

North West Plot wall advertisement - SSSDA 4 Impact study

Prepared for Lend Lease
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View of proposed building facade and billboard

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1.1. Introduction

This report supports a State Significant Development (SSD) Development Application (DA) submitted to the Minister for Planning and Infrastructure pursuant to Part 4 of the Environmental Planning and Assessment Act 1979 (EP&A Act).

The Application (referred to as SSDA 4) follows the submission of a staged SSD DA (SSD 5878-2013) submitted in March 2013 to the Department of Planning and Infrastructure that set out a Concept Proposal for a new mixed use residential neighbourhood at Darling Harbour known as 'The Haymarket'. The Haymarket forms part of the Sydney International Convention, Exhibition and Entertainment Precinct (SICEEP) Project, which will deliver Australia's global city with new world class convention, exhibition and entertainment facilities and support the NSW Government's goal to "make NSW number one again".

More specifically this subsequent DA seeks approval for a public car park (above ground) and commercial office building within the North West development plot of The Haymarket and associated public domain works. The DA has been prepared and structured to be consistent with the Concept Proposal DA.

Overview of Proposed Development

The proposal relates to a detailed ('Stage 2') DA for a commercial office and public car park development in the North West Plot of The Haymarket together with associated public domain works. The Haymarket Site is to be developed for a mix of residential and non-residential uses, including but not limited to residential buildings, commercial, retail, community and open space. The North West Plot is one of six development plots identified in the Concept Proposal DA.

Under the Concept Proposal, the North West Plot will accommodate active ground floor uses, a multi-storey above ground public car park and a commercial office building above. More specifically, the SSD DA which this report supports seeks approval for the following components of the development:

- Staged demolition of existing site improvements, including the existing Sydney Entertainment Centre (SEC), Entertainment car park, and part of the pedestrian footbridge connected to the Entertainment car park;
- Associated tree removal and replanting;
- Construction and use of a mixed use commercial building comprising:
 - Ground level retail/commercial/television studio uses;
 - Public car park (above ground);
 - Ancillary parking (above ground); and
 - Commercial office space.
- Provision of vehicle access to the development from realigned Exhibition Place;
- Public domain improvements, including:
 - Provision (part) of a new north-south pedestrian connection (known as the Boulevard) eventually linking Quay Street to Darling Harbour;
 - Provision (part) of a new east-west pedestrian laneway (known as Dickson's Lane) linking Darling Drive to the Boulevard;
- Extension and augmentation of physical infrastructure / utilities as required.

Background

The NSW Government considers that a precinct-wide renewal and expansion of the existing convention, exhibition and entertainment centre facilities at Darling Harbour is required, and is committed to Sydney reclaiming its position on centre stage for hosting world-class events with the creation of the SICEEP.

Following an extensive and rigorous Expressions of Interest and Request for Proposals process, a consortium comprising AEG Ogden, Lend Lease, Capella Capital and Spotless was announced by the NSW Government in December 2012 as the preferred proponent to transform Darling Harbour and create the new SICEEP.

Key features of the Preferred Master Plan include:

- Delivering world-class convention, exhibition and entertainment facilities, including:
 - Up to 40,000m² exhibition space;
 - Over 8,000m² of meeting rooms space, across 40 rooms;
 - Overall convention space capacity for more than 12,000 people;
 - A ballroom capable of accommodating 2,000 people; and
 - A premium, red-carpet entertainment facility with a capacity of 8,000 persons.
- Providing up to 900 hotel rooms in a hotel complex at the northern end of the precinct.
- A vibrant and authentic new neighbourhood at the southern end of the precinct, called 'The Haymarket', including apartments, student accommodation, shops, cafes and restaurants.
- Renewed and upgraded public domain that has been increased by a hectare, including an outdoor event space for up to 27,000 people at an expanded Tumbalong Park.
- Improved pedestrian connections linking to the proposed Ultimo Pedestrian Network drawing people between Central, Chinatown and Cockle Bay Wharf as well as east-west between Ultimo/Pyrmont and the City.

On 21 March 2013 a critical step in realising the NSW Government's vision for the SICEEP Project was made, with the lodgement of the first two SSD DAs with the Department of Planning and Infrastructure. The key components of these proposals are outlined below.

Public Private Partnership SSD DA (SSD 12_5752)

The Public-Private Partnership (PPP) SSD DA includes the core facilities of the SICEEP Project, comprising the new, integrated and world-class convention, exhibition and entertainment facilities along with ancillary commercial premises and public domain upgrades.

The Haymarket Concept Proposal (SSD 13_5878)

The Concept Proposal DA (SSDA 2) establishes the vision and planning and development framework which will be the basis for the consent authority to assess detailed development proposals within the Haymarket Site.

