

Signage & Branding Proposal

20 August 2014

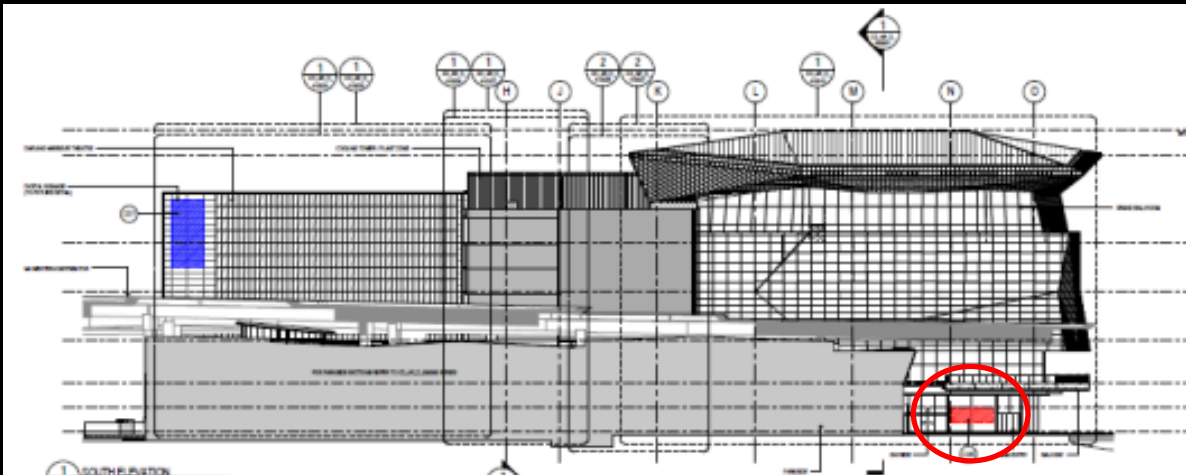
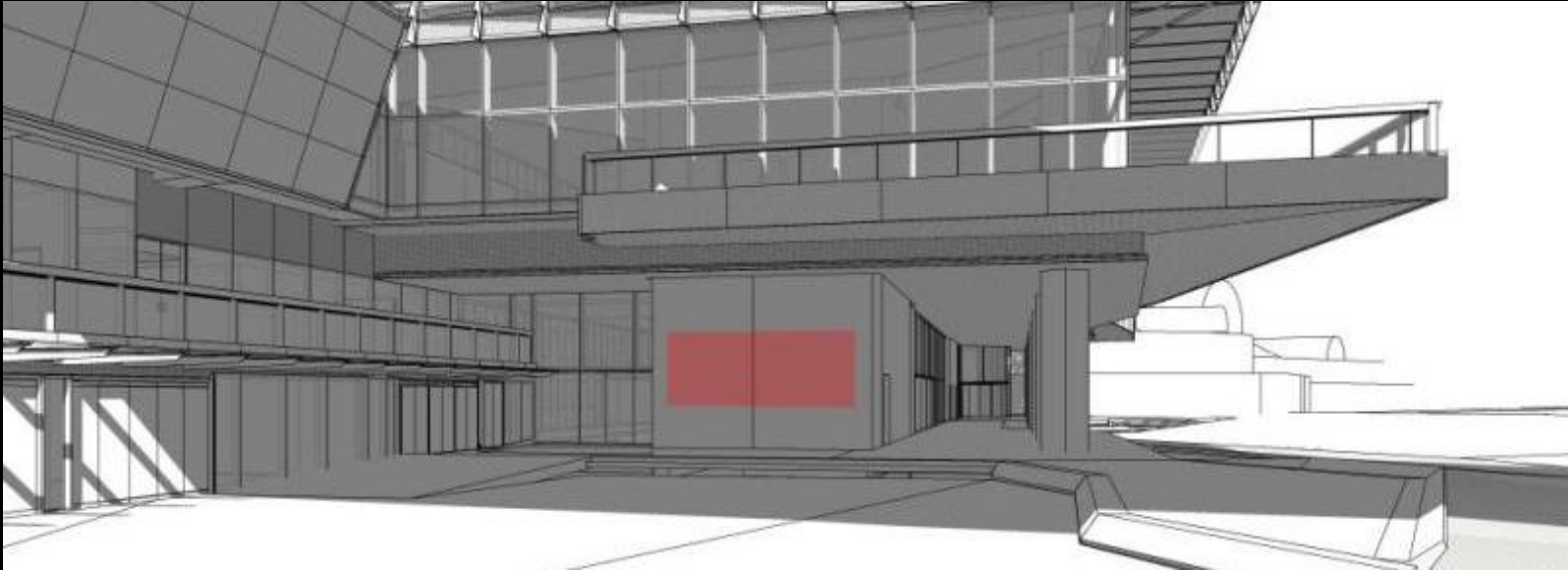


ICC Convention



ICC Convention

C-05 Building identification



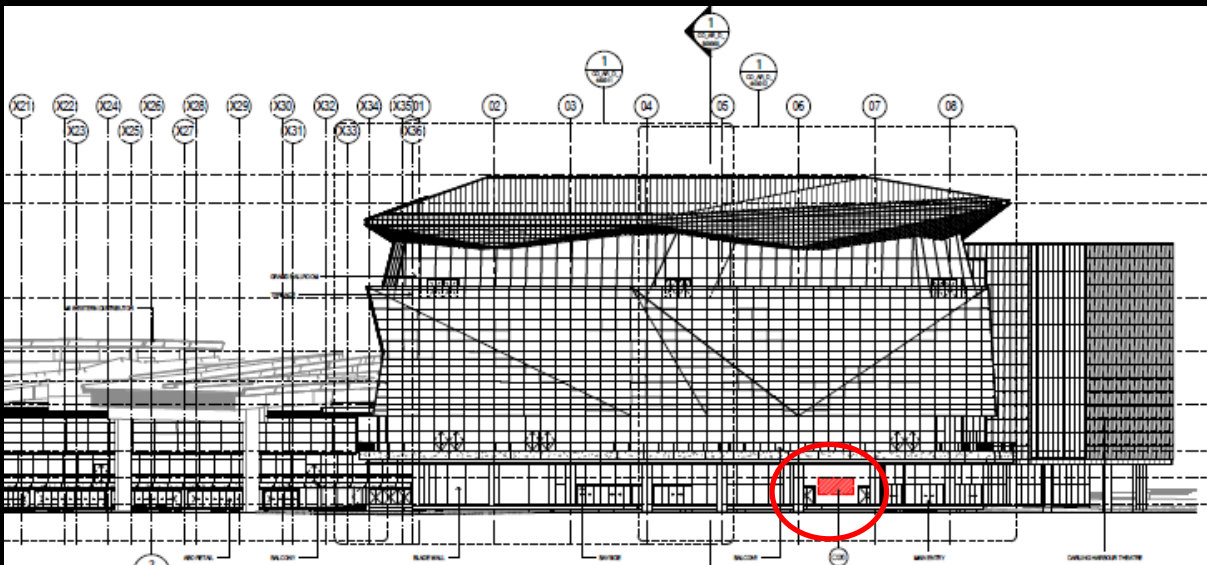
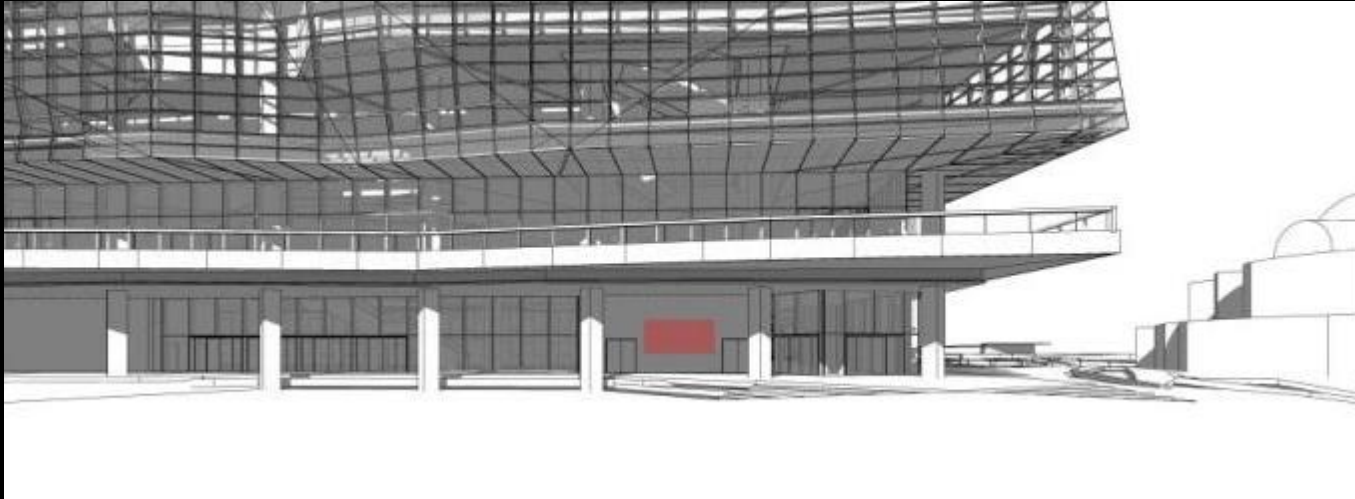
South Elevation

**Stainless steel/Graphic Logo
Approx. 12sqm (4.9 x 2.4m)**

Excluded from Revenue forecast

ICC Convention

C-06 Building identification



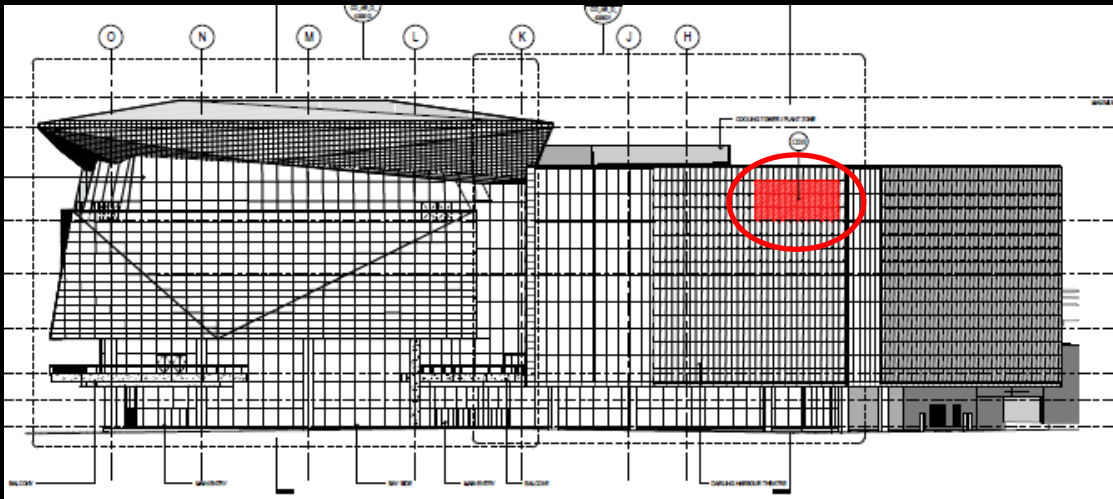
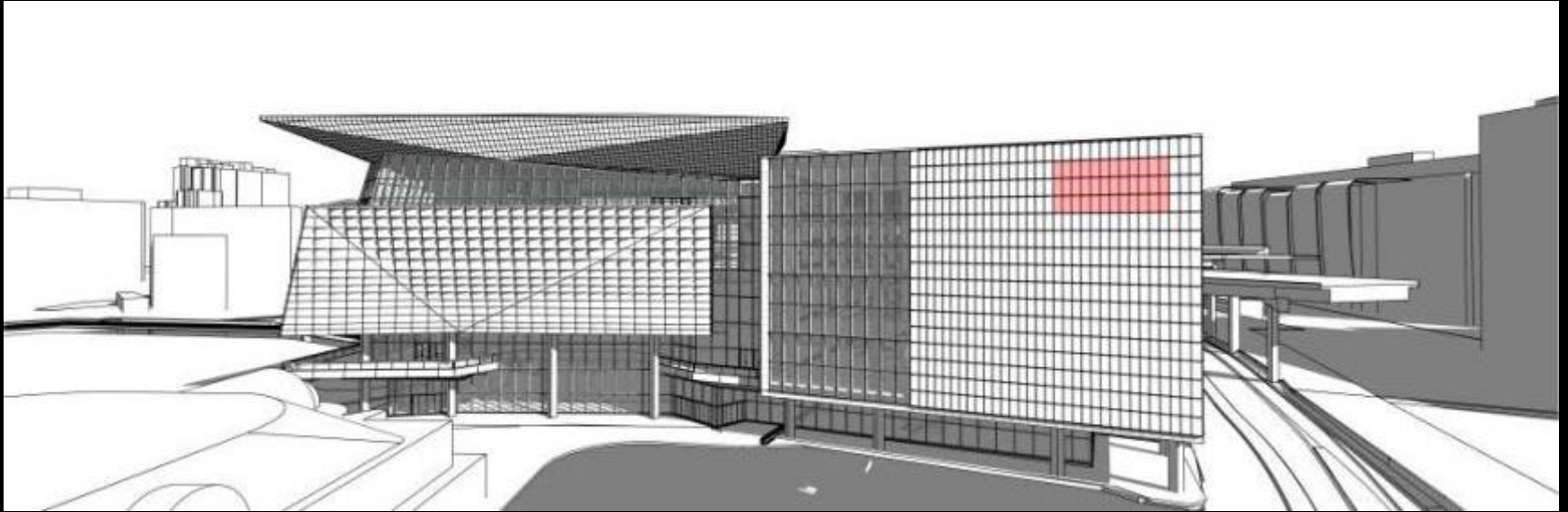
East Elevation

**Stainless steel/Graphic Logo
Approx. 12sqm (4.9 x 2.4m)**

Excluded from Revenue forecast

ICC Convention

C-07 Building identification



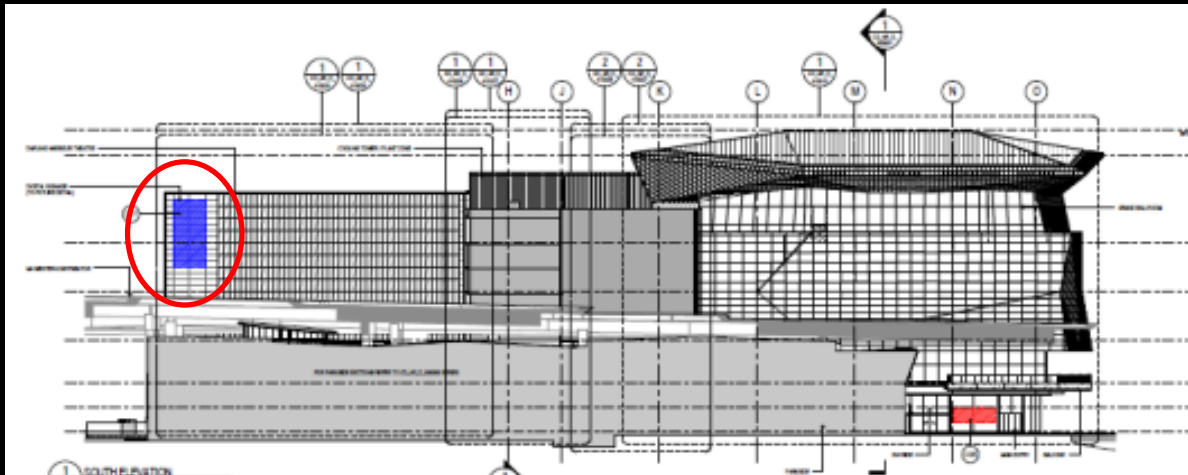
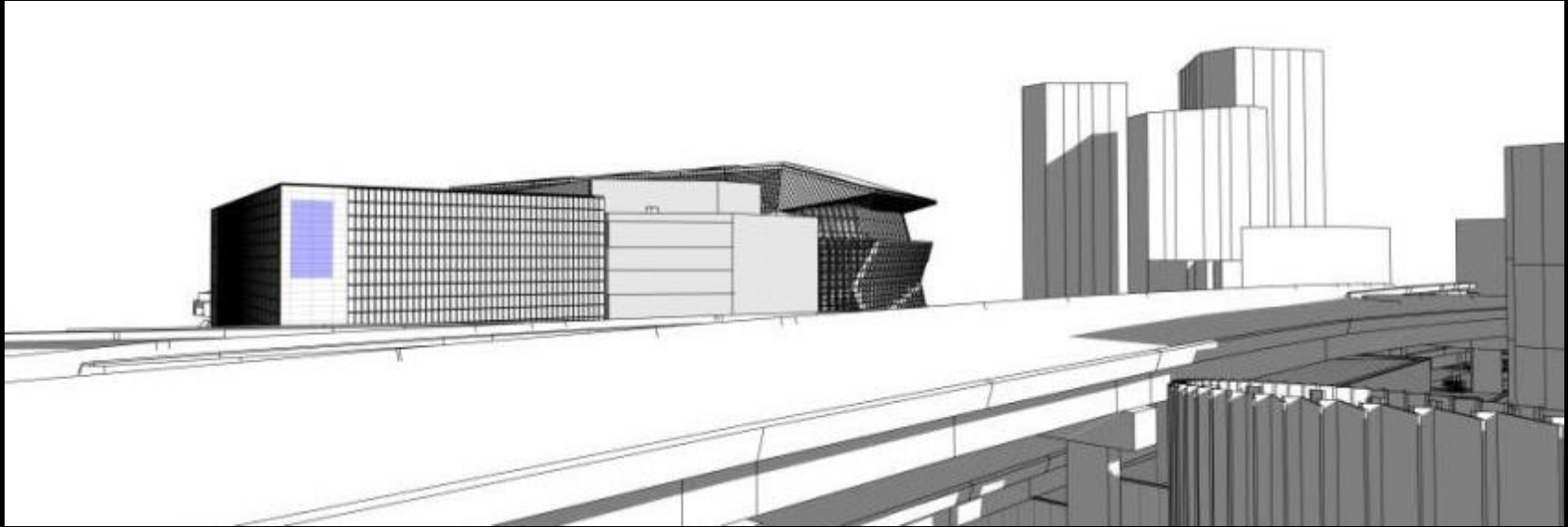
North Elevation

**Stainless steel/Graphic Logo
Approx. 50sqm (10m x 5m)**

Excluded from Revenue forecast

ICC Convention

C-08 Naming rights and event/precinct information



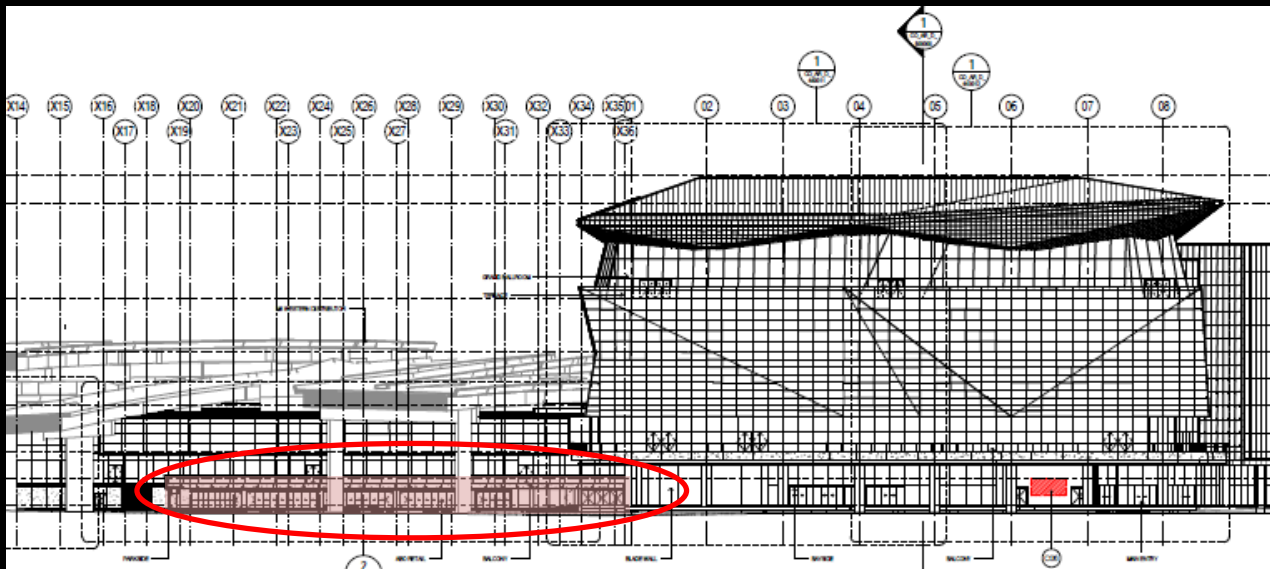
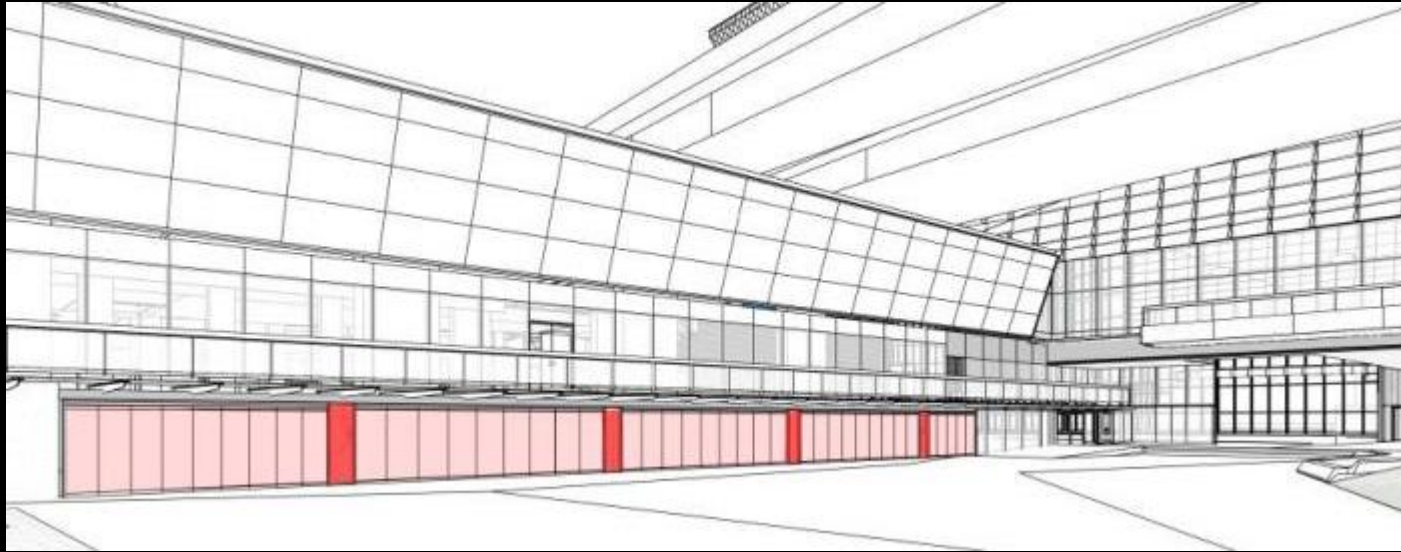
South Elevation

