



## Your step-by-step guide to creating street art in Ballarat

### What is street art?

Street art is the production of artistic concepts created in appropriate public spaces with required permissions.

The intent of street art is to communicate socially relevant themes in ways that are creative, inclusive and relevant to our communities.

Street art can take many forms, including permanent mural applications applied directly to walls, screen printing surfaces, tiling, paste-ups, as well as stickers and stencil art.

Street art can be produced by professional artists, individual members of the community, community groups and teams of contributors.

### Why street art?

The term 'street art' distinguishes artworks in public spaces from graffiti vandalism and tagging. Street art contributes to the city's vibrant urban culture, is a tourist attraction and is often a well-loved neighbourhood asset for residents.

The City of Ballarat recognises community concerns surrounding graffiti and tagging in the municipality, and clearly distinguishes the difference between unwanted graffiti and street art-which has been carried out with the appropriate permission of property owners and the City of Ballarat.

By creating a sense of pride and ownership within public places, street art can discourage or minimise the impact of unauthorised vandalism and anti-social behaviour.

The City of Ballarat has a dedicated graffiti removal team and plan of action to deal with graffiti of City of Ballarat-owned assets.

For more information visit: [ballarat.vic.gov.au/ps/graffiti.aspx](http://ballarat.vic.gov.au/ps/graffiti.aspx)

### Permanent or temporary?

Street art can be installed for a short period of time or is intended to be displayed for a longer lifespan of more than 10 years.

It is worth carefully considering the lifespan of your project, as permanent public art can involve a lengthy process of permissions and permits (as described in step two of this fact sheet).

Examples of temporary street art applications include digital paper prints or paste-ups, digitally printed stickers, chalk art and projections.

Temporary street art is generally low cost, low risk and can provide a constantly-changing creative presence in Ballarat's streetscapes.

Artists involved must be aware of the temporary nature of the project and arrangements should be made for removal of the work after its lifespan has lapsed.

Examples of permanent street art applications include painted murals and stencil art (using spray paint or general paint products), mosaics and other creative elements such as carving into a surface.

The benefits of these artworks are that they last longer and can be enjoyed by many over an extended period of time.

Artists and project organisers must be aware of the necessary permits needed to undertake such artworks and other risks involved, including the use of aerosol paint.

Following the steps in this guide will ensure your artwork in a public space is considered street art and not removed as graffiti.

## Step 1

# Scope your project

**Appoint a project lead:** Select someone who has the resources to see the project through the entire process.



**Define your project objectives:** Brainstorm why you want to create the street art, and consider the local history of the area, the context of the artwork, the social and cultural mix of the neighbourhood, and who your audience is.



**Agree on a lifespan:** Most street art will have a maximum lifespan of 10 years, some may only last a few weeks.

It is important for the artist, and the community, to know how long the artwork will last, and consider who will review the work once the lifespan is reached.



**Agree on a location:** You will need to consider who owns the site, the possibility it could be sold in the near future, how visible it is, its condition for the artwork, the site's accessibility and heritage value.

You need to establish what the heritage implications of the site are. If the site is protected by a Heritage Overlay, then certain conditions will need to be followed. For example, any design will need to be considerate of the heritage context in terms of materials and colours. Permanent fixtures and fittings that damage historic fabric should also be avoided.



**Get the owner's permission:** You will need to have written permission from the property owners.

It is important works do not interfere with business being conducted by the owner or any tenants, so any agreements should be made in writing prior to works beginning.

If a property does change hands the artwork may be removed, important that discussions are held with the new property owners.

**NOTE:** In many cases you will also need permit permissions – which may include specific heritage considerations.

See [step two](#).



**Consider and plan for maintenance:** Will the owner agree to maintain the artwork? Will your organising committee or council agree to maintain the work? If it is a temporary street art installation, who will remove the artwork after the agreed time period?

## Step 2

# Getting permission

**Understand your site:** Make sure you know who the site owner is and have permission in writing for artwork to be displayed.

It is often useful to discuss your plans with adjoining businesses or property owners, but it is not necessary to seek consent letters from neighbours at this stage (although, this may be relevant at later planning permit stages). If the site is a public space owned by the City of Ballarat or is Crown Land, contact the City of Ballarat's Public Art Coordinator at [publicart@ballarat.vic.gov.au](mailto:publicart@ballarat.vic.gov.au) to seek further advice.

