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Creative graphic design guide for hoardings and scaffolding

Green Global Connected



CITY OF SYDNEY 

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Introduction

This guide outlines how you design, print and install graphics for hoardings and scaffolding in the City of Sydney area.

This is not a policy document. If you need help understanding when graphics and images need to be displayed on your hoarding, see section 3 of our ['Guidelines for Hoardings and Scaffolding'](#).

We want to help make this process as simple as possible for you and we welcome your feedback so we can improve this guide.

We do not make the arrangements for, or cover the costs of, printing and installing your hoarding artworks.

If you have any queries or feedback please contact:

Cultural Projects
creativecity@cityofsydney.nsw.gov.au
02 9265 9333

Thank you for taking the time to read this guide.



How to use this guide

This Design Guide details the four graphic artwork options for hoardings: **Site Works artworks**, **Bespoke artworks**, **Historic Images** and **Bespoke Historic** and their unique requirements and approval process.

Creative scaffolding wraps are also detailed.

Creative Hoardings

Step 1

Select a graphic design option (page 4):

1. Site Works artworks (page 5)
2. Bespoke artworks (page 14)
3. Historic images (page 27)
4. Bespoke historic artwork (page 34)



Step 2

Follow the process to gain approval for your chosen option



Step 3

Printing and installation (page 45)

Creative Scaffolding Wraps

Step 1

Follow the process to gain approval for your chosen option:

1. Bespoke artwork
2. Facade replication
3. Historic image



Step 2

Follow the process to gain approval for your chosen option



Step 3

Design considerations (page 54)



Step 4

Printing and installation (page 45)

Select a graphic design option



1. Site Works artworks

Site

Non-heritage-listed site

Artwork

Site Works are pre-approved artworks created by contemporary Australian artists. These works are freely available to developers for display on hoardings within the City of Sydney area.

Site Works artworks are selected by an independent creative panel and exclusively licensed for use as part of the [City of Sydney's creative hoardings program](#).

Template

Use the City's approved artwork files to create your hoarding artwork in InDesign.

Approval

Through City of Sydney Officer assessing your hoarding application.



2. Bespoke artworks

Site

Non-heritage-listed site

Artwork

You can choose to engage an Australian artist to create a new artwork or license their existing work for display.

Approval

Through Cultural Projects Team, before lodging a hoarding application. Requires two weeks.



3. Historic images

Site

Heritage-listed site

Artwork

A vast collection of free images is available from the City Archives or you may source and use your own historic images (bespoke design).

Template

Use the City's InDesign historic hoarding template.

Approval

Through City of Sydney Officer assessing your hoarding application.



4. Bespoke Historic artwork

Site

Heritage-listed site

Artwork

You can choose to engage a historian or heritage consultant alone or in conjunction with an Australian artist to create your own bespoke historic design that tells the unique story of your building, site, or surrounding precinct.

Approval

Through Cultural Projects Team, before lodging a hoarding application. Requires two weeks.

Site Works artworks



Site Works 2016, *Birds of Australia*,
Eggpicnic. Photographer: Katherine Griffiths

1. Site Works artworks

Site Works is a collection of original, contemporary Australian artworks licensed for use on hoardings at development sites across Sydney.

The program aims to:

- Provide artists with the opportunity to display their work on a large scale to a broad audience.
- Animate public spaces with temporary artworks.
- Transform the visual impact of construction sites.

In choosing these works, we called for artwork and design concepts from across Australia. 10 artworks were selected by an expert industry panel and licensed by the City of Sydney.

You can use these artworks free of charge.
See the artwork options [here](#).

Site Works 2016, *Sydney Opera House at Night*, Emily Crockford.
Photographer: Katherine Griffiths



1.1 Site Works artworks process

1

Nominate artworks and gain approval

A

Nominate at least three artwork options in your hoarding installation application form.

We may need to assess the hoarding design and location and select the most appropriate artwork from the three nominated. Most artworks are suitable for Type-A and Type-B hoardings unless otherwise shown on the website.

B

Your application will be assessed against our Guidelines for Hoardings and Scaffolding.

The approval permit will include a condition specifying that the artwork is installed within two weeks of completing the hoarding build.

2

Download approved artwork

You will receive an email from us with a link to a suite of artwork design files for your approved artwork.

This email will also outline the terms and conditions for use of the artwork.

3

Set up artwork in InDesign artwork

See page 10.

4

Gain approval

Check your design adheres to all requirements in the Site Works artwork checklist on page 12.

Send your completed draft PDF layout to the City of Sydney officer handling your hoarding application for checking and final approval.

Once you receive approval you are ready to print.



Download the application form

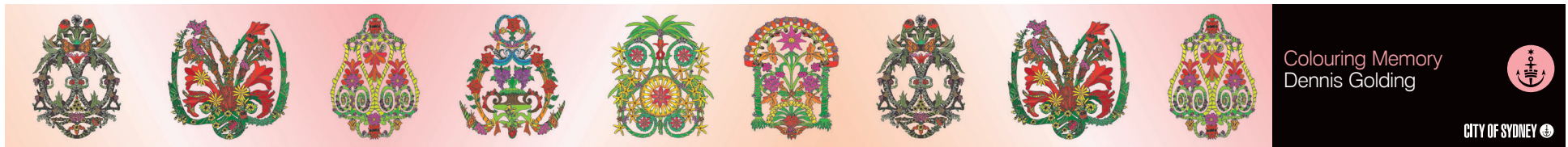
<https://www.cityofsydney.nsw.gov.au/hoardings-temporary-structure-approvals/get-approval-hoardings-scaffolding-public-road>

1.2 Site Works artworks layout

Hoarding fascia (Type-B hoarding)

Height 1m (typical)

Note: Artist info panel is only displayed on Type-B hoardings that do not have a site fence.



Ground level hoarding (Type-A hoarding and site fence of Type-B hoarding)

Height 2.4m (typical). Note some Type-B hoardings can have fences and access gates up to 4.5m and therefore artwork surface treatment must be at least 3.4m.



1.3 Site Works artworks elements



1

Artwork

Provided in different panels for easy assembly

2

Artwork info title panel

1.4 Site Works artworks InDesign set-up

1 Create a new file in Adobe InDesign

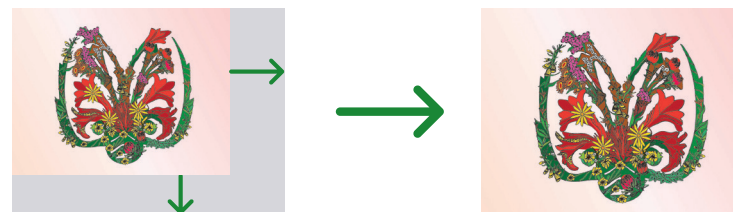
1. Find out your hoarding measurements.
2. Set your InDesign document size at 10% of actual size. Always check the specifications with your printer.

2 Copy and paste artworks to your file

Artworks are provided in different lengths. Pick the ones that fit the best for your panels. Panels must be at least 10 metres without interruption where possible.

3 Fit artwork to your hoarding panel

If the height of your hoarding panel is different to the template, scale the template proportionally to fit full height of the safe area in your hoarding panel.



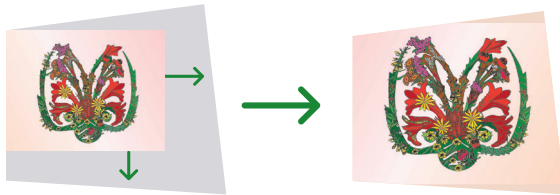
4 Include artwork info title panel

Always place artwork info title panel to accompany artwork. Place it on either end, where it's most accessible. If hoarding length exceeds 30m, place title panel on both ends of the hoardings.



1.4 Site Works artworks InDesign set-up

Irregular shape of hoarding space



Do not crop artwork more than 5%.

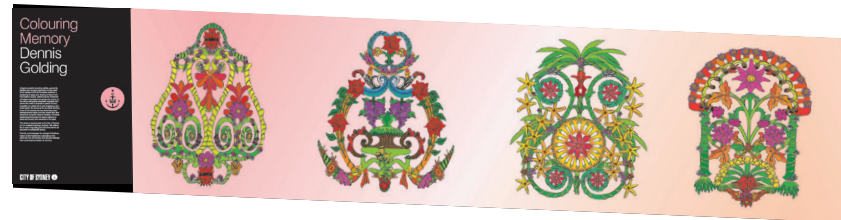


Always keep integrity of full artwork.



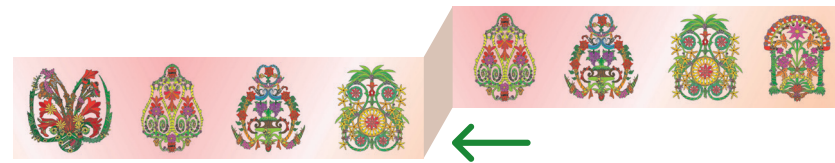
Sloping site

For hoardings on steeply sloping sites, rotate artwork to be parallel to the slope.



Corners

Where there's a corner, continue artwork to cover all hoarding space. Vinyl must be wrapped on external corners (no sail track) to improve surface appearance.



1.5 Site Works artworks design checklist

Logos

- ✓ No more than one branding logo (builder, developer or property owner-related) per frontage can be displayed on any Type-A and B hoarding.
- ✓ Logos should be placed so as to not interrupt the artwork design. Display these on separate project information panel, and ideally at the end of the main hoarding face.
- ✓ Please see Guidelines for Hoardings and Scaffolding for permissible logo size.

