

The background of the slide features a close-up photograph of purple flowers on the left and a large, circular sculpture made of blue and gold-colored metal leaves on the right. A semi-transparent white horizontal band is positioned across the middle of the image, containing the title and subtitle text.

South Wokingham Phase 2B

Public Art Strategy

On Behalf Of Miller Homes and Kier Ventures Ltd | P19-0052_44B | September 2024



-	08/07/2024	First Issue	ASK/RVF
A	30/07/2024	Minor amendments	ASK/RVF
B	25/09/2024	Minor amendments	ASK/RVF

CONTENTS

1. INTRODUCTION	2
2. LOCATION AND DESIGN PRINCIPLES	4
3. SUMMARY	11

NOTE: THIS DOCUMENT IS DESIGNED TO BE VIEWED AS A3 DOUBLE SIDED



Pegasus Group
33 Sheep Street
Cirencester
Gloucestershire
GL7 1RQ
www.pegasusgroup.co.uk | T 01285 641717

Prepared by Pegasus Design on behalf of Miller Homes and Kier Ventures Ltd
Pegasus Design is part of Pegasus Group Ltd

September 2024 | Project code P19-O052

© Copyright. The contents of this document must not be copied or reproduced in whole or in part without the written consent of Pegasus Planning Group Ltd.
Crown copyright. All rights reserved, Licence number 100042093.

Printed material produced by Pegasus Design Cirencester is printed on paper from sustainably managed sources and all parts are fully recyclable.

01 INTRODUCTION & BACKGROUND

Introduction

- 1.1 In July 2024 hybrid planning permission was granted by Wokingham Borough Council for a mixed-use development including up to 1,434 dwellings, local centre (A1, A2, A3, A4, A5 and D1 including community building D1/D2), public open space, play areas and associated infrastructure and landscaping; and a full application for the proposed Suitable Alternative Natural Green space (SANG), under reference 191068.
- 1.2 The purpose of this Public Art Strategy is to support the discharge of Condition 8 which states:

“Before submission of the first application pursuant to reserved matters, a strategy for delivery of public art throughout the site, setting out principles for:
 - a. public engagement;
 - b. the nature of the artwork;
 - c. number of pieces;
 - d. broad locations;
 - e. procurement; and
 - f. phasing of delivery in accordance with condition 4**shall be submitted to and approved in writing by the Local Planning Authority and the strategy shall be implemented as approved.**
- 1.3 The reasoning for the condition was deemed “In the interests of achieving high quality development with a sense of place”

Purpose of the Strategy

- 1.4 The purpose of this Public Art Strategy is to set out the proposed principles for the public art which will be incorporated in the development at South Wokingham.
- 1.5 Outline proposals for the public realm within South Wokingham were submitted as part of the hybrid application (191068), and discharge of condition including Landscape Design Statement (P19-0052_41D). Detailed proposals for the public open space will follow in subsequent Reserved Matters applications.

What is public art?

- 1.6 Public art comes in many forms and each item could have various perceived meanings. Many believe that public art should be thought provoking, imaginative, distinctive and innovate as well as being compelling, fun, playful and exciting. In addition to being aspirational, public art needs to be achievable, taking into account the potential intrinsic constraints of implementation for each site, such as cost, time, space and other resources such as its longevity and maintenance.
- 1.7 Wokingham Borough Council's South Wokingham Strategic Development Location (SDL) Supplementary Planning Document adopted October 2011 states:

“Public art should feature as an integral component of the landscape framework. Installations and art features should be located where they can be encountered as people move around the SDL, so that they can be enjoyed by a greater number of people. To ensure this is achieved, a strategy for public art should form part of the planning application process. The strategy should identify themes and locations for public art, and make clear the methods of funding and delivery that will be brought forward as the development progresses.”
- 1.8 Design Principle 3F is focused on Public Art and lists the following requirements:

“A strategy for public art within the build areas should be prepared. This should make provision for the involvement of artists in place making at the local level. The strategy should make explicit the timing, funding and delivery arrangements for public art.

Opportunities for public art should be widely considered, and may include:
 - Art installations and sculpture;
 - unique street furniture and signage;
 - surface treatment;
 - lighting;
 - unique walls and railings;
 - paintings, murals, mosaics;
 - uniquely crafted landforms; and
 - individuals elements and adornments within buildings.”

