

SWELLENDAM MUNICIPALITY

DRAFT POLICY: PUBLIC ART

Purpose

To guide the application, installation and display of public art within in the jurisdiction of the Swellendam Municipality.

Definition

Public Art, by broad definition and for the purposes of this policy, is art erected, applied or installed for public consumption and enjoyment. Public Art is usually located in public spaces and / or on publicly owned land. Public art commonly takes the form of outdoor sculptures, installations, or murals.

1. For the purposes of application, management and control, public art is to be considered broadly in the same manner as graffiti, as it is similarly visible to the broader public.
2. Any individual, collective, corporation or institution which intends applying / erecting a mural or any one of (or a combination of) any inscription, word, figure, letter, sign, symbol, sketch, picture, drawing, mural, or design to any natural or man-made surface, a sculpture or a purpose-built installation, on any municipality owned property or structure, and / or which will be visible / accessible to a person from a public place, must apply in writing to the delegated authorised official for a permit to do so.
3. The application for a permit to be made on the requisite application form, and be accompanied by the written consent of all adjoining property owners and / or any other interested and affected parties.
4. The application for a permit must include full details as to the motivation (and where necessary, an explanation) for the inscription, word, figure, letter, sign, symbol, sketch, picture, drawing, mural, design, sculpture or installation as applicable, as well as the intended extent, height and width, and the materials and implements to be used. The application is also to include an accurate likeness, illustration or description of the intended work.
5. The application must include a Curriculum Vitae of the artist responsible for the work to be installed, who is preferably to be a registered member of the Visual Arts Network of South Africa, or similar.
6. The delegated authorised official must, on receipt of the application, consult with all affected Departments of the Municipality, before preparing an Item to Council for a decision.
7. Council may grant or refuse an application for a permit, and is to advise the applicant in writing within 30 days of the decision.
8. In the event of Council granting an application, a permit will be issued to the applicant, subject to such conditions as may be imposed.
9. Council may designate specific spaces to be utilised for said inscriptions, words, figures, letters, signs, symbols, sketches, pictures, drawings, murals, designs, sculptures or installations, which are to be identified after consultation with the relevant communities, ward committee and interested and affected parties. Said spaces may be altered / varied over time.
10. A person may apply to utilise a designated space, for a period of 3 months, which may be extended for a further, but final 3 months, thereafter.
11. In considering applications, Council is to be circumspect, whilst remaining mindful of citizens' freedom of speech. Council ought also to deliberate on whether the intended work does not offend, discriminate, or exhibit overtly political messaging. Works are similarly to be considered in terms of safety, integrity, visual impact and overall standard and quality. Essentially a work is to contribute positively to the public spaces, by way of its aesthetics and visual interest, but should also encourage contemplation and thought.
12. Council's decision on applications is final.