More specifically the Concept Proposal DA seeks approval for the following key components and development parameters:

- Staged demolition of existing site improvements, including the existing Sydney Entertainment Centre (SEC), Entertainment Centre Car Park, and part of the pedestrian footbridge connected to the Entertainment car park and associated tree removal;
- A network of streets, lanes, open space areas and through-site links generally as shown on the Public Domain Concept Proposal, to facilitate reintegration of the site into the wider urban context and connection with the broader SICEEP Site;
- Street layouts;
- Development plot sizes, development plot separation, building envelopes (maximum height in RLs), building separation, building depths, building alignments and a benchmark for natural ventilation and solar provision for the precinct;
- Land uses across the site, including residential and non-residential uses;
- A maximum total gross floor area (GFA) across The Haymarket Site of 197,236m² for the mixed use development (excluding ancillary above ground car parking), comprising of:
 - A maximum of 49,545m² non-residential GFA; and
 - A maximum of 147,691m² residential GFA;
- Above ground parking including public car parking;
- Residential car parking rates to be utilised in the subsequent detailed (Stage 2) Development Applications, being:
 - Zero (0) spaces per studio apartment;
 - Maximum one (1) space per two (2) one bedroom apartments;
 - Maximum one (1) space per one bedroom + study apartment, plus one (1) additional space per five (5) apartments;
 - Maximum one (1) space per two bedroom apartment, plus one (1) additional space per five (5) apartments; and
 - Maximum two (2) spaces per 3+ bedroom apartment.
- Design Guidelines to guide future development and the public domain; and
- A remediation strategy.

This report has been prepared to support a detailed Stage 2 SSD DA for a mixed use commercial and public car park development and associated public domain works within The Haymarket (SSDA 4), consistent with the Concept Proposal DA.

Site Description

The SICEEP Site is located within Darling Harbour. Darling Harbour is a 60 hectare waterfront precinct on the south-western edge of the Sydney Central Business District that provides a mix of functions including recreational, tourist, entertainment and business.

With an area of approximately 20 hectares, the SICEEP site is generally bound by the Light Rail Line to the west, Harbourside shopping centre and Cockle Bay to the north, Darling Quarter, the Chinese Garden and Harbour Street to the east, and Hay Street to the south (refer to Figure 1).



Figure 1 - Aerial photograph of the SICEEP Site

The Haymarket site is:

- Located in the south of the SICEEP site, within the northern portion of the suburb of Haymarket;
- Bounded by the Powerhouse Museum to the west, the Pier Street overpass and Little Pier Street to the north, Harbour Street to the east, and Hay Street to the south; and
- Irregular in shape and occupies an area of approximately 43,807m².

The Concept Proposal DA provides for six (6) separate development plots across the Haymarket Site (refer to Figure 2):

1. North Plot;
2. North East Plot;
3. South East Plot;
4. South West Plot;
5. North West Plot; and
6. Western Plot (Darling Drive).

The development that is the subject of SSDA 4 relates to the North West Plot and surrounds as detailed within the architectural and landscape plans submitted in support of the DA.

Planning Approvals Strategy

The SICEEP Project will result in the lodgement of numerous SSD DAs for the various components of the redevelopment project. As set out above, SSD DAs have already been lodged for the PPP component of the SICEEP Project (comprising the convention centre, exhibition centre, entertainment facility and ancillary commercial premises and associated public domain upgrades), and the Concept Proposal for The Haymarket. Separate 'Stage 2' SSD DAs for the development of the South West Plot and the Western Plot (Darling Drive) and associated public domain works will be lodged concurrently with this application. Future applications will be lodged for the Hotel complex, and the remaining development plots of The Haymarket site.

Purpose of this report

One of the proposed buildings within The Haymarket, located on what is referred to as the 'North West Plot' is proposed to include a digital wall advertisement to be installed on the northern facade.

The purpose of this report is to assess the extent of environmental impacts on the surrounding context as a result of the wall advertisement (refer Figure 3 Context) and to support the preparation of an assessment against the relevant requirements of SEPP64 Signage and Advertising.



Figure 2 - Concept Proposal Development Plots

1.2. Methodology

This impact assessment report has been prepared following site visitation, and a review of reference documents and technical drawings. These include:

- Planning application drawings for the building (Lend Lease Design, April 2013)
- SICEEP Visual and View Impact Analysis (JBA, March 2013)
- SEPP 64 Advertising and Signage and associated guidelines

The proposed wall advertisement has been reviewed against the requirements of SEPP 64. The location of the proposed sign is on land where advertising is permissible, and does not impact on any RMS or Railcorp infrastructure.



Figure 4 - Current wall advertisements on the Entertainment Centre Car Park

Context

The proposed North West Plot building is to be constructed on the site of the existing Entertainment centre car park. The northern facade of the existing car park contains two static wall advertisements that are located to be viewed from vehicles travelling on Pier St in either direction. Refer Figure 4. The current wall advertisements will be removed when the existing car park is demolished.



- Key
- State Significant DA Boundary for SSDA4
 - Existing Wall advertisements locations
 - Proposed Wall advertisement

Figure 3 - Context

Proposed wall advertisement Location

Situated on the south western edge of Darling Harbour, the proposed North West Plot building replaces the northern portion of the existing Entertainment Centre Car Park and comprises a 12 storey building with retail on the ground floor, four levels of car parking and six levels of commercial space and a plant room level above. The wall advertisement is proposed to be located on the northern facade of the new building spanning over levels 4 and 5 of the building refer to Figure 6 Elevation.

Currently there are two wall advertisements located on the northern facade of the existing Entertainment Centre Car Park, in approximately the same location as the proposed wall advertisement. Both of these would be removed when the existing car park is demolished.

