



**public art**  
in new development in

*Artist: Martin Richman*

# Derby

a guide for developers



# positive development

People want better places – places that look more attractive, more interesting, more stimulating.

Top cities are constantly improving the way they look and feel. Much of this improvement is achieved through the planning application process - through partnerships with investors and developers - through considered, creative use of public art.

Public art already makes a major contribution to the visual quality and character of Derby. It adds to the city's sense of identity, community and vitality. It increases the quality of the local environment and inspires local pride.

For the developer and investor public art adds value and cultural benefit to individual development schemes.

Artist: Martin Johnson



Artist: Susan Disley



Artist: Wilfred Dudeney



## Public Art and Planning Applications



Artist: Denis O'Connor



Artist: Tim Clapcott

The City Council has a 'Percent for Art' scheme which looks to the allocation of a proportion (ideally 1% or more) of the cost of new development being allocated to commissioning new works of public / environmental art.

Not all works of art will be suitable for all locations and each proposal will need to be judged on its merits and in terms of the effect it would have on its surrounding area. All proposals will be assessed in accordance with the Derby Public Art Strategy. Special care will be needed in assessing any effect of art works on Listed Buildings and Conservation Areas.

With all planning applications, the public art component should complement high quality urban design. Public art cannot be a substitute for good quality building design and layout.

public art is important to derby

# how Derby benefits . . .

- Works of public art are for everyone to enjoy, they ...
- help make Derby a city of culture
- add quality to every day life
- help create a sense of local identity and a sense of civic pride
- improve the visual quality of new development
- create local landmarks
- give places a positive identity
- can involve and engage the community in shaping their environment
- provide an opportunity for commissioning local artists and craftsmen
- help to promote economic development by improving the City's image



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& Art



# A note on the commissioning process

A key to a successful public art project is the involvement of the artist or crafts person at the earliest possible stage in the design process. It is important to make proper provision for the art component within the development costs.



## further advice, assistance and information

### We can :

- advise by telephone, email or letter on the general topic of public art within development proposals, on the City of Derby Public Art Strategy, and the Percent for Art Scheme
- meet you to discuss opportunities for public art as part of your development proposals
- advise on taking forward your public art initiative, including drawing up the artist's brief and the artist selection procedure
- help with the management of the public art aspect of the overall scheme, including selecting artists, arranging community consultation, and managing the budget.

### Our contact is :

**Helen Acton** (available Weds – Fri inclusive) / phone **01332 256003** / email **helen.acton@derby.gov.uk** / by post **Development Division, Development and Cultural Services, Derby City Council, Roman House, Friar Gate, Derby DE1 1XB** visit our Public Art web pages at **www.derby.gov.uk**

### Section 106 agreements

Specialist advice is available from **Rosie Heath** / phone **01332 255073** / email **rosie.heath@derby.gov.uk** by post **address as above**