- 1.9 The Wokingham Borough Arts & Culture Strategy (February 2021) sets out a cultural ambition for 2030 for the area, with the aim to enhance cultural identity and sense of place through “cultural enhancement of the public realm, both public art and activities, to create interest and excitement across the Borough”.

Benefits of Public Art

- 1.10 The location of public art within public spaces, streets or parks can add value to a development as well as helping to create a sense of place ownership and aid legibility for all users. This can be executed in many ways; in the form of street furniture, surface materials, sculpture or building design and landscape.
- 1.11 Within the South Wokingham development the aim is for the public to be publicly accessible and/ or visible, this will allow the public art to contribute towards the quality and design of the public open space and the development as a whole, creating local distinctiveness for residents and the wider community.
- 1.12 Consultation and involvement with appropriate stakeholders can be beneficial in the process of creating public art, in this way it can give the community ownership by participating during the design process.

FIGURE 1: PHASE 2B ILLUSTRATIVE LANDSCAPE STRATEGY



02 LOCATION AND DESIGN PRINCIPLES

Existing Public Art Within South Wokingham



Existing sculpture within Buckhurst Meadows (B) at Montague Park



Proposed willow arch at St Anne's SANG – Precedent Image

Location

- 2.1 The location of art installations within the development is critical to most public art projects as their siting will aid legibility, connection to place whilst requiring natural surveillance to help deter vandalism or mis-use. The entire site at South Wokingham must be considered carefully and the ideal location chosen which would provide a publicly accessible space. This will help to allow the artist to use their creativity and imagination within the design without unnecessary constraints. Where necessary, constraints such as below ground services/ ownership should be set out to inform the design process and siting of the public art
- 2.2 It is also important to note that other phases of the South Wokingham SLD already contain public art features, or will feature public art in the future. Therefore there is the opportunity to create a larger trail of public art that is connected, legible and attractive to users to experience, further providing a connection to nature and the public realm.

Location Criteria

- To be publicly accessible to the highest number of residents or visitors;
 - To be accessible to those with disabilities;
 - To protect the public art from vandalism through natural surveillance;
 - To be in a location allowing space for the public to view and interact with the public art; and
 - To be in a location to allow the artist scope for creativity and imagination.
- 2.3 A brief summary of the public art proposals to date has been included below:

Montague Park

- 2.4 Public art within Buckhurst Meadows SANG has been designed and installed in two locations with a third location and design agreed (Fabrication and installation currently in progress). Thrussells, Cornish Sculptors developed the design for art work and completed the fabrication and installation. The first piece is a large metal sculpture (shown on the plan overleaf as A) at the entrance to Montague Park off London Road. The second is a large metal butterfly located within the Buckhurst Meadows SANG (B) and a third piece entitled 'Windows' is to be located within the neighbourhood centre (C).

Phase 2A

- 2.5 A series of willow sculptures will be located within St Anne's SANG. The design and final locations are to be agreed with an appointed artist/design and WBC. Indicative locations and the broad nature of the pieces has been shown on the adjacent plan.

