



PUBLIC ART & DEVELOPMENT

CONSULTATION DRAFT JAN. 1996

PLANNING AND DEVELOPMENT SERVICES

BRISTOL LOCAL PLAN
POLICY ADVICE NOTE 9



CONTENTS

Introduction

pages 2-4



Key Policy
What Is Art?
The Role Of Public Art?
Public Art in Bristol
A Tradition of Art and Craft
'Percent for Art'

Achieving Public Art as Part of Development

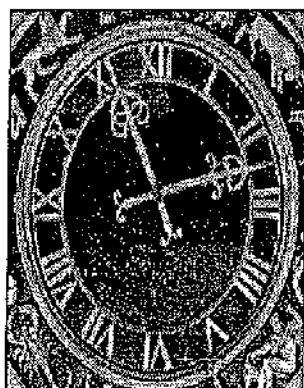
pages 5-7



Identifying Appropriate Schemes
Voluntary Participation
Efficient use of Resources
Choosing an Artist
Involving the Artist
Types of Work
Standard of Work
Maintenance

Advice and Further Information

pages 8-9



City Council Contacts
Useful Contact Addresses
List of Illustrations



INTRODUCTION

This advice note is one of a series of documents which aim to encourage high standards of development and environmental quality in Bristol. It provides supplementary planning guidance for developers, architects, designers, and local people on how to achieve the principles contained in Policy B8 of the Bristol Local Plan.

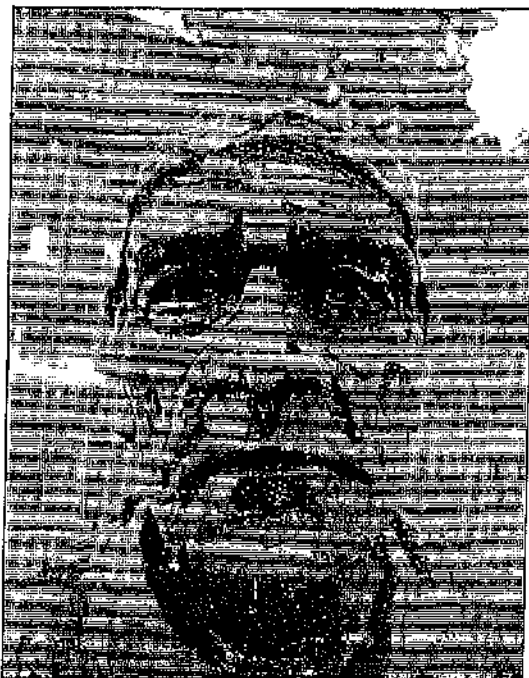
KEY POLICY - B8 Public Art

The City Council will promote 'public art' through its negotiations with developers. In determining applications, account will be taken of the benefits of providing new works of art or craft, as an integral part of new buildings, open space, refurbishments or extensions. Such works should seek to enhance or improve the quality of the development and/or surrounding environment.

What Is Public Art?

For the purposes of Policy B8, Public Art includes works of fine art, craft and photography, incorporated within the design of buildings or landscapes which are generally accessible or visible to the public. Works of art may be permanent or temporary, fixed or freestanding, and produced by artists or craftspeople either individually, or together with other design professionals or members of the local community.

The Role Of Public Art



It is increasingly recognised that art can add greatly to the public enjoyment of a development. The inclusion of works by artists and craftspeople will both contribute to the visual interest and identity of a scheme and the City as a whole. In particular, art can be used to enliven street frontages and provide visual interest alongside pedestrian routes.

Public art can encourage civic and community pride. An attractive environment makes sense for people and for business. Works of art and craft can be used to interperate local culture and history, or the activities of the site, and can provide fresh images and new ideas that stimulate debate, as well as an appreciation of the built environment.

