

**ARTWORK GUIDELINES FOR DEVELOPERS
CREATIVE HOARDINGS TRIAL
2023-24**

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Patrick Pound, *The Resistors* (detail)

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-Wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin and pays respect to their Elders past, present and emerging. We acknowledge and honour the unbroken spiritual, cultural and political connection the Wurundjeri, Bunurong, Dja Dja Wurrung, Taungurung and Wadawurrung peoples of the Eastern Kulin have to this unique place for more than 2000 generations. We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

1. INVITATION TO PARTICIPATE

Melbourne is a creative city, and we are bringing local art to our streets with a 12-month trial to transform hoardings around Melbourne construction sites. The trial seeks to establish the benefits of an ongoing creative hoardings program to improve the public realm experience.

- City of Melbourne has commissioned five unique artworks to add colour and vibrancy, improving the look and feel of our streets, as well as improving the quality of experience for visitors, workers and local businesses.
- The program is an opt-in trial that focuses on commercial construction projects longer than 12 weeks and will provide insights to determine if the program should be rolled out more widely in the future.
- The city provides artwork free of charge to those taking part in the trial however, costs associated with the layout, printing and installation of the artwork will need to be covered by the participating developer. The City of Melbourne will assist with advice and consultation.

If you have a current or forthcoming site that you believe could benefit from artwork and wish to participate in this trial the City of Melbourne would like to hear from you.



Oslo Davis, *The Readers* (concept install)

2. BENEFITS

Many construction sites already utilise their hoardings for promotional advertising under the Melbourne Planning Scheme. Under the planning scheme one advertising panel of less than 10m² is exempt from requiring planning permission.

- This trial promotes the use of the remaining hoarding space for artwork, which will attract attention to the hoardings and in turn the promotional advertising.
- The commissioned artworks will also uplift and transform the construction hoardings, adding excitement and visual appeal.
- Hoarding artwork can reduce occurrences of graffiti and vandalism.
- Similar programs both national and internationally have found that artwork enhances the appearance of construction hoardings, assists in minimising the visual impact of construction and support local artists.



Nina Sanadze, *Reshaping Monuments* (detail)

3. SELECTION OF ARTWORK

The first step in the process of integrating artwork into your site hoardings is the selection of artwork.

The following five original artworks are available to developers as high-resolution, print-ready files to download, print, and install onto construction hoardings within the City of Melbourne. Their modular design enables all site hoardings, no matter their length, to have continual and endlessly repeated artwork



