



Woollahra Creative Hoardings Policy

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Division/Department:	Planning and Development Cultural Development, Community Services
Responsible Officer:	Cultural Development Coordinator
HPE CM Record Number:	20/42737

1 Policy Statement

Council seeks to increase public art and provide opportunities for artists and designers to create works for display in the public domain by requiring artwork on construction site hoardings.

This policy sets out Council's requirements for creative hoardings and will apply in certain circumstances when applications are made to erect a hoarding on public land.

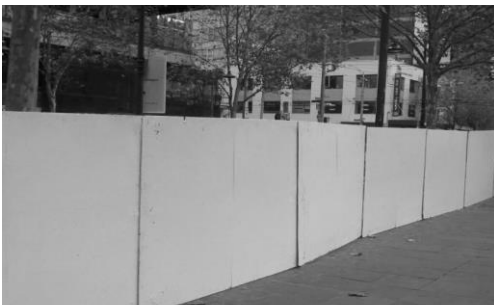
2 Application

What is a hoarding?

In broad terms a hoarding is a temporary fencing system that uses solid self-supporting panels to enclose a building site during construction to keep the site secure and the public safe from activities occurring within the site.

Although the primary purpose of hoardings is to prevent unauthorised entry to a building site and to keep the public safe from activities occurring within the site, hoardings can also serve as a canvas to display creative artwork and transform a construction site from something unattractive to something that sparks curiosity and interest.

Hoardings



Type A hoarding

Source: www.victoriantemporaryfencing.com.au



Type B hoarding

Source: www.royalwolf.com.au

Creative hoardings



Type A hoarding with artwork

Source: www.news.cityofsydney.nsw.gov.au



Type B hoarding with artwork

Source: www.news.cityofsydney.nsw.gov.au

Policy Objectives

- To contribute to the visual amenity of the public domain and streetscape during the construction phase of development
- To help support and promote arts and artists
- To promote cultural development and placemaking within the local community
- To contribute to defining a vibrant brand of a retail area such as the Double Bay or Rose Bay centres
- To discourage bill posters and graffiti at construction sites

Overview

Consent is required under section 138 of the *Roads Act 1993* to erect a hoarding on public land. Council is responsible for issuing this consent. An applicant wanting to erect a hoarding on public land in the Woollahra Municipality needs to apply using the form “*Application for a permit to use a footpath for the erection of a hoarding/scaffolding*”.

Under this Creative Hoardings Policy, an artwork or photographic image on hoardings will be required if the proposal meets criteria based on the location of the proposed hoarding and period which the hoarding will be erected. The criteria is set out in section 3 of this Policy.

Once the applicant identifies that a creative hoarding is required, the applicant then selects the type of creative hoarding. This may be a licensed artwork or historic image pre-selected and approved by Council’s Cultural Committee, or it may be a bespoke artwork. The options are set out in section 4 of this Policy.

3 Criteria for requiring a creative hoarding

An application for a Type A or Type B hoarding proposed to be erected on public land which meets the following criteria will require a creative hoarding:

- A.** Hoardings proposed on land zoned B2 Local Centre, or B4 Mixed Use, or SP2 Infrastructure under Woollahra Local Environmental Plan 2014 **AND** erected for 8 weeks or more

OR

- B.** Hoardings proposed on land located along a State classified road (regardless of the zone) **AND** erected for 8 weeks or more

OR

- C.** Hoardings proposed in any other location than that referred to in A. and B. above **AND** erected for 12 weeks or more, **except where:**

- i. the capital investment value of the work to which the hoarding relates is less than \$1 million

OR

- ii. the land is zoned R2 Low Density Residential

OR

- iii. the land is zoned R3 Medium Density Residential and the hoarding located in a lane or street that does not have through traffic (eg a cul-de-sac or no through road).

4 Options for installing artwork or creative designs on eligible hoardings

When a hoarding application triggers a requirement for a creative hoarding the applicant can choose from the following options for selecting artwork or creative graphics:

A. Licensed artwork

Artwork that has been selected and licensed by Council. This artwork is made available to developers to use on hoardings free of any copyright charge.

B. Historic images

Local historic photographic images that have been pre-approved and sourced from Council archives. These images are made available to developers to use on hoardings free of any copyright charge.

C. Bespoke artwork

The developer may commission or create their own high quality, site-specific artwork for approval.

Applicants must discuss their proposal with the Cultural Development Team prior to commencing detailed artwork design and commissioning. The suitability of the bespoke artwork will be assessed having regard to the criteria in section 5 of this Policy.

