

DARLING HARBOUR LIVE

ARCHITECTURAL DESIGN STATEMENT FOR INTERACTIVE DISPLAY SYSTEM DEVELOPMENT APPLICATION

Prepared for Lend Lease
May 2016

HASSELL+POPULOUS

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Contents	Page
1.0 Purpose of this document	03
1.1 Introduction	03
2.0 Darling Harbour live design principles	04
2.1 Master plan five design principles	04
2.2 Alignment with SICEEP planning objectives	05
2.3 Architectural expression	07
3.0 Interactive display system proposal	08
3.1 Architecture interactive display system strategy	08
3.2 Building identification signage	09
3.3 Public realm interactive display system strategy	10
3.4 Landscape Architects Statement	12
3.5 Map of all digital screen locations	13
4.0 Alignment with SICEEP Permanent Signage and Advertising Guidelines	14
4.1 Summary of SICEEP Guidelines	14
4.2 Architectural Style & Integration with Built Form	14
5.0 Drawings	24
5.1 Digital screens for Buildings and Public Realm	
5.2 Fixed identification signs for Buildings	
5.3 Public realm wayfinding signage	
5.4 Vehicular wayfinding signage	

1.0 PURPOSE OF THIS DOCUMENT

This design report has been created to explain the design intent of the interactive display system proposal for Darling Harbour Live and how the strategy integrates with the master plan and architectural design for the Precinct. The interactive display system for the precinct has always been a part the original project bid and has been considered as a part of the fundamental thinking as the design has developed. This design report demonstrates how the various signage elements have been integrated into the overall design in line with the original design principles of the Precinct.

This document supports the Interactive Display System development application produced by Darling Harbour Live (DHL).

1.1 INTRODUCTION

We confirm that the designed and documented interactive display system proposal for the three(3) key public buildings for Darling Harbour Live; ICC Sydney, ICC Exhibition and ICC Theatre and the public domain are aligned with the over design concepts for Darling Harbour Live. We have described within this document how the interactive display strategy has been informed by the underlying design principles of Darling Harbour Live (DHL) which have informed the whole deign decision making process for the project. These design principals were developed in direct response to the NSW Government Brief for SICEEP to ensure alignment of the whole concept with the NSW Government objectives for SICEEP.

1.2 RELEVANT DOCUMENTS

The Design Statment needs to read in conjunction with the following documents;

1. Environmental Impact Statment
2. Interactive Display System Digital Content Maangment Plan
3. SICEEP Permanent Signage & Advertising Guidelines

Note: Drawings provided in Section 5.3 and 5.4 are for information only to assist in understanding the overall signage strategy and extents and do not form part of this application. These signs formed part of a seperate application.



2.0 DARLING HARBOUR LIVE (DHL) DESIGN PRINCIPLES

2.1 MASTER PLAN FIVE DESIGN PRINCIPLES

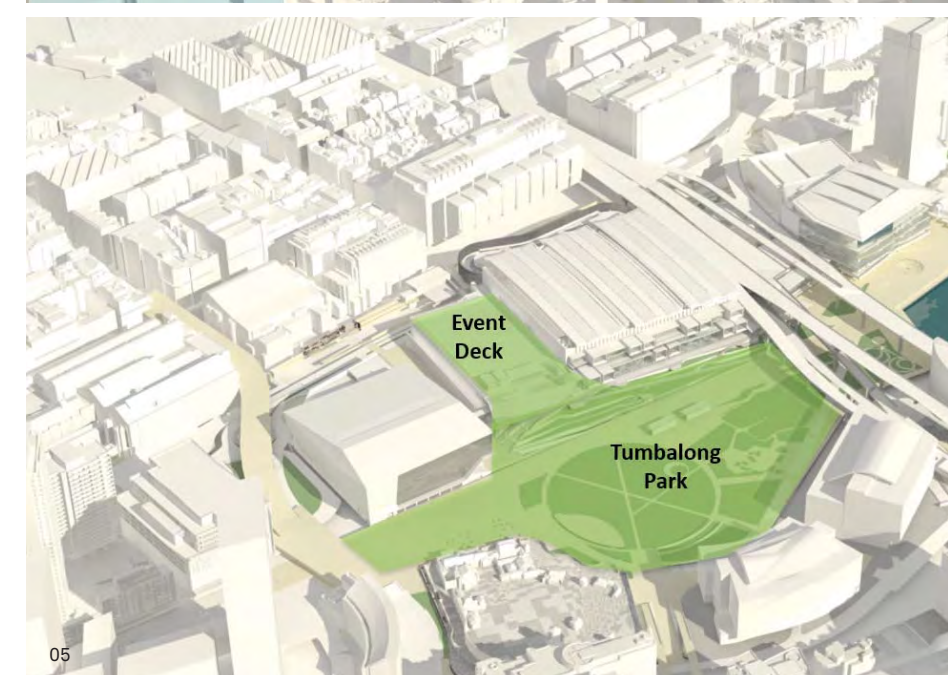
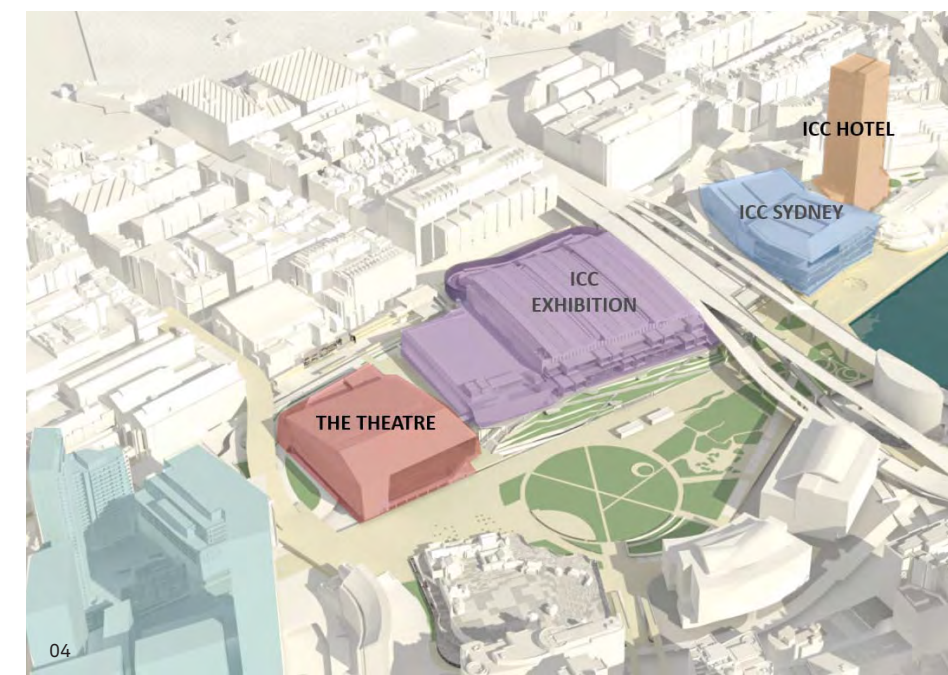
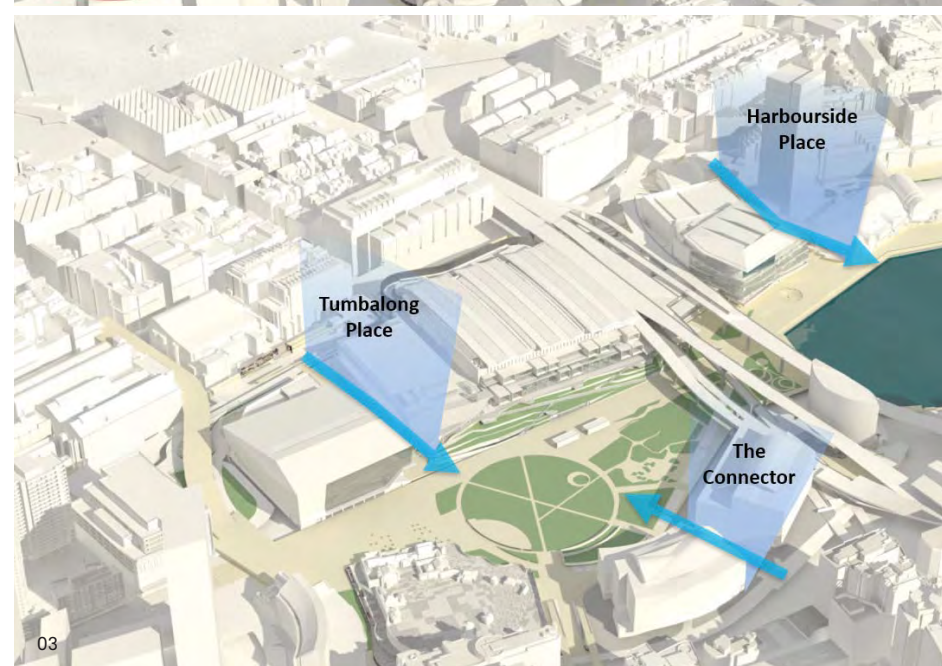
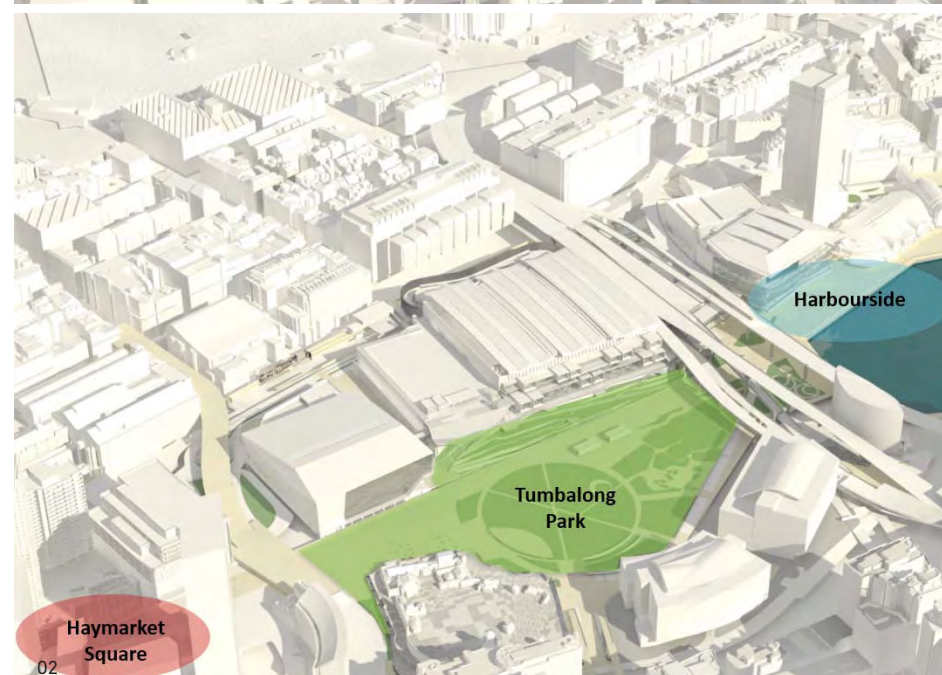
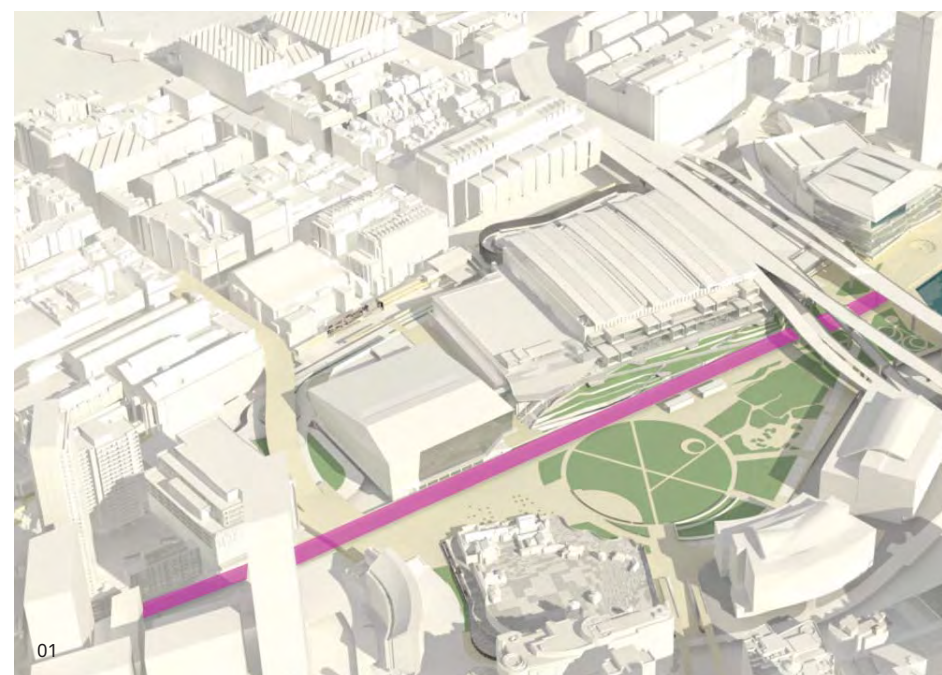
Early in the design process a set of five (5) key underlying design principals were developed for the project which help guide the concept design and then the design development of the three(3) key buildings.

