



PUBLIC ART

AND LANDSCAPE INTEGRATION PROJECT

CORNER QUEEN STREET AND MERTON STREET, ALTONA MEADOWS

Deadline for submissions: 5.00pm, Friday 19th March 2010

About Hobsons Bay

The City of Hobsons Bay is situated on Port Philip Bay some 10 kilometres west of central Melbourne. It covers an area of approximately 66 square kilometres and includes the suburbs of Altona, Altona North, Altona Meadows, Brooklyn (part), Laverton, Newport, Seaholme, South Kingsville, Spotswood and Williamstown.

Hobsons Bay has over 20 kilometres of bay frontage, quality residential areas and a range of industrial complexes which contribute significantly to the economy of Victoria. These features help create a culture which is strongly linked to our maritime heritage, industry and lifestyle.

One of the greatest strengths of Hobsons Bay is the diversity of backgrounds and cultures of its people. Hobsons Bay is home to approximately 82,000 people according to the 2001 Census of Population and Housing. Hobsons Bay has a mix of older, established residential areas such as Williamstown and Altona where the population is generally ageing, and more recently developed areas such as Laverton South and Altona Meadows, which are attracting younger families. Approximately one third of the city's residents were born overseas, and three-quarters of these are from non-English speaking backgrounds.

The extensive areas of coastal reserves, creek corridors and conservation areas are home to rare intertidal and bird habitats of state and national significance. Protecting flora and fauna, reducing waste, preserving water quality, promoting energy conservation and ecologically sustainable development are important objectives of the Hobsons Bay community and its Council. Hobsons Bay was named Victorian 2009 Sustainable City at the Keep Australia Beautiful Awards.

Project and Design Considerations

Site Considerations

Theme of artwork

- The artwork will provide a focal point to the heart of a busy, vibrant and growing part of the city, being Altona Meadows. It will serve to enliven the space. It is envisaged that the artwork may be a design piece by the selected artist/artist team that can be

integrated into a landscape plan that is also to be developed... It is expected that the shortlisted artists work with the landscape design company appointed by Council to develop integrated design for the site that includes artwork element(s) possibly lighting, planting and other urban design treatments. The artwork and overall landscape design needs to be engaging and it is encouraged that innovative and contemporary practice be explored. The design needs to be mindful of residents, streetscape, traffic safety and the maintenance requirements associated.

Materials

- All materials employed in the creation of the artwork(s) must be extremely robust and easily maintained. Materials are important from a longevity and maintenance perspective and also for public safety.
- Any material should be extremely durable for a busy public place, where there is limited surveillance at times.

Site and design constraints

- The site for the artwork is on the corner of Queen Street and Merton Street, Altona Meadows. The land across the road from the artwork site has been sold for property development therefore the current vista will change as development progresses.
- The intersection at Queen and Merton Streets, consists of a large roundabout and Queen Street continues to the west as Central Avenue and is the major arterial north south connection between Altona and Seabrook, running through the entire suburb of Altona Meadows. Queen Street/ Central Avenue carries about 13,000 cars per day with major movement being the connections to and from the Princes Freeway.
- The intersection includes the artwork site, a to be developed residential area, a service station and a major shopping complex called Central Square. The future direction of the Council is to landscape the areas surrounding the intersection to create an important node in the streetscape that improves the general appeal of the area.
- There are no specifics as to how the design and landscape treatment should be explored. The artwork can be suspended, be a light installation, have elements installed on both side of the street (being mindful of the road safety clear zones (standard is 11 metres) and or use of frangible materials) or be a singular or cluster of forms installed in the park area.
- The artwork needs to primarily activate the space at a street level. While people do walk through the site, the site for the artwork is not identified as a community park due to its proximity to high flow road traffic; therefore smaller intimate pedestrian scale artwork designs will not be suitable.

Selection panel

A selection panel has been formed to oversee the commissioning process. The panel comprises of community members, Councillors and Council officers.

