

JCDecaux Advertising Signage, Pacific Highway Pymble (DA 22/14353)

In response to the request from the Department of Planning and Environment to provide additional information on visual impact issues raised in attachment A, the statement below justifies the appropriateness of a black display frame over a perforated silver or stainless-steel panel.

Firstly it is important to note that the 0.45m wide display frame is a satin (semi-gloss) black powder coat finish and not a flat 'solid black colour'. The satin black powder coat finish will reflect some of the ambient sky colour in the day while not being overly bright or reflective at night.

The satin black display frame relates directly to the form of the stainless-steel cladding structure below and articulates the top of the signage structure, therefore diminishing the visual bulk. The visual size of the signage structure would be overemphasised if it was a single brightly coloured finish/material.

The satin black display border also frames the digital display and gives contrast against the urban backdrop, an example of this would be a traffic light that uses the black backing for contrast. A perforated silver or stainless-steel display frame does not lend itself to the front of the signage as could appear visually 'busy', over reflective or reveal the internal structure behind it, detracting from the overall design intent.

The balance and composition of the currently proposed quality materials and finishes aim to contribute to the urban experience.