Improved connectivity of the site is part of the five (5) key design principles:

1. The Boulevard
2. Three (3) key spaces/places
3. New places connecting at grade to Pyrmont/Ultimo integrated through to CBD
4. Diverse architecture at the scale of the city
5. Expanded landscape

These strategies are intended to improve connectivity with both the surrounding city Pyrmont and Ultimo as well as internally to the precinct.

A conscious decision was made not to employ the same architectural language for all buildings, due to their very large scale, and achieve a balance by some buildings being more expressive and by others more recessive to ensure there was not an overpowering of the site to the visitor.



- | | |
|---|--|
| 01 The Boulevard | 04 Diverse architecture at the scale of the city |
| 02 3 key spaces/places | 05 Expanded landscape |
| 03 New places connecting at grade to Pyrmont/Ultimo integrated through to CBD | |

The Darling Harbour Live master plan was undertaken specifically in response to the NSW Government SICEEP planning objectives which are summarised below and in the adjacent diagrams;

- The DHL Master plan in response to the SICEEP Objectives specifically created the key connectivity and three(3) character areas in the first instance. The Boulevard is the main organising element that connects the site north-south and provides 'points of address' to each of the main Venues and links the three(3) key character areas. This is supported by the three(3) main east-west links which intersect The Boulevard at the three(3) key character areas identified by the SICEEP planning objectives. These key master plan moves ensure alignment with the SICEEP planning objectives and formed the basis of the "5 Design Principals" described on the opposite page. The DHL team named the SICEEP Character Areas as per the following; Waterfront Park - Harbourside, Tumbalong Park - Tumabalong Park, Urban Park - Darling Square (formmally Haymarket Square); which aligned them with the intedned charceter and use of each of these places as the master plan developed.

The integrated overlay of the digital activation strategy is a key aspect in revitalising Darling Harbour as “Sydney’s Great Meeting Place” and ensuring that “World Class Event Experiences” on par with global expectations is achieved meeting the NSW Governments SICEEP objectives.

For clarity this document specifically focuses on the main ICC Venues, and their adjacent spaces, and does not include Darling Square (formally Haymarket Square) which was identified as the “Urban Park” in the SICEEP brief. The Darling Square area is a ‘mixed-use town square’ and therefore less appropriate to this digital activation strategy which focuses on the Tumbalong and Harbourside character areas which are intentionally more ‘event & entertainment” focused and therefore more appropriate and complementary in creating an integrated event experience.





2.2 ARCHITECTURAL EXPRESSION

Following the definition of the overarching master plan design principles we developed guiding principles specifically for the buildings represented by the diagrams opposite which informed;

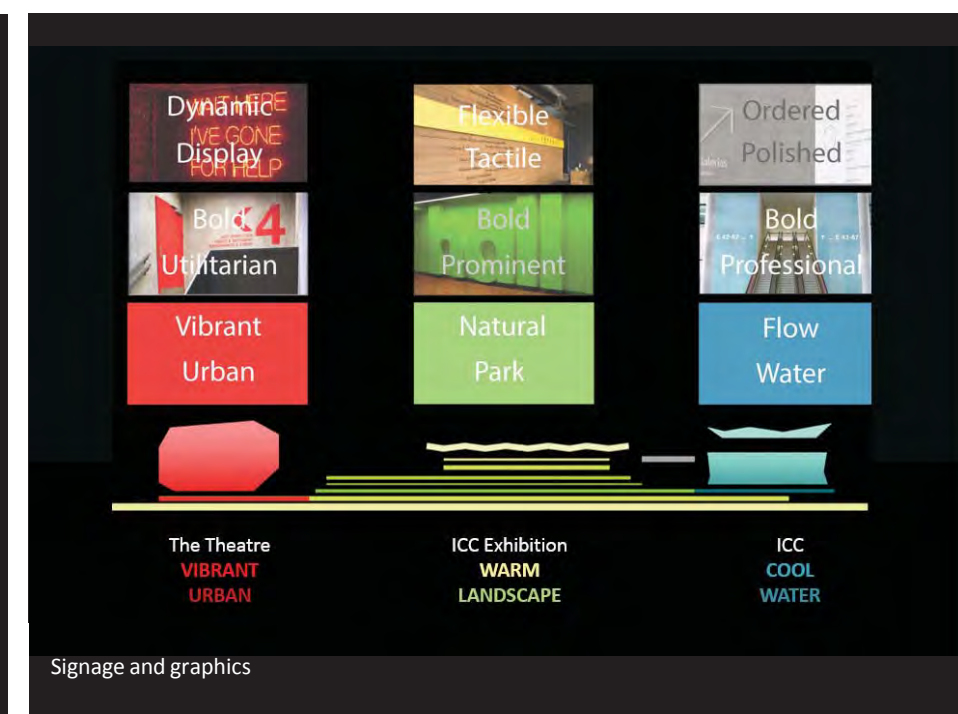
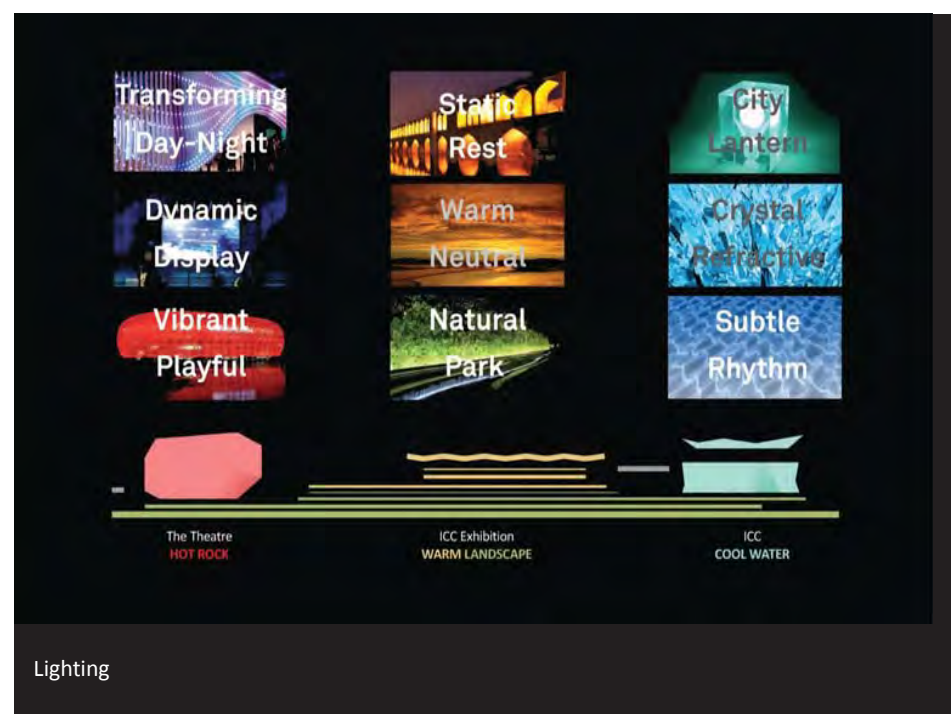
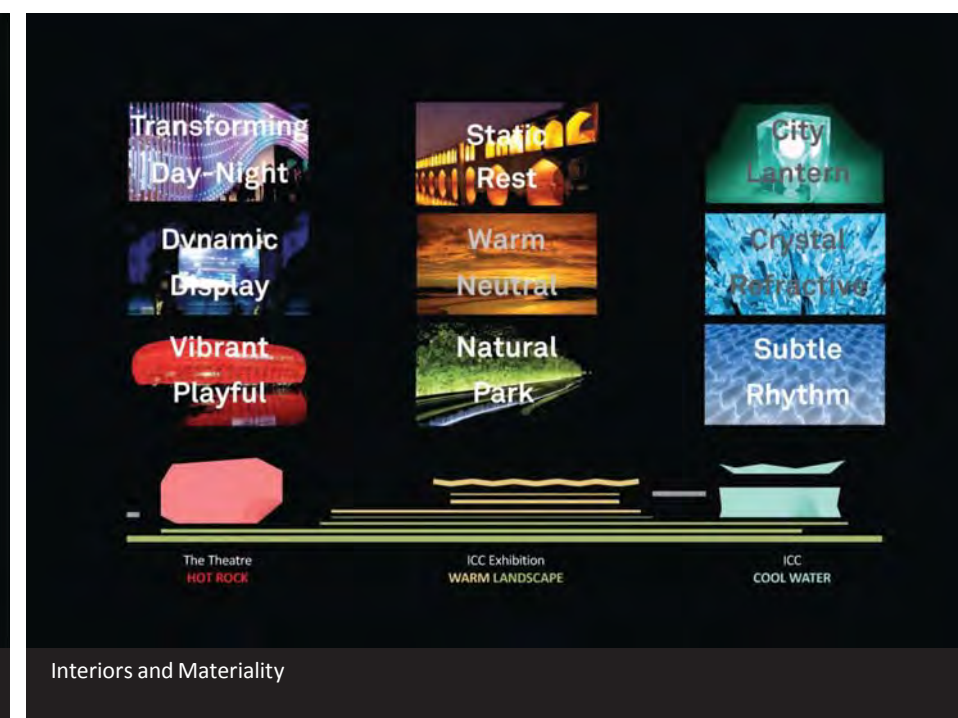
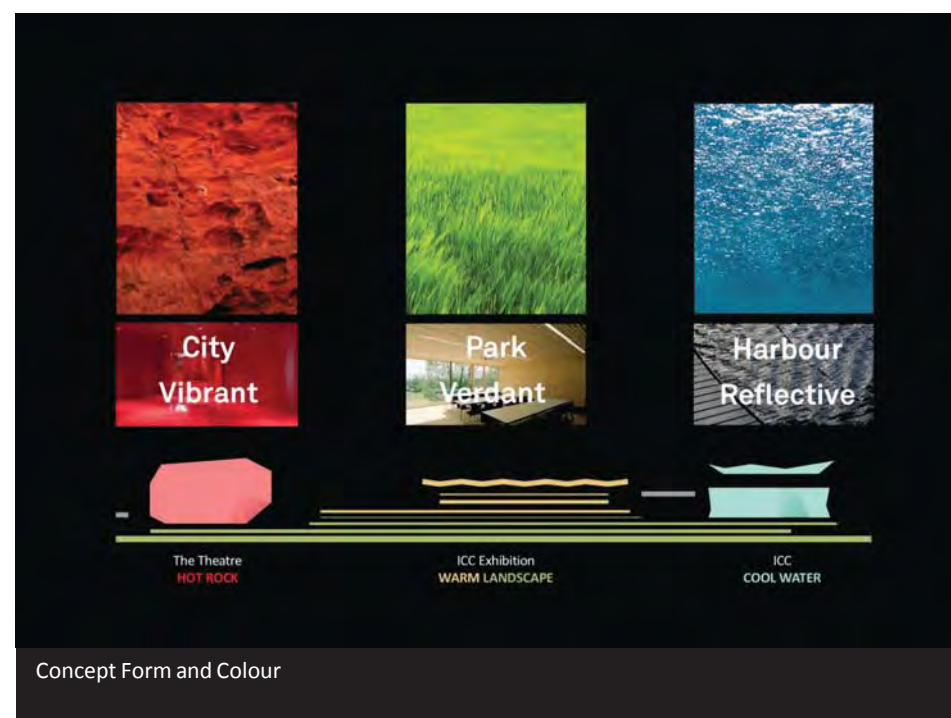
- _Architectural concept & form,
- _Colour & materiality,
- _Interior design,
- _Lighting and,
- _Signage & graphics

Each of the underlying concepts are informed by the buildings relationship to its specific location in Darling Harbour and its immediate contextual relationships. This approach was undertaken to ensure that 'diversity' could be incorporated into these three(3) very large buildings and respect their scale in the context of the whole city.

The ICC Theatre was seen as the most expressive and 'urban' of the three(3) reflecting its 'rock concert' program and closer physical relationship with the City and China Town. The ICC Exhibition, while the biggest, is also the most recessive of the three(3) buildings and strongly embedded in the landscape reflective of its relationship with Tumbalong Park. The ICC Sydney is a strong design statement appropriate to its international business importance while also reflecting its waterside location in the choice of materials and form. To ensure it is not a fully disparate collection of buildings they are 'unified' and tied together through the landscape design base. This is achieved by a strong landscape stepped and terraced upon which all the building reside.

