

THE  STAR

MODIFICATION 13  
TO  
MP08\_0098  
  
SIGNAGE STRATEGY

15 JUNE 2018  
PREPARED BY



TABLE OF CONTENTS

1. INTRODUCTION ..... 1

    1.1 PURPOSE ..... 1

    1.2 APPLICATION ..... 1

    1.3 THE SITE ..... 2

    1.4 STRUCTURE ..... 3

2. DESIGN PRINCIPLES ..... 4

    2.1 DESIGN INTENT ..... 4

    2.3 SIGNAGE PRINCIPLES ..... 5

3. SIGNAGE DEFINITIONS ..... 6

4. SIGNAGE TYPES ..... 7

5. CONSOLIDATION OF SIGNAGE APPROVALS ..... 9

6. CONCLUSION ..... 10

TABLES

TABLE 1 – PROPERTY DESCRIPTION AND OWNERSHIP ..... 2

TABLE 2 – SIGNAGE CHARACTERISTICS ..... 7

FIGURES

FIGURE 1 – THE SITE ..... 2

FIGURE 2 - COMPARISON OF THE SUBJECT SITE TO QUAY QUARTER ..... 3

APPENDICES

- Appendix A**      Signage Types
- Appendix B**      Sign Locations
- Appendix C**      Proposed Signage Extracted from FJMT Architectural Drawings

# 1. INTRODUCTION

## 1.1 PURPOSE

This Signage Strategy (the strategy) has been prepared by Urbis Pty Ltd (Urbis) with input from DWP and FJMT Studio on behalf of The Star Entertainment Group Limited (SEGL) for the Star Casino and Entertainment Complex Sydney (The Star). The purpose of the Signage Strategy is to present information on the location, design and type of signage, as well as the strategy that has guided the signage proposal is a component of Modification 13 to Project Approval MP08\_0098 (Mod 13).

SEGL is a leading operator of integrated resorts catering to both local and international visitors and, as the operator of The Star, has commenced a five-year redevelopment journey to create a landmark, exemplar integrated resort.

Mod 13 proposes the delivery of a new residential and hotel tower that is to be branded Ritz-Carlton, associated podium treatment, as well as several other packages of works. The Star is a 24-hour operational facility that functions as an integrated resort with a range of entertainment facilities, retail spaces, multiple restaurants and bars, 606 hotel rooms/serviced apartments across three towers, and basement parking. The key venues include the Sovereign Resort gaming operations, the Multi Use Event Facility (MUEF), and Lyric Theatre, which is operated by a separate entity from SEGL.

The strategy seeks to establish an overarching signage framework for The Star and has been developed in accordance with *State Environmental Planning Policy No. 64 – Advertising and Signage* and considers *Sydney Development Control Plan 2012 (Sydney DCP 2012)*.

This strategy seeks to deliver a high level of consistency for signage by providing a clear framework to select and develop design details for external building and business identification signage, as well as wayfinding signage.

As part of Mod 13, it is also proposed to consolidate signage approvals within a single set of signage plans to include:

- ◆ Approved signs;
- ◆ Wayfinding signs;
- ◆ Business identification (including F&B premises); and
- ◆ Tower and podium signage.

## 1.2 APPLICATION

It is intended that this strategy be endorsed by the Department of Planning and Environment (the Department) and be a matter for consideration together with:

- ◆ State Environmental Planning Policy No. 64 – Advertising and Signage; and
- ◆ Sydney Development Control Plan 2012 – Section 3 General Provisions (3.16 Signs and Advertisements).

The sign types are to be selected having regard to the Design Principles contained in **Section 2** and the Sign Types and Sign Locations detailed in **Appendix A** and **Appendix B**. Any deviation from this strategy must demonstrate that the proposal is consistent with the Design Intent and Design Principles, including the following potential environmental impacts on the surrounding built form:

- ◆ Presentation to key frontages to Pirrama Road, Jones Bay Road, Pyrmont Street, Union Street and Edward Street.
- ◆ Visual and amenity impacts on the public domain and surrounding land uses.
- ◆ Safety impacts on pedestrians, cyclist and road users.

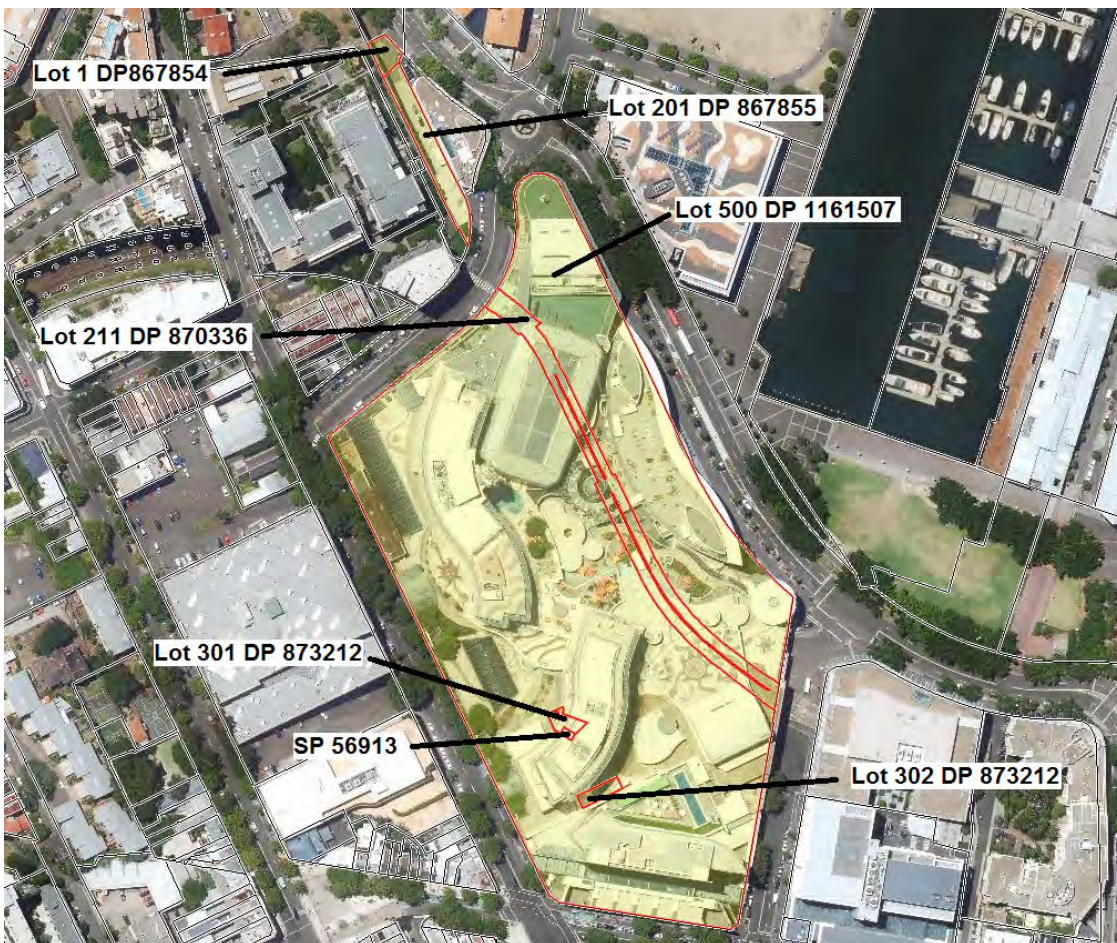
1.3 THE SITE

This strategy relates to land occupied by The Star that is identified as 20-80 Pyrmont Street, Pyrmont (the site). The site is comprised of multiple lots as set out in **Table 1** and **Figure 1**.

The site has a total area of 39,206 m<sup>2</sup> (excluding Lot 1 in DP 867854 and Lot 201 in DP 867855).

**Table 1 – Property Description and Ownership**

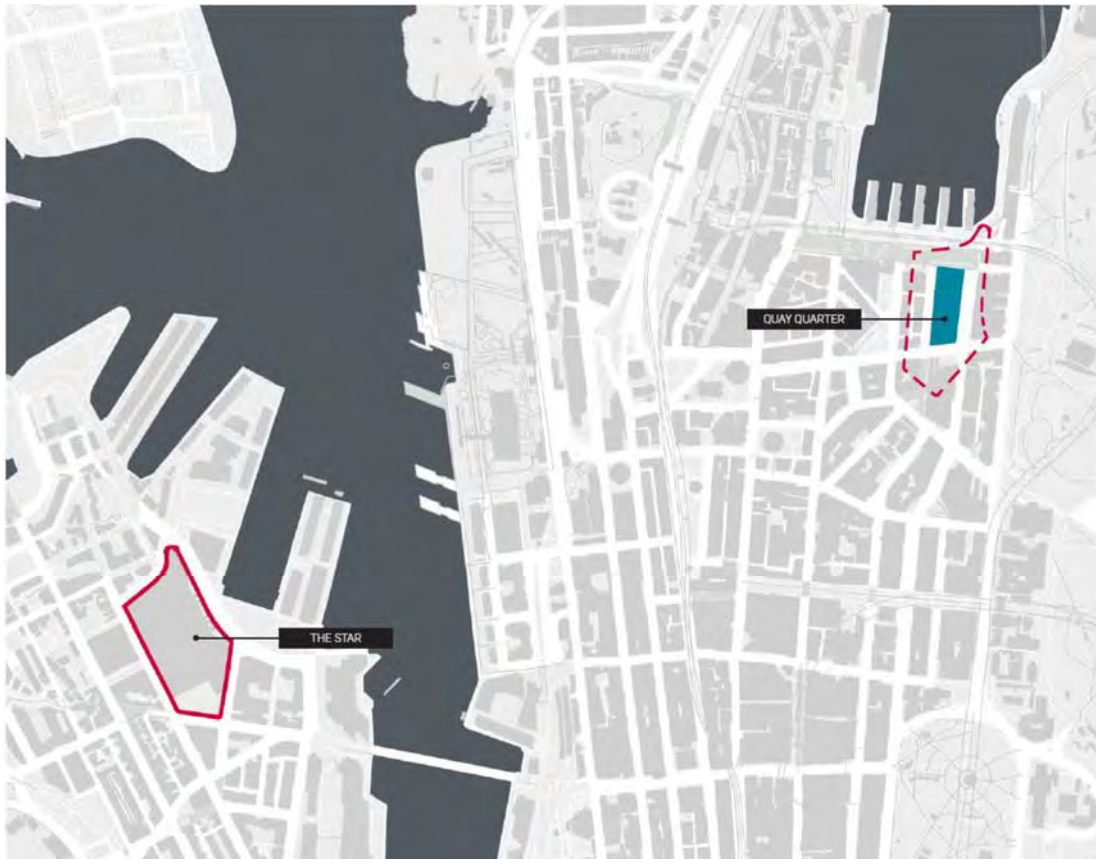
Details	Uses
Lot 211 in DP 870336	The Light Rail Corridor
Lot 500 in DP 1161507	The Star site
Lot 301 in DP 873212	Astral Hotel
Lot 302 in DP 873212 and Strata Plan - SP 56913	Astral Residences
Lot 1 in DP 867854	Service road
Lot 201 in DP 867855	Service road



Source: Urbis

**Figure 1 – The Site**

**Figure 2** below shows how large and significant The Star site is, exceeding the size of Quay Quarter and numerous city blocks. The site also has significantly frontages to Pirrama Road, Jones Bay Road, Pyrmont Street, Union Street and Edward Street.