Static screen day & night

Approx. 50sqm (10 x 5m)
Nom.16mm LED with 50m
viewing distance and video
ability

ICC Convention

C-20 ABO Tenant information



East Elevation

Tenant signage Details to be confirmed

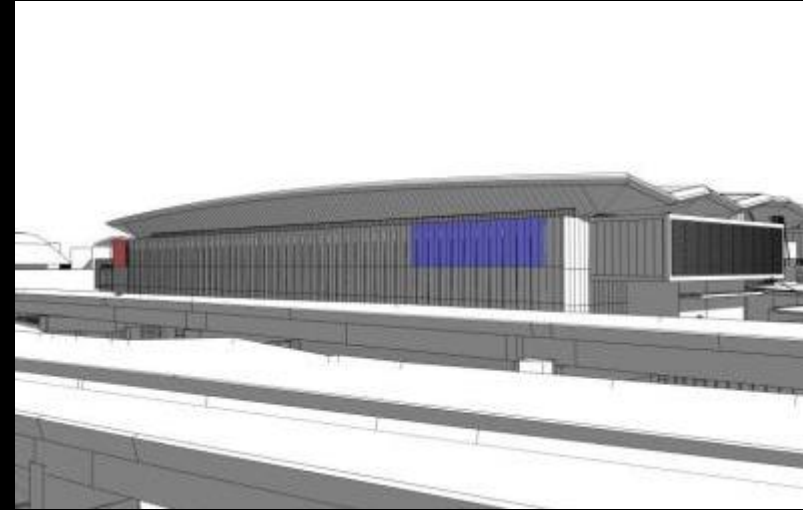
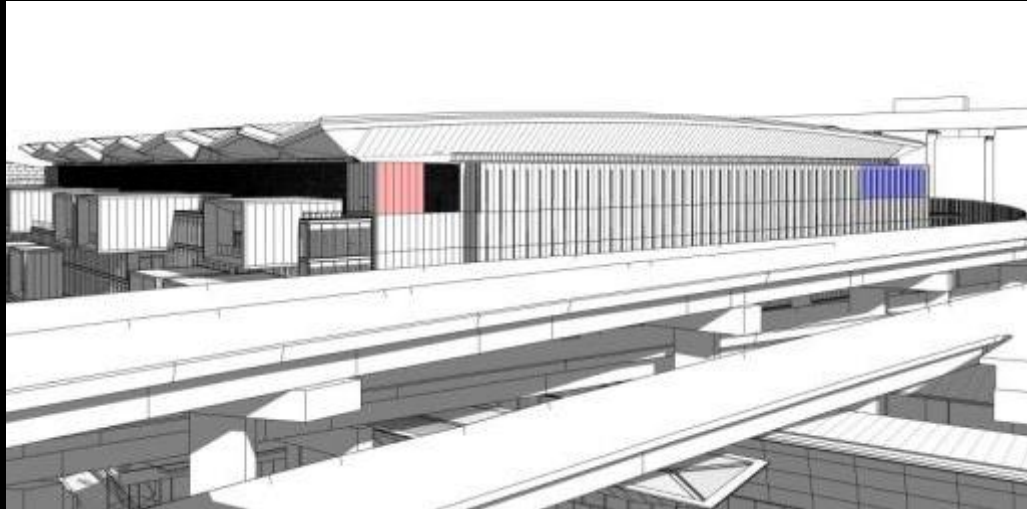
Excluded from Revenue forecast

ICC Exhibition Centre

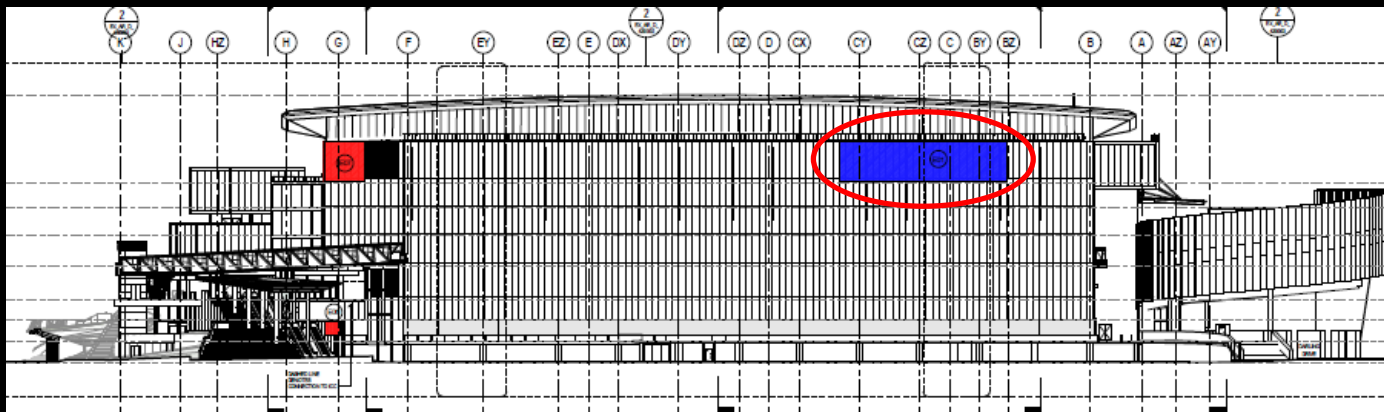


ICC Exhibition Centre

E-01 Naming rights and event/precinct information



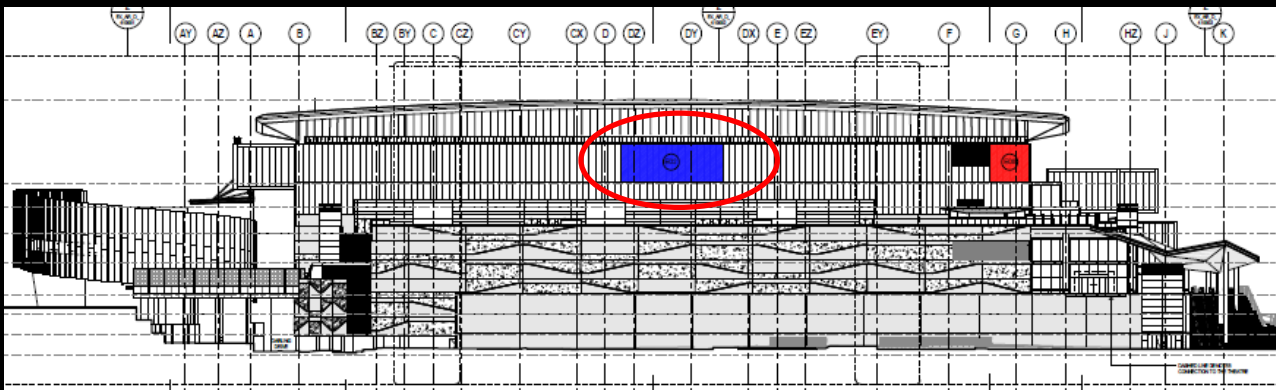
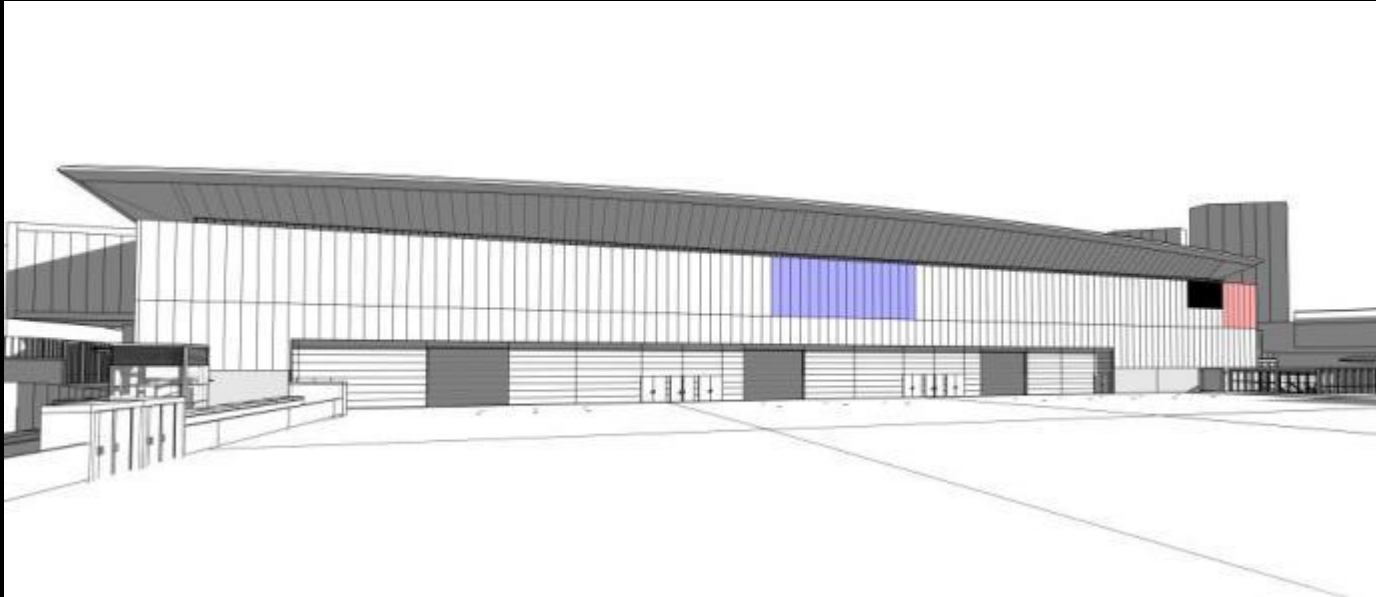
North Elevation
Static screen day & night



Approx. 90sqm
(18 x 5m)
Nom.10mm LED with
50m viewing
distance and video
ability

ICC Exhibition Centre

E-02 Naming rights and event/precinct information

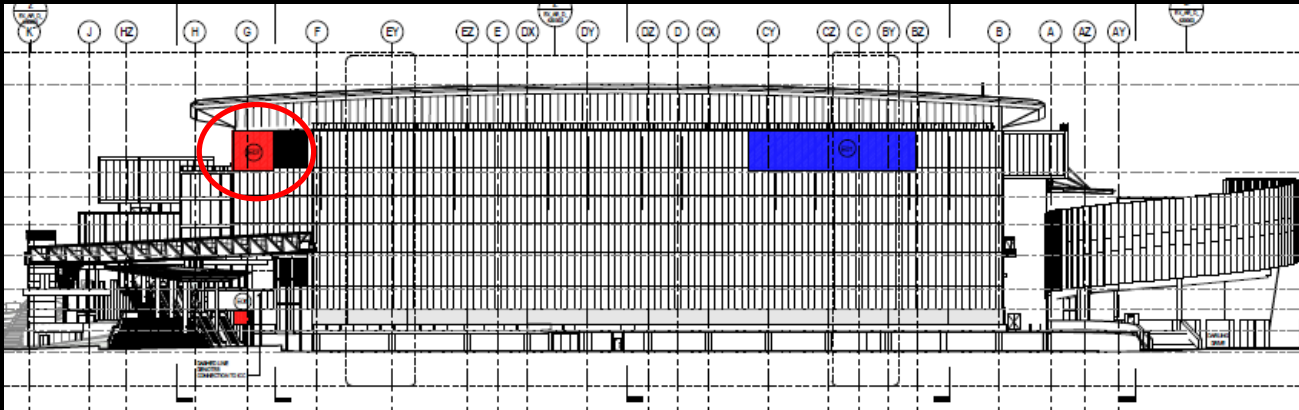
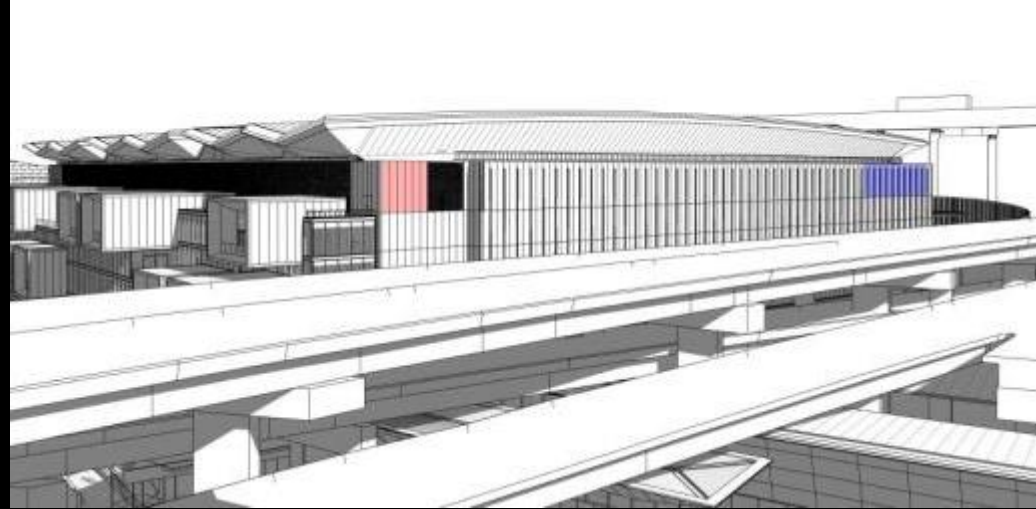
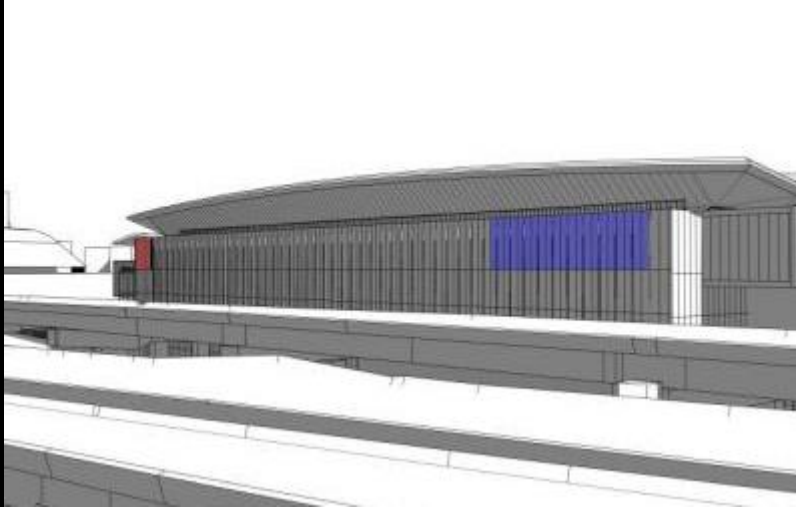


**South Elevation
Dynamic screen day &
night**

**Approx. 90sqm (18 x 5m)
Nom.10mm LED with 50m
viewing distance and
video ability**

ICC Exhibition Centre

E-07 Building identification



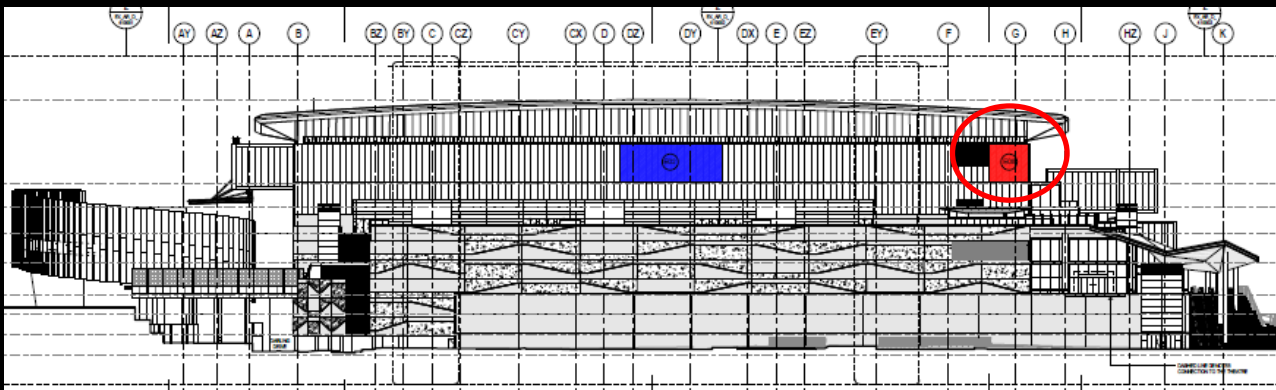
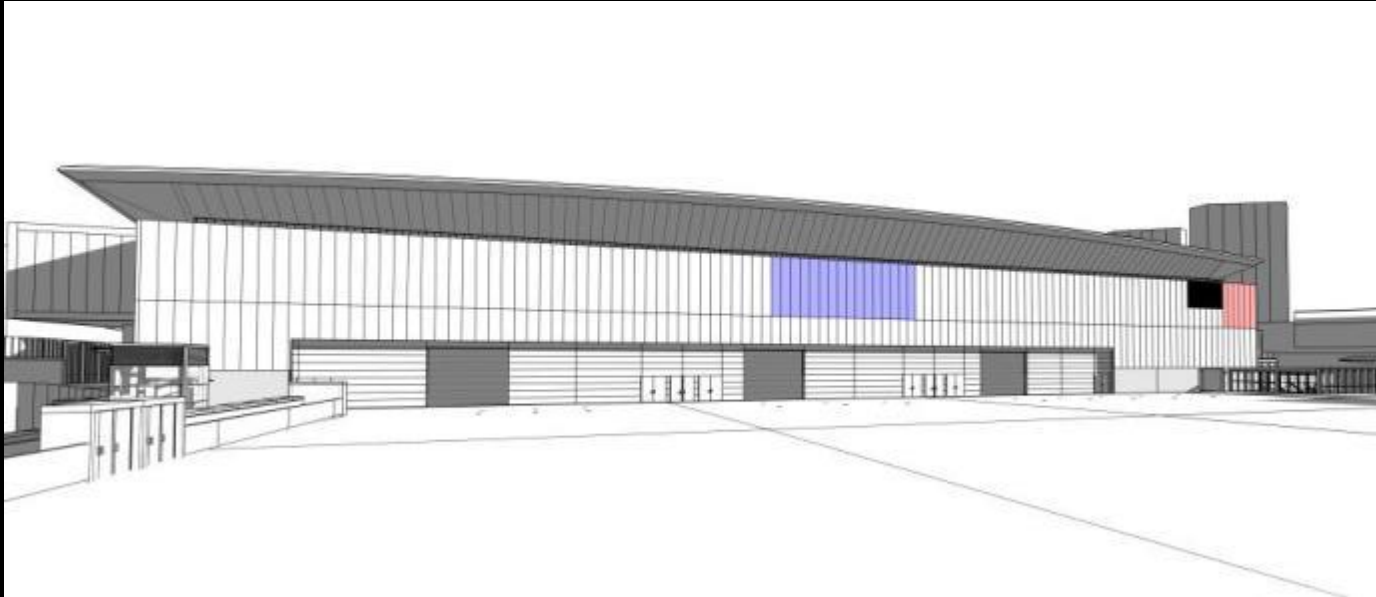
North Elevation

Stainless steel/Graphic
Logo
Approx. 28sqm (7 x 4m)

Excluded from Revenue forecast

ICC Exhibition Centre

E-08 Building identification



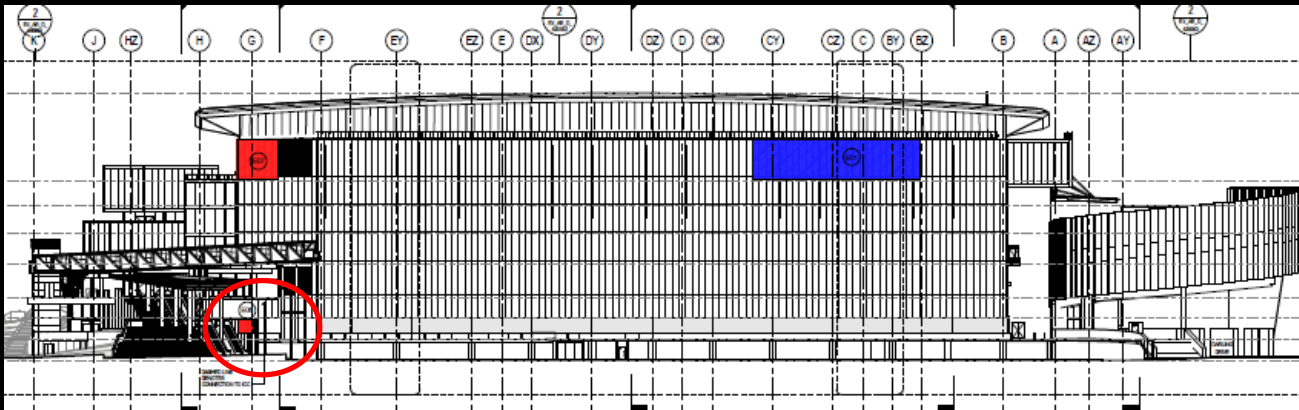
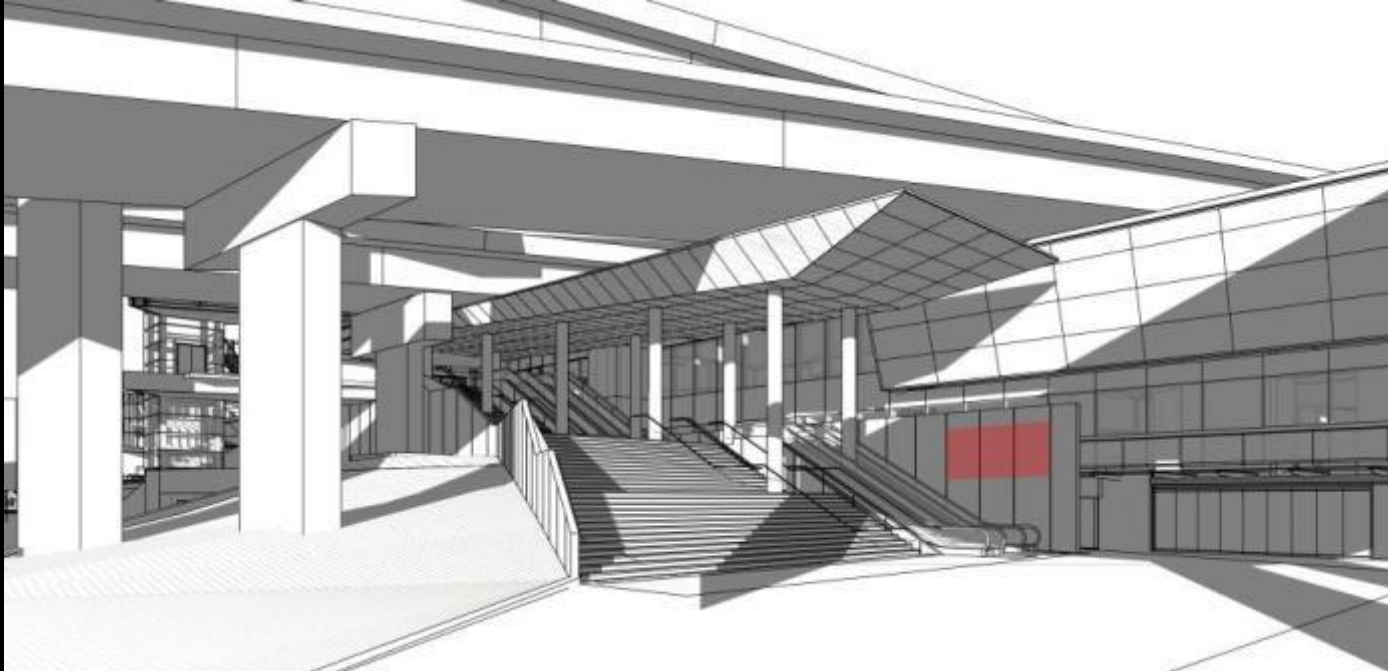
South Elevation

**Stainless steel/Graphic
Logo
Approx. 28sqm (7 x 4m)**

Excluded from Revenue forecast

ICC Exhibition Centre

E-09 Building identification



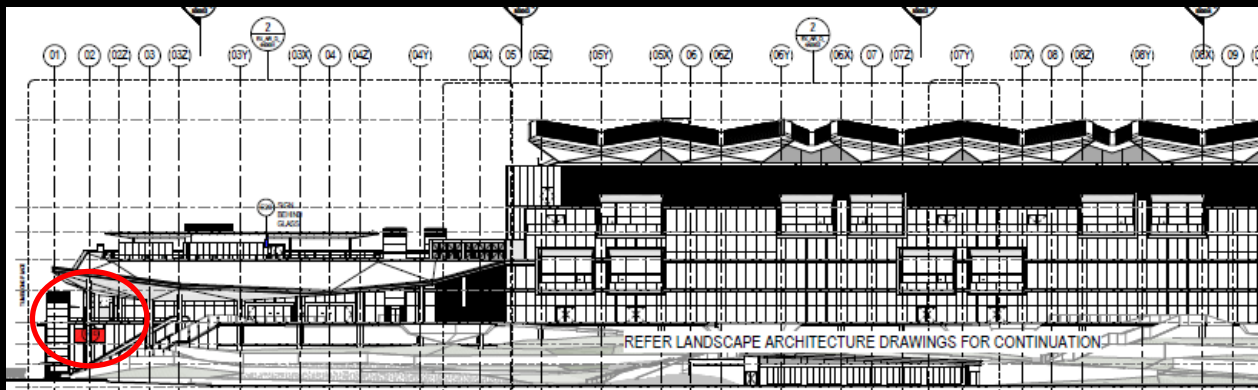
North Elevation

**Stainless steel
Approx. 28sqm (7 x 4m)**

Excluded from Revenue forecast

ICC Exhibition Centre

E-10 Building identification



East Elevation

Stainless steel/Graphic Logo
Approx. 28sqm (7 x 4m)

