



TOWN OF
VICTORIA PARK

Mural Arts Plan

Commissioning and Maintenance



Information and Process in Mural Arts



Hayley Welsh (2010)

Artist Hayley Welsh, 128A Burswood Rd

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1. About the Town of Victoria Park

The Town of Victoria Park (the Town) is a vibrant and diverse community situated just across from the Perth CBD. We have great cafes restaurants and unique retail stores. Our neighbours are the Cities of Canning, Belmont and South Perth. The population is over 32,000 and is expected to grow to 45,756 by 2031.

The Town is committed to long term sustainability and operates within a framework which guides the Town's environmental, economic and social impact in terms of growth. This framework will ensure there are resources to meet the needs of our growing community.

Our Vision is:

Victoria Park – Vibrant Lifestyle | Our Mission is summarised through four key components:

Creative

- We will embrace creativity.
- Our Town will be unique, quirky and identifiable.
- We will be creative in all things, in the decisions we make and the solutions we find.

Attractive

- We will attract people and businesses into our Town.
- Our Town will be the destination for lifestyle, work and recreation.

Friendly

- We will be welcoming.
- We will listen.
- We will make your day.

Environmentally sustainable

- We will be aware of the changing environment in which we operate, live, work and recreate.
- We will make decisions based on environmental, economic and social impact on our environment.
- We will create the best environment in which to live and work.

Our Values are:

- Positive
- Inspirational
- Caring

'We aim to live these values. We are a place 'big enough to count, and small enough to care.'



2. What are Murals?

Murals are large-scale artworks, often outdoor paintings or installations that may cover an outdoor wall or other public infrastructure.

The Town aims to continue to promote the character and identity of the Victoria Park region through creating local or regional landmarks. This is achieved by physically enhancing public places, through creating points of interest, animating spaces and providing beauty, character or colour to places/environments.

3. What is the Mural Arts Plan: Commissioning and Maintenance?

This plan applies to private residents, business properties or public open space unless otherwise defined in the following Town policies and plans:

- Town's Economic Strategy and Tourism Plan 2013 – 2020
- Strategic Community Plan
- RECN3 Visual Arts
- Public Art Masterplan
- Local Planning Policy 16 – Albany Highway Residential/Commercial Design Guidelines
- Local Planning Policy 17 – Street Frontage Design Guidelines for District Centers and Commercial Areas along Albany Highway
- Local Planning Policy 20 – Design Guidelines for Developments with Buildings above 3 storeys
- Local Planning Policy 22 – Development Standards for Causeway Precinct
- Local Planning Policy 25 – Streetscape
- Local Planning Policy 26 – Boundary walls
- Policy ENG12 Graffiti Removal Management
- Local Planning Policy 32 – Minor Residential Development
- Local Planning Policy 33 – Guide to Concessions on Planning Requirements for Mixed-Use, Multiple Dwelling and Non-Residential Developments

The Mural Arts Plan: Commissioning and Maintenance focuses on an increase in partnerships between the Town, business and the community that will allow an increased level of local participation and decision making to assist with implementing and monitoring outcomes.

The mural arts aims to contribute to 'sense of place' by creating difference and identity for particular locations and continues to support the artistic development of regional artists as well as introduce international artists to the region.

The Mural Arts Plan: Commissioning and Maintenance objectives are:

- To encourage community participation in the development of mural arts projects within the Town;
- To introduce a range of mural styles which reflect the diversity of the community's aspirations and tastes;
- To provide community access to high quality mural arts for education and appreciation purposes;
- To build on and promote the character and identity of the Victoria Park region; and
- To deter graffiti and vandalism of Town property.

4. Who can participate in the Mural Arts?

The Town recognises the important role played by the arts in expressing and creating the cultural identity of a community, as well as the broader benefits of associating a place with art, rather than art with a specific place.

The Town encourages artistic engagement and regularly partners with diverse stakeholders including individuals, organisations and groups to deliver murals, as well as promoting murals being delivered from partner organisations around the Town.

Outcomes are encouraged to be the product of the artists practice whilst reflecting concepts of their individual artistic pursuits. The Mural Arts Plan: Commissioning and Maintenance continues all year round and the timeline for individual mural projects are assessed on a case by case basis.

5. Mural Arts Criteria

Any mural with street presence can only proceed by completing the Mural Application Form (Appendix 1), pending approval from the Town. Proposed mural project applications will be evaluated against the following criteria (note: essential criteria is mandatory).

Please note, an Application for Development Approval must be submitted in conjunction with the Mural Application Form (Appendix 1) for a mural on a residential property that is visible from the street or public realm, given the impacts it may have within a residential streetscape environment.

