

Public Art Policy

**12 December
2006**

Policy Statement

The Public Art Policy is the clarification of the definition and categories of Public Art that Council recognises in order to ensure a consistent approach to the management of Public Art across the Taupo District. The additional Public Art Guideline document is in line with the objectives of the Public Art Policy.

Introduction

"Public Art" can be defined as artistic works created for, or located in part of a public space or facilities that are accessible to members of the public. Public art includes works of a permanent or temporary nature located in public spaces which the public has access to or can view; this includes, but is not limited to; parks, streets, squares, gardens walkways, public plazas, public facilities and building foyers.

Taupo District Public Art Policy

Taupo District Council will develop or accept public art inline with the "Guidelines for Implementation."

The Public Art Policy will ensure that the Taupo District Council meets its responsibilities in the delivery of Community Outcomes through:

- Increasing focus on art and culture: music, dance, visual and performing arts and other art forms
- Recognising and celebrating Maori culture through history, education, language, and festivals
- Raising awareness and celebrating our culture and heritage
- Recognising the special cultural relationship Ngati Tuwharetoa and its hapu have with land and water
- Balancing growth and keeping the special character of our district
- Acknowledging the diverse communities which make up our district and their needs
- Having a strong sense of community belonging

Contextual Relevance

Council supports the objectives of a Public Art Policy as ensuring consideration of cultural, historical and societal contextual relevance to the Taupo District

To help achieve this:

- (a) Primary consideration will be given to the objectives of *quality, diversity and contextual relevance*.
- (b) Public Art proposals must be consistent with the purposes and use of the proposed site
- (c) Public Art proposals must be suitable by way of form and quality for public viewing and accessibility.
- (d) Public Art proposals must aesthetically enhance the public space or built environment to which they relate or otherwise interact with the surrounding environment.

Categories of Public Art

Through the Public Art Policy, Council supports the definitions of **three distinct categories** of public art.

1. Urban and Environmental works/Major public works (Council Managed and additions to already established public spaces)

- Stand alone artworks located in an urban or natural environment.
- Usually created for the space concerned or in special circumstances transferred to it.
- Not necessarily an integral element of the space but has a contextual relationship to it.
- Permanent or temporary works.
- Created by a professional artist.



Title: Hexagonal Stone Towers

Artist: design Ginny Anderson, construction Alpine engineering

Location: Cnr Spa Rd and Tongariro St

Materials: Steel, pumice, scoria, obsidian, river stone, pink and grey dacite

Installation: 2005

Donated/ Purchased by: Purchased by C+R TDC

Condition: good

Maintenance requirements: nil

2. Community Artwork (Generally public-driven unless commissioned as part of category 1)

- Artworks created with a significant degree of community involvement.
- Usually created for the space concerned or in special circumstances transferred to it.
- Permanent or temporary artworks.
- May be created by either an artist working in collaboration with members of the community, or directly by members of the community, with or without supervision of an artist.
- It should be noted that the process of creating the artwork may be as or more important than the resulting artwork.

Turangi Millennium Milestones

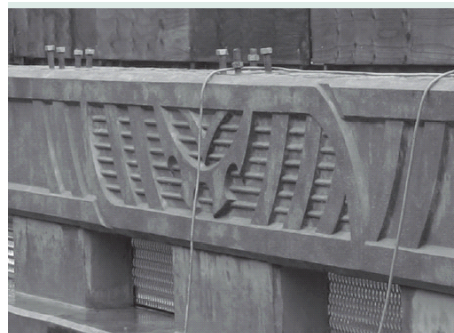


3. Integrated artist design (higher level design integration into new infrastructure)

- The objective of this category, in the absence of Urban Design Guidelines, is to encourage and facilitate collaboration between relevant Council divisions in order to discuss potential opportunities for incorporating design and/or art themes into new infrastructural projects (examples include aesthetic designs on bridges or road barriers)
- To facilitate conversation around the context, relevance, links to space, and appropriateness of introducing a theme into works projects.
- Must adhere to the principles of Crime Prevention through Environmental Design
- Must take all Health and Safety factors into account when implementing



Newton No 1 Bridge with new edge barrier - traffic face.



Barrier - outside face

Policy Outcomes

The Public Art policy will ensure the following outcomes:

- Collaboration between artists, planners, architects, landscape architects and urban designers whenever possible in the total design process.
- Increased awareness of current Public Art and the promotion of opportunities for new Public Art
- The encouragement of artworks which have relevance to their site, to the history of the area and are in keeping with the nature and cultural significance of the particular public space
- The recognition that Taupo District's collection of public art works constitutes a valuable and significant cultural heritage.
- A collaborative approach to identifying art and design potential within new and developing public places and built environment.
- The significant contribution to the development of cultural tourism.
- The promotion of local community identity – reflecting who we are and creating a sense of local and national pride.
- The Treaty of Waitangi is honoured and practises of partnership are respected

How the policy contributes to the wider Council Strategic Direction

The Public Art Policy contributes to the wider Council Strategic direction in terms of its relevance to the following:

