

THE BENEFITS OF PUBLIC ART

Public Art delivers a range of benefits to the private, voluntary and public sectors. These benefits can be significant when well thought out, adequately funded and robustly delivered.

There is national evidence that Public Art has also been used by the private sector to enhance their commercial aspirations and deliver enhanced profitability. The most frequently quoted benefits for Public Art are:

- A well designed, locally distinctive built environment.
- A higher profile for specific locations e.g. town centres, individual neighbourhoods through to the town or village itself.
- Public engagement and enhanced sense of ownership and responsibility for the public spaces the artwork occupies.
- Increased perceptions of public safety.
- Increased visitor footfall and commercial activity.
- Increased sense of self-esteem and community pride amongst the groups participating in Public Art projects.
- Increased perception of the attractiveness of the local environment which, can in turn, generate an increase in property values and commercial rents.



For further information or to discuss Per Cent for Art proposals contact;

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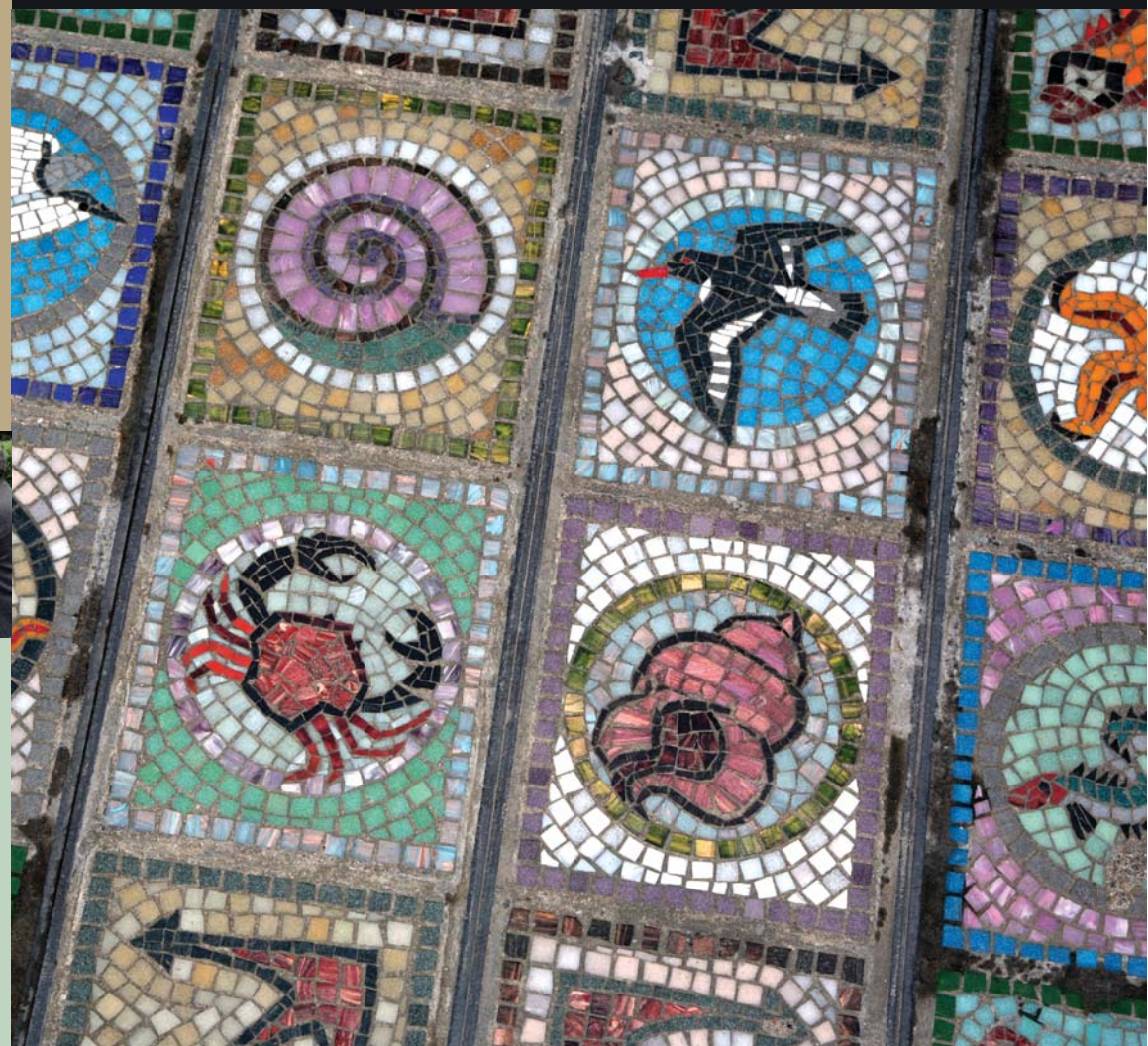
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**PER CENT
FOR
ART**