As part of the Application for Development Approval assessment, the Town will undertake community consultation, to take into account the views of surrounding residents and property owners and the potential impacts it may have on the surrounding community, before determining whether or not to approve the mural.

For additional information on the Application for Development Approval process, including fees and requirements, please contact the Urban Planning Unit on 9311 8111.

Essential Criteria

These primary requirements must be met in order for a mural to be considered for Town approval.

- **Durable and safe materials**

Most murals are a two dimensional painted design, created from suitable, weather resistant paints, possibly covered by a protective and graffiti resistant coating for longevity and graffiti resistance. Where other materials are proposed (e.g. mosaic) it is essential that the finished work will be durable and safe, as suits the site. For example, it should have no sharp edges, delicate materials, potential water traps or protruding pieces which present a risk.

- **Appropriate content**

Mural Arts will welcome a wide range of artistic styles, subjects and themes, particularly works which depict an aspect of local life or celebrate a particular aspect of our 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.

- **Design obligations**

The artist must develop an original design for the artwork based on the application and the preliminary design.

Desirable Criteria

It is desirable if the application meets the following criteria, however it is not essential:

- **Suitability to location**
All murals should suit the proposed location and appeal to primary users of the area.
- **Purpose and content**
Murals should be quality artworks which aim to engage and reflect the Town values as written in the Public Art Masterplan.
- **Community engagement**
While mural applications will be considered from small groups and even individual artists, the Town seeks to encourage maximum community engagement.
- **Diversity**
The Town will approve murals from a range of artistic styles, which represent the breadth of our community.



6. Maintenance Plan and Ownership

The copyright and intellectual property of the mural remains with the artist.

The ownership of the artwork remains with the property owner, as it is on their property. Once the artwork is finished, it is in the public domain.

By law, ownership and decisions on removal reside with the property owner. The Town encourages a memorandum of understanding (MOU) is signed with the property owner and the artist, which highlights all conditions of the commission. The MOU should also indicate that if the property owner decides to remove or paint over the work, they notify both the Town and the artist with three weeks' notice to allow documentation to take place. This is compliant with the *Australian Copyright Act 1968 (SECT 195AT)*.

Need to inspect and refresh murals

The Town may inspect existing murals in the public domain on regular basis. In addition to the repair and maintenance of murals, there is a case for the replacement of some or all murals, based on subject matter, age and condition.

Key reasons are:

- To remove irreparably damaged murals or those known to attract graffiti;
- To remove murals which are faded, weathered or stained beyond repair (e.g. with bore water);
- To regularly update the streetscape and refresh the local vista;
- To periodically make prime locations available again and provide a fresh canvas for new generations of mural artists;
- To provide a mechanism for the removal of any murals which are no longer in line with community expectations or considered appropriate for the area.



Artist: FIELDS, 363-367 Albany Highway

Appendix 1:

Mural Application Form

Applicant Details

Name of Applicant:		
Name of Business/Organisation/ Community Group: (if applicable)		
Address:		
Phone:	Fax:	Email:
Alternative Contact:		
Phone:	Fax:	Email:

Proposed Location: (provide exact address and description –OR if no specific location desired, leave blank)	
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Mural Project Summary: (brief project description)	
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Proposed Duration of Project:

Who Will be Involved:

(up to 100 words)
(Give a brief overview of your organisation or group and who would be involved in creating the proposed mural. Include number of participants and any demographic/special interest factors.)

Proposed Mural Description (up to 500 words)

Please provide a detailed description of the proposed project. Your description should include the following:

- The purpose of the project;
- The artistic nature/concept of the project;
- The processes required to undertake the project;
- How the proposed mural/project fits with the wider context of the artists practice;
- What sort of artistic media and style will be used in the creation of your mural; and
- Who is funding the mural.

Attachments

- Photographs of the proposed site (if a specific location requested);
- Confirmation of support from Property Owner (including contact details of property; owner);
- Artist CV;
- Brief artist biography detailing skills and previous experience with projects of this kind;
- Overview of the proposed artwork (including a sketch or digital design); and
- Up to six digital images of previous work by the artist.

Checklist:

Have you:

- Read the Mural Arts Plan: Commissioning & Maintenance criteria?
- Discussed your project with the Creative Arts Officer at the Town of Victoria Park?
- Completed each section of the application form?
- Included additional information on the proposed mural?

Project Agreement

Print name:	
Signed:	
Date:	
Title:	



Artists: James Cooper & Nick Zafir,
855 Albany Hwy. (Posier Lane)



Town of Victoria Park
Administration Centre
99 Shepperton Road, Victoria Park

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**This information is available in an alternative format
to people with a disability on request 9311 8132**