PERCENT FOR PUBLIC ART

CASH IN LIEU EXPENDITURE PLAN

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December 2020
Purpose

This paper sets out guiding principles and opportunities for the expenditure of cash-in-lieu public art contributions in line with Local Planning Policy 3.19: Percent for Public Art. It should be seen as an interim document to address the Town’s immediate needs prior to the preparation of a more detailed and comprehensive Public Art Strategy.

The Public Art Expenditure Plan identifies planning and resourcing issues associated with the expenditure of cash-in-lieu contributions. It addresses funds currently held in the Public Art Fund and future contributions that the Town may receive.

The plan includes proposed public art projects and locations which can be used to clearly demonstrate to developers how the Town intends to use the cash-in-lieu contributions in line with the Policy.

Relevant Strategies and Plans

Percent for Public Art policies and planning should be considered as part of an Integrated Planning and Reporting Framework, which is intended to ensure that Council decisions take the community’s aspirations into account and deliver the best results possible with the available resources. Other resources relevant to the policy include:

Local Planning Strategy

The Draft Town of Cambridge Local Planning Strategy (2020) provides relevant background information and analysis which supports the strategic direction and key actions. In summary, the strategy provides:

• The Town’s vision, planning principles and objectives which are to guide land use and development;
• Strategies and actions to deliver the desired outcomes within identified areas; and
• A framework for implementation and periodic review.

The Local Planning Strategy states that the Town seeks to promote the provision of public art as part of private development through the application of a Percent for Public Art policy.

Strategic Community Plan

The Strategic Community Plan (2018) expresses the community’s vision and priorities for the future. It also shows how the Town and community intend to make progress over a ten-year period. The community consultation process, undertaken in preparation of the plan, identified key findings, including:

• Strong interest in town planning and considerable input relating to zoning and development changes.
• Call for a sustainable environment, maintaining parks, gardens, and open spaces.
• Desire for enhanced transportation, cycling, amenities, beaches, traffic control, and schools.
• Community engagement and community development as high service priorities.

The strategy aims to ensure that current levels of amenity, prosperity and quality of life are maintained and that the Town builds on the sense of community that makes it a great place to live, work and enjoy.

It characterises the Town as predominantly residential with regionally significant recreational and natural reserves. However, while single residential houses are still prevalent, townhouses and apartments have experienced the largest increase in the last five years, indicating the direction of change in the residential character of the town.

One of the goals of the strategy is to manage the activation of centres and shared public spaces. Local businesses understand the needs of their customers and clients and, as providers of key services and amenity, they are well placed to support place activation and successful events.

A public art policy and strategy can build on the development of centre activation strategies and be a key component of place activation principles within future Activity Centre Plans.
Percent for Public Art Policy

Aims

The provision of public art contributes towards a sense of place and to community identity and can enliven and enhance the visual amenity of the public domain. The heritage of a place and its interpretation can also be reinforced through public art. The policy aims are:

• To enhance a sense of place by encouraging public art forms.
• To improve the legibility of streets, open spaces and buildings through the provision of public art.
• To enrich the visual amenity of public places.
• To allow for the interpretation of cultural, environmental and/or built heritage.
• To improve the functionality of the public domain through the use of public art, including appropriate street furniture.
• To establish a clear and equitable approach for the provision of public art as part of the development process.

Cash in Lieu

The Town of Cambridge Percent for Art Policy currently allows for collection and management of cash-in-lieu funds, subject to conditions outlined in the Policy including:

• Funds are to only be expended on public art located on public land within the vicinity of the development (for instance adjacent to or within the centre in which the development is located) unless otherwise agreed between the proponent and the Public Art Committee.
• Cash-in-lieu funds may be accrued for more comprehensive public art projects as determined by the Town.
• Cash-in-lieu funds must be utilised by the Town within three years of the date which they were received, or such longer period as agreed by the person who made the contribution. In the event the funds are not spent within the period, the contribution shall be returned to the person who made it.

