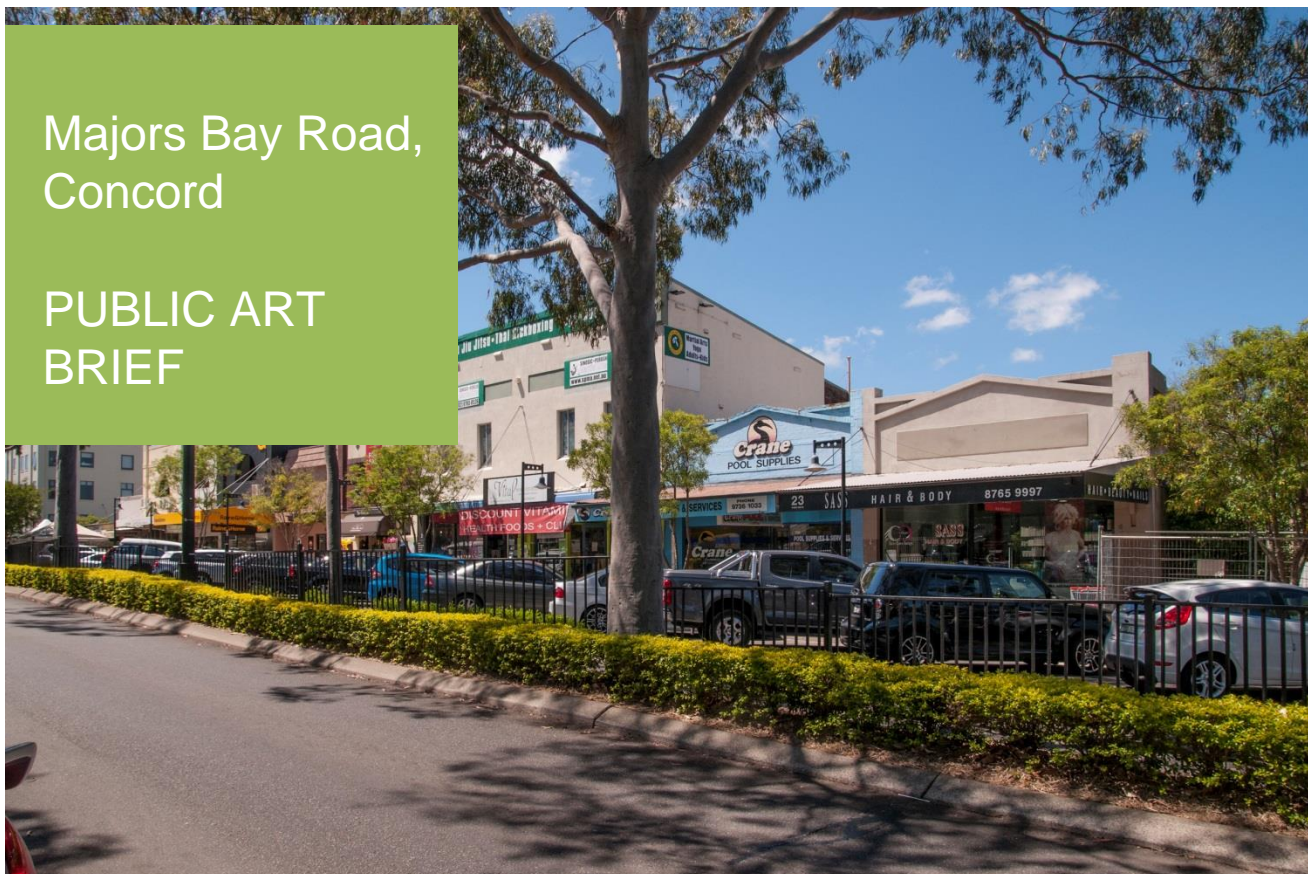


Majors Bay Road,
Concord

PUBLIC ART
BRIEF



MAJORS BAY ROAD PUBLIC ART

The City of Canada Bay is committed to providing high quality streetscapes that support and enhance our village centres. As part of this commitment we are seeking to appoint an artist to create a mural on Majors Bay Road.

Opportunity for Artists

The City of Canada Bay is seeking Expressions of Interest from artists for a mural artwork at 43 Majors Bay Road, Concord (facing Jellicoe Street).

The Vision

Majors Bay Road, Concord is seen as one of the jewels in our local government area. This shopping precinct has the warm welcoming feel of a village area in the heart of the City. The art should create a meaningful sense of place connecting to the area.

This project aims to achieve public art that resonates with local culture and encourages connection between heritage, play, sport, and the social lives of the residents nearby.

The mural, rather than being a bold image view from afar should please residents walking through the place. A new community space is being created adjacent to this mural site and thus including an instagramable element to the mural is highly desirable.

Background of the area



Majors Bay Road shopping village is an elegant, sophisticated and friendly shopping village in the heart of Concord.

