

CITY STRATEGY COMMITTEE ON 27/7/2009

AGENDA ITEM #####

**SUBJECT: THE RUNDLE PROJECT – INTEGRATED PUBLIC ART
MASTERPLAN FOR RUNDLE STREET [CS] (2009/00155)**

PURPOSE

To seek Council's approval on a whole-of-street Integrated Public Art Masterplan approach to future public art opportunities in Rundle Street – *The Rundle Project*.

STRATEGIC CONTEXT

Outcome 4 - Culturally Vibrant City

Outcome Statement

- The State's hub for creativity, recreation, cultural and artistic activity and exciting events.

Strategic Direction

- Foster creativity, recreation, cultural and artistic activities and events.

KEY MESSAGES

- *The Rundle Project* is an Integrated Public Art Masterplan (IPAM) or strategic framework to guide the direction and delivery of future public art outcomes throughout the entire Rundle Street precinct (Rundle Street and laneways).
- *The Rundle Project* will create a significant public art attraction for the City that encourages the public into the streets and lanes, to seek out and view the new and changing artworks. The resulting life and vitality will contribute strongly to a vibrant, populous and sustainable Capital City.

RECOMMENDATION

That Council:

- (1) Endorses *The Rundle Street Integrated Public Art Masterplan* (Attachment B to Item ## on the Agenda for the meeting of the City Strategy Committee held on 27 July 2009), to guide the direction and delivery of future public art outcomes along Rundle Street;**
- (2) Notes the revised 2009/2010 New Public Art Plan and Budget (Attachment A to Item ## on the Agenda for the meeting of the City Strategy Committee held on 27 July 2009), including a targeted expenditure of up to \$130k to public art initiatives in Rundle Street, delivered in accordance with the Rundle Street IPAM and subject to Council endorsement of proposed art options to be developed during 2009; and**
- (3) Notes that the Administration will come back to Council for consideration of future IPAM's for other key City precincts in 2010/2011, upon initial assessment of the success of the Rundle Street IPAM.**

REPORT

Background

1. On 13 October 2008 Council adopted the *Public Art Policy* and *2008-2013 Five Year Public Art Plan*. Rundle Street was identified as a key focus for investigation during 2008/2009, with capital funds identified for implementation during the 2009/2010 financial year and earmarked to continue in 2010/2011. This schedule was noted by Council and has been subsequently updated to reflect the 2009/2010 endorsed budget allocation for public art **Attachment A**.
2. The *2008-2013 Five Year Public Art Plan* is designed to deliver public art opportunities of excellence and innovation in strategic City locations.

A key deliverable within the Plan is to:

- Increase opportunities for developing and delivering integrated public art within Council's major urban design projects.

Further, eight Focus Areas for the location of new art works were identified to enact Council's *Creating our Future*, The City of Adelaide Strategic Plan 2008-2012. The eight Focus Areas includes one that encompasses *Rundle Mall /Laneways and Rundle Street*.

3. On 10 November 2008 Council approved a Report for Rundle Street Paving that identified an opportunity to improve the visitor and resident experience in Rundle Street:

"Public art ideas and concepts have been proposed as an integrated part of the upgrade to Rundle Street, being delivered under the proposed Annual Public Art Plan. This is the subject of a separate report to Council."

4. On 27 January 2009, consultant teams were sought to undertake a Rundle Street Integrated Public Art Masterplan (IPAM), to take advantage of integrated public art opportunities and synergies within the proposed Rundle Street paving upgrade. On 4 February 2009, a Tender briefing was held for interested applicants. Tenders closed 12 February 2009.
5. WAX Design, incorporating Craige Andrae from SPUD, Naomi Horridge and Tanya Court, were the successful applicants for the Rundle Street IPAM tender. The Brief required the tender consultants to explore and analyse the possibilities of integrated public artworks in Rundle Street and identify the most functional and influential locations for public art in the streetscape. Rundle Street's unique history underpinned the investigation and interpretation of public art options. The key findings include consideration of the existing and varied uses of the street (Rundle Street context), with the aim to encourage a diverse group of users to be inspired, interact, acknowledge and discover the precinct through public art, complementary to the activities occurring in the precinct, past and present.
6. Over a period of four weeks, the WAX Design team undertook extensive research and site investigations including meetings with Council staff, Hassell's (who are commissioned to assist with the Rundle Street pavement upgrade), artists, local trader representatives, Arts SA and other arts organisations. *The*

Rundle Project – Rundle Street Integrated Public Art Masterplan is the result of this work **Attachment B**.

7. The WAX Design team presented *The Rundle Project* to Council's Public Art Round Table (PART) on 10 June 2009 where strong in principle support and encouragement of the framework was received. This included the following summary from PART member, Mr David Kerr (Manager Development and Design, SA Museum):

"There is not much I can say about the Masterplan for Rundle Street except a whole hearted endorsement.

- It is very smart - intelligent and strategically clever - in its approach.
- Creating a typological analysis of activity is very useful for council and community alike in understanding what is going on in the public art and design realm, and by its own definitions it is a very inclusive approach.
- The report's ambition to be generative, map opportunities, promote innovation, question convention and encourage exceptional outcomes is a realistic expectation within the strategies it has laid down.
- Fusion is a very perceptive addition to the contemporary palette of possibilities for innovative, culturally generative outcomes
- I welcome the possibilities this provides for breaking open the paradigms of public art."