Check whether you are dealing with a heritage site. If so, contact the City of Ballarat who can assist you to resolve any potential conflicts. Visit [ballarat.vic.gov.au/sh/heritage/ballarat-heritage-database](http://ballarat.vic.gov.au/sh/heritage/ballarat-heritage-database) to learn more about overlays that may be applicable to your project.



**Is your project temporary or permanent?**



**PERMANENT:** If you are planning a permanent street art piece on public or private property, you will need to contact the City of Ballarat's planning department to discuss whether you require a planning permit. Call (03) 5320 5640 or visit the City of Ballarat's Planning and Building counter at the Customer Service Centre at The Phoenix, 25 Armstrong Street South, Ballarat.



**TEMPORARY:** If you are planning a temporary street art piece, permission from relevant property owners is often the only permission required. However, if your site is in a heritage area please see the important notes in the heritage information box.

If your project is part of an event visit: [ballarat.vic.gov.au/lae/event-support](http://ballarat.vic.gov.au/lae/event-support) to see whether you require an event permit.



## If you are dealing with a heritage building or within a heritage precinct, consider:

- working with appropriate themes related to the heritage context
- whether the artwork will visually dominate and therefore detract from the heritage values of the site
- avoiding any physical impacts on the heritage fabric that could cause damage and cost owners a lot of money to repair – in general, we are not supportive of methods that are not completely removable and/or reversible
- painting over old brick walls or other original fabric may not always be appropriate
- using a 'breathable' paint is recommended as old buildings need to 'breathe', fixings for panels or lighting should be attached to mortar joints where possible – masonry screws are generally preferred to Dynabolts, ChemSet fittings and similar attachment methods
- consider the use of films/posters with non-permanent adhesive on temporary artworks
- always use appropriate 'gentle' cleaning methods when preparing surfaces and avoid any techniques that damage the heritage fabric
- if in doubt, please contact the heritage team to discuss ideas at preliminary concept stage.



## Funding and support

If you need funding for your project, you could consider applying for City of Ballarat grant funding. For more information visit: [ballarat.vic.gov.au/pc/grants](http://ballarat.vic.gov.au/pc/grants)

Funding for street art is also supported by the Department of Justice Graffiti Prevention Grants Program. For more information visit: [crimeprevention.vic.gov.au/grants/graffiti-prevention-grants](http://crimeprevention.vic.gov.au/grants/graffiti-prevention-grants)

## Step 3 Production and completion

### Gather your team and materials at the project site:

As well as all the materials needed to create your street art, you may also need protective and/or high-visibility clothing, ladders/scaffolding and other tools. Remember to always have on-hand a copy of the permissions and permits you have obtained, as well as documented planning for risk and safety. If working with a heritage site, be sure to check approval requirements to ensure production and implementation do not compromise heritage requirements.



**Prepare your surface:** A well prepared surface can ensure temporary or permanent art work lasts for the lifespan you intend. This may include surface cleaning, filling and sanding, and priming the surface - local paint stores can offer advice if needed. You may also like to use a grid or a projection to produce your artwork.



### Begin your artwork



### Ensure your production methods and clean-up

**procedures are eco-friendly:** Paint brushes should be cleaned carefully and water disposed of only once paint has settled in the clean-up container. Tips for cleaning up paint safely and sustainably can be found online.



Apply an anti-graffiti coating or similar to permanent artworks. This will ensure any unwanted graffiti can be removed.



**Document and celebrate your project:** Please advise the City of Ballarat of your completed project by sending images and a description of the final artwork to [publicart@ballarat.vic.gov.au](mailto:publicart@ballarat.vic.gov.au). The City of Ballarat can also assist with celebrating the launch of your community artwork.



## Any questions?

Contact:  
City of Ballarat Public Art Co-Ordinator  
E: [publicart@ballarat.vic.gov.au](mailto:publicart@ballarat.vic.gov.au)  
P: (03) 5320 5199



## Image credits

### **Beverin Street Mural Project, Sebastopol 2017 (see pages 1 and 2)**

Paul Round and Michael Porter with community participants. City of Ballarat in partnership with Ballarat and District Aboriginal Cooperative. Funded through the Department of Justice Community Graffiti Prevention Grant Program.

### **Unique Message Maker (UMM) Program Paste Ups 2017 (see page 3)**

Charlotte Grimes and Sarah Buck, youth participants in a project led by artists Kat Barrand, Jay Rankine and Karl Woodward. City of Ballarat Youth Project, funded by the Victorian Government Engage! Program

### **Main Road Mural 2018 (pictured above)**

Travis Price, Commissioned by City of Ballarat as part of the Main Road Revitalisation Project.