Source: Urbis

**Figure 2 - Comparison of the subject site to Quay Quarter**

## 1.4 STRUCTURE

This Signage Strategy contains the following sections:

- ◆ **Section 1** – Details the intent of this strategy, its application and a description of the site.
- ◆ **Section 2** – Outlines design principles for the location and appearance of signage.
- ◆ **Section 3** – Provides definitions of the sign types.
- ◆ **Section 4** – Describes the sign types.
- ◆ **Section 5** – Provides an outline of the consolidation of signage approvals.

## 2. DESIGN PRINCIPLES

### 2.1 DESIGN INTENT

The intent of this Signage Strategy is to provide SEGL a framework that recognises the existing signage on the site and to create an effective plan to deliver signage for business, building identification, and way-finding purposes.

Signage at The Star is an integral element of the street frontage and the architecture of the site, and has a significant function because it helps emphasise the identity of the building, tenancies and retail offering. As such, signage should:

- ◆ Reflect the site's location within Pyrmont and the Sydney Metropolitan area; and
- ◆ Consider the site's key frontages to Pirrama Road, Jones Bay Road, Pyrmont Street, Union Street and Edward Street including the opportunity to make a positive contribution to the streetscape by improving visual interest and increasing the presence of The Star as an entertainment complex, retail hub and neighbourhood centre.

This Signage Strategy acknowledges the importance of providing signage at prominent locations within the site which is strategically located so that it:

- ◆ Provides a clear and consistent identity for the existing and proposed development at The Star.
- ◆ Responds to existing signs and locates new signs in locations which provide a greater sense of symmetry and visual harmony.
- ◆ Is easily identifiable by pedestrians and passing vehicles at ground level and at key approaches to the site.
- ◆ Is appropriately located and positively contributes to the public domain by achieving high design quality and consistency across the site.
- ◆ Identifies the uses of the building, being retail and entertainment leisure offerings, and highlight tenant presence within the complex.
- ◆ Provides for activation of key street frontages through the architectural detailing of the signage and building.
- ◆ Does not compromise the amenity of residents, workers and visitors, and ensures the safety of road users.
- ◆ Does not detract from the visual quality of surrounding land uses and environmentally significant buildings and structures.
- ◆ Does not detract from the high-quality pedestrian experience of streets and other public spaces and prioritises way finding and other signs that are in the public interest.

Signage is to be of a high design quality that is integrated with the architectural design of the existing built form and contribute to the surrounding area.

The proposed signs described in **Appendix A** and within this strategy have been designed to deliver compatibility with existing sign types, accord with the relevant provisions of the Sydney DCP 2012 and comply with the Building Code of Australia and other relevant Australian Standards, including those relating to equitable accessibility and legibility.

## 2.3 SIGNAGE PRINCIPLES

All signage has had consideration to the Design Intent in **Section 2.1** of this strategy and must demonstrate consistency with the following signage principles.

### 2.3.1 Architectural form

- ◆ Locate new signs where there is appropriate façade space to create visual interest and avoid visual clutter and the screening of significant building features.
- ◆ Integrate and complement the architectural design of the building including key building elements, materials, finishes and colours.
- ◆ Signs on the same elevation of a building are to be of a similar proportion or style to provide for a consistent appearance.
- ◆ Be constructed of high quality and durable materials to ensure sustainability and longevity.
- ◆ Building and tenancy identification signage is to be creatively designed and highlight tenancy entry.

### 2.3.2 Views and Vistas

- ◆ Signage locations are to be visible to pedestrians when approaching the site from key vantage points.
- ◆ Signs are to be confined to the site boundaries and are not to dominate the skyline and/or viewing rights of other advertisers.

### 2.3.3 Streetscape setting and amenity

- ◆ Make a positive contribution to the activation of the principal frontages of the entertainment complex and the streetscape and reflect the site's setting within Pyrmont.
- ◆ Location and design of signage must consider key vantage points of The Star when viewed from the street including Darling Island and Pirrama Roads (view south), Jones Bay Road (view north-east), Pyrmont Street (view north), Edward Street (view east) and Union Street (view north-west and north-east).
- ◆ Do not detract from the amenity of the surrounding land uses.
- ◆ Be of an appropriate scale, proportion and form consistent with the mixed-use location and streetscape.

### 2.3.4 Identification, legibility and wayfinding

- ◆ Incorporate where relevant the ability to identify the retail component separate to the residential, gaming and food and beverage components.
- ◆ Content is to be limited to the identification of The Star and key tenants. No signs are to contain third party advertising.
- ◆ Clearly identify the site as The Star and the hotel tenant the Ritz Carlton.
- ◆ Provide directional guidance for pedestrian and vehicular entrances.
- ◆ Enhance legibility and improve way-finding for those accessing site and its various elements and for pedestrians and vehicles navigating the public realm.
- ◆ Provide real-time car parking availability and guidance to improve car parking efficiency.

### 2.3.5 Safety and accessibility

- ◆ Comply with the relevant provisions of the Building Code of Australia and Australian Standards.
- ◆ Do not reduce the safety of any public road, or for pedestrians and bicyclists by reducing sightlines.

### 3. SIGNAGE DEFINITIONS

The signage falls within ambit of the definitions provided under Sydney DCP 2012, as follows:

#### **(a) Business identification signs**

The term means a sign;

*(a) that indicates*

*(i) the name of the person or business, and*

*(ii) the nature of the business carried on by the person at the premises or place at which the sign is displayed;*

*(b) that may include the address of the premises or place and a logo or other symbol that identifies the business, but that does not contain any advertising relating to a person who does not carry on business at the premises or place.*

#### **(b) Building identification signs**

*The term means a sign that identifies or names a building and that may include the name of a building, the street name and number of a building, and a logo or other symbol but does not include general advertising of products, goods or services.*

**Appendix A**, provides detail on the appearance, size and location of The Star and Ritz Carlton signage.

## 4. SIGNAGE TYPES

This Signage Strategy proposes the delivery of a series of business identification, logo, directional, car parking and display signage. The signage types are detailed in **Table 2** and **Appendix A**. The sign numbers below are as listed in **Appendix A**. has regard to the following sign types for The Star:

- ◆ **9 x Business Identification Signs:**
  - Future tenancy - 5, 6, 20, 21, 22, 23, 24, 25 and 26.
- ◆ **9 x Business Identification and/or Logo Signs:**
  - Logo Signs – 1 and 19.
  - Tower Logos Signs – 11, 12, 15 and 16.
  - Business Identification and Logos Signs - 9, 17 and 18.
- ◆ **7 x Directional and Carpark Signs:**
  - Signs 2, 3, 4, 7, 8, 10 and 13; and
- ◆ **Illuminated displays:**
  - Sign 14.

For each of the signage types the following key characteristics are noted:

**Table 2 – Signage Characteristics**

<b>Signage Type</b>	<b>Key characteristics</b>
Business Identification - Future Tenancy	<p><b>Size:</b> ranging from 900-4550mm (H) x 2400-13000mm (W) x 250mm (D)</p> <p><b>Location:</b> At entrances to built-form or internally adjacent to relevant tenancy</p> <p><b>Illumination:</b> Generally, yes.</p> <p><b>Materiality:</b> Aluminium composite material or lightbox with flex face banner.</p>
Business Identification Logo Sign <ul style="list-style-type: none"> <li>• Logo</li> </ul>	<p><b>Size:</b> ranging from 800-4000mm (H) x 4000-4500mm (W) x 250-400mm (D).</p> <p><b>Location:</b> At strategic pedestrian entries to the facility.</p> <p><b>Illumination:</b> Externally illuminated.</p> <p><b>Materiality:</b> bronze or gold metal-look finish.</p>
Business Identification Logo Sign <ul style="list-style-type: none"> <li>• Tower Logo</li> </ul>	<p><b>Size:</b> ranging from 3000-8200mm (H) x 8200-12000mm (W) x 250-400mm (D).</p> <p><b>Location:</b> top of towers, affixed to the building façade.</p> <p><b>Illumination:</b> Yes.</p> <p><b>Materiality:</b> Aluminium light box.</p>
Business Identification Logo Sign <ul style="list-style-type: none"> <li>• Business Identification and Logo</li> </ul>	<p><b>Size:</b> ranging from 1250-4000mm (H) x 6560-16400mm (W) x 250-400mm (D).</p> <p><b>Location:</b> Wall mounted or façade mounted.</p> <p><b>Illumination:</b> Light cast back onto façade.</p>

Signage Type	Key characteristics
Directional and Carpark Signs	<p><b>Materiality:</b> Aluminium lightbox.</p> <p><b>Size:</b> Ranging from 700-2200mm (H) x 200-15,000 (W) x 250-1800mm (D)</p> <p><b>Location:</b> At entrances to car parking and loading docks and at street frontages, generally at street level height.</p> <p><b>Illumination:</b> car park entry signs are generally illuminated.</p> <p><b>Materiality:</b> Signage base panel in aluminium composite material.</p>
Illuminated displays	<p><b>Size:</b> 1,085mm (H) x 1,000mm (W) x 500mm (D)</p> <p><b>Location:</b> Along pedestrian access corridor on The Darling Hotel drop off side.</p> <p><b>Illumination:</b> Yes.</p> <p><b>Materiality:</b> Gold metal finish framed boxes internally illuminated.</p>

**Appendix A** provides further detail on these signs and **Appendix B** nominates the sign location and **Appendix C** provides extracts from the FJMT Architectural Drawing Set relating to signage detail.

