

City of Busselton

Urban Art Project Guidelines

City of Busselton Urban Art Project Guidelines

The City of Busselton Urban Art Policy (UAP) is designed to engage and encourage the community in the development of Urban Art Projects, which reflect the cultures and lifestyles of people who live within the City of Busselton.

The Urban Art Projects Guidelines (the Guidelines) enables and provides a framework for community groups and individuals to participate in creating public artworks using a wide range of styles on different surfaces on City owned and managed properties, including public walls and bus shelters for example.

An Urban Art Project Application (Application Form) must be completed and provided to the City of Busselton, with approval to be granted prior to commencing the project. Copies of the Application Form can be emailed or collected from the City's Cultural Development Officer.

The City will approve Art Concept Designs prior to art work commencing at the Location and subject to the Organiser/s consultation with key stakeholders.

For site specific Locations consultation must include key stakeholders such as:

- Residents or businesses located within viewing distance of the location;
- Sponsors or donors;
- Councillors, project partners, community groups and organisers; and
- Precinct stakeholders.

Consultation would consider the following criteria:

- Themes of artwork that reflect the City's values;
- Suitability in terms of
 - environment
 - culture
 - accessibility
 - point of interest and meeting place;
- Location
 - integration with existing artworks that are nearby;

- minimise impact on visual amenity of residential and business premises;
- proximity to infrastructure such as pathways, parks and parking;
- accessibility for maintenance works;
- Passive surveillance; and
- Materials used and cost of maintenance plan.

Locations where Urban Artworks may be sited include City owned or managed properties and infrastructure in Busselton, Dunsborough, Yallingup, Vasse and other Locality precincts such as town centres and foreshores, on public buildings, and infrastructure.

Urban Art and its purposes

The purpose of the UAP is to assist in achieving the following objectives:

- To encourage community participation in the creation of Urban Art Projects within the City;
- To encourage responsible Urban Art Projects and deter graffiti and vandalism of City property;
- To encourage a range of Urban Art styles which reflect the diversity of the community's aspirations and vision;
- To provide community access to high quality Urban Art Projects for education and art appreciation purposes;
- To build on and promote the character and identity of the Busselton region;
- To provide spaces within the City for artists' creative ideas and expression;
- To develop potential designs for infrastructure, public facilities, bins and structures located near public facilities; and
- To encourage pride and ownership of infrastructure in our community.

Urban Artwork Projects on City owned or managed property requires approval from the City.

This fits with the City of Busselton's Strategic Community Plan 2017 as follows:

KEY GOAL AREA 1

Community

Welcoming, friendly, healthy

1.3 A community with access to a range of cultural and art, social and recreational facilities and experiences.

2.0 Definitions

2.1 Artist

It is acknowledged that the term 'artist' is self-referencing. For the purposes of this Policy, artists are expected to be able to meet at least two of the following criteria:

- A person who evidences their experience in implementing successful public art projects;
- A person who has completed a university degree or a diploma in a relevant arts field (ie visual arts, multi-media, fine arts) as appropriate to the public art commission brief;
- A person who evidences the sale of their artwork through one or more reputable art galleries whose primary business is dealing in the works of professional artists;
- A person who has had works of art purchased by major public collections;
- A person who earns the majority of their income from arts-related activities, including: teaching, selling artwork or undertaking public art commissions.

2.2 Urban Art versus Graffiti Vandalism

It is important to distinguish between the terms *urban art* and *graffiti vandalism* and use them in the correct context. Defining these terms assists organisations and agencies by keeping language consistent.

The term "graffiti vandalism" refers to defacing private and public property without consent from the property owner.

Graffiti vandalism can take the form of writing, drawing or scratching onto surfaces using different implements such as paint, chalk, markers and stickers. Graffiti vandalism is illegal and is punishable by the Western Australian Criminal Code Sections 444, 445, 446, 557G and 557H.

There are four main types of Graffiti:

- Tags which are written or etched on any surface using pens, paint, spray cans and is the most common form of graffiti;
- Pieces which are large and small mural style works that may incorporate a signature and may have artistic merit;
- Slogans which are words, about an issue, idea or thought, can be applied with paint or stickers, paste ups or etched into a surface; and
- Stencils where a template has been used to create a design and spray painted onto a surface.

