

Signage Guideline 8.7.6 | Revision 0 | October 2010 Temporary Decorative Hoarding

1. This guideline is for decorative facing to construction site hoardings around part or the whole of the site being developed.
2. The goal is principally to improve the immediate quality of the environment and provide information about the project, its construction, or the building and its occupants once completed.
3. Limited branding or corporate identity of the owner/occupant or the developer is permitted with the agreement of the CCPOA.



4. Imagery and information on site hoardings is primarily decorative and used to illustrate and market the building and its future operations and occupants.
5. The height of the hoarding may not exceed 3000mm above ground level.
6. Conventional artwork should be appropriate to the project and to Century City. Imagery may be illustrations of the proposed building or illustrations of the quality and lifestyle at Century City.
7. Innovative and designed artwork is permitted on larger and more complex projects. The applicant and his designers must describe the communication intentions, aesthetic and technical detail that is the basis of the proposal.
8. All decorative hoarding must include the Century City Logo and the brand livery used in accordance with the Century City Corporate Design Manual. (available from the CCPOA)
9. Where the brand of the developer or occupier is incorporated into the hoarding design, there must be a balance between it and the Century City Brand.
10. The reverse face of the hoarding, where it can be seen from the public areas around the site is to be neatly finished.
11. The decorative hoarding need not encompass the whole site. In this case the balance of the site is to be hoarded in an appropriate manner, sympathetic to the decorative portion, and to the approval of the CCPOA.
12. Signs may be illuminated with the approval of the CCPOA.
13. All signs must be of sound construction and manufactured according to the best practice. The hoarding itself must be of robust construction and engineered to suit the site and conditions.
14. Where deviations from these guidelines are necessary, they must be motivated. The hoarding with any deviation requires the approval of the CCPOA prior to manufacture and installation.
15. All hoarding proposals must be submitted for approval by the Design Review Committee and the CCPOA.
16. The proposal must comply with the CCPOA requirements for electronic submissions.
17. The property owner is responsible for the hoarding and its submission and must endorse the proposal.
18. The scrutiny fee must be paid when the proposal is submitted.
19. The documents submitted for approval must include full technical specification, illustrations of the appearance of the hoarding in colour, and scale drawings of the sign and its location on the site.
20. A structural engineers' certificate must be included where applicable.

End. This guideline must be read with Chapter 8 of the CCPOA Rules and Regulations