



# Carterton District Council

## Plaques, Memorials, Public Art and Monuments Policy

### March 2021

#### Introduction

This policy sets a process for the Carterton District Council, hereafter referred to as 'the Council', and the community to follow when new plaques, memorials, public art and monuments are proposed. It will prevent ad hoc, prolific, inappropriate or widely varying placement of plaques, memorials, public art and monuments at public sites in the Carterton District, hereafter referred to as 'the District'.

This policy covers all public art, plaques and memorials proposed or being placed on land, buildings or property which the Council owns or over which it has control. All such public art, plaques and memorials will be required to conform to this policy.

#### 1. Policy Definitions

For the purpose of this policy and procedures, the following definitions will apply:

- **Plaque:**  
A flat tablet of metal, stone or other appropriate material which includes text and/or images that commemorates a person or an event and/or provides historical text of information relevant to its location. To be affixed to an object, building or pavement.
- **Memorial:**  
An object established in memory of a person or event.
- **Monument:**  
A structure created in memory of a person or event or that has become important to a social group as a part of their remembrance of past events.
- **Object:**  
An object is small in scale when compared to a structure or building. It is generally moveable. Examples include memorial plaques and furniture, sculptures, fountains and bricks.
- **Structure:**  
A structure is a functional construction intended to be used for purposes other than sheltering human activity. Examples include memorial gates, bridges and gazebos.

- **Public Art:**  
all art forms, permanent or temporary, which are located in, part of, or associated with a public space, environment or facility that is highly accessible to members of the public. Examples include sculptures, murals, functional art (e.g. designed public seating, paving, and manhole covers), forms of landscaping, sound and light works, water or glass features.

## **2. Guidelines**

- 2.1 No new memorial or plaque will be considered that commemorates a person, event or occasion already memorialised unless there are exceptional circumstances.
- 2.2 Any proposal for a plaque that incorporates sculptural reliefs or for a memorial or monument that is three dimensional or sculptural or is an artistic work, will be referred to the Council with their recommendations then put to the appropriate delegated authority for approval.
- 2.3 The Council has specified a range of categories for plaques and memorials appropriate to the needs of individuals and organisations (see section 3 categories). No proposal will be considered outside of these categories. Applications can only be made under one category.
- 2.4 Subjects for plaques and memorials (Categories 1, 2 and 3) will be limited to the following:
  - An individual or association that has contributed significantly to the District
  - An individual or association strongly linked to the District and its history.
  - Individuals who have lived in or have a special association with the District
- 2.5 Subjects for Category 4, personalised memorial plaques on a seat, bench or picnic Table will be considered by the Council on a case by case basis. Approval is dependent on the suitability of the site for the item of furniture and subject to meeting the requirements of 2.4. If an application for a personal memorial is declined, the Council's decision is final.
- 2.6 All materials used for plaques, memorials and monuments should have a minimum service life of 50 years as detailed in Section 2, NZS 4242:1995.
- 2.7 Any public art, plaque, memorial or monument approved by and placed in the district should be deemed to be owned and under the unconditional control and management of the Council.
- 2.8 The Public Art does not include:
  - Heritage Buildings
  - Indoor art works
  - Privately owned works (except where they are located in public places)
  - Contemporary advertising/billboards.

## **2.9 Acquisition, Commissioning or Accepting Gifts of Public Art**

In considering commissioning or accepting gifts of public art, the Council will make decisions based on the following guidelines:

### **Meeting the objectives of the Public Art Policy**

Primary consideration should be given to the objectives of quality and diversity. Diversity should be taken to mean diversity of culture and of type of art (for example sculpture versus functional art; 'European art' versus 'indigenous art'; temporary versus permanent).

Consideration should also be given to the secondary objectives of the Policy.

### **Cost of Maintenance & Installation**

The costs of maintenance over a 10-year period should be estimated and assessed, along with an indication of the expected life of the artwork. Maintenance and installation costs should be reasonable in relation to the value of the artwork, and affordable within operational maintenance and installation budgets.

Council is responsible for maintaining its public arts to a reasonable and safe standard. An Asset Management Plan for Public Art will be completed and regularly updated as required to represent a complete register of public art works that Council has responsibility for, and will provide a conservation management plan that details the condition and maintenance requirements of each work.

### **Safety**

Public art is, more often than not, physically accessible to the public. Art works therefore need to be both physically robust and safe to members of the public. Issues of safety are of primary concern.

### **Artistic Merit & Quality of the Work.**

Art works will and should be the subject of debate as to their artistic merits. Bearing in mind the primary objective of gaining quality and diverse public art, regard should be had to: the anticipated public response and interaction accessibility to the public the degree to which it reflects the district's heritage and/or contemporary culture expert judgement as to the merits of the art work the degree to which its artistic merits will be sufficiently enduring to justify the costs associated with its adoption.

### **Materials**

Council may draft and publish more prescriptive guidelines for the types of materials that should be used in the construction of public art, bearing in mind issues of durability, maintenance, public safety and location.

### **Involving Iwi**

In making decisions about accepting, locating or commissioning public works of art, the Council will consult with the local Iwi as appropriate.

### **Consultation with Communities**

Where possible, decisions regarding public art works should involve consultation with the relevant local community.

### **Special Reason**

Sometimes an offer of a gifted public artwork will come from an individual or organisation where the relationship with Council requires broader relationship issues and sensitivities to be considered and consulted on in weighing up whether to accept a gifted public artwork. This section on guidelines does not apply to community public art: a separate section of this policy sets out Council's role in respect of community public art.

