

## EXAMPLES OF SIMILAR BILLBOARD PROJECTS

Example 1: *Billboard for Edinburgh, UK* ([www.inglebygallery.com](http://www.inglebygallery.com))



*Billboard for Edinburgh* is a unique public art and print publishing project. Every three months an artist is invited to make a work for the 10ft x 13.5ft billboard high up on the end wall of Ingleby Gallery, in the heart of Edinburgh's city centre. As part of the project, each artist also realises their image as a limited edition print, published in an edition of 50. Sales of the prints help to support the project.

**Example 2: *The Billboard Art Project, US* ([www.billboardartproject.org](http://www.billboardartproject.org))**

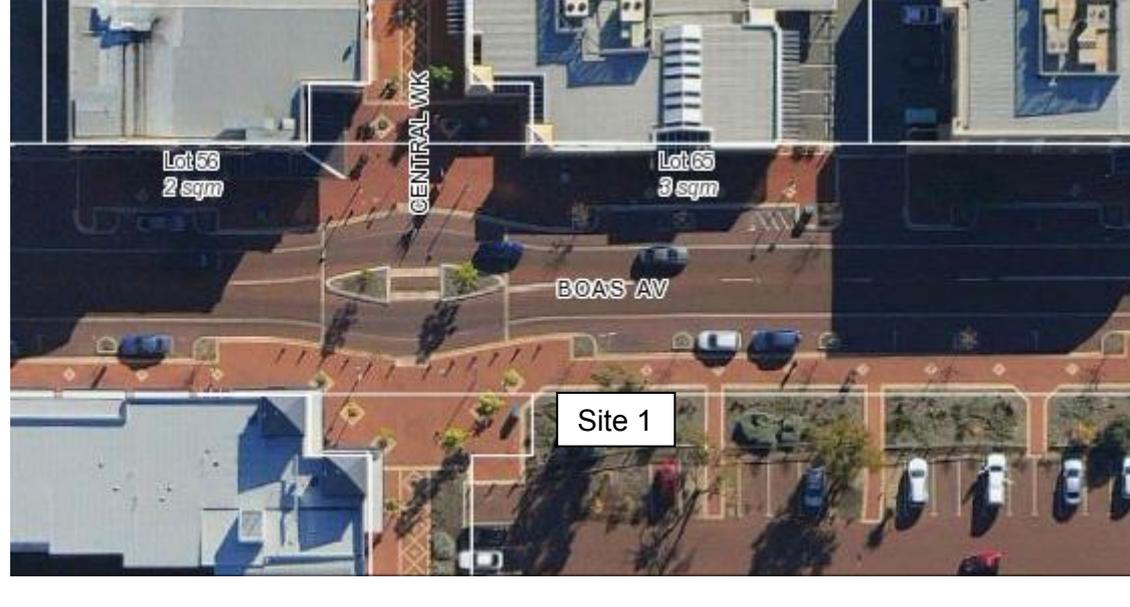


*The Billboard Art Project* in the United States is a non-profit organisation that acquires billboards normally used for advertising and repurposes them as roadside galleries. Projects are held in cities all over the United States and are open to all individuals and groups who are interested in participating.

Types of work that may be displayed include images created specifically for the billboard, as well as images of previously made art adapted to the format. No two billboard art project shows are alike; each city features new work.

## PROPOSED LOCATION FOR BILLBOARD PROJECT

Site 1: Boas Avenue and Central Walk



Advantages	Disadvantages
The land is owned by City of Joondalup.	
No significant services (lighting, power and sewers) are located on the proposed site.	

**Site 2: Corner of Grand Boulevard and Reid Promenade**



Advantages	Disadvantages
No significant services (lighting, power and sewers) are located on the proposed site.	The land is Crown land, managed by the State Government Department of Regional Development and Lands.

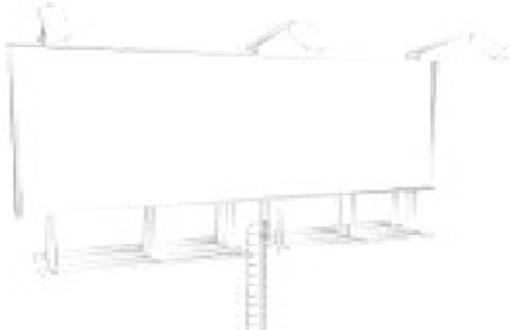
**Site 3: Reid Promenade**



Advantages	Disadvantages
The land is owned by City of Joondalup.	Community consultation may be required for surrounding commercial and residential proprietors
No significant services (lighting, power and sewers) are located on the proposed site.	

## INFRASTRUCTURE OPTIONS

Each infrastructure described below has aesthetic appeal value and is designed to be permanent, although it can be moved from the site, if requested, at an additional cost to the City.

	<p><b>Purpose-built billboard</b></p> <p>This will suit location and add character Commissioning a billboard to be built for our specific requirements would be the preferred option. As each site is varied each provides different restrictions with installation requirements.</p>
	<p><b>Traditional billboard:</b></p> <p>One of the oldest billboard sizes, the 24-sheet poster, is most often located on secondary arterial roads, commercial areas and near train stations. Typically, 24s are best suited to localised or targeted campaigns on a site-by-site basis or as packages to provide mass reach for national market-based campaigns.</p>
	<p><b>On a building:</b></p> <p>A scaled down version of the supersite, Super 8s are proportionally the same as their bigger cousin and are typically located along secondary arterials and provide a cost-effective platform for both localised and national billboard campaigns.</p>
	<p><b>Free-standing panel:</b></p> <p>Often referred to as 'style panels', free-standing billboards are an effective and stylish way of providing roadside coverage along inner city locations and retail precincts in high pedestrian or vehicular traffic areas. On average, more than nine times the size of a bus shelter ad, these billboards provide greater impact and presence than their street furniture counterparts.</p>