Community and Project information

- ✓ For Type-A and B hoardings: If a community or project information panel is proposed, place this in a separate panel to artwork.
- ✓ Any signage text included in the design needs to be readable, with a minimum height of 20mm. All text must use a sans serif font and be left aligned.
- ✓ Signage text and QR codes must be placed at a readable height on the hoarding, between 1400 – 1600mm from the ground.

Construction and safety signage

- ✓ Construction-related signs must not cover or be placed over the artwork. Designers are to consider mandatory builder signs and their placement and leave blank space in the design layout.
- ✓ If acceptable from a work safety perspective, construction signs are to be placed at the end of hoardings, within the blank space, to maximise the length of uninterrupted artwork.
- ✓ If safety or parking control signs are required, these may be placed over the artwork. These signs must be minimal and appropriately placed to minimise impact on the primary content of the artwork.
- ✓ Artwork is not required for access doors or gates less than 2m wide. This is to allow for mandatory signs. Artwork must be applied to all other doors and gates.
- ✓ All sign displays (size, content and placement) must comply with the Guidelines for Hoardings and Scaffolding in table 2 section 3.



1.6 Site Work artwork examples



Site Works, *Fantastical Fabulous Fun*, Rosie Deacon, Eveleigh Street Redfern, 2020. Photographer: Katherine Griffiths.



Site Works, *Time Forms*, Lisa Sammut, Castlereagh Street, Sydney, 2020. Photographer: Anna Kucera.

Bespoke artworks for hoardings



Bespoke artwork by
Christopher O'Doherty aka Reg Mombassa.
Photo: City of Sydney.

2. Bespoke artworks

Create or license bespoke artworks for hoardings

Bespoke artworks are stand-alone works of art that enliven streetscapes and engage the public. They provide you an opportunity to create an intriguing and beautiful piece of street art for the community, as opposed to artwork that has promotional content.

The program aims to increase the opportunities for living Australian artists to create and display original artworks at large scale in public places, strengthening our creative sector.

If you are proposing to use a bespoke artwork, start the process to engage the artist and obtain approval of your concept design before lodging a hoarding application. Please allow enough lead time for all related steps.

We do not make the arrangements for, or cover the costs of engaging the artist or licensing artworks, or printing and installing your hoarding artworks.

To discuss your bespoke hoarding design contact:

Cultural Projects

creativecity@cityofsydney.nsw.gov.au

02 9265 9333



2.1 Bespoke artwork process

1 Contact Cultural Projects team

Discuss your concept with us. We will be able to offer guidance and support as you move through the process of creating your bespoke hoarding design.

2 Create or license a bespoke artwork

Invite a living Australian artist to create an artwork design or license an existing artwork design by an Australian artist suitable for display on your hoarding.

3 Submit design for approval

Follow the bespoke artwork design checklist (next page).

Submit a preliminary artwork design including an artwork statement and artist biography.

This will be assessed and approved by the Creative Content Working Party, our internal arts and cultural working group. Feedback from the group can take up to two weeks.

4 Revise design

Revise the design as outlined by the working group.

5 Finalise design

When final built hoarding measurements are known, finalise the design and layout and submit a proof for approval by the City. You must install the work within two weeks of completing the hoarding installation.

6 Notify the City of installation

When the hoarding artwork has been fully installed, notify the City so the installation can be inspected and accepted as compliant.

2.2

Bespoke artwork checklist

Art and design

- ✓ The artwork showcases the work of an Australian artist/s.
- ✓ The artwork contributes to the visual interest of the streetscape.
- ✓ The artwork does not incorporate, reproduce or reinterpret commercial branding, logo, colours or designs.
- ✓ The artwork uses text minimally and at an accessible sized font.

Artist and project information panel requirements

- ✓ For Type-A hoardings: Include a dedicated artist panel separate to artwork (see 'Artist panel inclusions').
- ✓ For Type-B hoardings and scaffolding wraps: Include artist and artwork name (and logos) on the hoarding site fence. Where a site fence is not installed, place details on the fascia.
- ✓ On hoardings, where community/project information panel is proposed, place in a separate panel to artwork.
- ✓ All sign displays (size, content and placement) must comply with the Guidelines for Hoardings and Scaffolding in table 2 section 3.

Art panel inclusions

- ✓ Artist name and title of artwork.
- ✓ A statement about the meaning of the work, or interesting background.
- ✓ Standard text "Responding to community demand to see more art and history on the streets of Sydney, [insert company name] is proud to be a participant in the City of Sydney's creative hoardings program. The City acknowledges the Gadigal of the Eora Nation as Traditional Custodians of this place we now call Sydney, and we acknowledge their continued connection."
- ✓ City of Sydney logo.
- ✓ One corporate logo permitted.

Logos

- ✓ The City of Sydney logo is to be placed with the artist panel on all hoarding types.
- ✓ No more than one branding logo per each street frontage (builder, developer or property owner) can be displayed on any hoarding along with the City of Sydney standard logo.
- ✓ Logos must not interrupt the artwork design. They should be displayed with the artist or project information, and ideally at the end of the main hoarding face.
- ✓ For scaffolding wraps, the artist name and any logos should be placed on the main face of the hoarding below the wrap.
- ✓ Please see Guidelines for Hoardings and Scaffolding for permissible logo size.

Accessibility

- ✓ Any signage text included in the design needs to be readable, with a minimum height of 20mm. All text must use a sans serif font and be left aligned.
- ✓ Signage text and QR codes must be placed at a readable height on the hoarding, between 1400 – 1600mm from the ground.

2.2 Bespoke artwork checklist (cont.)

Advertising

- ✓ The artwork must not include the reproduction of graphics or artwork images that have been used or are being used to promote any business or business products.
- ✓ You must not include graphics or artwork images that through their colour, style or choice of specific image have strong brand association.
- ✓ Please follow the standard advertising guidelines informed by the Australian Association of National Advertisers Code of Ethics.

Construction and safety signage

- ✓ Construction-related signs must not cover or be placed over artwork. Designers are to consider mandatory builder signs and leave blank space in the design layout for their placement.
- ✓ If acceptable from a work safety perspective, construction signs are to be placed at the end of hoardings, within the blank space, to maximise the length of uninterrupted artwork.
- ✓ If safety or parking control signs are required, these may be placed over the artwork. These signs must be minimal and appropriately placed to minimise impact on the primary content of the artwork.
- ✓ Artwork is not required for access doors or gates less than 2m wide. This is to allow for mandatory signs. Artwork must be applied to all other doors and gates.
- ✓ All sign displays (size, content and placement) must comply with the Guidelines for Hoardings and Scaffolding in table 2 section 3.

2.3 Bespoke artwork example



Bespoke artwork on a 'Type-B' hoarding, George and King Streets Sydney. Photo by City of Sydney.

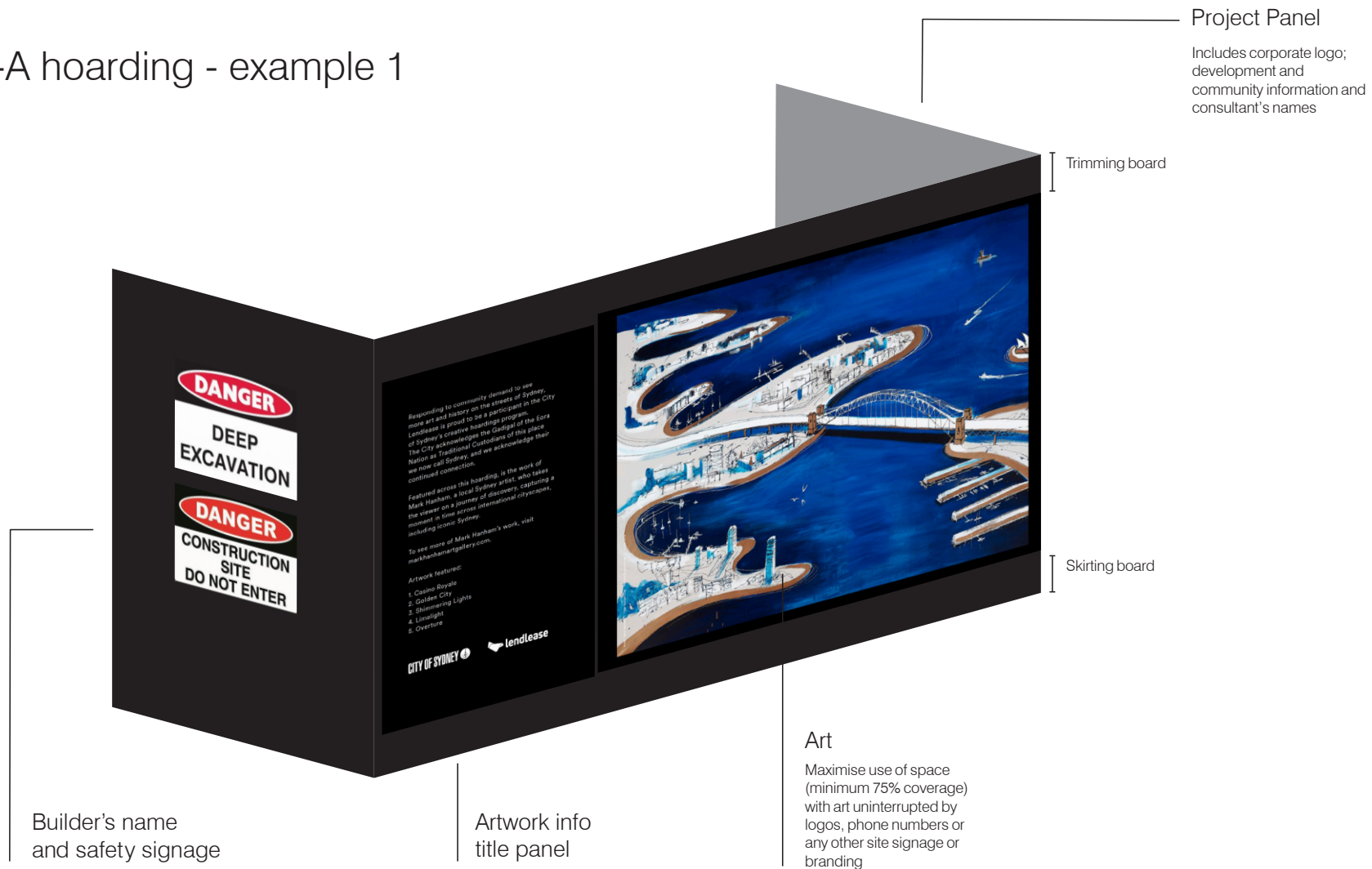
2.4 Design layout



Site Works 2018, *Koala Fantastical
Fabulous Fun*, Rosie Deacon.
Photo: City of Sydney.

