February 2024

Creative graphic design guide for hoardings and scaffolding

Green Global Connected

CITY OF SYDNEY

Contents

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: **City of Sydney licensed 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. City of Sydney licensed artworks (page 5)
2. Bespoke artworks (page 14)
3. Historic images (page 27)
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Step 2

Follow the process to gain approval for your chosen option

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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

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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. City of Sydney licensed

Site
Non-heritage-listed site

Artwork
City of Sydney licensed artworks 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.

City of Sydney licensed 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.

Submission
Complete the 'Hoarding Graphics Design Compliance Statement' and send it to the City officer handling the hoarding project.

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.

Submission
Complete the 'Hoarding Graphics Design Compliance Statement' and send it to the City officer handling the hoarding project.

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.

City of Sydney

City of Sydney licensed artworks
2016, *Birds of Australia*, Eggpicnic.
Photographer: Katherine Griffiths

1. City of Sydney licensed artworks

City of Sydney licensed artworks 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.

City of Sydney licensed artworks 2016, *Sydney Opera House at Night,* Emily Crockford. Photographer: Katherine Griffiths

1.1 City of Sydney licensed 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

Lodge print-proof and Compliance Statement

Check your design adheres to all requirements in the City of Sydney licensed artwork checklist on page 12.

Complete the 'Hoarding Graphics Design Compliance Statement' (available in the hoarding permit) and send it to Council together with a PDF print-proof of the graphics design.

Download the application form
Hoarding installation application form

1.2 City of Sydney licensed 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.
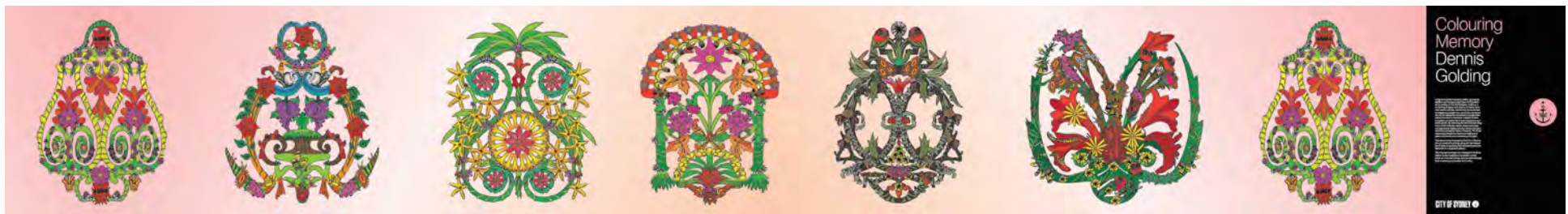
1.3 City of Sydney licensed artworks elements

1 Artwork
Provided in different panels for easy assembly

2 Artwork info title panel

1.4 City of Sydney licensed 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.
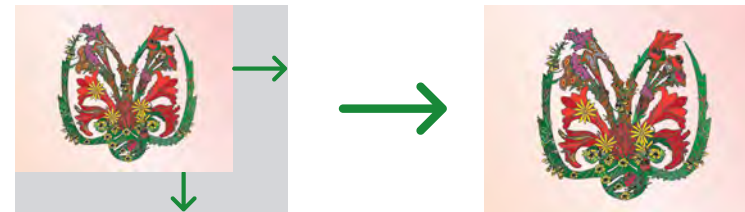
4 Include artwork info title panel

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.

>30m

1.4 City of Sydney licensed artworks InDesign set-up

Irregular shape of hoarding space
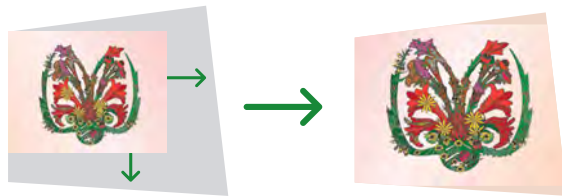
Do not crop artwork more than 5%.

Always keep integrity of full artwork.

Sloping site

For hoardings on steeply sloping sites, rotate artwork to be parallel to the slope. Always maximise artwork coverage.
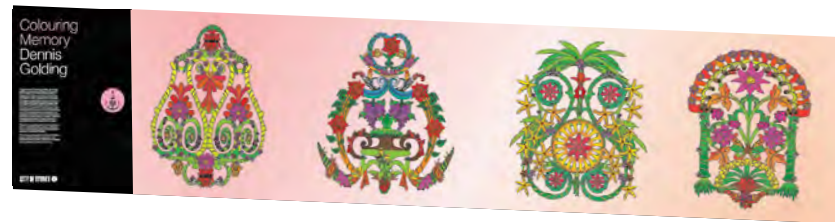
For lightly sloping sites with awnings, rotate artwork to be parallel to the awning, not the slope. Always maximise artwork coverage.

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 City of Sydney licensed 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 City of Sydney licensed artwork examples

City of Sydney licensed artworks, *Fantastical Fabulous Fun*, Rosie Deacon, Eveleigh Street Redfern, 2020. Photographer: Katherine Griffiths.

City of Sydney licensed artworks, *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

City of Sydney licensed artworks 2018, *Koala Fantastical Fabulous Fun*, Rosie Deacon. Photo: City of Sydney.

