

Hoarding Artwork Guidelines

Artwork application rules

Planning ahead

In creating your design, it is important to consider the following requirements:

- At least 75% of the surface area of fascias, site fences and access gates or doors (2m and wider) must be covered by a graphic display. The remaining surface (trimming boards and minor access doors) must be painted flat black.
- **Site information and safety signage** must not be placed over artwork. Factor-in the location of essential signage in your design, leaving plain black background areas to attach signs to.
- **Site signage** should be placed at the end of fences/fascias, providing the largest possible, uninterrupted area for artwork display.
- Refer to templates in these Hoarding Artwork Guidelines for graphic layout and signage locations.
- No artwork is required on **access doors or gates that are less than 2m wide** (use for site signage where practical).
- For durability purposes, artwork on doors or access gates **wider than 2m must feature artwork**. These graphics should be printed on a durable, approved base-board and screw-fixed to the gate using countersunk screws. Banner fabric can be used however where damage occurs the graphics/fabric will need to be replaced.

- Some community information and minor corporate branding is allowed, please see Table 2 in the Guidelines for Hoardings and Scaffolding.

Printing and installation

The system of installation of artwork to temporary structures must consider long-term durability, appearance and maintenance requirements.

As a general rule, hoarding artwork should be printed on a recycled or recyclable **PVC banner fabric**. UV-stabilised inks must be used.

Hoarding artwork must be **installed using powder-coated black sail track** and low profile fixing screws.

Self-adhesive display material may be permitted in certain circumstances:

- on site fences of Type B hoardings where the overhead deck affords weather and sun protection to prevent loss of adhesion.
- on Type A hoardings where weather-protected by street awnings and where it can be demonstrated that the plywood base-board can be appropriately sealed to prevent dampness reaching the adhesive backing.
- on the fascia of Type B hoardings where a smooth metal finish is provided and the top of the fascia panels can be fully sealed to prevent rainwater entry behind the graphic.

In areas of the city which are identified as having a **high-risk of vandalism and graffiti**, an alternative system of laminated graphics or printing on base-board may be recommended by the City.

All reasonable efforts should be taken to remove graffiti from hoarding artwork within 48 hours. Should it be impossible to remove graffiti through low-cost, manual efforts, you may be required to reprint and replace the affected artwork.

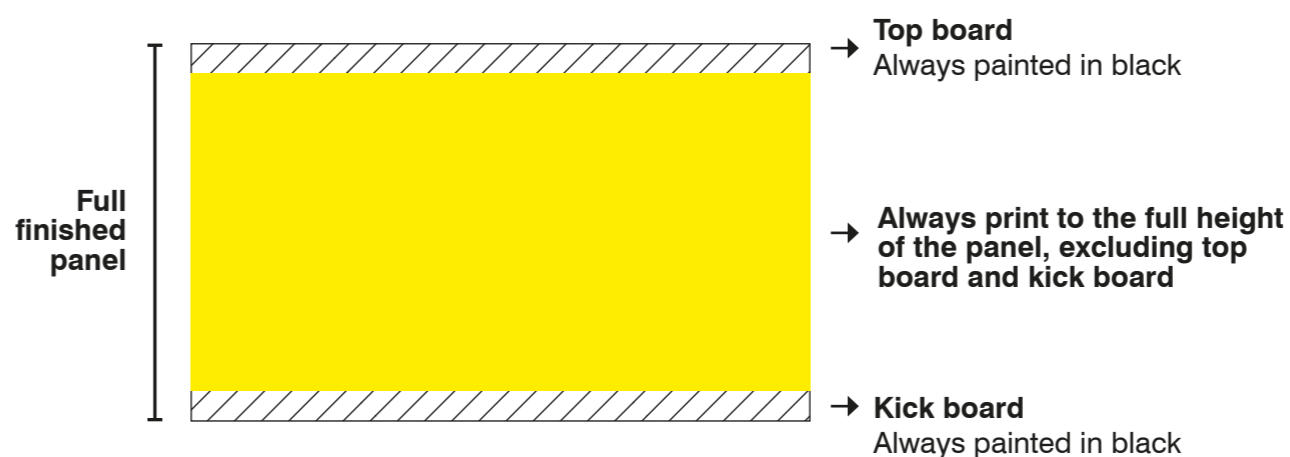
Printed area and safe area

Always print to the full height of the panel, of Type A hoardings, excluding top board and kick board.

