

SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

REPORT TO: New Communities Portfolio Holder 12 May 2009
AUTHOR/S: Executive Director / Corporate Manager (Planning
And Sustainable Communities)

RESPONSE TO THE CONSULTATION BY CAMBRIDGE CITY COUNCIL ON THE DRAFT PUBLIC ART SUPPLEMENTARY PLANNING DOCUMENT.

Purpose

- 1 Cambridge City Council has prepared a draft Public Art Supplementary Planning Document (SPD) which aims to guide the City Council in creating and providing public art in Cambridge by setting out clear objectives on public art; a clarification of policies; and the means of implementation. It covers public art delivered through the planning process principally Section 106 Agreements (S106) and other commissioning of public art and outlines public art policy guidance in detail.
- 2 The document is now subject to public consultation for a six-week period from 14 April to 26 May 2009. The purpose of this report is to agree this Council's response to the consultation.
- 3 This is a key decision because it will affect those parts of the District that have been allocated for growth where the City and South Cambridgeshire are working together – These areas are those covered by the Cambridge East Area Action Plan (AAP); Cambridge Southern Fringe AAP; and the draft North West Cambridge AAP.
- 4 South Cambridgeshire District Council adopted a Public Art SPD in January 2009. There will need to be compatibility between how public art schemes are to be considered in development proposals in the growth areas around Cambridge where South Cambridgeshire District Council and Cambridge City Council are working together.

The contents of the draft SPD and its implications for South Cambridgeshire District Council

- 5 **Definition and benefits** - The SPD provides the City Council's definition of what it considers public art to be and where this art must be located so that it is in the public realm. The benefits of public art to the community, to placemaking and to the developer are outlined. This includes the benefit of public art in contributing to building communities and improving the quality of the environment of new developments to the benefit of both the developer and the local people.
- 6 **Existing public art in Cambridge** - A brief outline is given of the historical perspective of public art in Cambridge. An audit of public art was carried out in the City in 2006 to raise awareness of this subject and a survey was carried out in 2008, which found there was strong support for the role of public art in place making, promoting art and giving Cambridge a positive image. People supported public art although there was concern that at present it is concentrated too much in the city centre.

- 7 **Policy and Objectives** - The SPD provides a policy background to the subject and gives strategic objectives for public art, which are an interrelationship between the community, the place, the artists and the art itself.
- 8 **Implications for South Cambridgeshire District Council**- These first sections of the draft SPD are compatible with the contents of the South Cambs SPD. One of the aims of the City Council's draft SPD is "to be consistent with the South Cambridgeshire District Council Public Art SPD, and will provide a sound basis for negotiations between the parties where public art is to be created for cross-boundary developments." South Cambs support this aim and welcomes the recognition by the City Council of the need for consistency between the two documents.
- 9 **Spatial strategy**- A spatial strategy for public art is included in the SPD. It is recognised that existing public art is concentrated in the central area of Cambridge and the Council has an aim to ensure in future that public art is provided in local neighbourhoods. The SPD identifies the urban extensions as providing an opportunity for the creation of public art. The aspiration is to develop new communities and link them to existing one and devising public art strategies is seen as a means of achieving this. It is seen as important to involve the emerging communities in the evolution of its public art strategy to help create a distinctive local identity and to contribute to community building for future residents. The first priority for funding for public art will be where it will assist integration between old and new development and communities.
- 10 **Implications for South Cambridgeshire District Council**- The prioritizing of funding for public art in the new development areas is to be supported as well as the recognition of the role that public art can have in involving both the new and existing communities in creating quality new communities.
- 11 **Development Control Guidance** - The SPD provides guidance for delivering public art through the planning process. The City Council has used in the past the 1% 'Percent for Art' as a basis for considering contributions of funding by developers for public art. However it recognises that in the case of very large developments that 1% is not an appropriate measure since the capital value can run into millions of pounds. In these cases the level of the contribution towards public art will be by negotiation.
- 12 Development Guidance 2 in the SPD states -
"All major development will dedicate 1% of the construction cost of capital projects to public art. In the case of Cambridge East, Cambridge Medi Park/ Addenbrooke's, Clay Farm – Showground, North West Cambridge, NIAB and CB1 the contribution will be agreed by negotiation case by case, subject to meeting the policy objectives. The contribution will cover:
- a. artists fees and fabrication;*
 - b. specialist advice and project management;*
 - c. long term maintenance; and*
 - d. linked promotion, community and education programmes.*
- 13 Appendix 4 sets out the detailed procedures for dealing with planning applications. A public art strategy is required for a growth area and developers will be required to submit a detailed strategy – the contents of which are listed in Appendix 3 of the SPD.
- 14 A Public Art Panel – This panel provides specialist advice on public art within Cambridge and formally comments on planning applications