2.4 Bespoke artwork layout
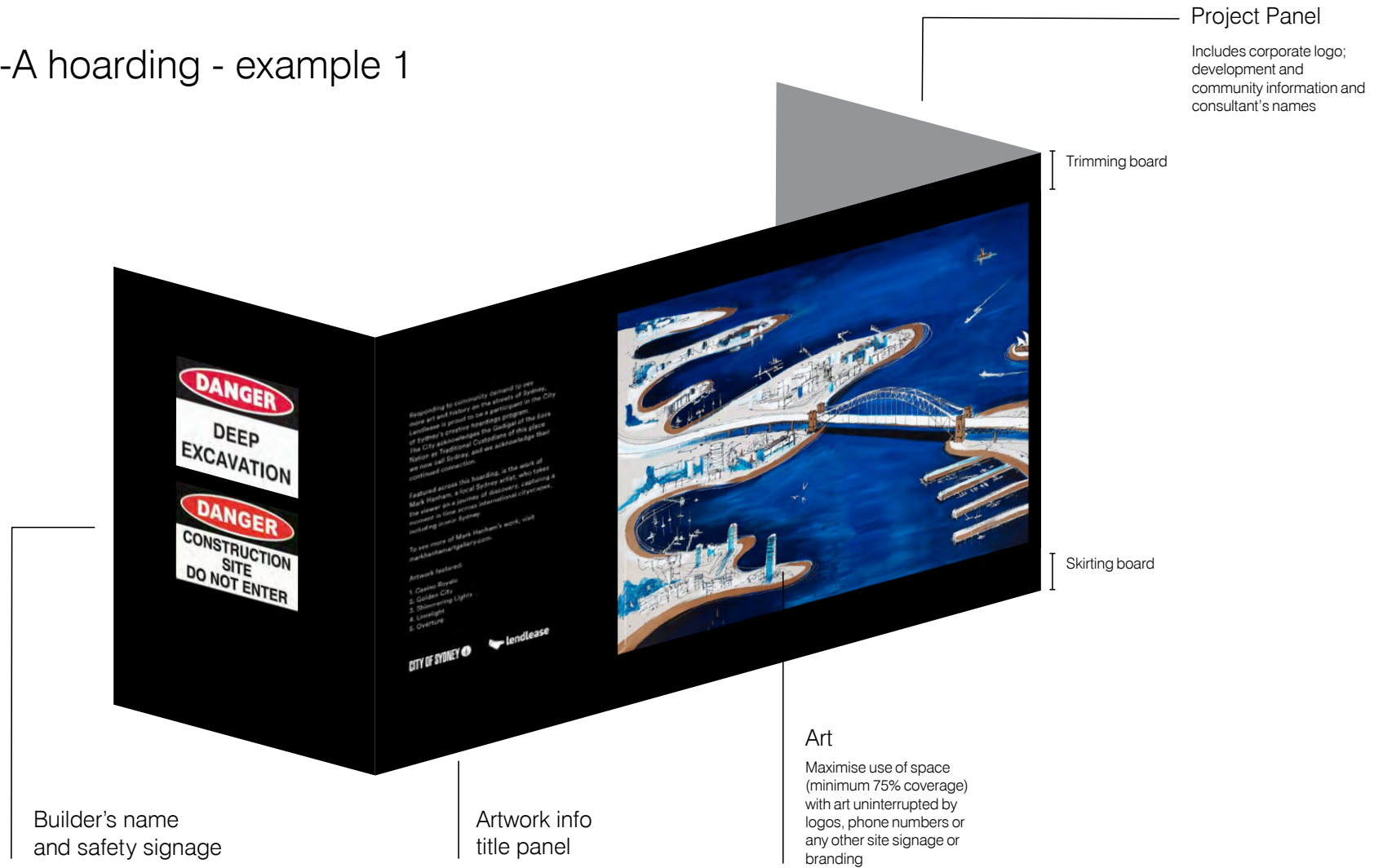
Type-A hoarding - example 1

Project Panel

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

Trimming board

Skirting board

Art

Maximise use of space (minimum 75% coverage) with art uninterrupted by logos, phone numbers or any other site signage or branding

Builder's name and safety signage

Artwork info title panel

Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

2.4 Bespoke artwork layout

Type-A hoarding - example 2

Project Panel

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

Trimming board

Skirting board

Artwork info title panel

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

Builder's name and safety signage

(can also be placed on access doors)

Door

Doors and gate openings wider than 2m must display artwork

Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

2.4 Bespoke artwork layout

Type-B hoarding - example 1

With a site fence

Art

Project panel

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

End panel

Where end-panels are deeper than 500mm artwork must be displayed.

Door

Artwork info title panel

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

Builder's name and safety signage

Locate on door or on panel. Doors and gate openings wider than 2m must display artwork

Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

2.4 Bespoke artwork layout

Type-B hoarding - example 2

With a site fence

Art

End panel

Where end-panels are deeper than 500mm artwork must be displayed.

Project Panel

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

Artwork info title panel

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

Door

Builder's name and safety signage

Locate on door or on panel. Doors and gate openings wider than 2m must display artwork

Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

2.4 Bespoke artwork layout

Type-B hoarding - example 1

With a site fence

Art

Project Panel

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

or

End panel

Where end-panels are deeper than 500mm artwork must be displayed.

Door

Artwork info title panel

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

Builder's name and safety signage

Locate on door or on panel. Doors and gate openings wider than 2m must display artwork

Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

2.4 Bespoke artwork layout

Type-B hoarding

Without a site fence

Project Panel

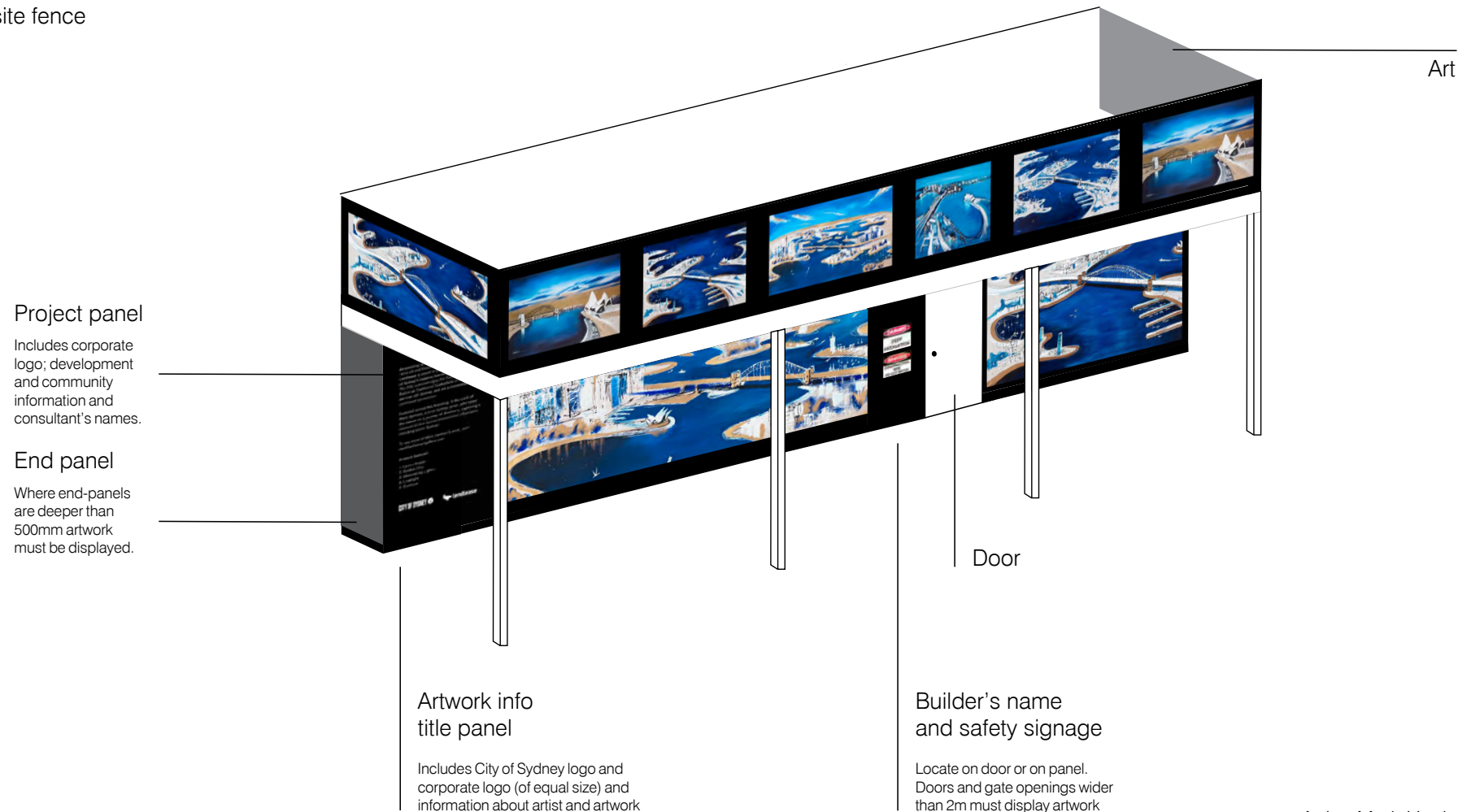