2.4 Bespoke artwork layout

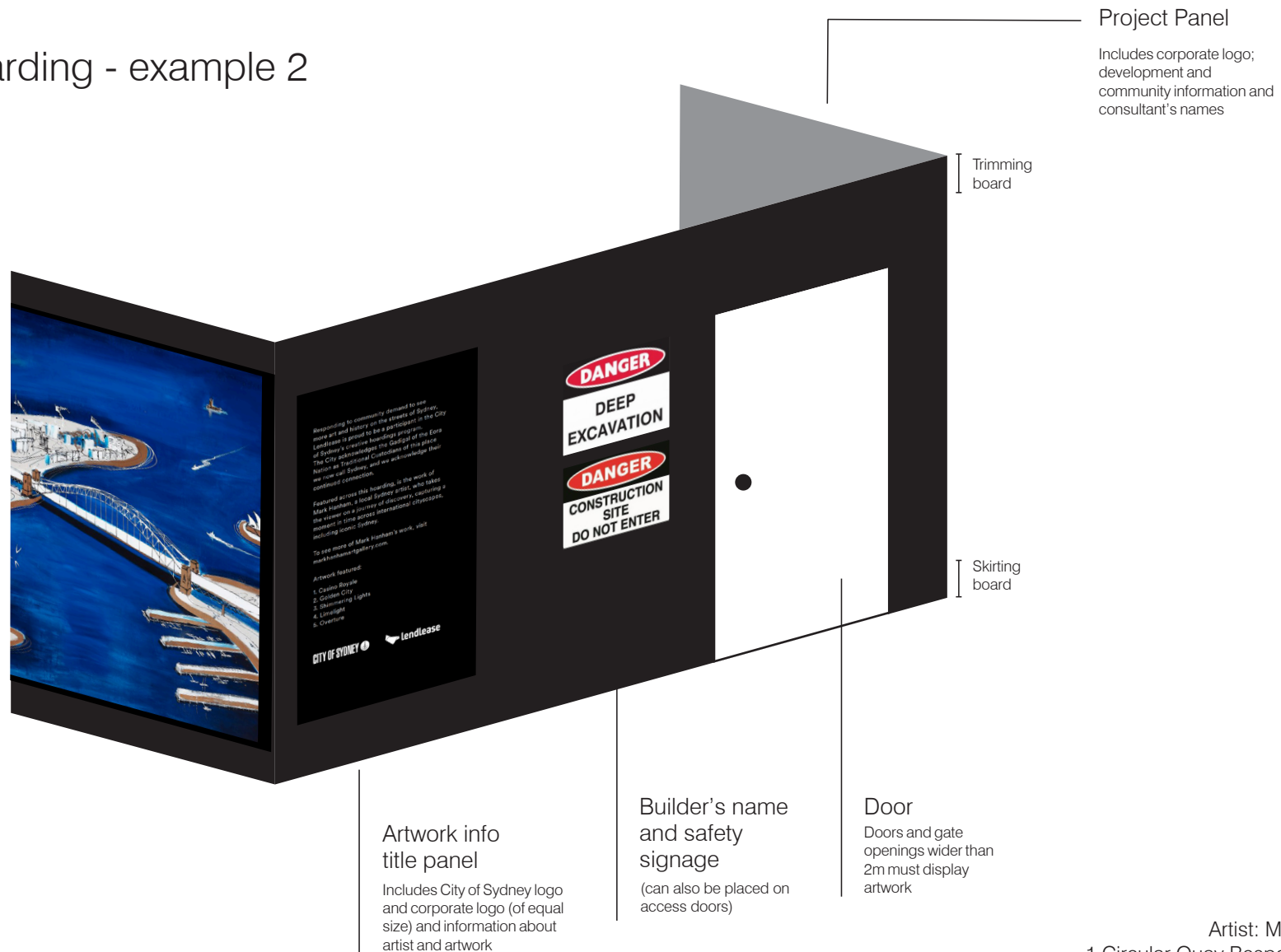
Type-A hoarding - example 1



Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

2.4 Bespoke artwork layout

Type-A hoarding - example 2

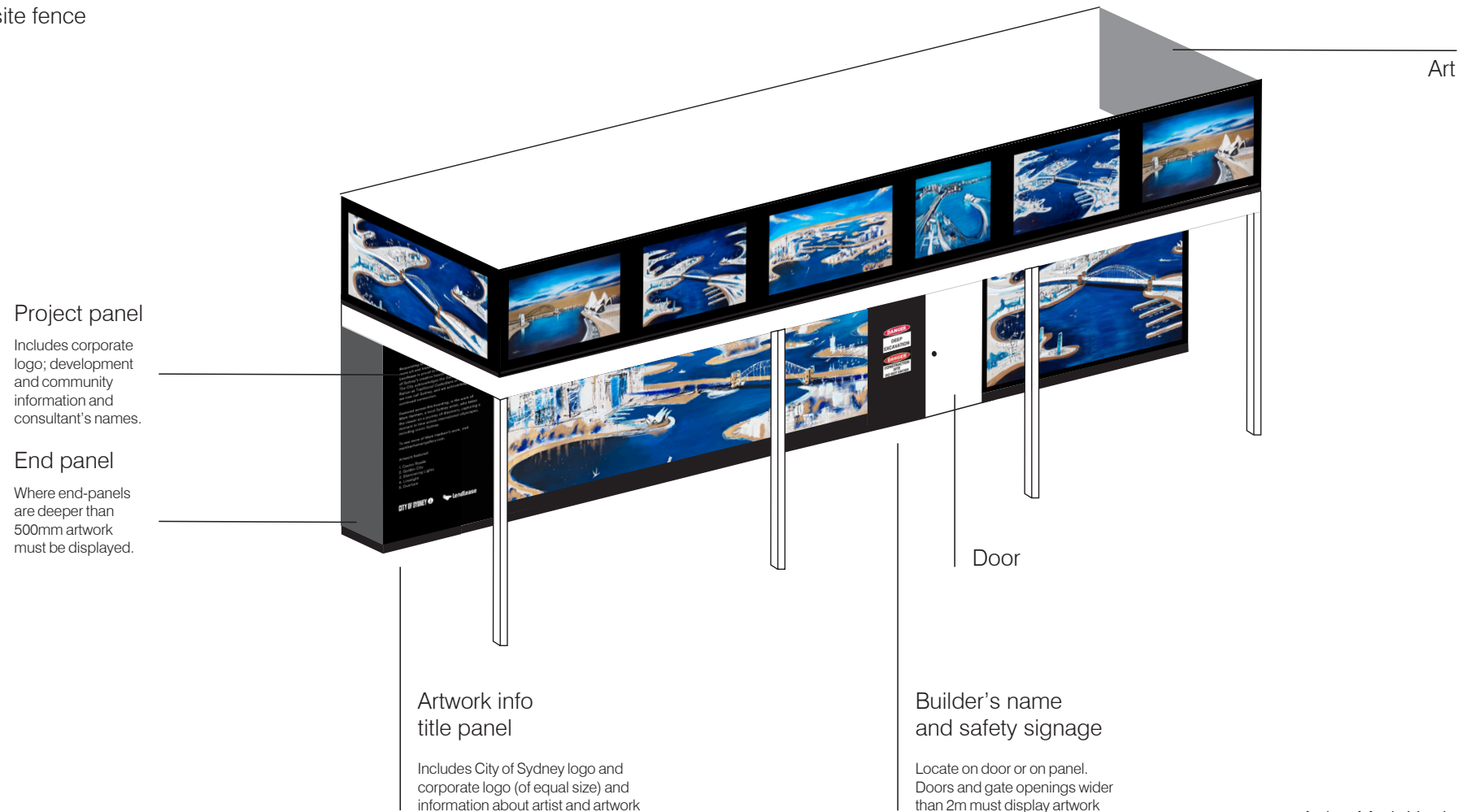


Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

2.4 Bespoke artwork layout

Type-B hoarding - example 1

With a site fence

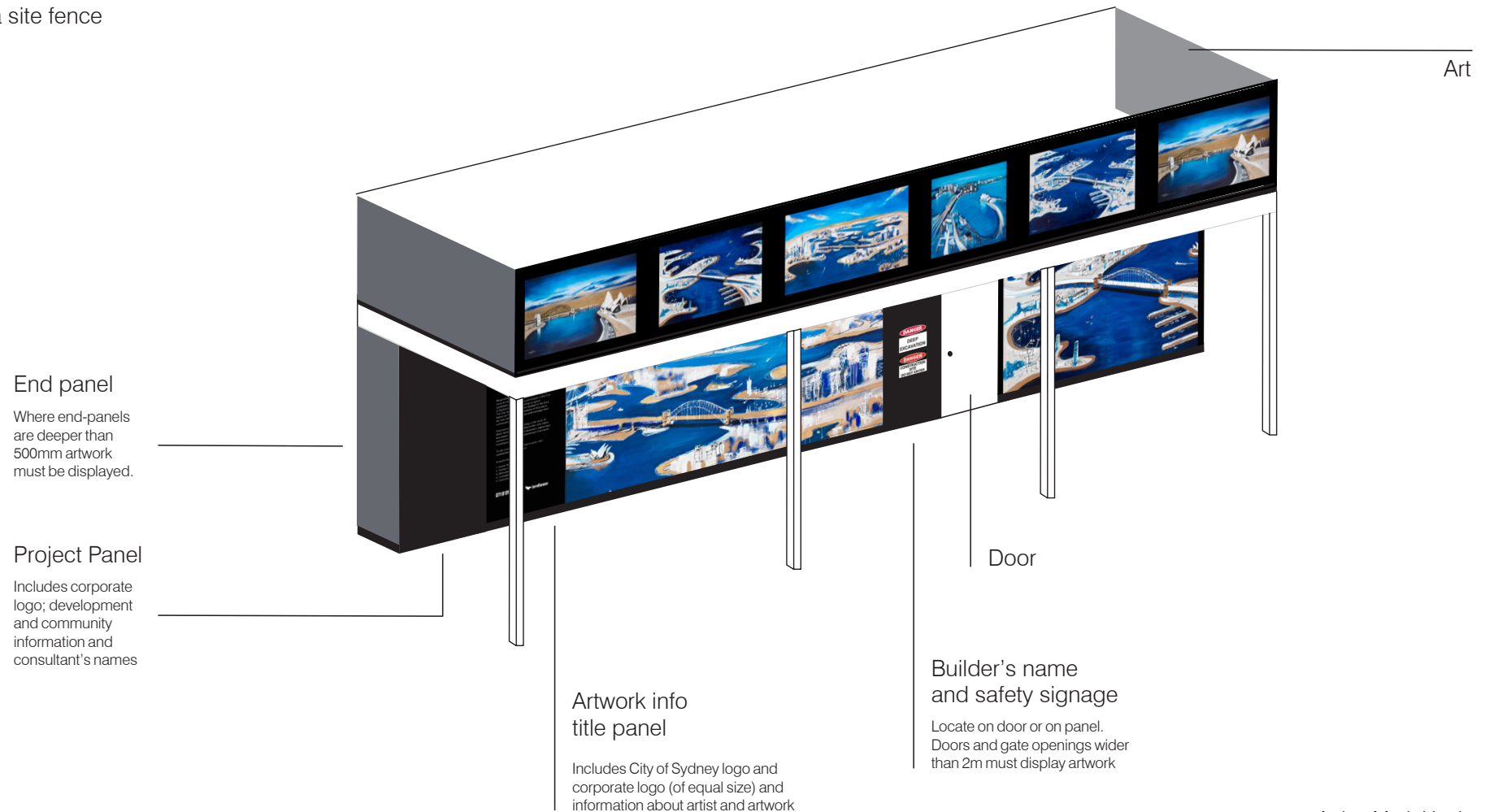


Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

2.4 Bespoke artwork layout