Options

On submission of a development application the proponent must nominate the way in which the public art contribution will be met for consideration by Council. At the discretion of Council the proponent will meet their public art contribution in one or more of the following ways:

• by establishing public art “on-site” as a component of their development;
• by providing public art in the vicinity of the site in the public realm; or
• by providing cash-in-lieu to the amount specified within the development

The expectation is that public art will usually be provided on site. However, in some cases it may not be practical or appropriate because of the nature of the proposal or site. In these cases, the developer may nominate to provide public art on public land or make a cash-in-lieu contribution.
Definitions

The Percent for Public Art Policy currently requires that cash-in-lieu funds are to only be expended on public art located on public land within the vicinity of the development, unless otherwise agreed between the proponent and the Public Art Committee. This paper recommends an approach to cash-in-lieu contributions, based on the following definitions:

Public Land
Public land is considered as that owned or under the control of the Town. This includes parks, reserves, malls, piazzas, streets, laneways, verges, playgrounds and public buildings.

Public Realm
Many public art contributions will be delivered on private land. The policy requires that where the proponent provides public art, it shall be provided on site or within the public realm immediately adjacent to the site. When located on private land, it should be clearly seen from the public realm. Suitable high exposure locations include walls, windows, awnings, soffits, screens and structures.

Vicinity
Cash-in-lieu funds are to only be expended on public art located on public land within the vicinity of the development, unless otherwise agreed between the proponent and the Public Art Committee.

The plan is based on expending consolidated funds with more broadly defined areas, rather than immediately adjacent to the collection site.

Expenditure Areas
Cash-in-lieu contributions have been assigned to Expenditure Areas closely aligned with Urban Centres, where there is a clear link between the location and the potential for community benefit. The ten (10) proposed Expenditure Areas are intended to align with the objectives of Activity Centre Policy by:

- Concentrating public art within areas of high public activity.
- Capitalising on opportunities to revitalise established urban areas, as a catalyst for urban renewal in the surrounding catchment;
- Promoting walkable neighbourhoods within urban areas.

Priority Projects
Prioritising public art projects will assist the Town in determining how cash-in-lieu contributions are used. The priority is based on:

- An assessment of community needs;
- The availability of suitable public land or publicly accessible locations;
- The anticipated level of future private development contributing to the fund;
- The availability of existing funds.
Urban Centres

Urban Centres are a way of grouping social, cultural and economic activities. Expenditure Areas closely align with Urban Centres identified in the Town’s Economic Development Strategy. Centres can be described as either:

• Consumer Centres: provide for the daily goods and services needs of a local population catchment

• Knowledge Centres: provide for specialised education, health and social services for a broader inner Perth Metropolitan Area catchment

• Strategic Centres: provide specialised services and products for other businesses or visitors who tend to be from outside of the Town of Cambridge, either in the broader Perth Metropolitan Area, interstate or overseas.

City Beach and Floreat Beach are important entertainment and recreation precincts, in addition to providing valuable public open spaces. Public art has been included in recent redevelopments at both beaches. However, they are not included in the Plan, as they are currently located outside commercial and mixed-use development areas.
Expenditure Areas

The Plan identifies Expenditure Areas based on land use, population and anticipated future developments. Cash-in-lieu contributions collected within these areas should be expended within the same area, unless agreed otherwise. They include:

- Areas aligned closely with the West Leederville and Wembley Activity Centres. The majority of existing cash-in-lieu contributions are located within these areas.
- Smaller areas that display unique local character, due to their geographical isolation, scale and local patronage, that are likely to be the subject of future major developments.
Cash in Lieu Contributions

Existing cash-in-lieu contributions are located with the West Leederville, Medical Precinct, Wembley and Grantham Street expenditure areas.

<table>
<thead>
<tr>
<th>Property Address</th>
<th>Area</th>
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<tbody>
<tr>
<td>334 Cambridge Street, Wembley</td>
<td>5</td>
</tr>
<tr>
<td>187 Cambridge St, Wembley</td>
<td>6</td>
</tr>
<tr>
<td>21-23 Northwood Street, West Leederville</td>
<td>7</td>
</tr>
<tr>
<td>3 Oxford Close, West Leederville</td>
<td>7</td>
</tr>
<tr>
<td>264 Selby Street, Wembley</td>
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Public Art Types

There are a number of ways that public artworks can be categorised based on their form, scale and functional characteristics. Cash-in-lieu contributions are mostly associated with public art projects that are not part of the private development phase. The following types are based on the physical characteristics of the public artwork:

Stand-alone  
**Budget Range:** $5,000-$500,000

Three dimensional and freestanding, rather than embedded into the structure of the building or space. Many cash-in-lieu art projects are likely to be implemented on public land that are not part of a larger construction or landscape project. They may range from large-scale landmarks to small-scale discovery artworks.