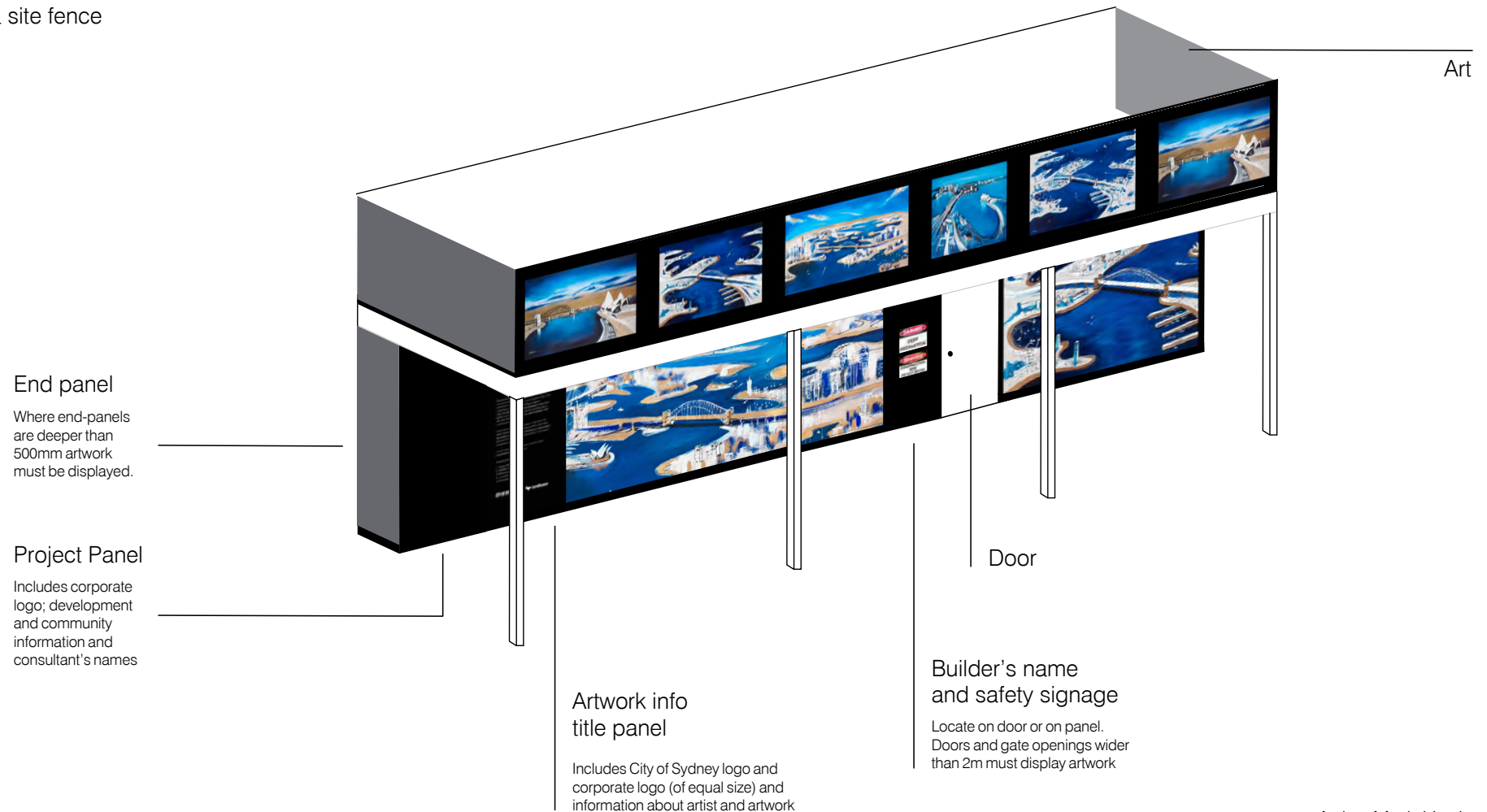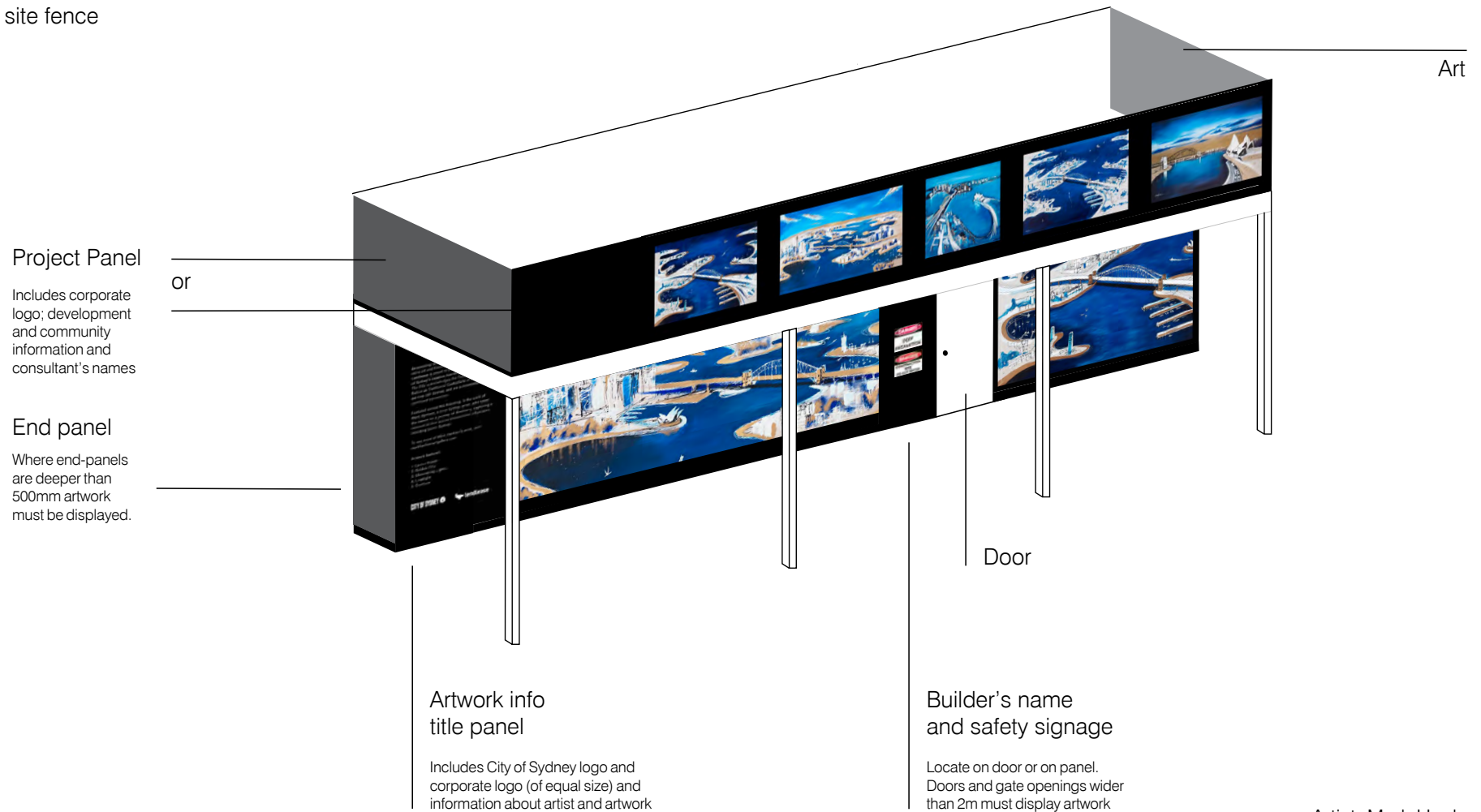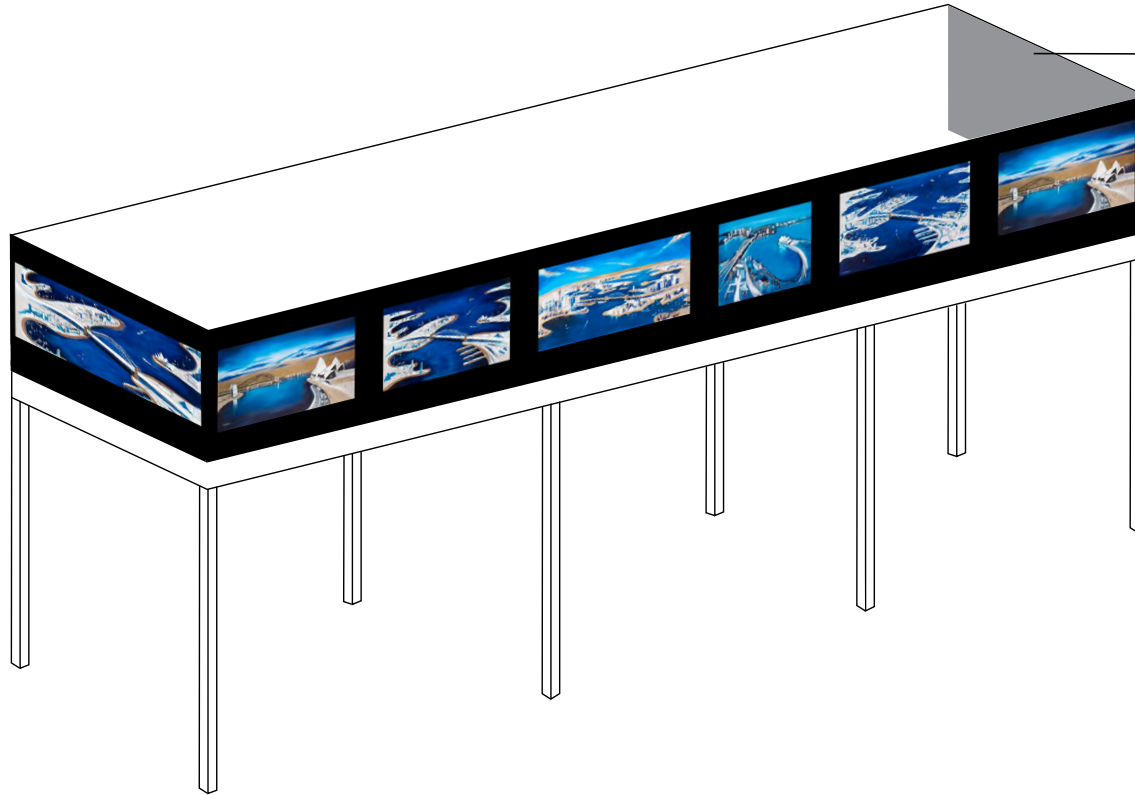Includes corporate logo; development and community information and consultant's names