Type-B hoarding - example 2

With a site fence

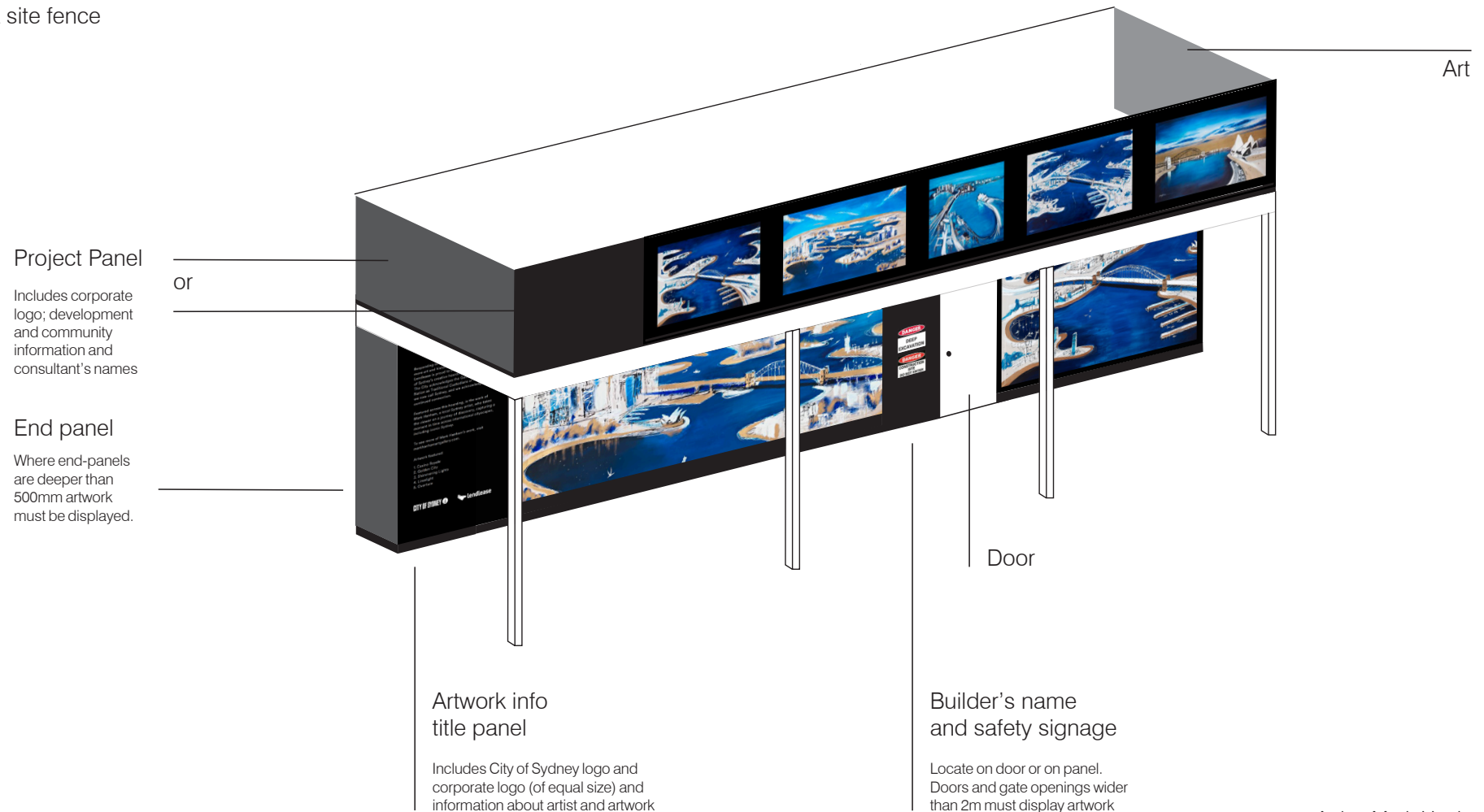


Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

2.4 Bespoke artwork layout

Type-B hoarding - example 1

With a site fence

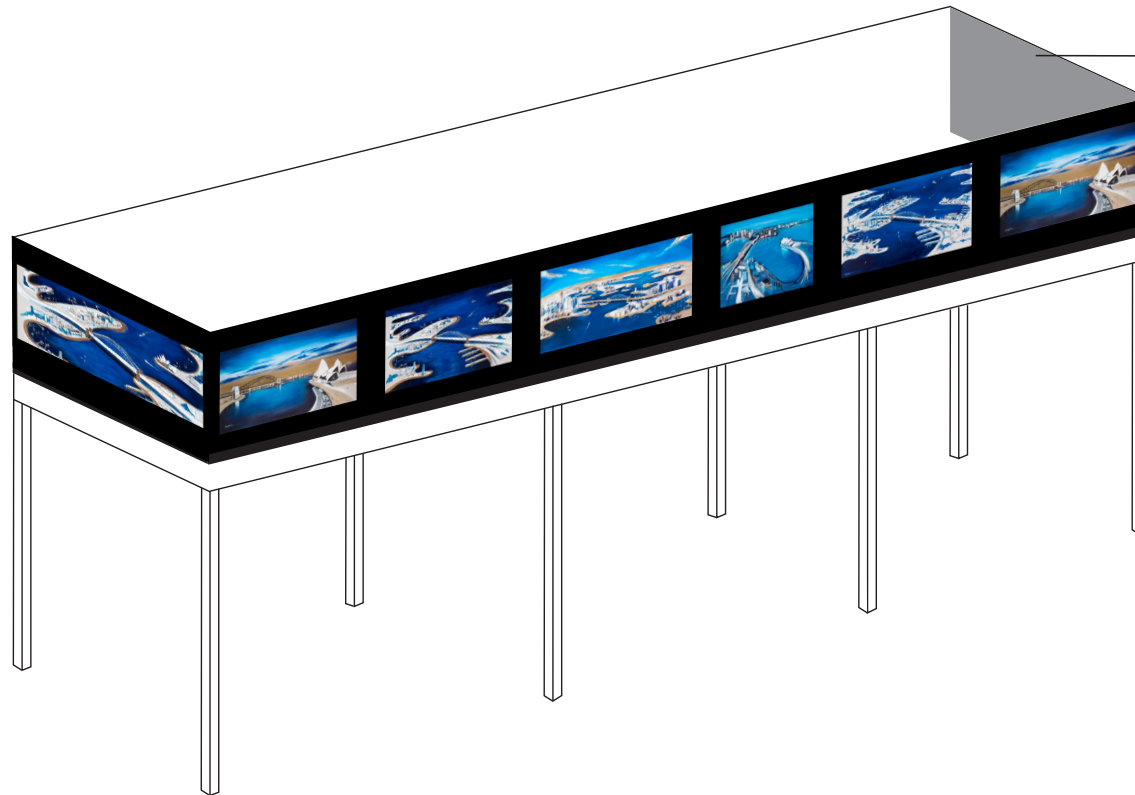


Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

2.4 Bespoke artwork layout

Type-B hoarding

Without a site fence



Project Panel

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

Historic images



Historic hoarding display.
Photo: City of Sydney.