- 15 **Implications for South Cambridgeshire District Council**– South Cambs support the recognition that for the larger growth areas that the contribution from developers for public art will be negotiated on a case by case basis. However the wording of the Development Guidance 2 indicates that all major development *will* dedicate 1% of the construction cost. This implies that it will be a requirement rather than be negotiated. In order for this to be compatible with the Public Art SPD adopted by South Cambs the wording of this guidance should be revised to read the following – ‘ All major development *are encouraged to* dedicate 1%...’
- 16 **Public Art funding**– It is expected that a high proportion of the public art to be created in Cambridge will be funded through Section 106 agreements. In paragraph 10.13 other sources of funding are listed which include South Cambridgeshire District Council (from cross boundary developments).
- 17 **Implications for South Cambridgeshire District Council**– It is not clear whether this additional source of funding would be from developers of one of the major developments on the edge of Cambridge or whether there is an expectation of funding directly from South Cambs which does not have a fund for public art. If the latter is the case then the reference to South Cambs Council should be deleted. Clarification is needed on this matter.

Implications

18. Financial	NA
Legal	NA
Staffing	Staff time dealing with cross boundary working on major development sites could be hindered
Risk Management	Since the draft SPD is to provide the basis for negotiation of public art in cross boundary developments this working could be hindered if the contents of this draft SPD do not confirm to those of this Council’s adopted Public Art SPD
Equal Opportunities	NA

Consultations

19. In preparing this report the Council’s Art Development Officer and officers in the Major Development team were asked for their comments on the draft SPD.

Effect on Strategic Aims

20.	Commitment to being a listening council, providing first class services accessible to all. The involvement of the local community in devising public art schemes will assist in creating a pleasant environment where the council is seen to be listening to the views of the public
	Commitment to ensuring that South Cambridgeshire continues to be a safe and healthy place for all. The provision of public art will enhance the new growth area making them pleasant places for people to live and work

Commitment to making South Cambridgeshire a place in which residents can feel proud to live.
The provision of Public Art within the new growth areas around Cambridge will help to create a sense of place in these new communities.
Commitment to assisting provision for local jobs for all.
NA
Commitment to providing a voice for rural life.
Involving the community in the creation of public art schemes will ensure that the council is seen as listening to the opinions of the local residents.

Conclusions / Summary

21. The Cambridge City draft Public Art SPD is largely consistent with the aims and guidance included in the South Cambs adopted Public Art SPD. Much of the content of the SPD is to be supported but there are some differences, which could present problems when we are carrying out joint working.

Recommendations

22. The Council welcomes the opportunity to respond to the consultation and the suggested responses are as follows –
23. **The first sections of the draft Public Art SPD** - These are compatible with the contents of the South Cambs SPD. One of the aims of the City Council’s draft SPD is “ to be consistent with the South Cambridgeshire District Council Public Art SPD, and will provide a sound basis for negotiations between the parties where public art is to be created for cross-boundary developments.” South Cambs support this aim and welcomes the recognition by the City Council of the need for consistency between the two documents.
24. **Spatial strategy** - The prioritizing of funding for public art in the new development areas is to be supported as well as the recognition of the role that public art can have in involving both the new and existing communities in creating quality new communities.
25. **Development Control Guidance** – South Cambridgeshire District Council supports the recognition that for the larger growth areas that the contribution from developers for public art will be negotiated on a case by case basis. However the wording of the Development Guidance 2 indicates that all major development *will* dedicate 1% of the construction cost. This implies that it will be a requirement rather than be negotiated. In order for this to be compatible with the Public Art SPD adopted by South Cambs the wording of this guidance should be revised to read the following – ‘ All major development *are encouraged to* dedicate 1%...’
26. **Public Art Funding** – It is not clear whether by including South Cambridgeshire District Council as an additional source of funding in paragraph 10.13 this would be from developers of one of the major developments on the edge of Cambridge or whether there is an expectation of funding directly from South Cambs which does not have a fund for public art. If the latter is the case then the reference to South Cambs Council should be deleted. Clarification is needed on this matter.

Background Papers: the following background papers were used in the preparation of this report:

Draft Public Art Supplementary Plan Document – Cambridge City Council

Adopted Public Art Supplementary Plan Document – South Cambridgeshire District Council.

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