These early principles have proven to be strong and have been adhered to through the projects development having informed the design decisions at every level of the three(3) main buildings. The ICC Theatre has strong red interiors, the ICC Exhibition uses timber and shades of green, while the ICC Sydney has used subtle shades of cool whites, greys and blues.

The Digital Activation component of the project is guided by both the 'lighting' and 'signage & graphics' principles outlined opposite. As is demonstrated by these guiding principles intentionally the intensity and quanta of 'dynamic' lighting and signage/graphics increase towards the south culminating in the ICC Theatre, thus creating an extra layer of 'digital activation' that adds to, but does not diminish, the overall event experience. Conversely the level of intensity decreases towards the ICC Sydney (Convention Centre) in the north which is respectful of it's more Civic presence in the city. While the ICC Exhibition building actually changes along its length with a more static subdued presentation to Tumbalong Park and an increase in Digital Activation towards the south, with a focus on the 'Event Deck' and Bar which can be transformed to a 'live site' screening major national and international events like the Melbourne Cup, Olympics, FIFA World Cup etc.

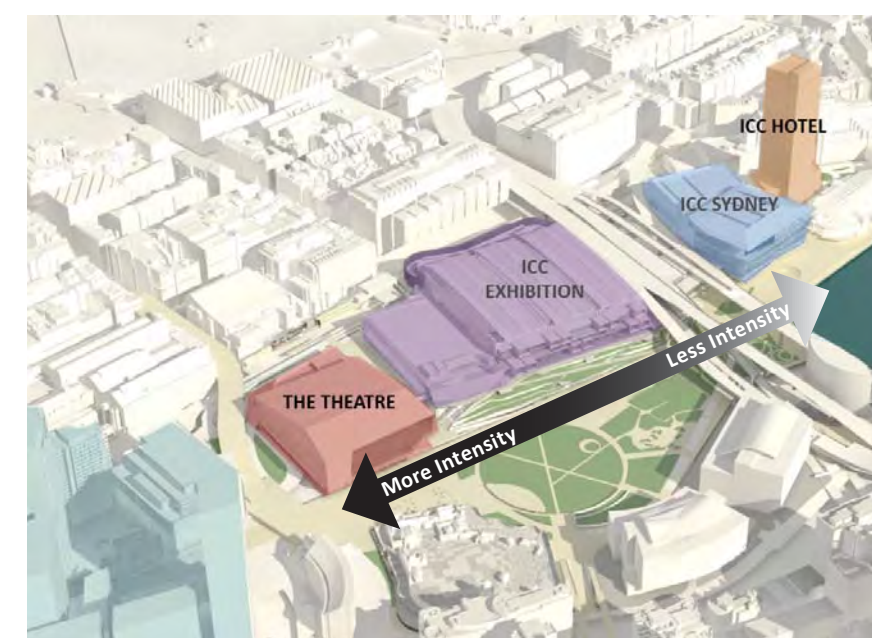
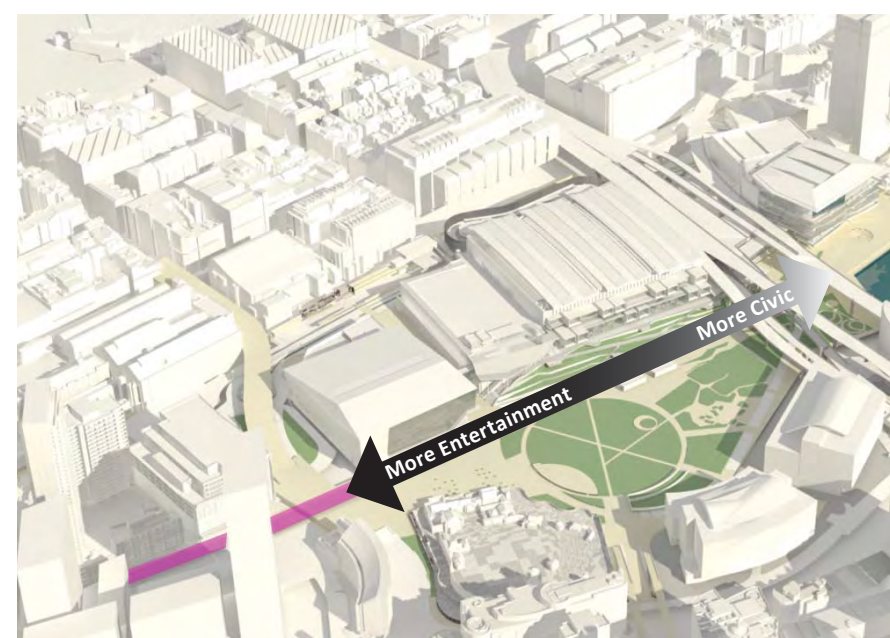
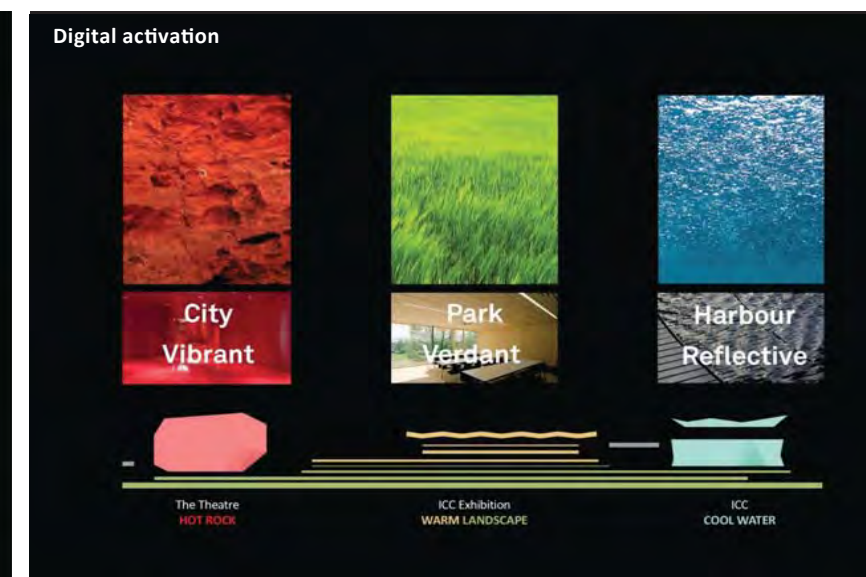
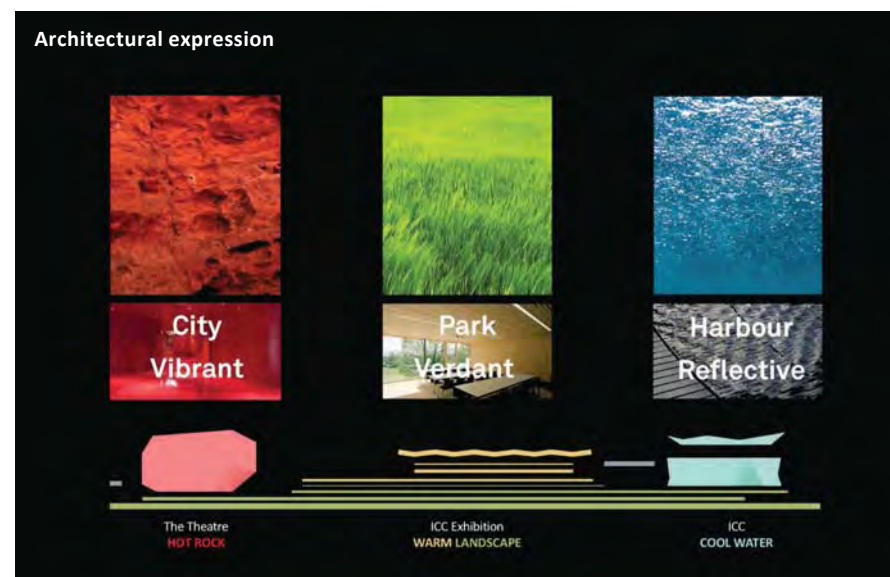


3.0 INTERACTIVE DISPLAY PROPOSAL

3.1 ARCHITECTURE INTEGRATED DISPLAY SYSTEM STRATEGY

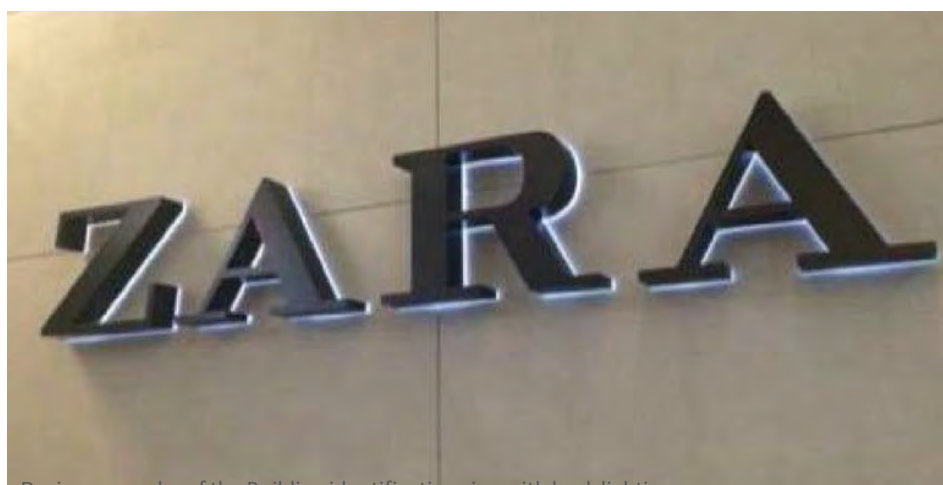
Demonstrated in the diagrams opposite shows that the greatest intensity of 'dynamic' lighting and digital activation is to be attributed to the ICC Theatre, and a quieter more restrained approach will be attributed to the ICC Sydney and ICC Exhibition. This approach was seen as appropriate and reinforced the overall underlying design principles for the three(3) Buildings with the ICC Theatre having the highest visual impact through the use of dynamic display)) technology integration. The integrated display system proposal is true to these underlying design principles as the great majority of the digital activation has been located on the ICC Theatre. The integration of the dynamic display (screen) technology is a positive attribute for this specific building and is appropriate to its design and use as a 'concert venue' reinforcing the event spectacle and adding to the overall experience for patrons/visitors.

The proposed location of integrated display system (screens) on the ICC Sydney and ICC Exhibition is much more selective and subtle. The ICC Sydney is located on the south façade at high level to be predominantly viewed from the passing traffic on the expressway rather than impacting directly the immediate public realm around the venue. Similar the ICC Exhibition has a screen at high level which can only be mostly viewed from the expressway. There is a large screen located on the south elevation of the ICC Exhibition addressing the 'Event Deck' which is appropriate as it serves the events in this space directly and can be used as a 'large TV' to create a 'live site' for major events like Melbourne Cup, FIFA World Cup, Olympics etc.



3.2 BUILDING IDENTIFICATION SIGNAGE

Building Identification to the three ICC buildings is designed with a civic and timeless presence. Dark stainless steel lettering is mounted proud of the building fabrics and back lit to appear to float over the façade, with key locations identified for distant and arrival viewing experience. The ICC Sydney logo, building ID font and lettering scale aligns with the operators branding to achieve an integrated signage strategy.