PUBLIC ART AND DEVELOPMENT

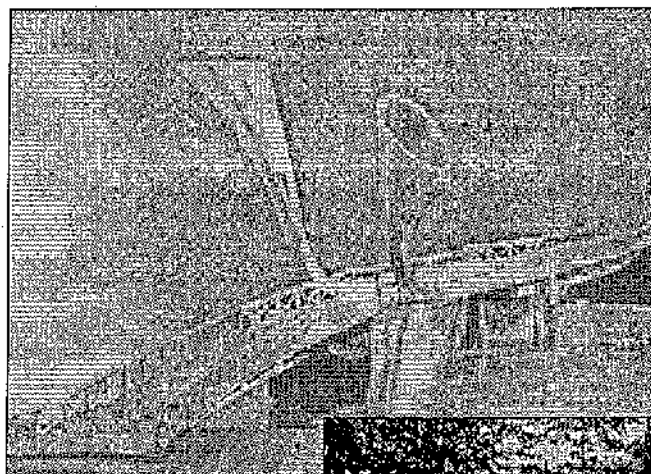


Public art makes a positive contribution to urban regeneration schemes, helping to revitalise areas and create a strong sense of place. Good design contributes to the success of any development, and attractive architecture incorporating works of art or craft can enhance the value of a development for years to come.

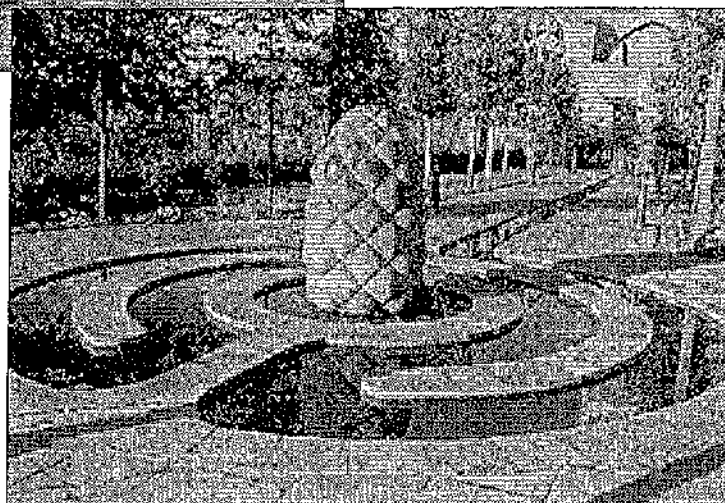
Public art encourages partnership between artists, craftpeople, design professionals, developers and local community. It can stimulate the local economy, creating employment opportunities for artists, craftspeople, manufacturers and suppliers. In many cases public art can attract additional funding to a scheme from grant giving bodies and sponsorship.

Public Art in Bristol

The City Council is committed to the promotion of public art where it contributes to the attractiveness of the City as a place to live, work, visit and invest. When planning applications are considered, the inclusion of works of art or craft that enhance the development, will be highlighted as a positive aspect of the scheme.

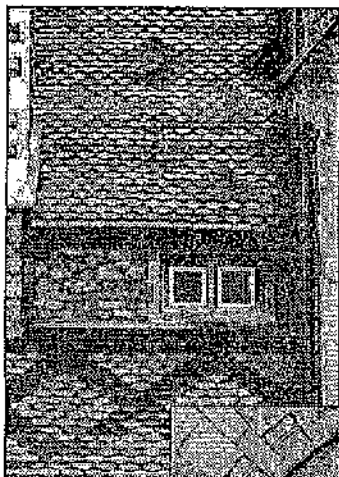


The City Council welcomes smaller scale projects, as well as grander statements, and recognises the contribution that the cumulative effect of art and craft makes to the city environment.





A Tradition of Art and Craft



Ornamentation and the inclusion of works of art or craft have been an integral part of building and landscape design for centuries. In the past many buildings have been given a special identity by artists and craftspeople, working together with architects, to enrich and embellish the public face of development. Bristol contains a wealth of examples where the benefits of artistic involvement are clearly demonstrated.

