



Woollahra Creative Hoardings Policy

Adoption Date:	9 March 2020 by Council Resolution
Review Date:	30 June 2023
Version:	30 June 2023
Division/Department:	Community & Culture, Legal, Compliance & Enforcement
Responsible Officer:	Manager, Community & Culture
HPE CM Record Number:	23/123905

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.

Policy Objectives

- To contribute to the visual amenity of the public domain and streetscape during the construction phase of development
- To transform the required hoardings surfaces of developments into visual creative canvases
- To help support and promote arts and artists
- To promote cultural development and placemaking within the local community
- To contribute to the vibrancy of Woollahra LGA's local centres
- To discourage bill posters and graffiti at construction sites

Overview

Consent is required under section 138 of the *Roads Act 1993* and section 68 of the *Local Government 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 4 of this Policy.

Once the applicant identifies that a creative hoarding is required, the applicant then selects the type of creative hoarding, which have been grouped into suburb usage, to reflect each community's location and style. This may be a licensed artwork, a sustainability and biodiversity design or historic image pre-selected and approved by Council staff. The options are set out in section 5 of this Policy.

2 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,</p>

Term	Meaning
	stand-alone public artworks to the conceptual contribution of artists to the design of public spaces and facilities”. Artwork on hoardings erected on public land is often called creative hoardings.
State classified road	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. 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 .
Local Centre	Land zoned E1 Local Centre in Bellevue Hill, Darling Point, Double Bay, Edgecliff, Paddington, Rose Bay, Vaucluse, Woollahra and Watsons Bay.
Zoning of land	The <i>Woollahra Local Environmental Plan 2014</i> (Woollahra LEP) establishes a zone for all land in the Woollahra Municipality. 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 https://www.planningportal.nsw.gov.au/publications/environmental-planning-instruments/woollahra-local-environmental-plan-2014 .
Public Land	Refers to any land (including a public reserve) vested in or under the control of the council, but does not include— (a) a public road, or (b) land to which the <i>Crown Land Management Act 2016</i> applies, OR (c) a common, or (d) a regional park under the <i>National Parks and Wildlife Act 1974</i>

3 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. A hoarding includes structures in the public domain, including:

- A fence, with or without scaffolding used to enclose or isolate a work area from the public place

- An overhead protective structure constructed of a steel frame that provides a barrier from objects that may fall from a work area into the public place and where necessary, to also enclose a worksite by means of a fence
- any site offices, sheds and facilities which have external walls that face the public domain.

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.

4 Criteria for requiring a creative hoarding

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

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

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.

5 Requirements 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. Design promoting sustainability and biodiversity

A design which promotes sustainability and the biodiversity of Woollahra LGA.

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.

6 Consequences for Non-Compliance

If a creative hoarding is required but not erected, penalties consistent with the Local Government Act 1993 and Roads Act 1993 will be issued.

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

This Policy relates to Focus Areas, Goals and Strategies outlined in Council's Community Strategic Plan Woollahra 2032 and Priorities outlined in Council's Delivery Program and Operational Plan, specifically:

Theme:	Social
Goal:	A creative and vibrant community
Strategy 3.1:	Promote opportunities for innovative, creative and cultural initiatives that support the community.
Priority 3.1.2:	Produce, support and partner for innovative and creative initiatives reflective of the community's arts/ cultural aspirations.

8 Relevant Legislation

- *Local Government Act 1993*
- *Roads Act 1993*
- *Woollahra Local Environmental Plan 2014*

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>	Application to erect Hoarding/Scaffolding 23/115020

10 Related Policies and Procedures

	HPECM Reference
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Woollahra Council Public Art Policy	19/78824
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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.

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.

11 Policy Amendments

Date	Responsible Officer	Description