The proposed location will be visible mostly by vehicles travelling along Pier St in both directions, or pedestrians walking on the footpaths on either side of Pier St. The impacts on the wider surrounding areas have been reviewed in detail in the Environmental Impacts section of this report below.

The proposed sign location is shown in Figure 5 - Site Plan, prepared by Lend Lease.

Description of the Proposed Sign

The proposed wall advertisement will be approximately 11.8m x 3.8m or 44.84 sqm. The sign will be a digital screen (most likely LED) with integrated sun shading so that it is visible during daylight as well as at night. Refer to Figures 6 - 9 for views and elevation of the proposed wall advertisement.

Signage content

The wall advertisement will be used to promote free and ticketed events within the SICEEP site and third party advertising. The content will be comprised of still images that change approximately every one minute.

Operations and Management

Each advertisement will be displayed statically for a minimum of 45 seconds; the display will be completely static from its first appearance to the commencement of a change to another display; the transition time between advertisements will be no greater than 0.1 seconds; no advertisement displayed is to be dominated by red, yellow, white or green, or any shape or pattern so as to result in it being readily mistaken for a rail or traffic or road sign or signal. An operation manual will be submitted with the construction certificate application for the building. The manual will outline the processes involved in the maintenance, control and management of the screen and its content.

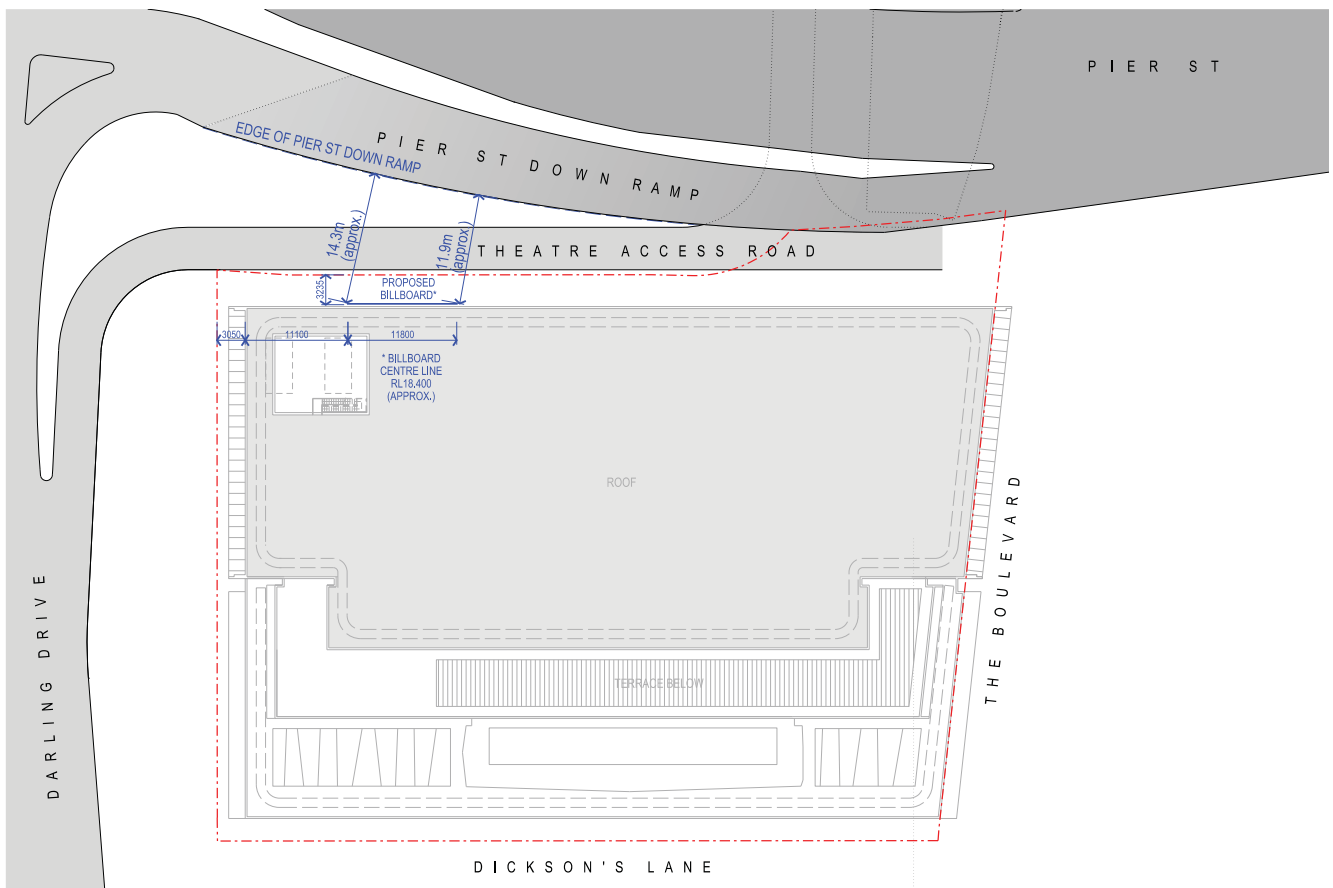


Figure 5 - Site Plan

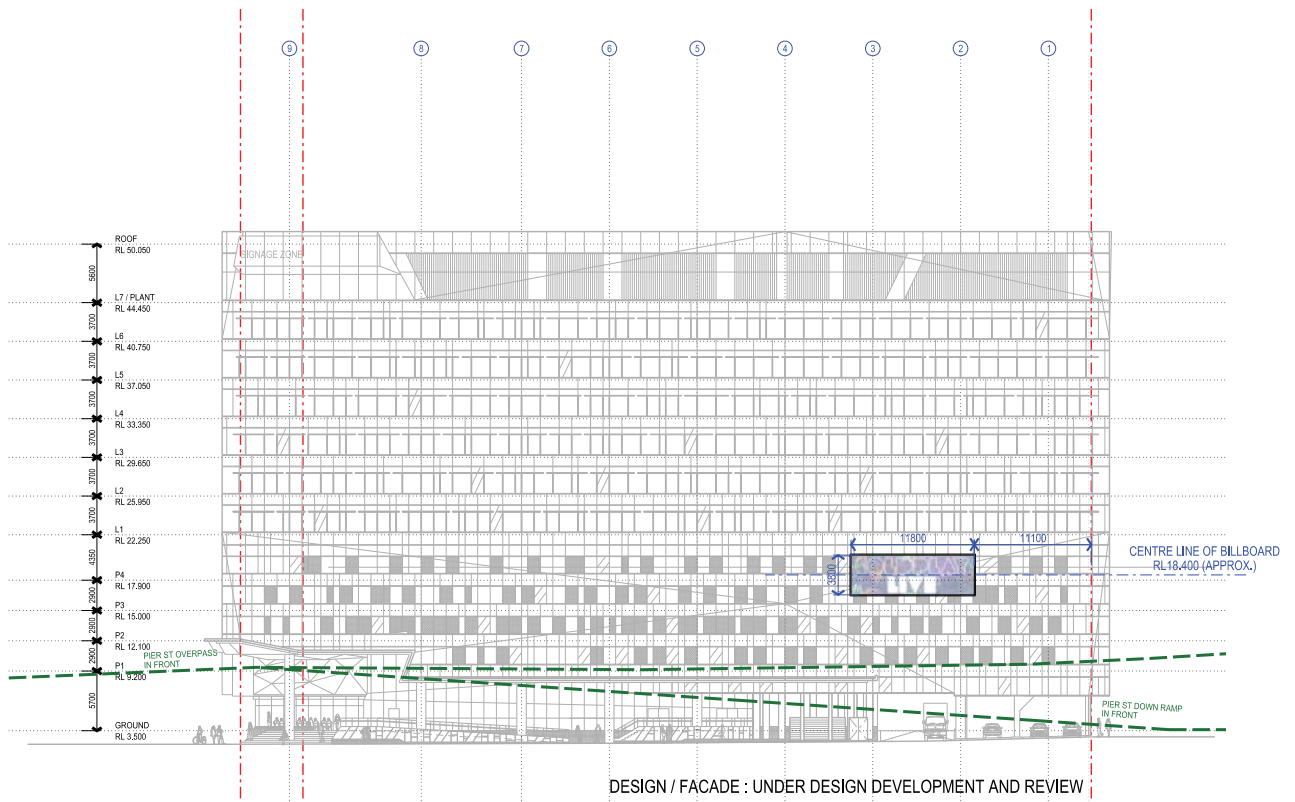


Figure 6 - Elevation - Northern Elevation of proposed North West Plot Building, Lend Lease