Patrick Pound, *The Resisters*



Oslo Davis, *The Readers*



Eric Jong, *Through a LiDAR sparsely*



Madeleine Joy Dawes, *Overlooking the Star (What's Chasing You)*



Nina Sanadze, *Reshaping Monuments*

3.1. Independent Commissioning

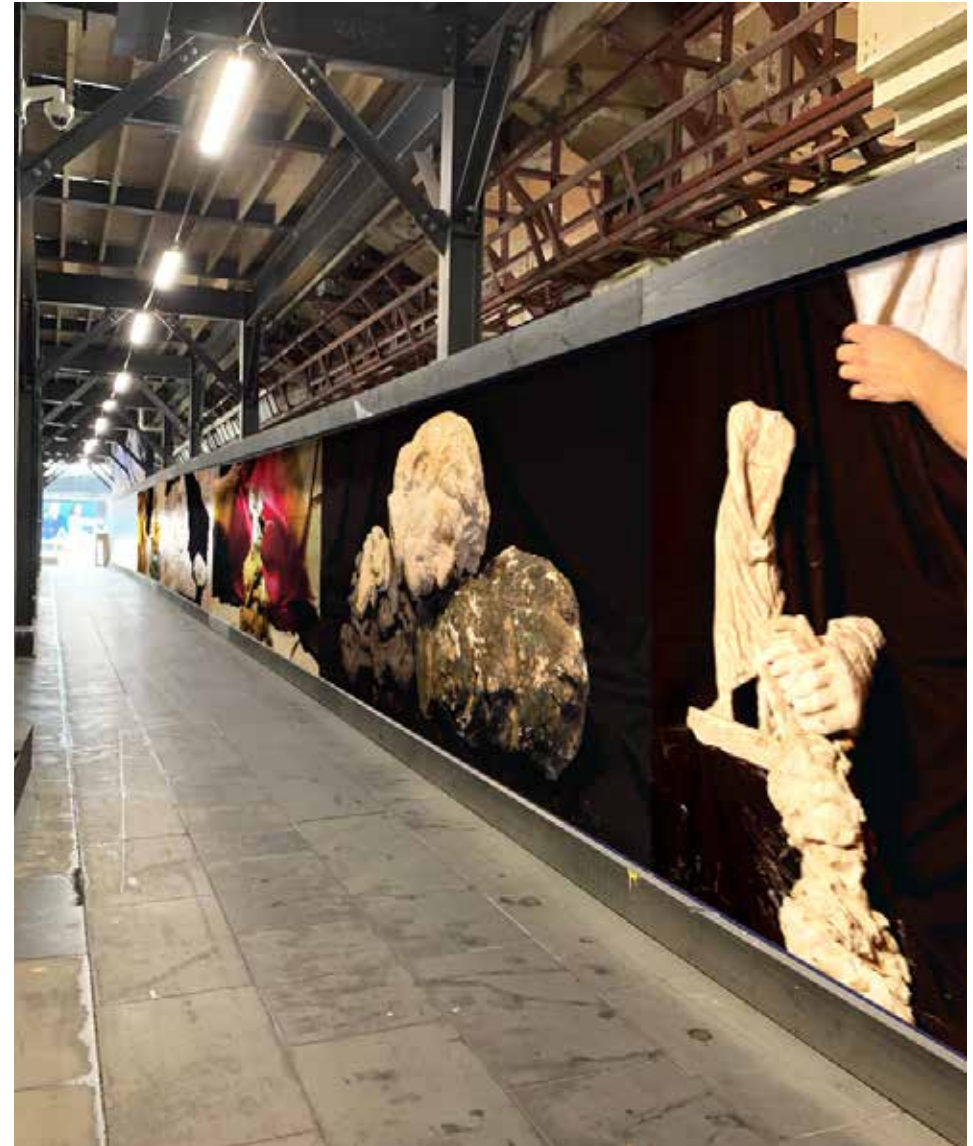
If you wish to use an independent artist to design a new work we can offer a list of suitable artists from our database of more than 200 artists who have experience in producing murals.

We also offer a range of support for developers on commissioning an artwork independently, including sample contracts, advice on fees and a review process. For more information please contact the creative hoardings team directly at: publicart@melbourne.vic.gov.au

4. LAYOUT OF DESIGN

As part of the approval process, the artwork should be presented as an InDesign file or pdf format. The Creative Hoarding Project Officer can advise on the following:

- The customized site hoarding layout provided will show how artwork would be placed on construction hoardings, including corners, sloped and irregular hoardings.
- Artwork is not required on gantries or scaffolding, only at street level.
- City of Melbourne artwork information panels (templates are provided along with artwork files) are shown in correct location at the end of a hoarding and/or next to first party advertising.
- First party advertising and construction project information is shown at correct size and placed correctly at the end of a hoarding. Artwork should not be interrupted by advertising or information panels.
- Safety and site signage are shown located around doors and gates as per to code.



Nina Sanadze, *Reshaping Monuments* (concept install)

4.1 Artwork and artwork information panel

Placement

One information panel per street frontage. This panel should be located at one of the possible two ends of hoarding.



