



Creative Hoardings

Pilot programme

A how-to-guide to getting artwork on construction hoardings

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Creative Hoardings Guidelines

Introduction

The Creative Hoardings programme has been initiated in response to an increase in the amount of hoarding being installed across the city as our built infrastructure changes; and in response to increased enquiries about managing graffiti, improving the look of the city and engaging artists.

Hoardings are the temporary safety walls that surround construction sites. Most often they are built using ply panels and a simple framing structure. They present blank canvases for local artists and rich opportunities to tell stories and improve the look and feel of public spaces.

Art can transform the visual impact of construction sites, reduce graffiti, tell stories and provides an urban canvas that responds to the city and its people.

To enable the development of creative hoardings, Wellington City Council has commissioned local artists and designers to create artworks specifically for hoarding that property developers can access for free.

The following guidelines outline how property developers can enliven and transform their hoardings.

1. Objectives - Why

Wellington is the arts and events capital of Aotearoa, and public art – because of its visibility – is a great way to celebrate the city and boost its identity as the creative capital. Transforming hoarding with art will:

- mitigate the economic impact on local business while building work is undertaken
- align organisational/business brands with creativity
- revitalise spaces and activate the city during changes to the built environment
- reduce graffiti vandalism
- increase perceptions of safety
- tell Wellington stories

2. Information for property developers – How

Select an artwork from Wellington's Creative Hoardings Design Library, or commission a local artist to design a custom artwork for the site. This is an opportunity for developers to set the tone of a project and reflect values central to the build.

2.1. DESIGN GUIDE – Printing and Installation

Please read carefully

When you have selected an artist's design from the Creative Hoarding Design Library, please contact Council's Arts team (contact details below) for approval of use, and for support with the next steps of the project.

Contact

Senior Arts Advisor, email: Katie.Taylor-Duke@wcc.govt.nz or phone: 021 227 8021

The next step will be to print the artwork. The following bullet pointed list provides dos and don'ts when preparing to print to ensure the best outcome for art on hoarding.

When printing, do:

- ✓ select only one design per construction site.
- ✓ engage a large format print company (for example Signbiz – details below) to print and install the artwork.
- ✓ keep a small section of hoarding near the site entrance free from artwork for site safety signage and any other information about a project, for example logos, branding, images of what the building will look like, wayfinding signage, etc.
- ✓ install artwork on stretches of hoarding more than 8m wide.
- ✓ print to the full height of the hoarding panel, excluding kickboards or hoarding frame, which should be painted a complementary colour.
- ✓ expand, stack, compress artist's work to fit a site – they are designed to be flexible.

When printing, don't:

- × overlay site safety signage or any other signage, for example branding or logos, on the artwork or obscure it in any way.
- × select more than one artist's design per site.
- × reduce the resolution of the artwork or distort the artwork.
- × print without final permission from Council's Senior Arts Advisor (contact details below).
- × use for any other purpose other than a hoarding or site barrier.
- × install the same artwork (from the Design Library) multiple times within a city-block or neighbouring area. The Arts team can provide guidance on which artworks are installed on hoardings throughout the city to ensure a spread across the city and visual interest and diversity.

When installing artwork:

- Hoardings should be well constructed with as little gaps between boards as possible and any burrs/divets/holes sanded over and/or filled. If hoarding is not well constructed the vinyl adhesive won't adhere or will bubble and tear and won't last long.
- Hoardings should be primed with two coats of low-sheen paint and left to cure (dry and off-gas) for approximately two weeks before the adhesive vinyl artwork can be applied.
- Artwork can also be printed on billboard canvas or fabric mesh and installed onto hoarding or wire mesh fencing.
- We have partnered with large-format print company, Signbiz to deliver creative hoardings. They can offer a 10% discount on printing and installation costs specifically for creative

hoarding projects. For more information, please contact the Wellington branch manager, Andy Rains on email: andy@signbiz.co.nz.

2.2. Cost to print and install

The cost to download an artwork from Council's library is FREE.

Property developers will need to cover the cost of printing and installing artwork, although Council may be able to assist with this cost, depending on the location of the hoarding and the size of the site to be wrapped.

The cost to print artwork on laminated adhesive vinyl (for longevity and some graffiti protection) and install on a standard-height hoarding (2.4m tall) is approximately \$125 per m2 for hoarding of approx. 20 square meters or \$110 per m2 for 50 square meter hoardings.

Council are partnering with local, Wellington based large format print company, Signbiz to help deliver creative hoardings. For these projects, Signbiz can give property owners/developers a 10% discount to ensure a cost-effective outcome. Signbiz will also manage all compliance aspects associated with installing artwork on hoarding, for example traffic management and working at heights (at an additional cost, as necessary).

Signbiz have over 25 years of experience producing high quality graphics for buildings and walls throughout the region and have been responsible for many creative hoardings throughout the city. For examples of [projects](#) have a look at their [website](#).

2.3. How Council can help?



If hoarding is installed within Wellington's CBD, framed here (above) Council can:

- support property developers to find creative solutions for sites impacted by building work.
- provide information and cost-effective outcomes for compliance and regulatory requirements.
- provide advice on how to manage graffiti, or depending on the hoarding's location, manage the removal of graffiti.

2.4. Graffiti

The cost to remove graffiti from hoarding is \$26 per square metre.ⁱ Artwork on hoarding significantly minimises graffiti vandalism and can save property developers hundreds of dollars per month, as well as change the perception of an area from one that is unsafe to one that people care about and that is activated and enlivened.

3. Creative Hoarding Library

3.1. Artist templates

Council has commissioned four (4) local artists to design artworks for hoarding.

Artworks are by:

Gabby O'Connor
Ariki Brightwell
Ruth Thomas-Edmond
Telly Tuita

Go to the Creative Hoardings Library to access their artwork.

3.2. Design template

Council's design team, Creative and Brand have developed a striking artwork, inspired by what makes our city unique.

Go to the Creative Hoardings Library to access this design.

3.3. Creative Custom Hoardings

If property owners/developers wish to commission an artist to create a custom-designed artwork for their hoarding they can contact a member of Council's City Arts and Events team for advice about artists and information about the commissioning and contracting process at email: arts@wcc.govt.nz; or go directly to one of Wellington's super talented local artists.

3.4. National and international creative hoarding examples

[Christchurch City Council - Creative Hoardings](#)

[City of Sydney - Creative Hoardings](#)

4. Contact

For further information or advice about this programme contact Creative Hoarding project leads:

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021 227 8021

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ⁱ Quote from Council's graffiti removal contractors, SB Maintenance (2021)