

DHL

SSDA 11

INTERACTIVE DISPLAY SYSTEM

CONSULTATION SUMMARY REPORT
APRIL 2016



1. Executive Summary

1.1. Introduction

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

The Application (referred to as SSDA11), follows the approval of SSDA1 (the core convention, exhibition and entertainment facilities or alternatively, Darling Harbour Live) where development consent was granted on 22 August 2013 with the following key components and development parameters:

- Demolition of existing improvements on site, including the existing Convention and Exhibition Centres, and associated tree removal;
- Construction and use of new Convention, Exhibition and Entertainment Centres;
- Various public domain improvements including an upgrade and expansion of Tumbalong Park, new north-south and east-west pedestrian connections, new pedestrian bridge, new square adjoining Chinese Gardens, new open space 'Event Deck', erection of a temporary shelter structure for the 'Event Deck' for use up to 80 days per year, retail kiosks, and integrated art, play zones, water play and recreation areas;
- Provision of ground level parking within the Exhibition Centre and above ground parking in the Theatre;
- Alterations to the existing Metro Transport Sydney Offices;
- Associated building signage;
- Diversion and extension and augmentation of physical and infrastructure/utilities as required; and
- Temporary works including stairs from the raised pathway under the Western Distributor to Darling Harbour ground level and two pedestrian crossings on Darling Drive

Consultation with the relevant stakeholders and community members was specifically carried out for this Development Application (SSDA11) primarily in July 2015 to seek feedback about the proposed building and public realm signage for the approved ICC Sydney and associated public realm and inform the design development. Consultation included a combination of face-to-face meetings, individual briefings and a drop-in community information session to provide stakeholder and community members with information relating to the Proposal and seek their feedback.

Section 3 of this report details the key outcomes from the stakeholder and community consultation. Section 4 details the extent to which matters raised during both stages of consultation informed the design development.

1.2. Matters arising

The following reflects the key themes raised specifically about this DA during the pre-lodgement consultation:

- The proposed signage was generally viewed favourably; and
- Some concern was received about the increase in ambient light from some building LED screens
- Some concern was received about the potential for the LED screens in the precinct to detract from the landscaping element of the public realm.
- Some concern was received about the overall design quality and whether some of the signs are situated too close to each other
Some concern associated with whether the designs would be a distraction to road and rail users and neighbouring community buildings

1.3. Response to matters rising

As outlined in Section 4 of this report several signs (E-01, C-08 and the pillar wrapped signs; PW1, PW2 and PW3) within the scheme have either been removed or revised in response to feedback received in response to consultation. A safety specialist has also been engaged to determine the safe operational requirements of some signs and associated potential impact on road and rail users and neighbouring community buildings. This specialist has confirmed that there are no unacceptable road or light rail safety concerns identified with the proposed signage locations.

2. Background and Approach

2.1. 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 SICEEP.

Following an extensive and rigorous Expressions of Interest and Request for Proposals process, a consortium comprising AEG Ogden, Lendlease, Capella Capital, Hostplus and Spotless was announced by the NSW Government in December 2012 as the preferred proponent to transform Darling Harbour and create 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 a hotel complex at the northern end of the precinct.
- A vibrant and authentic new neighbourhood at the southern end of the precinct, now called 'Darling Square', 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; and
- Improved pedestrian connections linking to the proposed The Goods Line drawing people between Central, Chinatown and Cockle Bay Wharf as well as east-west between Ultimo/Pyrmont and the City.

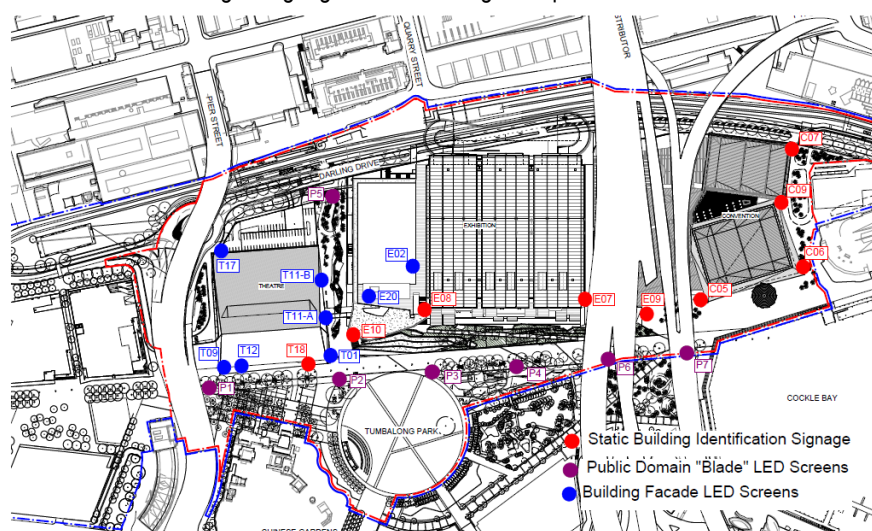
Approval was granted on 22 August 2013 for SSDA1 which includes the construction and use of the International Convention Centre Sydney (ICC Sydney) and associated public realm.