Applied  
**Budget Range:** $5,000-$100,000

Interior or exterior surfaces that may include applied elements, surface treatments, paintings and murals. Mural projects can be one of the most effective ways of using cash-in-lieu contributions. They can provide opportunities for local, emerging artist and creatives that are not dependent on meeting construction timeframes.

Temporary and Ephemeral  
**Budget Range:** $5,000-$25,000

Nonpermanent art, such as performance, programmed events and temporary installations. They can be a highly effective use of contributions as they offer opportunities for participation by a wide section of the local community, often over a compressed timeframe.

Integrated  
**Budget Range:** $5,000-$100,000

Integrated into building structures, such as ceilings, walls, glazing, screens, floors, landscaping and paving. They have the potential to span both the interior and exterior spaces and may assist in defining or separating spaces. Cash-in-lieu contributions could be accrued for use as integrated artwork elements associated with the Town’s landscape or streetscape works.
**Public Art Types**

Public artworks can provide many community benefits and fulfill multiple purposes. A useful approach offered by Urban Art Projects defines artwork types by their contribution to wayfinding and the day-to-day experience of public spaces.

The following definitions can be useful in explaining an artwork's contribution to user's experience of the public realm. They are not exclusive categories, as any public artworks can operate on multiple levels.

Budget ranges are provided as a guide to assist in planning art projects. The range of project values represents upper and lower limits based on their ability to achieve the desired outcome using cash-in-lieu contributions. An art project may include more than one artwork type and operate at differing scales.

**Landmark Artworks**  
*Budget Range: $100,000-$500,000*

Sited at key locations within pedestrian or vehicular zones, their scale and visible make them appropriate for gateways, decision points, meeting points and destinations. Possible locations include the Cambridge Street Activity Corridor, West Coast Highway and the Leederville Station pedestrian bridge.

**Destination Artworks**  
*Budget Range: $100,000-$200,000*

Destination Artwork is intended to be an iconic attractor that is easily identifiable and highly memorable. They can be sited in locations with high pedestrian activity that are meeting, arrival or waiting points. Locations include City Beach and Floreat Beach.

**Precinct Markers**  
*Budget Range: $50,000-$200,000*

Precinct Markers are located at decision or rest points along a journey. They can assist with intuitive wayfinding within a public space through planned placement and form. Locations include West Leederville Station, Wembley Activity Centre and Grantham Street.

**Nodal Artworks**  
*Budget Range: $20,000-$100,000*

Located at a focal point, intersection or rest point along a road or pathway, they may consist of one or multiple elements that contribute to wayfinding. Locations include the Cambridge Activity Corridor, Ruislip Street Safe Street and Wembley Activity Centre.

**Discovery Artworks**  
*Budget Range: $5,000-$30,000*

Located along a pathway or rest point they can create moments of surprise, pause and intrigue. Discovery artworks are typically small-to-medium in scale and may be integrated or stand-alone. Locations can be widely distributed throughout precincts and linked by a common theme.
Public Art Projects

Priority Projects
Priority projects may involve a single artwork or combination of artwork elements. They have been identified based on the following criteria:
• The site demonstrates a clear community benefit;
• Suitability of the site, in terms of public access and visibility;
• Available funds are sufficient to achieve the required outcomes;
• Practical considerations, such as government agency, private owner and Town approvals;
• Ability to deliver the art project within a specified timeframe.

Current Funding
Existing funds have been consolidated into four Expenditure Areas. The amounts below represent the maximum amount available for public art, based on all past contributors agreeing that the Town can expend the funds.

A flexible approach in the planning phase, would allow art projects to be developed prior to confirmation of funding. The nature, number and scope of public art projects could be adapted while maintaining the underlying principles.