3.1 Historic Image: process

1

Select images

Option 1:

Choose free images preselected and provided by the City Archives.

Requirements

- ✓ Choose hoarding site fence images from the preselected themes relating to your site location (e.g. CBD North), or from the preselected general themes (e.g. People or Trams).
- ✓ Choose hoarding fascia images for a low-height fascia (not exceeding 2.0 metres) from the preselected fascia theme which contains images pre-cropped for this purpose.
- ✓ Download high-resolution copies of the selected image files which are suitable for large scale printing.
- ✓ Copy the corresponding image citation to accompany each hoarding site fence image. Image citations are not required to accompany hoarding fascia images.

Download

archives.cityofsydney.nsw.gov.au/pages/hoardings

Option 2:

Choose and provide your own selection of images.

Requirements

- ✓ Check with your printer to ensure your images are of sufficient quality and size for large scale printing.
- ✓ The correct image citation details are created for selected images, using the relevant organisation eg. City of Sydney Archives "brief title, date (City of Sydney Archives: item number)" format.

Download

archives.cityofsydney.nsw.gov.au or other organisations such as the State Library of NSW and the National Archives.

Contact the City Archives via archives@cityofsydney.nsw.gov.au or relevant organisation if you need any help with image size or citation details.

2

Set up template

Download and open Historic Hoarding template and set up your InDesign file, further instructions on page 29-32.

3

Gain approval

Send your completed draft PDF layout to the City of Sydney officer handling your hoarding application for final approval.

Once you receive approval you are ready to print.

3.2 Historic image: layout

Hoarding fascia (Type-B hoarding)

Height 1m standard fascia height and up to 2m (use pre-selected cropped images - citations not required)

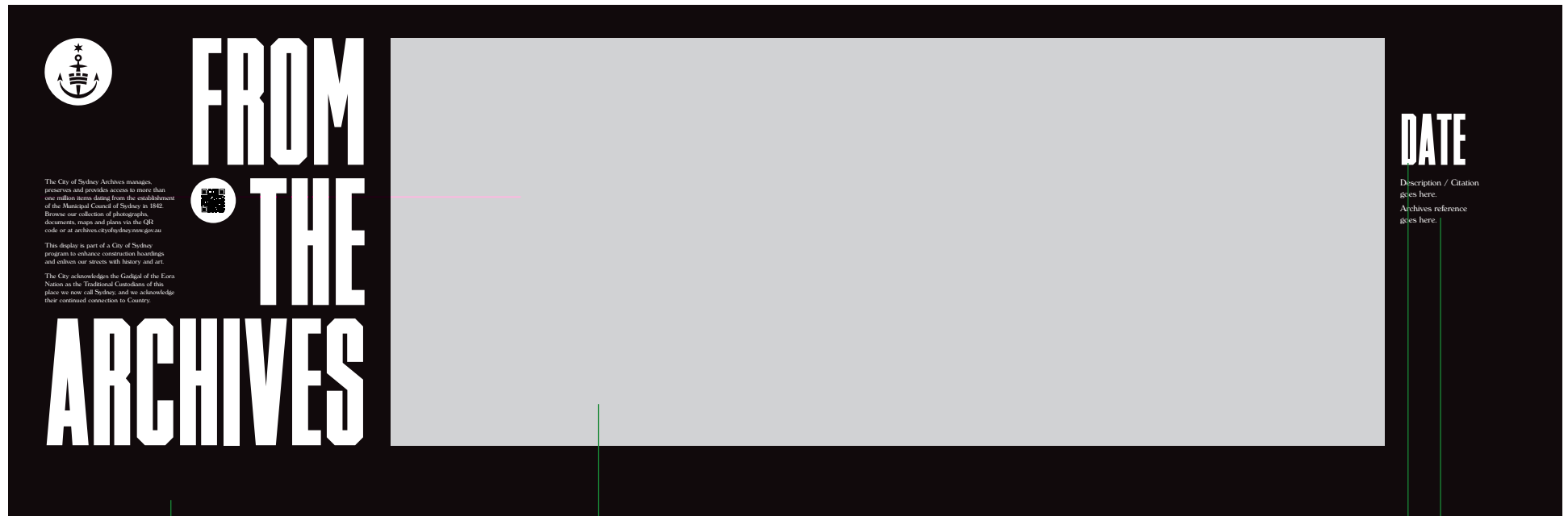


Ground level hoarding (Type-A hoarding and site fence of Type-B hoarding)

Height 2.4m (Type-A) and 3.0m (Type-B)



3.3 Historic Image: elements



1

Info panel

2

Image

5

Background colour:
rich black

3

Year

4

Image citation
and credit

3.4 Historic Image: template

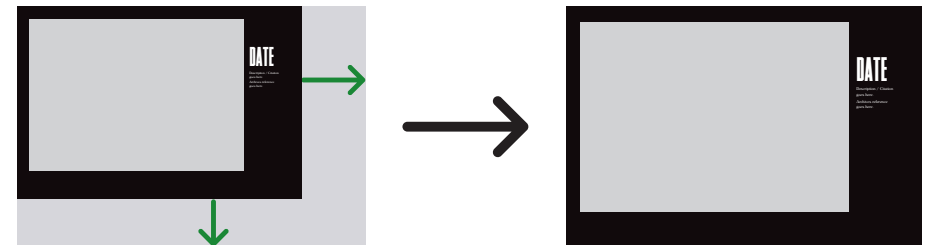
1 Create a new file in Adobe InDesign

1. Find out your hoarding measurements.
2. Set your InDesign document size at 10% of actual size. Always check the specifications with your printer.

2 Copy and paste template artwork to your file

3 Fit template artwork to your hoarding panel

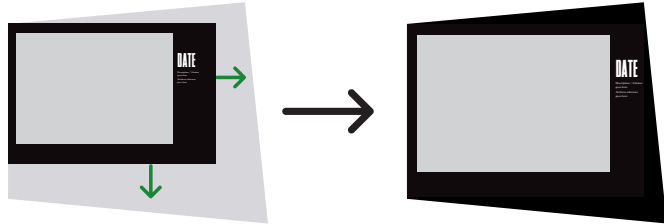
If the height of your hoarding panel is different to the template, scale the template proportionally to fit full height of the safe area in your hoarding panel.



4 Update design to your images and image citations/credits

3.4 Historic Image: template

Irregular shape of
hoarding space



Sloping site



Bespoke historic

Bespoke historic MLC Centre Martin Place
by Dexu. Photo: City of Sydney.



4. Bespoke Historic

Create your own bespoke historic display for hoardings

You can create your own bespoke historic hoarding design that tells the unique story of your building, site or surrounding precinct using images from the City of Sydney Archive or other sourced materials.

Bespoke historic designs must depict or interpret accurate historical information and clearly demonstrate engagement with a professional historian and/or heritage consultant. You may in addition engage an artist to incorporate these materials or historic narrative into a new artwork. The artwork needs to demonstrate a clear and direct link to these materials and the site itself.

If you would like to use a bespoke historic design, you will need to get approval for the design before lodging a hoarding application. Please allow up to two weeks for this process.

We do not make the arrangements for, or cover the costs of, a historian or designer nor printing and installing your hoarding display.

To discuss your bespoke historic hoarding design contact:

Cultural Projects
creativecity@cityofsydney.nsw.gov.au
02 9265 9333



4.1 Bespoke Historic: Process

1 Contact Cultural Projects team

Discuss your concept with us. We will be able to offer guidance and support as you move through the process of creating your bespoke historic hoarding design.

2 Provide a concept for initial review and approval to proceed

As part of your Hoarding Application you will need to provide an initial concept design for review. You will need to demonstrate that you have sought input from a professional historian or heritage consultant. Indicate what kinds of materials you will draw on and what historic narrative you want to communicate. Provide a design statement that gives historical context and describes how and where this is demonstrated in the design. If an artist is engaged to realise the design concept you must also provide an artist biography and samples of their work. You will receive approval to proceed from the City Historian.

3 Develop the design or artwork

Work with your historian or heritage consultant, alone or in conjunction with an artist, to develop the hoarding graphics and the design statement.

4 Submit design for approval

Follow the bespoke historic artwork design checklist (next page).

Submit a draft design. This should include captions for any images used, reference to source materials, credits, and draft statement for the design panel that puts the display into historical context.

If you have engaged an artist to create an artwork the statement should include the title of the work, their name and their concept statement

This will be assessed and approved by the Historic Creative Content Working Party, our internal history, archive and cultural working group. Feedback from the group can take two weeks.

5 Revise design

Revise the design as outlined by the working group.

6 Finalise design

When final built hoarding measurements are known finalise the design. You must install the work within two weeks of the final design being approved.

7 Provide Certification

When the hoarding has been fully installed provide certification to the City of Sydney officer, measure the as-built hoarding and forward a proof to the City for approval before printing and installing your design.

4.2 Bespoke Historic: design checklist

Bespoke historic design for hoardings and scaffolding wraps

Artistic and design

- ✓ If you have engaged an artist to create a new work, the work shows a clear and direct relation to the materials and the historic context.
- ✓ An Australian historian and/or heritage consultant has been engaged in the research and creation of the design.
- ✓ The design does not incorporate, reproduce or reinterpret branding, logo, colours or designs.
- ✓ The design incorporates text that is historically appropriate, accurate and at an accessible sized font and height above the footway (1400–1600 mm).
- ✓ The design contributes to the visual interest of the streetscape.
- ✓ Images or other materials used in the design must have accurate and concise citations and credits noted and must not breach copyright.