Schedule:

Expressions Of Interest open	Monday, 1 st February – 19 th March 2010
PAG meet to shortlist three artists	Monday, 29 th March 2010
Short listed artists develop concepts in collaboration with Council appointed Landscape architects	30 th March 2010 - 7 th May 2010
PAG meet to select final artwork/ landscape design	Monday 10 th May
Artwork/ landscape design is put to Council for endorsement. Council briefing and ordinary meeting	May - June (TBC when dates announced)
Artist awarded commission, contracts signed and work commences	May- June 2010
Fabrication	May – September (5 months)
Artwork completed and launched	October 2010

Selection Criteria

Artists/artist teams will be short listed on the basis of:

- Their response to the project brief and criteria listed
- Artistic skills and experience in public art
- Artistic excellence and innovation
- Experience and/or ability to undertake projects of a similar scale or nature
- Demonstrated ability in showing initiative in their own project management

Commissioning Process

The project will be open to national artists through an Expression of Interest Process.

Following the Expression of Interest up to three artists/artist teams will be paid a fee of \$1,000 +GST to develop their concepts in collaboration with the Council appointed landscape architects. The preferred artists/artist teams will be required to:

- Attend a site visit and briefing(s)
- Undertake initial research
- Meet with Landscape Architects
- Develop a concept design in collaboration with Landscape Architects
- Present professionally prepared concept design maquette/photomontage and/or detailed drawings in collaboration with the landscape architects.
- Provide an indicative budget
- Provide technical supporting material

Budget

A provisional budget of \$40,000+GST is available for the artwork, while a further estimated \$20,000 is available for the installation and lighting if applicable. The total budget for the project that includes the landscaping and landscape architect fees is \$150,000+ GST. It is expected that the short listed artists and landscape architects will work together within this budget for best possible outcome.

An example of a budget breakdown would be:

Artwork \$40,000 + GST budget should include:

- All material costs
- All artists' fees, commission for artists' dealers or representatives (where applicable), fees for any assistants and/or sub contractors
- Lights if required as part of the artwork design

The estimated \$20,000+ GST installation budget should include:

- Transport of artwork to the site and installation including any specialist equipment associated with this such as cranes, etc
- Engineering (structural, electrical or hydraulic) and/or computation services
- Insurance for the work during fabrication and until completion of installation

The estimated landscape budget \$90,000+ GST should include, landscape architects design fees, all labour costs, machinery hire, and all costs associated with earthworks, installation of electrical conduits if lighting is part of the design and traffic management .

Please note

- Coordination of the landscaping earthworks and installation of artwork footings is recommended to be done simultaneously for cost effective use of money.

This is an example of a budget, it is up to the discretion of the artist and landscape architects to devise the most suitable budget using this example as a guide.

Management of the Project

Hobsons Bay City Council will oversee the project. It is expected that the artist will demonstrate a strong initiative in project management and work closely with Council staff to ensure that deadlines are met and appropriate permits, tests and engineering reports are received and approved.

Any questions in regard to the project in general should be addressed to:

Tania Blackwell, Coordinator Arts and Culture
Hobsons Bay City Council, PO Box 21, Altona Victoria 3018
Telephone: 03 9932 1000

Images of the Site





Requirements for an Expression of Interest

Hobsons Bay City Council requests that artists/artist teams supply the following material to register an Expression of Interest on a CD and as a printed hard copy:

- Curriculum vitae of no more than **three pages** for each artist.
- Eight – twelve **low resolution** digital images formatted as Jpegs or TIFFS. The images should reflect the work of each artist if a team is put forward. Please supply an image list that details title, media and date of the work shown.
- A written outline of the artist/artists team intended approach to the commission and the skills/contribution of each artist of no more than **two pages**.

This information will be presented to the Project Advisory Group to determine an appropriate shortlist of artists/artist teams for the commission. The Project Advisory Group will consider applications on the basis of existing work in addition to any ideas that are put forward for this project.

Artists/artist teams are not required to submit detailed drawings at this stage of the commissioning process and are specifically asked not to forward maquettes. Additional material will not be viewed by the Project Advisory Group.

Please note that no fee is offered for an Expression of Interest.

Deadline for Expressions of Interest, 5.00pm, Friday 19th March 2010

Address submissions:
Altona Meadows Public Art and Landscape Integration Project
Attention: Tania Blackwell
Coordinator Arts and Culture
Hobsons Bay City Council
PO Box 21
Altona Victoria 3018

SITE CONTEXT PLAN



LEGEND

○ Key Node along Queen St/Central Ave

■ Residential Suburbs of Altona

□ Open Space

■ Water ways

● Roundabout



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