<table>
<thead>
<tr>
<th>Location</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Grantham Street</td>
<td>$21,000</td>
</tr>
<tr>
<td>Wembley Centre</td>
<td>$64,651</td>
</tr>
<tr>
<td>Medical Precinct</td>
<td>$55,000</td>
</tr>
<tr>
<td>West Leederville Centre</td>
<td>$109,340</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$249,991</strong></td>
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Current Projects
The Plan addresses opportunities for current cash-in-lieu expenditure, based on pooling funds from some sites into larger Expenditure Areas. Contributions can be expended using strategies that support the Town’s stated aims to:
• Celebrate local character and heritage;
• Support local emerging artists;
• Empower community groups to participate in the acquisition, development and installation of public artworks.

The Percent for Art policy requires that professional artists guide the planning and implementation of public art projects. Where appropriate, artists can also employ their skills and experience to realise community aspirations.

Identifying local community groups, networks and partners is a first step in realising these aims. Selected artists may also explore opportunities to work with emerging artists through workshops or mentoring.

Cash-in-funds should be used to deliver tangible outcomes for residents and visitors. The Town of Cambridge, local community group and partners can assist through ‘in-kind’ support.
Public Art Projects

**Location:** Wembley Centre  
**Type:** Streetscape  
**Preliminary Budget:** $64,651

Setbacks within the development at 334 Cambridge Street has resulted in a wider footpath in the immediate vicinity. This is an important consideration when nominating artwork within streetscape.

Public artworks could be incorporated in the streetscape as integrated and stand-alone elements focussed on the pedestrian experience. They may take the form of lighting, paving, informal seating, planters or small-scale sculptural elements.

**Location:** West Leederville Centre  
**Type:** Murals  
**Preliminary Budget:** $109,340

This is the most ambitious project and has potential to be expanded beyond the three nominated locations. Mural projects can be a catalyst for the local community and business to work together to improve the visual amenity and character of their area.

The approach requires consent from land owners, as well as agreement on requirements for access, ongoing care and eventual removal. The following walls on private land have been identified:

- Parapet walls at podium level on the north and south aspects of 21-23 Northwood Street.
- Parapet wall at Mary Street Bakery on the corner of Northwood Street.
- South facing wall at 7 Northwood Street at the entrance to Hull Lane.

**Location:** Medical Precinct  
**Type:** Mural & Streetscape  
**Preliminary Budget:** $55,000

The location is within the transport corridor and has has limited pedestrian activity. The contribution could be expended within the wider Medical Precinct in areas of greater exposure and pedestrian movement. Possible locations include:

- Marion Centre wall west of the main building. This would be a small project and would not account for the full value of the contribution.
- Cambridge and McCourt Street Intersection. Mostly visible to passing traffic. Limited space due to requirement to maintain clear sight lines for vehicles.

**Location:** Grantham Street  
**Type:** Streetscape  
**Preliminary Budget:** $21,000

Small to medium scale artworks that contribute to creating a distinct local neighbourhood character. They may be incorporated in the streetscape as integrated and stand-alone elements focussed on the pedestrian experience. They may take the form of lighting, paving, informal seating, planters or small-scale sculptural elements.

The Town may also consider commissioning small scale murals into shopfronts around corner locations at Nanson Street, Jersey Street and Marlow Street. The approach requires consent from land owners.
Expenditure Areas

The following section describes the ten Expenditure Areas and outlines an approach to expenditure of cash-in-lieu contributions. Each area includes a limited number of potential public art projects that are listed in priority order.

Future Funding
Advanced notice of future developments can assist in identifying projects subject to the Town’s Percent for Art Policy. However, it is not possible to determine the proportion of developments that may result in contributions to the cash-in-lieu fund.

Encouraging and supporting developers to include public art within their development will have the effect of minimising the need for the Town to manage cash-in-lieu funds. This is seen as the preferred short-term option in the absence of dedicated cultural services staff to oversee and deliver public art projects.

Future Projects
The proposed public art projects are based on preliminary information and should be reviewed and expanded over time. Implementation of a more comprehensive public art program involves the following key requirements:

• Evaluation of cash-in-lieu funded art projects in the broader context of a detailed Public Art Strategy and Implementation Plan;
• Evaluation of art projects in terms of the Town’s aims, resources and priorities;
• Detailed site analysis to confirm the suitability of the sites and any subsequent opportunities;
• Community consultation and support for the art projects; and
• Approval from private land owners.
Ocean Village

Approach
Surrounded by urban bushland and housing, the Ocean Village site is likely to be subject to future redevelopment. Developers should be encouraged and supported to successfully integrate public art into their buildings and site.