It is one of Sydney's best al fresco eat streets, with many cafes and restaurants and cafes to suit all tastes including Japanese, Italian, French, Turkish and contemporary Australian.

This heritage shopping village has a mix of retail and commercial businesses from food and gifts, education, fitness to medical and professional services.

Concord Library and City of Canada Bay Museum are only a short walk from Majors Bay Road.

The suburb of Concord, known as the "Parklands Suburb", is on the Parramatta River, halfway between Sydney and Parramatta, and next to Sydney Olympic Park at Homebush Bay.

This is a fairly affluent area with a population of over 14,000 people,

- The majority are aged between 30 and 59 years making up 41% of people
- Children aged up to 19 years old make up 24.4%
- People aged 65 years and over make up 17.9% .

Nearly half of the working population work in managerial/professional roles. The median age is 41. The most common ancestries in Concord were Italian 17.7%, English 14.7%, Australian 14.0%, Chinese 9.5% and Irish 7.4%.

Potential Themes

Key themes provided by the community are nature and heritage in the space. In particular, the heritage of the building the public art will be housed on is of interest. The building was the Ritz Cinema and stakeholders are looking to see this reflected in the art. Theming using the styling of the 1930's, 40s and 50's could be used.

It is important that the mural connects to the local place with approximately 70% of visitors local to the area. People are drawn to the eat street, nearby sports areas, beauty and health services as well as the professional services in the space.

Images that could be woven through a cinematic reel for example could include:

- Parramatta River
- Bushells Tea Factory – 160 Burwood Road, Concord
- Trams in the area
- Victa Lawn Mower invented in Concord
- Queen Elizabeth Park – war memorial housed there
- Nearby Golf Club and Briars – two local sports clubs.



These items are not however necessary and the mural could be given a different focus.

Council is currently planning to turn the nearby road junction into a closed space creating a small community piazza. The mural will therefore have a high visibility. Below are listed some potential themes in more detail.

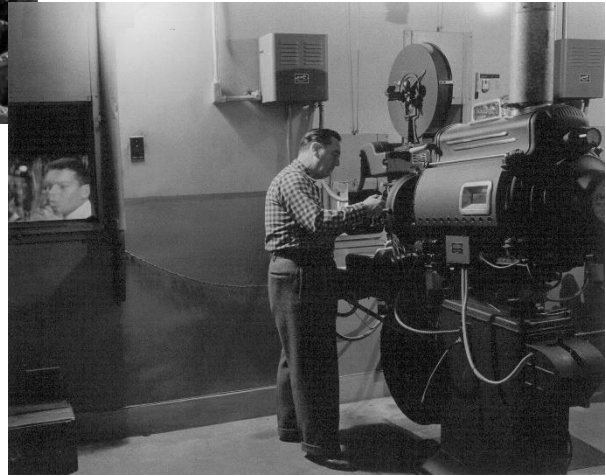
Heritage

Use

The site of the mural is on part of the former Ritz Theatre (built circa 1922 as the Central Concord Theatre) which stands on the corner of Majors Bay Road and Jellico Street. 1920's iconography and styling could be used in the mural to echo the previous use of this space which now houses a restaurant and commercial tenants. The restaurant hosts images of old Majors Bay Road on their walls.

On Saturday nights in the 1930s, 40s and 50s, everyone went, or tried to go to "the pictures". It was a community hub. More details are [here](#)

Images on the next page.



Architectural

This area was arable before 1900-1925 when the area became residential with surrounding estates subdivided for more people to live in the area. The commercial buildings on Majors Bay Road are mainly two storey of a variety of **inter-war** styles. Notable buildings include the Concord Memorial Hall (begun in 1929 as the Central Concord Ex-Servicemen's Club) and Concord Post Office (1930).

On the east side of Majors Bay Road between Wellbank Street and Jones Street the Terrabona Estate subdivision of 1915 appears to have provided the impetus for commercial development along Majors Bay Road. The precinct was planned as a commercial boulevard to complement the Inter-War housing boom

Trams



Concord was once serviced by an independent tram line which ran from Mortlake and Cabarita junction through Majors Bay Road, Concord. It linked people to the industrial area of Mortlake. This tram system did not join with the rest of the Sydney wide tram network and was closed in 1948.

Nature

The suburb of Concord is known as the “Parklands Suburb” and is situated on the Parramatta River. The community in this area love the flora and fauna in the area, with a large number of green spaces as well the nearby river. The retail strip hosts a large number of trees, with plantings throughout including on the break out dining pods. The river and foreshore parks are important sites and the stories associated with the southern foreshores of the Parramatta River have social, cultural, economic and environmental heritage significance for the area. The shoreline's history, recording its importance in Indigenous and new settler history as well as recognises sustainability themes relating to the many communities who live and engage with the river's edge is a priority in the City Of Canada Bay’s Public Art Plan.

An Intercultural Community

Like many other parts of Sydney Concord is now home to people from many parts of the world. The cultural diversity of this community could provide a cultural context for this project. In particular there is a significant Italian population with rapid post war migration and established families working in real estate, travel and construction.

