



**PLACEMAKING AND PUBLIC ART POLICY  
INTEGRATED CULTURAL OPPORTUNITIES SURVEY  
(ICOS)**

**1. APPLICANT DETAILS**

**Name** Expo Park Traders Way Pty Ltd and Calardu Traders Way Pty Ltd in Joint Venture

**Address** 1 Corporation Circuit, Tweed Heads South 2486

**Telephone** 0723 1472      **Fax** 0723 1379      **Email** info@piersproperty.com

**Website**

**2. ORGANISATIONAL ROLES AND OBJECTIVES**

**Mission Statement**

**Corporate Goals**

**Summary of (Applicants) existing public art assets and/or previous public art initiatives**  
NIL

**3. PROJECT DETAILS**

**Project Title**  
Enterprise

**Project Stakeholders**  
Expo Park Traders Way Pty Ltd & Calardu Traders Way P/L, Tweed Shire Council, Local and Regional Artists and Tweed Community

**Project Partners**  
Expo Park Traders Way Pty Ltd & Calardu Traders Way P/L, Tweed Shire Council and NSW Ministry for the Arts

**Project Significance & Public Profile**  
Enterprise will be the largest commercial and industrial centre within the Tweed and Northern Rivers region. It is the first building within a 3-lot subdivision that will be developed over a short time. It will create significant business and employment opportunities not only throughout construction, but also when complete as a vital destination for business.

#### **4. SITE DETAILS**

##### **Location**

The location is Lot 130 Enterprise Ave, Tweed Heads South. Opposite the building site is a man-made pond of considerable size which will be the location of the Public Art.

The pond has abundant bird and fish life and is a popular area for ducks and other nesting birds.

The location is quiet and tranquil and would be popular for families as a visiting place, or a quiet get-away from work for lunch.

A sign on the foreshore of the pond will identify the specific site for the Artwork. The sign will read, "future public art location". From the location of the sign and extending 6-7 metres into the water, an amount of fill will be deposited and retained by a quantity of large rocks to create a base for the Artwork

##### **Size**

The size of the construction site lot is 17899sq m, however the size of the location for the Public Artwork will be approximately 40 – 50 square metres.

##### **Geographic Location (aspect & location)**

The location is on the western side of the access road with plenty of kerbside parking. Access is very easy. The backdrop of the Artwork will be water and natural bushland. The aspect of the Artwork is northeast, but will be southwest from the road.

#### **5. SITE SIGNIFICANCE (Historical and Contemporary aspects)**

##### **Social**

The site has considerable social potential as a destination for people or families to meet, sit, ponder or relax. It would be a popular lunchtime destination.

##### **Environmental**

The pond was man-made in 1980 by local developer Trevor Blundell to encourage rehabilitation and revitalisation of the bird and fish life. It is non-tidal and maintained by the surrounding water table. The pond is connected by an underground pipeline to another large pond to the south which acts as an overflow in periods of heavy rain. The location is home to many varieties of birds and other bush animals.

##### **Existing buildings and/or surrounds**

There are no existing buildings in the immediate vicinity on the pond other than the proposed Enterprise. The pond is surrounded by clusters of ti-trees and other natives. These trees create a natural bushland foreshore, which runs down to the water's edge.

##### **Public profile (including access to and usage of the site)**

Access to the site will be easy and simple once construction is complete. During construction access is relatively simple as the site is located near the entry. However, it will be a construction site for some months. The public would be aware of the site as it is currently visible from the existing road network.

**6. PROJECT IMPACT**

**Community (community consultation process and outcome)**

The project will create a destination that will be accessible to the whole community to enjoy. The artwork will be a significant addition to Council's existing cultural assets and will be included in a shire wide public art and heritage trail.

**Economic (potential benefits)**

The project will create short-term employment for a number of local and regional artists. The public art project also supports Council's existing economic strategies to expand and enhance cultural tourism.

**Local Cultural Planning (consistency with current planning i.e. heritage, cultural, economic and environmental policies and plans of management)**

The project directly supports Tweed Shire Council's newly adopted Placemaking and Public Art Policy and is to be initiated as part of the Tweed Shire City of the Arts 2003 – 2005 Cultural Program. The project will be developed in collaboration with Council's Community Cultural Development Advisory Committee as a model for future Public Art commissions and acquisitions.

**7. PUBLIC ART DETAILS**

**Artist/s Name**

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**Contact Details**

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**Theme**

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**Medium**

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**Design Statement (including scale of works)**

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**Significance Statement (including relevance of proposed work to site, ie how will the artwork interpret the cultural significance of the site, and how the proposed artwork will compliment and/or connect with the Shire's existing public art. Please see Tweed Shire Public Art Register - addendum to Public Art Policy (<http://tsent16/www/councilmeetings/policy/policy.htm>))**

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**Public Risk (consider public safety)**

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**8. PROJECT MANAGEMENT**

**Project Manager Details**

**Name** .....

**Organisation** .....

**Address** .....

**Telephone** ..... **Fax** ..... **Email** .....

**Procurement Method (i.e. direct commission/expressions of interest/competition/artist and/or community initiated etc)**  
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**Budget (provide anticipated budget line to include artist/s fees, fabrication, installation and materials cost and project administration costs)**

<b>Expenditure</b>	<b>Source</b>	<b>\$</b>

**Time line**  
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**Ownership & Copyright**  
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**Public Risk (consider public access & safety)**

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**Insurance (consider Public Liability Insurance to cover construction and installation of work)**

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**Maintenance requirements (consider durability, cleaning and ongoing maintenance)**

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(See Tweed Shire Council **Placemaking and Public Art Policy** - Special Conditions for all New Works pp 9 & 10, 4.2.10)

Please return to:  
Lesley Buckley  
Cultural Development Officer  
Tweed Shire Council  
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(02) 6670 2734