2.2. Overview of proposed development

The proposal relates to a SSDA for the installation and operation of building and public realm signage as part of the ICC Sydney and associated public realm component of the SICEEP Project. The Darling Harbour Live (DHL) site is located in the middle of the precinct, between the Hotel development and the Darling Square development, and comprises new Convention, Exhibition and Theatre buildings along with an upgrade to the public spaces in Darling Harbour.

More specifically, this SSDA seeks approval for the following component of the development:

- A total of 24 signs across the DHL site incorporating;
 - Fixed metal building identification signage
 - Static digital signage for the buildings
 - Non-static digital signage for the buildings and public realm



Updated signage locations – post consultation

2.3. 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. The SICEEP Site has been divided into three redevelopment areas – Bayside, Darling Central and The Haymarket.

The Darling Harbour Live (DHL) site (refer to Figure 1):

- is located within the Bayside and Darling Central redevelopment areas;
- is bound by Darling Drive to the west, Harbourside Shopping Centre to the north and Harbour Street to the east; and
- occupies an area of approximately 16 hectares.



2.4. Planning Approvals Strategy

The SICEEP Project has resulted in the lodgement of numerous SSD DAs for the various components of the redevelopment project. Future applications will continue to be lodged in accordance with the Preferred Master Plan.

2.5. Engagement and Consultation Objectives

This report documents the outcomes from the consultation and engagement activities specific to this SSDA, the building and public realm signage for the approved ICC Sydney and associated public realm. It also summarises the outcomes from earlier consultation activities that were relevant to this DA.

The specific objectives underpinning this engagement program are:

1. To continue building stakeholder and community awareness and capacity to participate in the formal consultation process
2. To enable stakeholders and community members to learn about the development applications and provide feedback to the team
3. To provide a structured opportunity for questions and comments

2.6. Methodology

Lendlease is committed to working with all stakeholders to enable their long-term involvement and participation. Pre-lodgement application consultation is regarded as a core component of this approach.

The pre-lodgement application consultation for this SSDA, builds on the guiding principles, approach and strategic direction defined in the Infrastructure NSW Stakeholder and Community Involvement Strategy. It also respects the requirements for consultation as defined by the NSW Department of Planning and Infrastructure's Guidelines for Major Project Community Consultation (October 2007). It has been guided by the Director General's Requirements for the various components of the Sydney International Convention Exhibition and Entertainment precinct (SSD 5752-2012) received 19 August 2014, which states:

During the preparation of the EIS, you must consult with the relevant local, State or Commonwealth Government authorities, service providers, community groups and affected landowners. In particular you must consult with City of Sydney Council, Roads and Maritime Services and Transport for NSW.

The EIS must describe the consultation process and the issues raised, and identify where the design of the development has been amended in response to these issues. Where amendments have not been made to address an issue, a short explanation should be provided.

As discussed previously, consultation with the relevant stakeholders and community members was specifically carried out for this Development Application in July 2015 to seek feedback and inform the design development. A combination of communication channels was used to provide stakeholders and community members with information relating to the proposed design as well as the time and location of consultation activities. Specifically:

SSDA11 Consultation

Direct email	1000 pre-registered contacts were directly emailed and invited to attend the information session and share their feedback.
Letter box drop	4000 neighbouring businesses and residences were letterbox dropped.
Drop in Community Information session	Held in the evening at the Lendlease Darling Quarter Theatre, Darling Harbour. Attended by around 20 participants, including residents from neighbouring buildings, local community group representatives and precinct stakeholder representatives.
Community Liaison Group	Feedback was sought from the Darling Harbour Live Community Liaison Group at the August 2015 meeting. This Group includes representatives from key neighbouring buildings and local community groups.
Feedback forms	Participants at the community forums were encouraged to complete feedback forms to further share their views with the project team about the building and public realm signage and the consultation that has been carried out to date.
One to one briefing	<p>One to one briefings were held with the following key stakeholders:</p> <ul style="list-style-type: none"> ▪ Sydney Harbour Foreshore Authority ▪ Roads and Maritime Services ▪ Transport for NSW ▪ City of Sydney ▪ Nominated representative of the Bullecourt residential building (residential building directly adjacent to the ICC Sydney Exhibition building) ▪ A meeting was offered to the nominated representative of the Goldsbrough Mort residential building (residential building directly adjacent to the ICC Sydney Convention building) however a separate meeting was not considered necessary by this representative because an alternative representative attended the Community Information session and had no key concerns.

Web based materials	Located on project website
Project email address and telephone number	A project email address and telephone number has been maintained to answer any questions and receive feedback about the proposal.

3. Consultation Findings

The proposed building and public realm signage of the approved ICC Sydney and associated public realm was presented during the drop-in community information session carried out in July 2015.

The extent to which matters raised during the consultation to date informed the design development has been documented in Section 4 of this report.

3.1. Stakeholder feedback

During the pre-lodgement period for the building and public realm signage, Lendlease engaged with stakeholders relevant to the proposed designs. Key questions and matters raised were documented and recorded into Consultation Manager.

The following reflects an overview of the key outcomes from the meetings held:

3.1.1. Roads and Maritime Services (RMS)

A meeting was held with Roads and Maritime Services on 24 August 2015 with regards to the proposed building and public realm signage scheme. The meeting was generally positive in nature and RMS noted they were only interested in the signage that faces surrounding roadways. RMS reinforced the importance of ensuring the luminosity of the signs needed to be addressed to ensure they were not a safety concern for road users. It is noted that a safety assessment is being conducted by a road safety specialist in response to RMS and others' comments. This specialist has confirmed that there are no unacceptable road or light rail safety concerns identified with the proposed signage locations.

3.1.2. Sydney Harbour Foreshore Authority (SHFA)

A meeting was held with Sydney Harbour Foreshore Authority on 4 August 2015 to provide an overview of the proposed building and public realm signage scheme. The meeting was generally positive in nature with some comments noted by SHFA as follows.

While there were some concerns raised with regards to the content of the signage, the overall scheme was supported. It was noted that the visual impact of the public realm signage blades needed to be considered, along with the material selection.

3.1.3. Transport for NSW

A meeting was held with representatives from Transport for NSW (TfNSW) on 11 August 2015 to discuss the building and public realm signage scheme and was generally positive in nature. TfNSW reinforced the importance of ensuring the signs that were visible to the light rail operators did not raise any safety concerns. It was agreed that a road safety specialist would review the signs with regards to light rail drivers travelling at 20km/hr in both northbound and southbound directions. A road safety specialist has been engaged to determine the safe operational requirements of some signs. This specialist has confirmed that there are no unacceptable road or light rail safety concerns identified with the proposed signage locations.

3.1.4. City of Sydney

A meeting was held with the City of Sydney (CoS) on 6 August 2015 to provide an overview of the proposed building and public realm signage scheme. It is noted that the City welcomes the inclusion of low-key building identification signage and innovative signage that is well integrated with the architecture and form of the buildings and public domain such as:

- All building identification signage;
- The event deck and oxygen lounge screen of the ICC Sydney Exhibition;
- The ICC Sydney Theatre "Birdsmouth" entrance screen and low level screen in the south-east corner and;
- Two blade panel locations along The Boulevard only.

It was noted by the CoS that in their opinion, some signs within the scheme did not exhibit design excellence and are situated too close to each other or are potentially distracting to motorists. Further analysis of these signs was requested prior to DA lodgement.

In response to the City's and other feedback received, several signs (E-01, C-08 and the pillar wrapped signs; PW1, PW2 and PW3) within the scheme have either been removed or revised. A road safety specialist has also been engaged to determine the

safe operational requirements of some signs. This specialist has confirmed that there are no unacceptable road or light rail safety concerns identified with the proposed signage locations.

