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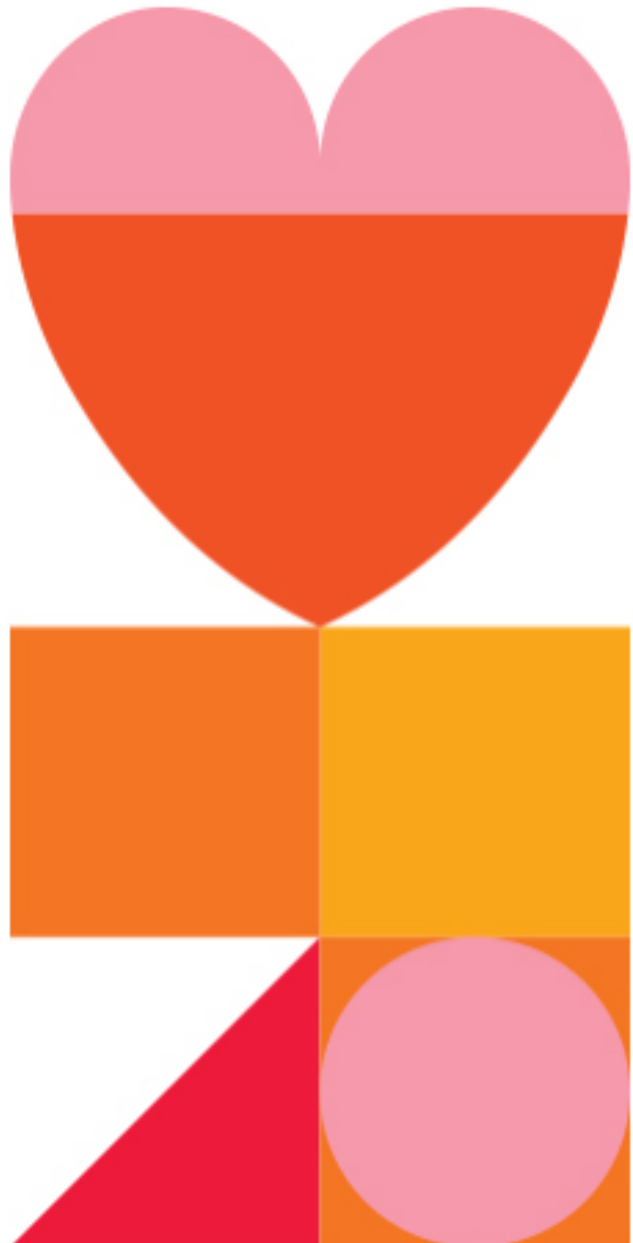
**CITY
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Hoarding Design Guide

Creative Hoardings Pilot Program

Please contact the City Renewal Authority if you would like to provide feedback on this document.

24 April 2024





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About the Pilot Program

The Creative Hoardings Pilot Program seeks to improve the visual appeal of the City Centre, maintain public safety, and provide artists opportunities to showcase their work in visible areas.

This is a strategic initiative that has been developed in response to community engagement to renew areas undergoing urban development. The pilot is aligned to the Authority's 'City Renewal Precinct: Urban Arts Strategy' which aims to activate city spaces, enabling community-led transformation of our streets and cultivating a diverse local arts ecology.

The pilot program is being led by the City Renewal Authority, with support from the Suburban Land Agency. The pilot provides the opportunity for artists to showcase their work in high traffic locations within the public domain to enhance the visual appeal of eligible sites across Canberra.

Overview

This guide serves as a resource for property developers and artists involved in the City Renewal Authority's Creative Hoardings Pilot Program.

This guide is designed to assist the beautification of eligible sites while showcasing local artistic talent. Inside this guide, you'll find information to participate in the pilot including:

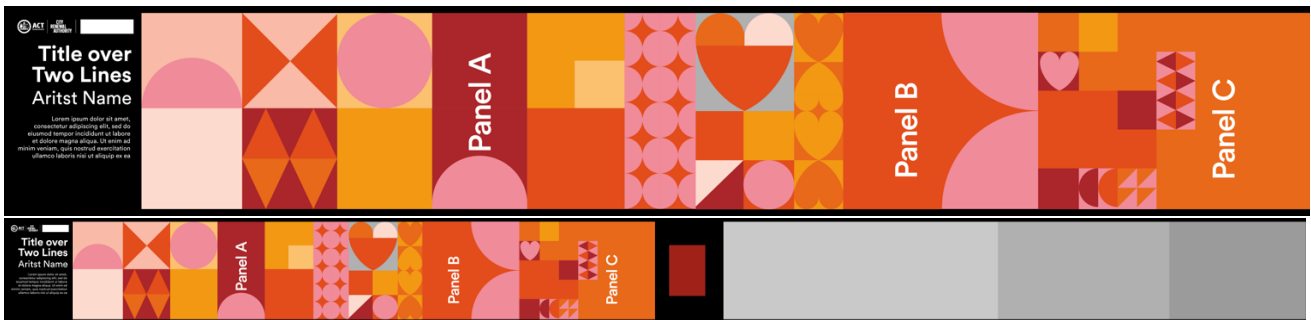
- **Types of hoarding:** Details the specifications and design flexibility required for Types A and B hoardings, including visual considerations for site-specific features.
- **Licensed Artwork Guide:** Step-by-step instructions on how to use the pre-approved licenced artworks, including key requirements and recommendations.
- **Historic images:** Provides guidance for using historic images to tell the unique stories of buildings, sites, or precincts, with guidance on how to access and incorporate these images including key requirements and recommendations.
- **Printing and installation recommendations:** Covers material use, conditions for self-adhesive materials, advice on installation methods, and considerations for the best presentation and durability of the hoarding graphics.
- **Ethical standards:** Sets out the community expectations and ethical considerations for imagery used in hoardings, with reference to EPSDD guidance and the new Planning ACT.
- **Artwork design standards:** Information for artists including ethical considerations for imagery used in hoardings, artwork guidelines, submission requirements, and details for mock-ups including size, modular design, and variability in dimensions for different types of hoardings.

Types of hoarding

Hoarding designs offer a dynamic canvas for artistic expression in urban spaces. Given their visibility and scale, they transform construction sites into engaging visual landscapes. To effectively adapt to the diverse configurations of each site, your artwork or design proposal must be versatile.

Understanding hoarding specifications:

- **Type A hoarding:** This is a ground-level hoarding, typically 2.4 metres high, which encloses construction sites. It is the primary focus of your submission mock-up.
- **Type B hoarding:** Often referred to as fascia hoardings, these are generally 1.5 metres high and run along the top edge of Jersey Barrier or fencing, adding an additional layer of visibility and protection.
- Example: Type A 2.4 metres – Artwork



- Example: Type B 1.5 metres – Historical images



Licensed artworks

Pre-approved artworks specifically curated to enrich public spaces and promote cultural engagement.

Licensed artwork guide

The City Renewal Authority offers a curated collection of original, contemporary local artworks licenced for use on hoardings at development sites across the designated urban renewal areas. This program is designed to:

- Provide artists with the opportunity to showcase their work on a large scale to a diverse audience.
- Enhance public spaces with temporary artworks that bring creativity and vibrancy to everyday environments.
- Improve the visual landscape of construction sites, transforming them into art exhibits.

In curating these works, we called for artwork and design concepts from across the region. An expert industry panel selected 10 artworks, which the City Renewal Authority has licenced for public use at no charge.

[See the available artwork options here \[when they are available\].](#)

Licensed artworks requirements

Eligible site: Non-heritage-listed site

Artwork: The City Renewal Authority offers pre-approved artworks created by contemporary local artists. These artworks are freely available to developers for display on hoardings within the designated urban renewal areas.

Template: Utilise the Authority's approved artwork files to create your hoarding artwork in InDesign.

Access: Complete the '[Creative hoarding request form](#)' [when this is available] and send it to the Authority for actioning.

Approval: Obtain approval through EPSDD

Licensed artwork: Recommendations

- **For Type A hoardings:** Include a dedicated panel separate from the artwork that includes the title of the work, artist's name, a blurb and the ACT Government Acknowledgement of Country.
- **For Type B hoardings:** Include the title of the work, artist's name, a blurb and the ACT Government Acknowledgement of Country on the hoarding site fence. If a site fence is not installed, place these details on the fascia.



Licensed Artworks InDesign Setup

Measure your hoarding: Determine the exact dimensions of your hoarding.

