INTEGRATING PUBLIC ART INTO NEW AND EXISTING DEVELOPMENTS

GOAL: Incorporate public art into developments to enhance the visual quality and richness of a place, create a sense of pride and identity.

South Oxfordshire District Council supports active public art policies as it firmly believes that working with artists can enhance physical spaces, create identity and pride and welcome new residents to new community settings. This helps achieve one of the council’s ambitions to deliver our key services, support our communities and improve facilities within the district.

Public art needs to be taken into consideration at the outset of the design process, be of local relevance/significance to ensure it makes a valuable contribution to the character and success of a development. Public art is art for the public specifically designed by artists for the purpose of public display (i.e. it is beyond the artist’s work merely shown in public spaces). Public art is always site-specific and can take many forms that may include sculptures, fencing, paving, (this is covered under street furniture), street furniture, mosaics, glass work, flooring, lighting gateways or even community events.

Public art provides a great mechanism for leisure and planning to meet the broader Council’s corporate objectives. Public art features can be accepted as part of a planning application or worked as a project within the design and build of a scheme, sometimes secured via Section 106 or through Community Infrastructure Contributions (CIL), or incorporated within a planning application.

Additional useful and interesting resources:
- South And Vale of White Horse District Council Public Art Policy
- Oxfordshire Arts Partnership Public Art Commissioning Guidelines
- Public Art online
- Association for Public Art

Public art in the form of paving (Oxford and Drayton, Oxfordshire)

To inform your design:
- Original brainstorming of ideas

To communicate your design:
- The evolution of your design from initial concept to final design
TEST YOUR DESIGN:

Ensure that works of art commissioned in any new development:

5.1 are of the highest quality;
5.2 are designed and created by professional artists;
5.3 have local relevance/significance (if not to the site then to the local area);
5.4 are informed by public participation and involvement where appropriate;
5.5 are informed by liaison and development with the Arts Development Officer.

Sculptural art can be integrated in the public spaces at various scales (Didcot and Milton Keynes)

Public art integrated into boundary treatment (Great Western Park and Abingdon)