Top board and kick board should always be painted black (matte or silk only).

Always apply actual artwork within safe area.

Safe area is highlighted in yellow in example.

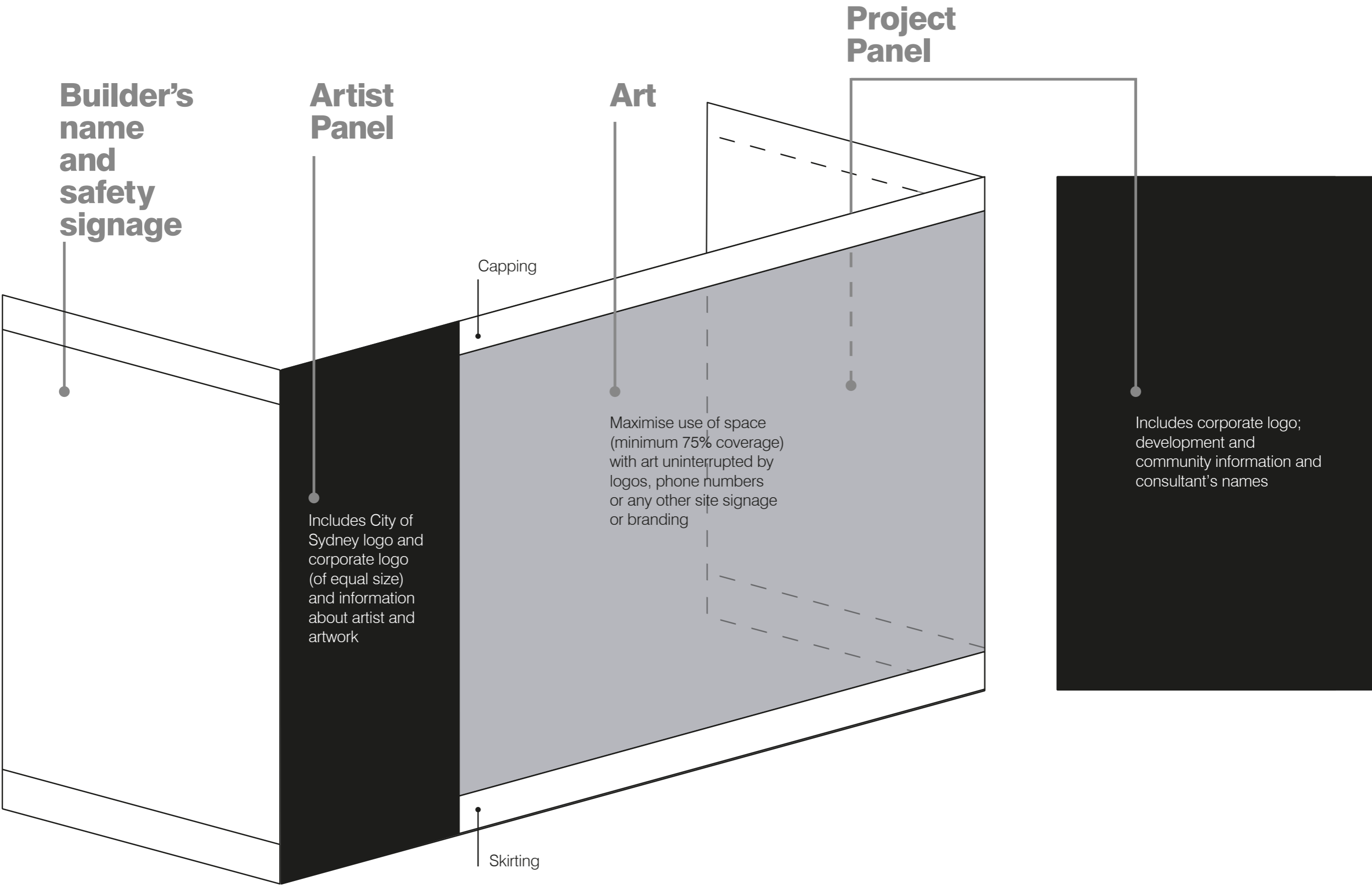