3.2. Community feedback

A community information session was held on Wednesday 15 July 2015 to facilitate feedback from the community about this Development Application, along with providing an update to the current status of works on ICC Sydney and the associated public realm. This occurred between 6pm and 8pm and was held in the foyer of the Lendlease Darling Quarter Theatre in Darling Harbour, located directly opposite the Darling Harbour Live site. The session was attended by around 20 participants, many of whom had already participated in previous engagement events and had a good base level of understanding about the development. The session was informal in style (drop-in format) with members of the project team available to answer any questions and listen to feedback. Feedback forms were provided to participants to complete at the end of the session and the key questions and matters raised were documented and recorded into Consultation Manager. The material that was presented is included in Appendix 1.

The proposed plans were also shared with the Darling Harbour Live Community Liaison Group at the August 2015 meeting. Feedback was sought from this group.

Below reflects a summary of the key feedback received at both these sessions.

Supportive feedback

Supportive feedback regarding the following elements of the proposal was recorded:

- The proposed backlit metal building identification signage was considered a good alternative to bright lights on the buildings;
- The proposed digital LED signs, both static and non-static across the precinct;
 - Were considered effective for events to showcase what is on in Darling Harbour and what is coming up in the future;
 - Signage advertising local businesses was considered useful; and
 - The screen at the entrance to the Theatre was well received.

Matters of concern

Matters of concern regarding the following elements of the proposal were recorded:

- Concern was raised about the potential perceived increase in ambient light for local residents from the digital building LED signs (the event deck screen in particular);
- The content of the digital non-static LED signs being used partially for advertising purposes;
- The proposed pillar wrapped signs were considered not complementary to the surrounding area by some community members;
- The importance of wayfinding signage being included that directed pedestrians to key locations outside the precinct such as Bathurst Street, Druiitt Street, the Pyrmont Fish Markets and the local police station was reinforced; and
- Some community members raised concern that the public realm LED signs will detract from the proposed landscaping in Darling Harbour and will impact on the natural landscaping across the precinct.

Suggestions

The following suggestions were recorded:

- It was suggested that the digital non-static LED signs could be used for dispersed displays of recent performances in the area to further activate the precinct. This approach would allow the public to catch 'snippets' of Darling Harbour's activities as they walk through the precinct;
- The non-static signs would be helpful to communicate safety messages during large events;
- It was suggested that the event deck screen could be used for Vivid Sydney events;

3.3. Summary of Key Themes Raised

The following reflects the key themes that were raised in relation to the proposed building and public realm signage for the approved ICC Sydney and associated public realm:

- The proposed backlit metal building identification signs were viewed favourably;
- The proposed building LED signs were generally viewed favourably;

- The proposed public realm LED signs were generally viewed favourably;
- Some concern was raised around:
 - The ambient light and the dynamic nature of the content from the LED signs being a potential nuisance to a neighbouring residential building and road and rail users;
 - The various LED signage uses;
 - How the LED signs may detract from the proposed landscaping in Darling Harbour and will impact on the natural landscaping across the precinct;
 - Whether they are subsequently situated too close to each other; and
 - Whether the designs would be considered a distraction to motorists.

4. Addressing concerns

The extent to which concerns raised during the SSDA11 pre-DA lodgement consultation have been addressed, have been detailed below.

Issue 1: Ambient light and Dynamic content	
<p>Issue</p> <p>Some concern was raised around ambient light from some LED signs</p> <p>Some concern was also raised around the luminosity of the signs and the potential impact they may have on motorists and pedestrians</p> <p>Dynamic content of the event deck screen has the potential to be distracting to some neighbouring residents, road users and rail users</p>	<p>Response</p> <ul style="list-style-type: none"> - The brightness of the screens will be automatically adjusted to current environmental conditions. For example, during the day in direct sunlight, the brightness will be high to offset glare from the sun however at night, the screens will run at a much lower brightness level. The most basic example of this type of technology would be the automatic brightness settings on most smart phones in the market today. - The brightness of these screens has been assessed by a safety specialist in relation to the illuminance, scale and function and their relationship to road and rail users. This assessment confirmed that there are no unacceptable road or light rail safety concerns identified with the proposed signage locations. - It was noted that the overall illuminance projected from the LED signs around the precinct would be generally less than direct street lighting and considering the distance between the LED signs and key residents, the LED signs would blend in with the existing light coming from the CBD. - The event deck screen is situated on the eastern side of the event deck and there will be limited viewing angles. The viewing angle of the screens mitigate against extraneous light pollution. - While understanding that moving images may potentially be distracting to some residents, the brightness of the screen would be automatically adjusted to current environmental conditions and therefore reduce the potentially distracting nature. - The event deck screen will generally be operating when events are held on the event deck. This will be managed in accordance with the Event Management Plan. - The distance between the event deck screen and the closest residential building means the screen would be relatively small when being viewed from the residential building. - This information has been shared with the nominated representative from the Bullecourt building who was comfortable with the plans.
Issue 2: Signage Usage	
<p>Issue</p> <p>Some concern was raised about what types of content would be shared on these signs</p>	<p>Response</p> <ul style="list-style-type: none"> - The only access to advertising will be restricted to project partners. This precinct partner content would be ancillary to the venues.