Set-up InDesign document: Create a new file in Adobe InDesign. Set your document size at 10% of the actual size to manage file handling and printing processes efficiently.

Choose suitable artworks: Artworks are provided in various lengths. Select those that best fit your panels, ensuring at least 10 metres of uninterrupted display where possible.

Add artwork information title panel: Always include an artwork information title panel. Position it at either end of the hoarding for accessibility, and on both ends if the hoarding length exceeds 30 metres.

Checklist

- **Artist information:** The artwork showcases the work of a local artist or artists. Must include artist's name and title of the artwork. A statement about the meaning of the work or its interesting background.
- **Licence use:** The artwork does not incorporate, reproduce, or reinterpret any commercial branding, logos, colours, or designs.
- **Text:** Text used in the artwork should be minimal and set in an accessible-sized font. 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 and placed at a readable height on the hoarding, between 1400–1600mm from the ground.
- **Logos:** Only one branding logo (related to the builder, developer, or property owner) per frontage is permitted. It should be placed so as not to interrupt the artwork, ideally on a separate project information panel at the end of the hoarding.
- **Pilot project information:** Should be placed separately from the artwork. All text must be legible, using a sans serif font and aligned to the left, with a minimum height of 20mm and a QR code at a height of 1400–1600mm from the ground for visibility.
- **Compliance:** All signage (size, content, and placement) must comply with ACT Government Legislation.
- **Construction and safety signage:** Signs related to construction must not obscure the artwork. Consider mandatory signs' placement and leave blank space in the layout for them. Safety or parking control signs, if necessary, should be minimal and placed so as not to detract from the artwork's primary content. Artwork is not required on access doors or gates less than 2m wide, which can be used for mandatory signs. Apply artwork to all other doors and gates.



Historic images

Canberra is home to some of the greatest collections of historical artifacts in Australia. You can choose to access these collections yourself through their respective online portals or engage a historian, or heritage consultant to create your own bespoke historic design that tells the unique story of your building, site, or surrounding precinct.

Historical images requirements

Eligible Site: Heritage-listed site

Artwork: A vast collection of free images is available from ArchivesACT, or developers may source and use their own historic images for a bespoke design. Developers may choose to engage a historian or heritage consultant, alone or in conjunction with a local artist, to create a bespoke historic design that narrates the unique story of the building, site, or surrounding precinct.

Template: Use the Authority's InDesign historic hoarding template.

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

Historic images recommendations

Planning: When designing your hoarding artwork, it's crucial to consider the following to ensure long-term durability, aesthetic integrity, and maintenance ease:

Timeframe: It often takes a significant amount of time to obtain and licence historic images, we recommend allowing at least two months.

Coverage: The full surface area of fascia's, site fences, and major access gates or doors must be adorned with graphic displays. Remaining surfaces like trimming boards, minor access doors, and other exempted areas should be painted flat black.

Site information and safety signage: Designs must not cover site information and safety signage. Allocate adequate blank space within your design for these signs. Consult with the builder/contractor before commencing design work to integrate all signage needs effectively.

Signage placement: Ideally, site signage should be positioned at the ends of hoarding panels to maximise uninterrupted graphic display areas. If impractical, place signage on access doors or adjacent areas within the allocated black surfaces.

Access doors and gates: Graphics are not required on access doors or gates that are less than 2m wide (these can be used for site information and safety signage). Doors or gates 2m or wider must feature graphics, preferably printed on durable materials like aluminium composite panels, and secured with countersunk or low-profile screws for longevity.

Historic images InDesign set-up

Measure Your Hoarding: Determine the exact dimensions of your hoarding.



Set Up InDesign Document: Create a new file in Adobe InDesign. Set your document size at 10% of the actual size to manage file handling and printing processes efficiently.

Choose Suitable Artworks: Images are provided in various lengths. Select those that best fit your panels, ensuring at least 10 metres of uninterrupted display where possible.

Add Artwork Info Title Panel: Always include an artwork information title panel. Position it at either end of the hoarding for accessibility, and on both ends if the hoarding length exceeds 30 meters.