Excluded from Revenue forecast

ICC Exhibition Centre

C-20 Dynamic Building sign – Oxygen Lounge

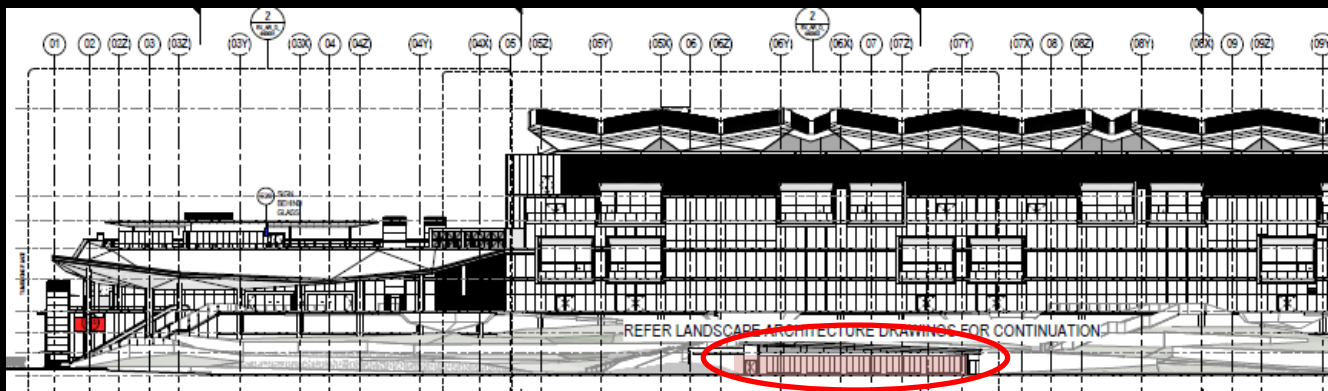


View looking East

**LCD Screens with audio
Nom. 4 off 2sqm (2 x 1.3m)**

ICC Exhibition Centre

E-21 ABO Tenant information



East Elevation

Tenant signage Details to be confirmed

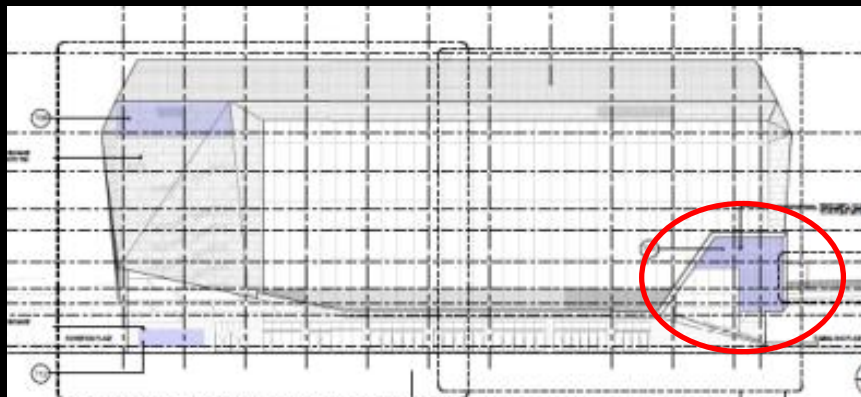
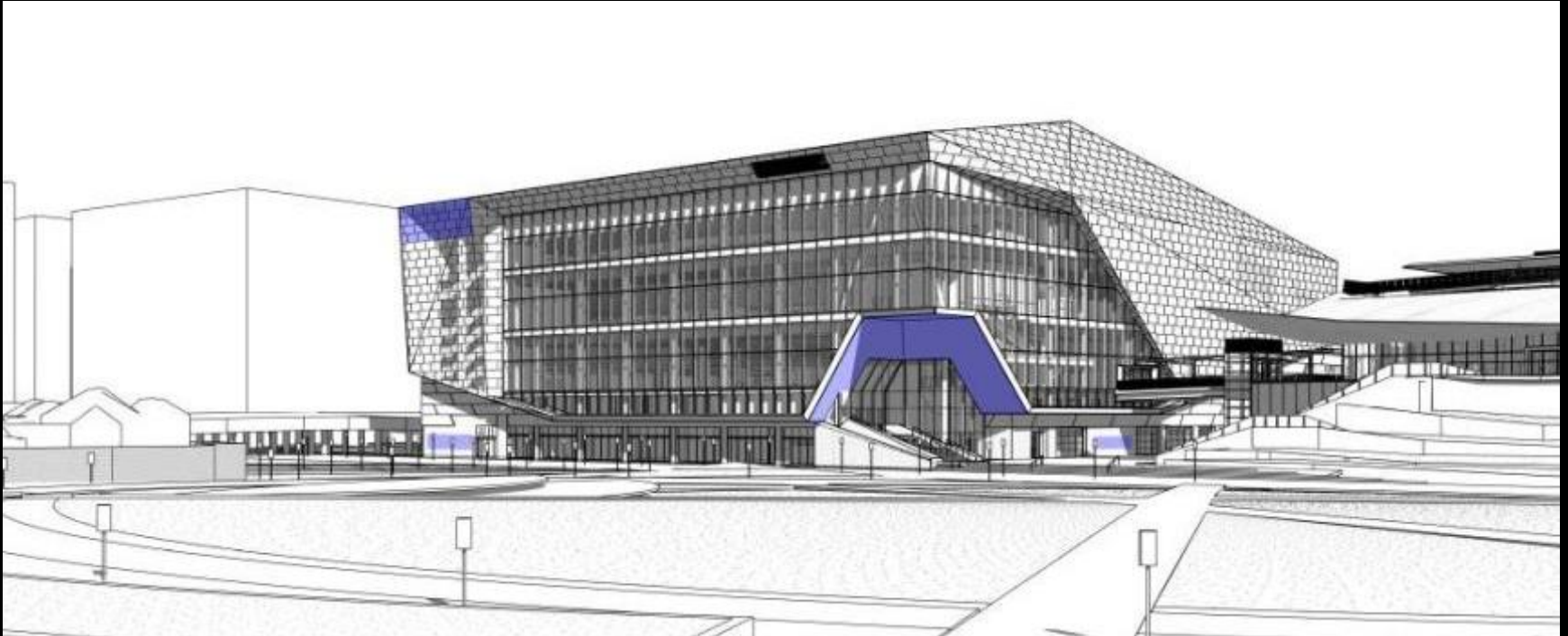
Excluded from Revenue forecast

The Theatre



The Theatre

T-01 Dynamic Projection - Birdsmouth

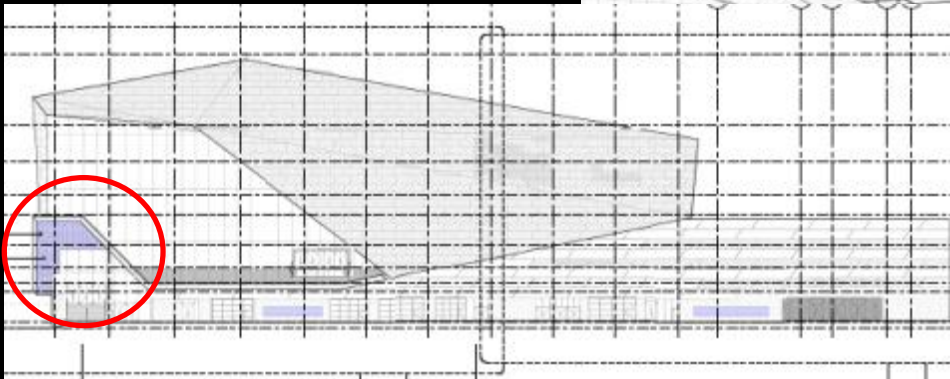
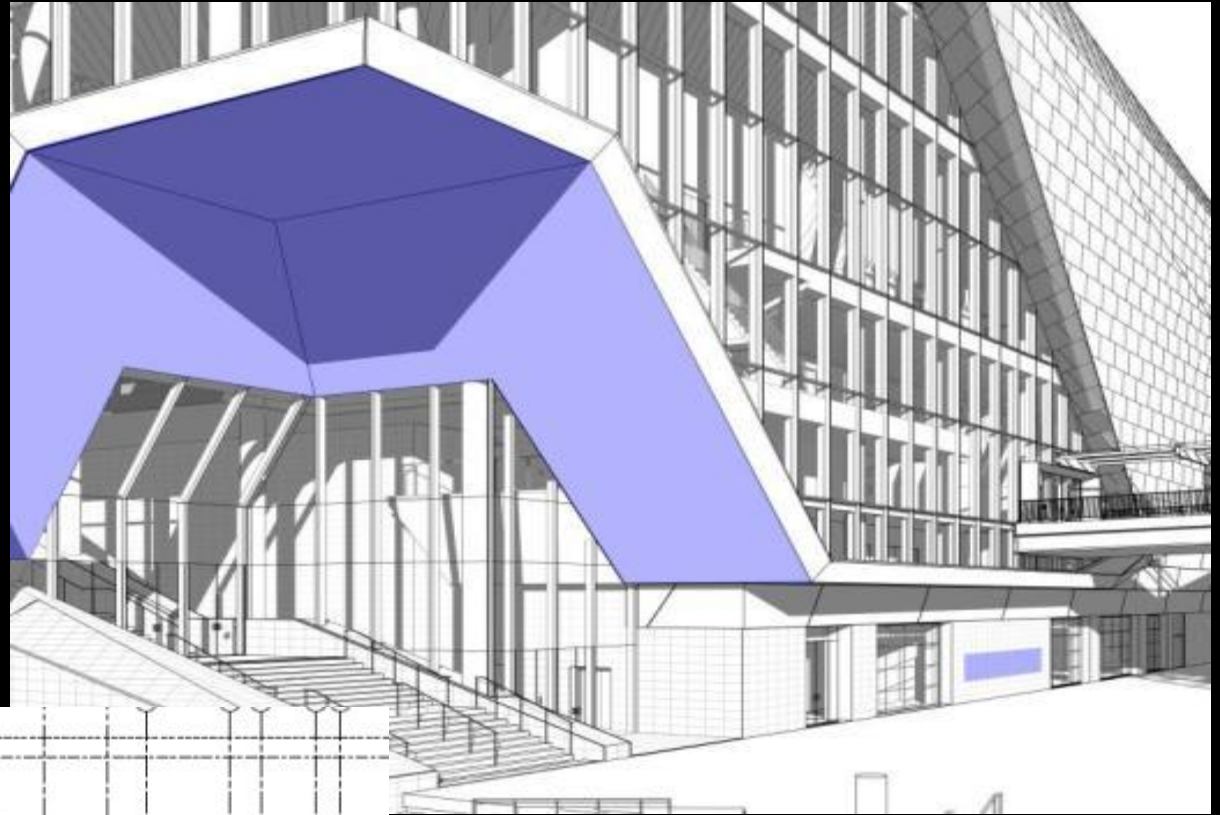


East Elevation

**Live site Event/Precinct
information and branding
Projection/Mesh with Audio**

The Theatre

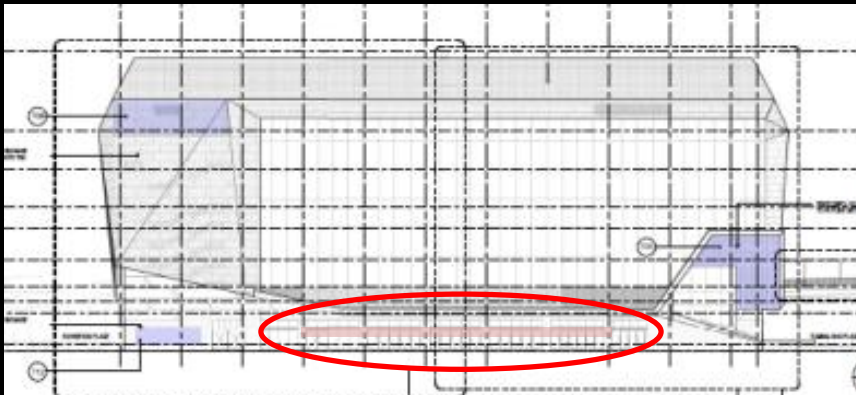
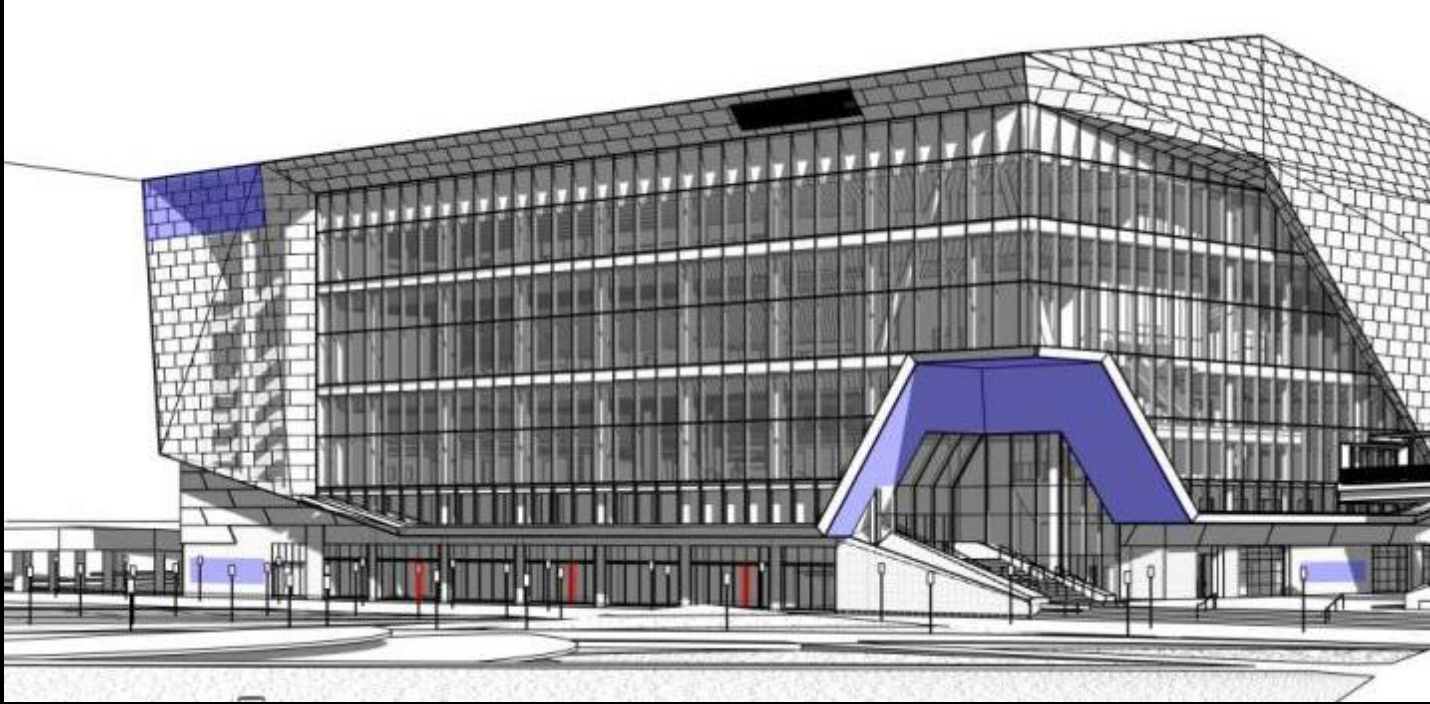
T-01 Dynamic Projection – Birdsmouth (continued)



West Elevation

The Theatre

T-04 ABO Tenant Information



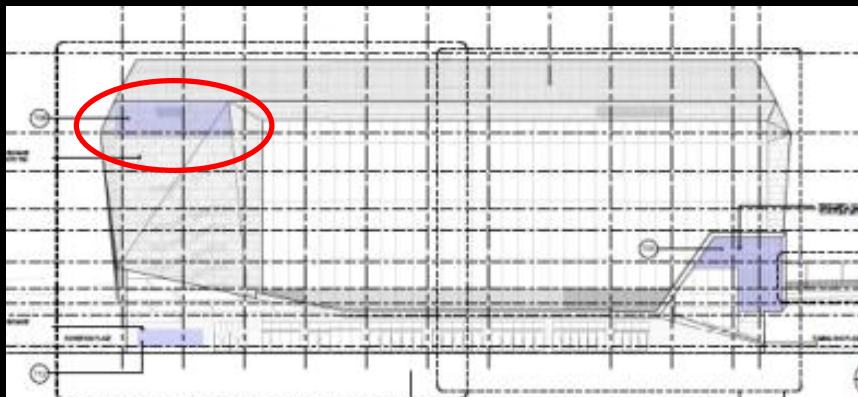
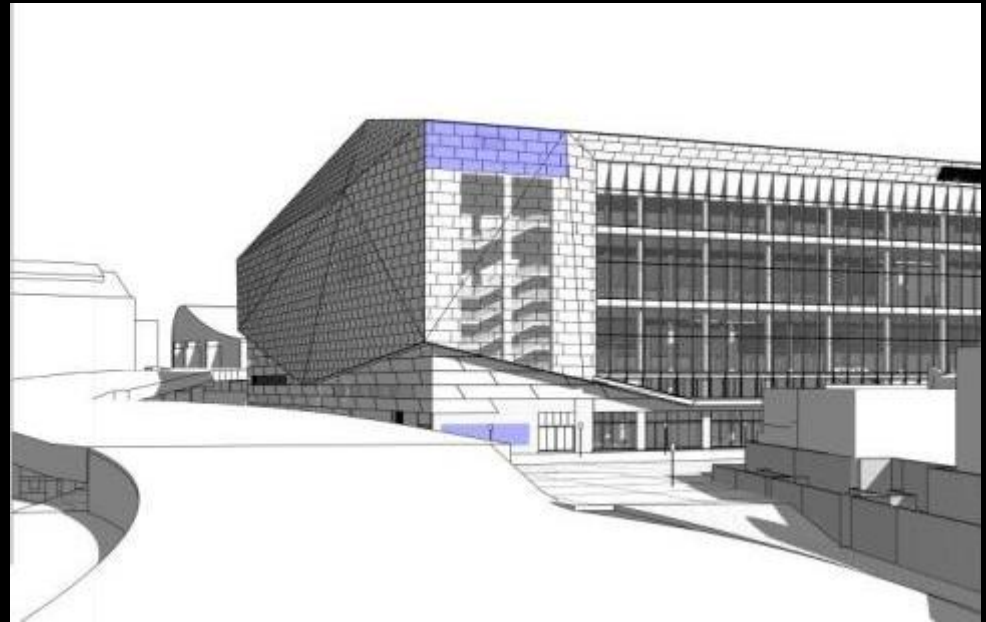
East Elevation

Tenant signage Details to be confirmed

Excluded from Revenue forecast

The Theatre

T09 - Naming rights and event/precinct information



East Elevation

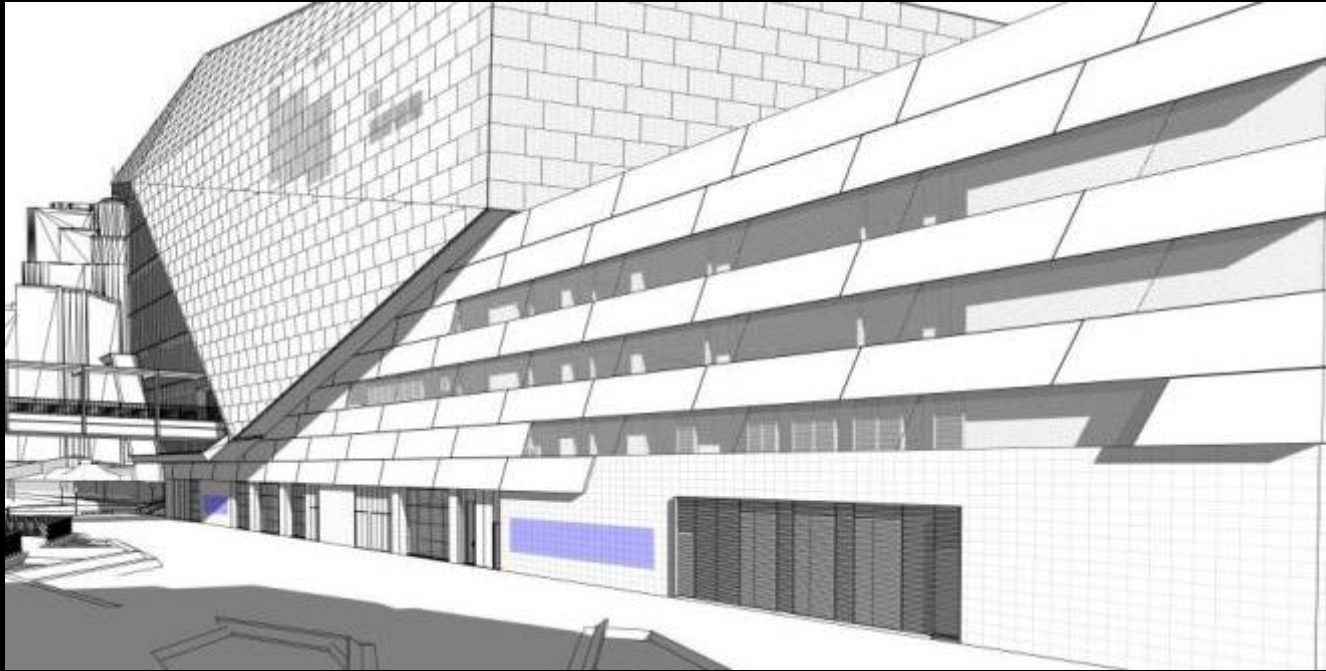
Dynamic LED sign – static screen

Approx. 50sqm (10 x 5m)

Nom.16mm LED with 50m viewing distance and video ability day and night

The Theatre

T11 – OMR Tenant Information

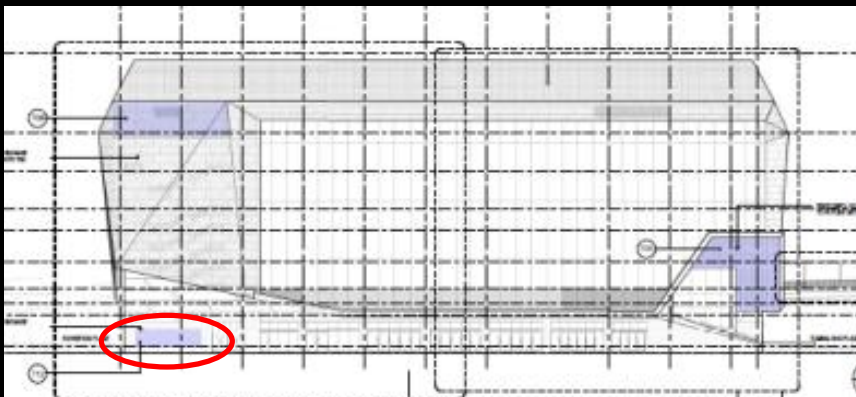
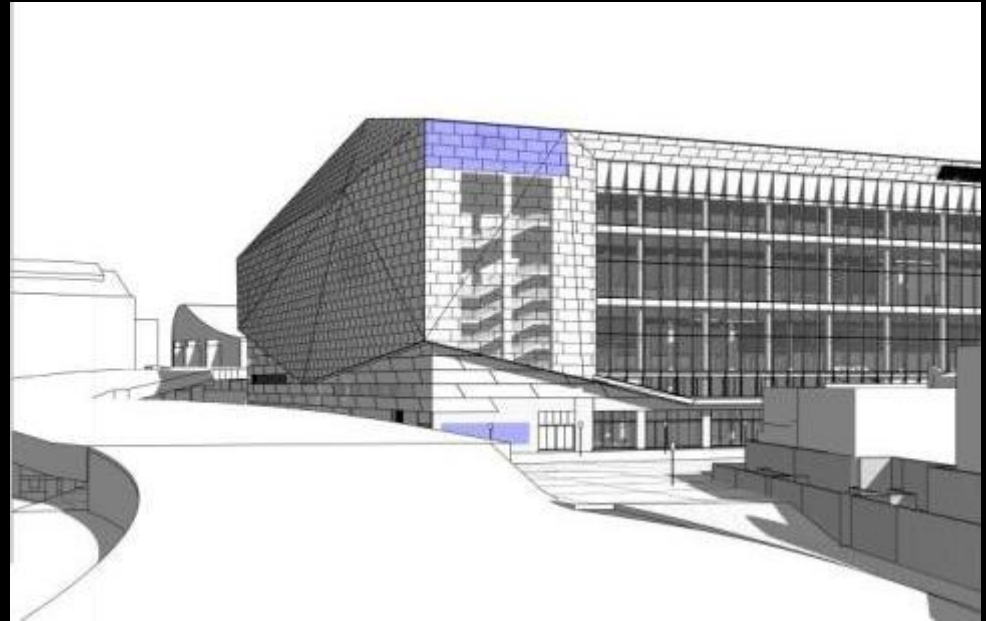