Contact

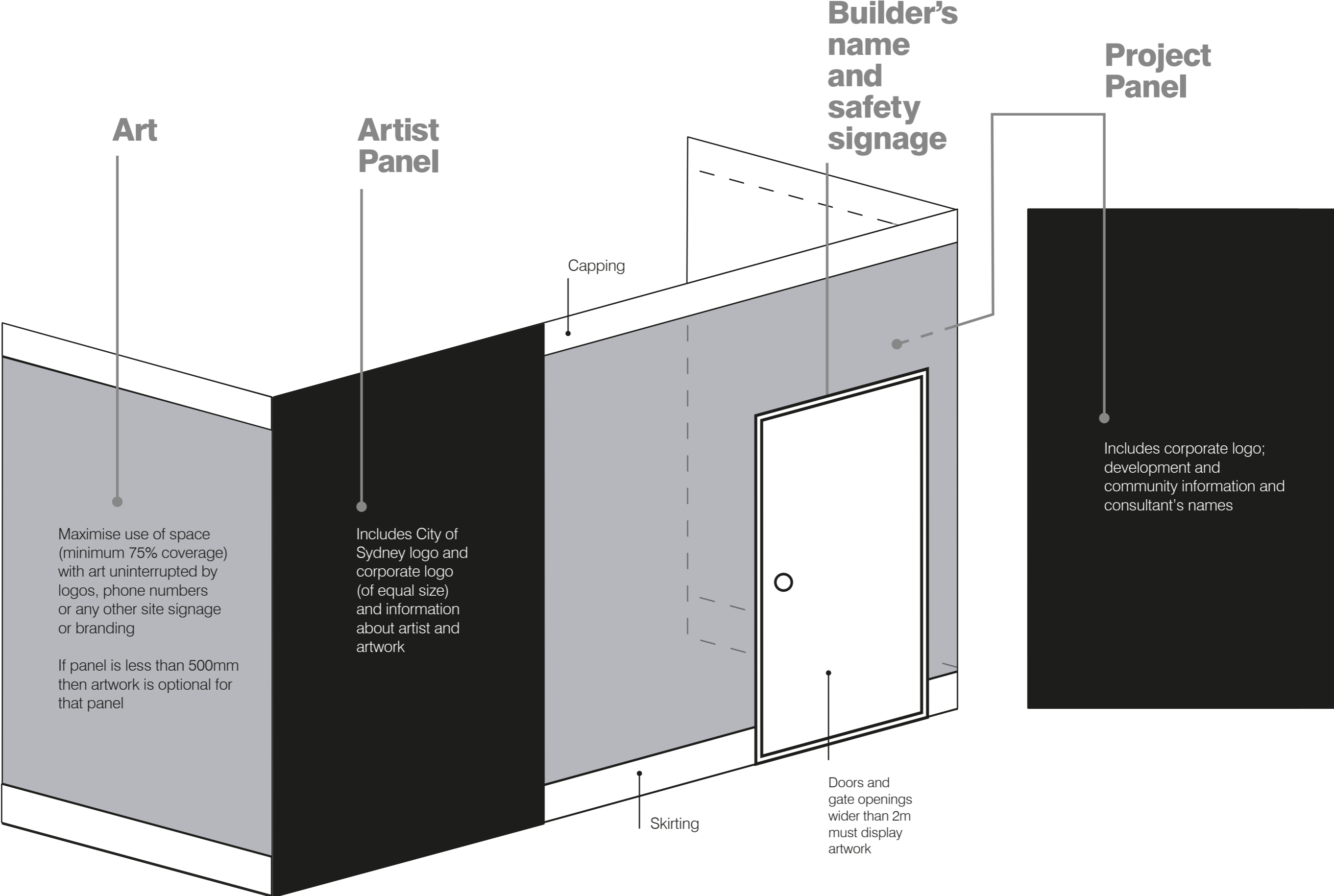
Steve Howlett

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TYPE A HOARDING – EXAMPLE 1

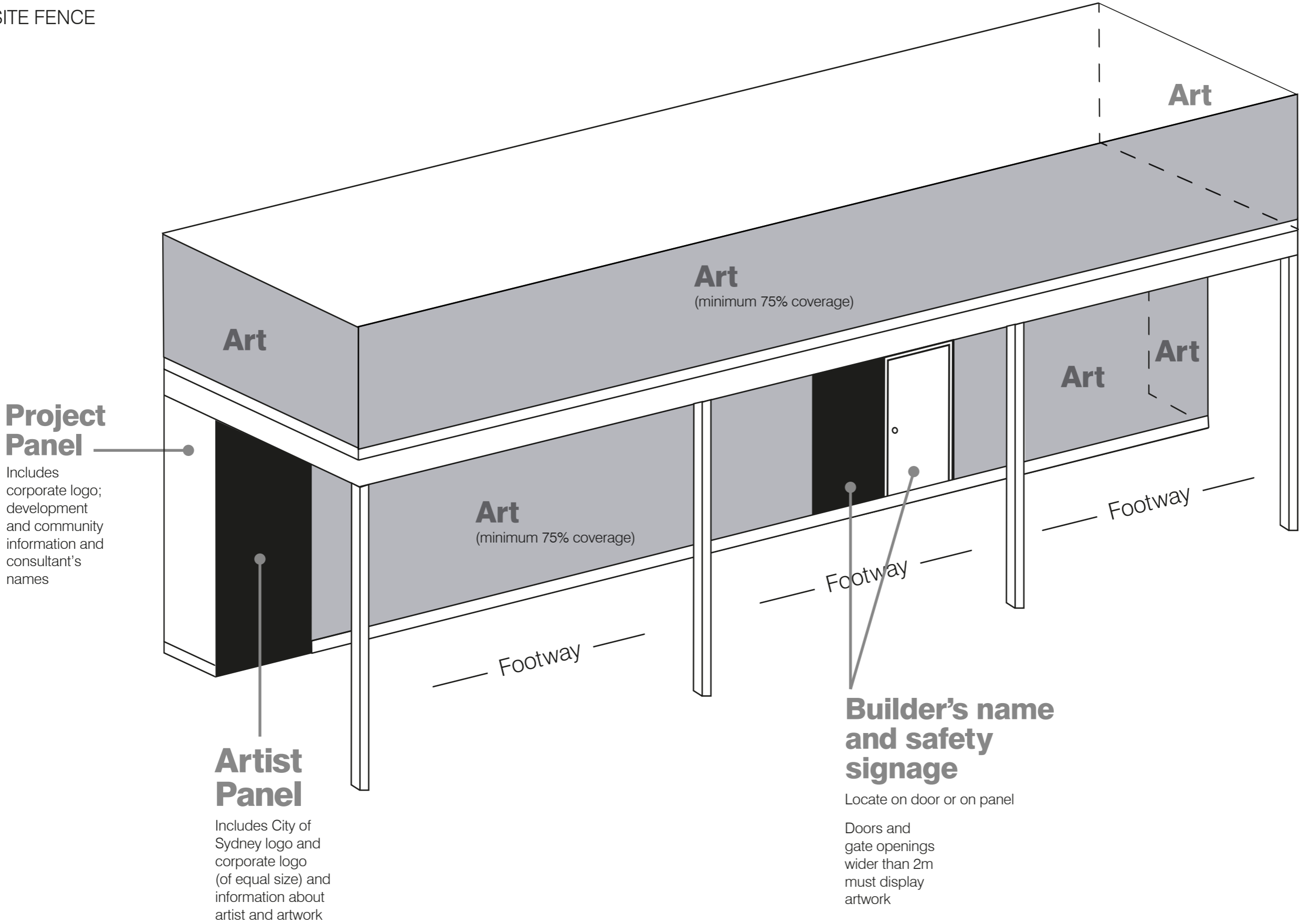