Recent development practices and the standardisation of building methods and products have reduced the potential contribution of artists and craftspeople. This has led to less diversity, and a broad concern that towns and cities are

loosing their distinctiveness, and the individual character that gives them their identity.



'Percent for Art'

Concerns over the aesthetic qualities of development projects in the USA have resulted in the adoption of 'Percent for Art' schemes. In short these involve setting aside a percentage of the construction costs of a building or development in order to enhance the project by incorporating works of art or craft. Pioneered by Philadelphia in 1958, similar schemes now operate in 21 states and 98 cities throughout the United States.

In 1989 the Arts Council promoted the use of 'Percent for Art' in Britain, encouraging local authorities to persuade developers to commission works of art and craft on a

voluntary

basis. As a result many authorities, including Birmingham, Leicester, Southampton, Swansea and Swindon, have policies similar to that contained in the Bristol Local Plan.





ACHIEVING PUBLIC ART AS PART OF DEVELOPMENT



(i) Identifying Appropriate Schemes

The City Councils' Public Art Policy will be pursued mainly with regard to major development proposals, where an opportunity to enhance the scheme through the incorporation of art or craft is identified. Opportunities to incorporate public art within landmark developments; or schemes which provide a focus for public related activities, will be seen as a high priority. There is a potential, however, for works of public art or craft to make a contribution to the appearance of any scheme which has an impact on areas that are accessible or visible to the public.

(ii) Voluntary Participation

In Britain the provision of public art as part of development proposals is sought on a voluntary basis. In line with the 'Percent for Art' schemes widely applied throughout Europe and the USA, the City Council recommend, as a guideline,

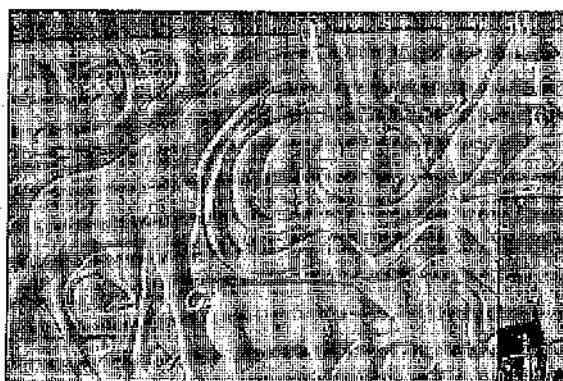


that one percent of the budget associated with a major scheme is allocated for the purpose of incorporating works of art or craft.



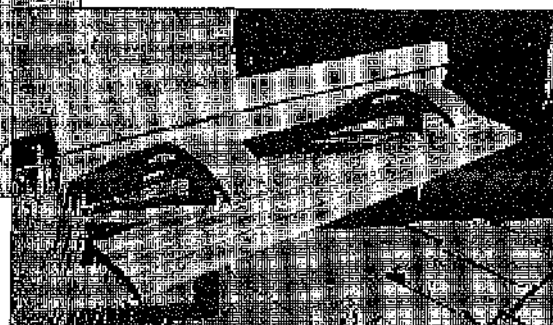
(iii) Efficient use of Resources

The incorporation of works of art and craft into development projects should not be seen as providing additional features stuck on to buildings or set within landscape areas. Many of the essential elements that make up a building or landscape are particularly suitable for artistic interpretation and can be provided at a relatively small proportion of the overall budget, over and above that of a standard item. For example, entrances, surrounds, cladding, doors, windows, balconies, lighting, signage, gates, railings, seating and paving areas can be individually commissioned to give a development special identity.