Urban art is legal artwork, where permission has been granted by the owner of the property. Urban art is painted on authorised surfaces, and is generally a well organised, skilled activity which has a strong aesthetic dimension, and in which artistic effort is the major consideration.

2.3 Graffiti in the City of Busselton

The City of Busselton recognizes that the presence of graffiti vandalism is a community concern that can have negative effects on the streetscape and urban environment, and reduces community pride.

The considerable financial costs involved in removing graffiti also imposes economic impacts on individuals, businesses, and the wider community. The City aims to remove graffiti as soon as possible when it has been identified or reported by the public.

The City of Busselton will proactively discourage graffiti by encouraging Urban Art Projects.

The City is proactive in its approach to vandalism and endeavours to remove offensive graffiti and repair vandalism within 24 hours. It is acknowledged that the longer an area stays in a vandalised state, the more likely it is to be targeted again.

Private property owners are also encouraged to minimise repeat incidents of graffiti by cleaning up the problem as soon as possible. The City offers free graffiti removal kits to the public to assist in this process.

2.4 Different Types of Urban Art

Urban art can be carried out through a variety of mediums and on a variety of surfaces. Two of the most popular types of urban art are Stencil Art and Aerosol Art.

Stencil Art makes use of paper, cardboard, or other media to create an image or text that is easily reproducible. The desired design is cut out of the selected medium and then the image is transferred to a surface through the use of spray paint or roll-on paint.

The process of stenciling involves applying paint across a stencil to form an image on a surface below. Sometimes multiple layers of stencils are used on the same image to add colours or create the illusion of depth.

Aerosol Art Spray painting is a painting technique where a device sprays a coating (paint, ink, varnish, etc.) through the air onto a surface. Spray guns evolved from airbrushes, and the two are usually distinguished by their size and the size of the spray pattern they produce. Airbrushes are hand-held and used instead of a brush for detailed work such as photo retouching, painting nails or fine art. Air gun spraying uses equipment that is generally larger. It is typically used for covering large surfaces with an even coating of liquid.

3.0 Urban Art Projects Considerations

The recommended process for Organiser/s to implement Urban Art Projects includes:

1. Identify the Possible Locations;
2. Identify and consultation with Primary Participants and Key Stakeholders;
3. Develop Plan of Action;
4. Implement Plan of Action;
5. Recognise and Reward Success; and
6. Evaluate the Project.

The Organiser/s of the project must submit an Application Form to the City of Busselton for approval, prior to the commencement of a project.

Applications can be submitted at any time of the year.

3.1 Possible Locations

The City has a list of possible locations which may* be suitable for an Urban Art Project (See Appendix A) that are generally visible and available for public use. Locations may also include bins, fences, and bus shelters for example. Future locations, subject to suitability, will be added to the potential Location List.

Locations might also include graffiti hot spots identified by the City.

3.2 Primary Participants and Organiser/s of the Project

The Guidelines encourage the whole community to develop Urban Art Projects that are reflective of the culture and lifestyles of the City of Busselton. Organiser/s of the project should live, work or study within the City or may be an organisation based within the City.

Organiser/s may be community groups, however generally professional artists or experienced community artists or arts groups will lead the Urban Art Project.

Public Consultation

Urban Artworks acquired by the City of Busselton are most often site specific Locations and require consultation with key stakeholders. These stakeholders may include:

- Residents or businesses located within viewing distance of the location;
- Sponsors or donors;
- Councillors, project partners, community groups and organisers; and
- Precinct stakeholders

It is essential that these groups are identified in the Application Form.

3.3 Process

Organisations and groups can apply to create an Urban Art Project in one of two possible project formats:

- Artist Coordinated Urban Art Project
- Community Coordinated Urban Art Project.

Artist Coordinated Urban Art Project

For example, in this model a group of students through a local organisation or community group, or a group of residents may apply to work with a professional artist to create an Urban Art Project.

This option would suit groups who wish to be involved in the creation of Urban Art Projects but do not have specific design skills, such as residents' groups, church groups, sporting clubs or local youth organisations.

Community Coordinated Urban Art Project

This category has been created to allow for exceptional circumstances where a group is able to demonstrate that they have an experienced artist in-house or group of artists, with suitable skills and experience to create Urban Art Projects of appropriate quality.

It is otherwise similar to the 'Artist Coordinated Urban Art Project' option and would suit groups with specific artistic skills such as schools with an art teacher, tertiary art students or local arts associations working with a community group.