TYPE A HOARDING – EXAMPLE 2



TYPE B HOARDING – EXAMPLE 1

WITH A SITE FENCE

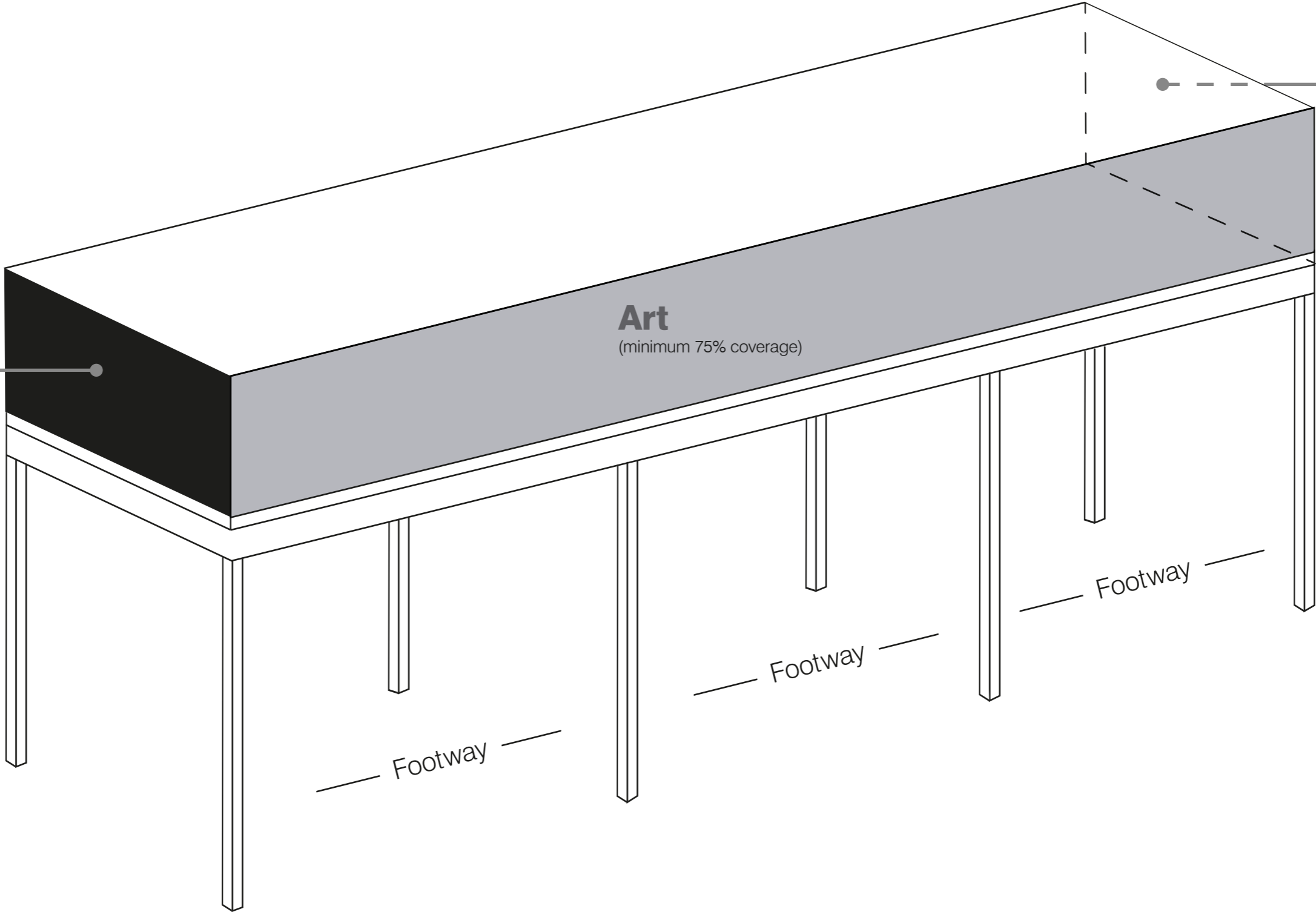


TYPE B HOARDING

WITHOUT A SITE FENCE

Artist Panel

Includes City of Sydney logo and corporate logo (of equal size) and information about artist and artwork



Project Panel

Includes corporate logo; development and community information and consultant's names