

To: Stephen Cain
Chief Executive Officer
PO Box 1215,
Bibra Lake DC
Western Australia 6965

17th July 2014

Dear Mr Cain

DRAFT PERCENT FOR ART LOCAL PLANNING POLICY

The Property Council of Australia welcomes the opportunity to submit comments on the City of Cockburn's 'Draft Percent for Art Local Planning Policy'.

The Property Council of Australia is the leading advocate for Australia's property industry. It counts the bulk of the nation's major investors, property owners and developers – as well as the industry's professional service and trade providers – amongst its members.

The Property Council commends the objectives of the policy to increase the social, cultural and economic value of the City of Cockburn, and to increase public awareness of the value of art and design.

The Property Council is NOT able, however, to support the Draft Percent for Art Local Planning Policy in its current form due to serious concerns about the way in which this policy has been formulated to achieve those objectives.

The Property Council recommends that the policy should be limited to only public buildings or public infrastructure. It is most appropriate for public buildings, as places that are accessible to and created for the enrichment and betterment of the community that they be the locations for public art.

Applying this policy to private sector developments will generate significant issues. As smaller developers are hit with the administrative work and costs associated with addressing this requirement, they will have to start thinking again about developing in the City of Cockburn.

The Property Council also notes that the City of Cockburn is currently engaged in the community consultation process for a Housing Affordability and Diversity Strategy. A move such as the introduction of a 'Percent for Art' policy would be counterproductive to the endeavour of creating a more affordable environment for residents. What the 'Percent for Art' policy would do instead is force the developer to pass the costs resulting from it on to the purchaser or leasee, reducing the affordability of the end product.

Further, the Property Council notes that in the current formulation of the policy, the requirement for setting aside the minimum 1% comes into effect

at such a low dollar value that these thresholds would be functionally tokenistic.

The Property Council proposes that should the City of Cockburn introduce a policy such as this, those value thresholds should be increased to \$10 million for both commercial and residential developments.

By doing this, the policy will be successfully targeted at major developments and enable art pieces that are of greater cultural and community value.

The Property Council also proposes that the City of Cockburn follows the example of the Metropolitan Redevelopment Authority of placing a cap whereby any development proposal greater than \$50 million is only required to set aside \$500,000 for public art on the site. Without such a cap, the requirements for what must be set aside will escalate beyond what would ever be necessary for the achievement of this policy.

The Property Council thanks you again for the opportunity to make comment on the policy. If you would wish to discuss this further, please contact our Policy Advisor Rebecca Douthwaite on 9426 1203 or at rdouthwaite@propertyoz.com.au.

Yours sincerely,



Joe Lenzo
Executive Director

Property Council of Australia

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