Artist: Mark Hanham,
1 Circular Quay Bespoke Hoarding

Historic Images

Historic hoarding display.
Photo: City of Sydney.

3.1 Historic Images: process

1

Select images

Option 1:

Choose free images preselected and provided by the City Archives archives.cityofsydney.nsw.gov.au/pages/hoardings

Requirements

✔ Use the Historic Images Hoarding Map available on the City Archives webpage to locate image content directly relevant to your site. Alternatively browse the City Archives preselected image content organised by geographic area or general themes.

✔ Select the quantity and type of images required for your site, including both:
 - site fence images – these images are full-sized and are for use on the ground level of Type-A and Type-B hoardings together with accompanying image citations.
 - fascia images – these images are pre-cropped to a 1:3 ratio and are for use on the fascia surfaces of Type-B hoardings.

✔ Download the selected high-resolution image files for large scale printing.

✔ Copy the corresponding image citations for each site fence image, ensuring the details correctly match the selected images. Citations are not required for fascia image content.

Download

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

Option 2:

Choose and provide a selection of your own images together with at least 50% of images from the City's collection.

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.

2

Set up template

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

3

Lodge print-proof and Compliance Statement

Complete the 'Hoarding Graphics Design Compliance Statement' (available in the hoarding permit) and send it to Council together with a PDF print-proof of the graphics design.

3.2 Historic images: artwork application

Planning ahead

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

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

✔ The full surface area of fascias, site fences and major access gates or doors must be covered by a graphic display. The remaining surfaces (trimming boards, minor access doors and other exempted surfaces, e.g.: space for site signage) must be painted flat black.

✔ **Site information and safety signage** must not be placed over graphics therefore the design must allocate adequate blank space for such signage. Before commencing the graphics design discuss all signage needs with the builder/contractor and factor this into your design.

✔ **Site signage** should be placed at the end of the hoarding panels, providing the largest possible uninterrupted area for graphics. If this is not possible or feasible, place signage on access doors or directly adjacent to doors within allocated black surfaces.

✔ **Graphics** are not required on access doors or gates that are less than 2m wide (use for site information and safety signage where practical).

✔ **Doors or access gates** 2m or wider must have graphics displayed. For long-term durability these graphics should preferably be printed on durable approved base-board such as aluminium composite panel fixed to the gate surface using countersunk or low-profile screws.

✔ The display of various forms of signage including development information and minor corporate branding is regulated (size and number) - see table 2 in the Guidelines for Hoardings and Scaffolding for details.

Printing and installation

The system of installation of graphics 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.

The finish must be matt/silk including any anti-graffiti finish that is applied

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 exceptions:

• on ultra-smooth surface site fences of Type-B hoardings where the overhead deck affords weather protection to prevent loss of adhesion.

• on ultra-smooth surface 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.

3.3 Historic images: 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.

3.4 Historic images: layout

Hoarding fascia (Type-B hoarding)

Height 1m standard fascia height and up to 2m (use pre-selected cropped images - citations not required).
Only include the 'from the archives' panel when a site fence is not provided.

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

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

3.5 Historic Images: elements

The City of Sydney Archives manages
preserves and provides access to more than
one million items dating from the establishment
of the Municipal Council of Sydney in 1842
Browse our collection of photographs
documents maps and plans via the QR
code or at archives.cityofsydney.nsw.gov.au

This display is part of a City of Sydney
program to enhance construction hoardings
and enliven our streets with history and art

The City acknowledges the Gadigal of the Eora
Nation as the Traditional Custodians of this
place we now call Sydney and we acknowledge
their continued connection to Country

FROM THE ARCHIVES

DATE

Description / Citation
goes here.

Archives reference
goes here.

1 Info panel

2 Image

5 Background colour:
rich black

3 Image
Date

4 Image Title
and Credit

3.6 Historic Images: 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. Where necessary, adjust the information text panel and QR code to the maximum height range (1400-1600mm) above the ground surface.
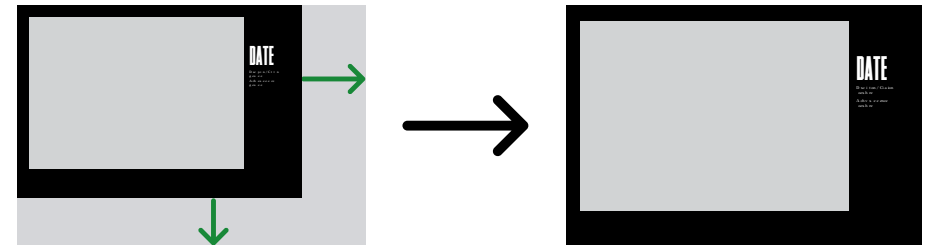
4 Update design to your images and image citations/credits

3.6 Historic Images: template

Irregular shape of hoarding space
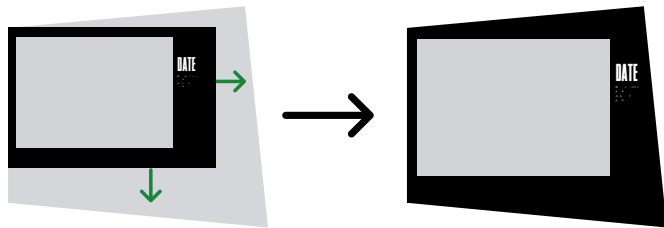
Sloping site

Always aim to maximise the image size (height) and step images to achieve the best aesthetic.
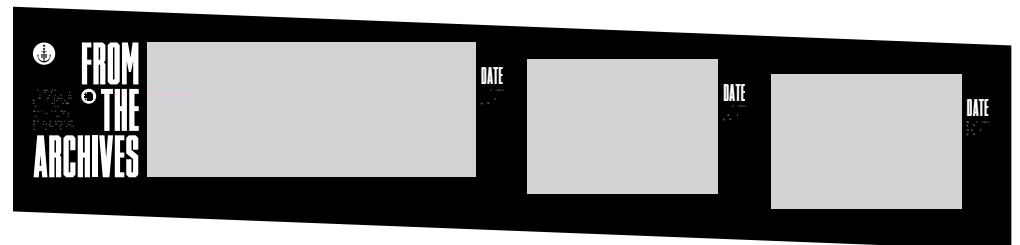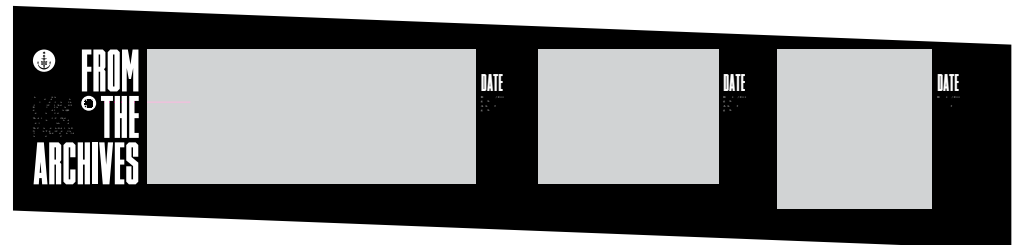
Bespoke
historic

Bespoke historic MLC Centre Martin Place
by Dexus. 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

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

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 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 a design 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 must be placed at a readable height on the hoarding, between 1400 – 1600mm from the ground. If a QR code is used it must be placed within the height control dimensions.