PER CENT FOR ART IN ABERDEENSHIRE

In accordance with “Designing Places: a policy statement for Scotland” (2001) Aberdeenshire Council is committed to setting and achieving high design standards in all new building and infrastructure developments across the local authority area. Key steps towards the realisation of this aim were the production of the Council’s first Public Art Strategy and Public Art Guidance Note in 2006, both of which incorporate the Per Cent for Art principle.

The principle of Per Cent for Art essentially provides a mechanism through which Public Art works, or projects, may be supported. The principle is widely employed in the United States of America and Europe, and promotes the ring-fencing of 1% of capital construction costs towards the provision of Public Art projects.

The Aberdeenshire Local Plan (Appendix 1) “The Design of New Development in Aberdeenshire” states in Section 4 Building Design (p352) Per Cent for Art paragraph;

“Developers will be encouraged to devote about 1% of development costs to the creation of artwork that will be intrinsic to the project design”



PER CENT FOR ART APPROACHES

Per Cent for Art can be realised in a range of forms;

- Appointing artists as members of the development’s design team
- Large scale sculptural works
- Bespoke street furniture
- Lighting fixtures and schemes
- Paving, landscaping and general surface treatments
- Internal fixtures and fittings
- Interior art and craftworks
- Contemporary or traditional glass treatments (e.g. etching or stained glass)
- Temporary or time-based commissions

The range of ways in which artists can contribute to development schemes is discussed in greater detail in Aberdeenshire Council’s “Public Art Guidance Note - Towards Best Practice”.

Artists and craftspeople can play a role in delivering standard components within many development budgets such as paving, lighting or street furniture. Such items will already have an identified capital cost that could contribute towards Per Cent for Art obligations.

PER CENT FOR ART PROCESS

Aberdeenshire Council seeks to work with the Development Sector to deliver high quality Per Cent for Art schemes across Aberdeenshire’s communities as part of the development control process.

The scale and characteristics of each development will determine the level of percentage contributions sought. Major developments will be expected to deliver the stated 1% allocation, whereas other developments may be viewed within a sliding scale of contributions. The following contributions are offered as a guide only, and developers are encouraged to discuss their planning application with Aberdeenshire’s Planning and Planning Gain Officers at the earliest opportunity.



SAMPLE SCALE OF CONTRIBUTIONS

House Units

£1 per sqm up to 100 sqm (per unit), thereafter £1.20 sqm for each additional sqm (per unit)

e.g. 250 house units of average 90sqm = £22,500
250 house units with 100 at 90sqm and 150 at 150 sqm = £31,500
one-off house at 200 sqm = £220

Industrial/Workshops/Warehousing

£1 per sqm

Hotel & Leisure

£2 per sqm

Commercial/Retail/Office

£2.50 per sqm up to 1000sqm thereafter £3.50 per sqm for each additional sqm

e.g. 4500 sqm store = £14,750

Car Parking

£0.25 per sqm (e.g. supermarket)

Hardstanding and yard space

£0.25 per sqm

Power Generation

£250 per installed MW

Where the contributions are deemed to be too small to deliver a quality product, or the siting of a public work is not deemed to be appropriate, Aberdeenshire Council will reserve the right to place the Per Cent for Art allocation within a general public art fund for the catchment area of that particular development. This is usually done on a schools catchment basis. Developers who have supported the contributory fund will be credited on any resulting artwork or event publicity.