

Market Lane Mural Guidelines

Northern Beaches Council has received Safer Communities grant funding from the NSW Attorney General's Department for the 'More to Manly Safer Laneways' Project. This project intends to improve safety in three laneway locations in Manly, which include Henrietta Lane, Rialto Lane and Short Street Plaza. The project aims to improve amenity and deter anti-social behaviour by encouraging a more diverse use of the laneways.

The laneway spaces will also be activated with unique street art murals, one of which concerns the southern wall of Manly Library on Market Pl. Street art murals have been shown to be a highly effective and proven deterrent to tagging and illegal graffiti and help to reduce malicious damage on walls. It is intended that by developing the laneways as safer, more welcoming public spaces it will ultimately increase community confidence in the use of the spaces and add to the vibrancy of the laneways.

The Safer Laneways Project will be managed by Council's Community Development Team.

1. CALL FOR EXPRESSIONS OF INTEREST

Council is seeking Expressions of Interest (EOI) from suitably experienced artists to submit artwork concepts for the wall situated along Market Lane at the rear of Manly Library.

Submissions must address the Project Brief in Section 3. Collaborations are welcome.

2. PROJECT BRIEF

2.1 Artwork Brief

The objective of the artwork is to create an activated and welcoming laneway space that will encourage use and thereby help improve feelings of safety in this area.

Some ideas to consider are:

- a) The relation of the design to the Northern Beaches identity and particularly, Manly's culture and vibrancy.
- b) A design that builds connectivity and serves as a welcoming public space.

2.2 Project Budget

Submissions are to include an itemized budget presented as a quote. It should be inclusive of costs and contingencies associated with delivery of the proposed artworks, including, but not limited to, artist fee, materials, equipment hire, allowances and travel costs.

2.3 Technical and Safety Considerations

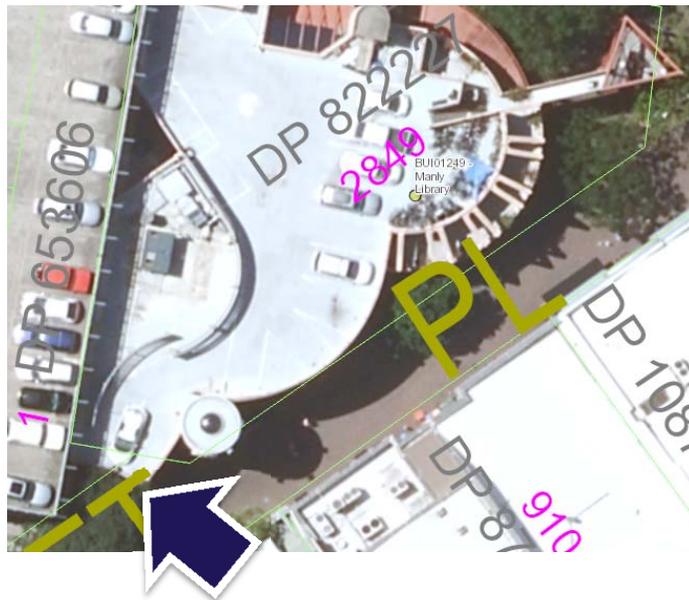
2.3.1 Materials

The Artist should consider the use of appropriate painting materials to ensure the longevity of the artworks for a minimum of five years

2.3.2 Measurements and compositions of the walls.

The wall is constructed from painted concrete render with a slight ripple. The site/wall is a multi-faceted wall including flat wall surfaces of approximately 12m (H) x 10m (W) and a cylindrical tower 12m (H) x 5M (diameter). There are three circular windows within this cylindrical tower that would be important considerations with the design.

2.3.3 Site Map and photos



2.3.4 Council will be responsible for preparing the walls prior to artwork installation, in collaboration with the artist on colour and surface type.

2.3.5 The artist will be required to have their own Public Liability and to comply with WH&S and Risk regulations. Applicants will be required to complete a Risk Assessment of the site and put in place mitigating strategies to lower risk to an acceptable level. Council staff may be able to assist with templates and advice.

2.4 Key Dates

Friday 27 April 2018	Expression of Interest opens
Thursday 17 May 2018	Submissions close at 5pm
Thursday 24 May 2018	Successful submission announced
Thursday 28 June 2018	Artwork to be completed by 30 June

3. SELECTION PROCESS

A selection panel consisting of two Council staff and two community representatives will review and evaluate all EOIs and will decide the successful submission.

Contact: Leanne Martin
Email: Leanne.martin@northernbeaches.nsw.gov.au
Phone: 02 9976-1567

3.1 Selection Criteria

Submissions will be evaluated according to, but not limited to the following criteria:

- a) The Artist's skill, experience and capacity to undertake the project
- b) The artistic values of the proposal; originality, design and response to the Project Brief
- c) Allocation of costs in relation to the overall budget
- d) Risk and Safety considerations

The selected artist will be notified by 24 May 2018.