



25mm - Photomontage - No Signage



25mm - Photomontage



50mm - Photomontage - No Signage



50mm - Photomontage



Matters for consideration	C-05; C-06; C-07; C-09; E-07; E-08; E-09; E-10; T-18	E-20	T11-A, T11-B	P-1 - P-7
<b>Schedule 1</b>				
<b>1 Character of the area</b>				
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposed building identification signs and digital screens are located within the 'Darling Harbour Live' precinct comprising new world class convention, exhibition and entertainment facilities. The Darling Harbour Live precinct forms part of the wider Darling Harbour tourist and entertainment area on the western edge of the Sydney CBD. The proposal for conventional building identification signs in prominent locations on facades and adjacent to building entrances; and digital screens on facades and within the public domain is compatible with the desired visual character of the Darling Harbour Live precinct.			
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed signs form part of a coordinated building identification signage strategy for the Darling Harbour Live precinct. The INSW Permanent Signage and Advertising Guidelines were developed by INSW to guide development of signage in this area. The proposed signs have been designed in accordance with this guidance.			
<b>2 Special areas</b>				
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	The proposed signs, individually and collectively, comprise a minor element on significant building façades. They will have negligible if any impact on the visual quality of special areas.			
<b>3 Views and vistas</b>				
Does the proposal obscure or compromise important views?	The proposed signs are contained entirely within the building profile or within the approved landscaping of the public domain. They will not have any impact on important views.			
Does the proposal dominate the skyline and reduce the quality of vistas?	As above.			
Does the proposal respect the viewing rights of other advertisers?	The proposed signs form part of the broader SICEEP signage strategy. They are not located close to other advertisers and do not obscure other signs.			
<b>4 Streetscape, setting or landscape</b>				
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale and proportion of the signs is appropriate for the setting, and will allow pedestrians to identify the building from the public domain.	The scale and proportion of the signs is appropriate for the setting, and is a unique and dynamic way of utilising the building façade.		The scale and proportion of the digital boards is appropriate for their setting within the main public domain boulevard
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The signs are typical of their function and purpose and will improve the legibility of the precinct.	The proposed screens will contribute to the visual interest of the SICEEP site and are entirely appropriate for a site with the cultural significance as Darling Harbour Live.		The signs contribute to the vibrant and dynamic character of the site and are consistent with the overall strategy for the site.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposed signs will be the only signage elements permitted with the precinct, signage clutter will therefore be reduced.			
Does the proposal screen unsightliness?	The proposed signs do not screen unsightliness.			
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage does not protrude above the approved building envelop or above the tree canopies of the approved trees in the area.			
<b>5 Site and building</b>				
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	The proposed signs are compatible with the scale and proportion of the building and the site. The signs individually form one element of the site signage strategy and are consistent with the overall signage approach.	The proposed screen has been integrated into the architecture of the event deck and is compatible with the scale and proportion of the building and the site. The sign individually form one element of the site's digital signage strategy and is consistent with the overall approach.	The proposed screens have been located on the ground level facade of the Theatre in a manner compatible with the scale and proportion of the building and the site. The signs contribute to the vibrant and dynamic character of the site and are consistent with the overall strategy for the site.	The proposed screens are located within the public realm and have been designed to be legible from distances to allow them to be read simultaneously by numerous patrons / visitors. The signs contribute to the vibrant and dynamic character of the site and are consistent with the overall strategy for the site.
Does the proposal respect important features of the site or building, or both?	The signs are typical of their function and purpose and will improve the legibility of the precinct. They do not obscure or compromise the architectural characteristics of the façades.	The screen has been sized appropriately to be visible from the bar area of the Event Deck. It will make a positive contribution to the overall character of the precinct.	The proposed screens will not have any impact on the interpretation of the architectural character of the building façade or the wider site.	The signs are typical of their function and purpose and will improve the legibility of the precinct. They do not obscure or compromise the architectural characteristics of the buildings or the character of the site.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The signs are typical of their function and purpose and will improve the legibility of the precinct. They identify the building and do not obscure or compromise the architectural characteristics of the façade.	The integration of the dynamic screen technology is a positive attribute to the building and is appropriate for its proposed use and will enliven the overall experience for patrons and visitors.		
<b>6 Associated devices and logos with advertisements and advertising structures</b>				
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	The ICC logo forms an integral part of the signage.		NA	
<b>7 Illumination</b>				
Would illumination result in unacceptable glare?	The proposed backlighting will illuminate the lettering. Glare would reduce the effectiveness and legibility of the signs and is counterproductive to the intended purpose.	The illumination will not result in unacceptable glare.		
Would illumination affect safety for pedestrians, vehicles or aircraft?	No, as described in the lighting report included as part of the EIS			
Would illumination detract from the amenity of any residence or other form of accommodation?	The subject site is within a highly developed entertainment precinct on the western fringe of the CBD. The proposed signs, individually or collectively as part of the site wide strategy, will not detract from the amenity of surrounding residential or tourist accommodation.			
Can the intensity of the illumination be adjusted, if necessary?	The intensity of the illumination will comply with the relevant Australian Standards. Illumination will be dynamic and respond to the ambient lighting. Intensity of the illumination will be centrally controlled and will comply with the requirements of the DCMP.			
Is the illumination subject to a curfew?	No	The screen will be illuminated approximately 18 hours / day.		No
<b>8 Safety</b>				
Would the proposal reduce the safety for any public road?	NA	NA	NA	P-1 and P-5 will have panels that are visible from public roads. The screens that are visible from the public roads will not display video and the images will have a minimum dwell time of 10 seconds. These measures will ensure the safety of the public road is maintained.  Refer to the ARRB assessment (submitted as an appendix of the EIS.)
Would the proposal reduce safety for pedestrians/cyclists?	The proposed signs will assist pedestrians and cyclists identify and locate the ICC	NA	NA	The proposed screens will improve safety by providing up to date information about events and conditions within the SICEEP precinct.
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	NA	NA	NA	The proposed screens will act to obscure sightlines along the Boulevard. However, this is considered to be acceptable given the extremely open nature of the public realm which provides 360 degree views of the site and limits opportunities for concealment behind the screens.