North Elevation

**Approx. 2 no. 15sqm (5 x 3m)
Combined LCD panels**

The Theatre

T12 - Naming rights and event/precinct information



East Elevation

Live site event information

Dynamic LED sign – static screen

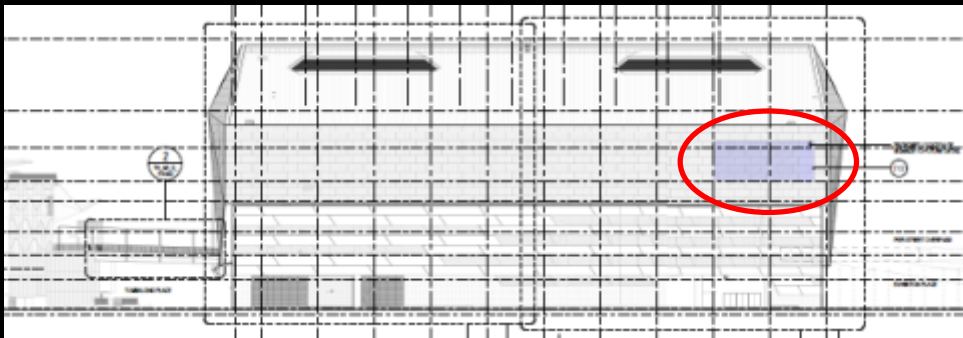
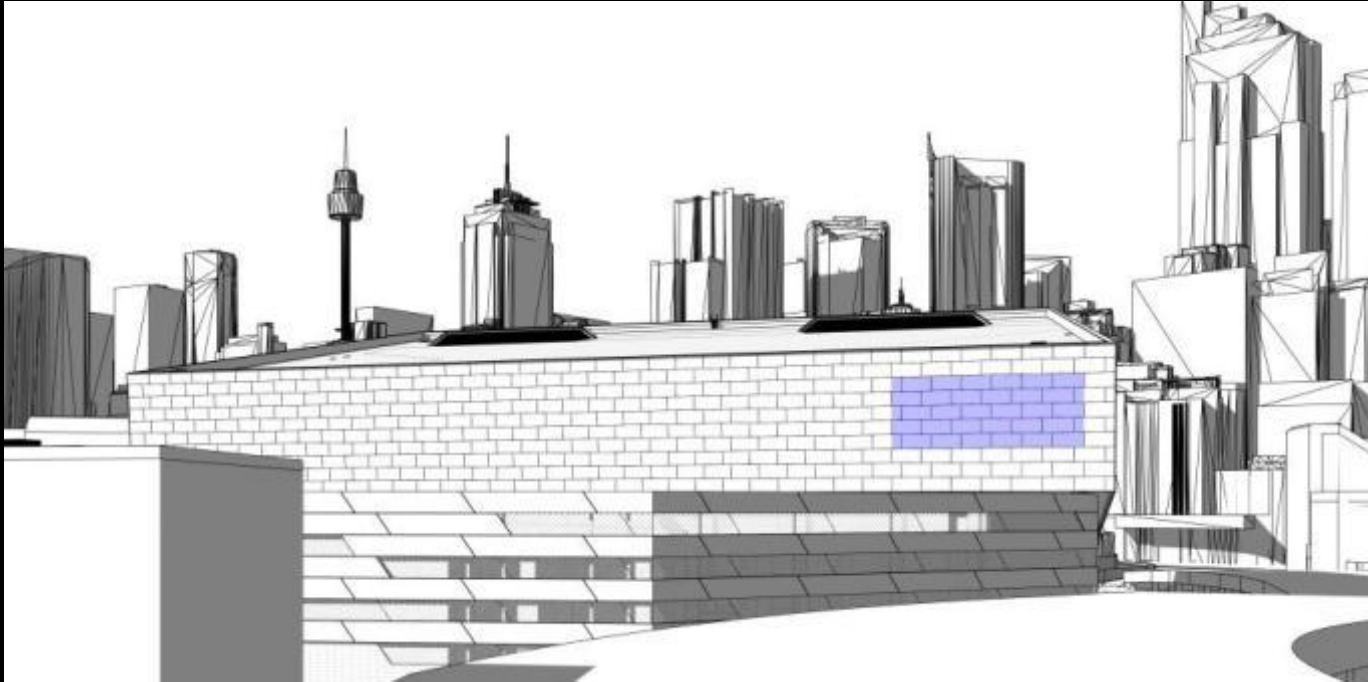
Approx. 40sqm (8.5 x 4.7m)

Nom.8mm LED with 10m viewing distance.

Video ability day and night with audio.

The Theatre

T-17 Naming rights and event/precinct information



**West Elevation
Static screen day & night**

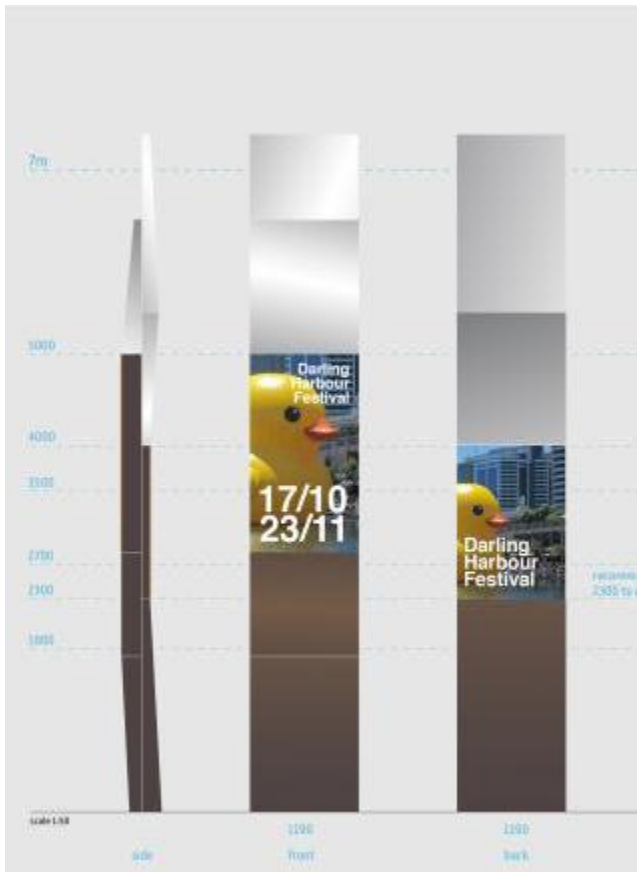
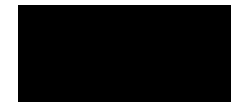
**Approx. 90sqm (18 x 5m)
Nom.10mm LED with 50m viewing
distance and video ability**

Public Realm



Public Realm

PR-01 'Skytrackers' – combine with Precinct Markers option





DARLING
HARBOUR
LIVE

SICEEP Design Review Panel- ACTIONS

Meeting number: Meeting 8 - 2014

Date: 20 August 2014

Time: 9am-12pm

Location: Hassell Offices

Attendees:

Peter Poulet (DRP)	Ken Maher (Hassell)
Kim Crestani (DRP)	Ron Meyer (DHL)
David Riches (INSW)	Angus Bruce (Hassell)
Tom Kennedy (INSW)	Harvey Lister (AEG Ogden)
Di Talty (INSW)	Geoff Donaghy (AEG Ogden)
Tom Ussia (INSW)	James Pearce (AEG Ogden)
Ross Horlyck (INSW)	John Kleinstendt (AEG Ogden)
Phil Coxall (McGregor Coxall)	Seamus McCartney (Lend Lease)
David Lovell (DHL)	David Simpson (Savills)
Toni Blume (DHL)	Martyn Potter (Spotless)
Debra Dawson (SHFA)	Mike Sparrow (Lend Lease)
Graeme Spencer (Hassell)	Jerome Johnson (DHL)
	Michael McNelis (Lend Lease)

Apologies: Yvonne von Hartel (DRP)
Deborah Dearing (DRP Observer)

No.	Action	By
1	Public Realm	
1.1	SM noted that design of public realm for Darling Square would be further developed post financial close of the PDA (anticipated end September).	Note
1.2	KM noted that meetings are progressing regarding integration of the public realm.	Note
1.3	TK noted that integration projects will be presented at the September DRP meeting.	Note
2	Signage	
2.1	AEG Ogden noted the proposal for signage is proceeding on a partnership model for sponsorship.	Note
2.2	AEG Ogden investigating 6-8 'founding partners' for the signage proposal.	Note
2.3	JJ provided overview of signage proposal.	Note
2.4	The DRP questioned the potential for conflict of signage within Tumbalong Place with artwork proposal. Further investigation required.	DHL
2.5	DHL to further investigate signage for ABO (retail) outlets in terms of visibility for lower level signs.	DHL
2.6	AEG Ogden confirmed screen life was between 12,000-16,000 hours.	Note
2.7	TK noted that statutory planning approval process was not clear as this proposal is unique for Sydney.	Note
2.8	The DRP questioned whether there is ability to develop creative content for signage or have interactivity. DHL to further investigate (N.B. will be technology dependent).	DHL
2.9	AEG Ogden clarified that founding partners would be selected following DA process and a 'founding partners policy' will be developed that is to be shared with	AEG

SICEEP Design Review Panel- ACTIONS

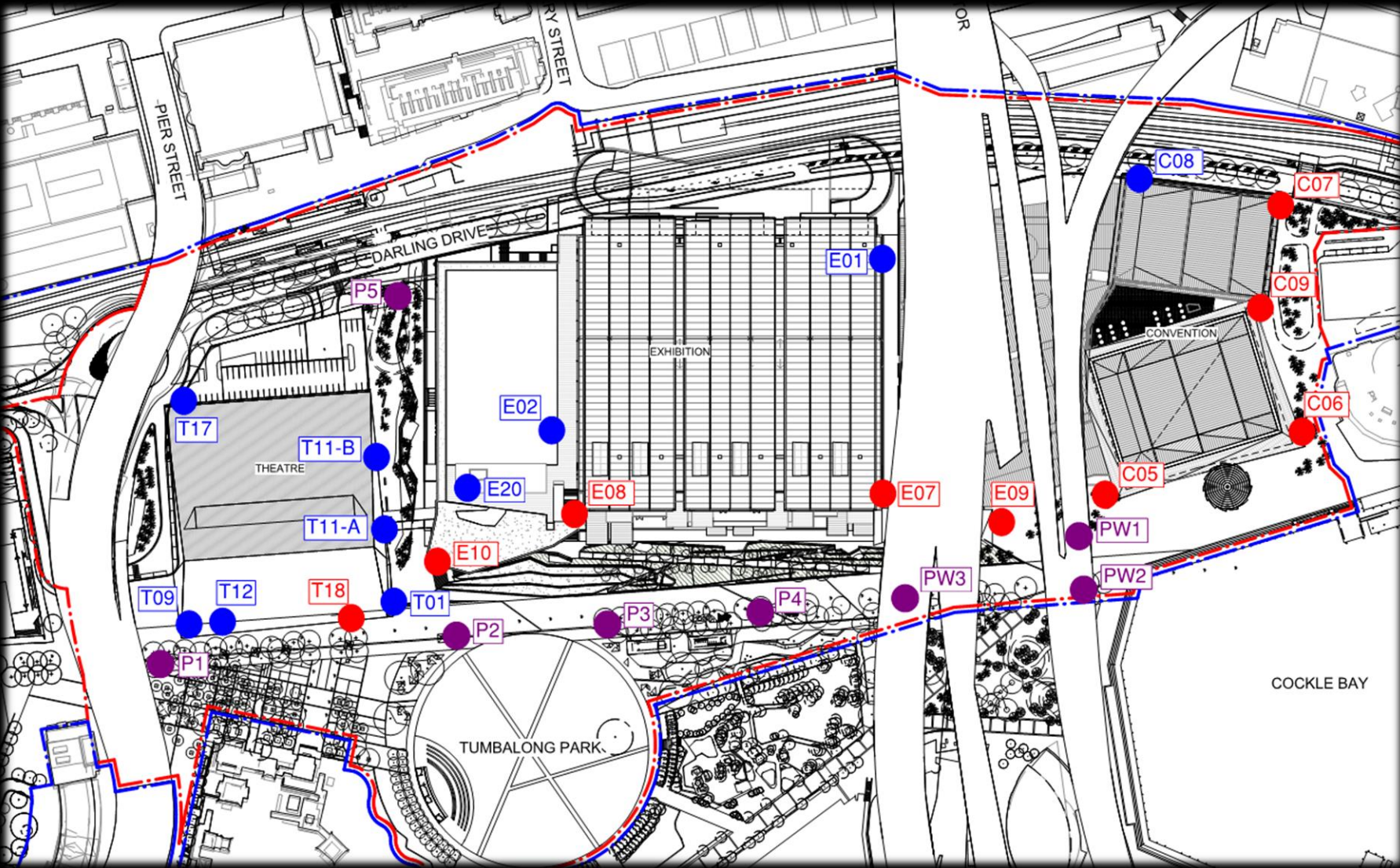
	the State.	
2.10	DHL noted that current expected timing for DA is 6-8 weeks.	Note
2.11	DR suggested development of founding partners policy be undertaken in conjunction with DA development.	AEG
2.12	DHL noted further work was being undertaken on wayfinding within the public realm and this will influence signage proposal within the public realm.	Note
3	Lighting	
3.1	Mike Sparrow provided an update on lighting strategy for the core facilities buildings.	Note
7	Next Meeting	
7.1	Presentation on Interface Working Group projects.	SHFA

DHL Interactive Display System

26/03/15 – SEAR's and Stakeholder Presentation



Site Signage Plan



● Building ID Signage

● Building LED Screens

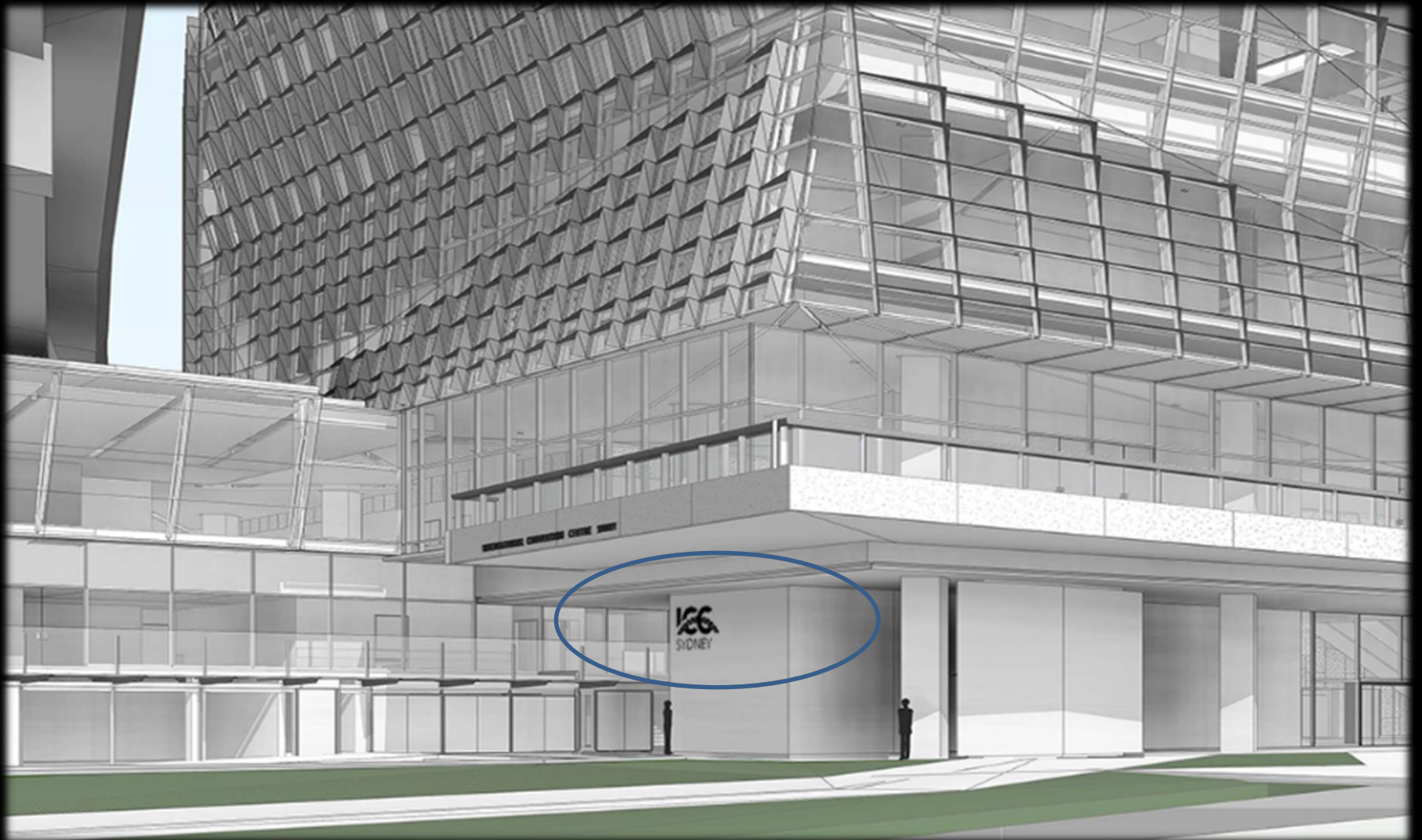
● Public LED Screens

ICC Convention



ICC Convention

C-05 Building identification (Indicative Look and Feel)



ICC Convention

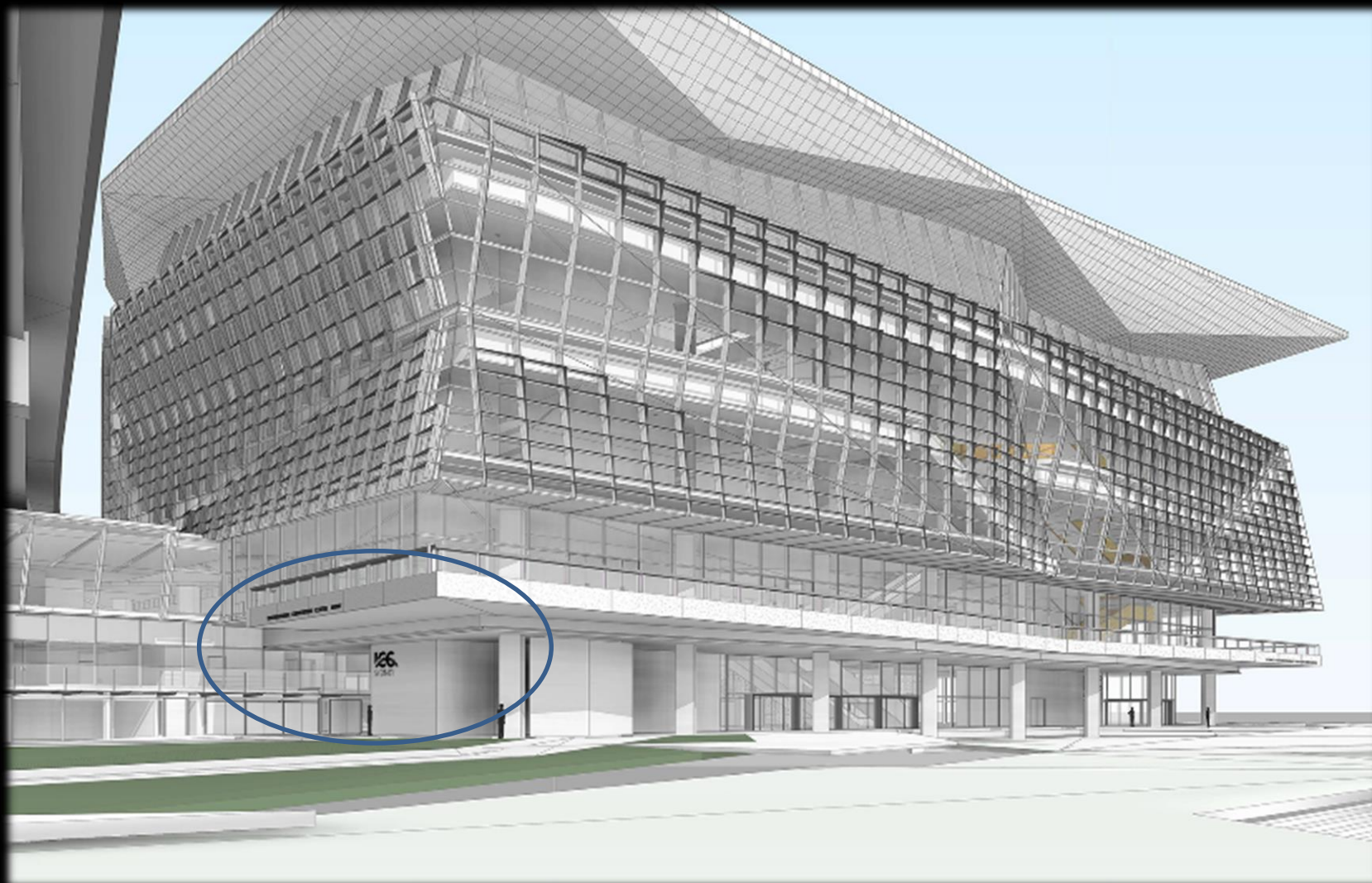
C-05 Building identification



- 6MM BLACK STAINLESS STEEL LETTERING AND MATCHING FIXING
- ALL LETTERS INDIVIDUALLY PINNED TO SOLID SUBSTRATE
- ALL LOGO & LETTERS TO BE INDIVIDUALLY BACK LIT

ICC Convention

C-06 Building identification (Indicative Look and Feel)



ICC Convention

C-06 Building identification



- 6MM BLACK STAINLESS STEEL LETTERING AND MATCHING FIXING
- ALL LETTERS INDIVIDUALLY PINNED TO SOLID SUBSTRATE
- ALL LOGO & LETTERS TO BE INDIVIDUALLY BACK LIT

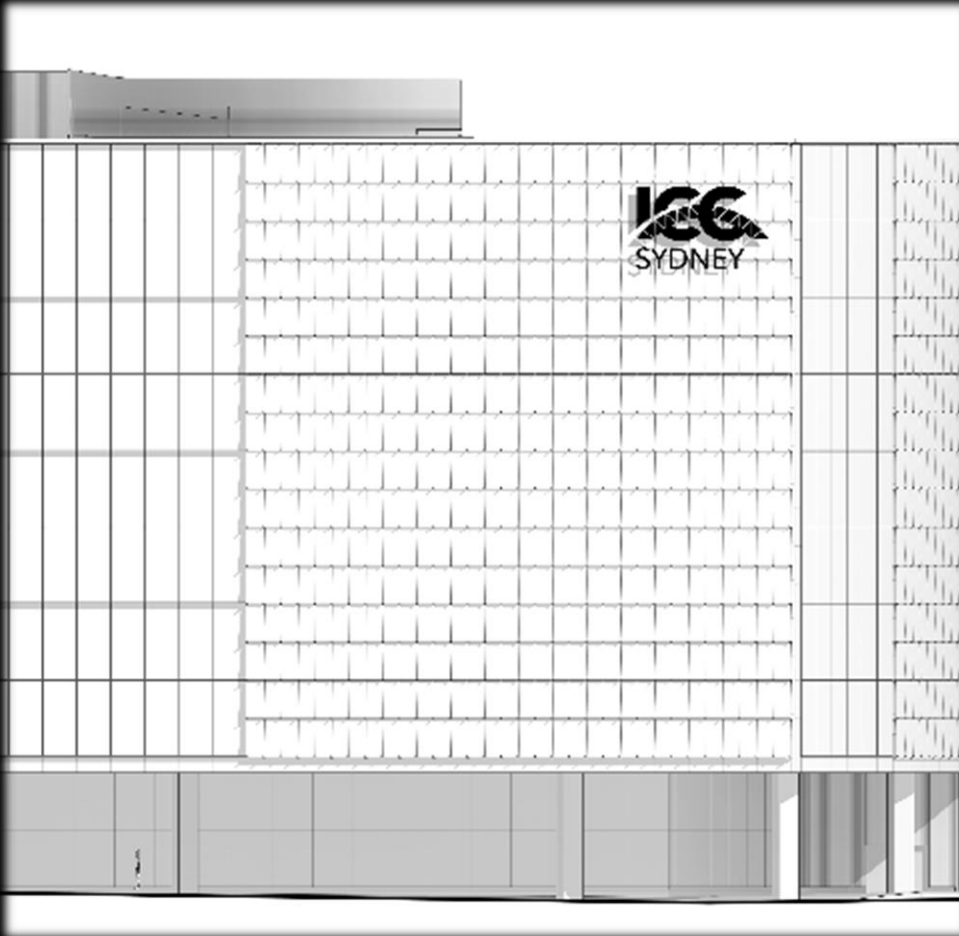
ICC Convention

C-07 Building identification (Indicative Look and Feel)



