



## **COUNCIL POLICY**

**DRAFT**

### **Large Multi-Media Displays**

**Approved by: City Strategy Committee on 28/07/2008**

**Next Review Date: December 2012**

**Responsible Officer:**

Position: Manager, Social Development

Phone: 8203 7300

## 1. INTRODUCTION

Large multi-media displays (LMMDs) have become a familiar sight in many major cities over the past decade. The mid 1990's saw the world embrace electronic technology as a primary means of communication and entertainment. The broad appeal for this medium has escalated with multi-media displays of varying sizes and purposes appearing in major Cities such as Berlin, New York, Hong Kong and Chicago. Nationally, LMMDs in the form of large screens can be found in Melbourne (Federation Square) and Brisbane (South Bank).

Large multi-media displays in the public realm have become an integral medium for promotion, advertising and entertainment. Live-to-air broadcasting of sporting events, news and major celebrations such as New Years Eve has become an important element of City life. In addition, some LMMDs are a creative outlet providing an avenue for artists to exhibit their work to a broader audience.

The City of Adelaide is a vibrant, innovative City that regularly hosts world-class festivals and events and is known for its lifestyle, colonial architecture and public spaces, particularly its Park Lands and Squares. It is a well designed City and easy to get around. As the population has grown over recent years it has contributed to increased vibrancy and activity in the City.

Displays in the public realm have the capacity to influence and enhance the City of Adelaide experience through:

- Promotion of the City and what it offers to visitors, students, residents, workers and tourists;
- Providing the City with an interactive method of communication and engagement with the community at large; and
- Supporting the City's cultural, economic, social and community life.

The Large Multi-Media Display Policy has been framed acknowledging the rapidly changing and evolving nature of new technology.

The accompanying Operating Guidelines provide guidance in regards to location, ownership, type, design and content of LMMDs in the public realm within the City of Adelaide.

The Operating Guidelines also provide certainty and clarity in assessing large multi-media display proposals in the public realm and help inform the development assessment of a proposal.

## 2. DEFINITIONS

**Large multi-media displays** describe a popular and contemporary medium for promotion, news, sport, advertising, entertainment, live-to-air broadcasting, public art, motion graphics and light shows. "Large" refers to a screen or similar structure, at least 3 metres by 3 metres in size. A large multi-media display can take the form of a permanent structure, be temporary or transportable.

The types of multi-media displays range from LED screens that achieve resolution clarity for live broadcasting of events through to multiple LED illuminated panels that provide a platform for colour and motion graphics, such as the Rundle Lantern.

**Interactive multi-media** comprises products and services that:

- use computer commands to integrate various elements such as text, still images (photographs), moving images (live action or animation) and audio; and
- use an online or offline digital delivery system. (Australian Film Commission), [www.afc.gov.au/gtp/gvtfunddefinitions.html](http://www.afc.gov.au/gtp/gvtfunddefinitions.html)

The **public realm** is defined as the parts of the City that have public access and use. This includes the streets, Squares and Park Lands, as well as the parks, gardens, plazas and forecourts adjacent to buildings.

### 3. POLICY OBJECTIVE

The objective of the Large Multi-Media Policy is to encourage the implementation of large multi-media displays in the public realm which will contribute to a culturally vibrant City.

### 4. POLICY STATEMENTS

#### 4.1 *Council encourages the use of LMMDs to create exciting and dynamic gathering places that enhance and add value to the public realm.*

- Gathering places support the desire for people to come together, to congregate and share a common space. LMMDs have been strategically utilised in many City locations throughout the world to create the reason and purpose for this to occur.
- Depending on its function, a LMMD may encourage people to linger for a moment, surprising and briefly captivating a passing audience. Alternatively, it may also create the purpose for a visit to the City, encouraging an audience to come and stay for hours.
- Due to its versatility, a LMMD can be applied to a variety of environments to create temporary or long-term gathering spaces within the public realm.
- Examples of events hosted within the City of Adelaide that have utilised LMMDs include live telecasts of the Ashes Series Test Match 2006 hosted by Council in Hindmarsh Square, the Federal Government's apology to the stolen generations held in Elder Park in March 2008 and the screening of short films in the Tropfest Festival in Rundle Park March 2008. All these events provided a unique gathering opportunity for thousands of people through the use of LMMDs.