Design and project information panel requirements

- ✓ For Type-A hoardings and the site fence of Type-B hoardings: Feature a design statement on a dedicated panel separate to the design that puts the display into historical context.
- ✓ Design statement should include this standard text: “Responding to community demand to see more art and history on the streets of Sydney, [insert company name] is proud to be a participant in the City of Sydney’s creative hoardings program. The City acknowledges the Gadigal of the Eora Nation as Traditional Custodians of this place we now call Sydney, and we acknowledge their continued connection.” .
- ✓ For Type-A and B hoardings: Where community/project information panel is proposed, place in a separate panel to the display.
- ✓ All sign displays (size, content and placement) must comply with the Guidelines for Hoardings and Scaffolding in table 2 section 3 in the guidelines.

Logos

- ✓ The City of Sydney logo is to be placed with design statement on all Type-A and B hoardings.
- ✓ No more than one branding logo per street frontage (builder, developer or property owner) can be displayed on any Type-A and B hoarding along with the City of Sydney standard logo.
- ✓ Logos should be placed so as to not interrupt the design. Display these with either the design or project information, and ideally at the end of the main hoarding face.
- ✓ For scaffolding wraps logos and other required credits should be placed on the main face of the hoarding below the wrap.
- ✓ Please see Guidelines for Hoardings and Scaffolding for permissible logo size.

4.2 Bespoke Historic: design checklist (cont.)

Advertising

- ✓ The design does not promote any business or business products.
- ✓ The design does not include graphics or images that through their colour, style or choice of specific image have strong brand association.
- ✓ Follow standard advertising guidelines informed by the Australian Association of National Advertisers Code of Ethics.

Accessibility

- ✓ Any signage text included in the design needs to be readable, with a minimum height of 20mm. All text must use a sans serif font and be left aligned.
- ✓ Signage text and QR codes must be placed at a readable height on the hoarding, between 1400 – 1600mm from the ground.

Construction and safety signage

- ✓ Construction-related signage must not cover or be placed over displays/ images. Designers are to consider mandatory builder signage and location of placement and leave blank space in their placement.
- ✓ Where acceptable from a work safety perspective, construction signage is to be placed at the end of hoardings, within the blank space, to maximise the length of uninterrupted design.
- ✓ If safety or parking control signs are required, these may be placed over the design. This signage must be minimal and appropriately positioned to avoid placement on the main image content.
- ✓ Graphics are not required for access doors or gates less than 2m wide. This allows them to be used for placing mandatory signage. Graphics must be applied to all other doors and gates.
- ✓ All signage displays (size, content and placement) must comply with the Guidelines for Hoardings and Scaffolding in table 2 section 3 in the guidelines.

4.3 Bespoke historic: example

Bespoke Historic 'Type-A' hoardings



Bespoke historic MLC Centre Martin Place by Dexus.
Photo: City of Sydney.

Type-B hoarding



Bespoke historic artwork by Luca Ionescu for Shell House redevelopment by Brookfield Multiplex.
Photo: City of Sydney.

4.4 Bespoke historic layout

Type-A hoarding - example



4.4 Bespoke historic layout

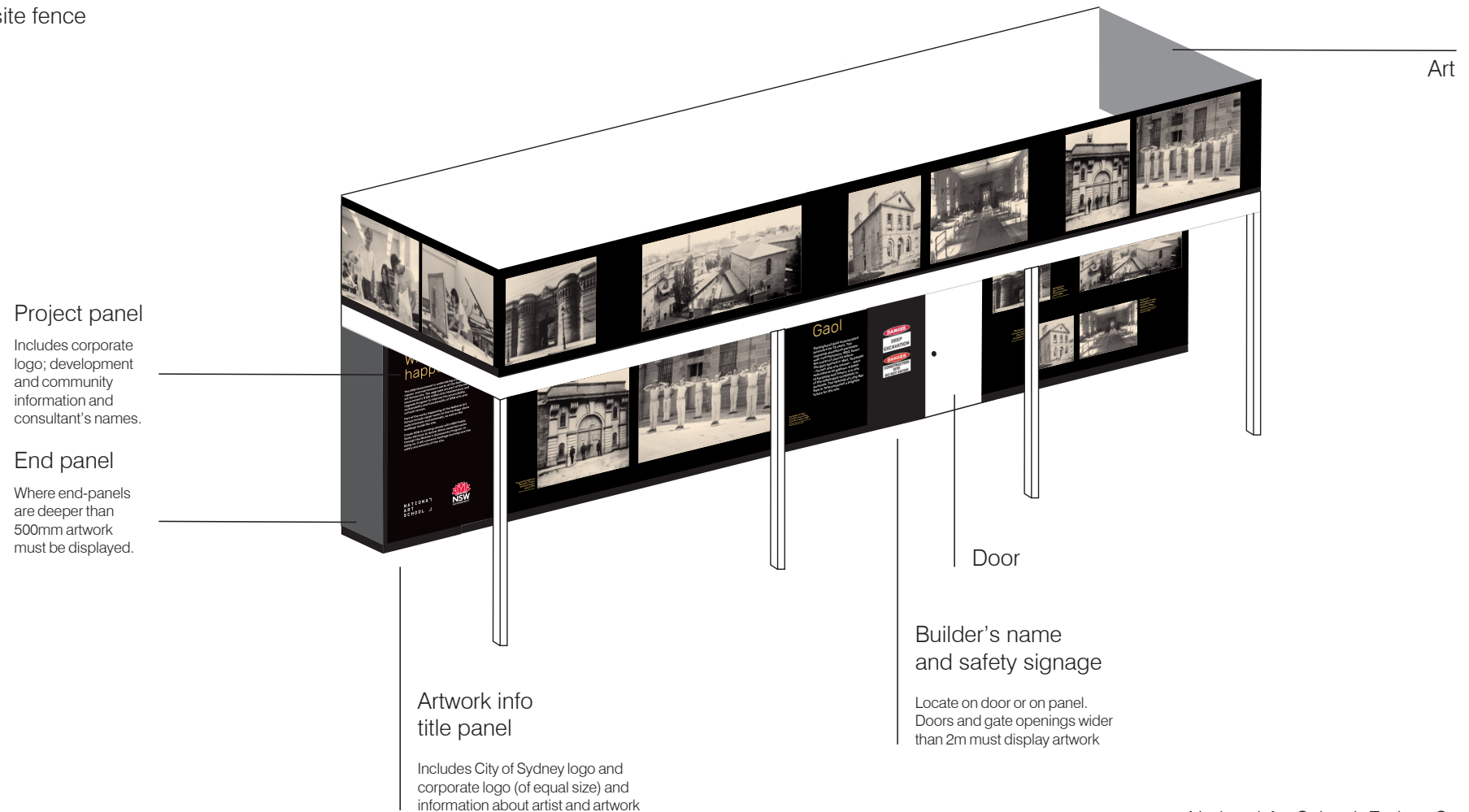
Type-A hoarding - example



4.4 Bespoke historic layout

Type-B hoarding - example 1

With a site fence

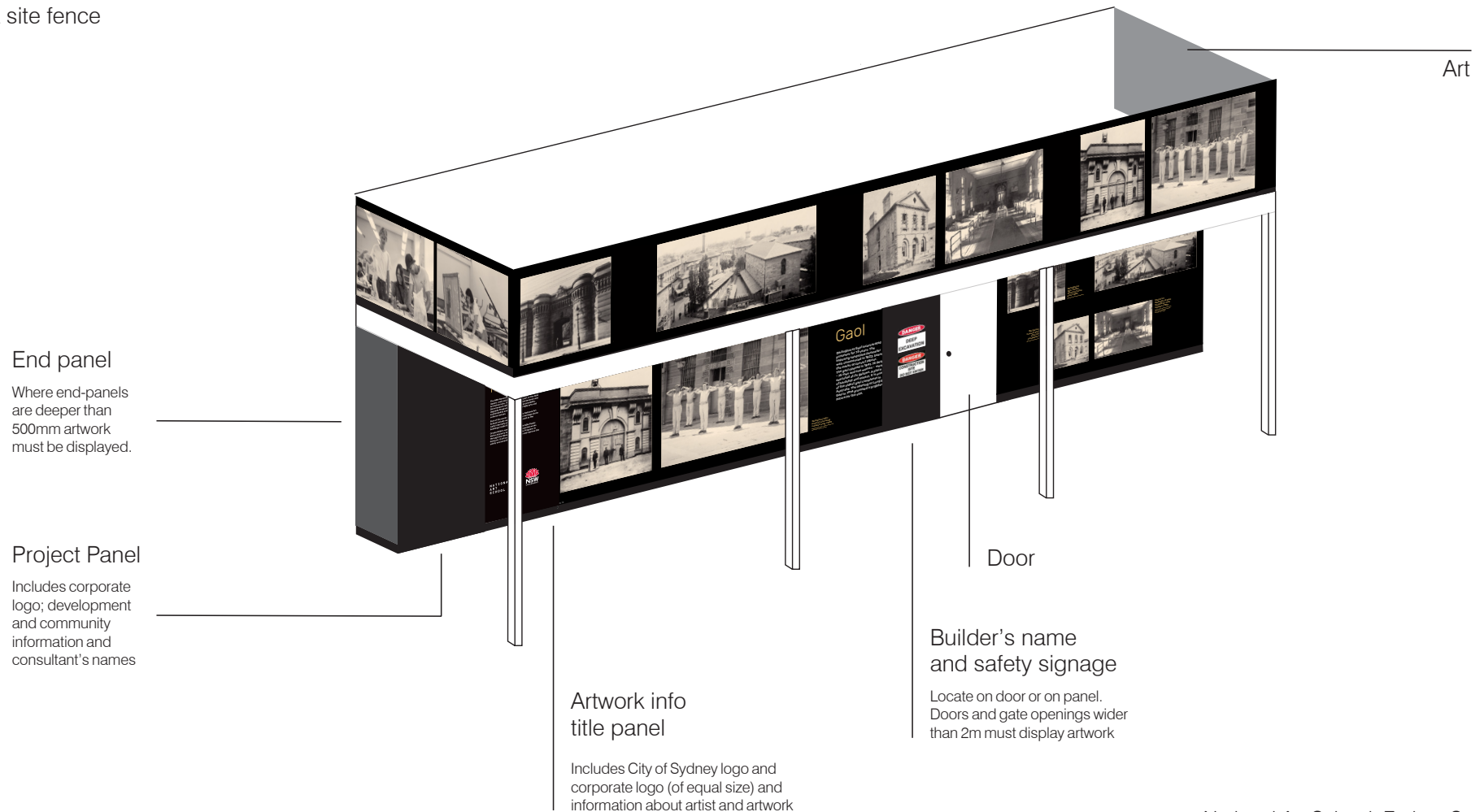


National Art School, Forbes Street
Darlinghurst. Image credit: City of Sydney.