3.4 Implementation of Action

The Organiser/s of a project will need to submit an Application Form to the City and receive confirmation of approval before commencing any works.

Art Design Concepts approved by the City, must also be shown to stakeholders before the commencement of painting.

When deciding on the design, the artwork may have a social, environmental, economic and aesthetic value. This includes:

- **Social Value**
The artwork can relate to the community, its demographic, cultural aspirations and identity.
- **Environmental Value**
Artwork can be related visually and conceptually to local and/or the natural environment;
- **Economic Value**
Ideally the finished artwork should add value to the public space and not devalue the area. It should also help reduce graffiti removal costs; and
- **Aesthetic Value**
The artwork should be visually pleasing to local and visiting community.
NB: The values listed are a great start for a community art project, but may not apply if a professional artist is being commissioned to produce an artwork.

The following are additional requirements in the Application Form must be met in order for an Urban Art Project to be considered for approval:

- **Durable and safe materials**
Most Urban Art Projects are a two dimensional painted design, created from suitable, weather resistant paints, covered by a protective and graffiti resistant coating. The City is able to offer advice with regard to the protective coating.
- **Appropriate content**
The artwork will include a wide range of artistic styles, subjects and themes, particularly works which depict an aspect of local life or celebrate a particular event or aspect of the community. However, *all images must be appropriate for viewing by all ages*, and may not depict illegal activities, violence or threatening images. Images should not glorify or encourage smoking, drug or alcohol consumption.
- **Suitability to location**
All Urban Art Projects should suit the proposed Location and appeal to primary users of the area.
- **Purpose and content**
Urban Art Projects should be quality art works which relate to the local community.
- **Community involvement**
While applications will be considered from small groups and even individual artists, the City seeks to encourage maximum community involvement.
- **Publicity**

It is good practice to coordinate the development of a website or social media platforms, where applicable, to add information to the organisations or City's website. It is beneficial to update stakeholders on the project's status for advertisement purposes.

Local newspaper articles, advertisements and flyers/letters to nearby residents can promote the Urban Art Projects and encourage the community to provide feedback. This may assist the community members to feel positively about the people involved and know that it is involved in approving the project. This will help enhance a sense of "community" among residents and may bring a sense of success and community involvement to the participants as the work is being recognised by the whole community.

Photographs of the Urban Art Project underway are a good record of the artworks' progression and should be considered as part of the evaluation process.

Note: When the Urban Art Project is approved, it will be important to consider the timing of the "painting" day, and consider back up plans if the weather proves inclement or other delays occur. It is also important to have a strategy to contact participants in the event of cancellation etc.

3.5 Engagement of the Artist

If using Artist/s external to the organisation, it is good practice to develop a written agreement prior to the project commencing.

The written agreement should incorporate:

- the definition of roles and responsibilities
- the project description
- a timeline
- intellectual property usage
- copyright
- public liability insurance
- determine the guidelines to be followed, and
- confirm the payment processes to the artist/s.

When employing the services of an artist, it is important to establish clear guidelines of the project to ensure the organisation meets funding requirements and the project's objectives, as well as ensuring that the needs of the artist are met. It is also important that the following be actioned:

- A police check should be obtained for an Artist to ensure that they have not been charged with graffiti offences. Often funding bodies will not fund or can withdraw funding for artists who have been charged or are likely to re-offend with these types of charges.
- A Working with Children permit should be cited and recorded if the Urban Art Project involves Youth.

3.6 Safety

The safety of participants and the general public during workshops and when the actual project commences should be considered the highest priority for Organiser/s. A risk management plan should be developed incorporating safety management issues prior to the project commencing.

Safety management considerations may include:

- the usage of safety vests, gloves, goggles and painting masks
- an on-site First Aid kit for any medical emergencies
- identification of fire exits
- information relating to emergency and evacuation procedures

- a Material Safety Data Sheet (MSDS) incorporating the management of materials and substances
- traffic management plan, incorporating road closures or traffic movements if applicable
- barriers to the general public.

3.7 Funding

Decide on how best to distribute the funding to maximise the money allocated to the project.

This could include allocating money for:

- Payment to artists or other contracted employees such as security;
- Salary for established staff;
- Documentation of project/administrative costs;
- Artist or participant travel costs;
- Painting equipment;
- Cleaning equipment and chemicals;
- Scaffolding;
- Safety equipment;
- Project launch costs; and
- Accommodation (if needed for workshops).