Issue 3: Signage interface with the landscaping	
<p>Issue Signage potentially detracting from the natural landscape</p>	<p>Response</p> <ul style="list-style-type: none"> – The landscaping has been taken into account with regards to this development application. The landscape architect has been intricately involved throughout the design process to ensure the proposed signage is respectful and complimentary to the landscape design.
Issue 4: Signage design quality and number of signs	
<p>Issue Some concern associated with design quality of some of the signs and the number of signs proposed</p>	<p>Response</p> <p>In response to feedback received during consultation two original signs planned have been removed from the DA application. These signs are E-01 and C-08. The three digital non-static pillar wrapped signs for the northern end of The Boulevard (which received negative feedback in relation to their design quality) have been revised to clusters of digital non-static public realm screens, similar to the rest of the public realm screens in the precinct.</p>

APPENDIX 1- consultation material presented in July 2015

Appendix 1

1. Presentation material
2. Flythrough (LED Screens)



1. ICC Sydney and associated public realm

Delivered by Darling Harbour Live on behalf of the NSW Government



SSDA 11: Interactive Display System for ICC Sydney and associated public realm



What am I providing feedback on today?



Today we are seeking your feedback on the following item related to the approved ICC Sydney and associated public realm:

- 27 signs (various types, functions and sizes) located on the ICC Sydney buildings and within the associated public realm

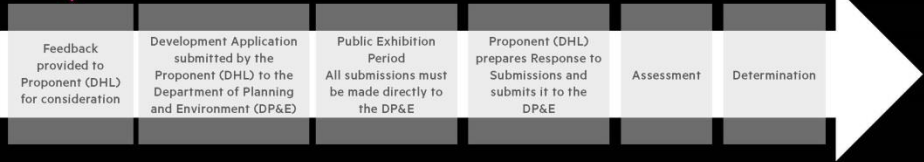
Please provide any feedback you have about this Development Application (DA) to one of the project team members or complete a feedback form.

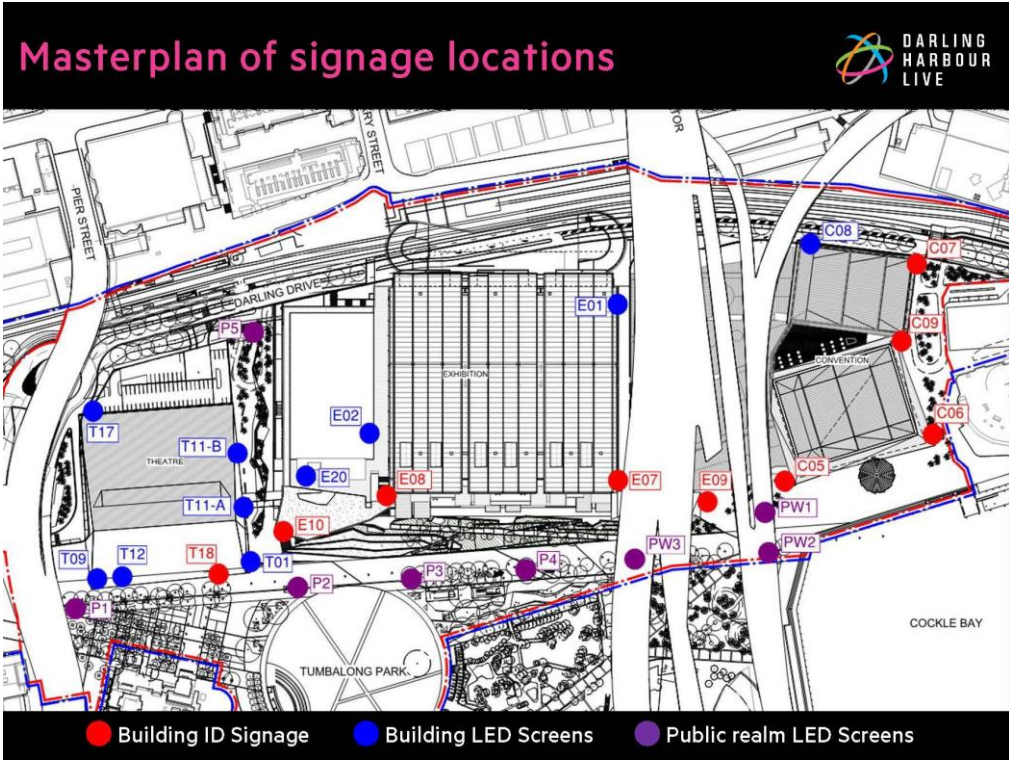
All feedback received at this stage will be collated and shared with the project team for consideration prior to lodging the Development Application. A summary of feedback received will also be outlined in the Consultation Report included as part of the Development Application (DA).