ICC Convention

C-07 Building identification



- 6MM BLACK STAINLESS STEEL LETTERING AND MATCHING FIXING
- ALL LETTERS INDIVIDUALLY PINNED TO SOLID SUBSTRATE
- ALL LOGO & LETTERS TO BE INDIVIDUALLY BACK LIT

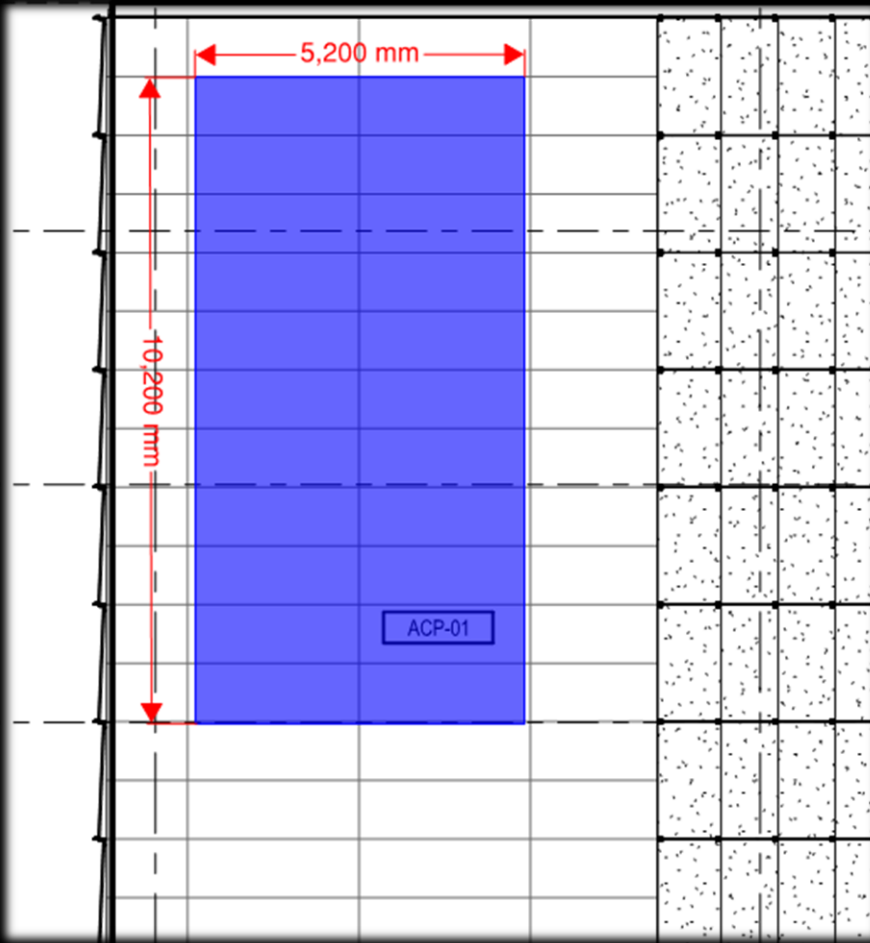
ICC Convention

C-08 Naming rights and event/precinct information



ICC Convention

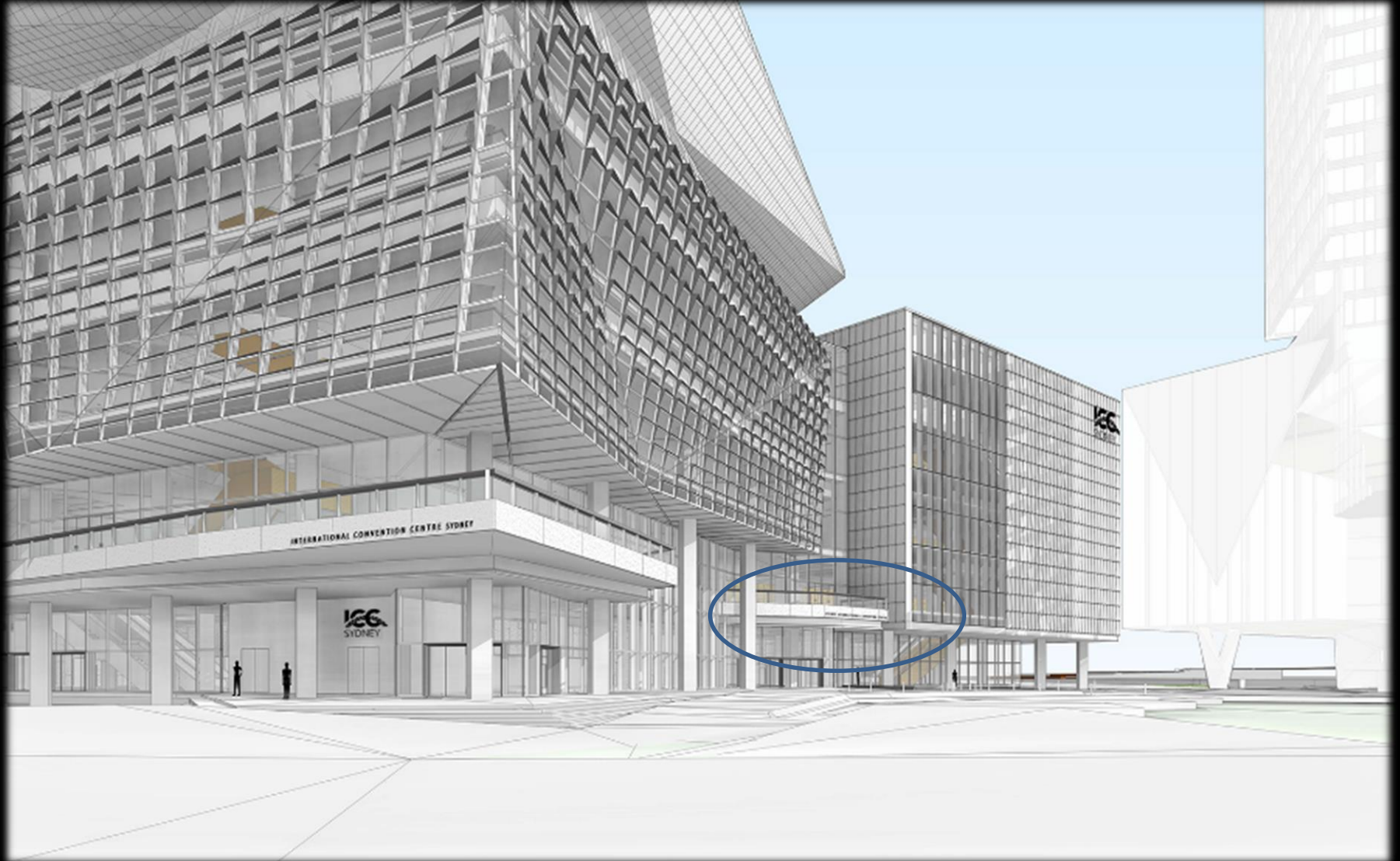
C-08 Naming rights and event/precinct information



- DAY AND NIGHT STATIC IMAGE LED SCREEN FOR NAMING RIGHTS AND EVENT INFORMATION
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME
- SCREEN SURFACE TO SIT FLUSH WITH FAÇADE
- NO AUDIO

ICC Convention

C-09 Building identification



ICC Convention

C-09 Building identification



- 6MM BLACK STAINLESS STEEL LETTERING AND MATCHING FIXING
- ALL LETTERS INDIVIDUALLY PINNED TO SOLID SUBSTRATE
- ALL LOGO & LETTERS TO BE INDIVIDUALLY BACK LIT

ICC Exhibition Centre



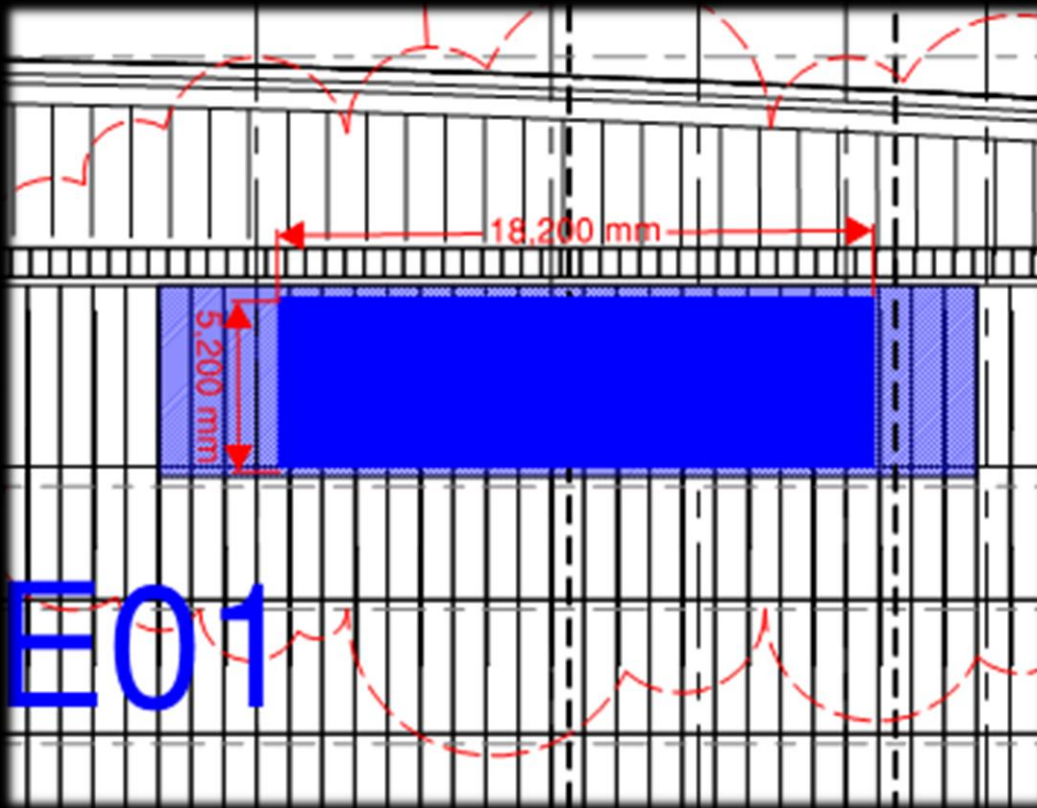
ICC Exhibition Centre

E-01 Naming rights and event/precinct information



ICC Exhibition Centre

E-01 Naming rights and event/precinct information



- DAY AND NIGHT STATIC IMAGE LED SCREEN FOR NAMING RIGHTS AND EVENT INFORMATION
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME
- SCREEN SURFACE TO SIT FLUSH WITH FAÇADE
- NO AUDIO

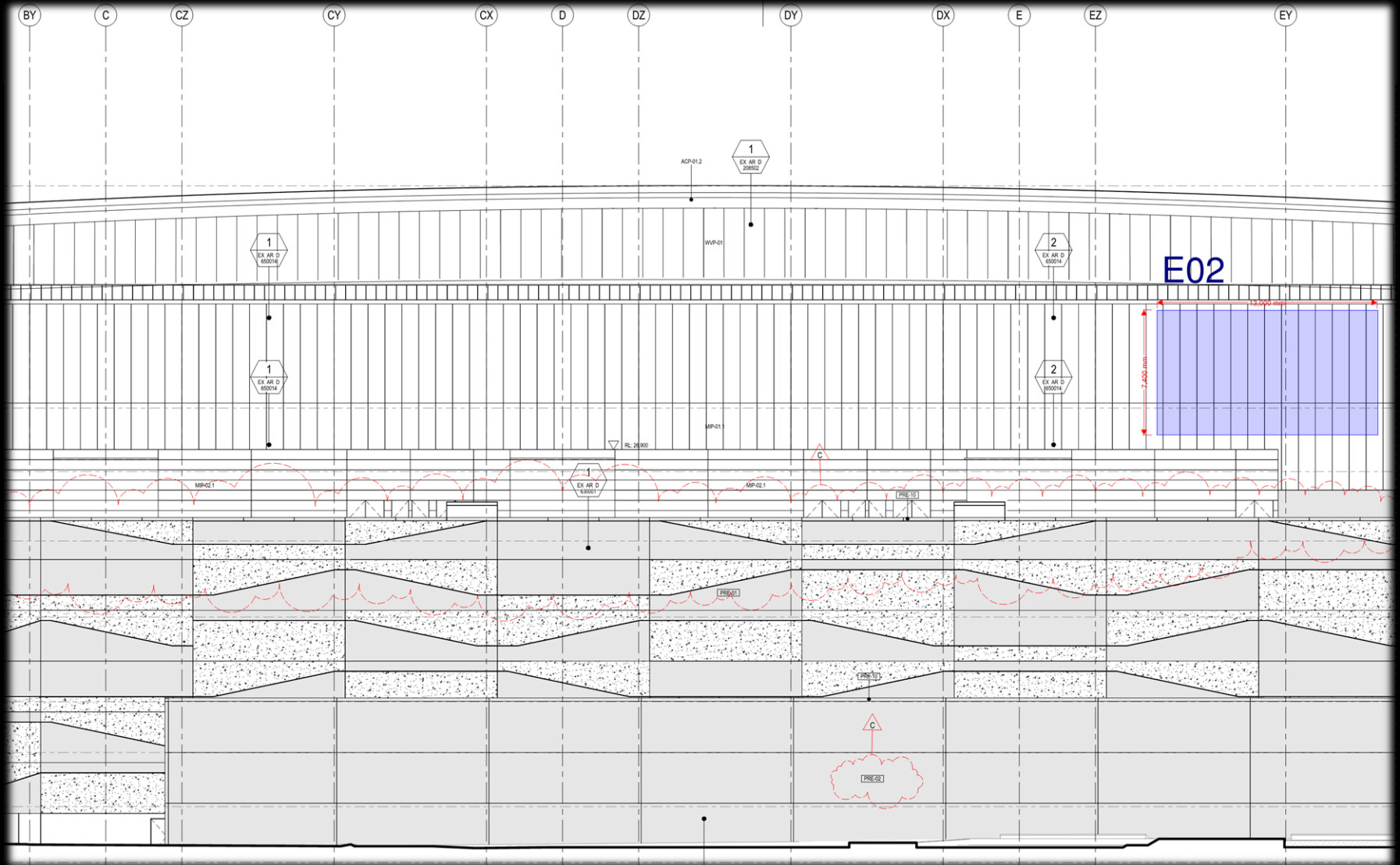
ICC Exhibition Centre

E-02 Naming rights and event/precinct information



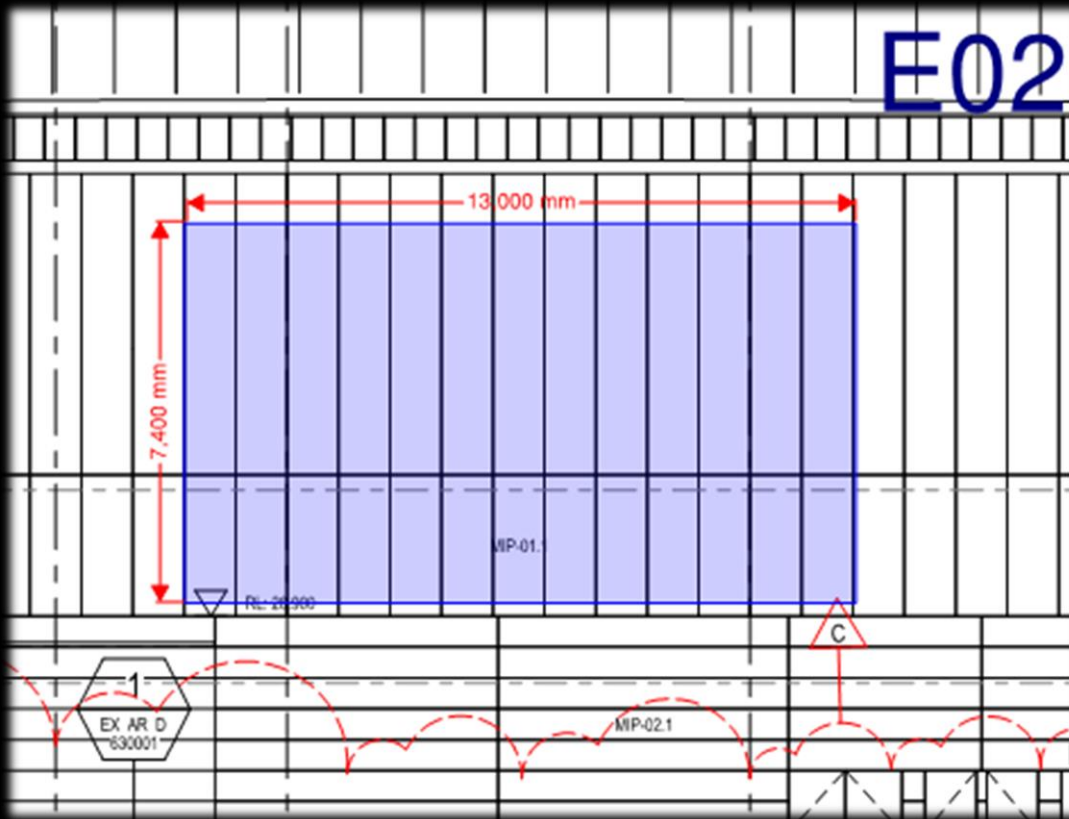
ICC Exhibition Centre

E-02 Naming rights and event/precinct information



ICC Exhibition Centre

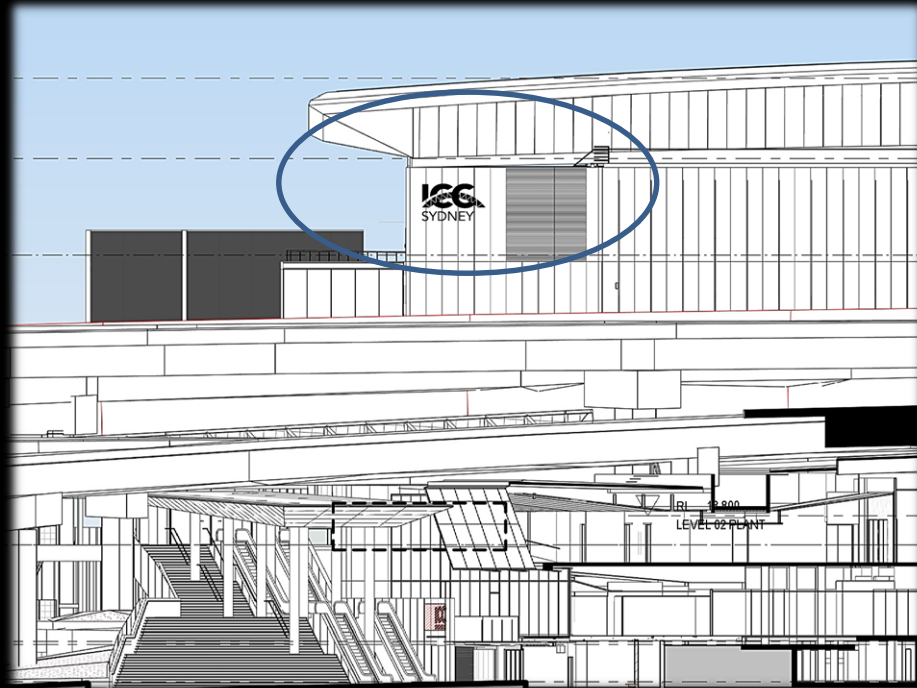
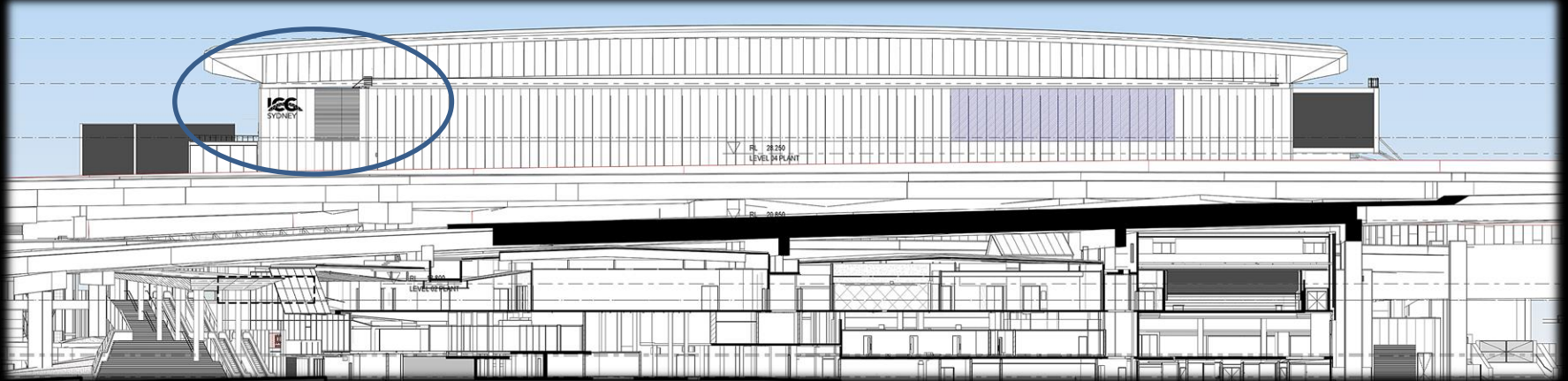
E-02 Naming rights and event/precinct information



- DAY AND NIGHT SCREEN WITH STATIC AND MOVING IMAGE
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME
- SCREEN SURFACE TO SIT FLUSH WITH FAÇADE
- WILL INCLUDE LOCAL AUDIO

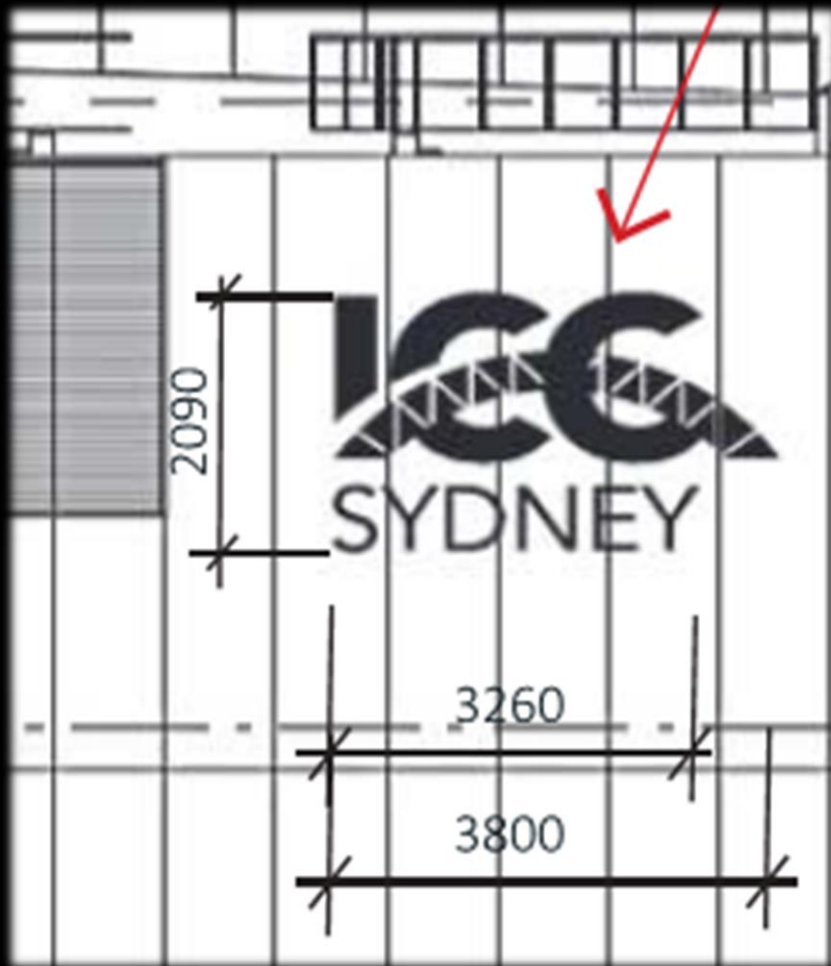
ICC Exhibition Centre

E-07 Building identification (Indicative Look and Feel)