4.4 Bespoke historic layout

Type-B hoarding - example 2

With a site fence

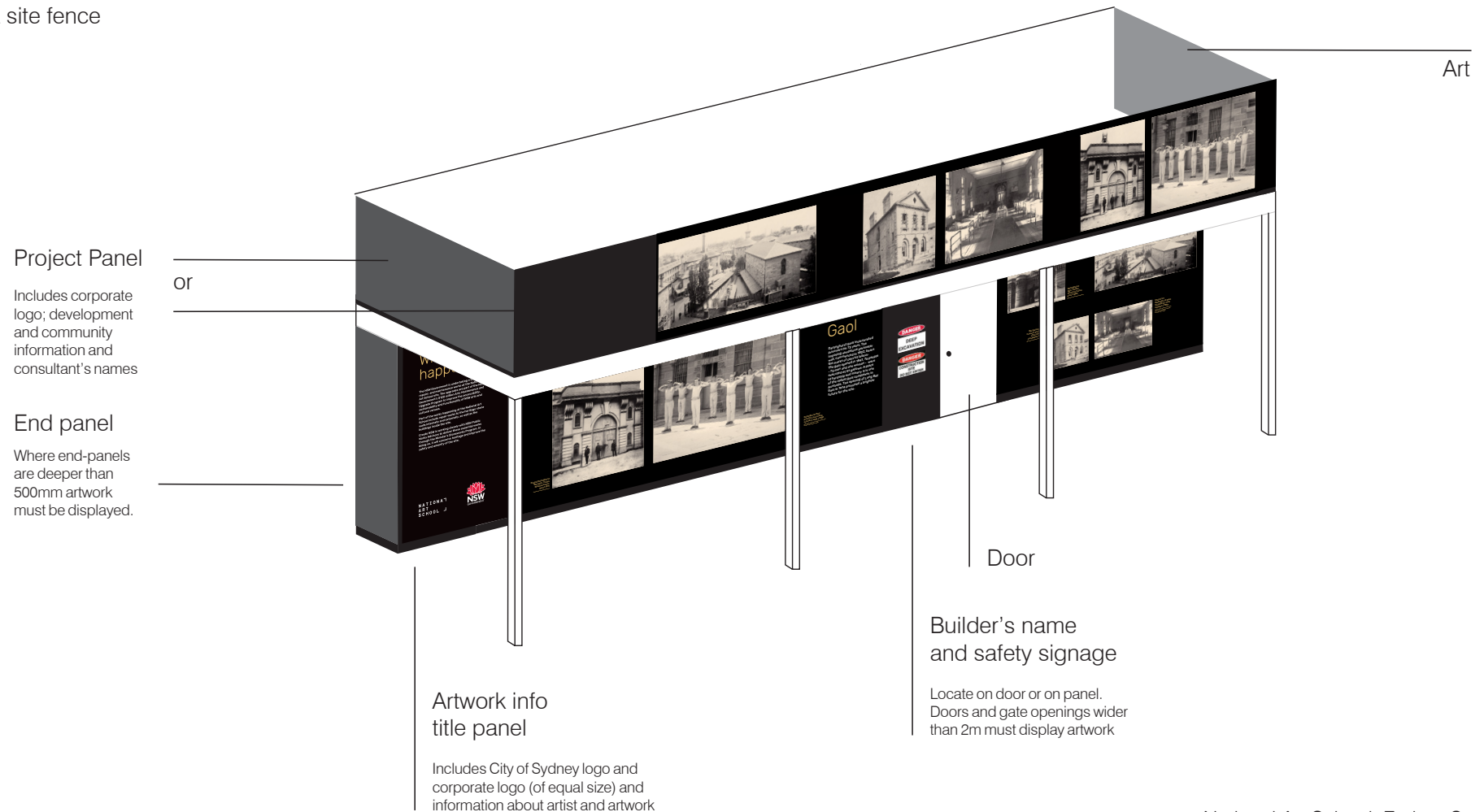


National Art School, Forbes Street
Darlinghurst. Image credit: City of Sydney.

4.4 Bespoke historic layout

Type-B hoarding - example 3

With a site fence

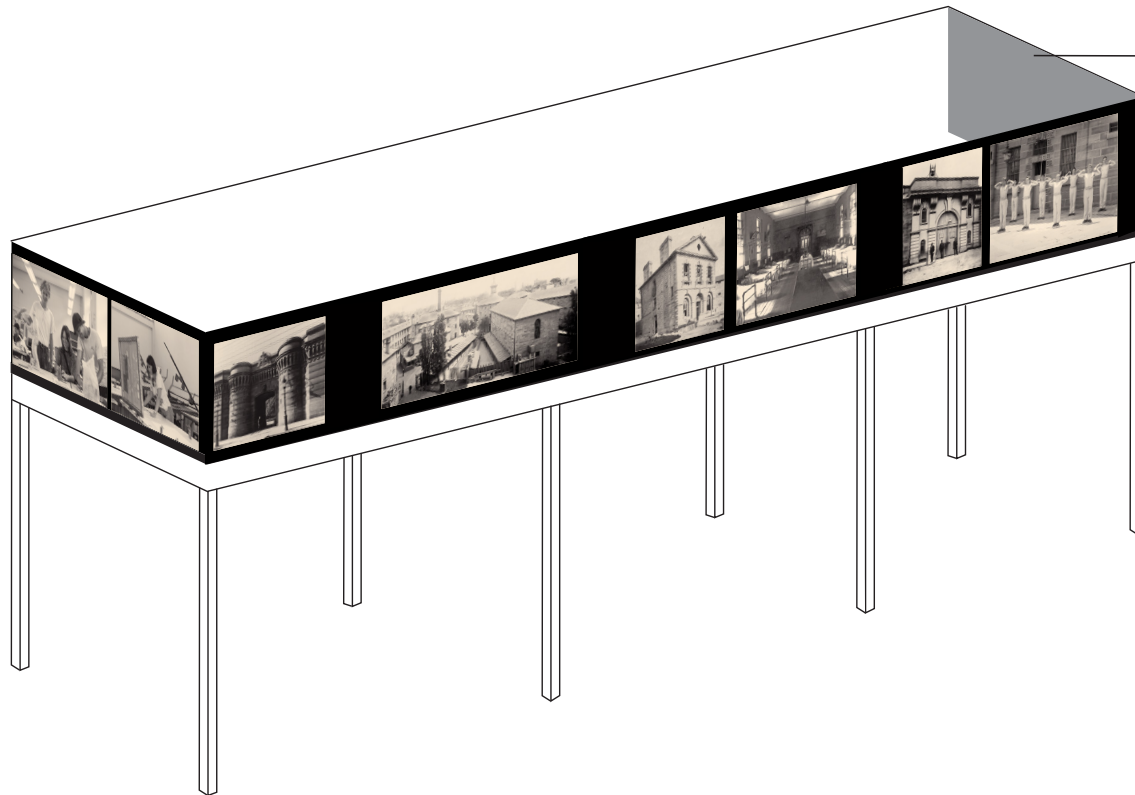


National Art School, Forbes Street
Darlinghurst. Image credit: City of Sydney.

4.4 Bespoke historic layout

Type-B hoarding

Without site fence



Project Panel

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

National Art School, Forbes Street
Darlinghurst. Image credit: City of Sydney.

Printing and installing hoarding images and artworks

Site Works 2016, *The Terminal Face of the Perito Moreno Glacier*, Timothy Harland.
Photographer: Katherine Griffiths.



Printing and installation

Consider long-term durability, appearance and maintenance requirements when planning your printing and installation.

Access doors and gates in hoarding fences are exposed to greater risk of damage and wear and tear therefore the use of PVC banners may not be suitable. More durable material such as printable composite panel should therefore be considered particularly for long duration hoarding installations.