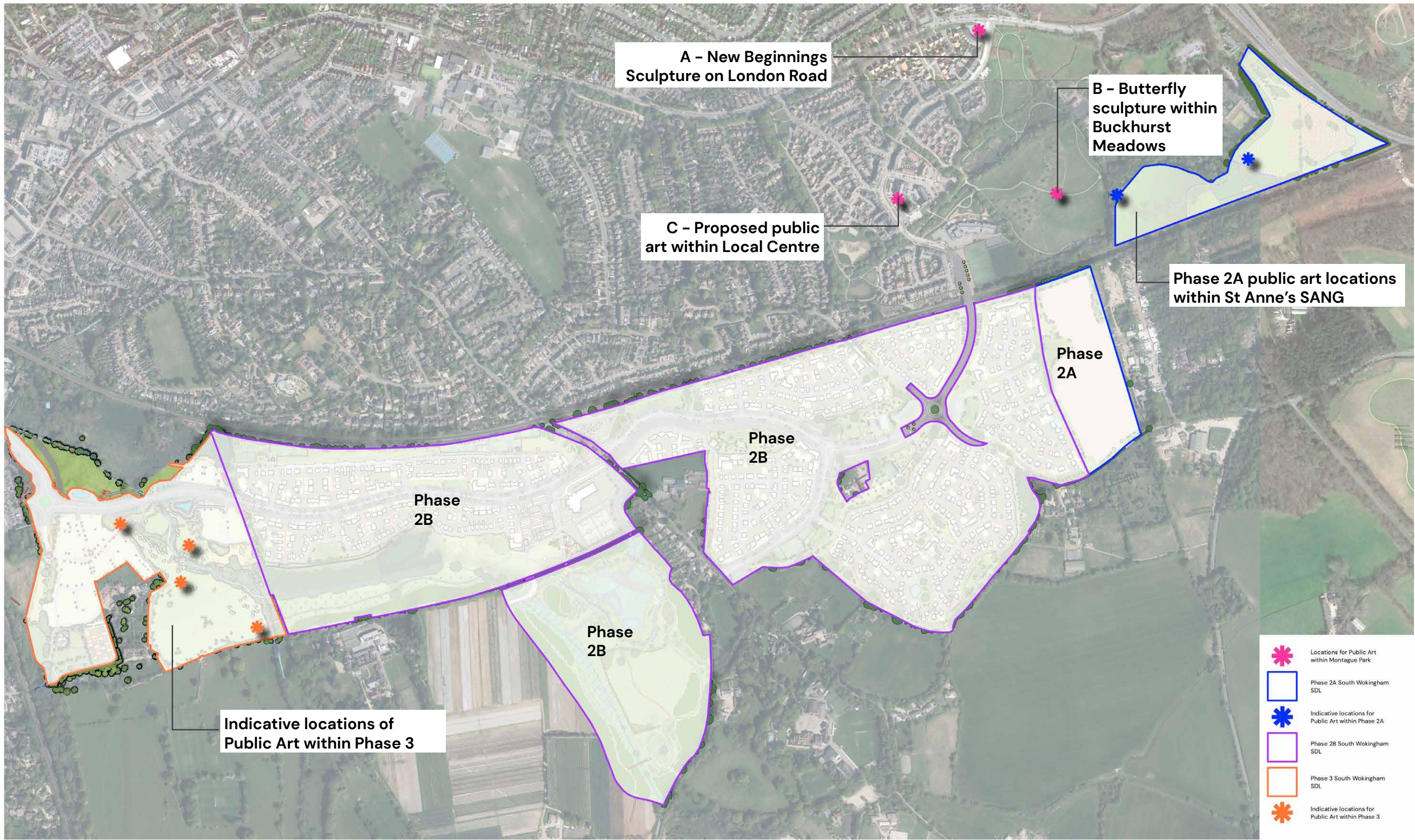
Phase 3

- 2.6 The future development at phase 3 is also required to provide public art, here, the close proximity of the Phase 3 SANG and Holme Park SANG creates an opportunity to continue a trail through this phase of the development as shown by the indicative locations on Figure 2.

Vision for Public Art in South Wokingham

- 1.13 Public art is an important factor in place making, for the Phase 2B parcel of South Wokingham and will help create a place with it's own character. Art can assist in creating a persons attachment to a place through emotional connection, meaning and understanding. This attachment can encourage individuals to actively protect and engage in their community. A resident who is more attached to their community has higher levels of social cohesion and will generally contribute towards the vitality of the neighbourhood.
- 1.14 The development of public art offers the opportunity for community engagement and involvement which again can help the community create attachments to the place.
- 1.15 The art should reinforce a natural, cultural or historical connection to the area or neighbourhood it sits within and be unique and meaningful to the area.

FIGURE 2: PUBLIC ART ACROSS SOUTH WOKINGHAM SDL



Indicative Public Art Ideas



Etched seating cubes (by Woodscape)



Carved & etched limestone (by Artscape part of Hardscape)

2.1 Taking into consideration the location criteria and the potential public art locations within Phase 2A, and Phase 3 of South Wokingham, it is considered that three areas of the site would be most suitable for public art: the Local Centre, Holme Park SANG and the Central Parkland which provides a key piece of public open space. The indicative location within these spaces is shown on the plan on page 4.

These are:

 Option A: Local Centre

2.2 The Local Centre (area highlighted blue) will be a key location for the new community and therefore lend itself well to the inclusion of public art. This location would provide easy access for the public and natural surveillance from the surrounding retail and residential units. There are opportunities to include either stand alone pieces of art or incorporate etching into street furniture and paving.

 Option B: Holme Park SANG

2.3 Holme Park SANG (area highlighted yellow) forms a large area of open space that will attract residents and visitors. Public art would form focal points along the circular walking route within the open space. The SANG has the potential to provide inspiration for the chosen artist with its variety of natural features due to the naturalistic parkland character of the space. There are opportunities to include either stand alone pieces of art or incorporate etching into street furniture and way finding.