Our People, Our Future Taupo District Community Outcomes 2005 *Liveable, Beautiful, Sustainable Taupo District*

Lakes, Rivers, Landscapes – Places we are Proud of

Caring for our natural and built environment

- Recognising the special cultural relationship Ngati Tuwharetoa and its hapu have with land and water
- Looking after lakes, rivers and streams
- Balancing growth and keeping the special character of our district
- Enjoying the outdoors and appreciating our beautiful environment
- Respecting, understanding and managing natural resources and features

Healthy People, Healthy Communities

Physical, mental, spiritual and emotional health

- Acknowledging the diverse communities which make up our district and their needs
- Providing access to affordable, quality facilities and services
- Ensuring everyone has access to affordable and healthy housing
- Promoting healthy, active lifestyles
- Having a strong sense of community belonging
- Promoting well-being through tikanga Maori

Safe and Secure

People living in and visiting the Taupo District feel safe and are able to enjoy what we have

- Encouraging respect for people and property
- Welcoming visitors and being hospitable
- Designing spaces, buildings and roads with community safety in mind
- Knowing that help is available when you need it

Thriving and Prosperous

Providing opportunities for business and employment that meet the needs of our community and the environment

- A diverse range of quality employment opportunities
- Encouraging new business start-up and business growth
- Providing education and training to help ensure a skilled workforce matched to the needs of the community
- Ensuring that infrastructure and services keep pace with growth
- Providing quality education and lifelong learning for all

Vibrant and Diverse

Respecting and supporting all people

- Recognising and celebrating Maori culture through history, education, language, festivals
- Raising awareness and celebrating our culture and heritage
- Increasing focus on art and culture: music, dance, art and other art forms
- Supporting our young people by providing role models and acknowledging their achievements

4) Cultural Development Strategy 2004

The Public Art Policy will contribute to the five strategic goals of the Cultural Development Strategy (2004).

- 1. Partnership:** Effective cultural partnership between Taupo District Council and Ngati Tuwharetoa, and its hapu and other stakeholders that result in co-operation and adds value to cultural development for the district and visitors
- 2. Knowledge:** Increased knowledge of and pride in district, history, people, stories, achievements and arts.
- 3. Protection:** High quality care and conservation of significant objects, buildings, collections, including historical trees, records and stories of the district for current and future generations
- 4. Facilities, Events and Services:** World class cultural facilities, events and services in the district which complement the world class natural heritage and increase access, quality of experience and satisfaction for the district and visitors.
- 5. Enterprise:** Distinctive cultural products for local, national and international investors, operators and visitors inclusive of accommodation, food, merchandise, visitor experiences. (Creative enablers)

5) Taupo District 2050 – Growth Management Strategy

Specific Aspects of the Strategy that relate to the Public Art Policy

Strategic Direction One: District Character

- Develop a well planned district of connected urban areas that reinforce strengths, individual character, and identity of each area

Strategic Direction Two: Outstanding Landscapes and Natural Areas

- Recognise the outstanding landscapes and natural areas within the District and protect them from inappropriate development

Strategic Direction Three: Settlement Patterns and Urban Form

- Identify, enhance and protect gateways to urban areas
- Provide greater definition between the rural and urban environments with increased protection of rural land for productive purposes and maintaining, linking, and securing networks of open space

Strategic Direction Four: Well Designed Places

- Plan and design new and changing urban areas to reflect the key urban design elements

- Improve community safety and encourage neighbourhood design that makes people feel safe
- Achieve design excellence for all new prominent community buildings and public spaces

Strategic Direction Five: Strong Communities

- Increase access to arts, recreation and other cultural facilities with a focus on development a strong cultural environment that reflects the ethnic diversity of the District

Strategic Direction Six: Tangata Whenua

- To recognise the historical and contemporary contributions of Tangata Whenua to the development of the District
- The ongoing management of growth will reflect the strong partnership between Tangata Whenua and the Taupo District Council

Strategic Direction Seven: Sustainable Economy

- Encourage an innovative and diverse economy and the development of niche markets that complement the character and communities of the Taupo District

Strategic Direction Eleven: Open Space Networks

- Networks of open space shall be used to help manage land use patterns and landscape values within the District and assist in shaping urban form
- Open space shall be available for recreational and leisure opportunities for the wider community including visitors to the District
- Encourage the development of a regional and district parks and open space policy

Strategic Direction Twelve: Leadership, Partnership and Collaboration

- Develop collaborative working relationships with other key stakeholders to achieve affective implementation
- Support community participation in planning processes, enabling local communities to articulate their future aspirations and enhance their sense of place and wellbeing
- Leadership in planning decisions will provide a high degree of certainty and accountability to the community, the development sector, and service and infrastructure providers

6) Urban Design Guidelines (2008)

The Public Art Policy is intended to form part of the Urban Design Guidelines once they are adopted. Therefore, the Council may draft and publish more prescriptive guidelines in relation to the principles of the Urban Design Guidelines as appropriate