(iv) Choosing an Artist

Having decided to set aside a budget for public art, the developer selects



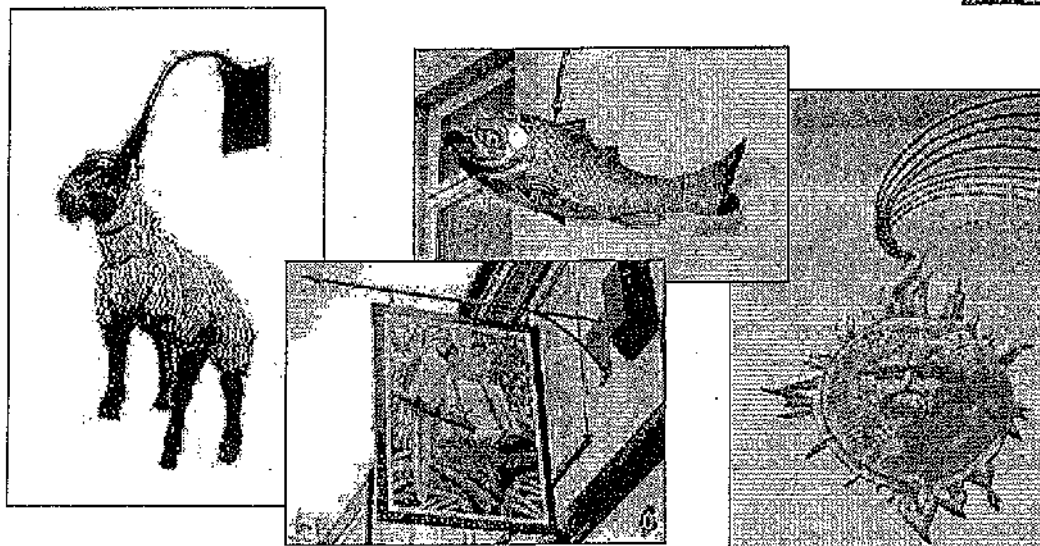
artists and craftspeople who can contribute to the creation of an attractive and well-designed development. On larger schemes,



developers are encouraged to seek professional advice for help in identifying opportunities, drawing up a brief, and establishing a method for selecting artists. This may involve some form of limited competition. It should be noted that national bodies such as the 'Public Art Forum' and the 'National Artists Association' have established Codes of

Conduct covering good commissioning practice, and examples of commission contracts have been produced by the Public Art Forum's legal advisor.





(v) Involving the Artist

The artistic input should be considered at the earliest possible stage of a scheme. Artists should ideally be involved in the creation of the development proposal as a member of the overall design team. Where a piece of work fails, it is often because it has been commissioned as an afterthought, and bears little relationship to its surroundings, or the overall design concept.

(vi) Types of Work

The types of work encouraged by the Public Art Policy are extensive, and might include sculpture, murals, tapestries and flags, street furniture, decorative stone carving, joinery, metal and glass work. Artistic involvement can also be used to influence building design, paving and landscape features. Such works should be integral to the development or its setting, and contribute particularly to those parts that are accessible or visible to the public. In addition there may be opportunities for temporary works, particularly during the construction period.

(vii) Standard of Work

Any works commissioned should be of a high quality, and conform to health and safety requirements.

(viii) Maintenance

The developer will be responsible for the proper maintenance, repair and conservation of the works commissioned by them, and should ensure that any subsequent owner accepts this responsibility.





ADVICE AND FURTHER INFORMATION

Planning Officers can be contacted through our Reception Staff, preferably by writing or telephoning to make an appointment. An appointment will ensure that Planning Officers can make time to see you and maximise the benefit of your visit. The contact address is:-



Planning Department
Directorate of Planning and
Development Services
Brunel House
St. Georges Road
Bristol
BS1 5UY
Tel: (0117) 922 3774

Further City Council advice can be
obtained from:

The Arts Development Officer
Leisure Services Directorate
Colston House
Colston Street
Bristol
BS1 5AQ
Tel (0117) 922 3699





The following contacts may be useful, with regard to the provision of Public art and commissioning:-

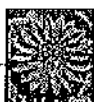
South West Arts Public Art Unit
Bradninch Place
Gandy Street
Exeter EX4 3LS Tel: (01392) 218 188

