

Rebuild Hoardings Design Guidelines



Definition: Hoarding

"A structure alongside a public way providing side protection but no overhead protection."

Source: New Zealand Building Code Compliance Document AS/VM F5

Purpose of Guide

The purpose of this document is to provide guidelines for the design of public-facing hoardings around construction sites in Christchurch. These guidelines will assist rebuild delivery teams – developers, architects, project managers and contractors. Refer to these guidelines when you come to plan the appearance of your hoardings.

The intention is to encourage a designed approach to hoarding implementation that goes beyond compliance to provide benefits for both the development and the public.

The guidelines do not prescribe construction methods or materials, or constrain corporate branding. Instead, we outline an approach based on seven principles and offer a toolkit to help you implement it.

Enhanced hoardings which follow these guidelines may be eligible for reduced fees for the temporary use of legal road. www.ccc.govt.nz/hoardings

Background

Hoardings are structures alongside a public way intended to delineate and secure work sites, and to provide for the safe passage of pedestrians. Normal considerations are site access, robustness, and placement of health and safety and other notices.

To achieve compliance with the New Zealand Building Code, many hoardings are plywood sheets over post and rail as outlined in 'Acceptable Solution F5/AS1'. However a multitude of alternative solutions are possible.

Council fees of \$8/m2 per month apply for the Temporary Use of Legal Road (TUOLR), such as for fences and hoardings occupying public roads and footpaths. The TUOLR application form is available at www.ccc.govt.nz/forms

As we rebuild following the earthquakes, hoardings will have an increasing presence. Due to their size, solid construction and interface with the public realm, hoardings will impact significantly on the way people experience the city. The look and feel of our city could easily become visually dominated by temporary hoardings, graffiti and signage.

Creatively designed hoardings can go beyond basic compliance. Hoardings can tell people about the building project, proudly showcase the construction partners, let people watch the project take shape, and can engage the public in the project and its role in the future of the city.

These guidelines form part of a free toolkit at www.ccc.govt.nz/hoardings to help maximise the benefits for the project and the city. The toolkit includes:

- Seven Design Principles of Enhanced Hoardings
- Benefits and implementation explained
- The TUOLR Fee Rebate Programme
- Downloadable documents:
 - These Design Guidelines
 - Site Visit Checklist
 - Hoarding Design Template
 - Example Artist Brief and Contract
 - TUOLR Fee Rebate Application Form
- Helpful contacts
- Links to examples – see www.pinterest.com/transitionalcity

Seven design principles for enhanced hoardings

Enhanced hoardings go beyond compliance and normal considerations with an integrated design reflecting the following attributes:

1. Creative, playful and engaging
2. Visually define the site
3. Include large scale images
4. Showcase the delivery team
5. Provide public viewing of the construction
6. Portray the past, present and future of the site
7. Include wayfinding

Normal hoardings can be transformed into enhanced hoardings at any time.

“A good city is like a good party - people stay longer than really necessary, because they are enjoying themselves” - Jan Gehl

Design principles, benefits and implementation explained

1. Creative, playful and engaging

Key to successful creative hoardings is developing a design unique to that project. This is an opportunity to set the tone of the project, reflect values central to the build, and integrate branding.

For the purpose of this programme, branding and corporate logos do not themselves constitute artwork, but can be successfully integrated into the artwork. This can give a more effective result than excessively large or frequent logo placement.

Taking a creative approach overall can be highly memorable and attract positive attention. Clever ideas can create enduring intrigue and even go viral on social media. See www.pinterest.com/transitionalcity for many examples of creative, playful and engaging approaches.

Benefits: Builds public and local business goodwill for the development. Attracts the attention of investors and tenants. Safeguards the medium to long term positive vision for the area.

Implementation: Use the Site Visit Checklist. Client and contractor agree a brief. Provide the brief to your own creative team or local artists.

Enrique Peñalosa famously said: “Children are a kind of indicator species. If we can build a successful city for children, we will have a successful city for all people”

2. Visually define the site

A hoarding should include a visual cue which clearly define where a project begins and ends. This is an opportunity to signal the scale of the project and ensure a midblock site stands out. For projects creating laneways, driveways or a main entranceway this is an opportunity to hint at future flows of people and traffic between the project and street. Making future movements of people and vehicles discernable from the street may inform and influence other design projects, helping collectively achieve a better urban design result.

Benefits: Shows scale of individual projects. Projects won't blend into each other. Shows future flows of people and vehicles.

