

## 15.01-2L-02 Urban art

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Proposed C203port

### Policy application

This policy applies to development with a total estimated development cost that exceeds two million dollars. Where a staged permit is issued, the aggregated value of all permits relating to one building is the determining value for the estimated development cost.

### Objective

To encourage the integrated urban art in new developments that reflects the identity of place, community values and innovation and creativity.

### Strategy

Encourage the provision of an urban art contribution for development that:

- Offers aesthetic appeal, functionality and utility.
- Takes on an artistic approach that either promotes integration (for example response, memory and facilitation for ‘place-making’), and/or intervention (for example provocation, parody and challenge for ‘agenda-setting’).

### Policy documents

Consider as relevant:

*Art and Soul - Creative and Prosperous City Strategy 2018-22* (City of Port Phillip, 2018)

*City of Port Phillip Urban Art Strategy* (City of Port Phillip, 2002)