ICC Exhibition Centre

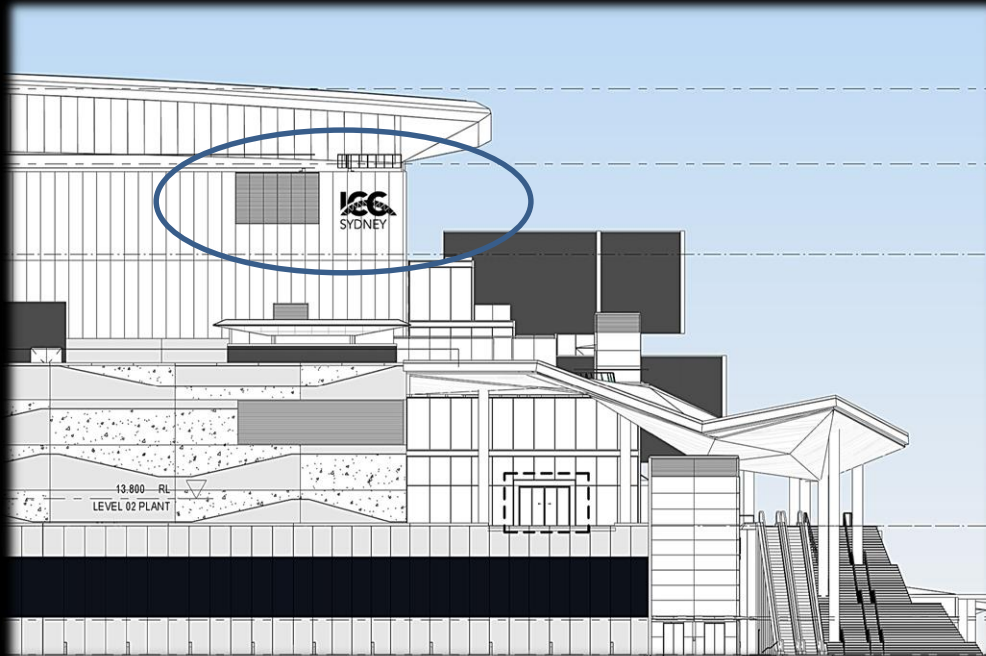
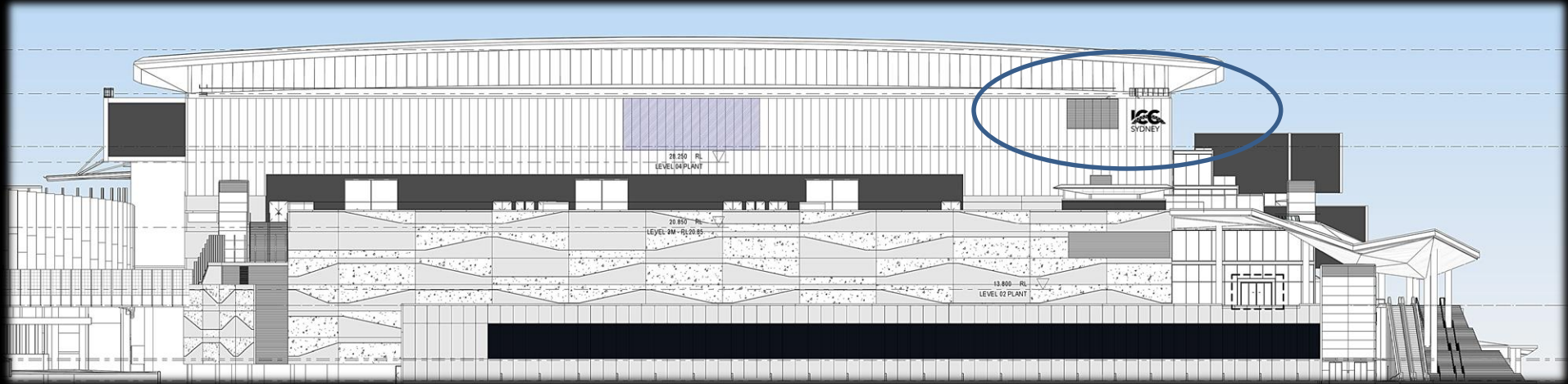
E-07 Building identification



- 6MM BLACK STAINLESS STEEL LETTERING AND MATCHING FIXING
- ALL LETTERS INDIVIDUALLY PINNED TO SOLID SUBSTRATE
- ALL LOGO & LETTERS TO BE INDIVIDUALLY BACK LIT

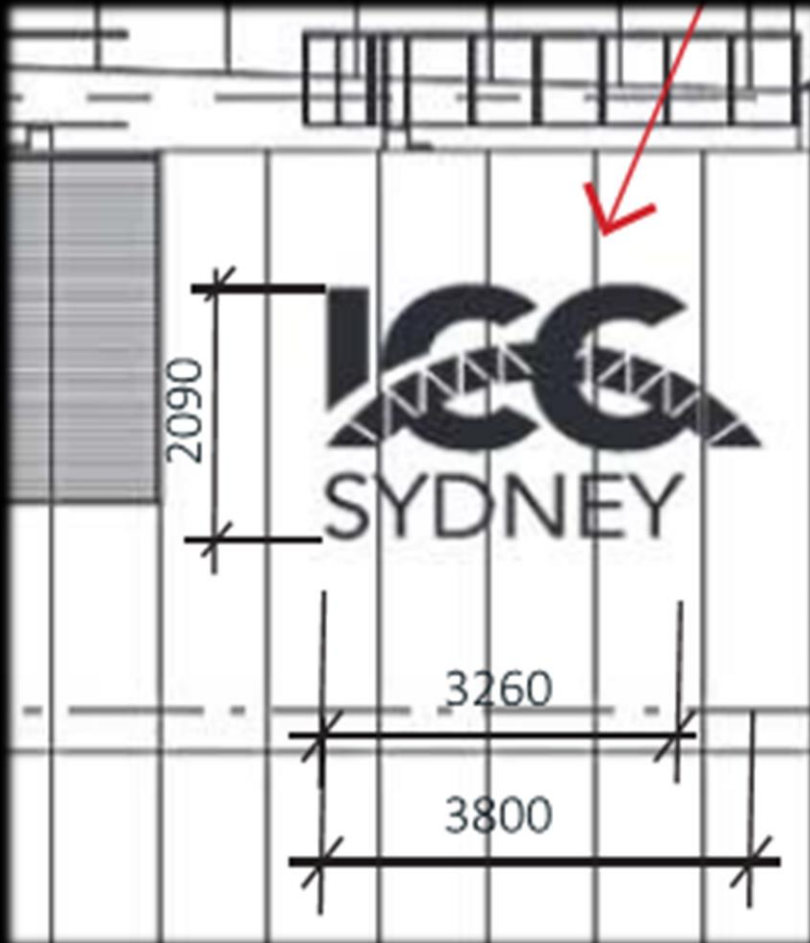
ICC Exhibition Centre

E-08 Building identification (Indicative Look and Feel)



ICC Exhibition Centre

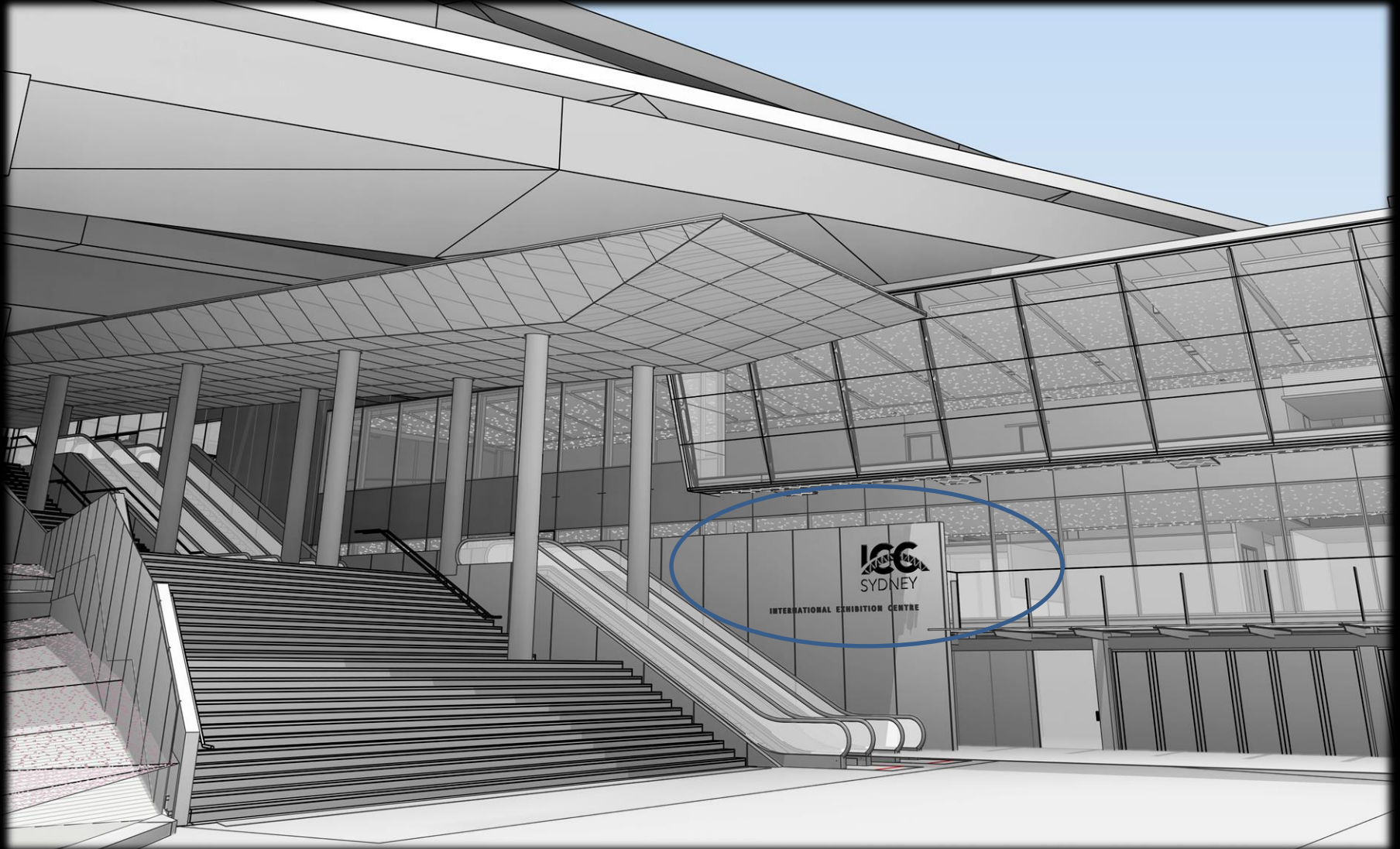
E-08 Building identification



- 6MM BLACK STAINLESS STEEL LETTERING AND MATCHING FIXING
- ALL LETTERS INDIVIDUALLY PINNED TO SOLID SUBSTRATE
- ALL LOGO & LETTERS TO BE INDIVIDUALLY BACK LIT

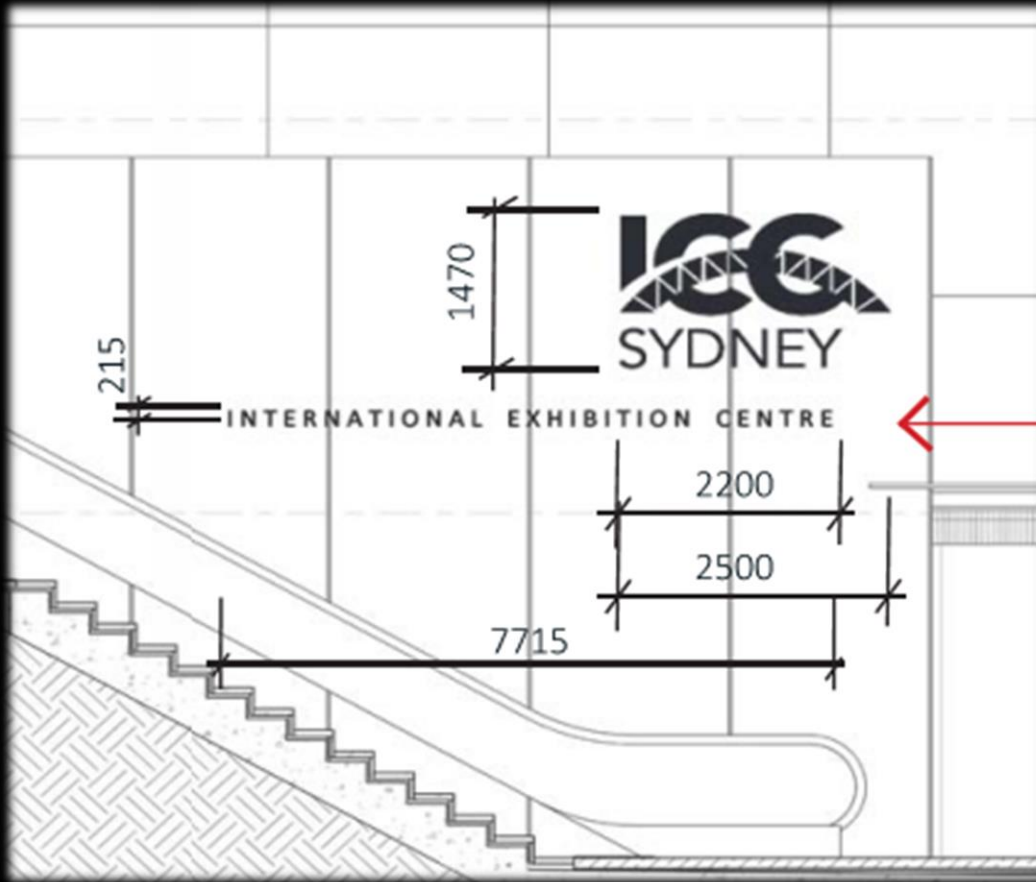
ICC Exhibition Centre

E-09 Building identification
(Indicative Look and Feel)



ICC Exhibition Centre

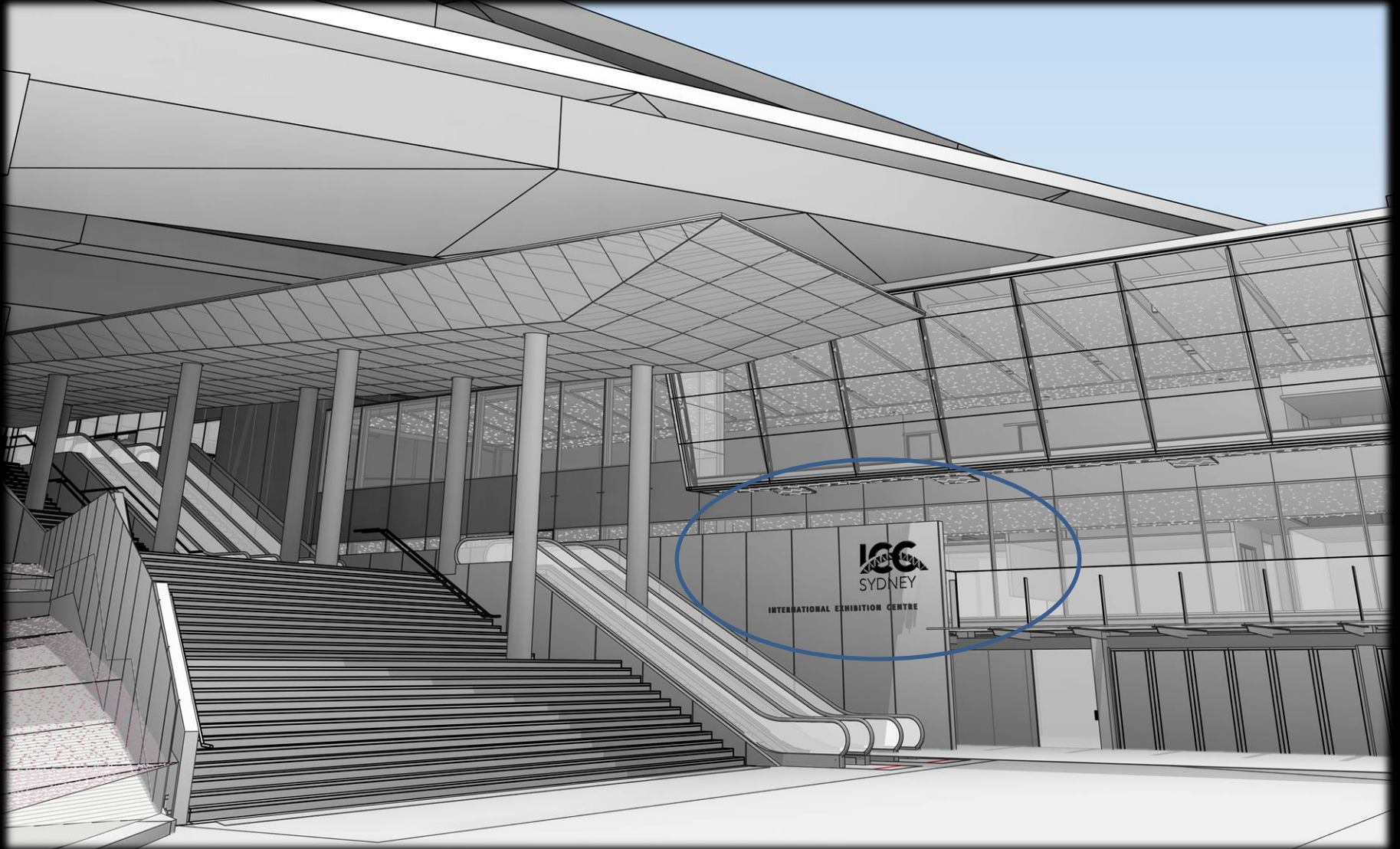
E-09 Building identification



- 6MM BLACK STAINLESS STEEL LETTERING AND MATCHING FIXING
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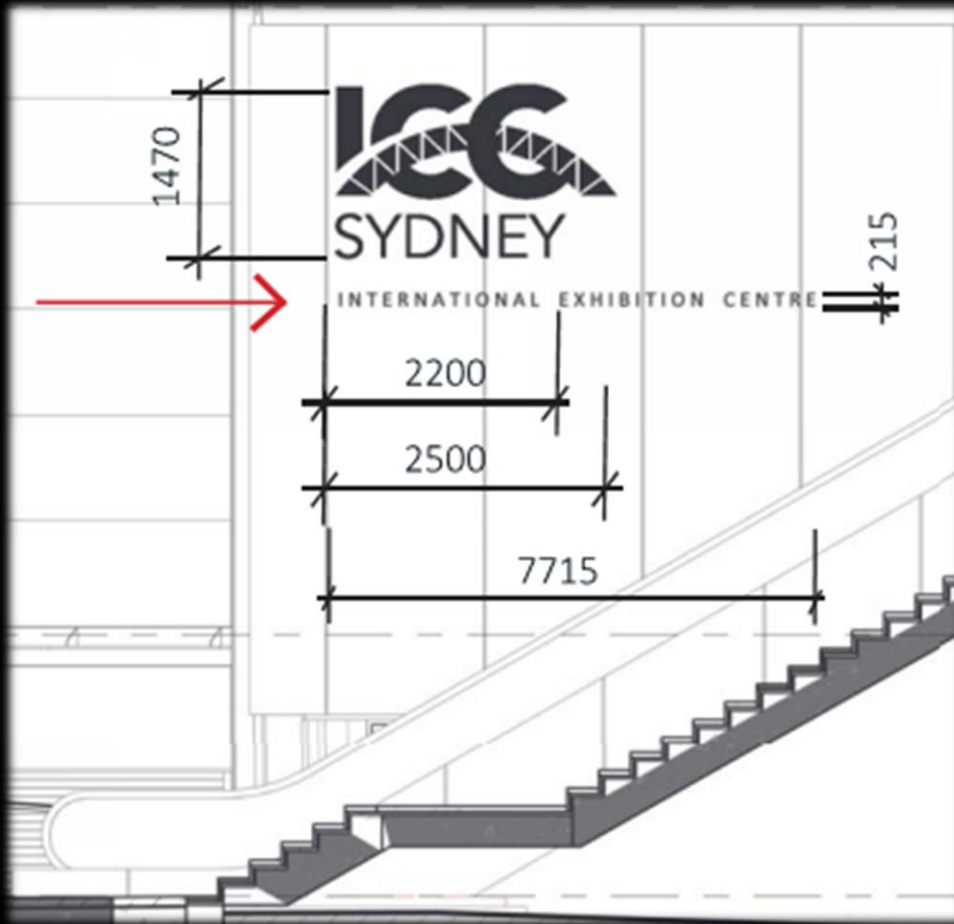
ICC Exhibition Centre

E-10 Building identification (Indicative Look and Feel)



ICC Exhibition Centre

E-10 Building identification



- 6MM BLACK STAINLESS STEEL LETTERING AND MATCHING FIXING
- ALL LETTERS INDIVIDUALLY PINNED TO SOLID SUBSTRATE
- ALL LOGO & LETTERS TO BE INDIVIDUALLY BACK LIT

ICC Exhibition Centre

E-20 Dynamic Building sign – Oxygen Lounge
(Indicative Look and Feel)

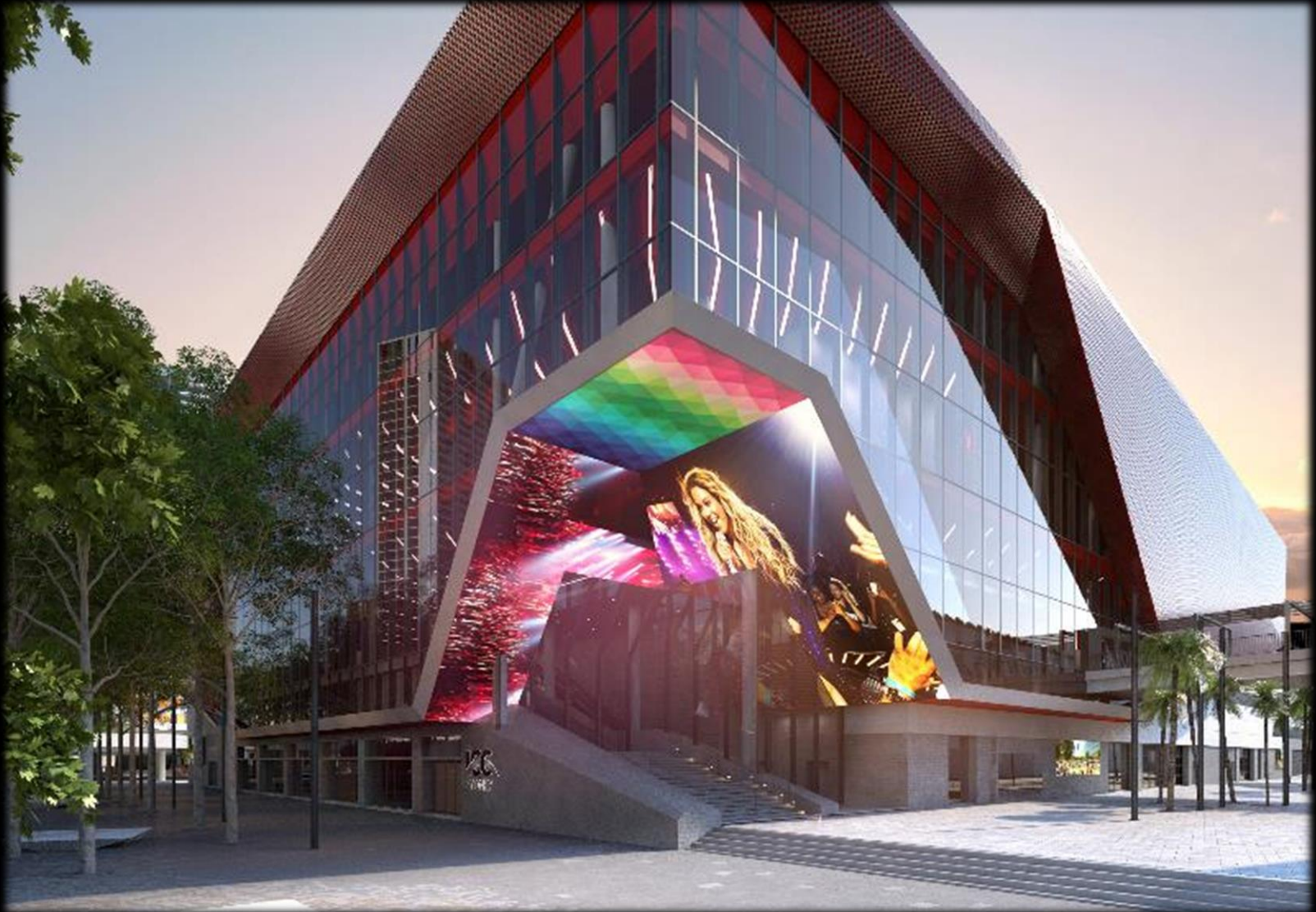


The Theatre



The Theatre

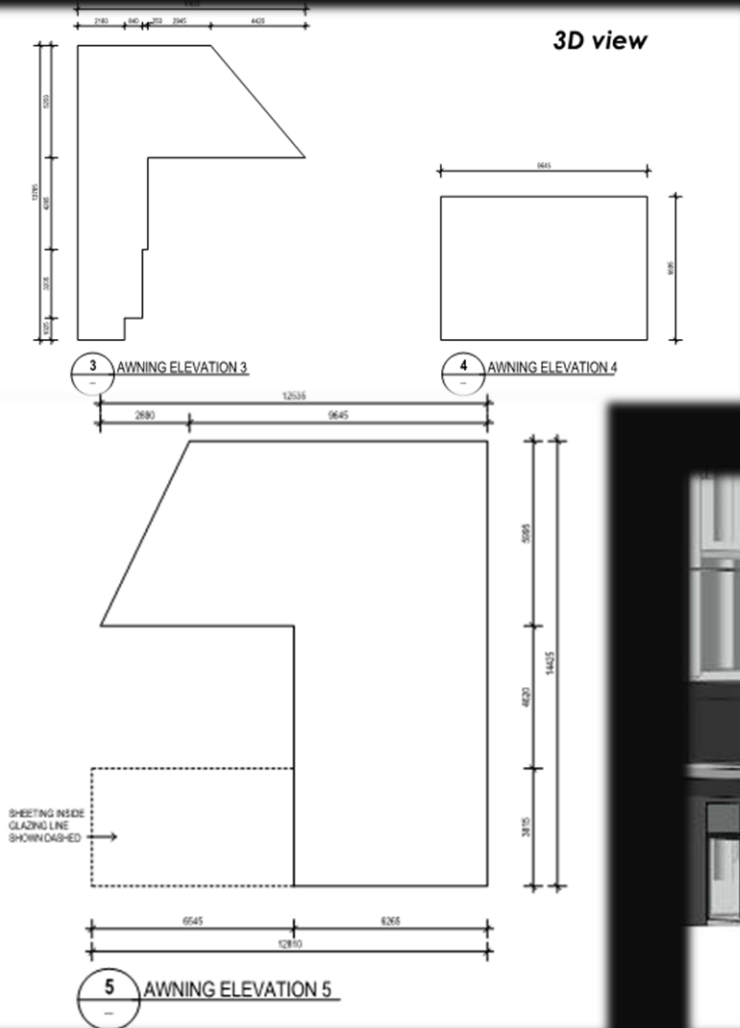
T-01 Dynamic Projection - Birdsmouth



The Theatre –

T-01 Dynamic Projection - Birdsmouth

- DAY AND NIGHT SCREEN WITH STATIC AND MOVING IMAGE
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME
- SCREEN SURFACE TO SIT FLUSH WITH FAÇADE
- WILL INCLUDE LOCAL AUDIO



