

<b>ITEM 8.8</b>	<b>DEE WHY ART WALK</b>
<b>REPORTING MANAGER</b>	<b>DEPUTY GENERAL MANAGER ENVIRONMENT</b>
<b>TRIM FILE REF</b>	<b>2014/303442</b>
<b>ATTACHMENTS</b>	<b>NIL</b>

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### EXECUTIVE SUMMARY

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#### PURPOSE

To provide a report on the Dee Why Art Walk concept following the Council meeting of 27 May 2014 where Council resolved in part to:

- B. Provide a report identifying the outcomes of the presentation of the first draft to the Vibrant Connected Communities Strategic Reference Group following their consideration of the report in June 2014.*
- C. Following the meeting of the Vibrant Connected Communities Strategic Reference Group, provide a report to Council with a summary of the recommendations from the Place Making and Public Art Consultancy.*

#### SUMMARY

Council's Place Making and Public Art Consultant has investigated and reported on the location and elements of an Art Walk through Dee Why incorporated with the Dee Why Town Centre Upgrade designs.

#### FINANCIAL IMPACT

The cost of establishing the Art Walk infrastructure is expected to be covered by existing budgets for the Development of the Dee Why Town Centre Upgrade works. Funding for major art works will need to be confirmed in future design stages.

#### POLICY IMPACT

Nil

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### RECOMMENDATION OF DEPUTY GENERAL MANAGER ENVIRONMENT

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That Council support the Art Walk concept for the development of the Art Walk during Stage 2 of the Dee Why Town Centre Place Making and Public Art consultancy.

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**REPORT**

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**BACKGROUND**

The Dee Why Town Centre Master Plan identified public art as an element to integrate the Master Plan's key components of water, landscape, culture, health and wellbeing for environment and community. The Master Plan postulated that "public art will assist in creating a place that rewards exploration while engaging the community, telling stories and fostering pride of place".

Art within Dee Why has strong historical roots, including the emergence of an artist's community of painters, musicians and writers in the early 20<sup>th</sup> century. Many artists settled permanently at that time while others used Dee Why as a temporary base to visit and be inspired.

Council has recently celebrated Art within Dee Why through the Christmas Window Display competition and more recently the Dee Why Art Bomb Project. This project gave a glimpse into the diversity of art works possible within an urban environment and explored the use of temporary installations.

In developing the Dee Why Town Centre Master Plan's vision towards implementation, Council has engaged a Place Making and Public Art consultant to inform the landscape design. The consultant has investigated the constraints and opportunities for Public Art within the Dee Why Town Centre. Council requested the consultant to specifically investigate the opportunity for a permanent Art Walk that allows for both permanent and temporary installations.

**Art Walk Concept**

Council's consultant has taken the elements of the Master Plan and analysed the opportunities for art installations within the town centre upgrade works. In doing this analysis, there is a need to examine how these art works will reflect the place making ideas for Dee Why and form threads that link the town centre.

The Dee Why Art Walk that has been conceived from this analysis, is a cultural walking trail located within the heart of the town centre. The trail could provide a variety of experiences, ranging from passive observational artworks, through to dynamic interactive artworks. Artworks on the trail may comprise two and three dimensional artworks of a range of scales. They may include murals, graffiti walls, augmented reality, integrated landscape treatments, sculptures, interpretive signage and even food experiences. As well as a great cultural experience, the Art Walk will allow people to explore some of Dee Why's best locations.

**Analysis**

The analysis undertaken has identified elements that together make up the holistic approach to art within the Dee Why Town Centre. The elements identified include gateway elements at key entry points to Dee Why, the opportunity for art in major open spaces and integration art elements to link the major sites.

Gateway elements have been identified at the southern and northern entry to the town centre and at the main bus stop hub at St David's Avenue. These gateway elements are positioned at entry points to Dee Why Town Centre and would serve to create a marker for entry to Dee Why along Pittwater Road. These elements would be major artworks installations and may relate to each other through a linking theme. These pieces could also be lit at night to provide a 'beacon' marking Dee Why. The Gateway art works reinforce a sense of arrival within Dee Why and would express Dee Why's unique qualities.