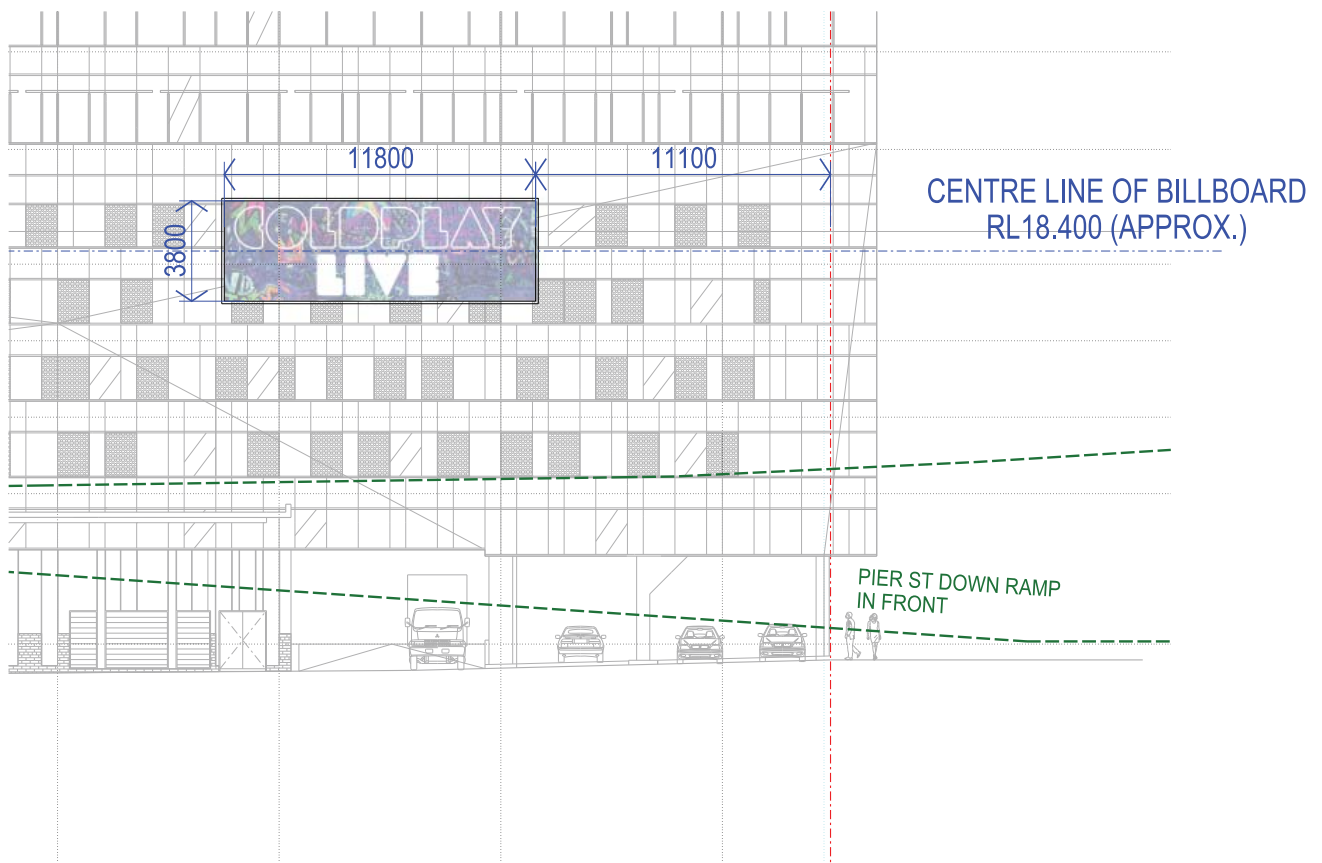


Figure 7 - Elevation - Detail of Wall advertisement, Lend Lease Design



Figure 8 - Perspective of proposed North West Plot Building from Pier St overpass Lend Lease Design



Figure 9 - Perspective of proposed North West Plot Building from the Pump House Lend Lease Design

1.3. Environmental Impacts

For the purpose of this report, a 500m view shed zone has been analysed to review any potential impacts on adjacent context (refer Figure 11 Photograph Locations). 500m has been selected as it encompasses an area from the building across the valley floor of Darling Harbour up to the ridge of Harris Street. It should be noted that the majority of views from surrounding buildings and context beyond 500m are substantially blocked from the elevated freeway structure (to the north) and the Exhibition Centre on the western edge of Darling Harbour.

The immediate built context of the sign is composed of either;

- Existing public domain;
- Commercial or special use buildings (such as the Exhibition and Convention Centre, Ian Thorpe Aquatic Centre, Global Switch data centre, Powerhouse Museum, Novotel Hotel, Entertainment Centre and car parking facility);
- Freeway infrastructure, or
- Medium density residential buildings.

Refer Figure 10 - Surrounding Uses

The following summarises the anticipated effect on each of the surrounding development types.

Public Domain Impact (images A-D)

The immediate context of the proposed wall advertisement consists of the urban parkland of Darling Harbour and the Chinese Gardens and the new public domain areas that will be constructed as part of the redevelopment of The Haymarket. Due to its location, the wall advertisement has limited visibility from public domain areas. The wall advertisement location is currently obscured by existing trees from Tumbalong Park and the Chinese Gardens and is not visible from any of the existing public domain areas in Darling Harbour.

The wall advertisement will be visible from the footpaths along Pier St and in proximity to the Ian Thorpe Aquatic Centre, however the proposed single wall advertisement will be less of a visual impact than the two existing wall advertisements that are to be removed.

It is considered that the proposed wall advertisement work will not impact negatively on the public domain.

Commercial / Special Use Buildings (images E - F)

The western and southern edges of Darling Harbour are framed by special use buildings and commercial buildings including: Exhibition and Convention Centre, Ian Thorpe Aquatic Centre, Global Switch data centre, Novotel, Entertainment Centre and the Powerhouse Museum.

Most of these buildings are inward facing and have very few windows that allow views of the proposed wall advertisement location. It is envisaged that the proposed wall advertisement will provide a limited or negligible impact on inhabitants of the surrounding commercial/special use buildings.

Residential Impact (images E - F)

The nearest residential developments to the wall advertisement are the M Central / Goldsbrough and Bullecourt Place which are

approximately 510m and 380m away respectively. The proposed wall advertisement is mostly obstructed from these residential buildings by the Exhibition Centre and Western Distributor freeway. Only the upper levels of the apartments (level 6 +) would have the opportunity to view the wall advertisement. As the wall advertisement is not in close proximity to these residences and is an illuminated screen with lighting effect similar in intensity to that of an illuminated city building, it is anticipated that the impact is low or negligible.

Freeway / Streets (image G- I)

The Southern portion of Darling Harbour is bound by the elevated Western Distributor (to the north) which provides east/west circulation to the city and the cross city tunnel, and on the south by Pier Street.

