



Vans the Omega - Milton Street, Glenelg

STREET ART AND MURAL PLAN

Introduction

The City of Holdfast Bay recognises that Street Art such as murals significantly enhance the uniqueness, vibrancy and aesthetic of our public places and can contribute economically through cultural tourism. Street Art also provides artists with exciting professional development and career opportunities and contributes to a growing presence that celebrates creative expression and experiences for people as they travel throughout the city.

This Street Art and Mural Plan aligns with the Creative Holdfast Arts & Culture Strategy 2019 – 2024 and provides a guide and information to artists, businesses and property owners that are interested in creating or commissioning a street art installation.



Aurelia Carbone - Random Acts of Art

What is Street Art?

Street Art and Murals are two dimensional works painted or applied directly onto an external wall or surface and can enhance the aesthetic of public space. Street Art and Murals can often be responsive to a site and can deter graffiti vandalism and anti-social behaviour as it activates sites.

Street Art and Murals in the public realm are considered to have a short lifespan around five (5) – ten (10) years, given the materials used and the exposure to external weather conditions.

Types of Street Art include but are not limited to;

- **Murals** - Murals generally involve coordinated and site specific activity and can be defined as a genre within contemporary art. Murals are commonly characterised but not limited to stylised imagery and markings.
- **Stickers** - Pre-designed art, printed on stickers and applied in public spaces.
- **Paste Ups & Vinyl Wraps** - Pre-designed art, printed on large posters or vinyl and applied with glue in public spaces. Advertising and promotional installations are not considered art.
- **Stencils** - Pre-designed art which is sprayed through a stencil. Stencils are commonly applied to footpaths and walls and can vary in their complexity.
- **Graffiti** - Graffiti is an inscription, figure or mark written, painted, drawn or otherwise displayed on any surface. Tagging, a common practice of graffiti, is a calligraphic signature which is often illegally placed on public and private property. Council do not condone this type of work in the public realm and it is referred to as graffiti vandalism.

Why we love Street Art

The City of Holdfast Bay recognises that Street Art commissions enhance the vibrancy and value of our public places and supports creative industries and artists in their artistic practice.

Street Art provides various benefits to neighbourhoods, communities and to businesses and stimulates cultural tourism. The creation of artistic works in public sites enhance the experience of place, define the local character and identity and brings colour and energy to a space.

Commissioned Street Art

Commissioned public street art in Holdfast Bay is often delivered by Council as curated artworks or as graffiti management treatments or interventions. Other artwork commissions throughout the city have been initiated by the property owner, or an artist if they have had an idea or a concept for a particular wall in the public realm.

In all instances consent is required from the property owner (whether it is Council or the owner of private property). To protect all parties the artist should always get prior written approval from the building owner before commencing the artwork project.

To ensure that the city has an array of quality public artworks, commissioned street art will consider the relevance and appropriateness of the work to the context of the proposed site, and consistency with Council's current planning, heritage, environmental and precinct plans and Council policies.

You can view the Public Art and Memorial Policy on Council's website.

For any public art commissions not carried out by, or on behalf of Council the property owner and or artist are required to check that the site for installation does not have heritage listing or that no heritage overlay applies. Heritage overlays can apply to individual buildings or precincts and help protect cultural heritage significant sites or buildings.

Contact Council's Planning Department to confirm whether a property is heritage listed at mail@holdfast.sa.gov.au or phone 8229 9862

If you are an Artist and want to create an artwork in a public space. Or if you are a property or business owner and want to commission an artist to install a public artwork on your building or business. Here are a few questions to consider before you begin to plan your Street Art project.

Opportunity and Response

- Why are you considering a street art installation
- What are the reasons and objectives for creating a street art installation
- Will the creation of a artwork at your selected site enhance the space

Location

- Do you have a site in mind
- Is the potential site visible from multiple vantage points and perspectives
- Can you find out easily who owns or manages the site
- Is the surface of the wall suitable for the application of street art installation
- Will the surface of the wall need cleaning, patching or priming
- Is the property / building heritage listed
- Will a street art installation make a genuine impact and difference to the site
- Will the site require a temporary footpath or road closure to install the artwork

Personnel and Experience

If you are a property owner or business:

- Do you have an artist in mind
- Do you have a certain artistic style or genre of art that you would like to see created on your building
- Will an artwork complement the aesthetic appeal of the surrounding public space and street scape
- If you are a business owner and lease the property do you have approval from the property owner

If you are an artist:

- Do you have the skills and expertise to work on a large scale public artwork
- Do you have the equipment and appropriate licenses for elevation machinery if required
- Is your artwork design original, captivating, engaging and appropriate for the selected site
- Will your artwork style complement the aesthetic appeal of the surrounding public space

Budget and Resources

- Do you have the resources and budget available to undertake a street art project
- Have you investigated funding opportunities to support your project
- Will the wall surface need preparing to prime the site for the best artwork outcome

Permissions

In all instances consent is required from the property owner (whether it is Council or the owner of provide property). To protect all parties the artist should always get prior written approval from the property owner before commencing the project.

It is also advisable that a contract or letter of agreement is formulated between all parties involved and should outline approval of the street art project and design, dates for installations, the funding agreement or payment schedule if applicable, the lifespan of the artwork, maintenance agreement and any additional expectations or requirements.

Contact Council's Planning Department to confirm whether the property is heritage listed and requires any approvals mail@holdfast.sa.gov.au.

If the installation of the artwork requires the temporary closure of a footpath or road you will need to contact the Arts & Culture Coordinator at mail@holdfast.sa.gov.au who can provide information and assist you to seek the appropriate approvals.

Insurance

Regardless of the scale of the street art project, artists should consider insurance. It is advisable that artists procure public liability insurance that will cover the project. Public liability insurance will cover damages on site and injury to bystanders that are not working on the project. It does not cover people working on the project, employees, or volunteers. You may want to consider additional personal insurance to cover you and the people working on-site.

Worksite considerations

When a street art installation is taking place it should be considered as a worksite. Like any worksite rules such as safety, compliance, and appropriate permissions need to be undertaken. Anyone working on the project should be briefed with the onsite rules by the lead artist or project manager and must comply with all Work Health and Safety (WH&S) requirements.

Notifying and working with the community

It is advisable that artist or property owner notifies the community, other business owners and or people that live or work within close proximity to proposed street art installation site prior to commencing the installation. This can easily be done by a letterbox drop with a flyer outlining the dates and information about the project or through face to face discussions. It is best to engage people early and take the time to tell people what you are doing.

Grant and Donation Grant funding

Council offer a number of funding opportunities that artists and property owners can apply for. There is a specific Arts & Cultural Community Donation stream which artists, organisations and community groups can apply for in order to fund public art or cultural activities that will take place in the City of Holdfast Bay.

The Shopfront Fund Grants Scheme assists the owners and/ or tenants of buildings within Jetty Road Brighton, Jetty Road Glenelg and Broadway Glenelg South precincts to enhance the exterior appearance of the building.

Street Art in Holdfast Bay adds value and vibrancy to our public spaces and provides artists with creative development opportunities.

If you are an artist who is interested in creating Street Art or a business or property owner who feels that a mural or installation will add to the artistic appeal of your business and the surrounding public place, we would love to hear from you.

For more information or to share your ideas and discuss the best path forward for your particular project, please contact the Arts & Cultural Coordinator on 8229 9969 or send an email to mail@holdfast.sa.gov.au