Place destinations are spaces within the public domain that would be linked by the Art Walk. These locations would contain a number of attractions for people and can be areas where formal art pieces link with artistic street furniture and landscape design. There are also opportunities for temporary installations, spontaneous activation through 'pop up' elements and for seasonal events at these locations. These locations could also house more significant art installation pieces.

Pedestrian art corridors would utilise the proposed and existing pedestrian pathways between place destinations as a canvas for art. These corridors can be locations for performance art as well as permanent and temporary installations. Directional signage for the Art Walk could also be developed as art pieces forming a tangible link to the rest of the Walk.

It is envisaged that along with permanent art installations there would be plinths in key locations which provide permanent locations for temporary exhibitions. The plinths present a unique opportunity for local and visiting artists to exhibit their work.

The Art Plinths are proposed to be located in various places along the trail, throughout the town centre. The plinths could be open to the air and comprise varying scales to accommodate a range of works. They could also be made as enclosed / lockable plinths to facilitate the display of delicate works. Both types could be illuminated in the evening and thus providing night time activation, as well as security for the items displayed. The open air plinths can also be used by street buskers and street performers as temporary performance spaces.

### **Art Walk Location**

The Art Walk is proposed to link the main destinations within the Dee Why Town Centre. The walk forms two loops, a large loop from Dee Why Parade in the north extending down to Stoney Range in the South and a smaller loop within this around the central area of the Town Centre. The main inner loop walk passes through Walter Gors Park, "Bow-tie Park" (North and South Triangle Parks), down Oaks Avenue to St David's Pocket Park, the Civic Hub and along Pittwater Road to Dee Why Parade and returning to Walter Gors. The diagonal corridor through Walter Gors and the Triangle Parks provides excellent locations for a variety of art installations. Similar corridors may be possible parallel with Pittwater Road at the Civic Hub and through the Triangular block at Fisher Road.

The larger loop connects the southern Triangle Park to the new link road through to Pacific Parade, Sturdee Parade and Delmar Avenue to Pittwater Road and down to Stoney Range. The return leg connects with Redman Road Plaza and through Fisher Walk; Pittwater Road or Fisher Road to St David's Pocket Park and back to the inner loop.

Sculptural works of Art are proposed at Walter Gors, Civic Hub and Redman Road Plaza along the path of the walk.

The final walk locations, artwork and plinth positions and other specific details will evolve through the next stage of design for the Town Centre.