## 5. CONSOLIDATION OF SIGNAGE APPROVALS

The following City of Sydney development consents relating to signage will be surrendered following the approval of Mod 13. The signs, the subject of those development consents have been constructed in accordance with the relevant consents and they have no ongoing operational conditions. In addition, where the signage is to be replaced by the new form identification or logo signs as shown on the FJMT drawings in **Appendix C** it is appropriate that the consents be surrendered to avoid conflict and confusion.

- ◆ D2011/988 – Astral Hotel and Residences Signage approved on 08 January 2011.
- ◆ D2011/987 – The Darling Signage approved on 08 January 2011.
- ◆ D2011/986 – Replacement of existing illuminated building identification signage on the north-eastern elevation of The Star City Casino lift shaft approved on 08 January 2011.
- ◆ D2012/431 – Sokyo Restaurant Signage approved on 05 April 2012.
- ◆ D2015/479 – Installation of free standing steel signage and associated lighting to existing garden bed (THE STAR letters) approved on 30 June 2015.
- ◆ D2016/1368 – Removal of existing glass partition with signage. New solid partition with signage Gojima approved 1 February 2017.

The signs are erected and to be retained are shown on the drawings in **Appendix B** of the EAR which accompany Mod 13.

## 6. CONCLUSION

The proposed signage works are shown in detail on the Architectural Plans provided at **Appendix A** of this Strategy and within the Environmental Assessment Report (EAR). The plans provide details of the business identification signage and branding on the tower, business identification signage for tenancies within the site, and as well as vehicular way-finding signage relating to the car parking entries. The business and tenancy identification signage is required, due to the diversity of uses. It is critical that tenancies are suitably signposted to enable easy navigation for patrons.

*State Environmental Planning Policy No. 64 Advertising and Signage* (SEPP 64) aims to ensure that signage is compatible with the desired amenity and visual character of an area, communicates the message effectively and is of high quality design and finish. The relevant provisions of SEPP 64 as they relate to the signage plans and package of works have been addressed in the EAR. It was found that the signage was generally consistent with the criteria specified in Schedule 1 of SEPP 64 and that the package of signage is appropriate for the site and will:

- ◆ Improve wayfinding on-site and around Pyrmont;
- ◆ Respond to the need for signage relating to the proposed uses; including future tenancies, restaurants, the Neighbourhood Centre, Pyrmont Street car park entry and existing underutilised pedestrian entry points;
- ◆ Be sympathetic to the proposed built form and façades and will lend visual interest to the streetscape;
- ◆ Primarily be located at ground level along long street façades, thereby limiting the amount of signage within the skyline and visible from Sydney CBD and surrounds; and
- ◆ Be proportionally sympathetic as the signage will not be visible within one view due to the separation of sign installations, scale of the site and multiple building frontages.

Overall, the proposed signage is considered appropriate for the site and The Star, given the urban context, numerous uses within the site, size of the site, and scale of the development. It is considered that the proposed signs will not result in any adverse environmental impacts in the context of the Major Project Approval MP08\_0098 as approved and constructed and now proposed.

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APPENDIX A  
SIGNAGE TYPES

Sign Number	Signage Type	Mount Type/ Method of affixation	Size	Location	Illumination	Materiality
Signage 1	Business Identification Sign - Logo	Free standing sign ('The Star' logo)	H: 4,000mm W: 4,000mm D: 400mm Total area: 16sqm	Pirrama Road	Yes	Gold metal finish
Signage 19	Business Identification Sign – Ritz Carlton Plaque - Logo	Wall mounted, flush to facade	H: 800mm W: 4,500mm D:30mm Size: 3.6sqm	Fronting Pirrama Road (behind glazing) Top: 5.35 RL Bottom: 4.85 RL	No	Cast bronze plaque with protective smooth coating, or similar.
Signage 9	Business Identification Signage - Business + logo	Wall mounted	H: 1,250mm W: 11,900mm D: 250mm Total area: 14.875sqm	Pymont Street pedestrian entry	No	Signage base panel in aluminium composite material with non-illuminated letters.
Signage 17	Business Identification Sign – Ritz Carlton Logo and Wording - Business + logo		Logo: H: 4,000mm W: 6,660mm Size: 26.64sqm Wording: H: 1,200mm W: 16,400mm D: 400mm Size: 19.2sqm	Pirrama Road – Podium above porte cochere Top: 24.1 RL Bottom: 18.4 RL	Face not illuminated, but light cast back onto substrate facade via resinated LEDs or similar.	Bronze/gold powder coated aluminium, stainless steel (or similar) face, with aluminium light box fixed to facade substrate via threaded rods or similar.
Signage 18	Business Identification Sign – Ritz Carlton Logo and Wording - Business + logo	Fixed to facade via concealed threaded rods	H: 2,700mm W: 6,560mm D:250mm Size: 17.712sqm	Pirrama Road Hotel Porte Cochere Top: 7.00 RL Bottom: 7.3 RL	Face not illuminated, but light cast back onto substrate facade via resinated LEDs or similar.	Bronze/gold powder coated aluminium, stainless steel (or similar) face, with aluminium light box fixed to facade substrate via threaded rods or similar.
Signage 15	Business Identification Sign – The Star Logo – Tower logo	Fixing to building glazing (facade) with RHS mounting rails and steel mullions bolted to existing spigots, or similar.	H: 7,900mm W: 7,900mm D:400mm Size: 49.02sqm	Top of Tower – East Elevation Top: 225.705 RL Bottom: 217.805 RL	Face to be internally illuminated.	Aluminium lightbox with flex face banner, or similar. RHS mounting rails and steel mullions bolted to existing spigots, or similar.
Signage 16	Business Identification Sign – The Star Logo - Tower logo	Fixing to building glazing (facade) with RHS mounting rails and steel mullions bolted to existing spigots, or similar.	H: 7,900mm W: 7,900mm D:400mm Size: 49.02sqm	Top of Tower – West Elevation Top: 225.710 RL Bottom: 217.810 RL	Face to be internally illuminated.	Aluminium lightbox with flex face banner, or similar. RHS mounting rails and steel mullions bolted to existing spigots, or similar.
Signage 11	Business Identification Signage (The Star) – Tower logo	Wall mounted	H: 3,000mm W: 12,000mm D: 250mm Total area: 36sqm	Top of Astral Hotel (western façade)	Yes	Signage base panel in aluminium composite material with LED illuminated letters.
Signage 12	Business Identification Signage (The Star) – Tower logo	Wall mounted	H: 3,300mm W: 10,700mm	Top of Astral Hotel (eastern façade)	Yes	Signage base panel in aluminium composite material with LED illuminated letters.

Sign Number	Signage Type	Mount Type/ Method of affixation	Size	Location	Illumination	Materiality
			D: 250mm Total area: 35.31sqm			
Signage 2	Building Identification Sign - Directional	Wall mounted	H: 1,500mm W: 15,000mm D: 250mm Total area: 22.5sqm	Edward Street Carpark Entry/Exit	Yes	Signage base panel in aluminium composite material with LED illuminated letters.
Signage 3	Building Identification Sign - Directional	Wall mounted	H: 1,500mm W: 10,840mm D: 250mm Total area: 16.26sqm	Edward Street	Yes	Signage base panel in aluminium composite material with LED illuminated letters.
Signage 4	Building Identification Sign - Directional	Wall mounted	H: 1,500mm W: 15,000mm D: 250mm Total area: 22.5sqm	Edward Street Carpark Entry/Exit	Yes	Signage base panel in aluminium composite material with LED illuminated letters.
Signage 7	Building Identification Sign - Directional	Wall mounted	H: 1,850mm W: 10,000mm D: 250mm Total area: 18.5sqm	Pymont Street Carpark Exit	No	Signage base panel in aluminium composite material with non-illuminated letters.
Signage 8	Building Identification Sign - Directional	Free standing (on top of awning)	H: 700mm W: 10,000mm D: 250mm Total area: 7sqm	New Pymont Street Carpark Entry	Yes	Signage base panel in aluminium composite material with LED illuminated letters.
Signage 13	Building Identification Sign - Directional Signage	Wall mounted	H: 1,200mm W: 6,745mm D: 250mm Total area: 8.094sqm	Jones Bay Road	No	Signage base panel in aluminium composite material with non-illuminated letters.
Signage 10	Building Identification Sign - Directional	Projecting	H: 2,200mm W: 200mm D: 1800 Total area: 0.44sqm	Pymont Street	No	Signage base panel in aluminium composite material with non-illuminated letters.
Signage 5	Business Identification Signage – Future tenancy	Wall mounted	H: 1,800mm W: 11,200mm D: 250mm Total area: 20.16sqm	Corner of Edward Street and Union Street	No	Signage base panel in aluminium composite material with non-illuminated letters.
Signage 6	Business Identification Signage – Future tenancy	Wall mounted	H: 4,550mm W: 2,400mm D: 250mm Total area: 10.92sqm	Corner of Edward Street and Union Street	No	Signage base panel in aluminium composite material with non-illuminated letters.