Artwork: Patrick Pound, *The Resistors*

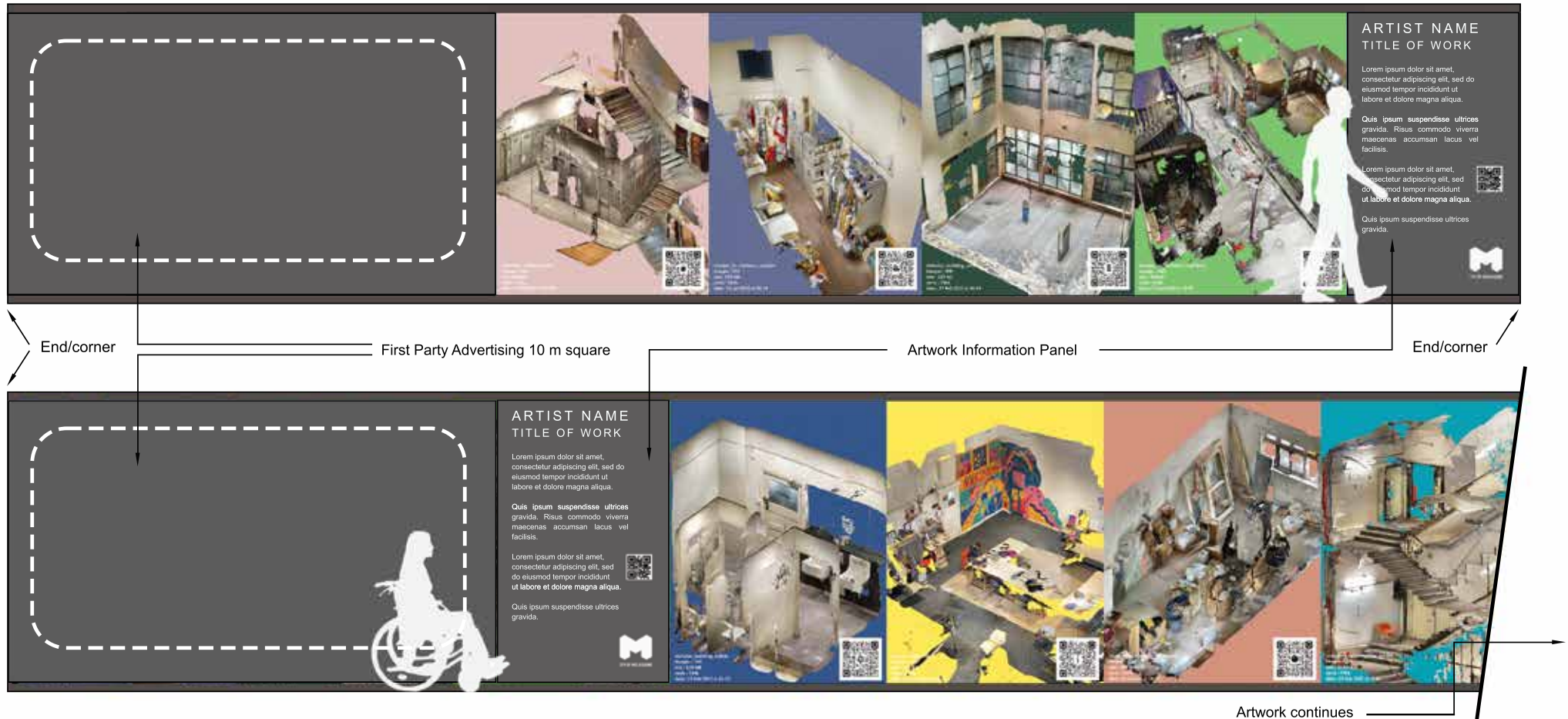
Artwork

The design is provided in several modular sections and can be arranged in various order.

Information panel

Artwork, artist and trial project information, including any QR codes relating to the artwork.
City of Melbourne branding.
The customised information panel file will be provided along with artwork files.