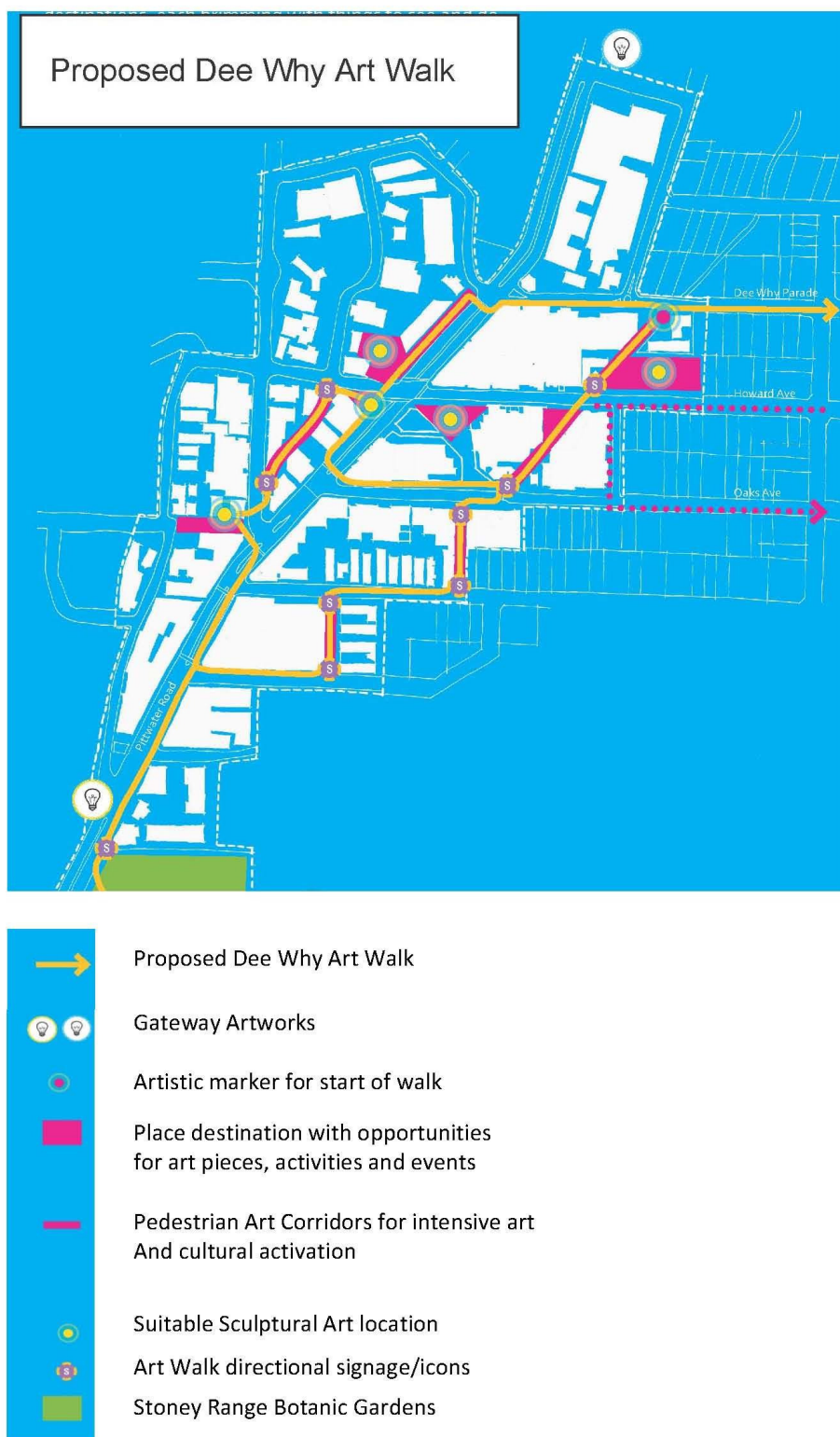


Figure 1: Proposed Dee Why Art Walk locations

**CONSULTATION**

The ideas and concepts of the Art Walk and elemental analysis were presented at the 12 August meetings of both the Vibrant Connected Communities Strategic Reference Group and the Connected Environment Strategic Reference Group. The proposals were well received. No recommendations were received from the SRGs. The Stage 2 development of the concepts will be tabled at future SRG meetings.

**TIMING**

The consultants will be engaging Stage 2 of the development of the Dee Why Town Centre designs in November. This stage will see greater collaboration between the Place Making and Art consultant and the Streetscape Design consultant to develop streetscape strategies that integrate public art ideas and plinth locations. Stage 2 of the work is due to be completed in March 2015.

A phase of public consultation will follow Stage 2.

The Dee Why Town Centre upgrade works are expected to occur over several stages. However the Art Walk can evolve through this period with each section being developed along with the streetscape works in those locations. It is envisaged that more informal use of the Art Walk could precede the formal completion of the works.

**FINANCIAL IMPACT**

The cost of establishing the Art Walk infrastructure is expected to be covered by existing budgets for the Development of the Dee Why Town Centre Upgrade works.

Funding for major art works will need to be confirmed in future design stages.

**POLICY IMPACT**

Nil