Advising proponents early in the planning process allows sufficient time to successfully incorporate public art requirements into their design. Planning for the public art contribution should be well advanced prior to the lodgement of the Development Application.

In the event that the proponent is unwilling or unable to provide public art within their development, the following cash-in-lieu opportunities have been identified:

Parkland
The Ocean Village site is surrounded by parklands and a system of pedestrian pathways that extend into surrounding residential areas. Discovery artworks can be small to medium scale and located at intervals along the pathway system.

The artworks may interpret local stories or celebrate local fauna and flora while aiding in wayfinding throughout the expanded neighbourhood. Locations can be widely distributed throughout the precinct and linked by a common theme.

Roundabout
Landmark artworks can be used to signal a decision point or arrival at a destination. The roundabout is a gateway and entry point to the Town of Cambridge. While nearby, Ocean Village’s location is not immediately apparent to vehicular traffic.

A large scale artwork located within the roundabout would assist with orientation and wayfinding for vehicles travelling along Hale Road. It would assist with identifying a precinct character and assist with establishing an identity for the development site. The public art contribution would need to be sufficient to allow for the appropriate scale and visual impact.
Empire Village

Approach
Empire Village was the location of the Athletes Dining Hall during the Empire Games in 1962. The precinct is a traditional shopping community where neighbours, friends and children meet accidentally while doing their day-to-day, or utilise the venues as meeting places.

Situated on the highest point of City Beach, it is a natural meeting place, and a hub for surrounding suburbs. Empire Village and its surrounding parklands are a community hotspot, servicing the day-to-day needs of local residents. It provides shady verandas and a choice of eat venues for those who want to meet and linger or for children to play.

Developers should be encouraged and supported to successfully integrate public art into their development with planning for the public art contribution commenced well in advance of lodgement of Development Applications. In the event that the developer is unwilling or unable to provide public art within their development, the following cash-in-lieu opportunities have been identified:

Beecroft Park
Beecroft Park is popular for passive recreation and social gatherings with abundant shady lawn areas. Facilities include play equipment, a basketball half court, barbecues and picnic area. Future residential development will increase the significance of the adjacent park facilities for passive recreation.

Small-to-medium in scale discovery artworks may respond the history and character of the site. They may be integrated or stand-alone and located along pathways, at rest points or form part of the playscape.

The Boulevard and Oban Road Intersection
The Empire Village development is located in a parkland setting some distance from the main arterial road. Wide verges and carparks make is less visible to passing traffic and visitors. A landmark artwork in the grassed verge at the intersection could express the Empire Village image and identity while providing an iconic arrival experience.
Floreat Forum

Approach
Floreat Forum is the key commercial and community focus for the surrounding area, with a range of district shopping and community facilities. Future development will be required to ensure that it does not impinge unduly on the amenity of adjacent residential properties.

Any new development will be a height and scale similar to the existing development and compatible with adjacent residential development and reserves. Public art contributions could focus on mitigating the scale and visual impact of the Howtree Place elevation.

In the event that the developer is unwilling or unable to provide public art within their development, the following cash-in-lieu opportunities have been identified:

Cambridge Library
The library is a vibrant community hub with high exposure to the Boulevard. A large scale landmark artwork in the grassed verge would emphasise the civic nature of the building and provide an iconic marker with clear sight lines along the Boulevard.

Howtree Place
The Howtree Place elevation provides a hard urban edge to the shopping precinct. Planning policies only require mitigation of visual impact when adjacent to residential areas.

The project would involve commissioning large scale mural works to introduce colour and imagery reflecting precinct character to the facade. It is an opportunity for local, emerging artist and creatives that is not dependent on meeting construction timeframes.

Oceanic Drive
The small triangular park is located at the convergence of a number of major roads. A landmark artwork in this location would primarily be experienced by vehicles passing through the area.