Sign Number	Signage Type	Mount Type/ Method of affixation	Size	Location	Illumination	Materiality
Signage 20	Business Identification - Future Tenancy	Fixing to building glazing (facade) with RHS mounting rails and steel mullions bolted to existing spigots, or similar.	H: 1,000mm W: 6,500mm D:250mm Size: 6.5sqm	Fronting Pirrama Road (behind glazing) for neighbourhood centre. Top: 7.00 RL Bottom: 6.2 RL	Yes	Lightbox with flex face banner, or similar.
Signage 21	Business Identification – Future Tenancy	Fixing to building glazing (facade) with RHS mounting rails and steel mullions bolted to existing spigots, or similar.	H: 2,200mm W: 2,400mm D:250mm Size: 5.28sqm	Fronting Jones Bay Road (behind glazing) for neighbourhood centre. Top: 11.7 RL Bottom: 9.5 RL	Yes	Lightbox with flex face banner, or similar.
Signage 22	Business Identification – Future Tenancy	Fixed to facade via concealed threaded rods	H: 1,100mm W: 5,500mm D:250mm Size: 6.05sqm	Fronting Jones Bay Road (behind glazing) for neighbourhood centre. Top: 13.8 RL Bottom: 12.7 RL	Yes	Lightbox with flex face banner, or similar.
Signage 23	Business Identification – Future Tenancy	Fixing to building glazing (facade) with RHS mounting rails and steel mullions bolted to existing spigots, or similar.	H: 1,100mm W: 13,000mm D:250mm Size: 14.3sqm	Fronting Jones Bay Road for Residential Lobby Top: 13.8 RL Bottom: 12.7 RL	Yes	Lightboxes with flex face banner, or similar.
Signage 24	Business Identification – Future Tenancy	Both fixed to facade via concealed threaded rods	Sign 1 H: 1,000mm W: 5,800mm D: 250mm Size: 5.8sqm Sign 2 H: 1,000mm W: 12,200mm D: 250mm Size: 12.2sqm	Fronting Jones Bay Road. Top: 13.8 RL Bottom: 12.7 RL	Yes	Lightboxes with flex face banner, or similar.
Signage 25	Business Identification - Future Tenancy	Fixing to building glazing (facade) with RHS mounting rails and steel mullions bolted to existing spigots, or similar.	H: 900mm W: 3,500mm D: 250mm Size: 2.835sqm	Fronting Pirrama Road. Top: 5.45 RL Bottom: 4.55 RL	Yes	Lightboxes with flex face banner, or similar.
Signage 26	Business Identification – Future Tenancy	Fixing to building glazing (facade) with RHS mounting rails and steel mullions bolted to existing spigots, or similar.	H: 900mm W: 3,500mm D: 250mm Size: 2.835sqm	Fronting Pirrama Road. Top: 5.45 RL Bottom: 4.55 RL	Yes	Lightboxes with flex face banner, or similar.
Signage 14	Display Vitrines (x 13) (for high end accessories display)	Wall mounted	H: 1,085mm W: 1,000mm D: 500mm Total area: 1.085sqm	Along pedestrian access corridor on The Darling Hotel drop off side	Yes	Gold metal finish framed boxes internally illuminated.

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APPENDIX B  
SIGN LOCATION



Notes  
 The information contained in this document is copyright and may not be used or reproduced for any other project or purpose.  
 Verify all dimensions and levels on site and report any discrepancies to dwp for direction prior to the commencement of work.  
 Drawings are to be read in conjunction with all other contract documents.  
 Use figured dimensions only. Do not scale from drawings. dwp cannot guarantee the accuracy of content and format for copies of drawings issued electronically.  
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 David Rose Nominated Architect NSW APR 4882

- Consultants**
- Planner, Heritage & Social  
URBIS
  - Structural & Civil Engineer  
TAYLOR THOMSON WHITTING **TTW**
  - Structural, Mechanical & Fire Protection Engineer  
WSP | PARSONS BRINCKERHOFF
  - Electrical, Communications & Hydraulic Engineer  
UMOW LAI
  - BCA Consultant  
Mckenzie Group

**GENERAL LEVELS NOTE:**  
 RLs SHOWN ON ARCHITECTURAL DRAWINGS ARE 100m ABOVE AHD (AUSTRALIAN HEIGHT DATUM).

- LEGEND:**
- (EX) ■ EXISTING SIGNAGE (INSTALLED) UNDER CITY OF SYDNEY DA OR CDC
  - (01) ■ APPROVED SIGNAGE (NOT INSTALLED)
  - (02) ■ PROPOSED SIGNAGE - WAYFINDING
  - (03) ■ PROPOSED SIGNAGE - BUSINESS IDENTIFICATION
  - (04) ○ NEW SIGNAGE AS PER FJMT PROPOSAL. REFER TO FJMT'S DRAWINGS
  - (05) ■ DISPLAY VITRINES
- D20XXXXX REFERS TO DEVELOPMENT APPLICATION NUMBER FOR SIGNAGE

North

**DA - RESPONSE TO SUBMISSION**  
 NOT TO BE USED DURING CONSTRUCTION

G	RESPONSE TO SUBMISSIONS	02.11.2018
F	REVISED ISSUE FOR TEST OF ASSESSMENT	14.02.2018
E	MOD13 SUBMISSION	11.08.2017
D	DRAFT ISSUE	21.06.2017
C	DRAFT ISSUE	06.06.2017
B	PRELIMINARY ISSUE	26.04.2017
A	PRELIMINARY ISSUE	13.04.2017

Architect  
 dwp  
 www.dwp.com

Project  
 THE STAR - MODIFICATION 13

Location  
 80 PYRMONT STREET  
 PYRMONT NSW 2009

Client  
 THE STAR ENTERTAINMENT GROUP

**THE STAR ENTERTAINMENT GROUP**  
**THE STAR**  
 ENTERTAINMENT GROUP  
 周大福企業有限公司  
 Chow Tai Fook Enterprises Limited  
 遠東發展有限公司  
 Far East Consortium International Limited

Drawing  
 SIGNAGE - 3D VIEW - SHEET 2

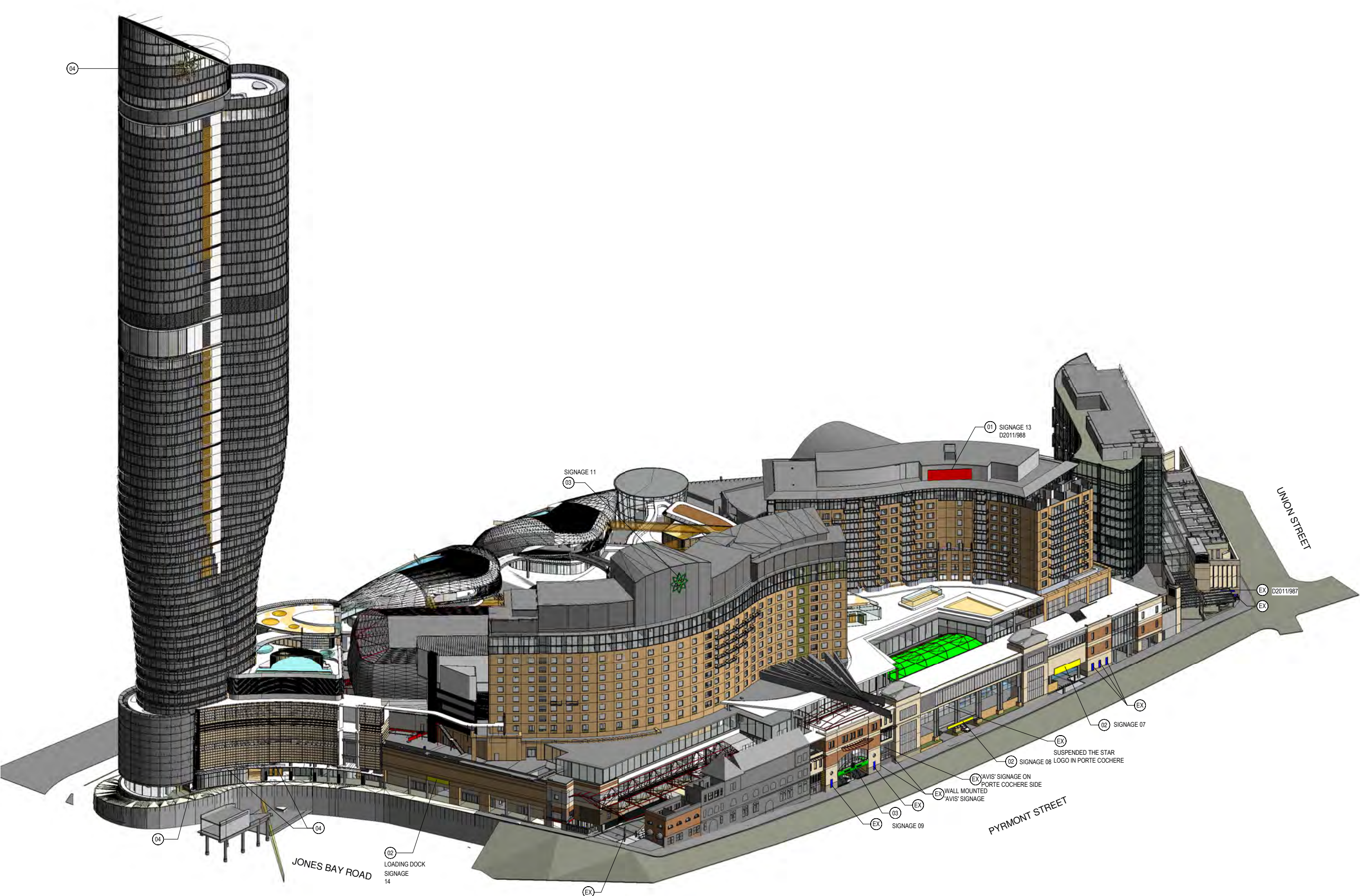
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Date Printed  
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Project Number  
 AUSYD160165

Drawing Number  
 MOD13-AS9051

Issue  
 G



File Name: C:\projects\REVIT local\2017\160165\_THE STAR\_MOD13\_CENTRAL\_2017\_vissamim.dwg



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 David Rose Nominated Architect NSW ARI 4882

- Consultants**
- Planner, Heritage & Social  
URBIS
  - Structural & Civil Engineer  
TAYLOR THOMSON WHITTING **TTW**
  - Structural, Mechanical & Fire Protection Engineer  
WSP PARSONS BRINCKERHOFF **WSP**
  - Electrical, Communications & Hydraulic Engineer  
UNQW LAI
  - BGA Consultant  
Mckenzie Group **mckenzie group**