 Option C: Central Parkland

2.4 Within the centre of the development a series of three formal parks and gardens (area highlighted purple) create a destination area of open space with a number of play spaces, recreational routes and variety of planting. This area could provide several locations for public art encouraging visitors and residents to use the different spaces within the parks and gardens and reinforcing a link between the spaces.

2.5 These three locations are anticipated to be focal spaces within the public realm with a high footfall of users across the community. This helps to ensure that the new community and other site users get to see the Public Art during their everyday activities as well as the potential for them to be visible as people arrive and leave the development. Pieces could either be stand alone or incorporated as etching on the street furniture and paving.

2.6 Option D: Art Trail

2.7 There is also the opportunity to create a trail through the development through etching on street furniture/way finding/paving or providing one piece of art work within each location as has been done within Montague Park. This option has the advantage of linking the different areas of open space within the development, it's surrounding and future development as public art is installed and accessible to the new community.

FIGURE 3: PHASE 2B POTENTIAL PUBLIC ART LOCATIONS



Design Principles

- 2.8 The design principles for public artwork are the backbone for progression of the concept and are a valuable steer for the artist. In the same manner that the location must allow the scope for creativity and imagination for the artist, the design principles should be clear but not too prescriptive.
- 2.9 The artist/designer should creatively design a series of pieces which reflect the landscape setting of the South Wokingham development and respects the future residential development.
- 2.10 The design, production and installation of the artwork is to be in accordance with an agreed budget set between the client consortium and WBC. The artist/designer will ensure the pieces can be delivered within the agreed time scales and ensure a duty of care to design out risk in the fabrication, installation and on-going use and enjoyment of the art work. The management regime for the items should also be considered up-front.
- 2.11 The artwork is to be accessible to all abilities to touch, admire or use (dependant on design). With consideration that the design suits its location and the wider landscape setting.
- 2.12 The artwork is to be fabricated using materials that are fit for purpose, require low levels of maintenance and compliment the surrounding landscape design and materials palette of the scheme.
- 2.13 The design should respond to the surrounding physical environment and have an element of bespoke design that reflects the natural environment around the South Wokingham development.
- 2.14 The artist/designer will be required to set out the management/maintenance prescriptions required for the artwork prior to it's sign off.

Nature of the Artwork

- 2.15 The character of the artwork should be naturalistic with the theme of the natural environment to tie into the landscape setting of the South Wokingham development.
- 2.16 The public artwork could take the form of stand alone structures or utilise etching on street furniture, way finding and paving throughout the development.
- 2.17 WBC will have final sign off on the designs before fabrication and implementation.

- 2.18 Where feasible an alternative to concrete foundations should be used to reduce environmental impact and facilitate future removal.

Number of pieces

- 2.19 Three pieces of artwork should be designed.

Budget

- 2.20 A budget should be agreed between the developers and Wokingham Borough Council prior to agreeing the brief.

Principles for public engagement

- 2.21 During the process, there will be the opportunity for local residents, pupils from Ludgrove School and local groups to participate and engage with the artist during workshops (number of sessions to be agreed with WBC). The aim of the workshops will be for participants to feed into the design. An exact list of groups to participate in the public engagement will be agreed with WBC prior to public engagement commencing.

Principles for Procurement

- 2.22 In liaison with WBC, a short list of artists/designers will be approached. Artists will need to demonstrate:
- Professional experience in leading workshops with community groups and school pupils (including holding a current DBS)
 - The ability to take input and ideas from workshops forward to create successful and appropriate designs for the development.
 - Demonstrate experience of producing public art from inception through to fabrication and installation with the appropriate level of awareness for Health and Safety.
- 2.23 The chosen artists will be provided with an Artist Brief (developed in conjunction with WBC) and invited to submit concept and detailed design proposals for three pieces along with fabrication and installation costing. Final design choice for the pieces of public art will be chosen with input from public engagement and consideration of costing.

Phasing of Delivery

- 2.24 The pieces of public art will be delivered upon completion of the setting out of the hard and soft elements of the chosen location.
- 2.25 The table overleaf shows an indicative outline of the phases from setting/agreeing the brief through to concept design, final design and finally fabrication and instalment.

