

MAYORAL MINUTE

(ITEM MM7/21) REVIEW OF HOARDING POLICY AND PUBLIC ART STRATEGY

Trim Folder: 21/11600

MAYORAL MINUTE BY CR JOHN FAKER (MAYOR)

Summary

At the Ordinary Meeting of Council held on 19 May 2020, Council adopted the Hoarding Policy, which controls the placement of temporary structures on or above a public road or footpath by property owners, developers, builders and contractors when undertaking construction or maintenance activity.

The policy also describes the design standards for hoardings, which require approval from Council via the submission of a development application. A key feature of the policy is the requirement for artwork or graphics to be displayed on hoardings in areas of high pedestrian activity or exposure in an effort to reduce the visual impact, provide new public art opportunities and contribute to the attractiveness of the Burwood Town Centre and other local centres.

Council also has a Public Art Strategy, which provides an overarching framework for Council in the commissioning of new pieces of public art. It also includes provision for developments to make an onsite contribution for public art based upon the capital investment value (CIV) of the project. This is currently limited to projects with a CIV of \$40 million or greater and provides that 1% of the CIV be provided for public art (capped at \$100,000).

Now that the current Hoarding Policy and Public Art Strategy have been in operation for a period of time, I believe there is a further opportunity to increase the coverage of these policies to promote greater public art outcomes by:

- Expanding the requirement for 'mandatory' artwork or graphics to construction hoardings outside of the commercial zones, notably the R1, General Residential and R3, Medium Density Residential, which are likely to attract large scale development that may require a site hoarding. Some consideration would need to be given to the threshold development site size, but this could be linked to project value, site area or frontage length.
- Exploring the requirement to include artwork or graphics on other types of site fences situated on the boundary of the site (i.e. not in the footpath). Presently these are outside the control of the Hoarding Policy and typically comprise temporary construction fencing either as an open wire fence or as a closed fence.
- Streamlining the process for applying public art and mandating Council approval of artwork or graphics to ensure the integrity and quality of the artwork. This should include a standard layout for Council owned art images stating minimum size, layout and arrangement.
- Reviewing the current financial thresholds for the provision of onsite public art for developments and exploring opportunities for developers to make a financial contribution for public art in lieu of onsite public art provision.

The above changes could be captured via amendments to both the Hoarding Policy and the Public Art Strategy and/or via conditions of development consent.

Operational Plan Objective

5.3.1 Promote opportunities for public art and culture

5.3.2 Maintain an attractive Burwood CBD

I therefore move that:

Council review the current Hoarding Policy and Public Art Strategy, and provide a detailed report back to Council on opportunities to improve the coverage of these policies to deliver improved public art outcomes.

Attachments

There are no attachments for this report.