4.2 Artwork and first party advertising

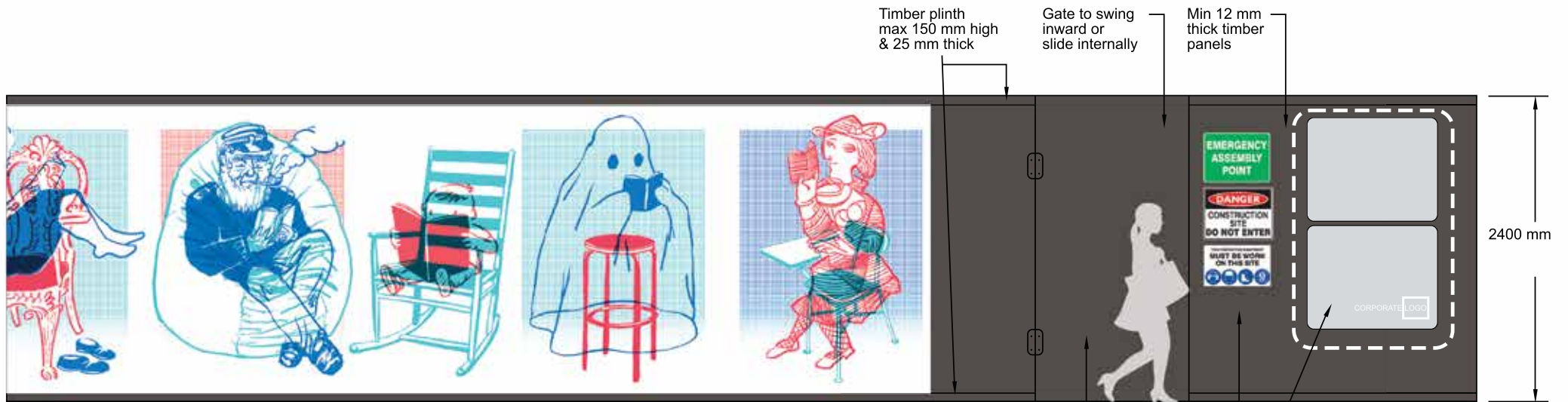


One advertising panel less than 10 sq.m that is publicising the sale or letting of the property on which it is displayed is exempt from planning permission under the Melbourne Planning Scheme. If there are multiple street frontages and you are seeking an advertising panel for each street frontage, you'll require separate planning permission.

Artwork:
Eric Jong, *Through a LiDAR sparsely*

Each street frontage requires one artwork information panel located at the beginning or end of the hoarding. When advertising appears on the same hoarding, the advertising and artwork information panel are either at opposite ends of the hoarding, or side-by-side at one end. The artwork should not be broken up by information or advertising.