5 Criteria for assessing suitability of the artwork or design

The Cultural Committee will assess and select artwork and historic images referred to in section 4 above having regard to the following criteria:

- suitability of the design or image to be re-created in large format
- relationship of the design or image to the area
- ability of the design or image to engage with the public and transform development sites
- artistic excellence
- stakeholder consultation - artwork designs placed on hoardings located on state roads in close proximity to signalised intersections or signalised pedestrian crossings will require input from relevant stakeholders including Transport for NSW.

6 Definitions

Term	Meaning
Public art	<p>Woollahra Council's Public Art Policy defines public art as:</p> <p>“artistic works or activities created for, located in, or part of a public space or facility such as parks, foreshores, squares, spaces within public buildings or any space accessible to the general community including private sites which impact on the public domain. Public art can adopt many forms and approaches</p>

Term	Meaning
	<p>from community cultural development, place making projects, stand-alone public artworks to the conceptual contribution of artists to the design of public spaces and facilities.</p> <p>Public art may cover a wide range of forms and practices and includes sculptures, monuments, murals, new media artworks and functional objects such as fountains, street furniture, lighting, paving. More recently, the term 'public art' refers to contemporary art practice that occurs outside of the traditional museum or gallery system, and can include a diversity of temporary works and activities such as performance art, installations, street banners, aerosol art, electronic and computer generated and projected artworks."</p> <p>Artwork on hoardings erected on public land is often called creative hoardings.</p>
Cultural Committee	<p>The Cultural Committee is a sub-committee of Woollahra Council with aim to support and promote arts, artists and cultural development within the local community as well as improving the accessibility of arts to the broader community.</p> <p>The Cultural Committee comprises of Council staff, Councillors and community representatives.</p>
State classified road	<p>The <i>Roads Act 1993</i> establishes the classification of roads. Under that Act the following roads in the Woollahra Municipality are identified as State classified roads: New South Head Road, Old South Head Road, and Oxford Street.</p> <p>Note: The schedule of all State classified roads is available on the NSW Roads and Maritime Services website www.rms.nsw.gov.au/business-industry/partners-suppliers/lgr/arrangements-councils/road-classification.html</p>
Zoning of land	<p>The <i>Woollahra Local Environmental Plan 2014</i> (Woollahra LEP) establishes a zone for all land in the Woollahra Municipality.</p> <p>There are 11 land use zones in Woollahra LEP. The zone that applies to each parcel of land is shown on the Woollahra LEP Land Zoning Map which can be viewed at www.legislation.nsw.gov.au/#/view/EPI/2015/20/maps.</p>

7 Community Strategic Plan, Delivery Program and Operational Plan and Woollahra Social & Cultural Plan

This Policy relates to Themes, Goals and Strategies outlined in Council's Community Strategic Plan Woollahra 2030 and Priorities outlined in Council's Delivery Program and Operational Plan, specifically:

Theme:	Community wellbeing
Goal:	A creative and vibrant community
Strategy 3.4:	Initiate, support and promote accessible arts, artists and cultural development
Priority 3.4.1:	Produce and support innovative and creative initiatives reflective of the community's arts/cultural aspirations
Priority 3.4.2:	Work in partnership with artists and arts/cultural organisations

This Policy also relates to the Woollahra Social & Cultural Plan 2018 to 2030 and priorities outline under:

Goal 3:	A creative and vibrant community
Strategy:	<p>Initiate, support and promote accessible arts, artists and cultural development</p> <ul style="list-style-type: none"> - Produce and support innovative and creative initiatives reflective of the community's arts/cultural aspirations - Coordinate and implement the installation of public art and public art opportunities across the LGA - Work in partnership with artists and arts / cultural organisations - Support, promote and implement cultural initiatives identified through local partnerships

8 Relevant Legislation

- *Roads Act 1993*

9 Documentation/References

	HPECM Reference
Woollahra Council form: <i>Application for a permit to use a footpath for the erection of a hoarding/scaffolding</i>	https://www.woollahra.nsw.gov.au/__data/assets/pdf_file/0006/118464/Form_-_Application_to_use_Hoarding.PDF
Environmental Planning Committee Report Creative Hoardings – Draft Policy and Guidelines	19/ 79309

10 Related Policies and Procedures

	HPECM Reference
Woollahra Council Public Art Policy	19/78824

This Policy will be reviewed every year or as required in the event of legislative changes. This Policy may also be changed as a result of other amendments that are to the advantage of Council and in the spirit of this Policy.

Any amendment to this Policy must be by way of a Council Resolution.

11 Policy Amendments

Date	Responsible Officer	Description

12 Policy References

Guidelines for Hoardings and Scaffolding, City of Sydney