Historical Images: Checklist

- Ensure you thoroughly understand the historical and contextual significance of the site to select images that are both site-specific and aligned with the heritage context.
- Download and set up your InDesign file using the Historic Hoarding template provided by the Authority.
- Match the template dimensions to your site dimensions and ensure you leave space for any required safety signage.
- Identify how many images you will need.
- Access images through the ACT Heritage Library, ArchivesACT or Trove (NLA).
- Choose and provide a selection of your images that are site-specific and relate to the heritage context of the location.
- Select the quantity and type of images required for your site. We recommend requesting 400 DPI Tiff Images where available for Type A and Type B hoardings, accompanied by image.
- Contact the institution and request the images.
- 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. EG: [ACT Heritage Library: “brief title, date (item number)”].
- Apply all the images and text to the Historic Hoarding template provided by the City Renewal Authority and match its dimensions to your site requirements
- Send alongside your application to EPSDD along with a PDF print-proof of the graphics design.



Printing and installation recommendations

This section details the correct practices for printing and installing hoarding graphics, outlining the appropriate materials and methods to ensure durability and visual quality. Follow these guidelines to achieve a professional and enduring display that stands up to environmental conditions and maintains the integrity of your artwork.

Printing

- **Material use:** As a rule, hoarding graphics should be printed on recycled or recyclable PVC banner fabric that will not shrink or fade due to direct sun exposure.
- **Conditions for self-adhesive material:** Printing on self-adhesive material is generally not permitted, except under specific conditions such as:
 - On ultra-smooth surfaces of site fences of Type B hoardings where overhead protection prevents loss of adhesion.
 - On ultra-smooth surfaces of Type A hoardings that are weather-protected by street awnings, with additional measures to seal the plywood fence against moisture.
 - On the fascia of Type B hoardings with a high quality smooth metal finish that can be fully sealed to prevent water entry behind the graphics.

Installation

- **Surface preparation:** All hoarding surfaces must be fully painted in matte or silk black and maintained in good condition, clean and free of graffiti.
- **Installation method:** Graphics must be installed using powder-coated black sail-track fixed with low-profile screws. Ends of the sail-track must be smoothly finished to ensure public safety.
- **Banner presentation:** Banners should be tautly stretched and fixed to achieve a high-quality, smooth finish.
- **Site adaptation:** For sloping sites, graphics should be sectioned at corners rather than wrapped around to ensure a pattern match. On flat surfaces, graphics/vinyl should be wrapped tightly on corners/end-panels to enhance visual presentation and minimise the use of vertically placed sail-track.
- **Safety area compliance:** Always position the actual artwork within the designated safe area to ensure visibility and impact.
- **Durability considerations:** Plan your printing and installation with an emphasis on long-term durability, appearance, and maintenance needs.



- **Special considerations for access:** Doors and gates in hoarding fences, particularly vulnerable to damage and wear, should use materials suited for long-duration installations.
- **Ink and finish:** Use UV-stabilised inks and a matte/silk finish, including any anti-graffiti or sacrificial coatings as necessary.
- **Printing to hoarding heights:** Always print to the full height of the panel for Type A hoardings, excluding trimming and skirting boards. For Type B hoardings, print to the height of the lowest part of the knee-bracing of the structural frame and cover at least 90% of the fascia height.
- **Image ratios for facias:** When displaying historic images on facias up to 2 metres high, use 1:3 ratio cropped images to maintain visual integrity.
- **Continuous banner length:** Ensure that unbroken banner length is at least 10 metres on surfaces consisting of a single plane. For historic images on sloping footways requiring stepped images, refer to the standard layout template.

Ethical standards

The Creative Hoardings Program Pilot follows the guidance of the [Planning Act](#).

The ACT Government recognises the powerful impact that imagery on hoarding signage can have on community beliefs and behaviours. It's a collective responsibility—spanning community members, businesses, and governmental bodies—to ensure that such advertising mirrors our community values and promotes equity.

Hoardings in Canberra should:

- Enhance community wellbeing and safety.
- Foster inclusivity and gender equality.
- Reflect Canberra's character as an innovative and vibrant city.
- Advertisements must not discriminate or use sexual imagery exploitatively, adhering strictly to the AANA's Code of Ethics. Sensitive subjects should be handled respectfully, especially in family-friendly public spaces.

Enforcement and Compliance

The Outdoor Media Association (OMA) and Ad Standards ensure that outdoor advertising complies with legal and ethical standards. Complaints about inappropriate advertisements can be directed to the advertising company, Ad Standards, or the ACT Human Rights Commission for issues related to discrimination.