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

Project Panel

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

Trimming board

First Peoples

This is Gadigal Country. This area is home to the Gadigal of the Eora Nation. Was, is, and always will be Aboriginal land. It is thought the hill where the National Art School now stands, originally known as Woolloomooloo, was a significant site for the Gadigal, with its view of the harbour and with an abundant water supply – from the creek where St Vincent's Hospital is today. The site was also close to an Aboriginal track ('muru') that crossed east, from which Oxford Street evolved.

What's happening

The NSW Government is undertaking a series of repairs and maintenance works at the National Art School site. The upgrades are part of the NSW Government's $120 million Arts Maintenance and Upgrade Program to improve the accessibility, sustainability and functionality of NSW arts and cultural venues.

Part of the works happening at the National Art School include repair works to the heritage stone walls internally and externally, as well as the buildings inside the site.

Create NSW is working closely with NSW Public Works Advisory to deliver these essential works through the Minister's Stoneworks Program, with a focus on conserve heritage and improve the safety and amenity of the site.

DANGER DEEP EXCAVATION

DANGER CONSTRUCTION SITE DO NOT ENTER

Skirting board

Art

Maximise use of space (minimum 75% coverage) with art uninterrupted by logos, phone numbers or any other site signage or branding

Builder's name and safety signage

Artwork info title panel

4.4 Bespoke historic layout

Type-A hoarding - example

Project Panel

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

Trimming board

What's happening

The NSW Government is undertaking a series of repairs and maintenance works at the National Art School site. The upgrades are part of the NSW Government's $120 million Arts Maintenance and Upgrade Program to improve the accessibility, sustainability and functionality of NSW arts and cultural venues.

Part of the works happening at the National Art School include repair works to the heritage stone walls internally and externally, as well as the buildings inside the site.

Create Infra is working closely with NSW Public Works Advisory to deliver these essential works through the Minister's Stoneworks Program. In doing so, it will conserve heritage and improve the safety and amenity of the site.

DANGER
DEEP EXCAVATION

DANGER
CONSTRUCTION SITE
DO NOT ENTER

NATIONAL ART SCHOOL

NSW GOVERNMENT

Skirting board

Artwork info title panel

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

Builder's name and safety signage

(can also be placed on access doors)

Door

Doors and gate openings wider than 2m must display artwork

4.4 Bespoke historic layout

Type-B hoarding - example 1

With a site fence

Art

Project panel

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

End panel

Where end-panels
are deeper than
500mm artwork
must be displayed.

Door

Builder's name
and safety signage

Locate on door or on panel.
Doors and gate openings wider
than 2m must display artwork

Artwork info
title panel

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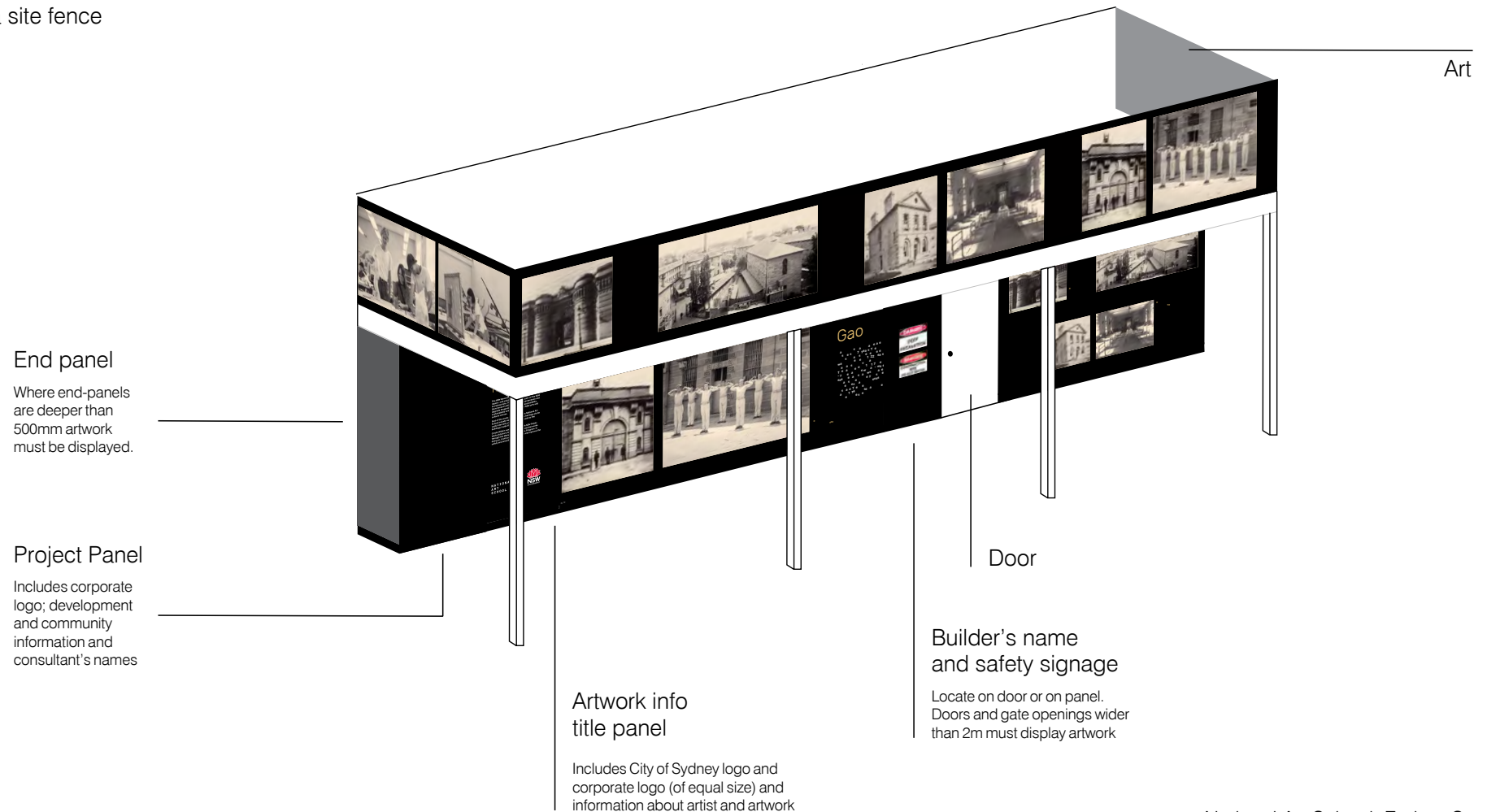information about artist and artwork

