING SITE QUALITIES

The site currently features a heritage building on a cloistered courtyard flanked by trees. It is a quiet open space set back from the street with seating. The site can be viewed from many vantage points including Council office spaces, local businesses, residential apartments, and community centre spaces. The area is gated by a heritage fence along Spring Street.

HISTORY OF SITE

Norman Lee Place, or the Boot Factory site, sits in the area attributed to the place of the last windmill in Sydney. It is part of the extended area of Bondi Junction known as 'The Mill Hill'. The last windmill was demolished in 1881. Detailed information on windmills in the area is available in the local histories section of Waverley Library.

The Boot factory was built on the site in 1892. The 'Boot Factory' served as an industrial factory in Waverley. After World War II the 'Boot Factory' primarily produced fashion shoes for women, including the well known 'Sally Smart' shoe that was sold through David Jones.

The site is an important civic site for Waverley, with the Mill Hill Community & Seniors Centre located there.

SITE QUALITIES TO KEEP AND REINFORCE & OPPORTUNITIES FOR PUBLIC ART

The site is a contemplative quiet environment with a rich history of trade, industrialization, congregation and early agriculture in Australia. Proposals reflecting the rich history of the location will be welcomed. Open to all media.

Site 8: Cox & Hall Street

(3 - 4 images of site inserted)

Objective: Artist to create sense of place

EXISTING SITE QUALITIES & CONTEXT OF SITE

The intersection of Cox & Hall Street is at the top of Hall Street shopping strip back set from Bondi Beach. It is a dead end intersection with a grassy area, generic seating, and a signage cube with directions and information for events at Bondi Beach. Due to the location the spot is heavily used as an area of shade and a reprieve from the business of Hall Street. The site is a thoroughfare making Hall Street accessible through Cox Street. It is split by a driveway and entranceway for the adjacent apartment building

SITE QUALITIES TO KEEP AND REINFORCE

Driveway must remain clear, access to the apartment building must not be restricted or inhibited. Grass and tree must be stay at site.

OPPORTUNITIES FOR PUBLIC ART

This is an opportunity for proposals that invigorate the site in exciting and unexpected ways. Sculptural, environmental, kinetic, digital, urban design and community engagement based works are all encouraged.

Site 9: Bondi Park

(3 - 4 images of site inserted)

Objective: Artist to work with prescribed historical context

HISTORY OF SITE

One of Waverley Council's most fondly remembered public art installations was at Ben Buckler in North Bondi. In 1960 a local sculptor installed two mermaids on the rock now fondly known as 'Mermaid rock' on Ben Buckler in North Bondi. The mermaids were cast in the image of two local woman. The mermaids were a local attraction and have become an important part of local history for the community of Bondi. One of the mermaids was removed from the rock and discovered in the Engineering faculty of Sydney University. Her return to the rock was funded by a community call out for funding.

Both mermaids suffered badly from a storm in 1974, with one swept off the rock, and another losing her tail and an arm. The damaged mermaid was eventually removed and her remains are on display in Waverley Library.

QUALITIES OF SITE

Bondi Park is subject to high local, national and international tourism. An artwork featured within Bondi Park has the potential to become an internationally renowned icon. The Bondi Park, Beach and Pavilion Plan of Management would help guide potential opportunities for public art.

Please note: the location is subject to extreme and ever changing weather conditions, including rain and storm conditions, and precipitation as well as a high level of public engagement. Proposals must exhibit a clear understanding of the impact of these conditions and outline measure undertaken to ensure artwork can withstand them.

OPPORTUNITIES FOR PUBLIC ART

Sculpture

SOURCES FOR CONTRIBUTION

Crowd funding, Bondi Park, Beach and Pavilion Plan of Management capital works program

Site 10: Seven Ways, North Bondi

(3-4 images of site inserted)

Objective: Artist to respond to existing qualities of place

EXISTING SITE QUALITIES & CONTEXT OF THE SITE

Seven ways is located in North Bondi. It is an intersection located two blocks back from Bondi Beach next to a strip of shops with cafes and organic food. It is a grassy tree lined thoroughfare with a relaxed atmosphere and heavy passing foot and car traffic.

SITE QUALITIES TO KEEP AND REINFORCE

The area features planted shrubbery and trees that give it a shady natural feeling. The site has an open feel which makes the whole intersection visible to cars. The cafe culture is a strong draw card for visitors.

OPPORTUNITIES FOR PUBLIC ART:

An environmentally themed work, installation, water based sculpture or kinetic work would suit the site.

Site 11: Hunter Park

(3 - 4 images of site inserted)

Objective: Artist to work with existing sense of place

EXISTING SITE QUALITIES & HISTORY OF SITE

Hunter Park is named after Cr. David Hunter, former Mayor of Waverley. In 1998 it was born as Waverley's Sculpture Park when the Council was gifted a sculptural work called 'Stickman' by the family of local artist Paul Milman. Hunter Park currently features four sculptural works including Sasha Reid's 'Life of the beach' acknowledging a centenary of the Surf Lifesaving Association.

SITE QUALITIES TO KEEP AND REINFORCE

Hunter Park is to be grown as a sculptural park for the local community and visitors alike. It is a landmark in Waverley Council's commitment to cultural activation in Waverley.

OPPORTUNITIES FOR PUBLIC ART

Sculpture, installation, interactive, environmental, or auditory works will be considered.

SOURCES FOR CONTRIBUTION

Waverley Council is open to proposals for cultural gifting of suitable artworks to Hunter Sculpture Park. Please note: gifting of works must be made in consideration to Waverley Council's accessioning policy (currently under development). Hunter Park is managed under a long term plan developed by Waverley Council.

7. Systems for the Procurement of Public Art

As of December 2014, the forward capital works program for Waverley Council includes \$100,000 every second year for the commissioning of public art. For the next five years it is proposed that commissions take place as follows;

2014-15: Waverley Mall

2016-17: Gould & Roscoe St

2018-19: Oxford Street Mall

Commissioning processes would be in line with this master plan and with the Public Art Policy.

Funding Sources and Cost Allocation

Waverley Council encourages artists to pitch works with a design and implementation budget of \$80,000 with the remaining \$20,000 to be contractor/consultancy fees.

The Role of Waverley Public Art Committee & Waverley Council

An official Expressions of Interest process will be called for the site listed in the relevant budget year.

Waverley Public Art Committee will review all applications and make recommendations for the finalists based on the objectives for Public Art in Waverley. Significant community consultation will take place on the selected finalists, the results of which will inform the final selection.

Waverley Council will make the final decision on all permanent public art works commissioned in the Waverley LGA.