

Report to the Future Melbourne Committee

Agenda item 6.7

Trial for Creative Hoardings

7 June 2022

Presenter: Justine Hyde, Director Creative City

Purpose and background

1. On 15 February 2022 the Future Melbourne Committee adopted the Code of Practice for Building, Construction and Works (Code) and requested that management bring forward a proposal to run a 12-month trial, within the next 24 months, for an opt-in application of commissioned artwork on hoardings that are in place for longer than 12 weeks. This paper details that proposal. See attachment 2.

Key issues

2. The new Code incorporates a minimum standard to significantly improve the design quality of temporary hoardings in the city. The proposed 12 month artwork on hoardings trial, to start later this year, will explore how commissioned artwork might further enhance the quality of temporary hoardings. The trial will focus on commercial construction of greater than 12 weeks in duration and exclude single occupier dwellings.
3. Artwork on hoardings offers developers a comparatively low cost way to improve the public realm experience while construction is underway. It also creates new ways to reduce negative construction impacts on smaller businesses; disrupts graffiti and reduces unsolicited bill posting; and it makes hoardings easier to maintain in good appearance.
4. The enhanced appearance of hoardings will add to the City's economic recovery and complement efforts such as graffiti and waste removal to ensure the city is clean, safe and well-presented, improving the experience of visitors returning to the City.
5. The developers that participate in the trial will be supported by Council by either:
 - 5.1. free Council-commissioned artwork that they can print and install themselves;
 - 5.2. access to a panel of suitable artists for new commissions; or
 - 5.3. advice on commissioning artwork independently.
6. All participants will receive advice, guidelines, sample contracts (including advice on fees) and a review process for feedback from the City of Melbourne.
7. In line with the Code, allowance for required signage and first party advertising will be built into both Council supplied designs and best practice guidelines for the application of artwork to hoardings.
8. Outcomes from the trial will provide information on how to maximise long term take-up of a future mandatory scheme and will align with any review of Local Laws.

Recommended from management

9. That the Future Melbourne Committee
 - 9.1. Endorses the format of the trial for an opt-in application of commissioned artwork on hoardings that are in place for longer than 12 weeks and that the trial is to be implemented by management without delay.
 - 9.2. Requests that, at the conclusion of the trial, management brings forward recommendations and requirements to proceed to a mandatory scheme.

Attachments:

1. Supporting Attachment (Page 2 of 3)
2. Timeline for rollout of Creative Hoardings Program (Page 3 of 3)

Supporting Attachment

Legal

1. There are no direct legal implications arising from the recommendation from management.

Finance

2. The financial implications of this trial has been provided for in the budget.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

4. OHS issues have been considered.
 - 4.1 Work Environment and Injury/Illness Management: As an opt-in program for Developers and Builders which utilises a common and pre-existing methodology (vinyl banners), there are no work environment or injury illness management requirements that do not already fall under the OHS requirements and responsibility of the Developer, Builder or Installer.
 - 4.2 Community Health and Safety: The program as a whole supports a better public interface with construction sites and seeks to improve the appearance of these structures improving perception of the city and providing aesthetic enrichment to those that encounter them.

Stakeholder consultation

5. Consultation was undertaken with a small but varied group of developers on the previous resolution. The outcome of this consultation is incorporated into both the decision to proceed with a trial before implementing any mandatory scheme, and in the incorporation of allowance for first party advertising alongside provided artwork.

During the trial further engagement and consultation will be undertaken with a range of developers and builders, including both those participating and those not, in order to inform decision-making on a possible mandatory scheme following the trial.

Relation to Council policy

6. Code of Practice for Building, Construction and Works
Public Art Framework 2021-2031
Creative Strategy 2018-2028
Economic Development Strategy 2021-2031

Environmental sustainability

7. Environmental sustainability opportunities will be considered as part of the trial. Management will investigate options for material improvements and reuse/recycling of unwanted banners at the end of life of the construction period

Attachment 2	
TIMELINE FOR ROLL OUT OF CREATIVE HOARDINGS PROGRAM	
15 February 2022	Resolution to run a 12 month trial within the next 24 months (by Feb 2024)
June	Finalising Comms Plan Set KPI's and measurement plan Survey existing experiences around construction sites without creative content
4 July 2022	Issue public EOI to artists to submit artwork for consideration as one of the artworks available to Developers.
July 2022	Start approach to Developers identified through internal and external contacts including planning and building and construction team - Start with those already utilising artwork to improve hoardings or other creative treatments
1 August 2022	Close EOI and assess submissions
19 August 2022	Notify successful artists and provide two weeks for supply of print ready files
August 2022	Develop website page Produce Guidelines for Developers for the application of artwork on hoardings (including sample contract and recommended fees if doing independent work with artists)
September 2022	Sign off all material including website and Guidelines
15 October 2022	Launch of opt in program