- 2.10 Gifts of public art works should only be accepted if they can be properly utilized and made publicly accessible. The Public Art Policy does not envisage placing public art works in storage against the possibility that they be useful sometime in the future, although temporary storage (e.g. waiting for a specific site to become available) will be permitted. Location decisions should include consideration of the sensibility of the artwork in relation to the suggested site and landscape and be positioned to maximize exposure to the intended public. Consideration will obviously also be given to any potential impact on existing uses of the public space (e.g. pedestrian access, traffic flow, utility infrastructure etc).

### **3. Category**

#### **3.1 Category 1 - Commemorative Trees with Plaques**

This category is reserved for commemoration of dignitaries, civic and historic occasions. Commemorative trees, native or exotic must be consistent with Council's Tree Policy to be planted in any of the District parks or gardens and placed in a grassed location. Once planted, commemorative trees become a Council asset and are maintained to the Council standards. As with all Council managed trees, plantings need to be appropriate to the site and area, and maintenance must be according to best arboricultural practice.

If due to unforeseen circumstances a tree must be removed, it might not be replaced.

- For commemorative trees the metal plaque is to be set at base of tree on a concrete plinth.

#### **Design Specification**

- Brass or bronze plaque on concrete or stone plinth.
- Maximum size 300mm x 200mm (w x h)

#### **3.2 Category 2 - Metal Plaques**

To signify or commemorate an historic or civic occasion or to provide minor interpretative information relevant to a nearby building, artwork or historic feature or site. Such plaques will not be permitted as private memorials for individuals or families.

- Plaques for artwork are used to list artist, title, date of installation of artwork and interpretative information and are installed for every new Council commissioned artwork in a public place. The plaque shape and material should be in

keeping with the artwork.

- Any new applications for plaques with historical significance received by the Council will be referred to The Wairarapa Archives or New Zealand Historic Places Trust (NZHPT) for verification.

#### **Design Specification (excluding plaques for artwork)**

- Maximum size 300mm x 200mm (w x h)
- Plaque to be brass, bronze, or stainless steel to ensure durability

### 3.3 Category 3 - Ornamental Feature, Fountain, or Sculptural Memorials

Council is open to discussion of unique and substantial memorials. A written proposal should be made to the appropriate delegated authority, outlining the desired outcome and budget available. These applications will be considered on a case by case basis.

### 3.4 Category 4 - Personalised Memorial Plaques on Seats, Benches or Picnic Tables

This memorial is a small commemorative metal plaque for groups or individuals, to be attached to a park seat or bench. The location of the seat or bench is at the discretion of the Community Facilities Manager (refer to section 2.5). Once installed, memorial furniture becomes a Council asset which will be maintained to Council standards for a period of at least five years. After this time removal of the asset is at Council's discretion. If due to unforeseen circumstances a seat or bench must be removed, it might not be replaced.

#### **Design Specification**

- Small rectangular brass plaque – maximum size 80 mm x 150 mm (h x w)
- Installation to be on the back rest of the seat or bench

## **4. Locations**

Applicants should nominate a preferred site (general location) for the placement of the Public art, plaque, memorial or monument. Only sites that have relevance to the person, group or event being commemorated should be nominated.

It should be noted that: ***Cemeteries are not included in this policy***

Approval for a particular site will only be granted if consistent with the Council's development plan or reserve management plan for that site, and the proposed public art, plaque, memorial or monument being relevant to the site.

Consideration of existing numbers of plaques and memorials, artworks, fountains and other objects in the vicinity of the proposed new public art, plaque or memorial will be taken into account with each application. The appropriate delegated authority has final

approval of appropriate site/s and will determine the exact location of any public art, plaque or memorial.

The plaque, public art or memorial shall be located at the designated site until such time that it cannot be maintained due to natural degradation with the following exceptions:

- The area in which the item is sited is to be redeveloped
- The use of the area in which the item is sited changes significantly in character and the item is not deemed suitable for the site
- The structure or support on which the item is located is to be removed or permanently altered.

## **5. Wording**

- Text should be brief and in language easily understood by the public. It should avoid the use of jargon or acronyms.
- Text should be written following research from a wide range of authoritative sources and where relevant be verified by the New Zealand Historic Places Trust (NZHPT).
- A final proof of the plaque/memorial wording must be approved by the applicant prior to production.
- If a graphic image is utilised the amount of text will be reduced.
- Any sponsorship recognition will be through use of approved wording or logo, which will take up no more than 10% of the overall plaque design.

## **6. Replacements**

Requests will be considered to replace existing public art, plaques or memorials which have been damaged or otherwise degraded or require alterations, however replacements will need to conform to current design specifications and guidelines. Replacement costs will be the responsibility of the applicant unless the appropriate delegated authority decides that it is appropriate for Council to fund the replacement. (Historical plaques or memorials that are part of the Council's collection will be appropriately maintained by the Council).

All metal plaques are at risk of theft due to their scrap value and must be securely attached to solid objects such as buildings, rocks or pavement.

## **7. Applications**

- Applications will be made in writing in the first instance to Community Services and Facilities Manager, Carterton District Council, PO Box 9, Holloway Street, Carterton. Applications should include all relevant details including proposed category of public art, plaque or memorial, proposed site or location, proposed text or images to be included and any other pertinent information.
- Applications for Category 3 to be handled directly by the Council within its Community Services and Facilities Department.

- Applications for Category 1, 2 and 4 will be referred to the appropriate delegated authority for decision. Please refer to section 2.2 for special conditions relating to sculptural, three dimensional or artistic memorials or monuments.
- Decision will be confirmed in writing to the applicant.
- The applicant must meet all costs associated with design, manufacture and installation of the public art, plaque, memorial or monument. In some instances, a contribution toward maintenance may also be a condition of approval.
- Payment for approved plaques and memorials will need to be made in full prior to ordering.
- The Council will manage the design, manufacture and installation of the plaque/memorial as specified.
- No application will be considered outside this process.

### **Review**

This policy will be reviewed five years after its adoption.