**GENERAL LEVELS NOTE:**  
 RLs SHOWN ON ARCHITECTURAL DRAWINGS ARE 100m ABOVE AHD (AUSTRALIAN HEIGHT DATUM).

- LEGEND:**
- EX EXISTING SIGNAGE (INSTALLED) UNDER CITY OF SYDNEY DA OR CDC
  - 01 APPROVED SIGNAGE (NOT INSTALLED)
  - 02 PROPOSED SIGNAGE - WAYFINDING
  - 03 PROPOSED SIGNAGE - BUSINESS IDENTIFICATION
  - 04 NEW SIGNAGE AS PER FJMT PROPOSAL. REFER TO FJMT'S DRAWINGS
  - 05 DISPLAY VITRINES
- D20XX/XXX REFERS TO DEVELOPMENT APPLICATION NUMBER FOR SIGNAGE

**DA - RESPONSE TO SUBMISSION**  
 NOT TO BE USED DURING CONSTRUCTION

G	RESPONSE TO SUBMISSIONS	02.11.2018
F	REVISED ISSUE FOR TEST OF ACCURACY	14.02.2018
E	MOD13 SUBMISSION	11.08.2017
D	DRAFT ISSUE	21.06.2017
C	DRAFT ISSUE	06.06.2017
B	PRELIMINARY ISSUE	26.04.2017
A	PRELIMINARY ISSUE	13.04.2017

Architect  
 dwp  
 www.dwp.com

Project  
 THE STAR - MODIFICATION 13

Location  
 80 PYRMONT STREET  
 PYRMONT NSW 2009

Client  
 THE STAR ENTERTAINMENT GROUP  
**THE STAR**  
 ENTERTAINMENT GROUP  
 周大福企業有限公司  
 Chow Tai Fook Enterprises Limited  
 遠東發展有限公司  
 Far East Consortium International Limited

Drawing  
 SIGNAGE - 3D VIEW - SHEET 3

Scale  
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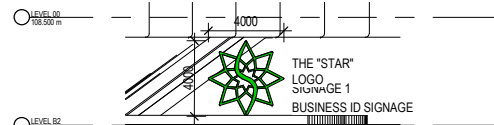
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Drawing Number  
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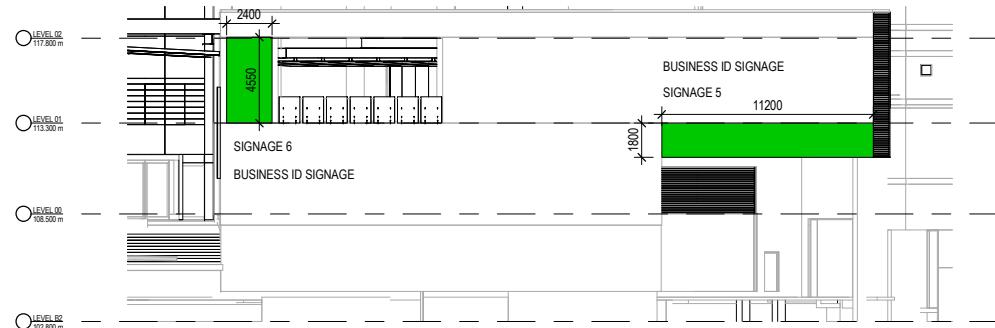
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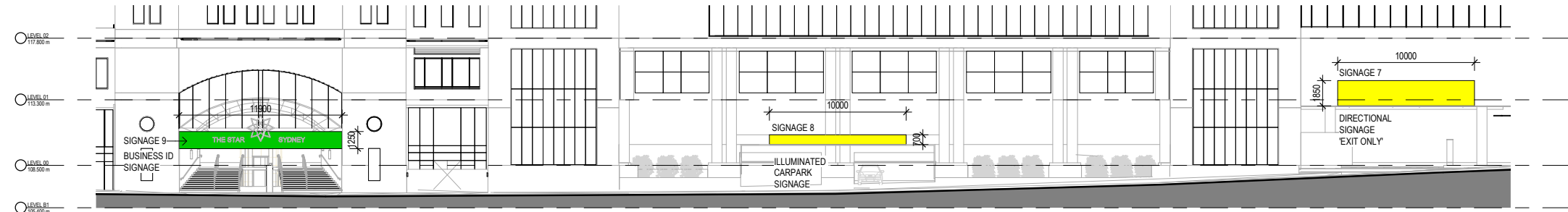
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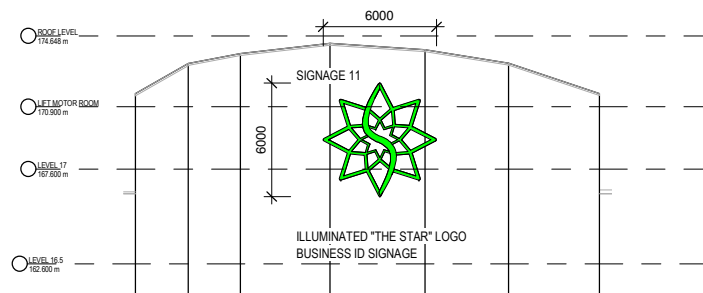
SIGNAGE 1 - PIRRAMA ROAD



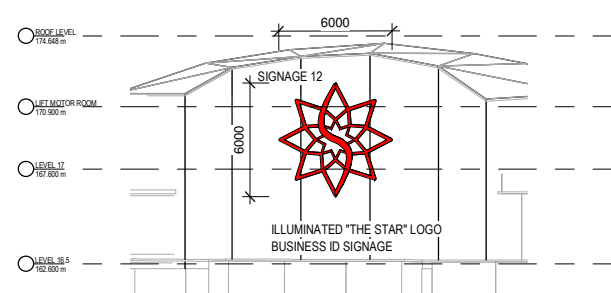
SIGNAGE 5 & 6 - EDWARD STREET



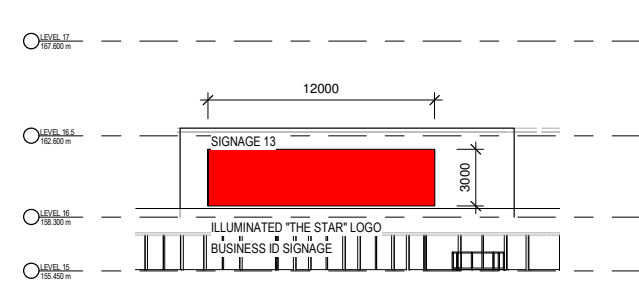
SIGNAGE 7, 8 & 9 - PYRMONT STREET



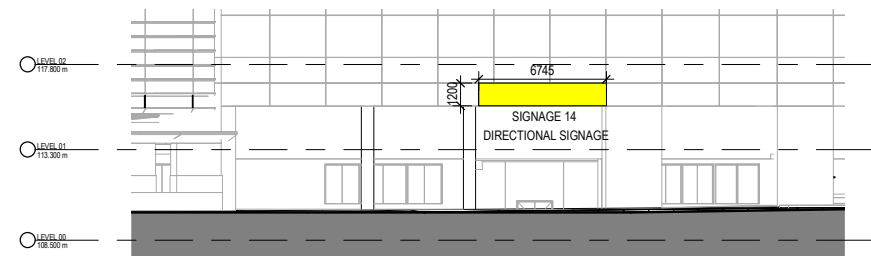
SIGNAGE 11 - PYRMONT STREET



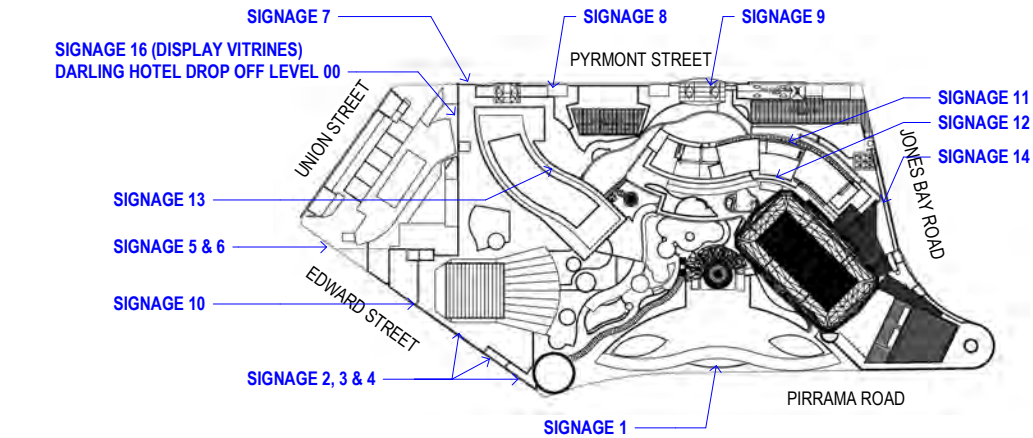
SIGNAGE 12 - PIRRAMA ROAD - D2011/988



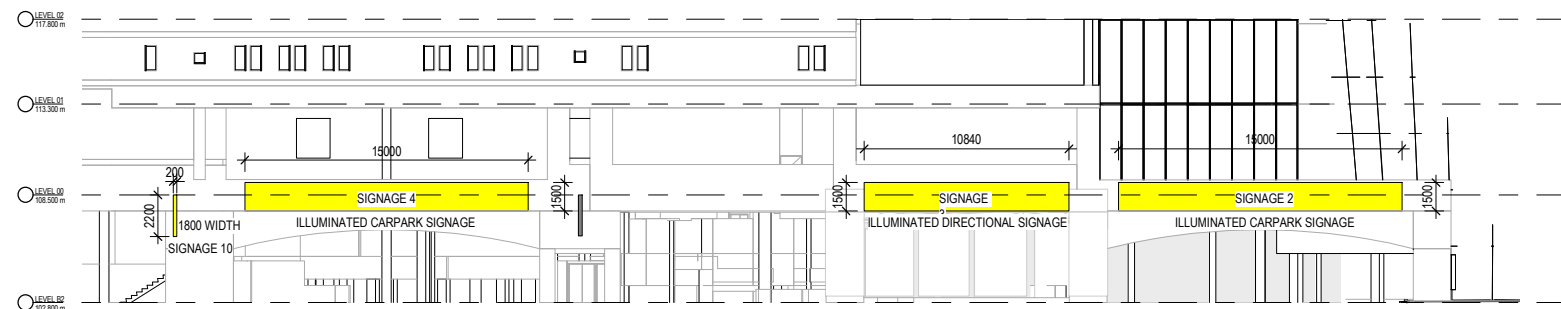
SIGNAGE 13 - PYRMONT STREET - D2011/988



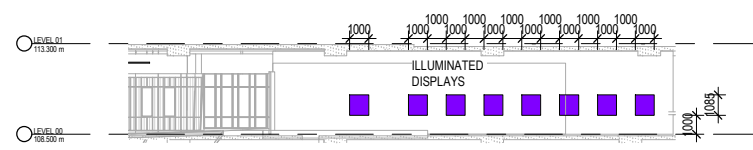
SIGNAGE 14 - JONES BAY ROAD



KEY PLAN



SIGNAGE 2, 3 & 4 - EDWARD STREET



SIGNAGE 16  
DISPLAY VITRINES.  
REFER TO DRAWING AS2051 FOR LOCATION

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David Rose Nominated Architect NSW APR 4882

