



Coates Hire

The Challenge

Claude Neon was awarded the Coates Hire sky signage project for its superior Design and Construct.

The project consists of three sky signs, with two LED time & temperature displays, located on the parapet of the twelfth floor.

Claude designed the execution in consultation with Coates' Marketing team to ensure it would give the brand the best visibility from all angles.

The Result

Claude Neon partnered with Urban Concepts to ensure the client received council approval for the project. This included a community consultation, in which no complaints or queries were raised.

The entire project was completed at night in close conjunction with CASA to ensure the airport runway was closed down during the hours of installation. This was necessary as the install crane would be picked up on the airport's radar due to its height.

The temperature gauge posed a challenge, given the location of the sign – aircraft passing overhead would cause variances in the temperature. To ensure accuracy, Claude Neon engaged a weather/temperature specialist whilst consulting with the Bureau of Meteorology.

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