#### 4.2 *Council encourages the use of LMMDs that provide **information and promote** the City experience and encourage greater participation of visitors in City life.*

- Content displayed on LMMDs has the capacity to be flexible, dynamic and ever-changing, creating an effective and contemporary medium for

communication, promotion and information dissemination to a variety of target audiences for a range of reasons.

- Increasingly, multi-media devices are being utilised to communicate, share and promote information to a variety of target audiences. Content displayed through a LMMD can help to enhance and influence how people utilise the City, promoting what is on offer, whilst encouraging and increasing broader participation in activities.
- The ability for a LMMD to attract people can also be used to draw a crowd towards another activity or gathering place, encouraging audiences to shop, dine or attend a special event. The Federation Square screen is an example of this opportunity.

**4.3** *Council encourages the use of LMMDs as a vehicle that adds **light, movement and colour** to the public realm, furthering the City as a vibrant, creative and exciting place to visit.*

- Used creatively, the presentation of light and colour infuses the public realm with vibrancy and visual excitement. Adelaide is known affectionately as the 'City of Light' for its innovative and unique use of light and colour to enhance and diversify the inner-city landscape and as a reference to its historic Surveyor General, Colonel William Light.
- Examples include Council's 'Rundle Lantern' located in the East End of Adelaide, an innovative LMMD that provides an exciting platform for artists to engage and excite City audiences.
- The presence of light and colour welcomes people to the City and creates an inviting atmosphere.

## **5. MAJOR LEGISLATIVE REQUIREMENTS AND CORPORATE POLICY CONTEXT**

The Policy supports Council's Vision for the City, as articulated in its Draft Strategic Directions document *'Creating our future:*

*A vibrant, populous and sustainable Capital City built upon Adelaide's heritage and lifestyle.*

The Corporate Policy context includes:

- Strategic Directions 2008 - 2030;
- Corporate Management Plan 2008 - 2010
- Visitor Growth Plan 2006 - 2010;
- City Arts and Living Culture Strategy 2003 - 2007 ;
- Social Development Strategy 2006 - 2010;
- Public Art Policy 2006 - 2008; and
- Adelaide (City) Development Plan (to be reviewed as part of the Development Plan Section 30 Review).

Specific legislative requirements need to be met to enact this Policy. The following organisations provide relevant information and advice that guide decision-making. These include (but are not limited to):

- Australasian Performing Right Association (APRA) – for composers, authors and publishers of music;
- Commercials Advice Pty Ltd (CAD) / Free TV Australia – to apply for classification of content;
- Australian Copyright Council – provides information and advice regarding the Copyright Act 1968;
- Phonographic Performance Company of Australia (PPCA) – for licensing music;
- Australian Film Commission (AFC) – to ensure the creation, preservation and availability of Australian audiovisual content;
- Environment Protection Authority (EPA) – to access laws that tell us what levels of noise are acceptable; and
- Development Act 1993 and City of Adelaide Development Plan – for assessing development applications.

## **6. MONITORING AND REVIEW**

The effectiveness of the Policy will be measured by the

- Views of visitors and
- Impact on visitor numbers.

The Policy will be reviewed by no later than 2012.



## **OPERATING GUIDELINES**

**DRAFT**

**Large Multi-Media Displays**

**Noted by: City Strategy Committee on 28/07/2008**

**Next Review Date:** December 2012

**Responsible Officer:**

Position: Manager Social Development

Phone: 8203 7300

# 1 INTRODUCTION

## 1.1 Purpose

These Operating Guidelines accompany the Large Multi-Media Display Policy, which encourages the development and use of large multi-media displays (LMMD's) in the public realm to enhance **gathering places**, to **promote** the City and to add vibrancy to the City through **light, movement and colour**.

The intent of the Operating Guidelines is to protect Council's discretion over the public realm. The Guidelines also provide certainty and clarity in assessing large multi-media display proposals and inform the development assessment of a proposal.