The artwork would act as wayfinding element and precinct marker, signalling arrival at the district shopping and civic precinct.
Cambridge Street West

**Approach**
The existing range of local shopping and community facilities in the Cambridge and Birkdale Street precinct will be consolidated to serve the day to day needs of the local residents. Any new development are intended to be similar to the majority of existing buildings and have no setback from the street.

The area has a distinct local neighbourhood character which can be enhanced through public art. Developers should be encouraged to incorporate the public art contribution within their development. Future cash-in-lieu contributions should be focused on adding character through colour, texture and local themes.

**Murals**
The mural project would be a catalyst for the local community and business to work together to improve the visual amenity and character of the area. The botanical theme adopted for the development at 447 Cambridge Street could be expanded to include other painted murals on retail and cafe businesses in the immediate vicinity. The two parapet walls illustrated on Birkdale Street could be the first of a series of works.

**Streetscape**
Future streetscape improvements in the area could incorporate artwork in the streetscape upgrades. Integrated and stand-alone artworks would focus on the pedestrian experience. They may take the form of lighting, paving, informal seating, planters or small-scale sculptural elements.
Wembley

The Wembley Centre is focused around a diverse main street characterised by its proximity to surrounding residential streets and local owner operated businesses. The centre will attract increased demand for residential apartments and commercial floorspace to meet population projections. Public art can support future land use and development by:

- Improving the public amenity to attract retailers and businesses that will be valued by the community.
- Attracting a diverse mix of new residents and businesses to the area.
- Contributing to a rich and layered precinct character.

Approach

Artworks have the potential to operate on a variety of scales. They can signal entry to a more pedestrian-oriented zone or punctuate the linear nature of the Cambridge Street corridor. They can make new buildings more memorable and make the area safer for pedestrian and cyclists.

Artists may be engaged in response to artwork briefs prepared Council staff. Artwork may be located at intersections, walls, and within the streetscape. The available amount of cash-in-lieu contributions may be a limiting factor in the extent of public art opportunities.

Public art can reinforce and support key elements of the Wembley Activity Centre Plan by:

- Supporting comfortable, interesting and safe routes for pedestrians and cyclists.
- Promoting a lively, 'main street' character for Cambridge Street, creating a focal point for local retail and services.
- Maintaining a human scale to buildings along street frontages and around public spaces.
- Enhancing the quality, identity, comfort, accessibility and usability of streets, parks and civic areas.
Wembley (cont)

The Town currently has one cash-in-lieu contributions for a development in the centre. The following public art opportunities have been identified:

**Streetscape**
The width of footpaths is an important consideration when nominating artwork within streetscape. Setbacks with the development at 334 Cambridge Street has resulted in a wider footpath in the immediate vicinity.

Public artworks could be incorporated in the streetscape as integrated and stand-alone elements focused on the pedestrian experience. They may take the form of lighting, paving, informal seating, planters or small-scale sculptural elements.

**Murals**
Parapet walls at podium level on the east and west aspects of 334 Cambridge Street are highly visible from a distance. Themes adopted for the development could be expanded to include other high exposure walls in the vicinity, such as the carpark at 357 Cambridge Street.

**Landmark & Nodal Artworks**
Landmark or medium-scale nodal artworks can heighten the sense of arrival in a distinct people-friendly precinct. While not an immediate priority, they should be planned well in advance to allow for sufficient funding.

Potential location include the Simper Street Roundabout and Alexander Street Intersection at the Wembley Hotel.
Medical Precinct

The Medical Precinct sit in a strategic location towards the eastern end of the Cambridge Street Urban Corridor. The St. John of God Hospital (SJOG) occupies the bulk of the area and is surrounded by predominantly medical uses and is the most recognised community asset. It is expected that the area will be influenced by current and future development infill along the Cambridge Street urban corridor and Subiaco.

SJOG is characterised by centrally located buildings, surrounded by carparks. In order to visual reduce the impact of parking on surrounding streets, most parking is screened by mature trees and shrubs. Public land surrounding the medical facilities tends to be limited to narrow footpaths.

Approach

Public art in major health facilities is usually focussed on promoting Health and Well-being. This is true of SJOG and applies applies to smaller allied facilities in the precinct. Public art is usually located where it is seen to provide the greatest public benefit, rather than merely its exposure to public land.