Implementation: End-to-end visual device. Patterns. Contrasting skirting or trim. Other effective option. Indicate future laneways or entrances.

3. Include large scale images

Enhanced hoardings use project-related images at large scale to occupy the normal pedestrian field of peripheral vision between skirting and trim. This softens hoarding impact while showcasing the project. Include people in the image at an appropriate scale (consider pedestrian viewing distance). This humanises the project.

Benefits: Promotes project. Softens dominance of hoardings in the streetscape. Appropriate human scale. People can visualise their future relationship with the project.

Implementation: Use project-related images. Large scale (e.g. skirting to trim). Include people in the image at appropriate scale.

4. Showcase the delivery team

Christchurch is being rebuilt by teams working hard together. Designating an area for collating corporate logos shows a team approach. It is critical to avoid negative impacts from clutter or excessively large signage.

Benefits: Shows team approach. Showcases level of collaboration and expertise. Builds goodwill.

Implementation: Designate area for project team logos. Avoid clutter and excessive font size.

5. Provide public viewing of the construction

People are naturally curious, and builds are fascinating. Whether walking by or waiting in traffic, people want to watch the activity. Identify which spots offer a good view. Viewing windows can be integrated into the artwork, and any shape is possible as long as viewers are protected from potential solid debris in accordance with the Building Code Clause F5.

Benefits: People can see progress. Builds anticipation. Great exposure for the project and rebuild team.

Implementation: Provide accessible viewing at a variety of heights and widths. Choose safe locations with a particular view in mind. Use chain-link netting (per F5/AS1) or approved Alternative Solution.

6. Portray the past, present and future of the site

With the loss of so many buildings it can be hard for people to remember what was there before, and feel a sense of anticipation or connection to what's coming.

Link to the past: Make links to the past using images or brief information to help people remember.

Link to the present: Projects develop quickly, and people will stop briefly to read concise, interesting information at an appropriate size and height. Information needs to be relevant throughout your project or kept updated. Providing child-friendly updates is a great way to engage families and locals. Providing a Good Neighbour Board can help affected locals plan their lives. Site staff need to keep this current.

Link to the future: consider what residents and visitors may wish to know about the project. What is it? Who is it for? When will it be finished? Include any other points of interest such as innovative technology or sustainability.

Benefits: Builds rapport. Promotes project. Builds engagement. Can be replicated online, showcasing industry leadership.

Implementation: Can use timeline, storyboard, infographics. Overlay images and bite-sized information, or integrate into artwork. Locate where safe to stop and read. For content: Provide links to past, profile the project, provide regular updates including milestones. Resources include locals, old newspapers, Archives NZ, Heritage NZ, student research, parents in the project team.

Good Neighbour Boards

Consider this as a way to provide updated information relevant to affected local residents and workers. This is a great way to help people plan their lives in a more informed way.

Information to include: *Contacts, Timeframes, Type of work, Provisions for vehicle access to avoid traffic queuing, Approved hours of work, Temporary changes to pedestrian access, Traffic Management provisions.*

Size: *Can be small.*

Location: *A safe space to stop and read.*

Optional: *Letterbox for locals to post questions.*

7. Include wayfinding

Recognise that the widespread loss of landmarks and links makes it challenging for people to get their bearings. Wayfinding consists of tools which help people navigate.

Benefits: Helps people find their way, Supports business recovery.

Implementation: Show street names close to intersection corners. For street names, use font size visible from across the intersection. Provide a map highlighting nearby destinations. Maps can be creative, playful, or integrated into the artwork.



These images demonstrate a variety of approaches to enhanced hoardings. Here's how the images (from left to right, top to bottom) link with these guidelines: (1) Link to the past: Images of human experience through the decades highlights that this facility is part of the fabric of the local community. (2) Creative, playful and engaging: hoarding artwork can tell a local narrative. Visually define the site: contrasting trim and ribbon devices can help show the scale of a project. (3) Creative, playful and engaging: This new street is softened by a printed ivy graphic. Portray the past, present and future of the site: Storyboards at intervals are a way to share project information while creating rhythm. (4 & 5) Provide public viewing of the construction: These viewing windows integrate with artwork. (6) Creative, playful and engaging: Interest can be generated by using texture. (7) Large scale images can be used in a creative and playful way to create a sense of 3D space. (8) Showcase the delivery team: this example not only collates corporate logos but shows how they fit into the team behind the project.