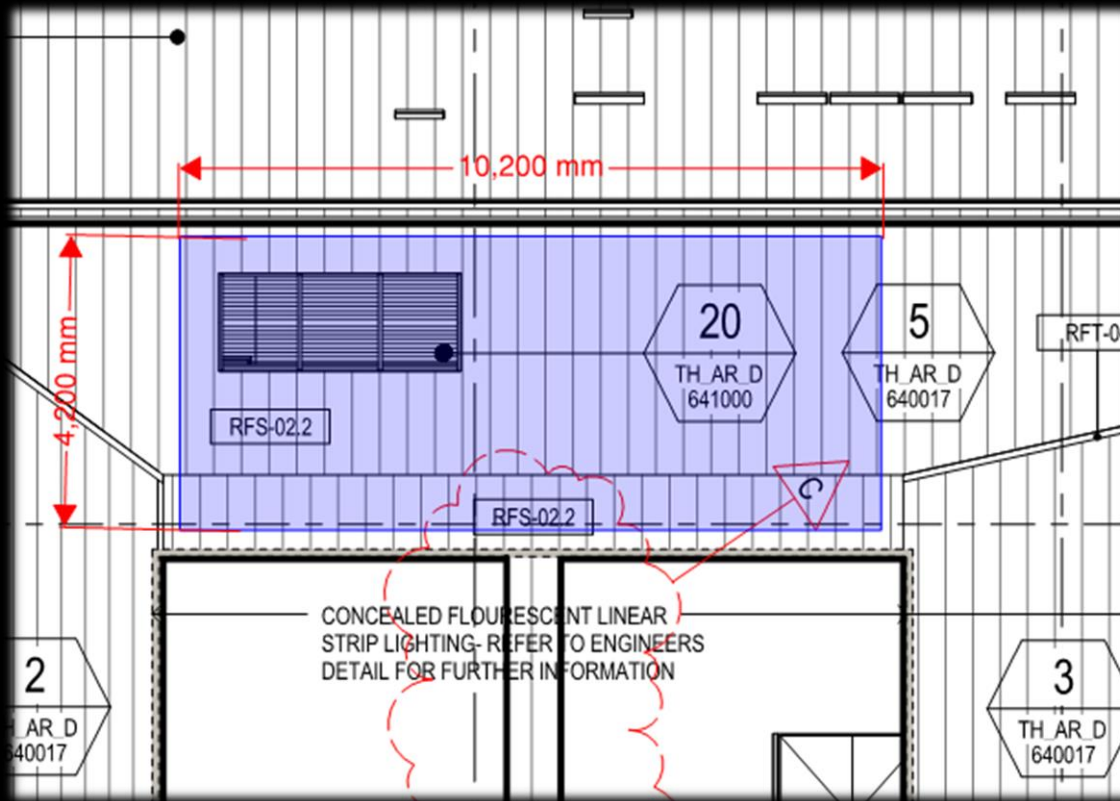
The Theatre

T09 - Naming rights and event/precinct information



The Theatre

T09 - Naming rights and event/precinct information



- DAY/NIGHT STATIC SCREEN IMAGE FOR NAMING RIGHTS & VENUE INFORMATION
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME
- SCREEN SURFACE TO SIT FLUSH WITH FAÇADE
- NO AUDIO

The Theatre

T11-A – OMR Signage & Live Sites



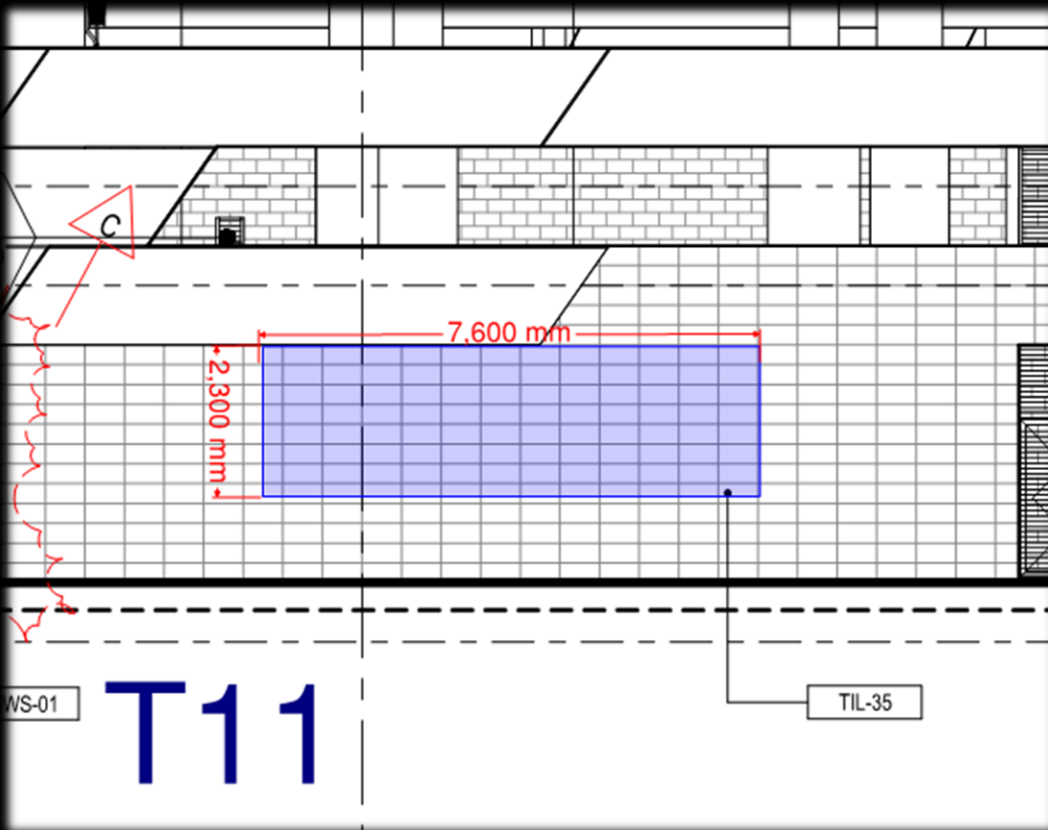
The Theatre

T11-B – OMR Signage & Live Sites



The Theatre

T11A/B – OMR Signage & Live Sites



- LIVE SITE AND EVENT INFORMATION, DAY AND NIGHT VIDEO WITH AUDIO CAPABILITY. NAMING RIGHTS AND EVENT/PRECINCT INFORMATION
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME
- SCREEN SURFACE TO SIT FLUSH WITH FAÇADE
- WILL INCLUDE LOCAL AUDIO

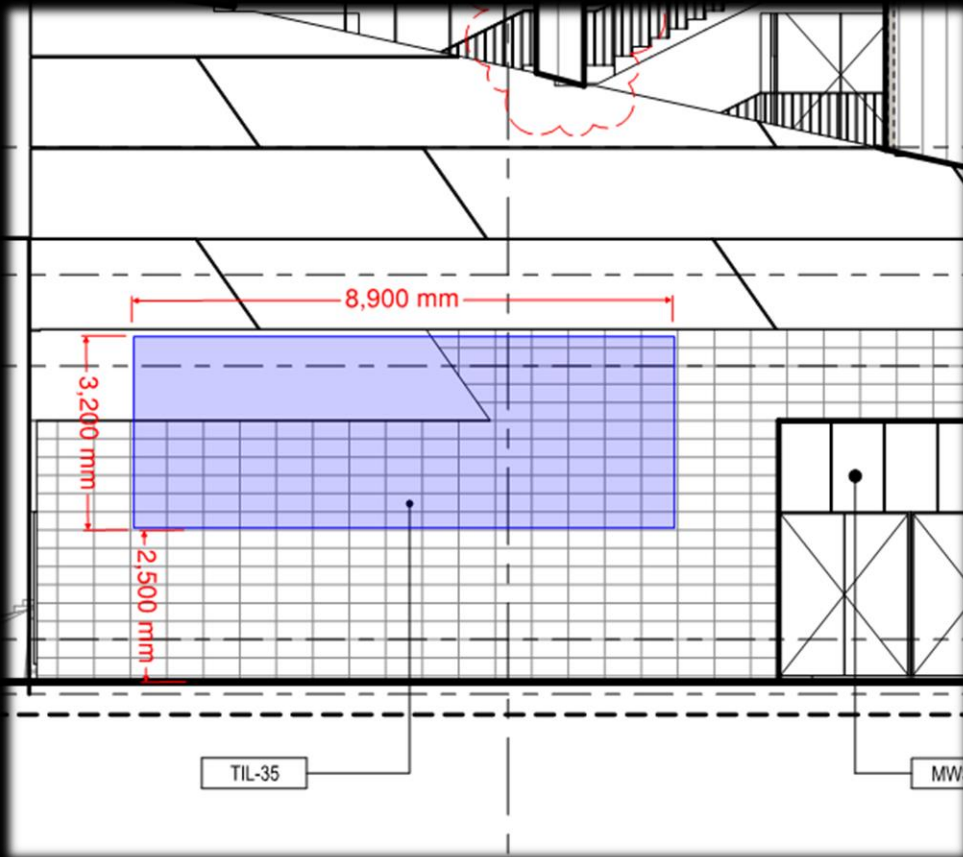
The Theatre

T12 - Naming rights and event/precinct information



The Theatre

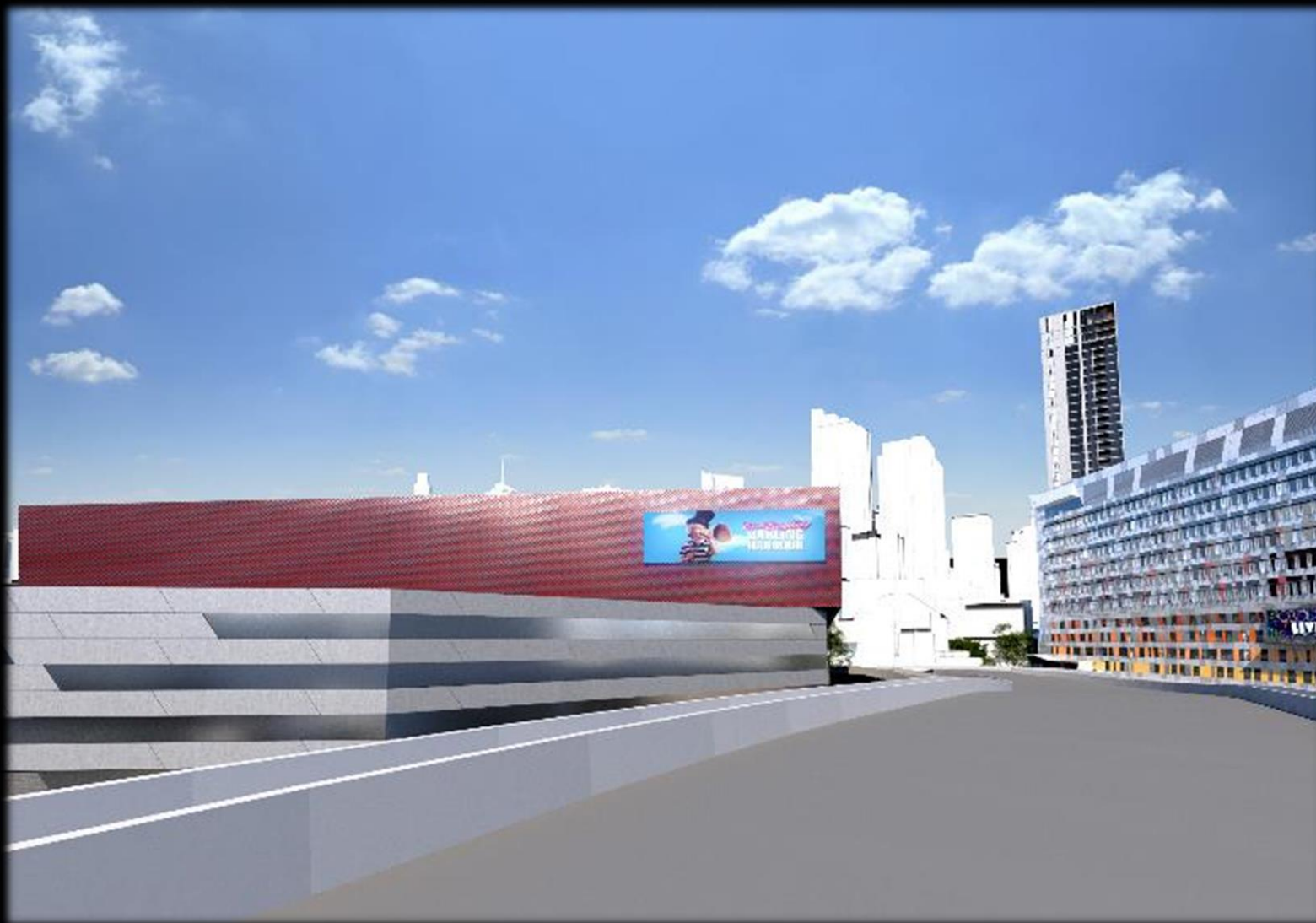
T12 - Naming rights and event/precinct information



- LIVE SITE AND EVENT INFORMATION, DAY AND NIGHT VIDEO WITH AUDIO CAPABILITY. NAMING RIGHTS AND EVENT/PRECINCT INFORMATION
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME
- SCREEN SURFACE TO SIT FLUSH WITH FAÇADE
- WILL INCLUDE LOCAL AUDIO

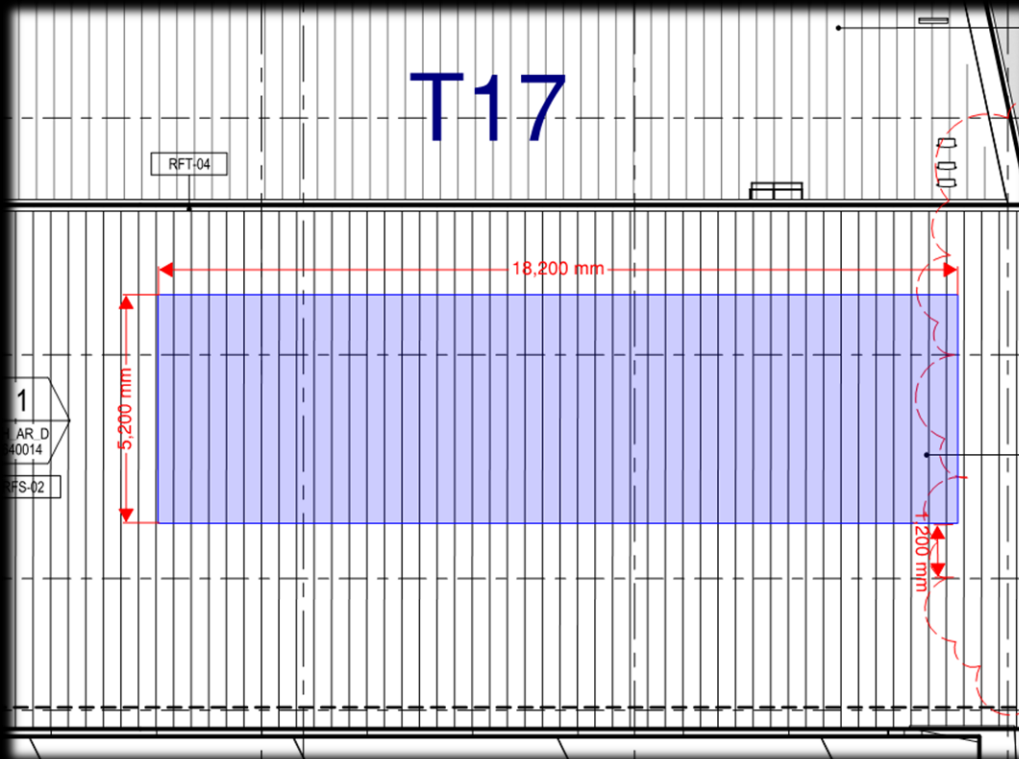
The Theatre

T-17 Naming rights and event/precinct information



The Theatre

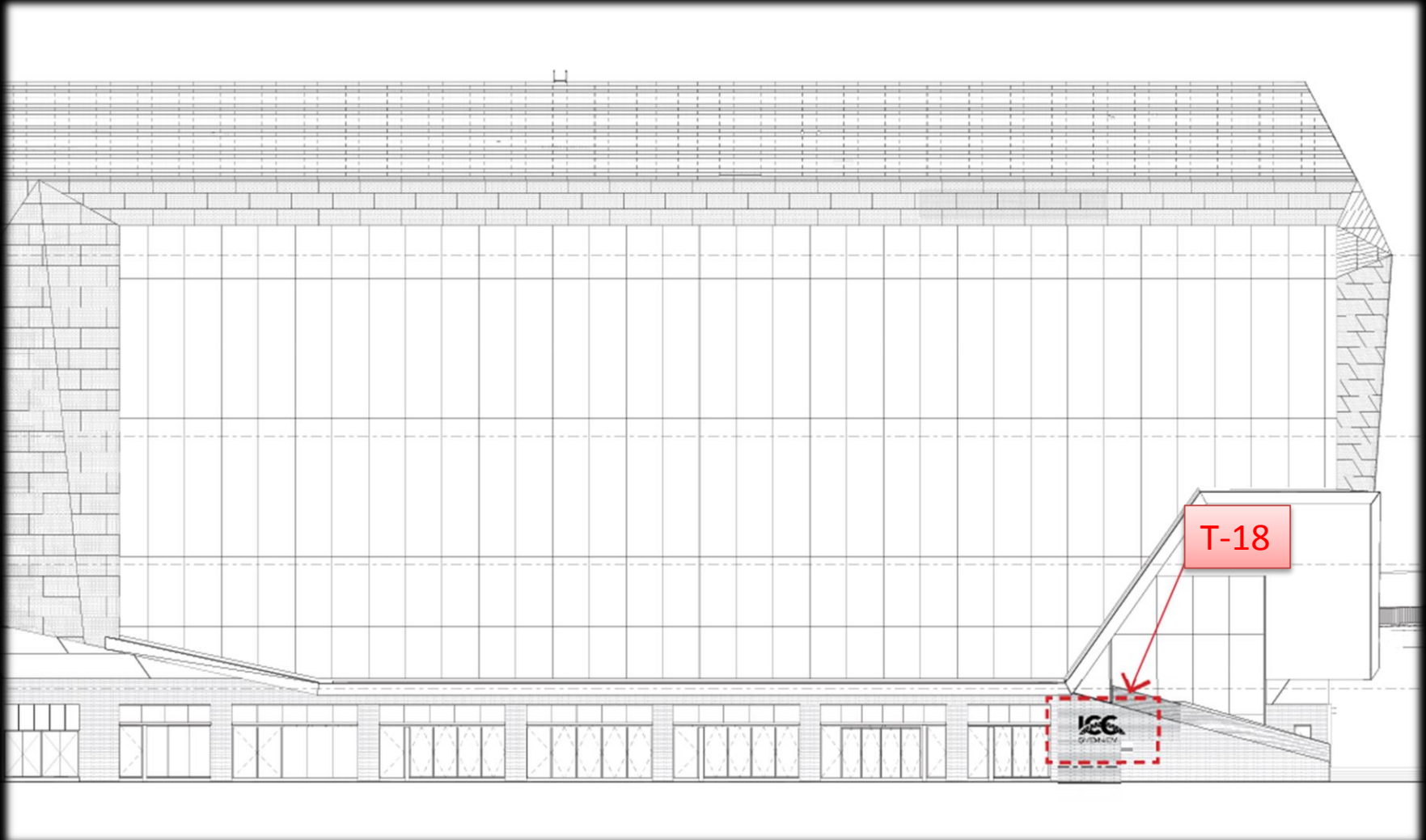
T-17 Naming rights and event/precinct information



- DAY/NIGHT STATIC SCREEN IMAGE FOR NAMING RIGHTS & VENUE INFORMATION
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME
- SCREEN SURFACE TO SIT FLUSH WITH FAÇADE
- NO AUDIO

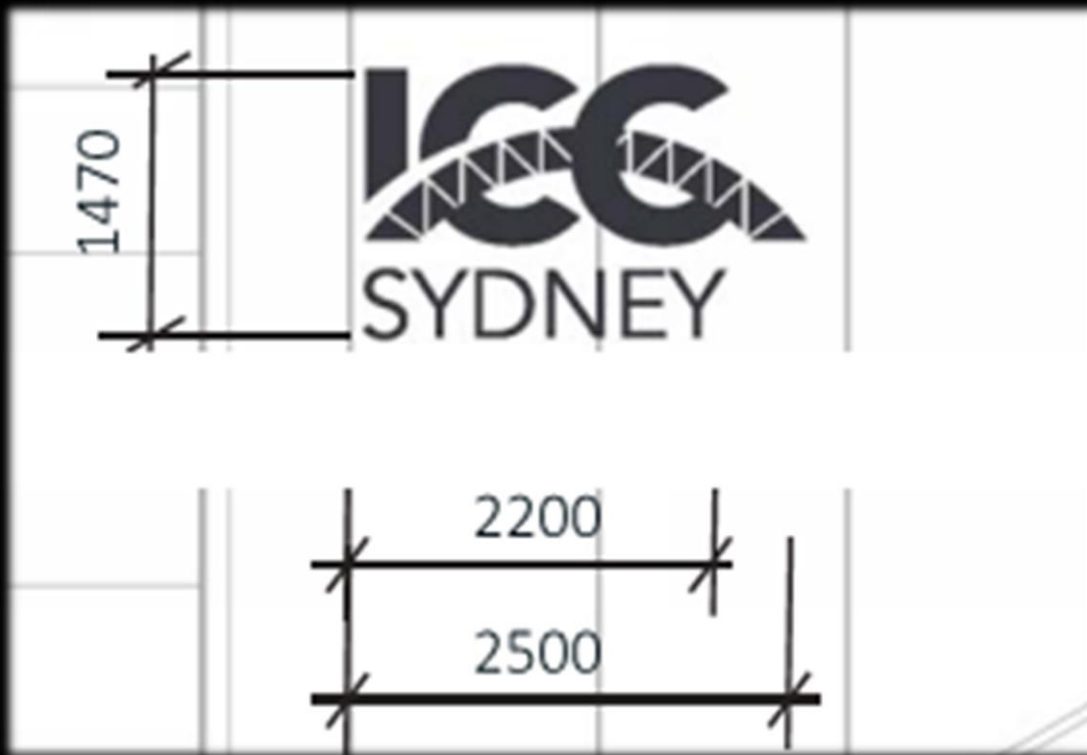
The Theatre

T-18 Building Identification



The Theatre

T-18 Building Identification



- 6MM BLACK STAINLESS STEEL LETTERING AND MATCHING FIXING
- ALL LETTERS INDIVIDUALLY PINNED TO SOLID SUBSTRATE
- ALL LOGO & LETTERS TO BE INDIVIDUALLY BACK LIT

