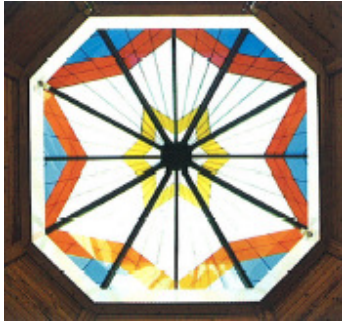


Public Art in Spelthorne



1

New buildings and their settings can provide an important opportunity to improve a locality. Care in design, attention to detail and sensitivity to the surroundings can help ensure the successful integration of a scheme and enhance the environment.

The inclusion of an artistic element can add a further dimension and interest to a development, whether as an integral part of the building design and landscaping or as an individual work of art. In turn this can distinctiveness to a town or locality.

The Council encourages developers, where appropriate, to include an artistic element in their scheme which contributes to the amenity of the area.

This is consistent with the approach of “Percent for Art” promoted by the Arts Council, which advocates a percentage of the development costs should be allocated for an artistic element for public benefit.

Spelthorne Council looks to developers of all larger schemes in the Borough to include in their proposals appropriate artistic elements. Artistic work in even small schemes, extension and alterations is also encouraged. The provision of such works may be the subject of a Section 106 legal agreement linked to grant of planning permission.



2



3

Artistic works can come in various forms, whether as an integral part of the building such as decorative features, brickwork, windows, glass, metal work, etc, or as part of the landscaping such as paving, seating, railings, signage, lighting, or as an individual piece of art such as sculptures, fountains, murals, paintings, etc. A variety of forms and materials can be used as illustrated by the examples shown in this leaflet from Spelthorne and the surrounding area of North West Surrey.

The artistic element should relate both to the site and where appropriate to the surrounding area. Ideally it should reflect local character, landmarks, geography, history or architectural features.



4



The inclusion of an artistic element into a development has many potential benefits. It can:

- Enhance the visual quality of an area and restore a sense of place and local identity.
- Create a pleasant environment for both workers and visitors.
- Act as a stimulus for cultural, environmental and economic regeneration.
- Enhance a company's status and cultural image within the local community.
- Create promotional and marketing opportunities.
- Increase the financial value of the development.

5

If you would like further information on how to incorporate public art into your development please contact Spelthorne's Planning Services on the telephone number given below. One of our Officers will be happy to discuss any proposals with you.

Planning and Housing Strategy
 Spelthorne Borough Council
 Knowle Green
 Staines TW18 1XB
 Tel: 01784 446361/4258

1. Mosaic, High Street, Egham
2. Contemporary Stone Statue, High Street, Egham
3. Metal seating, Pippins Park, Colnbrook
4. Bronze statue – The Swan Master, Fairfield Avenue, Staines
5. Mural, Woking Station
6. Classical stone statue – Walled Garden, Sunbury
7. Terracotta relief – Methodist Church, Staines
8. Fabric backcloth, St Mary Bethany, Woking
9. Bronze statue, Thorne House, Chertsey Bridge



6



7



8



9