Design approach of the Building identification sign with back lighting



International Convention Centre Building identification sign



International Convention Centre Building identification sign



Building identification look and feel approach



International Convention Centre Building identification sign

3.3 PUBLIC REALM INTERACTIVE DISPLAY SYSTEM STRATEGY

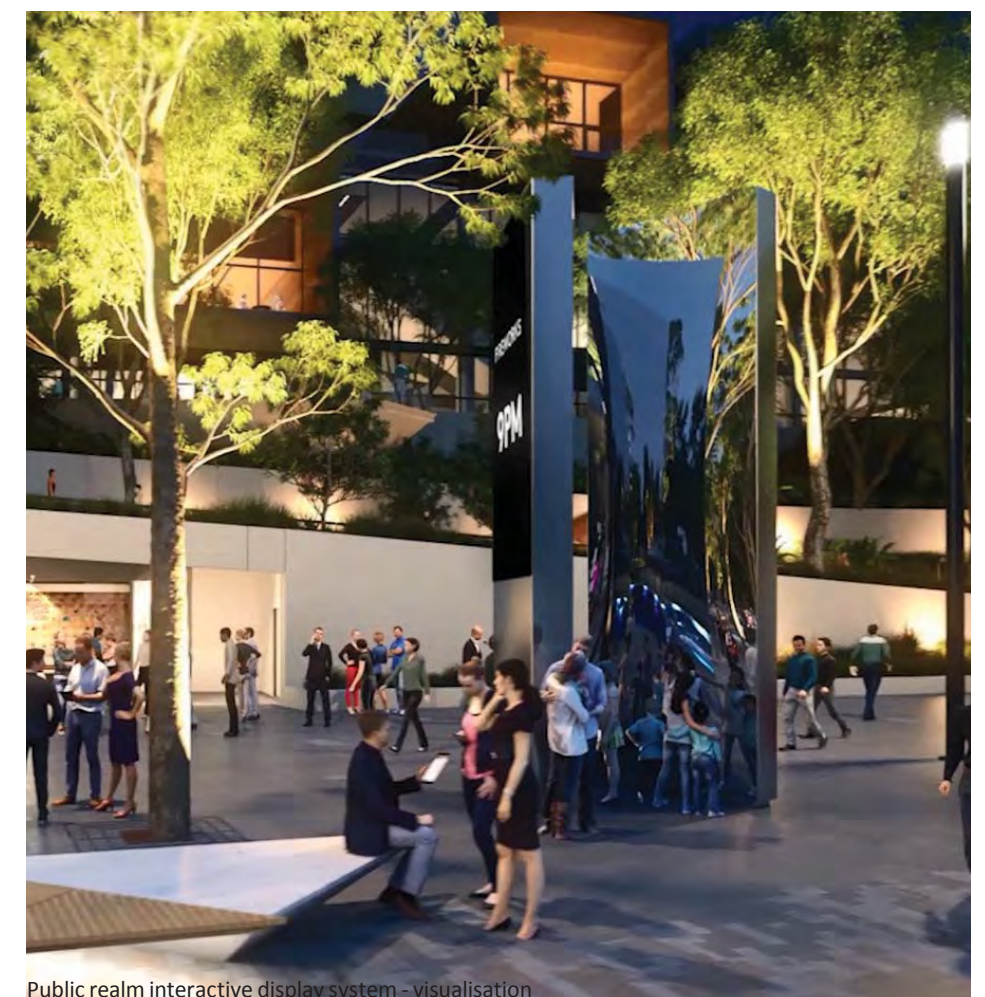
In line with the five (5) master plan principles the interactive display system in the public realm is concentrated to The Boulevard and Tumbalong Place. The Boulevard forms the main organising element of the site providing clear access and address to all major venues therefore it is appropriate that The Boulevard be able to be activated as part of the whole event experience. Tumbalong Place is designed as the pre and post event space for the theatre, so it is appropriate that the interactive display system is concentrated here. The concentration to The Boulevard and Tumbalong Place allows the rest of the public realm to be a calmer urban parkland.

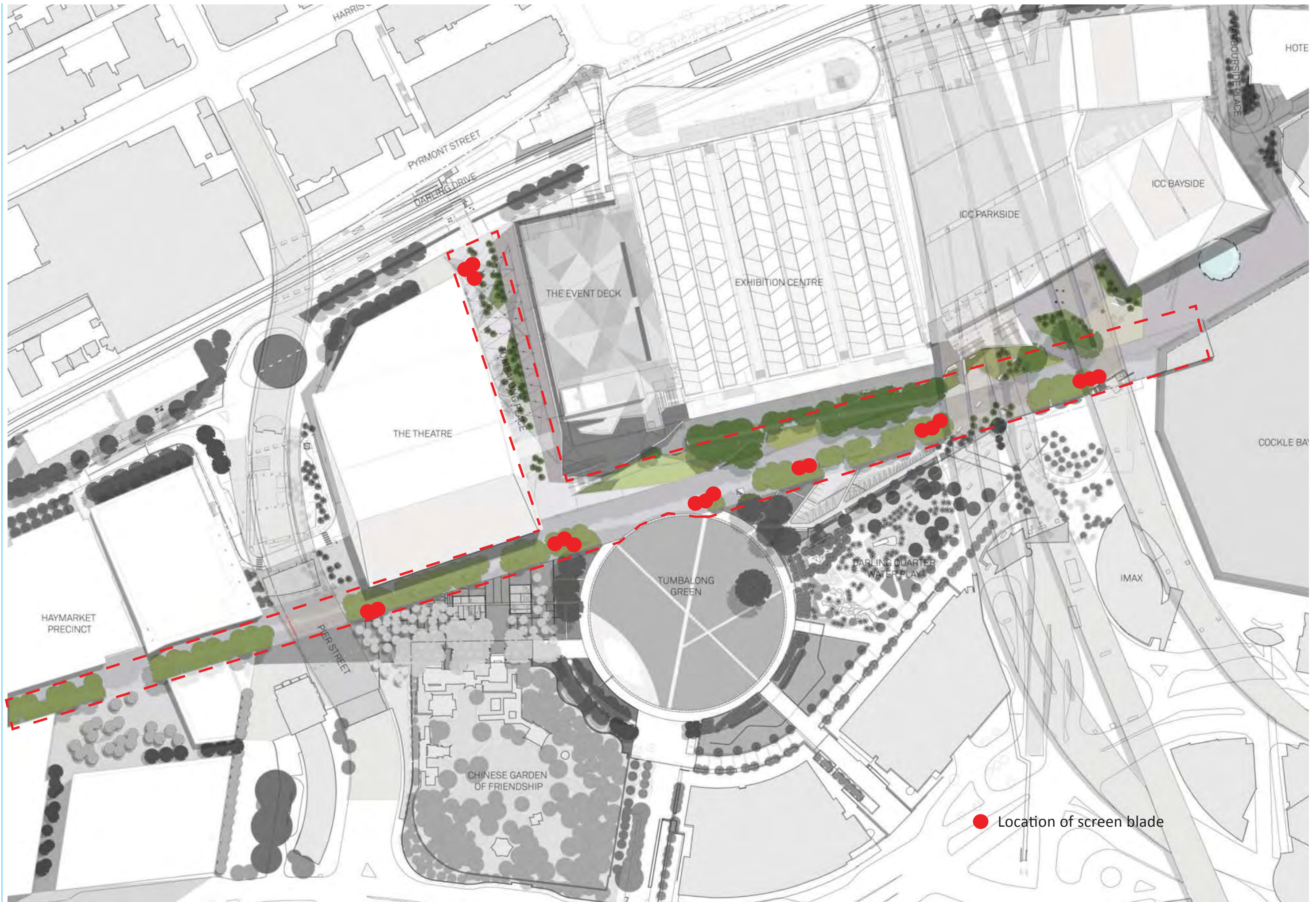
The proposed interactive display system has been designed to work with these fundamental and binding public realm design drivers, with materiality and positioning carefully considered to reinforce them. Namely:

- Interactive display system activation within the pedestrian public realm is restricted to the line of the Boulevard in order to reinforce this north south axis and primary pedestrian movement line
- Blade signage materiality is intentionally mirrored to increase the reflection of the wider public realm, to visually increase the extent of green space, to help reduce the mass of each signage blade and to offer a folly and or play element to the public space
- Location of interactive display system is located and angled to work with primary sight lines, to help connect across and through spaces and operate in part as visual cues to reinforce permeability

Further considerations include:

- Positioned within the Eastern 'active' section of the Boulevard in order to maintain emergency egress and pedestrian flows along the Western side
- Designed to be non-climbable and placed to ensure a minimum spacing within each cluster and to other public realm furniture to avoid entrapment and/ or to ensure safe and convenient passing
- Permanent seating hubs are placed at suitable distances. Seats do not interfere with optimum passive viewing angles
- Screens placed at considered distances from light poles so as not to affect the brightness output required from the screens
- Screens strategically placed to ensure that trees and flag poles do not interfere with optimum viewing angles
- No bins are located within the Boulevard or within proximity to the signs
- Local power within blades for street entertainment.
- positioning of the blades is intentionally aligned along the length of the boulevard, which is the consistent unifying element that links the site north to south
- each blade cluster sits within the eastern half of the boulevard, amidst the feature public seating and Eucalyptus tree plantings
- spacing of the blades clusters are even along the length of the Boulevard, with distances between furniture and other urban elements allowing for safe pedestrian movement





3.4 LANDSCAPE ARCHITECTS STATEMENT

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HASSELL Limited
ABN 24 007 711 435

Mr Jerome Johnson
Lend Lease
Darling Harbour Live
Darling Harbour Live Site Office
Sydney NSW 2000

6 October 2015

Dear Mark

Landscape Architectural Design Statement for Digital Activation Development Application

HASSELL confirm that the designed digital activation proposal for SICEEP public realm aligns with the design concept for Darling Harbour Live. We have described below how the digital activation strategy has been informed by the underlying design principles for the site.

Design Principals

Fundamental to the precinct wide master plan have been five (5) key design drivers, around which all of the public realm design work, materials selection and detailing have evolved.

These are:

- **The Boulevard** – central pedestrian promenade
- **Three Squares** – three active spaces
- **Green Harbour** – reflection of past histories
- **Permeability** – access and connection
- **Public realm** – expanded open space

5 Key Drivers



Appropriateness of Digital Activation Proposal

The proposed digital activation has been designed to work with these fundamental and binding public realm design drivers, with materiality and positioning carefully considered to reinforce them.

In particular:

- Digital activation within the pedestrian public realm is restricted to the line of the Boulevard in order to reinforce this north south axis and primary pedestrian movement line
- Blade signage materiality is intentionally mirrored to increase the reflection of the wider public realm, to visually increase the extent of green space, to help reduce the mass of each signage blade and to offer a folly and or play element to the public space
- Location of digital activation is located and angled to work with primary sight lines, to help connect across and through spaces and operate in part as visual cues to reinforce permeability

Regards

Angus Bruce
Head of Landscape Architecture

HASSELL

Nominated architects: Ken Maher 3156 Tony Grist 5350 Ross de la Motte 7398 Matthew Pullinger 6226

3.5 MAP OF ALL DIGITAL SCREEN LOCATIONS

SYDNEY INTERNATIONAL CONVENTION, EXHIBITION AND ENTERTAINMENT PRECINCT



4.0 ALIGNMENT WITH SICEEP PERMANENT SIGNAGE AND ADVERTISING GUIDELINES

4.1 SUMMARY OF SICEEP GUIDELINES

This document supports the Interactive Display System development application produced by Darling Harbour Live.

We confirm that the designed and documented interactive display system proposal for the three(3) key public buildings for Darling Harbour Live; ICC Sydney, ICC Exhibition and ICC Theatre and the public domain are aligned with the over design concepts for Darling Harbour Live.

4.1 Guideline Objectives

The primary objective is to implement appropriate signage and advertising, to ensure SICEEP:

- Supports promotion of Darling Harbour as an engaging, contemporary precinct that has the look and feel of a true day/ night entertainment and event space.
- Presents Darling Harbour as a lively, “happening destination”
- Entertains visitors, both physical and virtual, through the use of interactive technology applications.
- Provides information about Darling Harbour, Sydney and New South Wales generally and in particular about “what’s on” at Darling Harbour
- Complements Darling Harbour’s key attractions, features and program of festivals, events, entertainment and other similar activities
- To communicate the City’s leadership in contemporary ideas and expression
- Optimises commercial returns from signage.
- Provides the ability for precinct partners to brand and name in support of their sponsorship

4.2 Guideline Principles

The guiding principles are set to ensure that signage hardware and screen content promotes Darling Harbour as a convention, exhibition and entertainment precinct. Signage designs must adhere to the following principles:

- Be compatible with the desired amenity and visual character of the area
- Provide effective communication in appropriate locations
- Be of high quality design and finish
- Prioritise digital signage for rapid messaging, with minimal static signage, used only for long term wayfinding
- To represent Sydney as a global city and a leading city for the arts and for innovation and creativity in all forms of cultural expression
- To attract local, national and international visitors to Darling Harbour
- To provide the preeminent precinct in Sydney and Australia for entertainment, celebrations, and large gatherings.

4.3 Vision

The over arching vision will ensure that: All and any signage, identification and advertising within SICEEP supports the overall approach of a cohesive environment that combines innovation with design quality.