## 1.2 Legislative and Corporate Requirements

### 1.2.1 Legislative

It is recognised that there are specific legislative requirements that must be met. The following organisations provide relevant information and advice that guide decision making. These include (but are not limited to):

- Australasian Performing Right Association (APRA) – for composers, authors and publishers of music;
- Commercials Advice Pty Ltd (CAD) / Free TV Australia – to apply for classification of content;
- Australian Copyright Council - provides information and advice regarding the Copyright Act 1968;
- Phonographic Performance Company of Australia (PPCA) – for licensing music;
- Australian Film Commission (AFC) – to ensure the creation, preservation and availability of Australian audiovisual content;
- Environment Protection Authority (EPA) – regarding acceptable noise levels; and
- Development Act 1993 and City of Adelaide Development Plan – for assessing development applications.

### 1.2.2 Corporate

These Operating Guidelines have been prepared to ensure consistency with:

- Strategic Directions 2008 - 2030;
- Visitor Growth Plan 2006 - 2010;
- City Arts and Living Culture Strategy 2003 - 2007;
- Public Art Policy 2006 - 2008;
- Risk Management Operating Guidelines;
- Adelaide (City) Development Plan (to be reviewed as part of the Development Plan Section 30 Review);
- Urban Design Plans;
- Events Reference Guide; and
- Community Land Management Plans.

## 1.3 Definitions

**1.3.1 Large multi-media displays** describe a popular and contemporary medium for promotion, news, sport, advertising, entertainment, live-to-air broadcasting, public art, motion graphics and light shows. “Large” refers to a screen or similar structure, at least 3 metres by 3 metres in size. A large multi-media display can take the form of a permanent structure, be temporary or transportable. The types of multi-media displays range from LED screens that achieve resolution clarity for live broadcasting of events through to multiple LED illuminated panels that provide a platform for colour and motion graphics, such as the Rundle Lantern.

**1.3.2 Interactive multi-media** comprises products and services that:

- use computer commands to integrate various elements such as text, still images (photographs), moving images (live action or animation) and audio; and
- use an online or offline digital delivery system. (Australian Film Commission), [www.afc.gov.au/gtp/gvtfunddefinitions.html](http://www.afc.gov.au/gtp/gvtfunddefinitions.html)

**1.3.3 The public realm** is defined as the parts of the City that have public access and use. This includes the streets, Squares and Park Lands, as well as the parks, gardens, plazas and forecourts adjacent to buildings.

**1.3.4 A non-complying development** is a development of a particular nature listed in the Development Plan as being non-complying in a particular Zone or Policy Area. It is generally development that is inconsistent with the objectives and the principles of development control in the Adelaide (City) Development Plan. An applicant may consider that a proposal has significant merit and should be considered by Council even though it is listed as non-complying. The Development Act, 1993 provides for the assessment of Non-Complying proposals, which may result in an approval being granted if it has been demonstrated that the proposal is not seriously at variance with the Development Plan. However, there are no appeal rights for applicants to a refusal of the application or any conditions imposed.

**1.3.5 Third-party advertising** as defined in the Adelaide (City) Development Plan, consolidated 30 August 2007, includes an advertisement display relating to the following:

- Any goods, services or products of a class not provided, produced or sold to a significant extent on the land or in the building at which or upon which the advertisement display is situated;
- Any occurrence, event or competition that is not carried out on the land or in the building at or upon which the advertisement display is situated; or
- The location, nature or details of any activity or business not situated on the land or in the building at or upon which the advertisement display is situated.

**1.3.6 Touch screens** are digital screens that enable interactivity with the user. They can be stand-alone screens, such as those in Council's Visitor Centre in Rundle Mall, or an intrinsic part of a much larger screen.

## **2 SCOPE**

The Operating Guidelines:

- Cover proposals for large multi-media displays in the public realm and developments on building facades that project into the public realm;
- Apply to projects instigated by both Council and external applicants;
- Help inform Development Assessment of any large multi-media display proposals whether they are located on public or private land;
- Do not cover electronic signage or proposals for small screens (for example touch screens), unless the screens are intrinsic to the interactivity of large screens; and
- Do not cover projection art (refer Public Art Commissioning and Deaccessioning Operating Guidelines).

## **3. CRITERIA**

These Operating Guidelines provide guidance in regard to location, content, ownership, type, design and technical considerations. The following criteria will be used to make assessments of proposals.

