



Woollahra Creative Hoardings Guidelines

Associated Policy

These Guidelines HPE CM 23/149176 are associated with the following Policy: Woollahra Creative Hoardings Policy HPE CM 23/149172.

Definitions

Term	Meaning
Public art	<p>Woollahra Municipal Council 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 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>Artwork on hoardings erected in a public place is often called creative hoardings.</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>
Local Centre	<p>Land zoned E1 Local Centre in Bellevue Hill, Darling Point, Double Bay, Edgecliff, Paddington, Rose Bay, Vaucluse, Woollahra and Watsons Bay.</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</p>

Term	Meaning
	https://www.planningportal.nsw.gov.au/publications/environmental-planning-instruments/woollahra-local-environmental-plan-2014
Public Place	<p>In the Local Government Act 1993, Public Place is defined as:</p> <ul style="list-style-type: none"> a) a public reserve, public bathing reserve, public baths or public swimming pool, or b) a public road, public bridge, public wharf or public road-ferry, or c) a Crown reserve comprising land reserved for future public requirements, or d) public land or Crown land that is not: <ul style="list-style-type: none"> (i) a Crown reserve (other than a Crown reserve that is a public place because of paragraph (a), (b) or (c)), or (ii) a common, or (iii) land subject to the Trustees of Schools of Arts Enabling Act 1902, or (iv) land that has been sold or leased or lawfully contracted to be sold or leased, or e) land that is declared by the regulations to be a public place for the purposes of this definition.

Application Process

1. Gain approval for works on your site (see this page for further details: https://www.woollahra.nsw.gov.au/building_and_development/submit_a_da).
2. Do you need to occupy the footpath or road in order to safely complete your works? If you do, you will require hoarding. If you're unsure, contact Customer Experience at 9391 7000.
3. Complete the *Application to erect Hoarding/Scaffolding on Council's Footpath*. This form will also lead you through a self-assessment to determine whether your site requires creative hoarding. If you do not require a creative hoarding, follow Process 1. If you do, follow Process 2.

Process 1: Hoarding

1. Submit your *Application to erect Hoarding/Scaffolding on Council's Footpath* to records@woollahra.nsw.gov.au.
2. All enquiries regarding the erection of hoardings, compliance and approvals can be directed to the Building and Compliance Officer handling your application.
3. The Building and Compliance Officer handling your application will provide final approval and the necessary permit.
4. Once the hoarding is erected, please take a photo as proof and send it to records@woollahra.nsw.gov.au.

Process 2: Creative Hoarding

1. If the self-assessment for creative hoarding in the *Application to erect Hoarding/Scaffolding on Council's Footpath* indicates that you require a creative hoarding, contact the Community & Culture team at cultural@woollahra.nsw.gov.au and specify which artwork from the location and style specific images provided.
2. The Community & Culture team will send you image files of your selected creative hoarding design, and will provide support with any issues that may arise.
3. The creative design must cover 90% of the hoarding surface. Site signage required by the *Environmental Planning and Assessment Act 1979* and corporate signage must not cover more than 10% of the overall outer surface area of the hoarding. Space is given on the pre-approved hoarding designs to include this. No advertising of businesses which are not directly associated with the development is permitted.
 - a. The artwork on the hoarding elevation drawings must be arranged consistent with the [Creative Hoardings Artwork Template Guide](#).
 - b. A proof of the artwork showing the position and layout on the hoarding elevation plans must be included in your *Application to erect Hoarding/Scaffolding on Council's Footpath*.
4. All enquiries regarding the erection of hoarding, compliance and approvals can be directed to the Building and Compliance Officer handling your application.
5. Once your *Application to erect Hoarding/Scaffolding on Council's Footpath* is complete, submit it to records@woollahra.nsw.gov.au.
6. You will need to organise the printing and installing of the artwork on the hoarding at no cost to Council. There are a number of large format printing firms in the Sydney region that can print and install graphics on hoardings. Some commercial suppliers of hoardings can also arrange to print and install the graphics as a packaged service.
7. The creative hoarding must be erected within three weeks of being approved. Other requirements for the creative hoarding will also be set out in the conditions of the hoarding permit issued by Council.
8. Within one week of erection, please take a photo of the hoarding as proof and send it to records@woollahra.nsw.gov.au.
9. The Communications and Engagement team may choose to feature the hoarding on Woollahra Council's social media pages.

Criteria for requiring a creative hoarding

An application for hoarding proposed to be erected in a public place which meets the following criteria will require a creative hoarding. Detailed maps found here can be utilised to determine what the relevant land zoning is for your development:

<https://www.planningportal.nsw.gov.au/publications/environmental-planning-instruments/woollahra-local-environmental-plan-2014>.

An application for a hoarding proposed to be erected in a public place which meets the following criteria will require a creative hoarding:

- A. Hoardings proposed on land zoned E1 Local Centre **AND** erected for 8 weeks or more. Local centres can be found in the following suburbs: Bellevue Hill, Darling Point, Double Bay, Edgecliff, Paddington, Rose Bay, Vaucluse, Woollahra and Watsons Bay.

OR

- B. Hoardings proposed on land located along a State classified road (regardless of the zone) **AND** erected for 8 weeks or more. State classified roads include Oxford St, New South Head Rd and Old South Head Rd.

Policy References

Local Approvals Policy for Hoardings and Scaffolding (2022) and City of Sydney

Woollahra Creative Hoardings Policy (2023), Woollahra Municipal Council.

The Council authorises the General Manager to reissue the supporting Guidelines and to make to make minor administrative changes to the Guidelines as required from time to time.