An assessment of the propose development against the specific design controls is provided below:

4.4 The Design Should:

- Provide new and contemporary identification within Darling Harbour, increasing the visual presence of the facilities in the city and enriching the composition of the city skyline
- Provide an ambience and sense of place that has a distinctive identity: Present a new face to the city, one that engages with people at street level and that enhances the quality of street life
- Provide a sense of environment and place that delivers the look and feel of entertainment
- The design must be able to transition between day and night and by event providing visitors a different experience each time they visit
- Provide opportunities for activation at ground level through inclusion of complementary art and sculpture for identity purposes, and as precinct or large venue entrance markers (rather than large format signage structures)
- Celebrate new connections in the east-west and north-south direction and help knit the city fabric together
- Provide signature spaces and in the process showcase the city and make it an integral part of the Darling Harbour experience
- Respond and be integral to the signature identity of the built form and public realm

4.2 ARCHITECTURAL STYLE AND INTEGRATION WITH THE BUILT FORM

4.2.1 The Design Should:

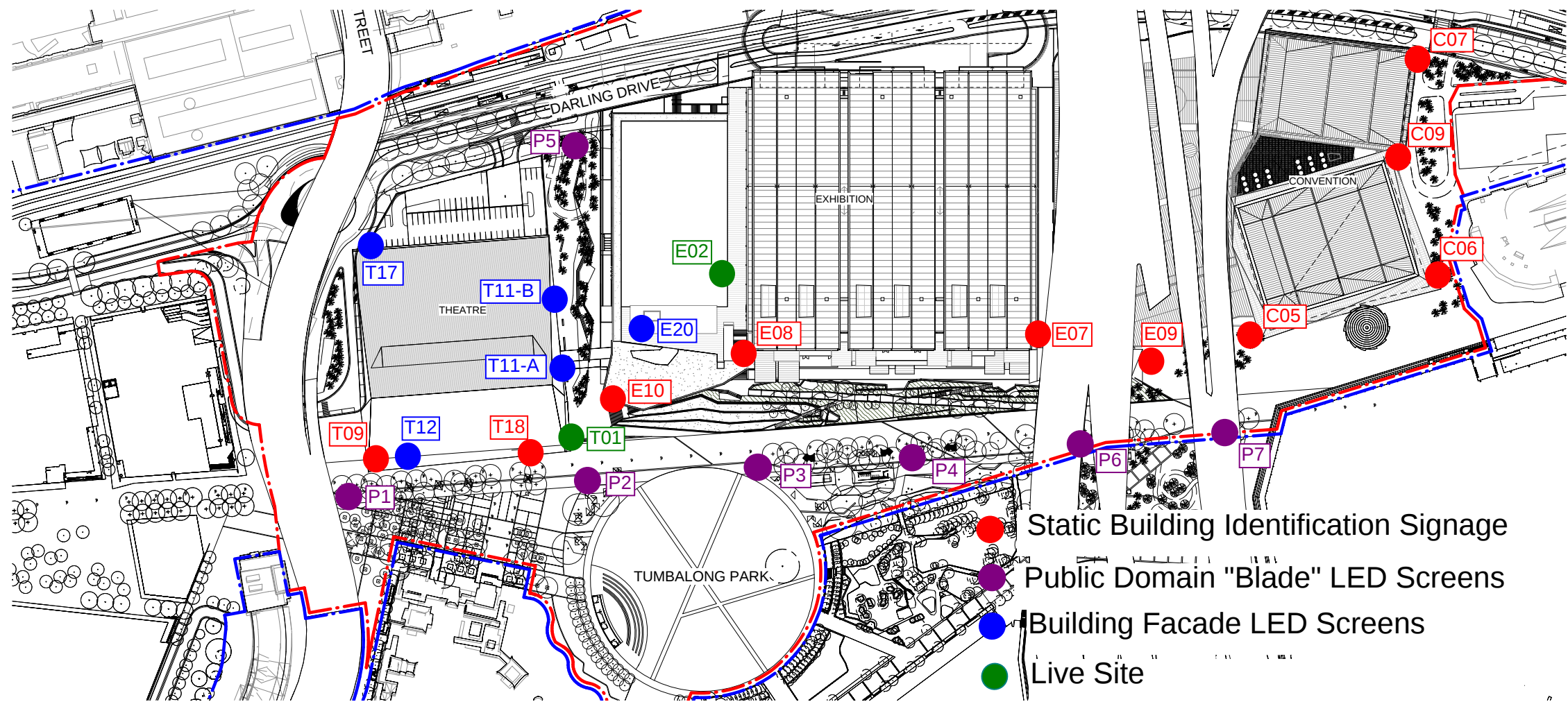
- Be ‘world’s best practice’: Obtain high standards of design quality for both signage structures and content.
- Use mostly digital format / technology enabled infrastructure where multiple message types may be used
- Be attractive to the viewer and convey excitement/inspiration and visitor ownership/ civic pride
- Minimise new signage infrastructure in the ground and prioritise signage integrated within the architecture/ built form in strategic locations to maximise commercial returns
- Protect, conserve and interpret Sydney’s natural and cultural heritage
- Provide a readily identifiable address and safe point of entry to each core function
- Create a clear identity Precinct which responds to the context and sense of place of the locality
- Address the hierarchy of routes and natural wayfinding
- Integrate new technology

4.2.2 The proposed development:

- Provides a unique interactive display system, which allows for an integrated approach to signage and messaging within Darling Harbour and enriches the composition of the city skyline
- Provides an integrated approach to signage and messaging within Darling Harbour, which allows for a distinctive and engaging identity for the precinct.
- Provides a consistent sense of place throughout the precinct with a balance between natural and technological elements
- Allows for adaptive use of the signs and display screens, which will allow their use in a number of scenarios. All signage sits on a IPTV media backbone with intuitive content management system for ease of multiple message types.
- Will assist in wayfinding through the precinct and the city. All signage sits on a IPTV media backbone with intuitive content management system for ease of multiple message types.
- Helps to activate key spaces within the precinct to create a unique Darling Harbour experience.
- Helps to create a unique Darling Harbour experience.

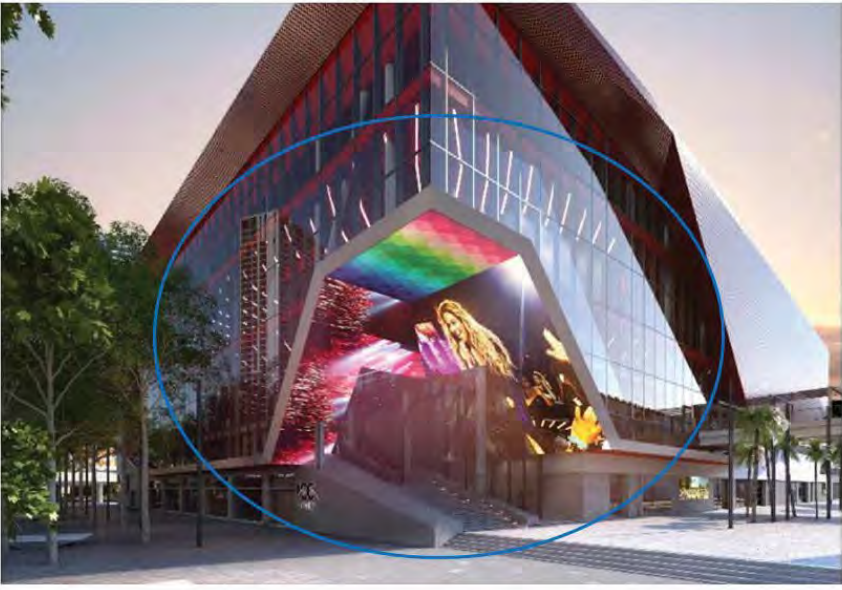
4.2.3 The proposed development:

- Has been designed to a high standard and has been architecturally integrated with the approved buildings.
- Uses digital technology through all of the multi-purpose signage. All signage sits on a IPTV media backbone with intuitive content management system for ease of multiple message types.
- Will convey excitement and inspiration to visitors of the precinct with event information and community beneficial content including Sydney specific content
- Has been designed to provide signage that is integrated with approved buildings. Standalone signage infrastructure has been minimised and is only proposed along the boulevard to seamlessly mesh with all public realm elements.
- Will allow for additional media through which to interpret Sydney’s natural and cultural heritage. A statement from TKD Architects is provided as Appendix F.
- Provides a safe, permanent, and easily identifiable entry point to each building via static and digital signage
- Provides a platform to develop an integrated and precinct-wide identity.
- Will assist with wayfinding, including addressing hierarchical routes through the precinct.
- Latest technology LED screens and content delivery streams will provide a new and exciting platform for the operator to display and interact with patrons and the general public

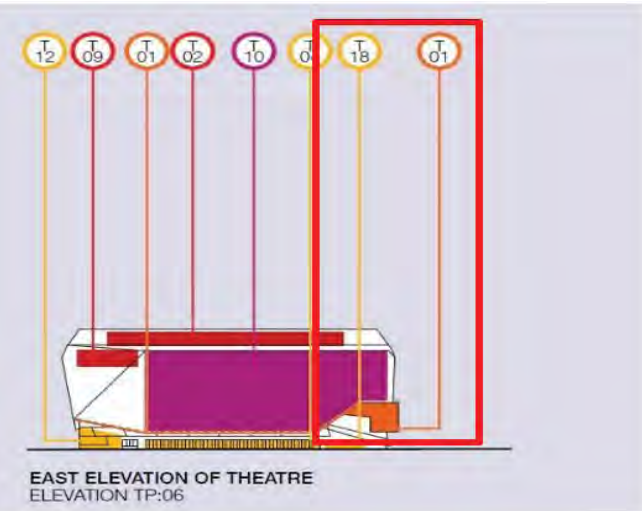


Integrated digital and fixed building identification signage location Plan

Theatre: T-01

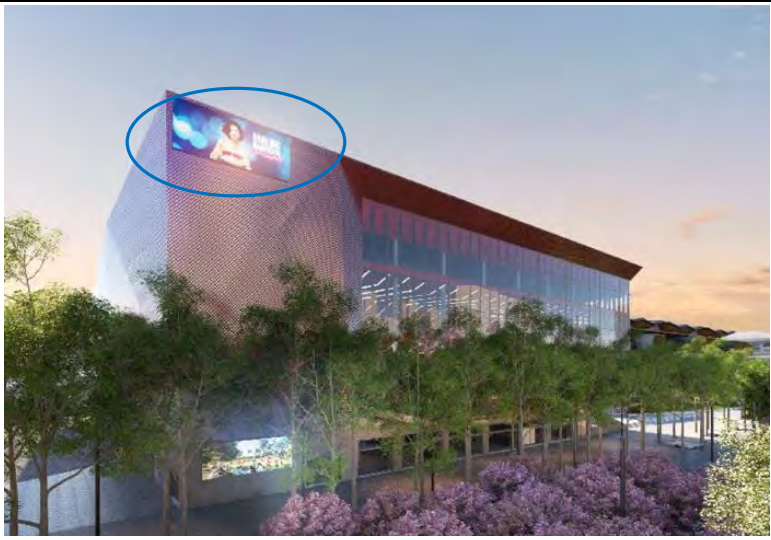
Sign Description		
	Description	Digital Soffit
	Height	Complex
	Width	Complex
	Area	250m ²
	Hours	24
	Content	Precinct info: ✓ Event info: ✓ OHS info: ✓ Partner info: ✓ Live site: ✓ Still imagery: ✓
	Audio	✓
	Video	✓

T-01 is a dynamic led installation that will signify the entrance to the Theatre.
T-01 will be used for a variety of purposes, including promotion of events held at the venue.

Alignment with SICEEP Guidelines		
	Maximum Area	entire soffit for perimeter of building
	Typologies	Soffit Sign
	Display Method	Static Illuminated Digital
	Content/Purpose	3rd Party Advertising Promotional

Note: Precinct Partner Content is limited to a maximum of 45m2 of overall area.