4.3 Doorways and Safety Signage



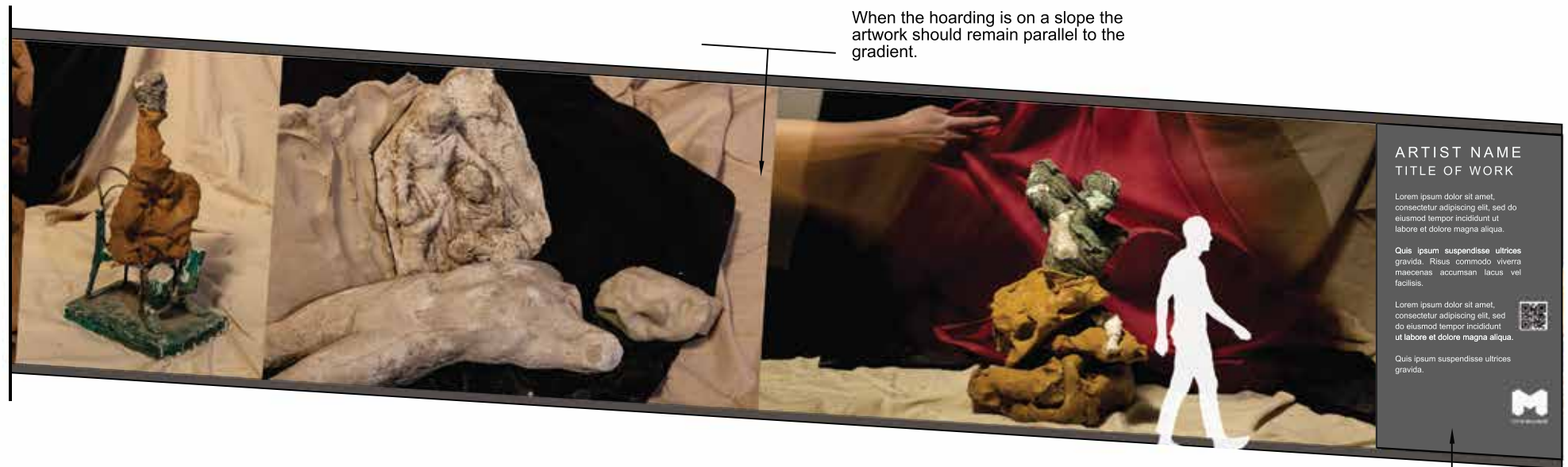
Artwork: Oslo Davis, *The Readers*

Doorways that measure less than 2m wide need not have artwork displayed.

Safety Signage & Developer, construction project panels, Corporate logos, Builder's name, consultants



4.4 Sloping and irregular shaped hoardings

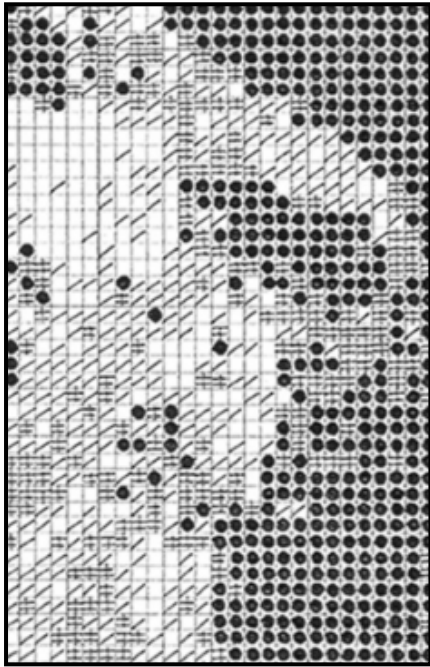


For visual continuity, artwork should remain at full scale when applied to odd shaped hoardings