SJOG has a strong commitment to public art within their facilities. Their art curator and art advisory committee have commissioned significant public artworks across the various campuses. Where possible, the Town is encouraged to work with the hospital to provide public art within their development. This may a wider interpretation of what constitutes the public realm.

Locations

The Town has received a cash-in-lieu contribution for the Marion Centre development. The location is within the transport corridor and has has limited pedestrian activity. The contribution could be expended within the wider Medical Precinct in areas of greater exposure and pedestrian movement. Possible locations include:

- Salvado Road Entry. Located on the pedestrian route from Subiaco Station. Geographically separated from contribution site but provides the most visual impact and public benefit.

- Marion Centre wall west of the main building. This would be a small project and would not account for the full value of the contribution.

- Cambridge and McCourt Street Intersection. Mostly visible to passing traffic. Limited space due to requirement to maintain clear sight lines for vehicles.
West Leederville

West Leederville is a thriving, mixed use area that takes advantage of its inner-city location and access to public transport. Future planning for the area is based on:

• Creating comfortable, interesting and safe routes for pedestrians and cyclists.
• A lively, ‘main street’ character for Cambridge Street, creating a focal point for local retail and services.
• Maintaining a human scale to buildings along street frontages and around public spaces.
• Enhancing the quality, identity, comfort, accessibility and usability of public areas: street, parks and civic areas.
• Improving pedestrian and public transit connections between West Leederville, Leederville train station and the Leederville Town Centre.

Approach

Public art has the potential to operate on a variety of scales in the area and may be located at intersections, walls, and within the streetscape. They can signal entry to more pedestrian-oriented zones or punctuate the linear nature of the Cambridge Street corridor.

The Town has received two cash-in-lieu contributions for development in the centre. The intention is to initially focus art projects around the West Leederville station precinct, capitalising on its strategic inner city location and access to the train station.

The area is known locally as the Flower District due to the presence of flower wholesalers in Northwood Street. Flower districts are features of many cities are often located in thriving urban centres, characterised by their tendency to spill out of the confines of buildings into surrounding streets.

The area is home to many cafes, design firms and hospitality businesses. Local residents, landowners and businesses have formed local community group through the Town Team movement.

The movement is focused on creating connected, resilient communities and better places by working collaboratively with local government to improve their local place or area. If successful, the approach adopted for this precinct can be expanded into surrounding areas, making connections as far as Leederville Station and the Wembley Activity Centre.
West Leederville (cont)

Art Projects
The art project will draw on the character and history of West Leederville to provide a multiple and layered response to the locality. Artworks will focus on the commuter, pedestrian and cyclist experience, in scale and form. They will be responsive to the opportunity and constraints of the site, adding a layer of richness and storytelling to the urban setting.

Artwork may be located on walls, shop windows, awnings, laneways, pavements and verges. Artists will be engaged in response to further community consultation, which will include identifying and seeking approval for locations adjacent to public land. Projects will initially focus on the following opportunities.

Murals
Mural projects can be a catalyst for the local community and business to work together to improve the visual amenity and character of their area. The approach requires consent from land owners, as well as agreement on requirements for access, ongoing care and eventual removal. The following walls on private land have been identified:
- Parapet walls at podium level on the north and south aspects of 21-23 Northwood Street.
- Parapet wall at Mary Street Bakery on the corner of Northwood Street.
- South facing wall at 7 Northwood Street at the entrance to Hull Lane.

Streetscape
Future streetscape upgrades to Northwood Street and surrounding areas could include integrated and stand-alone artworks focussed on the pedestrian experience. They may take the form of lighting, paving, informal seating, awnings, planters or small-scale sculptural elements. Small to medium in scale, they add to the fine grained nature of the precinct and strengthen its distinct identity.

Nodal Artworks
Medium-scale nodal artworks can act as precinct markers, heightening the sense of arrival in a distinct people-friendly precinct. While not an immediate priority, they should be planned well in advance to allow for sufficient funding. The artworks may be located on the northern side of Railway Parade or to the south, adjacent to the railway reserve.
Vincent Street West

Vincent Street West will continue to accommodate a range of small to medium scale commercial uses, including community facilities, local shopping uses and mixed use residential and commercial developments.