Consultants

Planner, Heritage & Social  
URBIS

Structural & Civil Engineer  
TAYLOR THOMSON WHITTING  
TTW Taylor Thomson Whitting

Structural, Mechanical & Fire  
Protection Engineer  
WSP PARSONS  
BRUNCKE/HOFF  
WSP

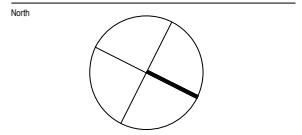
Electrical, Communications &  
Hydraulic Engineer  
UMOW LAI

BCA Consultant  
McKenzie Group  
mckenzie group

**GENERAL LEVELS NOTE:**  
RLs SHOWN ON ARCHITECTURAL DRAWINGS ARE 100m ABOVE AHD (AUSTRALIAN HEIGHT DATUM).

- LEGEND:**
- (EX) EXISTING SIGNAGE (INSTALLED) UNDER CITY OF SYDNEY DA OR CDC
  - (01) APPROVED SIGNAGE (NOT INSTALLED)
  - (02) PROPOSED SIGNAGE - WAYFINDING
  - (03) PROPOSED SIGNAGE - BUSINESS IDENTIFICATION
  - (04) NEW SIGNAGE AS PER FJMT PROPOSAL. REFER TO FJMT'S DRAWINGS
  - (05) DISPLAY VITRINES

D20XX/XXX REFERS TO DEVELOPMENT APPLICATION NUMBER FOR SIGNAGE



**DA - RESPONSE TO SUBMISSION**  
NOT TO BE USED DURING CONSTRUCTION

Issue	Description	Date	Chk	Auth
E	RESPONSE TO SUBMISSIONS	02.11.2018		
D	MOD13 SUBMISSION	11.08.2017		
C	DRAFT ISSUE	27.06.2017		
B	DRAFT ISSUE	06.05.2017		
A	PRELIMINARY ISSUE	26.04.2017		

Architect  
dwp  
www.dwp.com

Project  
THE STAR - MODIFICATION 13

Location  
80 PYRMONT STREET  
PYRMONT NSW 2009

Client  
THE STAR ENTERTAINMENT GROUP  
**THE STAR**  
ENTERTAINMENT GROUP  
周大福企業有限公司  
Chow Tai Fook Enterprises Limited  
遠東發展有限公司  
Far East Consortium International Limited

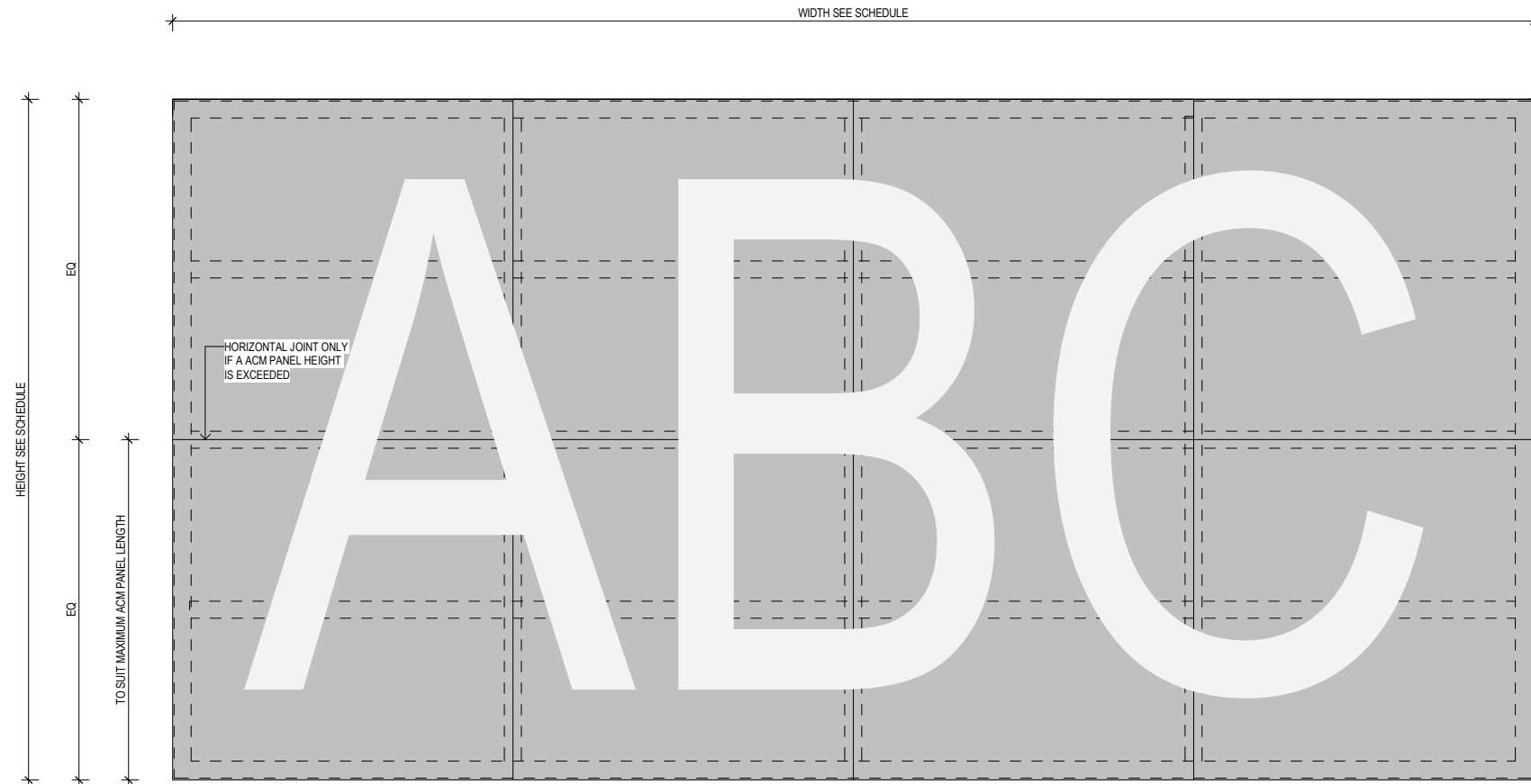
Drawing

**SIGNAGE SCHEDULE**

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As indicated @ A1	11/6/2018 3:52:35 PM	
Project Number	Drawing Number	Issue
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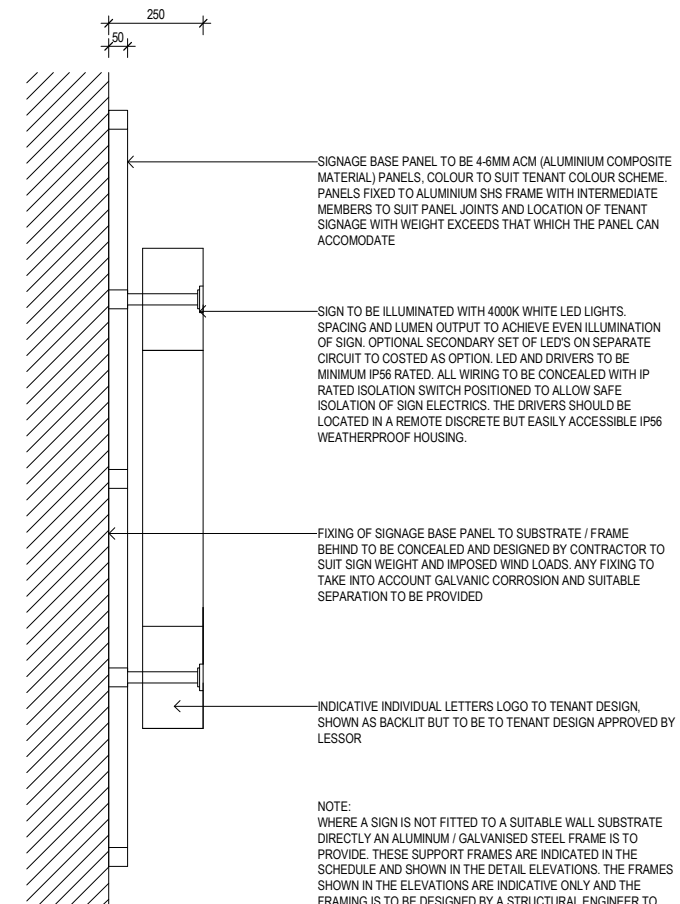