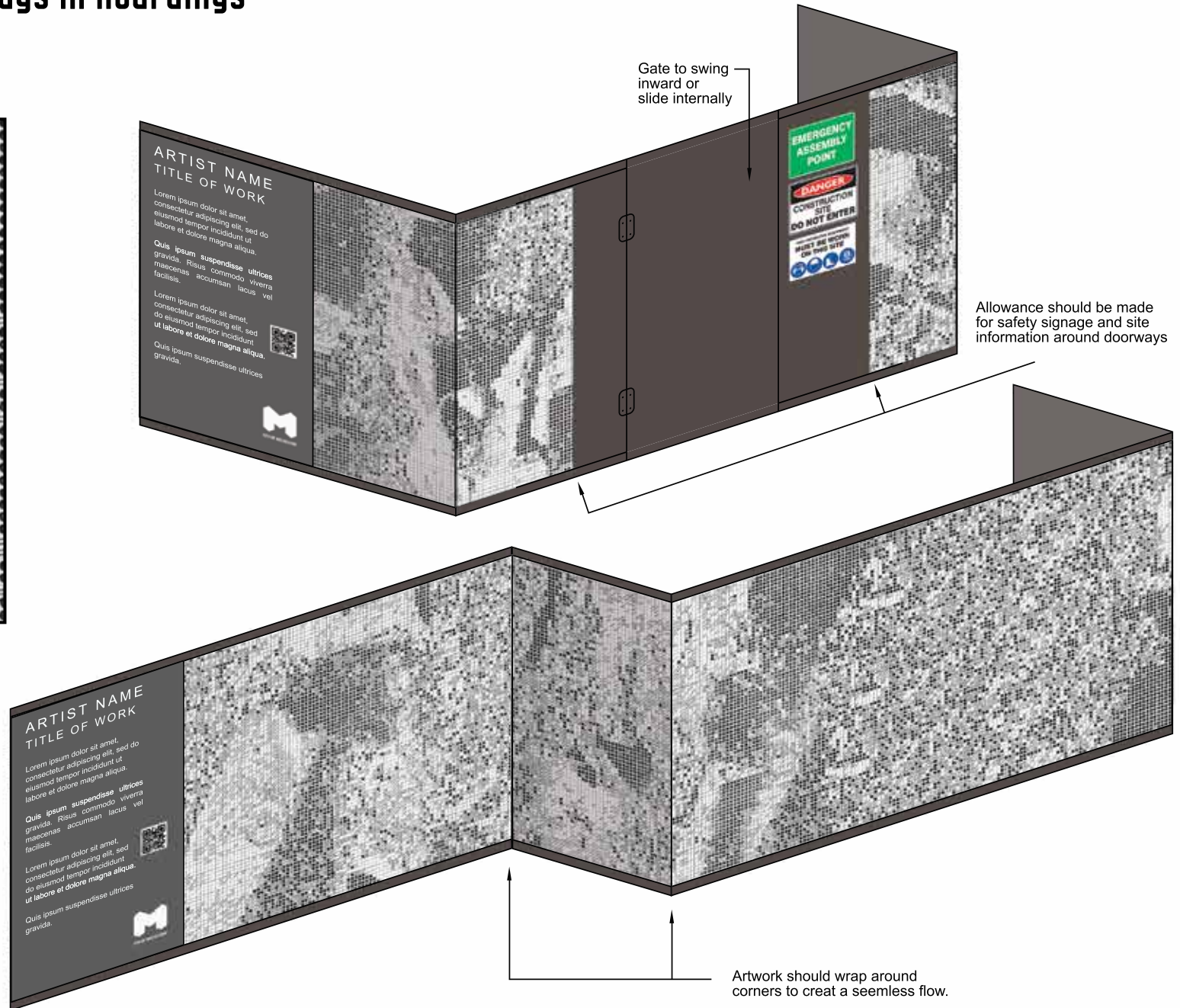


One information panel is required for each hoarding frontage. Located at one of two possible ends.

4.5 Corners and doorways in hoardings



(Artwork detail)



Artwork: Madeleine Joy Dawes, *Overlooking the star (what's chasing you)*

5 SUBMIT FOR APPROVAL

To be done at the time of submitting the Town Planning Permit Application

Please indicate you are interested in taking part in the trial and submit the appropriate files (as described in section 4 of these guidelines) for approval.

Once permits are approved, the artwork is expected to be installed once hoarding construction is completed and remain in place until the removal of said hoardings.

5.1 Approval Provisos

Request for changes will occur if the design layout is incomplete or incorrect, such as:

- Artwork layout is compromised or inconsistent with these guidelines.
- Artwork Information Panel and/or construction project information are incorrect or missing.
- First party advertising compromises or interrupts artwork.



Oslo Davis, *The Readers* (detail)

6. PRINTING and INSTALLATION

Costs associated to the layout, printing and installation of the artwork is covered by the participating developer.

See the below printing requirements:

- Printing and vinyl materials preferably should be high quality, sustainable and flame retardant, using sail track to install.
- UV stabilised ink printed matt (not gloss)
- Printing and installation are in the region of \$100 –120 per linear meter (30m hoarding is approx. \$3500) This estimate includes site survey, sail track, printing and installation. It does not include permits or pedestrian or traffic control.
- The City of Melbourne’s Code of Practice Building, Construction and Works, sets out new conditions for hoardings to include a visual standard to ensure hoardings have a more consistent look and appeal. Refer to [section 17. Precaution - Hoardings](#) for more information on hoardings.

7. CONTACT US

For further information please contact:
Creative Hoardings Trial, Creative City
publicart@melbourne.vic.gov.au



Artwork: Patrick Pound, *The Resistors* (concept install)