

Majors Bay Road,
Concord

PUBLIC ART BRIEF



MAJORS BAY ROAD PUBLIC ART

Bring to life

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 a warm welcoming feel of a village area in the heart of the City. The art envisioned for this space is to be welcoming and 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 play, sport, and the social lives of the residents nearby. The mural aims to please residents in the area rather than a bold image viewed from afar.

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 alfresco 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,

- Children aged up to 19 years old make up 24.4%
- People aged 65 years and over make up 17.9%

- The majority are aged between 30 and 59 years making up 41%

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. If these themes are chosen the artist is encouraged to explore the theme of nature, waterways, heritage and a place of enjoyment and relaxation. However as a contemporary eat street other theming ideas would be considered.

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](#)

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 in Concord.

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.

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.

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. The site is rendered and the site for the mural is currently painted black.

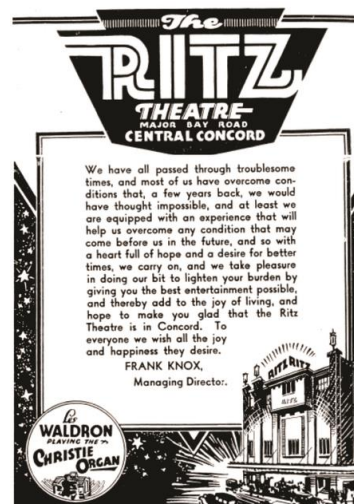
Currently there is signage showing the entry to the cake shop. The business owner is happy for this to be painted over. This part of the site lends itself to an Instagram area and is seen widely by users of the space.

The site was the old Ritz Theatre, see images below. Movies used to be shown in the theatre. The area also had trams in the street as can be seen in the image below.

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



11 September 2019





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 \$4,000 - \$5,000. The Project budget should include:

- Artist Fee
- Detailed design submission including written statement and drawings, provision of PDF files for Council records
- Site visits as needed including for site preparation
- Installation onsite
- 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.
- Artist statement for signage and marketing material
- 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

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| Expressions of interest submitted | | Friday 4 October 2019 |
| Artist engaged | | Week of 14 October (this is dependent on stakeholders involved) |
| Potential site meeting | | Week of 14 October |
| Design first draft due | Payment 1 - 25% | Monday 4 November |
| Review and changes recommended by Council or stakeholders | | Week of 4 November |
| Detailed design & final sign - off | Payment 2 - 25% | Mid November |
| Installation | Payment 3 – 50% | End of November/early December |
| Media release – CCB | | December 2019 |

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 Friday, 4 October 2019 by 5.00pm

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