The Visual Arts Department
The Arts Council of England
14 Great Peter Street
London N1 9BY Tel: (0171) 333 0100

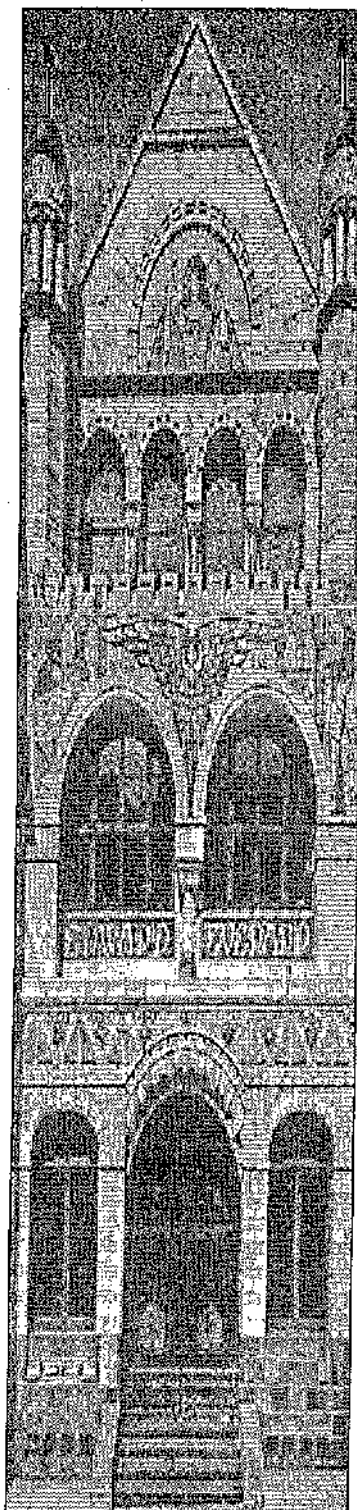
The Crafts Council
44a Pentonville Road
Islington
London N1 9BY Tel (0171) 278 7700

National Artists Association
Spitalfields
21 Steward Road
London E1 6AJ Tel (0171) 426 0911

Public Art Forum
Flat 1
The Priory
Webber Street
London SE1 ORQ Tel (0171) 928 0850



LIST OF ILLUSTRATIONS



- | | |
|--------|---|
| Cover | MOTHER AND CHILD - Walter Ritchie
Bristol Eye Hospital, Lower Maudlin Street, Bristol |
| Page 1 | HOROLOGICAL CLOCK
The Council House, Colloge Green, Bristol |
| Page 2 | JOHN CABOT - Stephen Joyce
Narrow Quay, Bristol |
| Page 3 | ST AUGUSTINES FOOTBRIDGE - Ellis O'Connell
St. Augustines Reach, Bristol |
| | BESIDE THE STILL WATERS - Peter Randall Page
Castle Park, Bristol |
| Page 4 | DECORATIVE ROOF PATTERN
Blackboy Hill, Clifton, Bristol |
| | POLYCHROMATIC FAIENCE TILES - W J Neatby
Former Everard's Printing Works, Broad Street, Bristol |
| | STONE FIGURES
36 Corn Street, Bristol |
| Page 5 | STONE CARVING
Christ Church, Broad Street, Bristol |
| | BRONZE STATUES - Edwin Rickards and Henry Poole
The Victoria Rooms, Queens Road, Bristol |
| Page 6 | BRICK SCULPTURE - Walter Ritchie
Bristol Eye Hospital, Lower Maudlin Street, Bristol |
| | PARK BENCH - Alan Tilbury
Castle Park, Bristol |
| | SEATING - Alan Peters
Castle Park, Bristol |
| | RAILINGS
Winterstoke Road, Bedminster, Bristol |
| Page 7 | SHOP SIGNS - Stephen Joyce
St. Marks Road, Easton, Bristol |
| | TEMPORARY HOARDING - Polytechnic Student
Redcliff Quay, Redcliff Street, Bristol |
| Page 8 | THE APOTHEOSIS OF SABRINA - Gerald Laing
Broad Quay House, Narrow Quay, Bristol |
| | MOUNTED HORSEMAN - David Backhouse
St. Bartholomews Court, Narrow Lowins Mead, Bristol |
| Page 9 | EXPLORATION - Phillippe Threlfall,
Kennedy Collings and James Blunt
Redcliffe Quay, Redcliffe Street, Bristol |