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

4.4 Bespoke historic layout

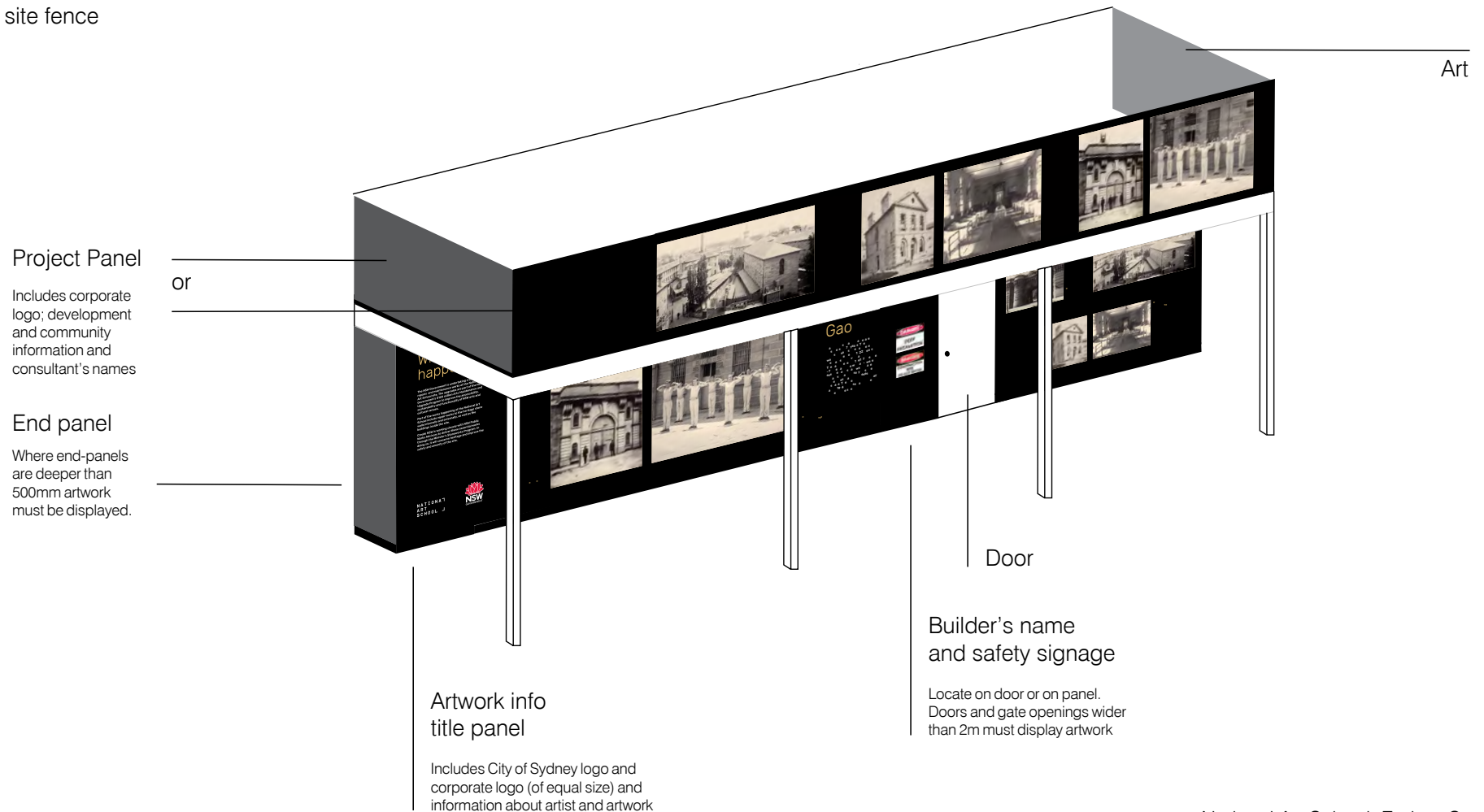## Type-B hoarding - example 2

With a site fence

Art

End panel

Where end-panels are deeper than 500mm artwork must be displayed.

Project Panel

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

Artwork info title panel

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

Door

Builder's name and safety signage

Locate on door or on panel. Doors and gate openings wider than 2m must display artwork