Once the project budget costs have been determined, there are many agencies that provide funding. For a comprehensive list, visit the Western Australian Grants Directory at: www.grantsdirectory.dlgrd.wa.gov.au.

Some of the grants offered for Urban Art Projects, include the Community Development Grants provided by Lotterywest; Western Australian Sustainable Communities Grants provided by the Western Australian Community Foundation; Department of Local Government, Sport and Cultural Industries; and the SGIO Annual Community Grants.

It is important to look at the criteria for each of these programs, and to talk to the funding program staff prior to applying, to ensure the Urban Art Project will fit requirements.

Under certain criteria, the Western Australian Police Grants Program also offers funding for graffiti-related projects. It is important to read the associated Graffiti Fund Policy Guidelines prior to completing a proposal. The guidelines contain information about eligibility, grant approval processes, performance assessment and terms and conditions.

For further information about the funding rounds and applications visit the Goodbye Graffiti website at www.goodbyegraffiti.wa.gov.au

3.8 Recognise and Reward Success

It is an important responsibility of the Organiser/s of the Urban Art Project to organise a launch or an unveiling event, and encourage the local community and other stakeholders to attend. This will bring a sense of success and community involvement to the participants as the work is being recognised by the whole community.

Organiser/s are encouraged to provide a certificate of recognition which might be presented to participants, particularly in the case of youth developed projects.

3.9 Evaluation of the project

Organiser/s and participants are encouraged to take part in a survey pre and post Urban Art Project to assess any changes in attitudes and views.

The Organiser/s should provide a brief report to the City's Cultural Development Officer to highlight successes and failures. Photographs of the process and finished products should be part of the evaluation.

A budget assessment of grant monies if applicable should be included.

Provide feedback by Artist on what worked or didn't work and recommendations for future projects.

Suggested Feedback forms can be provided.

3.10 On-going maintenance

As a condition of the Urban Art Project permit, the organiser will, in principle, be responsible for the artwork's maintenance and removal of graffiti at the site. If the Urban Art Project site is not maintained and graffiti removed in a timely manner, the City reserves the right to remove or repaint the surface.

Contact:

Cultural Development Officer : Jacquie Happ

T: 9781 0335 or E: Jacquie.Happ@busselton.wa.gov.au

List of City of Busselton Potential Locations:

Alan Street Ablutions	Alan Street, Busselton – beach end
Barnard Park Ablutions	Lot 338 Geographe Bay, Busselton (SE Cnr of Scout Rd Intersection)
Bayview Cres Ablutions	3 Finlayson St, Dunsborough (SE Cnr of North St)
Busselton Marine Rescue Ablutions	Lot 500 Geographe Bay Rd, Busselton (Opposite Georgette St Intersection)
Bunker Bay Ablutions	Lot 200 Farm Break Lane, Naturaliste (Approx. 100m from Bunker Bay Rd Intersection on South Side of Farm Break
Dolphin Rd Ablutions	Lot 4533 Dolphin Rd, Broadwater (NW Cnr of Geographe Bay Rd)
King Street Ablutions	Lot 4538, 4538 Geographe Bay Rd, West Busselton (North from the Cnr of King St)
Lou Weston North Ablution	Lot 4539, 2 King St, West Busselton (Access on King St, Opposite Thomas St Intersection)
Mitchell Park Toilets	Lot 5030 Geographe Bay Rd, Geographe (Entrance from End of Freycinet Dr)
Quindalup Sea Rescue Ablutions	Lot 4820, 4820 Geographe Bay Rd, Quindalup (North Side of Geographe Bay Rd Between Champion Way
Rotary Park Ablution	Lot 42 Causeway Rd, Busselton (Opposite Southern Dr Intersection)
Vasse / Abbey Beachfront Ablutions	Lot 4532 Geographe Bay Rd, Abbey (Approx. 100m East of Roberts Rd Intersection)
Bovell Park Toilets	28 Vasse Hwy, Bovell (Entrance Approx. 200m South of Bussell Hwy Intersection)
Lou Weston South Toilets	Lot 4539, 2 King St, West Busselton (Access of Dorset St)
Community Y	Bussell Hwy, Busselton
Dunsborough Playing Fields	Dunsborough Lakes Drive, Dunsborough