What happens next?

The DA will be assessed by the NSW Department of Planning and Environment (DP&E). The Minister for Planning and Environment, or their delegate, is the consent authority.

All formal comments must be made to the DP&E during the Public Exhibition Period.





Sign types

Today we are seeking your feedback on 27 proposed signs located on the ICC Sydney buildings and within the associated public realm. There are two key signage types:

1. Fixed Metal building identification signs
2. Digital signs – used for way-finding, videos, information and advertising (eg other operators in the precinct). When operational, some of the functionality will be adaptive.

Sign ID	Fixed Metal Sign	Digital Sign	Sign Area
Convention Centre			
C-05	Yes		12m2
C-06	Yes		12m2
C-07	Yes		50m2
C-08		Yes - static	50m2
C-09	Yes		2m2
Theatre			
T-01		Yes – non-static	250m2
T-09		Yes – static	40m2
T-11A		Yes – non-static	14.7m2
T-11B		Yes – non-static	14.7m2
T-12		Yes – non-static	26.1m2
T-17		Yes – static	90m2
T-18	Yes		3.75m2
Exhibition Centre			
E-01		Yes – static	90m2
E-02		Yes – non-static	92m2
E-07	Yes		28m2
E-08	Yes		28m2
E-09	Yes		28m2
E-10	Yes		28m2
E-20		Yes – non-static	8m2
Public Realm			
P1 (2 signs)		Yes – non-static	8m2
P2 (3 signs)		Yes – non-static	12m2
P3 (3 signs)		Yes – non-static	12m2
P4 (2 signs)		Yes – non-static	8m2
P5 (3 signs)		Yes – non-static	12m2
PW 1, 2, 3		Yes – non-static	40m2 each

Fixed Metal signs- Building Identification



- 9 signs in the precinct

Usage

- To identify each of the venues and assist with way-finding to the venues

Features

- Black stainless steel lettering
- Permanently individually backlit
- No audio
- Dimensions of varying sizes

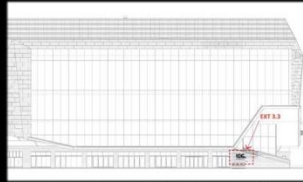
Building Identification signage



North east façade of ICC Sydney Convention (C-06)



Northern façade of the Darling Harbour Theatre as part of the ICC Sydney Convention (C-07)



Eastern façade of the ICC Sydney Theatre (T-18)

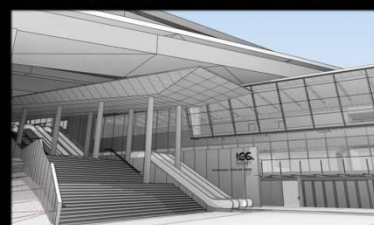


Southern façade of the ICC Sydney Exhibition (E-08)

Fixed Metal signs- Building Identification cont.



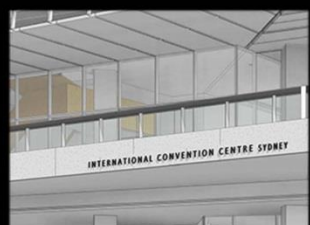
Building identification signage



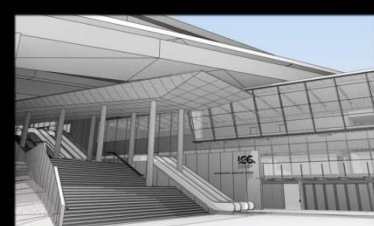
North east façade of the ICC Sydney Exhibition (E-09)