INDICATIVE PUBLIC ART IDEAS



LandWave (by Ground Inc)



Wood and Stained Glass (by Men-an-Tol Wood & Glass Sculptures)



Etched seating cubes (by Woodscape)



Carved Wooden Butterfly (by Nick Garnett chainsaw artist)



Carved & etched limestone (by Artscape part of Hardscape)



Willow Pheasants (by Anna & The Willow)



Existing sculpture within Buckhurst Meadows (B) at Montague Park

Table: Outline Of Phases To Complete Public Art

PHASE	ARTIST/DESIGNER OUTPUT REQUIREMENTS	PUBLIC ENGAGEMENT	KEY MILESTONES
PHASE 1: INITIAL INSTRUCTION COMMISSION			
Initial site visit / meeting between the developers and the Landscape architect with a short list of artist/designers.			Initial Site Visit/ Meeting
Agree budget between developers and Wokingham Borough Council			Agree budget
Confirmed brief to be circulated to the short list of artist/designers to enable proposals to be put forward			
Artist/designer selected to move forward to concept design		Opportunity to engage with local residents, schools and groups to develop the brief and short list the artist/designers	
Confirmation of commission between artist/designer and commissioner – any outstanding queries resolved, contract signed			Commission & Contract Signed
PHASE 2: CONCEPT DESIGN & DEVELOPMENT			
Submission of conceptual design based on the brief and initial site visit and discussions with the developers	Where appropriate the artist/designer should liaise with the Landscape Architect to understand how the Public Art can be integrated within the Public Realm design.	Workshops with local residents, schools and groups to develop the concept design	Design development
The concept designs will be submitted to the developer for discussion, review and final approval	As required the design will be developed through discussion and review with the developers		
Prior to submission the fabrication materials and completion date will be finalised and confirmed in writing	Design development and evolution plans/drawings to be submitted to developer for discussion and review		Interim design meetings
The chosen concept design will be submitted to Wokingham Borough Council for approval	Final design to be submitted to council for approval	Opportunity to engage with local residents, schools and groups to comment on the final design	Final design approved
PHASE 3: FABRICATION			
Fabrication of the public art elements, time scales to be confirmed with the developers, delays to be highlighted at the earliest opportunity.	Fabrication of the public art element	Opportunity to engage with local residents, schools and groups such to watch/be involved in the fabrication	Fabrication
PHASE 4: INSTALLATION			
Confirmation of when the Public Art element is to be installed in relation to the construction of the public realm to be confirmed with Wokingham Borough Council	Artist/designer to be confirm any installation requirements such as access requirements and the requirement to restrict public access during installation	Liaison with community to keep them up to date with progress.	Installation on site followed by site inspection
PHASE 5: MAINTENANCE, OWNERSHIP & ENJOYMENT			
Commencement of management and maintenance period, if necessary the transfer of ownership will occur	Provide any management or maintenance requirements for the public art	The public art element can be enjoyed by the users of South Wokingham	Management and maintenance period commences

03 SUMMARY

- 3.1 This Public Art Strategy for Phase 2B South Wokingham has been produced to discharge condition 8 of planning application ref: 191068.
- 3.2 The Strategy aims to provide the clarity to Wokingham Borough Council, the local community and chosen artists with the information required to design and fabricate an element of Public Art that will positively contribute to the place making for the new development. In this way it will become a focal feature within the public realm for all to enjoy with its location at the heart of the new development.

Interested Artists

- 3.3 If artists/designers are interested in being commissioned they should issue an expression of interest to:
- Alice.skinner@pegasusgroup.co.uk and
nick.young@jackson-rowe.com
- 3.4 The expression of interest should include examples of previous experience of a similar scale and nature along with a CV.



Proposed willow arch at St Anne's SANG - Precedent Image

Office Location
33 Sheep Street,
Cirencester
t 1RQ
T 01285 641717
cirencester@pegasusgroup.co.uk

Offices throughout the UK and Ireland.

Expertly Done.

DESIGN | ECONOMICS | ENVIRONMENT | HERITAGE | LAND & PROPERTY | PLANNING | TRANSPORT & INFRASTRUCTURE



All paper sourced from sustainably managed forests.

Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales
Registered Office: Pegasus Group, 33 Sheep Street, Cirencester, Gloucestershire GL7 1RQ
We are ISO certified 9001, 14001, 45001



Pegasus_Group



@pegasusgroup



Pegasus_Group

PEGASUSGROUP.CO.UK