The wall advertisement is too far away from the Western Distributor to be viewed as more than a small object in the distance. Travelling east or west along Pier St, drivers will have a clear view of the wall advertisement. The main viewer catchment for the proposed sign is from vehicles crossing Pier St.

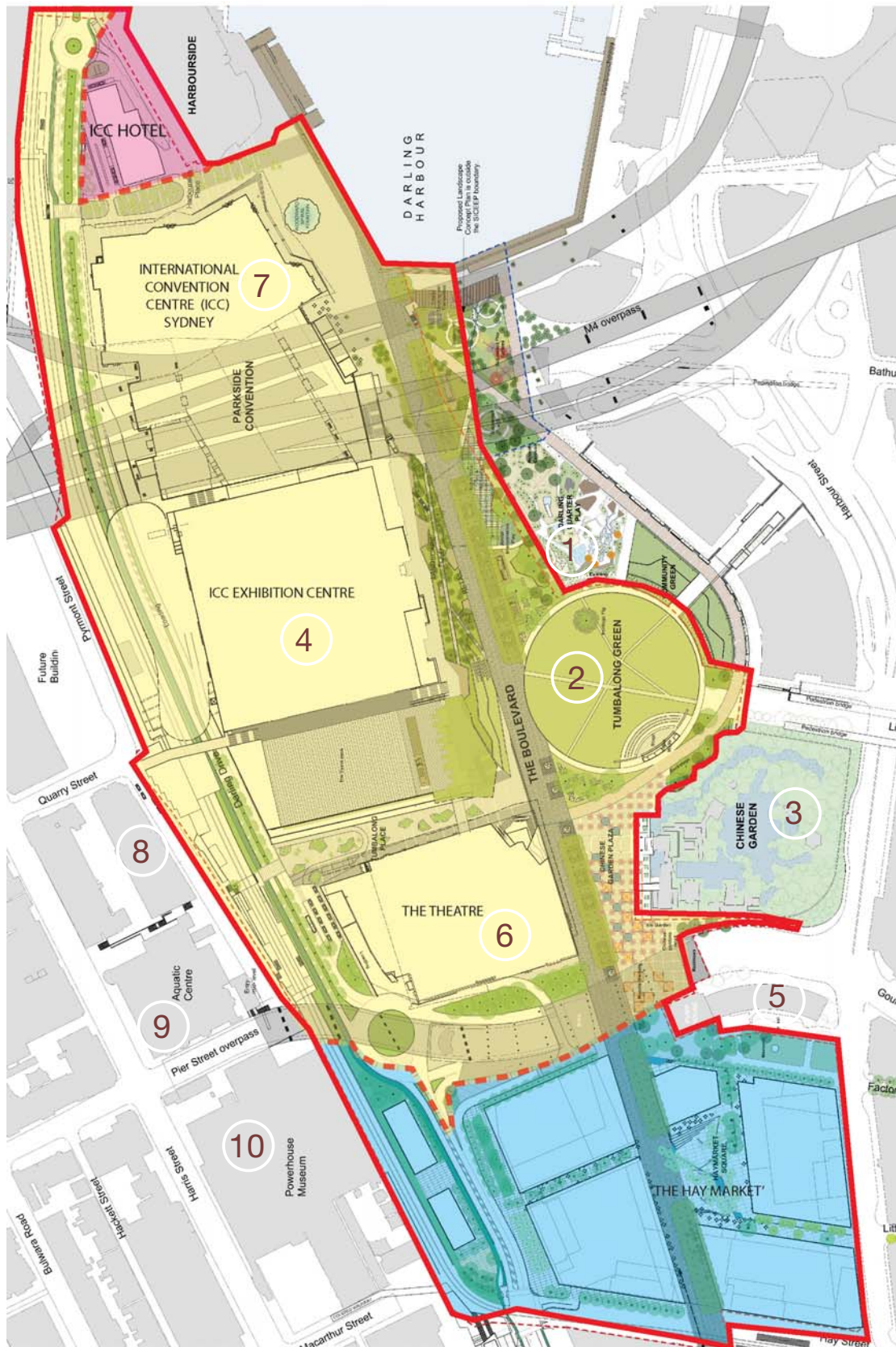
The single proposed wall advertisement will have less of a visual impact on vehicles/drivers than the two existing wall advertisements. The level of illumination of the LED screen will comply with external wall advertisement requirements. Therefore it is anticipated that there will be low or negligible impact on travellers in vehicles.

Fauna

It is not anticipated the proposed wall advertisement will pose any impact on existing fauna.

Heritage

The north west plot building is located to the west of the existing heritage listed Pump House building. The proposed wall advertisement will not be visible from the Pump House (due to its proposed location on the northern facade) and is unlikely to have any negative impact on the heritage character of the existing building.