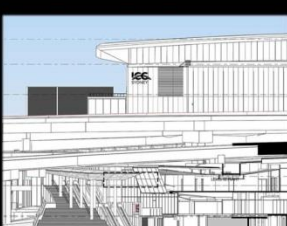
South east façade of ICC Sydney Convention (C-05)



Northern façade of the ICC Sydney Convention (C-09)



South east façade of the ICC Sydney Exhibition (E-10)



South west façade of the ICC Sydney Exhibition (E-07)

Digital static signs – on buildings



- 4 digital static building signs in the precinct

Examples of static signage

Usage

- Event information, naming rights, wayfinding, safety information, advertising, precinct activities

Features

- No audio
- Operating 24 hours 7 days
- Brightness adjustable signs
- Dimensions of varying sizes



Static sign – Eastern façade of ICC Sydney Theatre (T-09)



Static sign – Southern façade of the Darling Harbour Theatre as part of the ICC Sydney Convention (C-08)



Static sign – Western façade of the ICC Sydney Theatre (T-17)



Static sign – Northern façade of the ICC Sydney Exhibition (E-01)

Digital non-static signs – on buildings



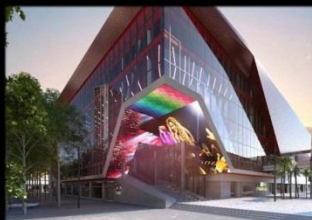
- 4 digital non-static building signs in the precinct
 - Theatre – 2x alongside Tumbalong Place
 - Theatre entrance
 - Theatre – alongside the Boulevard

Usage:

- Event information, naming rights, wayfinding, safety information, advertising, precinct activities
- Exploring custom interactive and creative options

Features

- Localised audio
- Operational hours – 24 hours 7 days
- Brightness adjustable signs
- Dimensions of varying sizes



North east corner of ICC Sydney Theatre, Birdsmouth entrance (T-01)



Northern façade of the ICC Sydney Theatre, in Tumbalong Place (T-11A)



Northern façade of the ICC Sydney Theatre, in Tumbalong Place (T-11-B)



Eastern façade of the ICC Sydney Theatre (T-12)

Digital non-static signs – on buildings (special events)



- 2 digital non-static signs
 - The Event Deck
 - The Oxygen Lounge

Usage

- On specific dates, two of the digital non-static signs will be used for public screenings of special events
- Events may include major civic occasions (eg New Years Eve), live sporting events (eg State of Origin), to support exhibitions (eg Boat Show) and other world cultural celebrations (eg Royal weddings)
- Non-event days – will operate the same as other digital non-static signs in the precinct

Features

- Will operate in accordance with the approved event deck operational management plan
- Localised audio and brightness adjustable signs
- Operational hours – 18 hours 7 days
- Dimensions
 - Event Deck - 13m wide x 7.4m high
 - Oxygen Lounge – 4 x 80 inches LCD screens (8m wide)



Southern façade of ICC Sydney Exhibition – the Event Deck (E-02)



The Oxygen Lounge on the ICC Sydney Exhibition Event Deck (E-20)

Digital non-static signs – Public realm



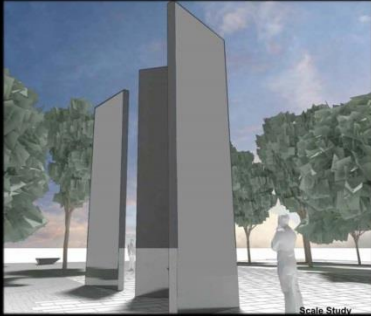
- 5 clusters of digital non-static signs in the precinct

Usage

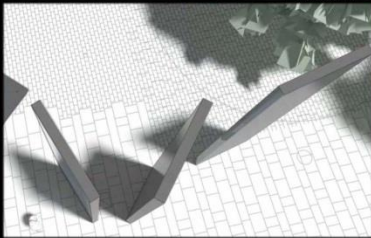
- Event information, naming rights, wayfinding, safety information, advertising, precinct activities

Features

- Localised audio
- Operational hours – 24 hours 7 days
- Brightness adjustable signs
- Dimensions - 2m wide x 6.5m high



Scale Study



Public realm signs in clusters of two or three depending on location (P1, P2, P3, P4, P5)

Digital non-static signs - Public realm (pillars)



- 3 digital non-static signs in the precinct

Usage:

- Event information, naming rights, wayfinding, safety information, advertising, precinct activities

Features:

- No audio
- Operational hours – 24 hours 7 days
- Brightness adjustable signs
- Dimensions of 2m x 1.8m x 2m x 1.8m x 5mH



Public realm pillar wrapped signs (3 & 4 sided depending on location: PW1, PW2, PW3)

Approved broader way finding strategy



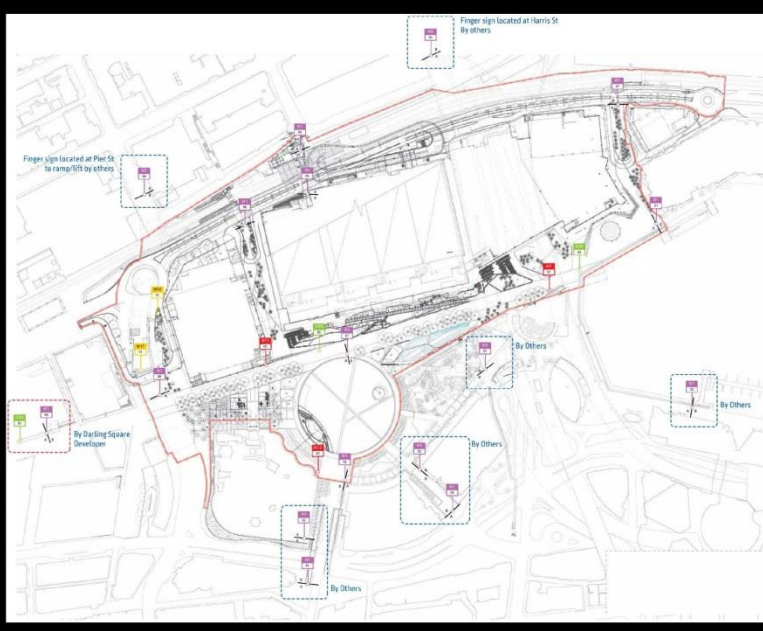
Approved broader way finding strategy



- In accordance with City of Sydney (CoS) way finding signage guidelines
- DHL responsible for delivering signage within project boundary

Legend:

- Public circulation (pylons, flag, finger)
- Public orientation (maps)
- CoS Digital screen
- Lift/ Ramp access



Examples of wayfinding signage



<p>Side A</p> <p>Side B</p> <p>Darling Harbour Cockle Bay</p> <p>↑ Pyrmont Bridge Maritime Museum</p> <p>← ICC Sydney</p> <p>→ Sydney Aquarium Kings St Wharf</p>		<p>Side A</p> <p>Side B</p> <p>Darling Harbour Tumbalong Park</p> <p>↑ ICC Sydney Cockle Bay Wharf</p> <p>← ICC Exhibition & Theatre</p> <p>→ Chinese Garden Town Hall</p>		<p>Side A</p> <p>Side B</p> <p>← Cockle Bay Wharf - xx min</p> <p>Tumbalong Park - xx min →</p> <p>← Tumbalong Park - xx min</p> <p>Cockle Bay Wharf - xx min →</p>	
<p>Side A</p> <p>Side B</p> <p>Darling Harbour Darling Drive</p> <p>↑ Tumbalong Park</p> <p>← ICC Sydney Cockle Bay Wharf</p> <p>→ Darling Square Central Station</p>		<p>Side A</p> <p>Side B</p> <p>Darling Harbour Darling Drive</p> <p>↑ Harris Street</p> <p>← Darling Square Central Station</p> <p>→ ICC Sydney Cockle Bay Wharf</p>		<p>Side A</p> <p>Side B</p> <p>← Town Hall - xx min</p> <p>ICC Exhibition & Theatre - xx min →</p> <p>← ICC Exhibition & Theatre - xx min</p> <p>Town Hall - xx min →</p> <p>City of Sydney – Finger signs</p>	
<p>City of Sydney – Pylon signs</p> <p>Braille/Tactile determined by others</p> <p>Contact and digital media information determined by SHFA</p> <p>Key information determined by SHFA</p> <p><small>City of Sydney</small></p>		<p>City of Sydney – Flag signs</p> <p>Braille/Tactile determined by others</p> <p>Contact and digital media information determined by SHFA</p> <p>Key information determined by SHFA</p> <p><small>City of Sydney</small></p>			

2. Flythrough (LED screens)



Snapshots of the flythrough



Snapshots of the flythrough



Snapshots of the flythrough



Snapshots of the flythrough