PUBLIC ART & DEVELOPMENT
POLICY ADVICE NOTE NO. 9



USE THIS FORM FOR COMMENTING ON THE DRAFT POLICY ADVICE NOTE

The City Council has published this Policy Advice Note in draft form to allow any interested individual or organisation the opportunity to comment before it is finalised. You can comment on any aspect of the document or on anything that has been omitted. All the comments received will be taken on board when the PAN is revised. Eventually it will be formally adopted as Supplementary Planning Guidance to the Bristol Local Plan.

USE THE SPACE BELOW FOR YOUR COMMENTS
(CONTINUE ON A SEPARATE SHEET IF NECESSARY)

Name (or organisation).....
Address,
Date

Please return your comments as soon as possible
and no later than:

March 11th 1996

Thankyou for your comments. If you would like any further information on the Policy Advice Note No. 9
please contact Mark Luck on telephone no. Bristol 922 2969



If English is not your first language and you need a translation, we can get one for you.

Bengali

ইংরেজী আপনার মাতৃভাষা না হলে এবং আপনার কোন
অনুবাদের প্রয়োজন হলে আমরা তা প্রদান করতে সক্ষম।

Canterese

如果英文不是您的第一語言，而您需要翻
譯的話，我們可以為您安排。

Gujarati

જો તમારી પહેલી ભાષા અંગ્રેજી ન હોય અને તમને
ભાષાંતરની જરૂર હોય તો અમે તમને તે આપી શકીએ છીએ.

Hindi

यदि अंग्रेजी आप की पहली भाषा नहीं है और आप को
अनुवाद की आवश्यकता है तो यह हम आप को प्रदान कर
सकते हैं।

Italian

Se l'inglese non è la vostra prima lingua e vi
occorre una traduzione, ve la possiamo fare noi.

Polish

Jeżeli angielski nie jest twoim podstawowym
językiem i wymagasz interpretacji, skorzystaj
z naszych usług.

Punjabi

ਜੇਕਰ ਇੰਗਲਿਸ਼ ਤੁਹਾਡੀ ਪਹਿਲੀ ਭਾਸ਼ਾ ਨਹੀਂ ਅਤੇ ਤੁਹਾਨੂੰ
ਉਤਰਾਸ਼ਟੀ ਦੀ ਜ਼ਰੂਰਤ ਹੈ ਤਾਂ ਤੁਹਾਡੇ ਲਈ ਅਸੀਂ ਇਸਦਾ ਪ੍ਰਬੰਧ
ਕਰ ਸਕਦੇ ਹਾਂ।

Somali

Haddii Ingiriisku aanu ahayn afkaaga kowaad
oo aad u baahan tahay turjumaad, annagaa
kuu samayn karraa.

Urdu

اگر انگریزی آپ کی پہلی زبان نہیں ہے اور آپ کو ترجمہ کی ضرورت ہے
ہم آپ کے لئے کام کر سکتے ہیں۔

Vietnamese

Nếu quý vị không thạo Anh văn và cần bản dịch,
chúng tôi sẽ giúp quý vị một bản.

**If you need any of the information in this document reproduced in a different form
(such as on tape, in larger print or in Braille), please contact us.**

Tel.(0117) 935 5425



Written and prepared by Urban Design & Technical Services,
Planning and Development Services Directorate, Bristol City Council