8. A Council Briefing was held on 23 June 2009, to gauge Council's opinion on the proposed Rundle Project as an innovative and new approach to public art delivery. Specific comments and discussion included:

- A "roadmap" for public art delivery.
- The precinct has a greater culture and identity than just entertainment.
- A great model for consideration in other precincts.
- A tool for attracting new investment of public art in the area by external parties.
- A Masterplan for public art that reduces 'plonk art' pressure.
- Provides for continual engagement and elements of surprise, which attracts a greater range / demographic (i.e. older) people to the precinct over a greater range of days and times.
- Builds upon previous studies and Masterplans for the East End including the 2002 Grieve Gillett East End Urban Design Study.
- The Rundle Project IPAM will maximise public art opportunities for a dynamic and mixed use (diverse community) precinct such as Rundle Street.

9. On 15 June 2009, as part of the annual budget process, Council approved an Annual Public Art Plan 2009-10 budget allocation of \$400k for public art in the City. Of this \$130k is proposed in this report to be targeted for delivery of integrated public art initiatives in Rundle Street.

Discussion

10. *The Rundle Project* unifies the history, urban geography, use, and built forms that define Rundle Street. The alignment of the 2008-2013 Five Year Public Art Plan and the recommendations proposed as part of *The Rundle Project*, establishes an exciting framework or roadmap for the delivery of integrated public art initiatives within Rundle Street for the future.
11. *The Rundle Project* was created from understanding the precinct's history, an extensive street/site analysis and a thorough mapping exercise of the streets built form, activities, users and functions.
12. The Rundle Project proposal is an opportunity to create a new approach for contemporary and integrated public art through a diverse range of artists and art mediums within a coordinated framework. The proposed approach aims to increase the quality and variety of art that can be presented in the City.

Policy Implications

- *The Rundle Project* is consistent with and supports Council's *Public Art Policy* and *2008-2013 Five Year Public Art Plan*. It is also consistent, and aligns strongly, with *Creating Our Future - City of Adelaide Strategic Plan 2008-2012*.

Business Plan Objectives/Outcomes or Service Implications

- The proposed *Rundle Project* program will provide an innovative framework to deliver the integrated public art outcomes identified in the *Annual Public Art Plan* during 2009-2010 and 2010-2011. It will also support and guide public art initiatives funded from other sources e.g. State Government grants, private commissions, etc. well into the future.
- *The Rundle Project* creates a manageable process for the long term development, turnover and maintenance of public art in the Rundle Street precinct.

Budget and/or Financial implications

- A budget allocation of 1.3% of Council's total annual Capital Renewal and Strategic Enhancement budgets is allocated to fund public art initiatives in the City.
- In 2009-2010 \$400k has been approved for public art and it is proposed that \$130k of this budget be targeted for implementing public art outcomes within *The Rundle Project* recommendations.

Resource Implications

- It is proposed that the Rundle Project be delivered within part of the current annual public art budget allocation.
- Art initiatives, such as *The Rundle Project* are currently identified as a key role and responsibility of the Public Art Officer (City Design). Coordination of the process and associated recommendations by the Public Art Officer will ensure the successful delivery of the program within existing resource capacity.
- It is anticipated that artists will independently seek additional funding from other arts funding bodies to create work for the street (the Rundle Project will appeal to artists and thereby attract a strong desire to utilise the street as a palette for public art, within the established IPAM framework).

- The ongoing maintenance costs will be factored into regular maintenance budgets. It is also anticipated that a number of artworks will be temporary in nature and require minimal maintenance and / or no ongoing funding.

Risk/ Legal/ Legislative Implications

- Council's current *Public Art Commissioning and Deaccessioning Operating Guidelines* will ensure that the delivery of the six typologies identified for Rundle Project includes suitable risk assessment processes to manage public safety and minimise the opportunity for vandalism.
- Additionally, Project Briefs, built upon the principles identified in *The Rundle Project*, will be written to ensure that artworks pose minimal risk to the public and adhere to Council's risk/legal/legislative and development requirements.

Consultation

- Members of the PART indicated strong in principle support of *The Rundle Project*. PART further suggested that the proposed approach will be welcomed by artists as it will, through a new and innovative public art outcome:
 - focus resources;
 - streamline processes and bureaucracy; and
 - build partnerships and support with local businesses, property owners and residents.
- The East End Coordination Group is supportive of the Rundle Project proposal. They anticipate that the Project, when rolled out, will deliver a wide range of local benefits and greater use of the street, not only as a public thoroughfare but also a popular destination, contributing to a safer, more engaging and dynamic environment.

Summary

13. *The Rundle Project* is a key public art initiative which contributes to the achievement of *Creating Our Future - City of Adelaide Strategic Plan 2008-2012* and Council's *Public Art Policy* and *2008-2013 Five Year Public Art Plan*.
14. Should Council choose to invest in public art in Rundle Street, *The Rundle Project* IPAM provides a framework in which to design and deliver public art, so as to achieve a defined, focused and integrated solution that maximises Council resources and will strongly attract external funding opportunities.
15. *The Rundle Project* will provide artists and the public a new long-term, ever changing, public art outdoor and on-line gallery experience. Its flexible format will deliver a wide range of traditional and contemporary artworks created and installed in the East End.

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