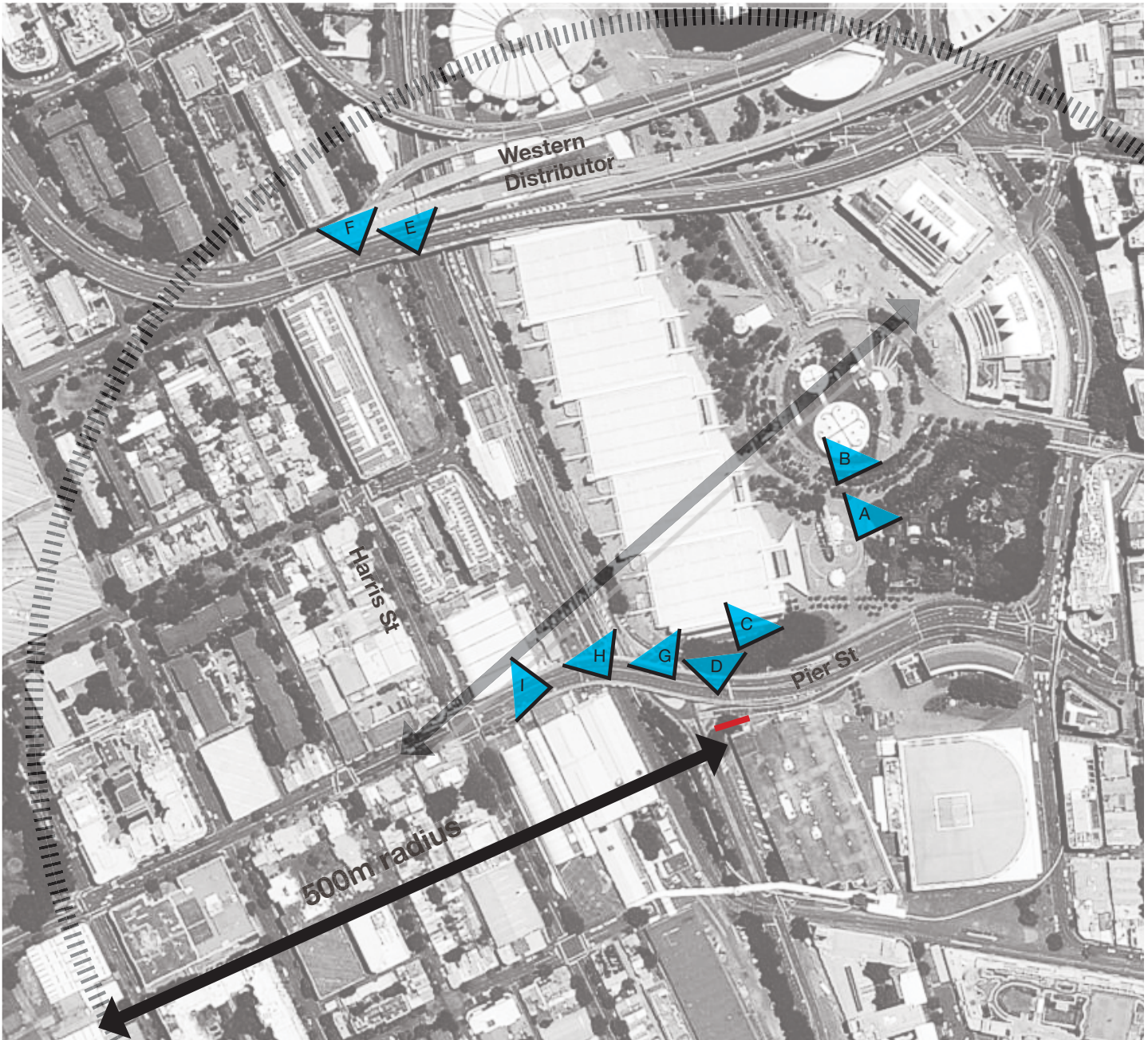


PLACES OF INTEREST

- | | | | |
|----|-------------------|-----|-----------------------|
| 1. | Darling Quarter | 6. | Entertainment Centre |
| 2. | Tumbalong Park | 7. | Convention Centre |
| 3. | Chinese Gardens | 8. | Bullecourt apartments |
| 4. | Exhibition Centre | 9. | Ian Thorpe Pool |
| 5. | Novotel | 10. | Powerhouse Museum |

Figure 10 - Surrounding Uses

Visual analysis of the proposed wall advertisement location



The following images are taken from within the 500m view shed to demonstrate the visibility of the proposed wall advertisement location. The proposed wall advertisement will be located in approximately the same location as the existing wall advertisement on the north western portion of the existing entertainment centre car park. The photos below demonstrate the visibility of the existing car park facade.

Figure 11 - Photograph Locations

Public Domain Impact



A. View from public domain at the front of the Chinese Gardens



B. Views from southern edge of Tumbalong Park



C. Views from public domain at southern edge of Convention Centre



D. Views from Pier St footpath at southern edge of Convention Centre

Commercial / Special Use / Residential Buildings Impact



E. Views from the western distributor similar to the view from Bullecourt Apartment building



F. Views from the western distributor in front of the M Central Apartments

Streets



G. View from Pier St roadway



H. Views from Pier St footpath in front of Ian Thorpe Aquatic Centre



I. Views from Pier St footpath near intersection with Harris St

1.4. Assessment Criteria

Aims, Objectives etc

The State Environmental Planning Policy No 64 - Advertising and Signage, includes assessment criteria for any proposed signage. The following section addresses the requirements of the assessment criteria (clauses 8, 13, 17 and 22).