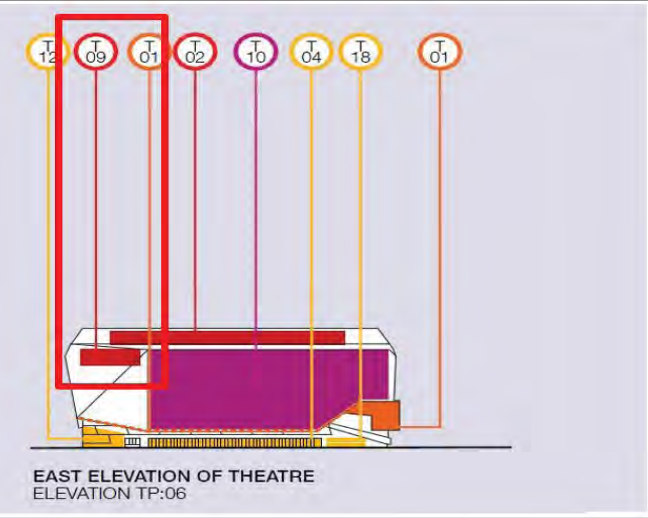
Theatre: T-09

Sign Description		
	Description	Building Identification
	Height	4.0m
	Width	9.6m
	Area	38.4m²
	Hours	24
	Content	Precinct info: ✗ Event info: ✗ OHS info: ✗ Partner info: ✗ Live site: ✗ Still imagery: ✗
	Audio	✗
	Video	✗

T-09 is a digital billboard that will be visible from the Pier Street overpass. T-09 will operate in line with the description in Section 3.2

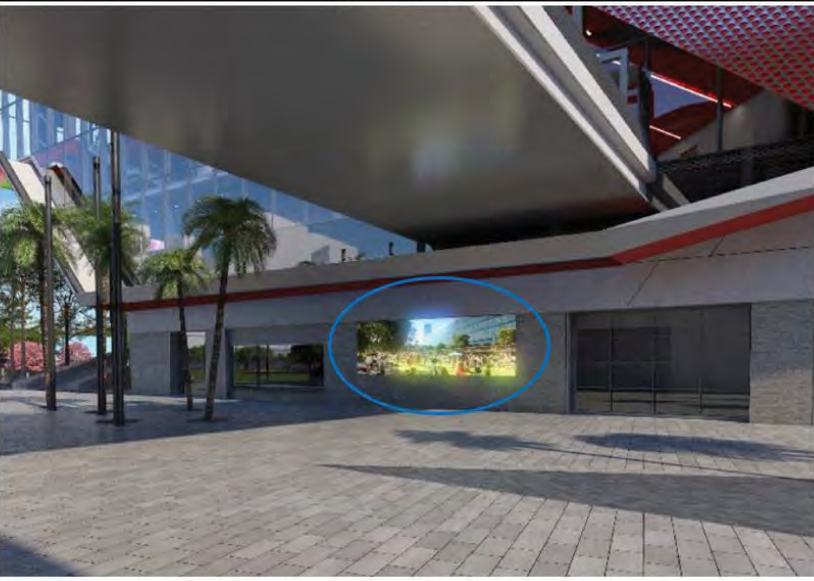
No moving images or sound is proposed on T-09. T-09 will operate with a dwell time of at least 10 seconds

Alignment with SICEEP Guidelines



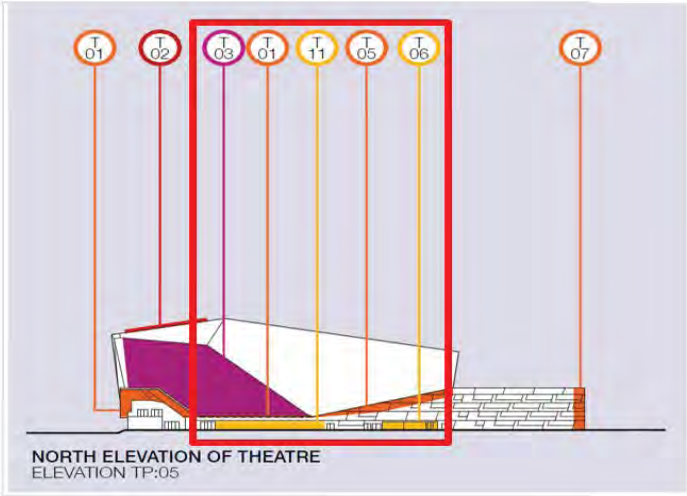
Maximum Area	85m²
Typologies	Wall Sign
Display Method	- Static - Illuminated - Digital
Content/ Purpose	- Building Name - Building Branding

Theatre: T11-A and B

Sign Description		
	Description	Signage and Live Site
	Height	2.0m
	Width	7.2m
	Area	14.4m²
	Hours	24
	Content	Precinct info: ✓ Event info: ✓ OHS info: ✓ Partner info: ✓ Live site: ✓ Still imagery: ✓
	Audio	✓
	Video	✓

T-11 is a dynamic digital billboard that will be viewed from the pedestrian areas adjacent to the Theatre. T-11A will operate in line with the description in Section 3.3.

Alignment with SICEEP Guidelines

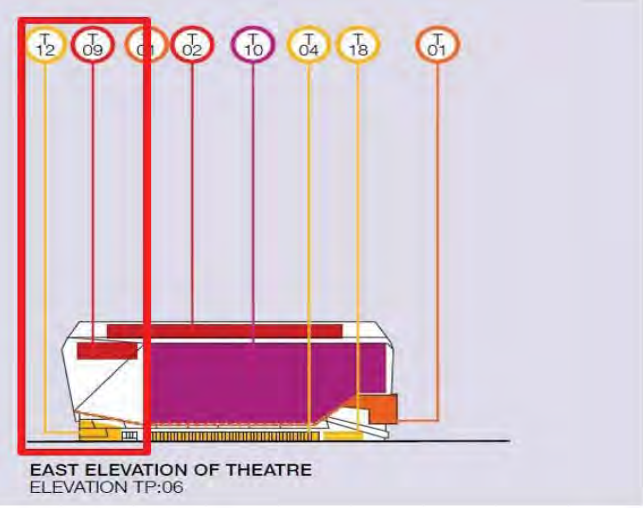


Maximum Area	100m²
Typologies	Wall Sign
Display Method	- Static - Illuminated - Projected - Digital
Content/ Purpose	- Retail 3rd Party Advertising - Promotional

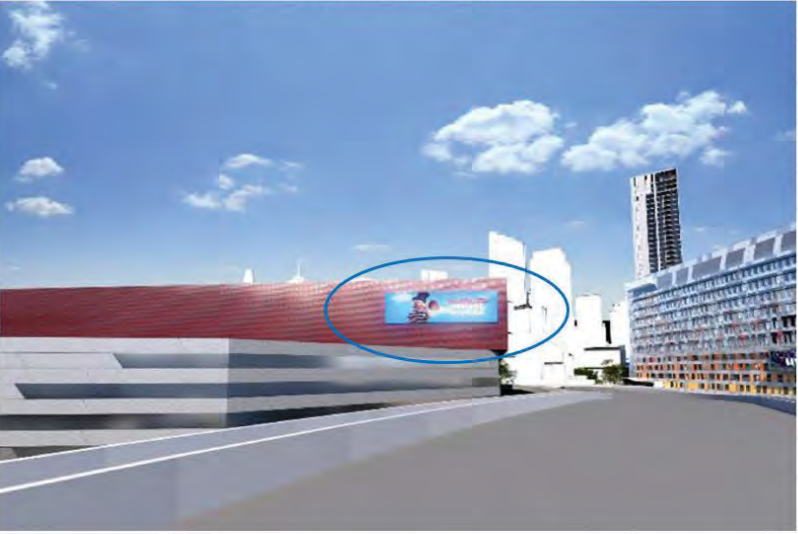
Theatre: T-12

Sign Description		
	Description	Signage and Live Site
	Height	2.8m
	Width	7.2m
	Area	21.2m ²
	Hours	24
	Content	Precinct info: ✓ Event info: ✓ OHS info: ✓ Partner info: ✓ Live site: ✓ Still imagery: ✓
	Audio	✓
	Video	✓

T-12 is a dynamic digital billboard that will be viewed from the pedestrian areas adjacent to the Theatre within the SICEEP area. T-12 will operate in line with the description in Section 3.3.

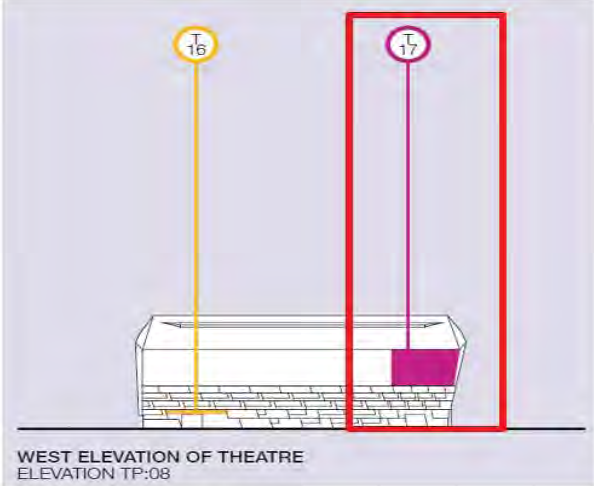
Alignment with SICEEP Guidelines		
	Maximum Area	66m ²
	Typologies	Wall Sign
	Display Method	- Static - Illuminated - Projected - Digital
	Content/Purpose	- Retail 3rd Party Advertising - Promotional

Theatre - T-17

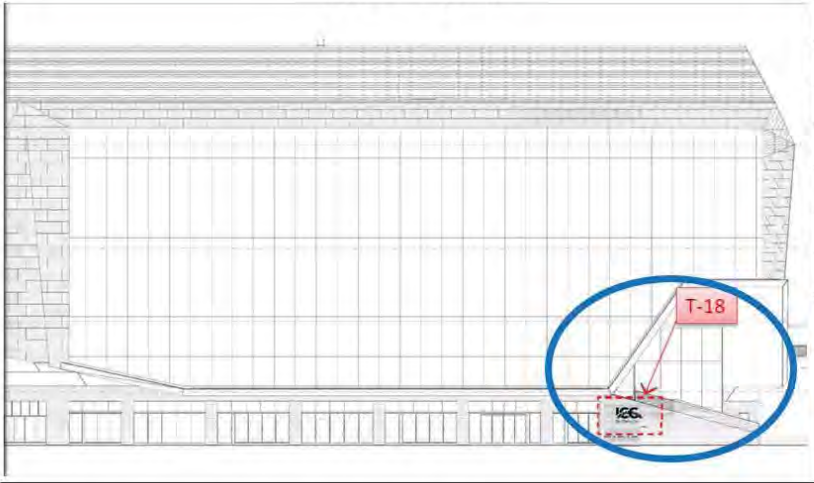
Sign Description		
	Description	Digital Billboard
	Height	4.8m
	Width	17.5m
	Area	84m ²
	Hours	24
	Content	Precinct info: ✓ Event info: ✓ OHS info: ✓ Partner info: ✓ Live site: ✗ Still imagery: ✓
	Audio	✗
	Video	✗

T-17 is a digital billboard that will be visible from the Pier Street overpass. T-17 will operate in line with the description in Section 3.3.

No moving images or sound is proposed on T-17. T-17 will operate with a dwell time of at least 10 seconds.

Alignment with SICEEP Guidelines		
	Maximum Area	245m ²
	Typologies	Wall Sign
	Display Method	Digital
	Content/Purpose	- Building Name - Building Branding - Third Party Advertising - Promotional

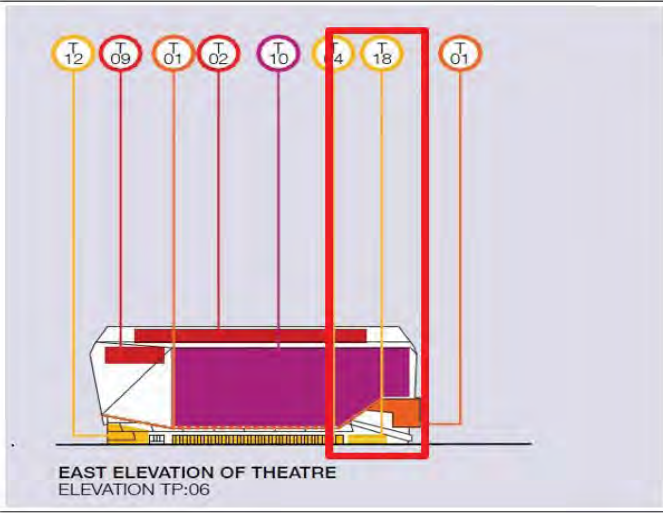
Theatre: T-18

Sign Description		
	Description	Building Identification
	Height	1.4m
	Width	2.5m
	Area	3.5m²
	Hours	24
	Content	24
	Audio	N/A
	Video	N/A

T-18 is a building identification sign constituted of metal lettering, fixed to the façade of the approved Theatre building. T-18 will be backlit to silhouette the lettering of the sign.

T-18 will be lit for 24 hours a day. No digital component or moving parts are associated with this component.