Public Realm



Public Realm Blade Sign

P1,4

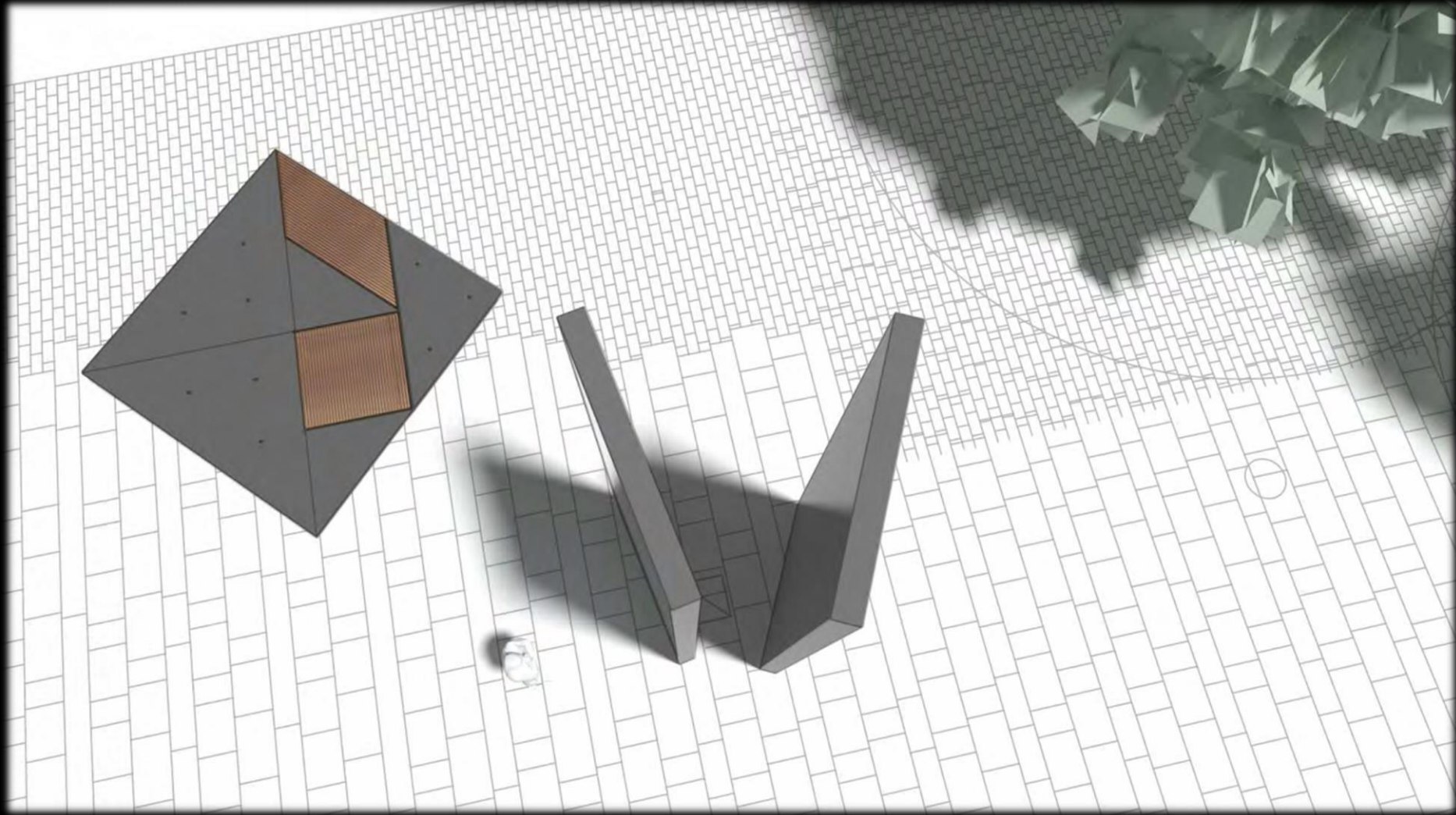
(Indicative Look and Feel)



Public Realm Blade Sign

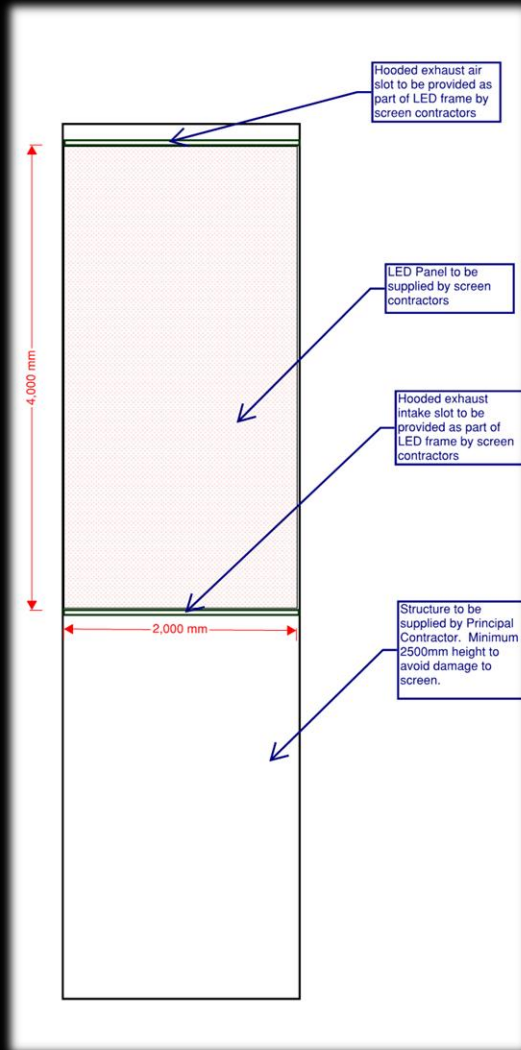
P1,4

(Indicative Look and Feel)



Public Realm Blade Sign

P1,4

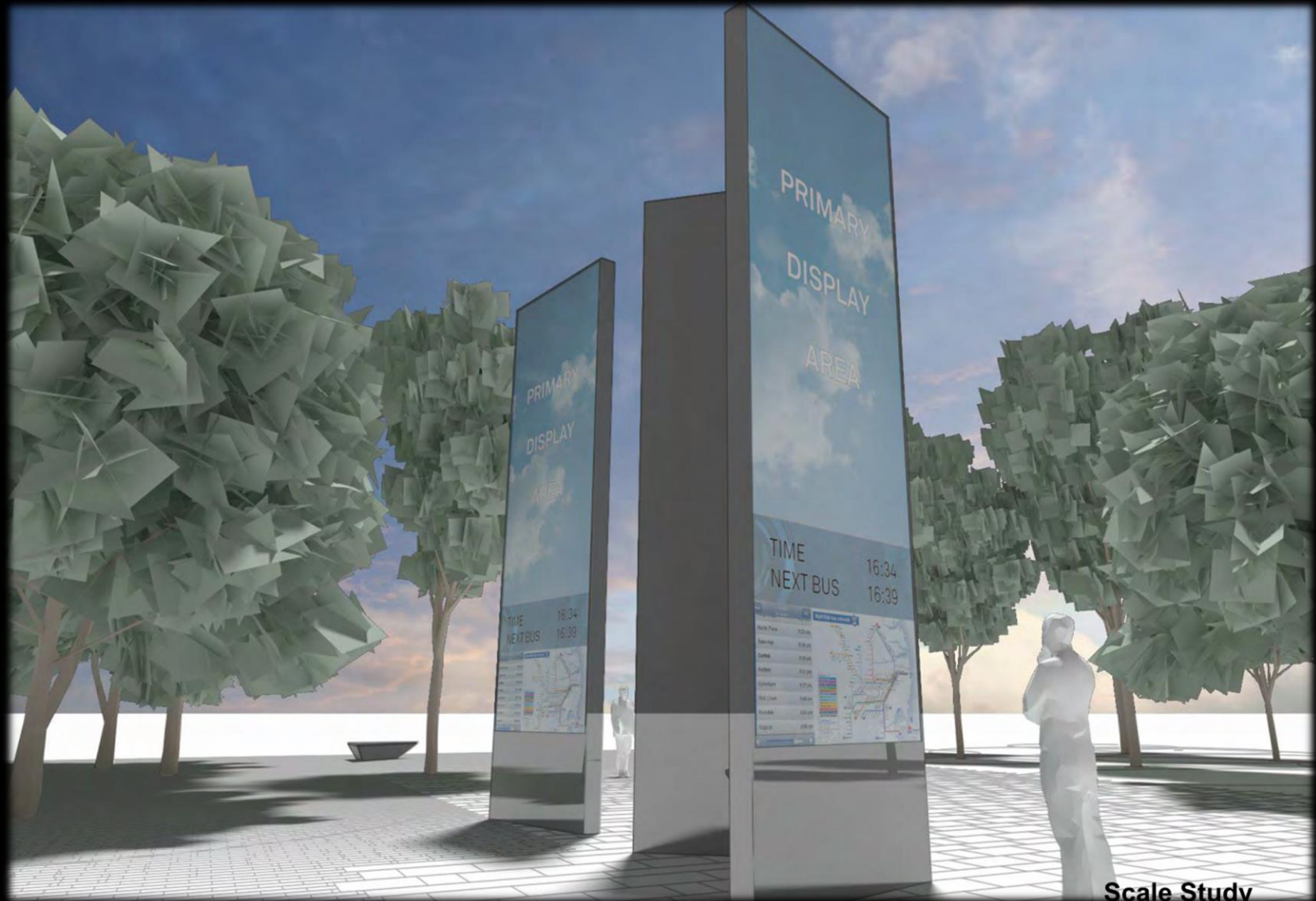


- DYNAMIC DAY/NIGHT CLUSTER OF 2 SINGLE SIDED BLADE LED SCREENS
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME MOUNTED TO ARCHITECT DESIGNED STRUCTURE
- SEAMLESS EDGE BLENDING BETWEEN FACES
- WILL INCLUDE LOCAL AUDIO

Public Realm Blade Sign

P2,3,5

(Indicative Look and Feel)

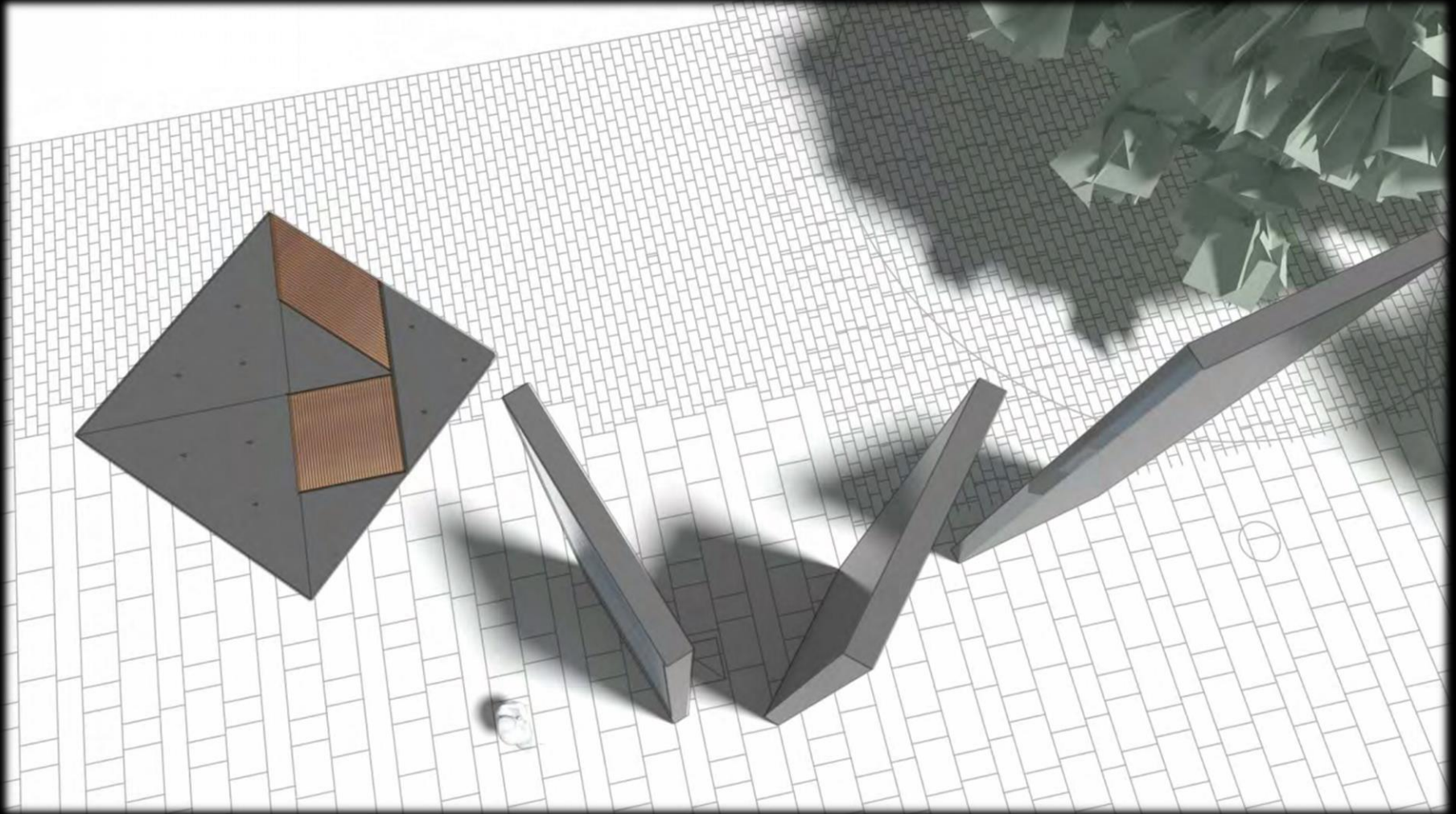


Scale Study

Public Realm Blade Sign

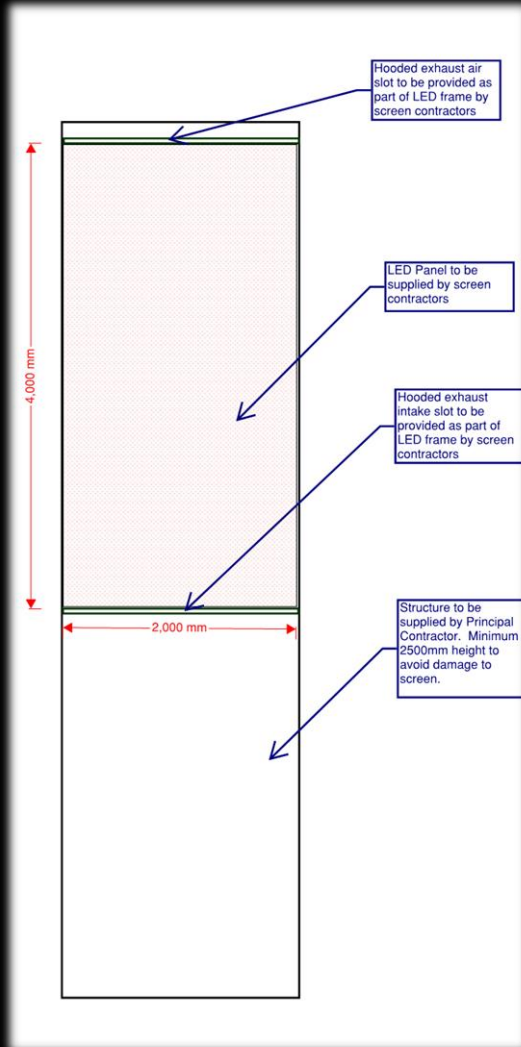
P2,3,5

(Indicative Look and Feel)



Public Realm Blade Sign

P2,3,5



- DYNAMIC DAY/NIGHT CLUSTER OF 3 SINGLE SIDED BLADE LED SCREENS
- LED SCREEN
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME MOUNTED TO ARCHITECT DESIGNED STRUCTURE
- SEAMLESS EDGE BLENDING BETWEEN FACES
- WILL INCLUDE LOCAL AUDIO

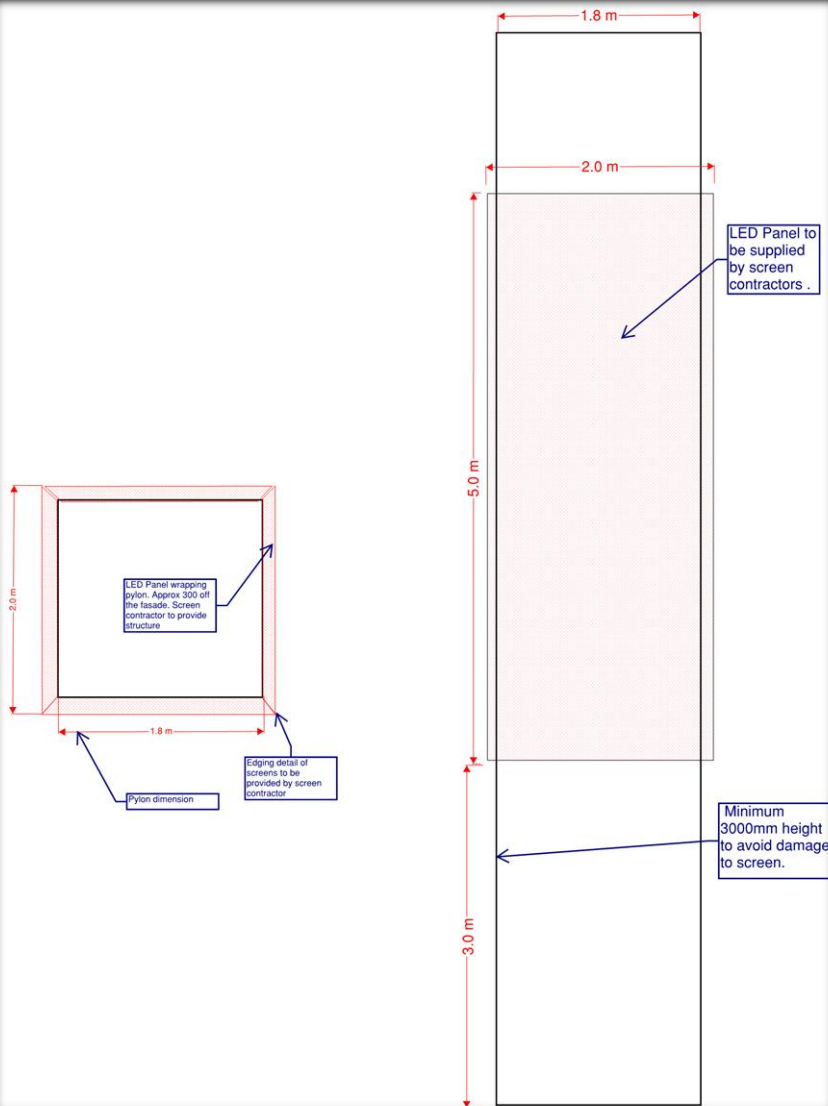
Public Realm Pillar Wrap

PW01-03



Public Realm Pillar Wrap

PW01-03



- DYNAMIC DAY/NIGHT 3 & 4 SIDED PILLAR WRAP LED SCREEN
- AUTO BRIGHTNESS ADJUST BASED ON CURRENT ENVIRONMENT
- GALVANIZED AND PAINTED FRAME
- SEAMLESS EDGE BLENDING BETWEEN FACES
- NO AUDIO

Design Review Panel Meeting 13 - Minutes

Meeting Number: Meeting 13 -2015
Date: 29 April 2015
Time: 1pm-4pm
Location: INSW Site office Darling Harbour
Attendees: Yvonne von Hartel (DRP)
 Tom Ussia (INSW)
 Ross Horlyck (INSW)
 Peter Poulet (DRP)
 Chris Hardwick (Lend Lease)

Apologies: David Riches(INSW)

No.	Action	By
1	Site Tour	
1.1	Chris Hardwick from Lend Lease conducted a site tour through the Public Realm development for the DRP.	
2	Samples and Prototypes	
2.1	Inspected the various Sample Prototypes Rooms in Parkside	
2.2	The DRP noted the following issues: <ul style="list-style-type: none"> • Pinboard is only along a part of the wall. How will the wall be painted? Can whiteboard type paint be incorporated? • Exit door to service corridor to be one and half doors wide not two as currently built • Carpet still not the correct Pattern • Power point positions still not logical • Method of projection still not clear • Lighting is too bright or the wrong colour temperature • Need to have the furniture in place to get a good feel on the room • Entry doors do not hold open or open greater than 120 deg • When entry doors open they conceal the room identification • Room Identifier and electronic signage board not installed. 	
3	Digital Signage	
3.1	The DRP was presented the digital signage proposition by Project Co.	
3.2	THE DRP noted the following in relation to the Building Signage: <ul style="list-style-type: none"> • All buildings are labelled "ICC Sydney with logo" • The Exhibition building is called International Exhibition Centre • The Convention Centre is called International Convention Centre Sydney • The Theatre building is to be determined. 	
3.3	The DRP recommends that the name convention of all the buildings need to be resolved and be consistent.	
3.4	The DRP noted the following in relation to the Public Realm Signs <ul style="list-style-type: none"> • No identifying large signs on the Boulevard side of ICC. There is a need for a sign at height for visibility 	

Design Review Panel Meeting 13 - Minutes

	<ul style="list-style-type: none"> • On the Darling Drive side the sign is at the top of the building and it may be difficult to be seen. • The Digital signage overlooking the Event Deck is presumably for themeing and activating the event deck. This should have audio as a part of the design. • Current upper level digital signage is branding for ICC Sydney. IF this is the case how does a first time visitor know which is exhibition or convention building or theatre. • Signage on top and sides not convincing, one needs to know what can be seen from the Boulevard • Exhibition Centre is written in small print at foot of stairs – too small to be legible and some of the landscaping features may block the view of the sign. • Dynamic projection on the digital signage on the birdsmouth of the theatre building looks exciting but no identifier of the building is included. • On the eastern façade high up is branding signage; where can this be seen from. The City? the Boulevard? • Major building signage on the Boulevard needs to be reviewed to ensure entrances are clearly identified. • Public Realm contains Blade signage (these are 6 metre high with a screen on the top 4 metres of digital signage) which is part event signage / part wayfinding. • The Public Realm Pier Signage wraps that are current in other parts of the Darling Harbour precinct look awful. The Blade signs are preferable. • All signs need to be looked at in respect to their visibility with the proposed tree layout and their relation to seats and other signs and objects • Emery to include event digital signage as a part of the wayfinding package. 	
3.5	THE DRP recommends that all signage (digital/wayfinding/branding) needs to be coordinated. All signs need to be considered in their context – can they be seen from the Boulevard; through trees and do they compete with other pieces of infrastructure.	
4	Audio Visual Review	
4.1	The DRP noted that with some of the meeting rooms that the projected images fall across doorways.	
4.2	The DRP questioned whether the same projector sizes were being used for all meeting rooms	
4.3	The DRP noted that the plans do not show consistent locations of the projectors mounted in the ceilings (in the coffers or on the ceiling grid)	
4.4	The DRP questioned how the projectors are fixed to the ceilings and whether the fixing would be visible.	
5	General Business	
	There was no general business	