For more information on [hoardings please visit the Planning website](#).



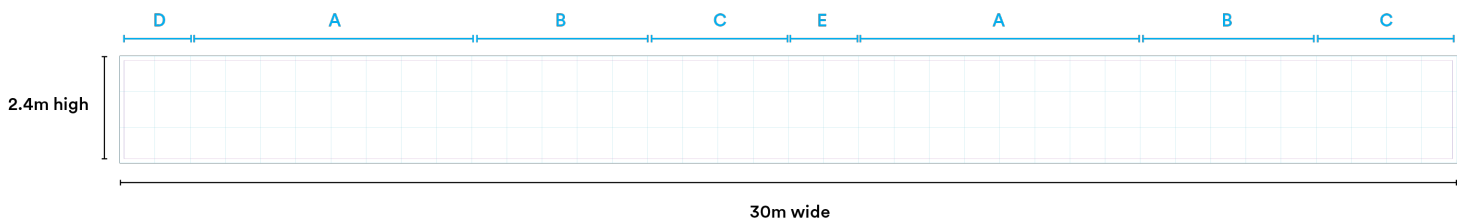
Artwork Design Standards

Design flexibility: You should ensure that your design can adapt to various hoarding dimensions and site-specific challenges. It should be capable of being segmented, repeated, or cropped without losing its artistic integrity. Whether you propose a continuous piece or a series of standalone sections, the adaptability of your artwork is crucial.

Visual considerations: Remember that hoardings can wrap around corners, incorporate irregular features like alcoves, doorways, and gates, or extend in one continuous line. Each design must consider these elements to ensure a coherent and visually appealing installation.

Artist recommendation: For artists who are selected as part of the pilot initiative the following is provided to assist you in your submission. We recommend the following mediums, Visual art, Graphic artworks and Photographic artworks. Given that artworks on hoardings are displayed in high-traffic areas, they can accumulate dirt over time. Designs with limited white space tend to be more effective and durable in these environments.

Modular design: To highlight the adaptability of your design, modular sections should be crafted to function as standalone panels that can be combined in various configurations. This modular approach allows for creative assemblies tailored to the specific dimensions and contours of different sites.



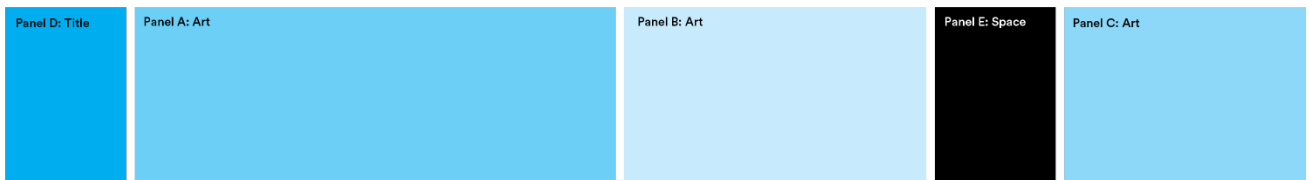
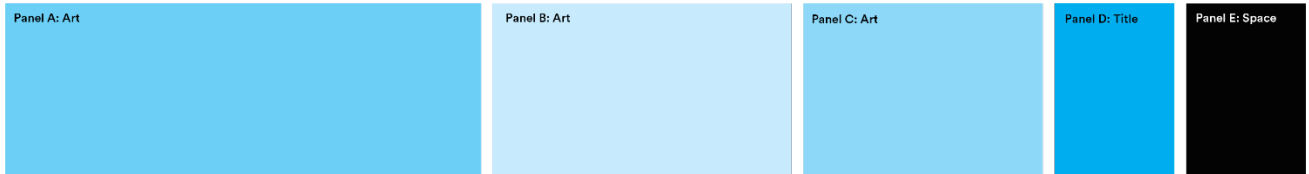
How Panels work:

- **Panel A, B and C - Artwork:** Artwork Panels are designed to be independent instances of your artwork that can integrate into a larger cohesive design.
- **Panel D - Title panel:** The Title Panel is dedicated exclusively for the program's logo and the artwork credit. Please ensure this area is left black and blank in your submission to accommodate these elements.
- **Panel E - Spacer:** Panel E acts as a visual buffer to aesthetically separate and frame the artwork or design elements. It is especially useful around fixed-width areas, corners, doors, or sections with limited visibility and where safety signage is required.