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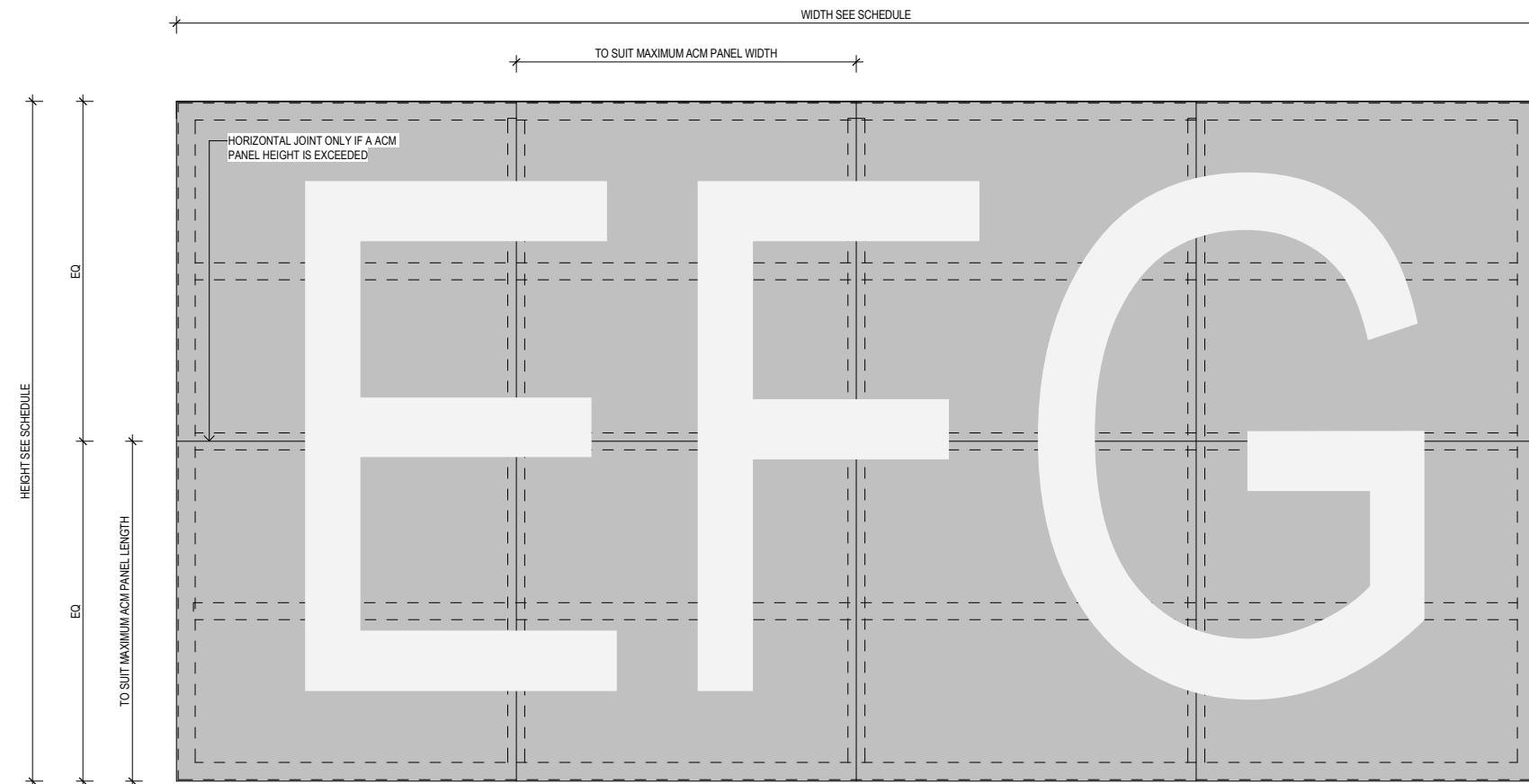


MAIN ELEVATION

1 SIGNAGE DETAIL 1 - ILLUMINATED FIXED TO WALL  
1:10  
\* APPLIES TO SIGNAGES 2, 3, 4, 11, 12

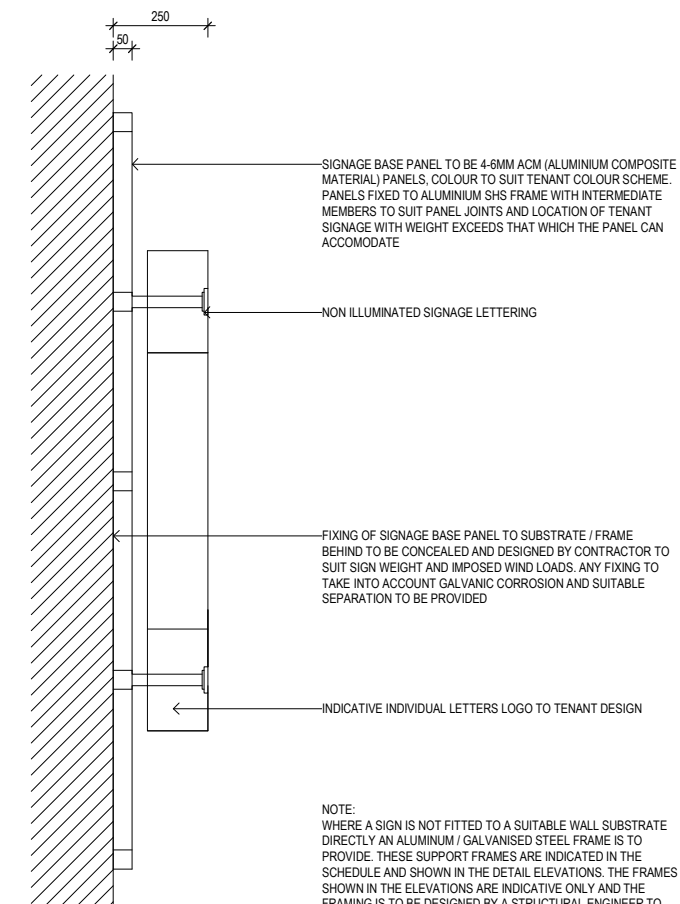


SECTION



MAIN ELEVATION

2 SIGNAGE DETAIL 2 - NON ILLUMINATED FIXED TO WALL  
1:10  
\* APPLIES TO SIGNAGES 5, 6, 7, 9, 13



SECTION

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David Rose Nominated Architect NSW APR 4882

Consultants

Planner, Heritage & Social URBIS

Structural & Civil Engineer TAYLOR THOMSON WHITTING TTW Taylor Thomson Whitting

Structural, Mechanical & Fire Protection Engineer WSP PARSONS BRINCKERHOFF WSP

Electrical, Communications & Hydraulic Engineer UMGW LAI

BCA Consultant Mckenzie Group mckenzie group

**GENERAL LEVELS NOTE:**  
RLs SHOWN ON ARCHITECTURAL DRAWINGS ARE 100m ABOVE AHD (AUSTRALIAN HEIGHT DATUM).

North

**DA - RESPONSE TO SUBMISSION**  
NOT TO BE USED DURING CONSTRUCTION

C	RESPONSE TO SUBMISSIONS	02.11.2018		
B	MOD13 SUBMISSION	11.08.2017		
A	DRAFT ISSUE	27.06.2017		
Issue	Description	Date	Chk	Auth
Architect				
dwp				
www.dwp.com				

Project  
THE STAR - MODIFICATION 13

Location  
80 PYRMONT STREET  
PYRMONT NSW 2009

Client  
THE STAR ENTERTAINMENT GROUP

**THE STAR**  
ENTERTAINMENT GROUP

周大福企業有限公司  
Chow Tai Fook Enterprises Limited

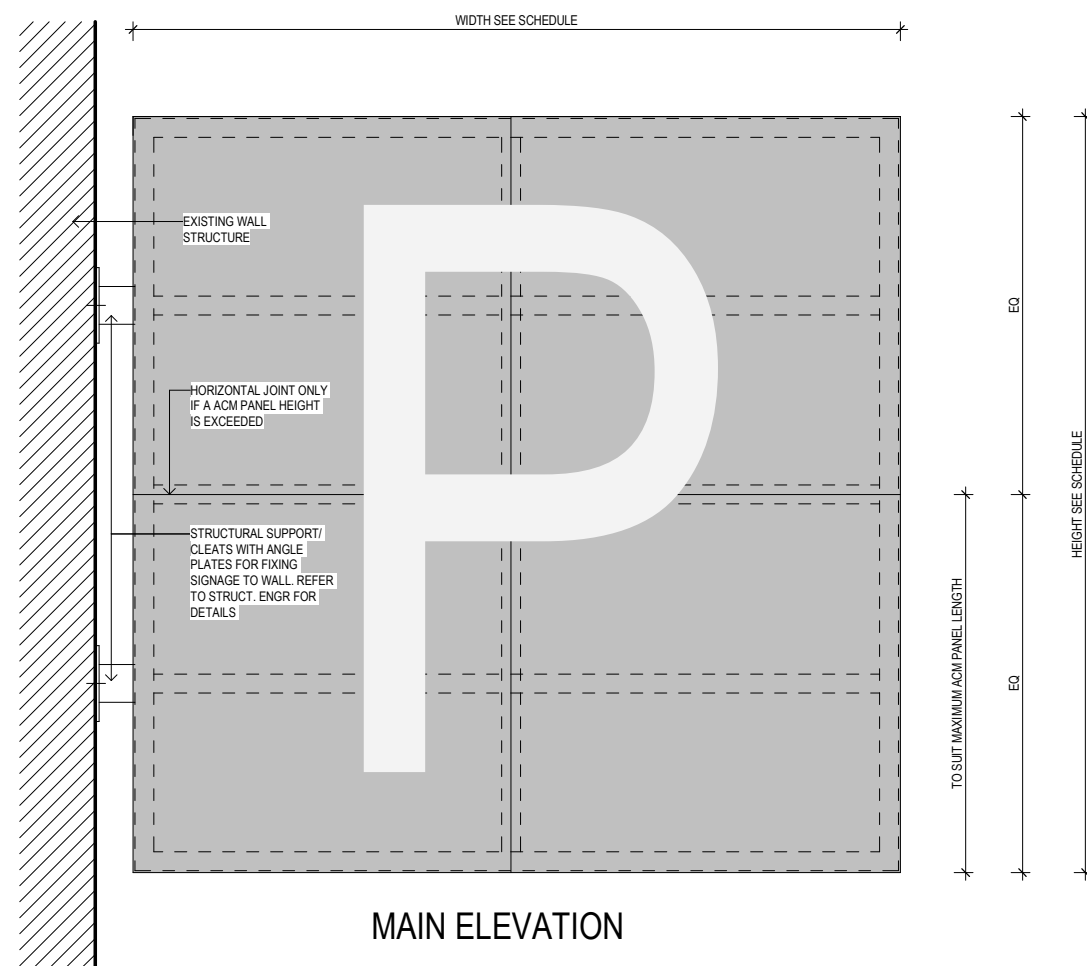
遠東發展有限公司  
Far East Consortium International Limited

