



Sydney Metro Northwest Places Requirements for Content Displayed on Fencing, Hoarding and Billboards

December 2021

**SYDNEY METRO
NORTHWEST
PLACES**

We acknowledge the Traditional Custodians of Country throughout NSW and pay our respects to Elders past, present and emerging.

Contents

Introduction	3
Purpose	3
Definitions	4
Developer responsibilities	4
Design, fabrication and maintenance of content displayed	5
Content design	6

Distribution:
Public

Issued and authorised by:
Landcom

Published by:
Landcom Sydney, Australia. First published December 2021
© Landcom, Sydney 2021

Disclaimer:
The information and data contained in these Requirements has been prepared by Landcom solely as a guide. Landcom reasonably believes this document is correct at the date of publication. While reasonable efforts have been made to provide accurate and complete information, and the information contained in this document has been prepared in good faith and with due care, Landcom gives no warranty or representation (express or implied) as to the accuracy, adequacy or completeness of any data, information or statements contained in the document. To the extent permitted by law, Landcom (including its agents and employees) disclaims any liability whatsoever in connection with, reliance upon, or use of this document by any person. Landcom reserves the right to change the contents of the document at any time without notice.

The latest version of this document is available on the Landcom website or can be obtained by contacting the Sydney Metro Northwest Places team.

Images:
Untitled, 2019 by Jan van der Ploeg, Kellyville Station.
Cover: *Pastel Shadow*, 2019 by Sam Songailo, Bella Vista Station.

Introduction

Landcom and Sydney Metro are working together on the long-term planning and development of government-owned developable land surrounding the stations on the Metro North West Line. The program, called Sydney Metro Northwest Places, focuses on creating diverse, well-designed places for current and future communities to live, work, shop and play.

Centred around metro stations at Epping, Cherrybrook, Castle Hill, Hills Showground, Norwest, Bella Vista, Kellyville and Tallawong, these places will develop over time, over 10 years for some projects.

For further information on the program visit smnwplaces.com.au.

Purpose

Sydney Metro Northwest Places will undergo continual change as the sites develop and evolve. These Requirements seek to mitigate visual impacts during construction periods and promote the display of well-designed content and Public Art on Fencing, Hoarding and Billboards.

The Requirements aim to:

- provide standards in relation to the information, design and maintenance of content displayed on Fencing, Hoarding and Billboards
- create vibrant and visually interesting streetscapes and minimise adverse visual impacts from construction sites
- support the Sydney Metro Northwest Places placemaking objectives
- outline developer responsibilities and Landcom content approval processes
- ensure compliance with government regulations including responsibilities under the NSW Work Health and Safety Act 2011.



Example branded banners installed on timber hoarding.



Definitions

The following definitions apply to these Requirements:

- Billboard – large outdoor structure installed on the developers' land (not verges or adjoining landowners' land) used to display advertisements.
- Fencing - existing chain-link fencing and chain-link fencing installed by developers.
- Graffiti - any unlawful figure or word that is marked, scratched, drawn, sprayed, painted, pasted or otherwise affixed to a surface, including posters, notices and stickers.
- Hoarding –Class-A hoarding (plywood sheet fencing to enclose or isolate a work area from public space) and Class-B hoarding (hoarding with overhead protection to safeguard the hazard of items falling off the construction site).
- Public Art - art installed in a public place that has been approved by the owner of the site where it is installed.

Developer responsibilities

- From the time of settlement, developers are responsible for all onsite fencing, and must provide and maintain, structurally adequate Fencing and Hoarding to comply with Australian Standards, Work, Health and Safety (WHS) legislation, and state and local government policies and requirements.
- Developers are responsible for seeking any necessary approval for and payment of fees associated with Fencing, Hoarding and Billboards from local council including content to be displayed.
- Developers are responsible for adhering to the Copyright Act 1968 in relation to the content displayed on Fencing, Hoarding and Billboards.
- Developers are responsible for displaying appropriate construction signage on Fencing and Hoarding as required by law.
- Developers are required to seek approval from Landcom for signage content to be displayed on Fencing, Hoarding and Billboards. Developers should liaise with their nominated Landcom development manager and allow a minimum of five business working days for approval or feedback in relation to the content, design and proposed layout.

Design, fabrication and maintenance of content displayed

- Developers are responsible for all costs associated with the design, fabrication, installation, removal, disposal and ongoing maintenance of content displayed on Fencing, Hoarding and Billboards.
- Developers are required to conduct regular inspections of Fencing, Hoarding and Billboards to ensure they are in a clean, tidy and safe condition at all times. This includes ensuring that the general condition of public space managed by the developer, in the vicinity of Fencing and Hoarding, is kept tidy and clear of overgrown vegetation on nature strips, dust, debris and litter that can accumulate.
- Developers agree to implement measures to meet the following response times to rectify Graffiti on Fencing, Hoarding and Billboards:
 - offensive Graffiti (that vilifies or offends) must be covered or removed within 24 hours after being identified/reported, and repaired/replaced with new content within 28 calendar days
 - non-offensive Graffiti must be covered or removed within 7 calendar days after being identified/reported, and repaired/replaced with new content within 28 calendar days.
- The removal and remediation of Graffiti must take into account:
 - the medium used and surface it has been applied to. The appropriate remediation method will need to be determined on a case-by-case basis and may include patching, covering, removing or replacing infrastructure where Graffiti has occurred
 - special consideration should be made to removing Graffiti from Public Art to ensure artwork is not modified or damaged.
- Content displayed on the external surfaces of Fencing, Hoarding and Billboards must be produced at a high quality and standard as prescribed by the nominated Landcom development manager.
- Developers are to consider sustainable options in the production and disposal of vinyl/mesh banners and associated fixings.
- Printing of graphic displays must use UV-stabilised or latex-based inks.
- Vinyl display fabric installed on timber structures must be edged using sail track or similar systems (not eyelets) to ensure a taut condition is achieved and maintained.
- If Landcom does not deem the completed design, fabrication, installation and maintenance of content satisfactory, Landcom may notify the developer in writing to carry out rectification works, including a timeframe for the works to be completed. If this is not adhered to, Landcom reserves the right to deduct fees from the Performance Bond, unless agreed otherwise.



Example information signage panel - Hills Showground Station precinct.

Content design

- a) Developers are to reach an agreement with Landcom in relation to the design, size, location and quality of content to be displayed on Fencing, Hoarding and Billboards prior to production and installation of signage.
- b) Content must:
- be appropriately and visually sympathetically designed
 - use simple, bold graphics or images, with limited text
 - be integrated within the overall graphic display that occupies the entire surface
 - be exceptionally high visual quality
 - use logos that do not exceed more than 5% of the outer surface area or 5m² (whichever is less).
- c) Developers must ensure any information and images displayed about the future development, should be aspirational and showcase lifestyle benefits of living within the new community, and align with the approved concept proposals for the site.
- d) Suitable content for display includes:

Hoarding	<ul style="list-style-type: none"> • information and images about the future development and contact details for further information • developer and development brand logos • Public Art in accordance with the Sydney Metro Northwest Places Public Art Guidelines. Licensed artwork supplied by Landcom must be displayed with the appropriate artist acknowledgement including artist's name, artwork title, year created and approved artist statement.
Fencing	<ul style="list-style-type: none"> • mesh banners with information and images about the future development and contact details for further information • developer and development brand logos.
Billboards	<ul style="list-style-type: none"> • information and images about the future development and contact details for further information • developer and development brand logos.



Contact details

Phone: (02) 9841 8600

Mail: Level 14, 60 Station Street
Parramatta NSW 2150

