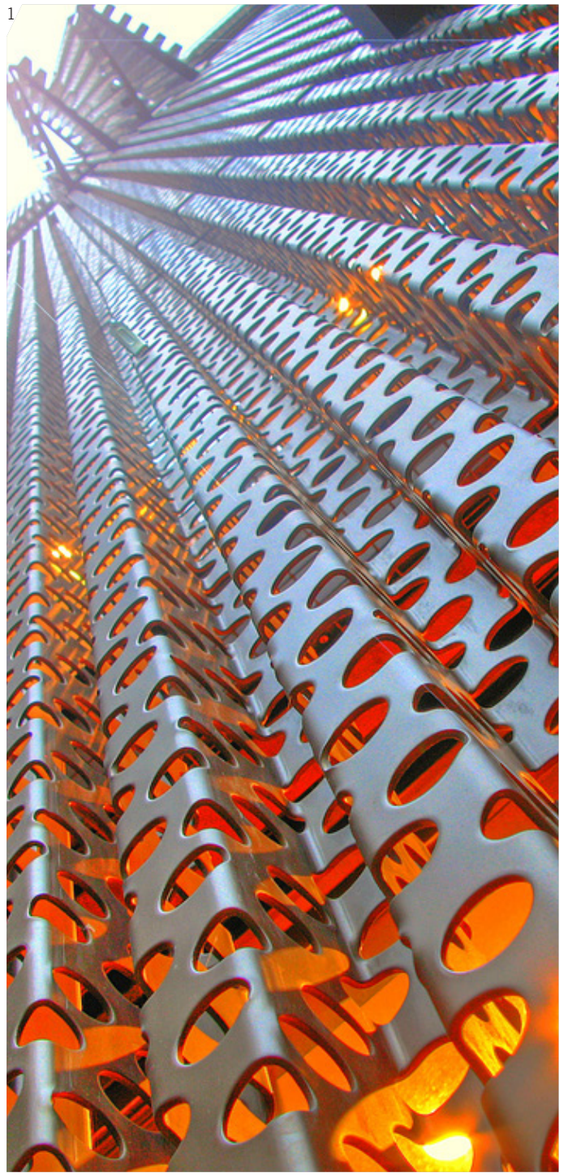
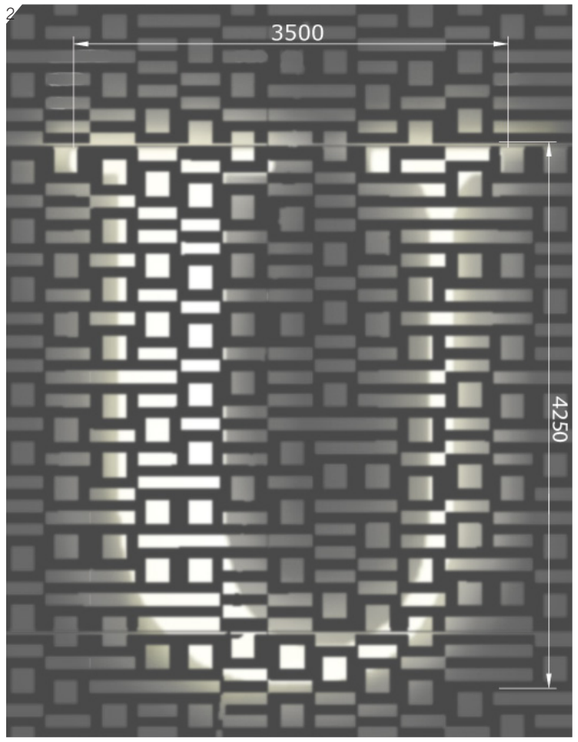
N°1 Perforated facade screen - File Image

N°2 Electrolight render front view of
acronym sign through the perforated screen

1



2



Working closely with Denton Corker Marshall Electrolight will assist to develop a striking illuminated acronym for the binary screen on the Broadway Building. Electrolight has used the following documents to inform the UTS acronym signage strategy and design:

- City of Sydney Signage and Advertising Structures Development Control Plan 2005
- State Environmental Planning Policy No.64 Department of Urban Affairs and Planning -Advertising and Signage Explanatory Information
- UTS Sign Standards September 2003
- AS/NZS 4282 Control of the obstrusive effects of outdoor lighting

PROPOSED SIGNAGE -UTS ACRONYM

The UTS Sign Standards Section E: External Signage: Building Identification September 2003 provide recommendations for the purpose, location, construction and dimensions of corporate branding signs for the UTS. The *UTS Sign Standards* allow for illumination of letters which will seek to conform to the *Graphics Standards Section C* in both letter forms and relationships.

Two dimensional letters will appear flat from the approach but will effectively become light boxes on the side facing the binary screen. From the approach the letters will have a discreet halo effect against the binary screen with the letters in silhouette. Through the screen, from the alternative approach, the shape of the letters will glow through cut outs within the aluminium panel.

The colour of the light housed within the light box could be specified as white to be consistent with *The UTS Sign Standards Section C; Acronym .* Using renewable energy as a power source, the signage will exhibit a high level of design quality, be fully integrated with the architecture of the facade and comply with *Section 2.5 of City of Sydney Signage and Advertising Structures DCP 2005* for illuminated building name signs at or near roof level.

Subject to further design development and site trials, it is proposed that the UTS acronym signage will be constantly illuminated over the 24 hour day with high efficiency white LED strips within signage lightboxes of a minimum 200mm depth. The energy consumption for the proposed LED strips has been estimated as follows;

- 1.6 kW (Power rating)
- 2.1 MWh (Energy consumption for 52 weeks/24 p/day)
- 6.3 MWh (Energy consumption for 3 years-24 p/day)

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