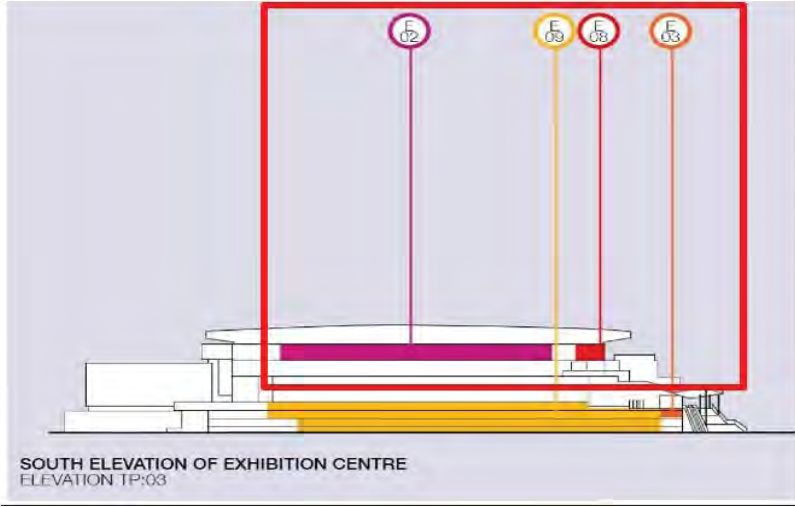
Alignment with SICEEP Guidelines

	Maximum Area	21m²
	Typologies	Wall Sign
	Display Method	- Static - Illuminated - Projected - Digital
	Content/ Purpose	- Retail 3rd Party Advertising - Promotional

ICC Sydney Exhibition: E-02 & E20

Sign Description		
	Description	Digital Billboard / Live Event Screen
	Height	7.2m
	Width	13m
	Area	93.6m²
	Hours	c. 18
	Content	Precinct info: ✓ Event info: ✓ OHS info: ✓ Partner info: ✓ Live site: ✓ Still imagery:
	Audio	✓
	Video	✓

Alignment with SICEEP Guidelines

	Maximum Area	504m²
	Typologies	Wall Sign
	Display Method	Digital
	Content/ Purpose	3rd Party Advertising - Promotional

Exhibition Centre: E-07

Sign Description		
	Description	Building Identification
	Height	2m
	Width	3.8m
	Area	7.6m ²
	Hours	24
	Content	N/A
	Audio	N/A
	Video	N/A

E-07 is a building identification sign constituted of metal lettering, fixed to the façade of the approved Exhibition Centre building. E-07 will be backlit to silhouette the lettering of the sign.

E-07 will be lit for 24 hours a day. No digital component or moving parts are associated with this component.

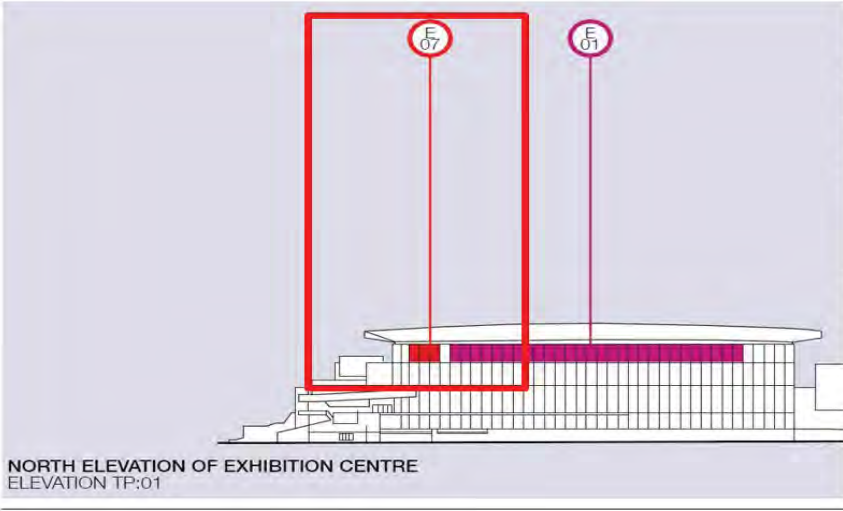
Exhibition Centre: E-08

Sign Description		
	Description	Building Identification
	Height	2m
	Width	3.8m
	Area	7.6m ²
	Hours	24
	Content	N/A
	Audio	N/A
	Video	N/A

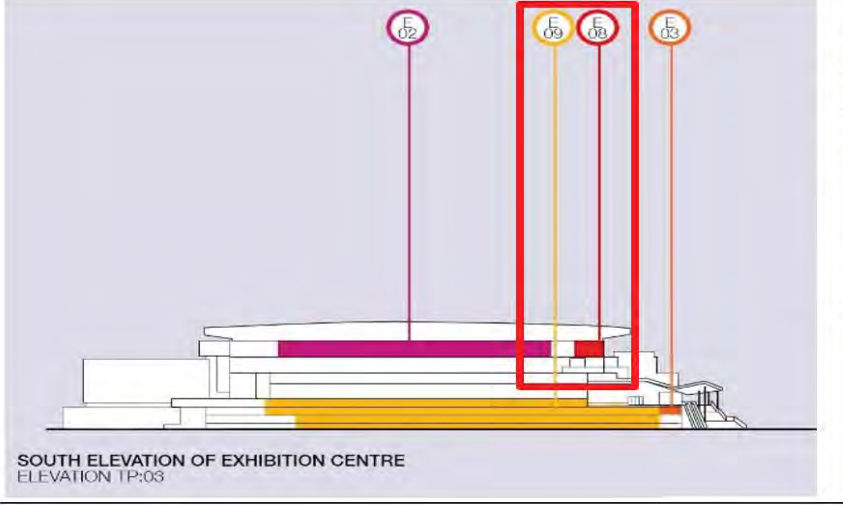
E-08 is a building identification sign constituted of metal lettering, fixed to the façade of the approved Exhibition Centre building. E-08 will be backlit to silhouette the lettering of the sign.

E-08 will be lit for 24 hours a day. No digital component or moving parts are associated with this component.

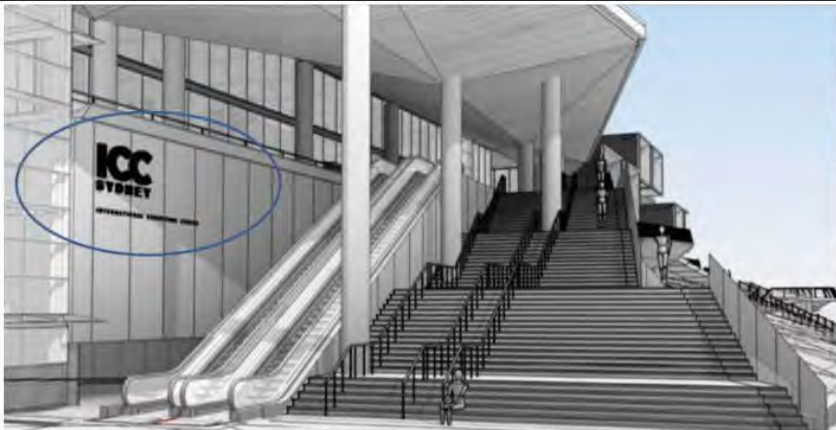
Alignment with SICEEP Guidelines

	Maximum Area	54m ²
	Typologies	Wall Sign
	Display Method	- Static - Illuminated - Digital
	Content/Purpose	- Building Name - Building Branding

Alignment with SICEEP Guidelines

	Maximum Area	54m ²
	Typologies	Wall Sign
	Display Method	- Static - Illuminated - Digital
	Content/Purpose	- Building Name - Building Branding

Exhibition Centre: E-10

Sign Description		
	Description	Building Identification
	Height	1.4m (logo) 0.2m (text)
	Width	2.5 (logo) 7.7 (text)
	Area	5m ² (total)
	Hours	24
	Content	N/A
	Audio	N/A
	Video	N/A

Sign E-10 is a building identification sign constituted of metal lettering, fixed to the façade of the approved Exhibition Centre building. E-10 will be backlit to silhouette the lettering of the sign.

E-10 consists of two elements, both affixed to the building facade:

- the ICC logo; and

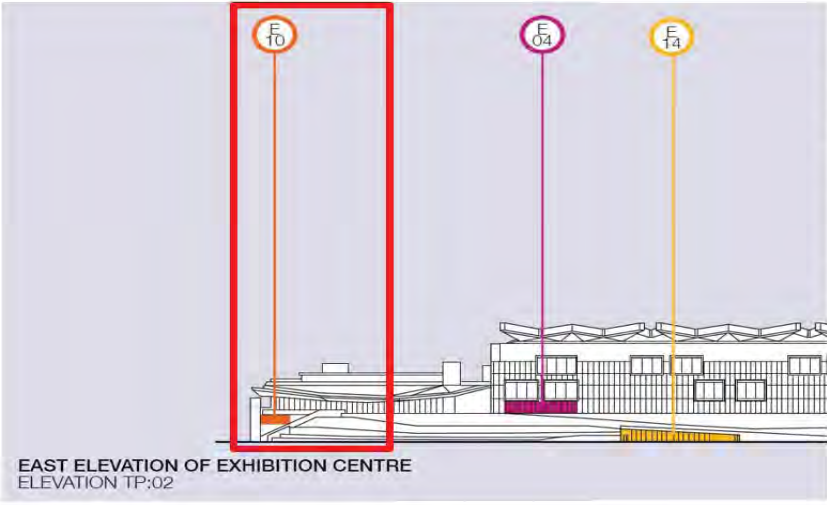
Convention Centre: C-09

Sign Description		
	Description	Building Identification
	Height	0.2m
	Width	9.3m
	Area	1.8m ²
	Hours	24
	Content	N/A
	Audio	N/A
	Video	N/A

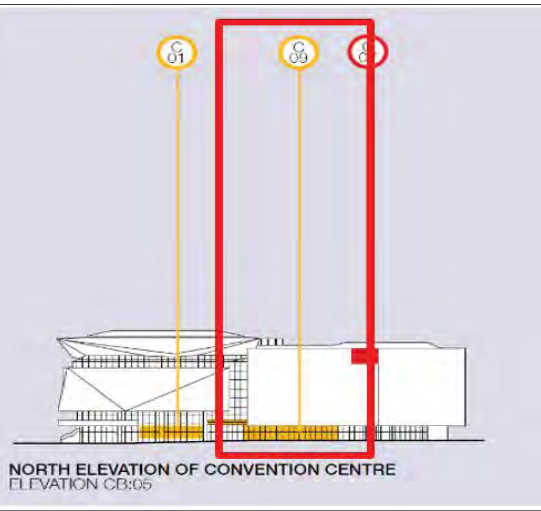
Sign C-09 is a building identification sign constituted of metal lettering, fixed to the façade of the approved Convention Centre building. C-09 will be backlit to silhouette the lettering of the sign.

C-09 will be lit for 24 hours a day. No digital component or moving parts are associated with this component.

Alignment with SICEEP Guidelines

	Maximum Area	30m ²
	Typologies	Soffit Sign
	Display Method	- Static - Projected - Digital
	Content/Purpose	- Building Name - Building Branding 3rd Party Advertising - Promotional

Alignment with SICEEP Guidelines

	Maximum Area	125m ²
	Typologies	Wall Sign
	Display Method	- Static - Illuminated - Projected - Digital
	Content/Purpose	Retail

Convention Centre: C-05

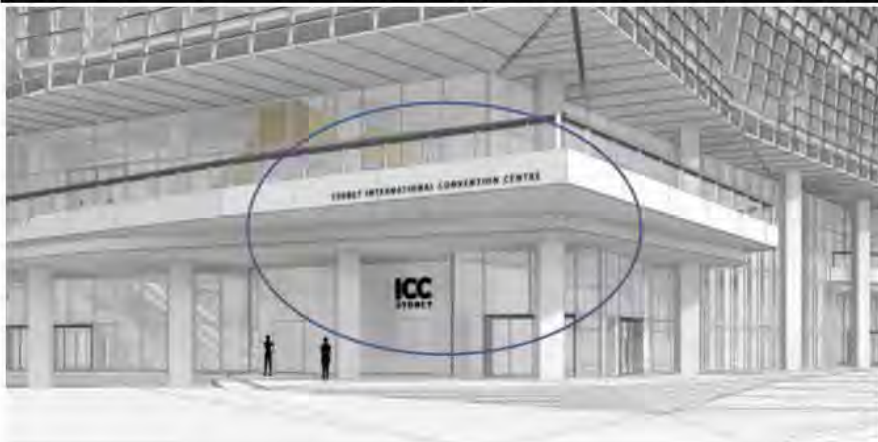
Sign Description		
	Description	Building Identification
	Height	1.4m (logo) 0.2m (text)
	Width	2.5 (logo) 9.3 (text)
	Area	5.4m² (total)
	Hours	24
	Content	N/A
	Audio	N/A
	Video	N/A

Sign C-05 is a building identification sign constituted of metal lettering, fixed to the façade of the approved Convention Centre building. C-05 will be backlit to silhouette the lettering of the sign.

C-05 consists of two elements:

- the ICC logo will be affixed to the façade of the building; and
- text “Sydney International Convention Centre” will be affixed to the awning.