Future development will need to minimise the impact on adjacent residential uses and to ensure a high standard of design appropriate to the location. The following design guidelines may be relevant to public art contributions:

• Building facades which are contemporary in design and articulated.
• Building facades which are detailed to provide variety and interest (i.e. do not incorporate expansive blank walls and excessive glazing).
• Entrances to buildings which are distinct and clearly identifiable within the building façade, through the use of canopies, recesses, columns, building material changes and lighting.

Approach

Developers should be encouraged and supported to successfully integrate public art into their development, with planning for the public art contribution commenced in advance of the Development Applications.
Harborne Street

The commercial precinct will continue to accommodate a range of small to medium scale commercial uses, including community facilities, local shopping uses and mixed use residential and commercial developments.

The area is in close proximity to Lake Monger and any future multi-level development is likely to offer expansive views over parklands, wetlands and the lake.

Approach
Developers should be encouraged and supported to successfully integrate public art into their development, with planning for the public art contribution commenced in advance of the Development Applications.

In the event that the proponent is unwilling or unable to provide public art within their development, the following cash-in-lieu opportunities have been identified:

Lake Monger
The lake is surrounded by parklands and pedestrian pathways that extend around the entire perimeter.

Discovery artworks can be small to medium scale and located at rest points, decision points or destinations along the pathways.

Locations can be widely distributed and linked by a common theme. They may celebrate local fauna and flora or interpret local stories.
**Grantham Street**

The Grantham Street Collection Centre includes the Grantham Street and Herdsman Collection Areas.

Grantham Street comprises three small local neighbourhood centres. The area primarily consists of single houses with potential infill development on nominated corner lots. A limited number of non-residential uses such as local shops, child care facilities, recreation areas and primary schools serve the immediate day to day needs of local residents and are an integral part of the residential environment. Any future developments will be small in scale, and unlikely to cause any significant disturbance to the area’s residential character.

The Herdsman Parade commercial area is located north of Herdsman Parade with primarily residential development to the south.

**Approach**

Developers should be encouraged to successfully integrate public art into their development. In the event that the developer is unwilling or unable to provide public art within their development, cash-in-lieu contributions should be directed to the three Grantham Street neighbourhood centres.

The centre currently has one small cash-in-lieu contribution. The following public art opportunities have been identified:

**Streetscape**

Small to medium scale artworks that contribute to creating a distinct local neighbourhood character. They may be incorporated in the streetscape as integrated and stand-alone elements focussed on the pedestrian experience. They may take the form of lighting, paving, informal seating, planters or small-scale sculptural elements.

**Murals**

Small scale murals could be a catalyst for the local community and schools to work together to improve the visual amenity and character of the area. The approach requires consent from land owners, as well as agreement on requirements for access, ongoing care and eventual removal. Murals could be incorporated into shopfronts around corner locations at Nanson Street, Jersey Street and Marlow Street.
Implementation

Short Term

• Review of proposed cash-in-lieu funded art projects in terms of the Town’s aims, resources and priorities;
• Detailed site analysis to confirm feasibility and identify any subsequent opportunities;
• Stakeholder and/or community consultation to determine level of support;
• Confirm ‘in-principle’ support from contributors and private land owners;
• Assign tasks to in-house staff or external public art consultant(s);
• Finalise artwork budget, scope and artist selection process;
• Prepare artwork briefs and select artists.

Medium Term

• Appoint dedicated cultural services staff to oversee implementation of an ongoing public art program;
• Community and stakeholder consultation;
• Evaluation of cash-in-lieu funded art projects in the broader context of a detailed Public Art Strategy and Implementation Plan;
• Update Public Art Inventory and Collection Management procedures.

Review

An annual Plan Review will ensure that it remains fit for purpose and in line with the Percent for Public Art Policy 3.19 and any future Public Art Strategy. The Plan will be reviewed from the date of adoption by the Public Art Committee to determine the following:

• Performance against the stated aims and goals;
• Evaluation of community benefit through stakeholder and community consultation;
• Annual income and expenditure;
• Confirmation of remaining funds;
• Projected estimates for additional funds associated with future developments;
• Priority projects for the short, medium and long term.