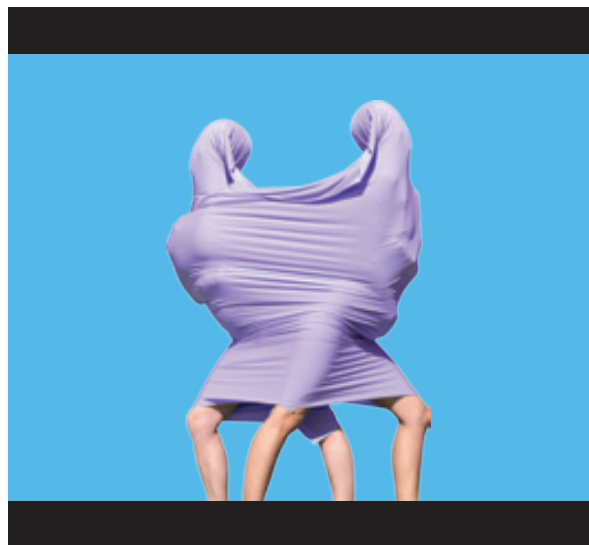
Printing requirements

- ✓ The artwork should be printed on quality recycled or recyclable PVC banner fabric that will not shrink or fade due to direct sun exposure.
- ✓ UV stabilised inks must be used.
- ✓ Anti-graffiti or sacrificial coatings must be matt finish.
- ✓ Always print to the full height of the panel of Type-A hoardings excluding trimming board and skirting boards. For the site fence of Type-B hoardings, print to the height of the knee-bracing of the hoarding structural frame and cover at least 90% of the fascia height.
- ✓ Continuous (unbroken) banner length is at least 10m.

Installation requirements

- ✓ Hoarding artwork must be installed using powder-coated black sail track and low profile fixing screws.
- ✓ All exposed hoarding surfaces must be painted black (matte or silk) unless otherwise approved.
- ✓ For sloping sites, artwork should be sectioned at corner (not wrapped around corner) to ensure pattern match.
- ✓ For flat footway/roadway surfaces, the artwork/vinyl must be wrapped tightly on corners/end panels (site fence and fascia) to avoid the use of vertically placed sail track on corners.
- ✓ Always apply actual artwork within the safe area (safe area indicated on the following page).

Hoarding panel



Trimming board

Safe area

Always print to the full height of the panel, excluding trimming board and skirting board

Skirting board

Full finished panel



Installing printed vinyl on a 'Type-A' hoarding. Black powder-coated sail track must be used. Photo by City of Sydney.

Creative scaffolding wraps

Woolworths building with Toby Bishop
artwork, *Ancient Tracks*. Photographer:
Abril Felman/City of Sydney.



Creative scaffolding wraps

If your development or work is of significant scale and in a prominent position you may need to reduce the visual impact of construction hoardings and scaffolding by applying a wrap. See our Guidelines for Hoardings and Scaffolding for details.

The wrap design process should begin before contracting a scaffolder. Please ensure enough lead time is available to consider all related steps (the City recommends at least 12 weeks before the proposed scaffolding installation date) to ensure that the scaffolding is designed to meet any specific design requirements, particularly in relation to wind actions. This will ensure construction and cost requirements of the wrap have been considered. Short lead times may have significant cost implications.

The City's preference is for black containment mesh to be used on scaffolding and that mesh be applied to the external surface to provide a quality surface for the display of artwork or historic images. Where this is not possible, proponents must provide details of alternative mesh materials and installation placement.

Step 1

Select a graphic design option (page 4).

1. bespoke artwork
2. facade replication
3. historic images



Step 2

Follow the process to gain approval for your chosen option.



Step 3

Design considerations (page 54)



Step 4

Printing and installation (page 46)

Step 1 > Select graphic design option



1. Bespoke artworks

You can choose to work directly with an Australian artist to commission new artwork or license artwork for your scaffolding wrap.

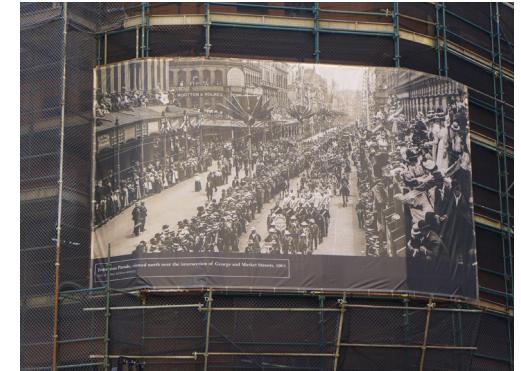
Creating a bespoke artwork is an excellent way of creating a talking point, aligning your brand with arts and culture and supporting the work of Australian artists.



2. Façade replication

Façade replication, creating an uninterrupted illusion of the existing architecture on the site, can be an effective way of approaching construction or major maintenance works on heritage-listed buildings.

It can be achieved by using specialist producers with experience in high-resolution photography and accurately stitching together imagery to produce high quality image files for large-scale printing.



3. Historic images

Where façade replication on a heritage-listed building is not appropriate the City of Sydney may require the display of a historic image or bespoke historic wrap in line with our Guidelines for Hoardings and Scaffolding.

1. Bespoke artwork for scaffolding wrap: process

1 Contact Cultural Projects team

Discuss your concept with us. We will offer guidance and support as you move through the process of creating your bespoke scaffolding wrap design.

2 Create or license a bespoke artwork

Invite a living Australian artist to create an artwork design or license an existing artwork design by an Australian artist suitable for display on your scaffolding.

3 Submit design for approval

Follow the bespoke hoarding artwork design checklist (next page). Submit a preliminary artwork design including an artwork statement and artist biography.

This will be assessed and approved by the Creative Content Working Party, our internal arts and cultural working group. Feedback from the group can take up to two weeks.

4 Revise design

Revise the design as outlined by the group.

5 Finalise design

When the scaffolding is fully installed ('as-built'), accurately measure the scaffold, arrange for your printer to produce a proof overlay. Submit it for approval before printing and installing your design.

6 Provide certification

Ensure your scaffolding and wrap fixing systems are appropriately designed to incorporate the intended wrap including ensuring adequate structural performance and stability under all expected wind forces in the locality (see the City's Guidelines for Hoardings and Scaffolding for further details).

7 Inspection and final acceptance

Advise the City of Sydney when the wrap is installed for an inspection and acceptance.

2. Facade replication wraps

1

Contact Cultural Projects team

Contact Cultural Projects team to discuss a suitable image selection for your wrap. A vast collection of free images is available from the City Archives or you may source and use your own historic image.

Ensure you have access to high resolution photos of the original facade.

2

Submit your design for approval

When the scaffolding is fully installed ('as-built'), accurately measure the scaffold, arrange for your printer to produce a proof overlay.

Submit it for approval before printing and installing your design.

3

Printing and installation

Ensure your scaffolding and wrap fixing systems are appropriately designed to incorporate the intended wrap, including ensuring adequate structural performance and stability under all expected wind forces in the locality (see the City's Guidelines for Hoardings and Scaffolding for further details).

4

Inspection and final approval

Advise the City of Sydney when the wrap is installed for an inspection and approval.

3. Historic images wrap

1

Contact Cultural Projects team

Contact Cultural Projects team to discuss a suitable image selection for your wrap. A vast collection of free images is available from the City Archives or you may source and use your own historic image.

2

Submit your design for approval

When the scaffolding is fully installed ('as-built'), accurately measure the scaffold, arrange for your printer to produce a proof overlay.

Submit it for approval before printing and installing your design.

3

Printing and installation

Ensure your scaffolding and wrap fixing systems are appropriately designed to incorporate the intended wrap, including ensuring adequate structural performance and stability under all expected wind forces in the locality (see the City's Guidelines for Hoardings and Scaffolding for further details).

4

Inspection and final approval

Advise the City of Sydney when the wrap is installed for an inspection and approval.

Design considerations for scaffolding wraps

1

Bespoke artwork wraps

Follow the Bespoke artwork design checklist on page 36-37 of this guide.

You may also need to identify a location at the end of the hoarding fence to display an Artist panel (details on page 21-25).

2

Historic wraps

A historic image citation and City of Sydney logo are to appear on the wrap within a black border at the bottom of image.

3

Façade replication

The installation must accurately depict and detail the original building façade.

✗ Unless specifically approved, signage or branding must not be displayed on any wrap.

✓ For scaffold wraps, the citation and credit must be displayed below the image and left aligned and have a font height of 125mm and 90mm for the credit.

Printing and installation for scaffolding wraps

Consider long-term safety, durability, appearance and maintenance requirements when planning your printing and installation on scaffolding wraps.

Wind-forces and the method of mesh connection to the scaffold are important aspects to address.

You must follow the City of Sydney's Guidelines for Hoardings and Scaffolding.

Printing requirements

- ✓ Artwork must be printed on high quality, durable, fit-for-purpose, printable mesh.
- ✓ UV stabilised ink must be used.
- ✓ Minimum flammability criteria (mesh material and inks) must be met.
- ✓ Printed finish must be matt not gloss.

Installation requirements

- ✓ Wraps must be designed and installed to meet minimum standards, including withstanding expected wind speeds/loads – see the City of Sydney's Guidelines for Hoardings and Scaffolding for further details.
- ✓ Use an approved neutral colour background where the wrap does not fully extend over the full surface of a scaffold. Black is recommended generally, or beige for heritage sites, typically sandstone buildings.
- ✓ Mesh weld seams and fixings must be high quality to minimise visual interruption of the wrap content.
- ✓ Mesh must be fully tensioned and securely fixed to avoid adverse visual impacts on the printed wrap content. The wrap design and installation must avoid pressure imprints from the scaffolding frame and fixtures and remain taut throughout the full duration of the installation. This may require regular inspection and re-tensioning by the wrap installer.
- ✓ Mesh/displays that wrap on scaffold corners will require special treatment such as radius coverings on scaffold standards and cleats.
- ✓ The wrap dimensions (overall size) are site-specific and should be considered and determined in discussion with us at the project outset (see also the City's Guidelines for Hoardings and Scaffolding for further details).
- ✓ We do not cover the costs of printing, installation or maintenance of scaffolding wraps.

Contact us

Cultural Projects

creativecity@cityofsydney.nsw.gov.au

02 9265 9333