Convention Centre: C-06

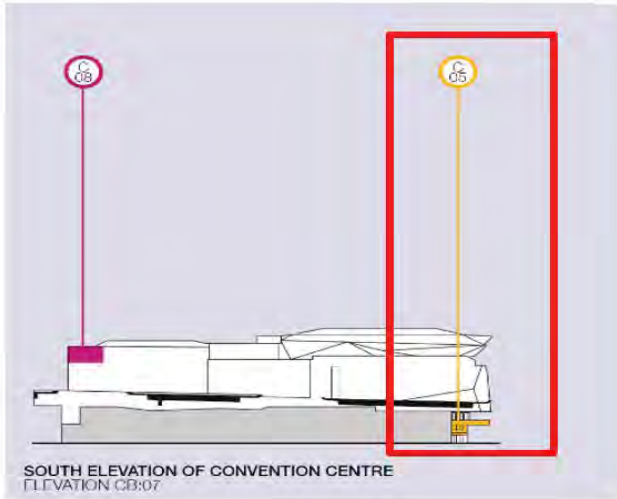
Sign Description		
	Description	Building Identification
	Height	1.4m (logo) 0.2m (text)
	Width	2.5 (logo) 9.3 (text)
	Area	5.4m² (total)
	Hours	24
	Content	N/A
	Audio	N/A
	Video	N/A

Sign C-06 is a building identification sign constituted of metal lettering, fixed to the façade of the approved Convention Centre building. C-06 will be backlit to silhouette the lettering of the sign.

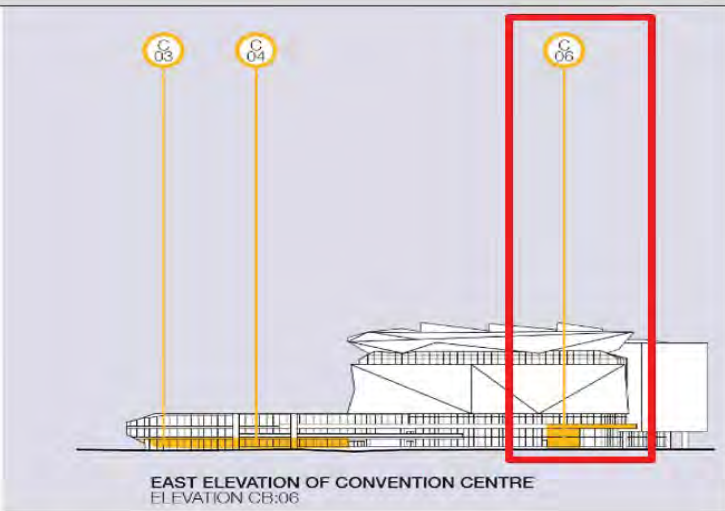
C-06 consists of two elements:

- the ICC logo will be affixed to the façade of the building; and
- text “Sydney International Convention Centre” will be affixed to the awning.

Alignment with SICEEP Guidelines

	Maximum Area	80m²
	Typologies	Wall Sign
	Display Method	- Static - Illuminated - Projected - Digital - Audio
	Content/ Purpose	- Building name - Building Branding - Business Name - Wayfinding 3rd Party Advertising - Promotional

Alignment with SICEEP Guidelines

	Maximum Area	80m²
	Typologies	Wall Sign
	Display Method	- Static - Illuminated - Projected - Digital - Audio
	Content/ Purpose	- Building name - Building Branding - Business Name - Wayfinding 3rd Party Advertising - Promotional

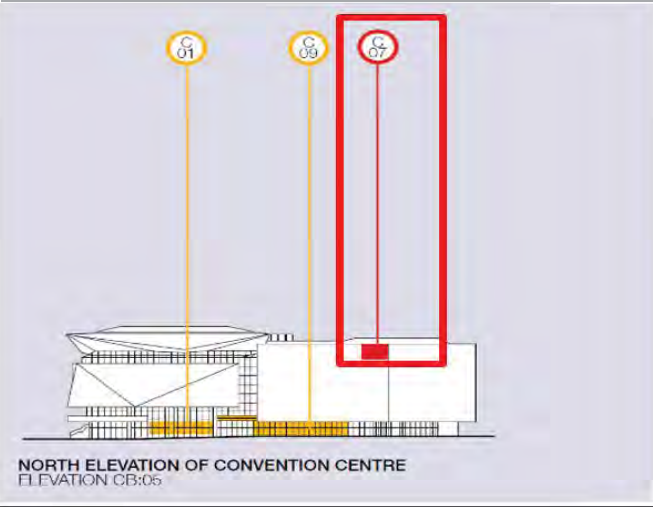
Convention Centre: C-07

Sign Description		
	Description	Building Identification
	Height	3.5m
	Width	5.8m
	Area	20.3m²
	Hours	24
	Content	N/A
	Audio	N/A
	Video	N/A

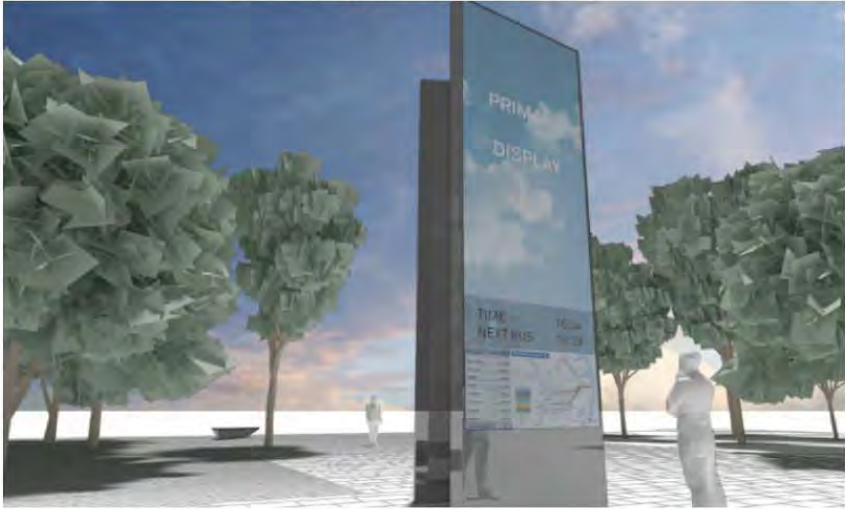
C-07 is a building identification sign constituted of metal lettering, fixed to the façade of the approved Convention Centre building. C-07 will be backlit to silhouette the lettering of the sign.

C-07 will be lit for 24 hours a day. No digital component or moving parts are associated with this component.

Alignment with SICEEP Guidelines

	Maximum Area	70m²
	Typologies	Roof Sign
	Display Method	- Static - Illuminated - Digital - Audio
	Content/Purpose	- Building name - Building Branding

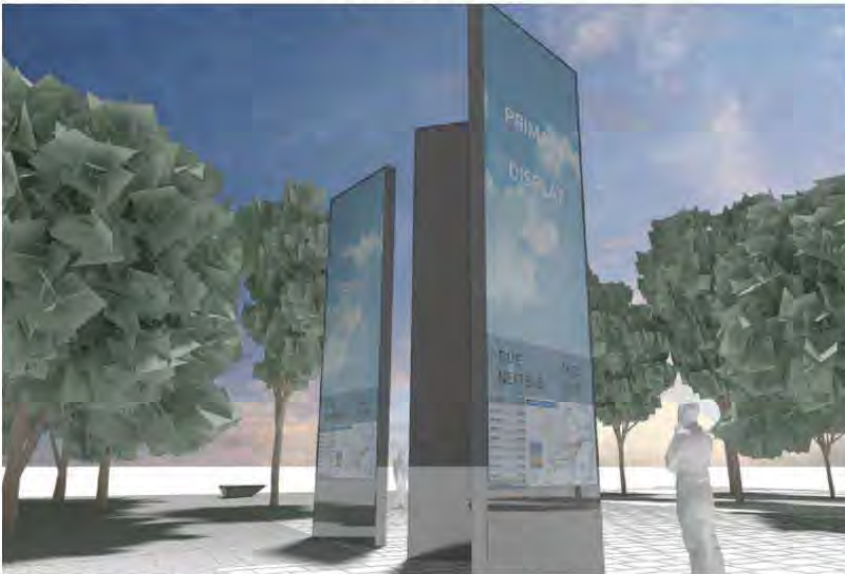
Public Realm: P1, P4

Sign Description		
	Description	Public Realm
	Height	4m
	Width	2m
	Area	8m ²
	Hours	24
	Content	Precinct info: ✓ Event info: ✓ OHS info: ✓ Partner info: ✓ Live site: ✓ Still imagery: ✓
	Audio	✓
	Video	✓

P1 and P4 each consist of two(2) blades located within the public realm. Each blade includes an 8m2 digital LED screen

The aspect of P-1 that is visible from the Pier Street overpass will have restricted capability to prevent it from displaying moving images in line with the requirements of SEPP 64. This aspect will be restricted to showing still images with a dwell time of at least 10 seconds.

Public Relam: P2, P3, P5, P6, P7

Sign Description		
	Description	Public Realm
	Height	4m
	Width	2m
	Area	8m ²
	Hours	24
	Content	Precinct info: ✓ Event info: ✓ OHS info: ✓ Partner info: ✓ Live site: ✓ Still imagery: ✓
	Audio	✓
	Video	✓

P2, P3, P5, P6 and P7 each consist of three(3) blades located within the public realm. Each blade includes an 8m2 digital LED screen

The aspect of P-5 that is visible from Darling Drive will have restricted capability to prevent it from displaying moving images in line with the requirements of SEPP 64. This aspect will be restricted to showing still images with a dwell time of at least 10

ALIGNMENT TO PUBLIC REALM SIGNAGE GUIDELINES

Extract from: SICEEP Permanent Signage and Advertising Guidelines

Freestanding Sign

Signage which is incorporated into free standing structures that are utilised solely for the purpose of supporting the sign. Also includes signage which is incorporated into lighting effects for the precinct.

USE: For Wayfinding, Promotional and Third-Party Advertising purposes

- Freestanding signs must be scaled appropriately to the venues and precinct scale.
- The number of freestanding signs are limited to the Primary Information sign locations, as per section 03.
- Skytrackers may be incorporated into free standing signs
- Up to 5 zones permissible within the SICEEP boundary for permanent skytracker locations in the precinct.
- The skytrackers should be incorporated into the primary signage element/structures to avoid clutter in the public realm.
- The skytracker hardware should be concealed as far as possible.
- Permanent advertising on freestanding skytracker signs is to be limited to the ground zone only.

An architectural rendering of a waterfront plaza. On the left, a large building with a white, faceted, crystalline facade curves along the edge. Below it, a wide, paved plaza is filled with many small figures of people walking. In the foreground of the plaza, there is a circular fountain with concentric rings of water. To the right of the plaza, a wooden pier extends into a body of water. In the background, a city skyline is visible across the water, including a bridge and several tall buildings. The sky is bright with soft, white clouds. The overall color palette is warm, with a golden glow from the sun.

5.0_

DRAWINGS

HASSELL+POPULOUS

5.0 DRAWINGS

The following drawings form part of this application;

5.1 Digital screen for buildings and public realm

5.2 Fixed indentificatin signs for buildings

The following drawings are provided for information only and do not form part of the application. They were approved previoulsy as part of a seperate application.

5.3 Public realm wayfinding signage

5.4 Vehicular wayfinding signage

An architectural rendering of a waterfront plaza. On the left, a large building with a distinctive, faceted, crystalline facade in shades of white and gold. Below the building is a wide, paved plaza with a large, circular, tiered fountain in the foreground. Numerous small figures of people are scattered across the plaza, suggesting a lively public space. To the right, a body of water stretches towards the horizon, with a bridge and other city buildings visible in the distance. The sky is a soft, hazy blue with light clouds. The overall tone is bright and optimistic.

51_

DIGITAL SCREENS FOR BUILDINGS AND PUBLIC REALM

HASSELL+POPULOUS

An architectural rendering of a waterfront plaza. On the left, a large building with a distinctive, faceted, crystalline facade in shades of white and gold. The building has a wide, elevated walkway. In the foreground, a large, paved plaza is filled with many small figures of people walking. A circular, tiered fountain with a central sphere is located in the lower-left. To the right, a wooden pier extends into a body of water. In the background, a city skyline is visible across the water, including a bridge and various buildings. The sky is bright with soft clouds. The overall color palette is warm, with a golden glow.

5.2_

FIXED IDENTIFICATION SIGNS FOR BUILDINGS

HASSELL+POPULOUS



5.3_

PUBLIC REALM WAYFINDING SIGNAGE

HASSELL+POPULOUS

An architectural rendering of a waterfront plaza. On the left, a large building with a white, faceted, crystalline facade and a cantilevered upper level. The plaza is paved with dark, rectangular stones and features a circular fountain with concentric stone tiers in the lower-left. Numerous small figures of people are scattered throughout the plaza. To the right, a wooden pier extends into a body of water. In the background, a city skyline is visible under a hazy, sunset-colored sky. A thin blue vertical line is on the far left.

5.4_

VEHICULAR WAYFINDING SIGNAGE

HASSELL+POPULOUS