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

4.4 Bespoke historic layout
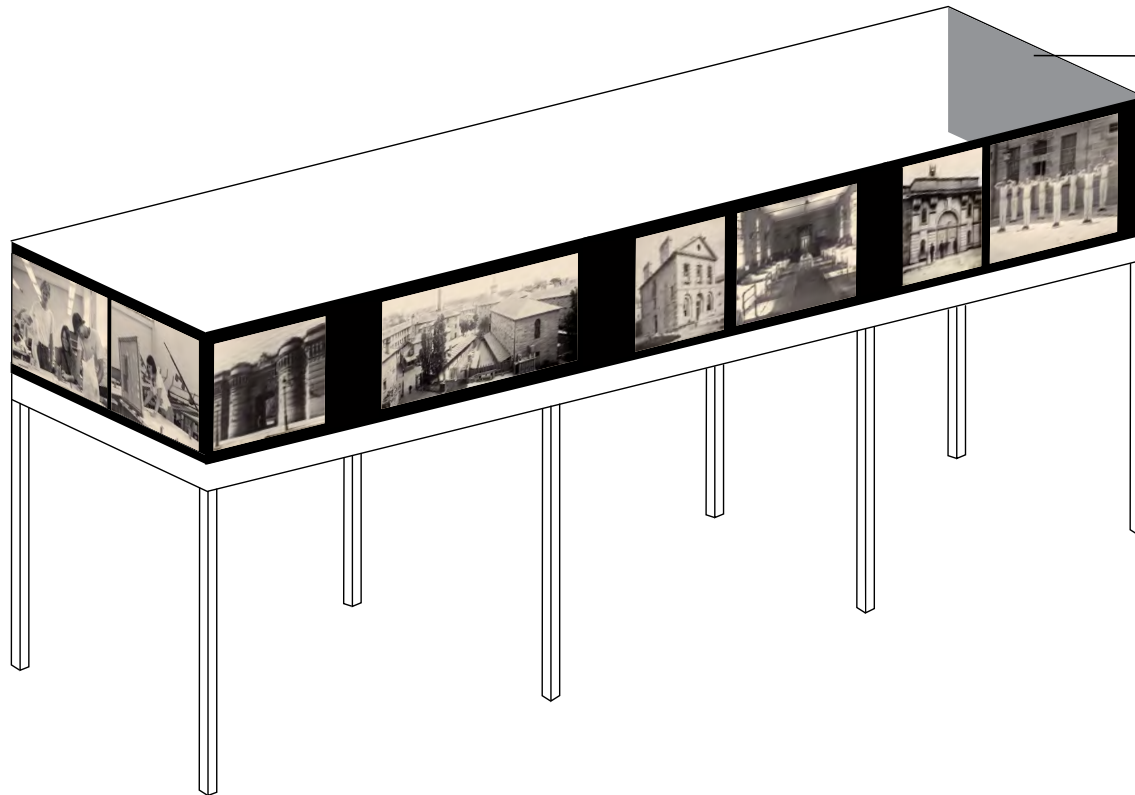
Type-B hoarding - example 3

With a site fence

Art

Project Panel

or

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

End panel

Where end-panels
are deeper than
500mm artwork
must be displayed.

Door

Artwork info
title panel

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

Builder's name
and safety signage

Locate on door or on panel.
Doors and gate openings wider
than 2m must display artwork

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

City of Sydney licensed artworks 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 type of material to be used must be considered particularly for long duration hoarding installations.

Printing requirements

✔ As a general rule, hoarding graphics must be printed on recycled or recyclable PVC banner fabric that will not shrink or fade due to direct sun exposure.

✔ Printing on self-adhesive material is generally not permitted, however, may be allowed only in certain circumstances such as:

- on an ultra-smooth surface of site fences of a Type-B hoarding where the overhead deck affords weather protection to prevent loss of adhesion;

- on an ultra-smooth surface of a Type-A hoarding where weather-protected by street awnings and where it can be demonstrated that the plywood fence can be appropriately sealed to prevent dampness reaching the adhesive backing; and

- on the fascia of a Type-B hoarding having a high-quality smooth metal finish and the top of the fascia panels can be fully sealed to prevent rainwater entry behind the graphics surface.

✔ UV stabilised inks must be used.

✔ The finish must be matt/silk including any anti-graffiti or sacrificial coatings that may be applied.

✔ Always print to the full height of the panel of Type-A hoardings excluding trimming and skirting boards. For the site fence of Type-B hoardings, print to the height of the lowest part of the knee-bracing of the hoarding structural frame and cover at least 90% of the fascia height. When displaying historic images on fascias with heights up to 2 metres, 1:3 ratio cropped images must be used.

✔ Continuous (unbroken) banner length is at least 10m on surfaces consisting of a single plane. Note: This does not apply to historic image displays on hoardings installed on sloping footways requiring the stepping of images (see the standard layout template).

Installation requirements

✔ All hoarding surfaces are fully painted black (matt/silk) and are in good condition (clean and free of graffiti).

✔ Hoarding graphics must be installed using powder-coated black sail-track fixed with low-profile screws. The ends of sail-track must be smoothly finished (no sharp edges) for public safety purposes.

✔ Banners are tautly stretched and fixed to achieve a high-quality smooth finish.

✔ For sloping sites, graphics should be sectioned at corners (not wrapped around corner) to ensure artwork pattern match.

✔ For flat footway surfaces, the graphics/vinyl must be wrapped tightly on corners/end-panels (site fence and fascia) to avoid the excessive use of vertically placed sail-track on corners to improve visual presentation.

✔ Always apply actual artwork within the safe area (safe area indicated on the following page).

Hoarding panel

Full finished panel
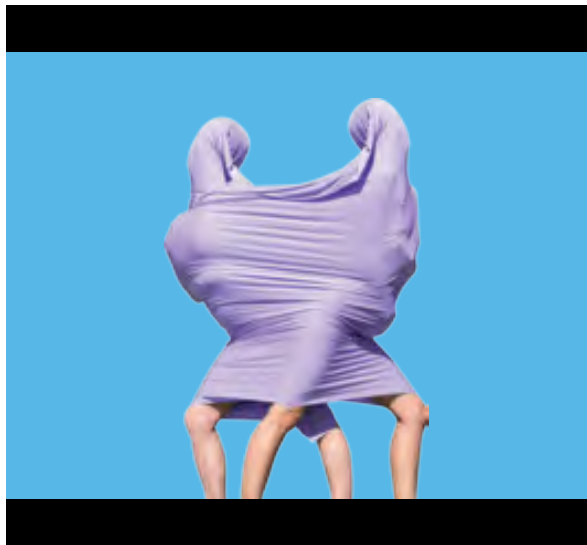
Trimming

Safe area

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

Skirting board

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.
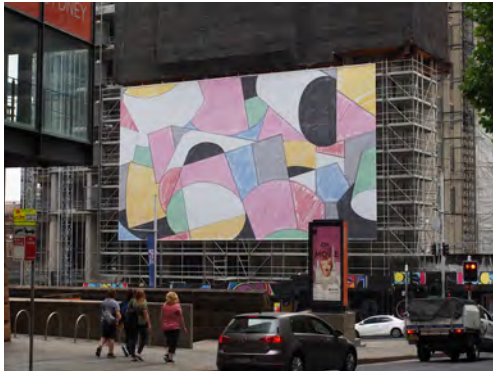
Step 3

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 the suitability of the site and building for a wrap.

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

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