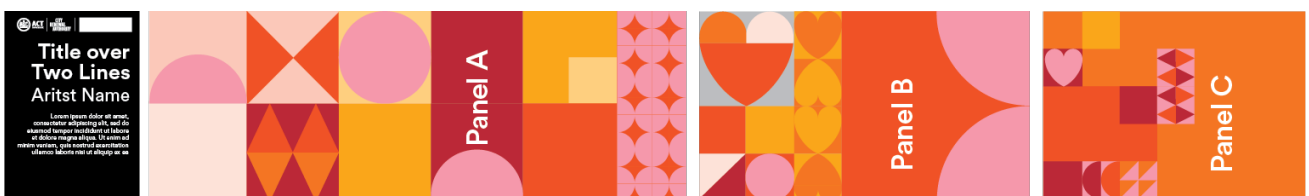
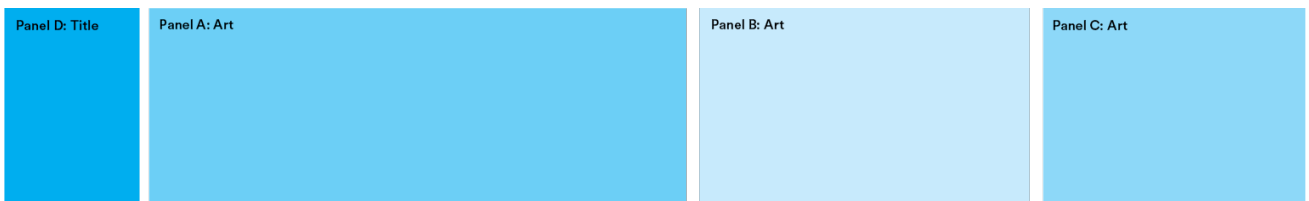


Combining Panels

- **Designed for flexibility:** These panels can be used in any sequence (e.g., A+B, A+C+B, B+A+C) to form the final hoarding display.
- **Variety in design:** Your submission should include multiple design options for each panel, ensuring a diversity in panel sizes to accommodate various spatial needs.



Example



Artwork submission checklist:

When submitting your work please ensure you have addressed the requirements.

- **InDesign templates:** You are encouraged to use the provided InDesign template to mock-up your artwork and modular sections, allowing you to visually present your proposal effectively. If your artwork is shortlisted, our team will collaborate with you to refine your final artwork to meet specific printing and output requirements, including the title panel, colour settings, and resolution.
- **Mock-up inclusion:** All submissions must include a mock-up of a hoarding featuring your proposed artwork or design. This mock-up is essential to visualize how your design adapts to the practical dimensions of a construction site.
- **Size specifications:** The demonstration should cater to a standard hoarding size of 2.4m x 30m (landscape orientation). Please scale down your designs appropriately to fit this specification while maintaining clarity and detail.
- **Modular design:** The mock-up should integrate a combination of modular sections, demonstrating flexibility and scalability. This approach allows for adjustments based on the actual dimensions and needs of the hoarding site.
- **Variability in dimensions:** Hoardings come in various sizes and configurations to accommodate the specific layout and safety requirements of construction sites. The most encountered are Type A and Type B hoardings, each serving distinct purposes and offering different opportunities for artistic expression.
- **Type A hoardings:** All concept submissions must include a mock-up of your proposed artwork or design as it would appear on Type A hoardings. The mock-up should effectively utilize modular sections.
 - **Type B hoardings:** If your artwork is selected, you will also need to provide a mock-up for Type B hoardings.
- **Resolution requirements:** Artworks for hoardings are printed in large format and require high resolution to ensure quality. Images in your final artwork should be at least 120dpi at 100% print size (equivalent to 1200dpi if set up at 10% final print size).
- **File format and size:** Artwork proposals must be submitted in PDF or JPG format, with a maximum file size of 5MB.
- **Accessibility and legibility:** The artwork should accommodate accessibility requirements, ensuring legibility and appropriate text height. Any text included in the design must be readable, with a minimum height of 20mm.