Aims:

- (a) To ensure that signage (including advertising):
- (i) Is compatible with the desired amenity and visual character of an area, and
 - (ii) Provides effective communication in suitable locations, and
 - (iii) Is of high quality design and finish, and
- (b) To regulate signage (but not content) under Part 4 of the Act, and
- (c) To provide time-limited consents for the display of certain advertisements, and
- (d) To regulate the display of advertisements in transport corridors, and
- (e) To ensure that public benefits may be derived from advertising in and adjacent to transport corridors.

This Policy does not regulate the content of signage and does not require consent for a change in the content of signage.

Character of the area

The existing context in which the proposed wall advertisement will be located is comprised of buildings from a range of periods, mostly constructed post 1980 when Darling Harbour was transformed into a series of public spaces, performance and conference facilities. All of the existing buildings within the site boundary are to be demolished and replaced with new buildings that will provide entertainment, conference, retail and residential uses. The existing character of the area will be transformed during this re-development into a more urban environment with larger scaled buildings. The closest existing buildings to the wall advertisement location are the Powerhouse Museum and the Pump House. The Powerhouse Museum is comprised of a combination of heritage brick buildings (The former Ultimo Power Station built in 1899) and new additions made in 1988. The Hydraulic Pumping Station No. 1 (Pump House) is a remnant brick building with additions and modifications made in the 1990s. The proposed wall advertisement will not detract from the character of either building as it will be integrated into the facade of the proposed north west plot building.

Existing advertising within the area is limited and comprised of building names integrated into the facade of buildings such as the Powerhouse Museum and the Ian Thorpe Aquatic Centre. The IMAX building also includes a wall advertisement integrated into the facade of the building (visible from the Western Distributor) to display information about the IMAX movies. The new wall advertisement will also be integrated into the facade of the new north west plot building, which will be consistent with advertising in the surrounding area.

Special Areas

As discussed above, the existing character of the site area will be transformed as the southern and western portions of Darling Harbour are re-developed. Although there are heritage buildings adjacent to the site (Powerhouse Museum and the Pump House), the proposed wall advertisement is relatively small and will be recessed into the facade of the north west plot building, so will not visually detract from the amenity of the area.

Views and Vistas

The proposed wall advertisement will sit within the larger building facade of the proposed north west plot building, so will not obscure any existing views, dominate the skyline or reduce the quality of existing buildings. Currently there are two wall advertisements on the existing entertainment carpark building that will be removed and no other advertisers in the precinct of the proposed wall advertisement, so there will be no impact on the rights of other advertisers.

Streetscape, Setting and Landscape

Pier St is an overpass and currently has low amenity for pedestrians, who are discouraged from crossing the bridge due to relatively high traffic speeds on the overpass (there are no footpaths on the eastern portion of Pier St. The proposed location for the wall advertisement will therefore be viewed mostly by people travelling in cars on Pier St. The existing streetscape character is that of a high speed vehicular overpass with limited pedestrian footpaths. The new wall advertisement will reduce visual clutter by integrating the screen into the building facade as opposed to the current situation where two wall advertisements were retrofitted to the existing carpark building facade.

Site and Building

The wall advertisement has been considered as part of the overall architecture of the new building and has been designed to integrate with the northern facade of the building. The screen will be located within the building structure in a seamless manner, so that it reads as an integrated part of the facade, not a stand alone element.

Associated devices and logos with advertisements and advertising structures

The wall advertisement will be a LED screen, so will not require additional lighting devices or static logos. Access to the wall advertisement for maintenance will be via the building's BMU system, so no platforms will be provided on the building.

Illumination

As an LED screen the wall advertisement will be internally illuminated, with high resolution. It will glow in the same manner as other external LED screens, however it is not anticipated that this will result in unacceptable glare. The surrounding buildings do not look directly onto the northern facade, so it is not anticipated that any surrounding residents will be affected by the wall advertisement illumination. The screen will most likely operate 24 hours per day, except when maintenance is in progress.

Safety

The viewing audience of the proposed wall advertisement will mostly be people in vehicles travelling on Pier St, whose safety is unlikely to be reduced by the screen. With the screen integrated into the facade of the proposed building, the structure of the screen itself does not impede sight lines, create an element that can be climbed or modify the movement of vehicles, pedestrians or cyclists. The wall

advertisement will display still images that will change approximately every minute. This speed of image change is not anticipated to create a distraction to motorists.

Summary Recommendation

The proposed wall advertisement is considered to have a low environmental impact on the surrounding context and will be viewed mostly from vehicles travelling on Pier St. The wall advertisement will utilise the best in current LED technology to provide an energy efficient screen. The LED technology will enable the content of the screen to be readily updated to ensure a long useful life span for the screen. It is considered that the wall advertisement will have a positive contribution to the cultural landscape of Darling Harbour, and will display community events as well as ticketed events and advertising.

The Wall Advertisement LED digital screen will carry out a number of functions including displaying general and Darling Harbour specific information about events and advertising. The revitalised Darling Harbour precinct will include a layer of high tech communication and activation equipment as part of the overall project vision to create an event and entertainment precinct, where Sydney comes alive.

The screens and equipment will enhance the experience of visitors, passers-by and residents and inform the public about exciting events and promotions generally and specifically within the Darling Harbour Live precinct.