## CRITERIA MATRIX

Variables	For <b>ALL</b> large multi-media display proposals	For large multi-media display proposals that are hosted in <b>GATHERING PLACES</b>	For large multi-media displays that <b>PROMOTE THE CITY</b>	For large multi-media displays that add vibrancy, through <b>COLOUR, MOVEMENT AND LIGHT</b>
<b>Location</b>	<p>A comprehensive risk assessment will need to be undertaken and proposals will need to fit within Environmental Protection Authority guidelines.</p> <p>Address public safety expectations.</p>	<p>Have sufficient capacity to accommodate anticipated crowds of people at the one time in an orderly manner.</p> <p>Have the necessary supporting infrastructure and services whether temporary or permanent.</p>	<p>Highly visible to heavy pedestrian and traffic flow areas but in a manner that won't cause distraction that could result in accidents.</p> <p>Suitable for commercial areas.</p>	<p>That will rejuvenate under utilised locations.</p> <p>Prioritise locations that will encourage positive night time activity.</p> <p>Highly visible to heavy pedestrian and traffic flow areas but in a manner that won't cause distraction that could result in accidents.</p>
<b>Content</b>	<p>Proposals will be assessed within the principle that the City's reputation is an important asset. The City has public responsibilities and accountabilities, and must operate within its own legislation, policies and guidelines.</p> <p>Need to comply with relevant broadcasting regulations.</p> <p>Where the Development Plan does not adequately address issues of content Council will have the ability to approve or reject large multi-media display content if it so chooses in its role as 'landowner' in the public realm. In particular Council will limit the degree of third party advertising and ensure all interactivity is moderated.</p>	<p>Host popular and contemporary electronic, news, sport, advertising, entertainment, public art, live-to-air broadcasting etc, that draw people into the City and encourage them to stay longer and to return.</p>	<p>Have a percentage of content set aside for City promotion including civic observances, as approved by Council.</p> <p>Include promotion of Council services and initiatives.</p>	<p>Have a strong emphasis on imaginative, innovative, experimental content.</p> <p>That attracts and engages people.</p>

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<b>Types</b>	<p>The types of LMMDs will take into account the importance of flexibility as technology, including hardware and software, changes and people's expectations change.</p> <p>All proposals will demonstrate energy and greenhouse efficiency.</p>	<p>Transportable displays will require Council approval on a case by case basis of type and in which location.</p> <p>Proposals for permanent fixtures that create a sense of place will be given preference if surrounded by significant retail, hospitality and/or allied entertainment and arts activity.</p>	<p>Highly visible mediums to a large number of people already in the City.</p> <p>The promotion meet agreed standards as provided by Council and/or the appropriate authority.</p>	<p>Highly visible mediums that attract interest and increase visitation into the City.</p>
<b>Technical</b>	<p>Encourage the use of leading-edge technology and innovation that utilise green energy.</p> <p>In assessing technical requirements the form must complement the site and provide a clear and undisturbed canvas for projection of such technology.</p>	<p>All LMMDs will be of an appropriate size, resolution clarity and volume for large public gatherings.</p>	<p>In assessing the technical requirements the LMMDs must have the capacity to engage a large volume of foot traffic and/or vehicle traffic.</p>	<p>In assessing technical requirements the form must support the primary purpose of the LMMD including the content, location, design and type.</p>
<b>Design</b>	<p>Demonstrate boldness in design.</p>	<p>Demonstrate boldness in design.</p>	<p>Demonstrate boldness in design.</p>	<p>Demonstrate boldness in design.</p>

#### **4. OWNERSHIP, ROLES AND RESPONSIBILITIES**

- 4.1** Ownership of any large multi-media displays by Council needs to be considered in terms of net cost to Council, its asset protection and its technical capability.
- 4.2** Council has two roles: firstly to assess large multi-media display applications as the land owner (under the Local Government Act, 1999) and secondly, in most cases, as the relevant planning authority (under the Development Act, 1993).
- 4.3** All Council initiated and external proposals for large multi-media displays will be assessed by the Development Assessment Business Unit against the provisions of the Development Plan and approved by the Development Assessment Panel.
- 4.4** Temporary displays for events will be assessed within the event management process and when street closures are required Council approval will be sought.

#### **5 MONITORING AND REVIEW**

- 5.1** The effectiveness of the Operating Guidelines will be measured by the
- Views of visitors and
  - Impact on visitor numbers.
- 5.2** The Operating Guidelines will be reviewed by no later than 2012