Potential Styling

Below are some images of mural styles which stakeholders have indicated they like. These are offered as a guidance only and other types of styling will be considered. Murals of an abstract nature or highly stylised/cartoon like are however unlikely to be appointed.



Sports Heritage Mural – Toronto Riverside neighbourhood. By Monica Wickler

The stakeholders enjoyed the storytelling aspect of this mural and flow of movement through the space.



“Tied together by a Thousand Threads” depicting the history of the area

- Ngoc-Tran Vu – multi media artist & cultural advisor

The Brief: Site and Opportunities



43 Majors Bay Road, Concord - Espresso Organica

The potential size of the mural space on the wall is approx. W 7500mm x H 3400 mm (the area below the awning) and H 4000 mm past the awning (as shown in the black paint in the image above).

The business premises are in the process of being refurbished so will not appear exactly as shown above.

The site was the old Ritz Theatre as detailed previously. The property and business owner are keen to reference this in some way in the artwork either through styling or content.

18 May 2020

The potential artwork although visible from a distance will be best viewed close up and by the many pedestrians who enjoy this space. An instagrammable element has been requested.

This space is in a heritage conservation area and as such the mural should not use garish or overly vibrant colours. The mural artwork will need to go through Council's Heritage Officer.

Artwork specifications

- The artwork should be a painted piece with longevity of at least 5 years.
- It should cover the surface of the site as agreed with Council and the property owner.
- Chosen materials should allow for graffiti removal should this occur.

Selection Criteria

The artist will be selected on the following criteria:

- Integrity and creativity of proposal
- High quality
- Experience and expertise in this type of public art project
- Feasibility of proposal.

The artist will then be engaged.

Project Budget

The budget for this project is \$5,000 - \$7,000. The Project budget should include:

- a) Artist Fee
- b) Detailed design submission including written statement and drawings, provision of PDF files for Council records
- c) Site visits as needed including for site preparation
- d) Installation onsite
- e) Risk assessment and management of site during project, including provision of site safety plan for works and provision of public liability insurance information for artist and any sub-contractors.
- f) Artist statement for signage and marketing material
- g) Maintenance plan

Deliverables

- a) concept plan and final design.
- b) installed mural with anti-graffiti coating
- c) asset management plan detailing:
 - materials used
 - surface finishes and their expected life span,
 - cleaning requirements
 - procedures and treatments for both cyclical maintenance as well as events such as vandalism or unintentional damage.

Expression of Interest Submissions

Interested artists are invited to submit an Expression of Interest (EOI). Your submission should provide the following:

- Images of previous public art & relevant projects completed (maximum 10 images)
- Current curriculum vitae
- Written description of proposed approach to this artwork (maximum 250 words) or concept sketch/design
- Project budget – detailing breakdown of allocations as per the project budget above.

Draft production/project delivery program

Expressions of interest submitted		4pm Monday 8 June 2020
Artist engaged		Week of 15 June 2020
Potential site meeting (following Covid-19 safe protocols)		Mid-June
Design first draft due	Payment 1 - 25%	End of June/early July
Review and changes recommended by Council or stakeholders		Early July – mid July
Detailed design & final sign - off	Payment 2 - 25%	Mid-late July
Installation	Payment 3 – 50%	August - this is dependent on nearby construction of the street community space “piazza” and may need to move dates.
Media release – CCB		

Once engaged a production schedule will be set up with the artist but is expected to fall within the date ranges shown above.

Engaged Artist

Once engaged the artist will work with the Place Management Co-ordinator for Majors Bay Road.

Design graphics may be required in conjunction with sampling if necessary. The Artist will be contracted with payment for milestones reached and signed off by Council.

Artist Responsibilities

Council requires the project artist to:

- Manage and deliver the project within the agreed production schedule and project delivery milestones.
- Underpin all aspects of the project with key directions found in the following City of Canada Bay’s strategic documents which can be accessed from the Council’s website at www.canadabay.nsw.gov.au Majors Bay Road Place Plan 2019-2029; Cultural Plan 2008-13; Public Art Strategy 2008-2013.
- Hold a public liability insurance policy with a minimum \$20,000,000.

Copyright

Copyright in material produced for concept designs resides with the artist. Copyright in material produced for detailed designs in conjunction with Council resides with both Council and artist.

Wherever Council reproduces images of the artwork in electronic, print, or digital media the Council undertakes to acknowledge the project artist.

The project artist will not produce another work, which is identical or substantially similar in design without the prior consent of the Council.

Due date:

Expression of Interest submissions are to be received at Council by **4pm Monday 8 June.**

Contact Details

All submissions and enquiries should be directed to:

Tara Wilkinson

Place Management Coordinator

P 9911 6524

E tara.wilkinson@canadabay.nsw.gov.au

If you are unable to reach Tara Wilkinson you can contact
Stephanie Kelly, Manager Place Management 9911 6521