Drawing  
SIGNAGE DETAILS - SHEET 1

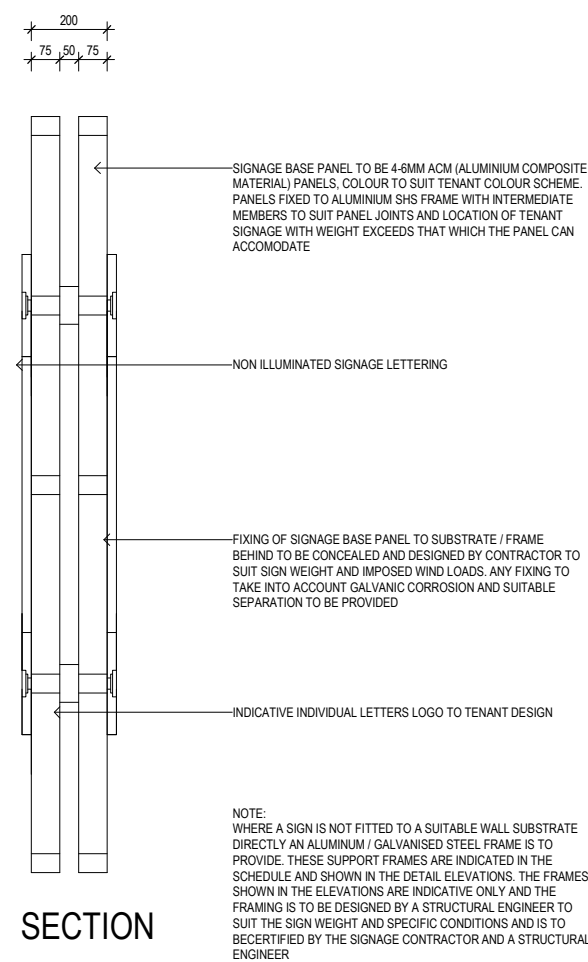
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Project Number	Drawing Number	Issue
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File Name: C:\projects\REVIT local\2017\160165\_THE STAR\_MOD13\_CENTRAL\_02017\_vjw.svt



MAIN ELEVATION

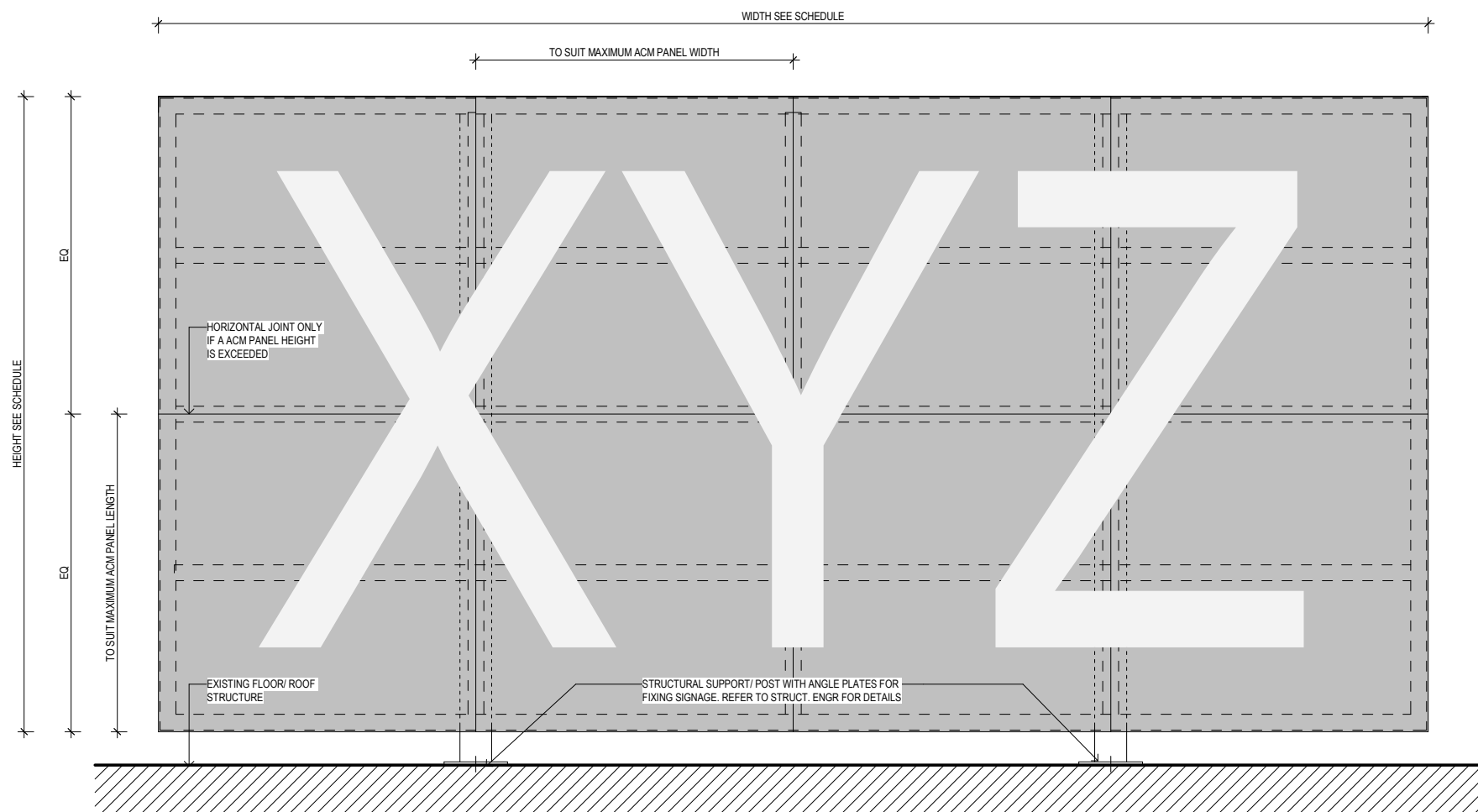


SECTION

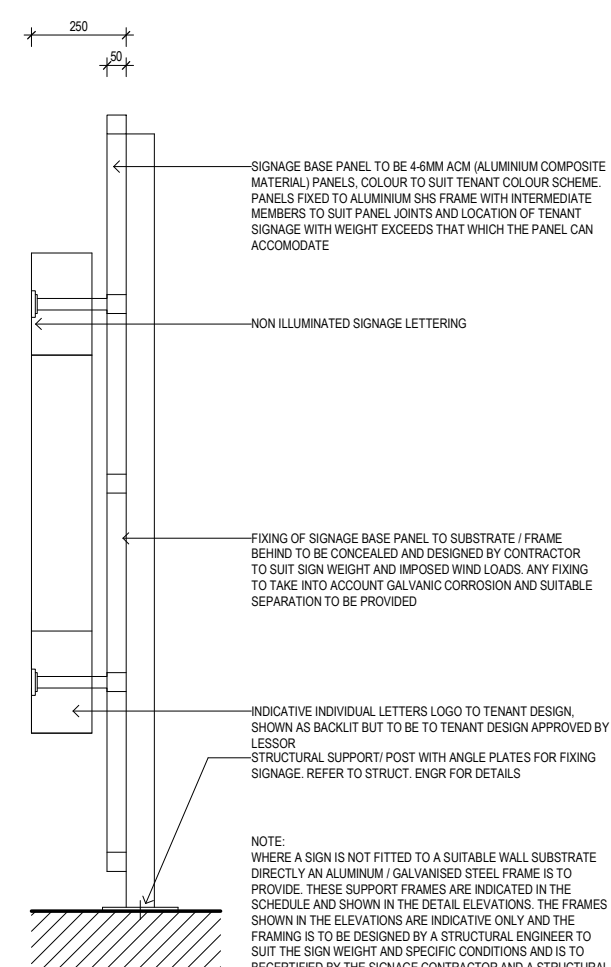
1 SIGNAGE DETAIL 3 - NON ILLUMINATED FIXED PERPENDICULAR TO WALL

1:10

\* APPLIES TO SIGNAGE 10



MAIN ELEVATION



SECTION

2 SIGNAGE DETAIL 4 - ILLUMINATED FREE STANDING

1:10

\* APPLIES TO SIGNAGE 8

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URBIS



Structural & Civil Engineer  
TAYLOR THOMSON WHITTING



Structural, Mechanical & Fire  
Protection Engineer  
WSP/ PARSONS  
BRINCKERHOFF



Electrical, Communications &  
Hydraulic Engineer  
UMOW LAI



BCA Consultant  
McKenzie Group



GENERAL LEVELS NOTE:

RLs SHOWN ON  
ARCHITECTURAL DRAWINGS  
ARE 100m ABOVE AHD  
(AUSTRALIAN HEIGHT DATUM).

North

DA - RESPONSE TO SUBMISSION

NOT TO BE USED DURING CONSTRUCTION

C	RESPONSE TO SUBMISSIONS	02.11.2018		
B	MOD13 SUBMISSION	11.08.2017		
A	DRAFT ISSUE	27.06.2017		
Issue	Description	Date	Chk	Auth

Architect

dwp  
www.dwp.com

Project

THE STAR - MODIFICATION 13

Location

80 PYRMONT STREET  
PYRMONT NSW 2009

Client

THE STAR ENTERTAINMENT GROUP

**THE STAR**  
ENTERTAINMENT GROUP

周大福企業有限公司

Chow Tai Fook Enterprises Limited

遠東發展有限公司  
Far East Consortium International Limited

Drawing

SIGNAGE DETAILS - SHEET 2

Scale Date Printed  
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Project Number Drawing Number Issue

AUSYD160165 MOD13-AS9055 C



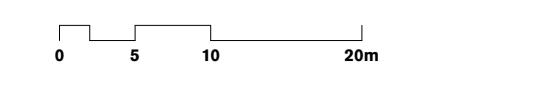
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THE  STAR

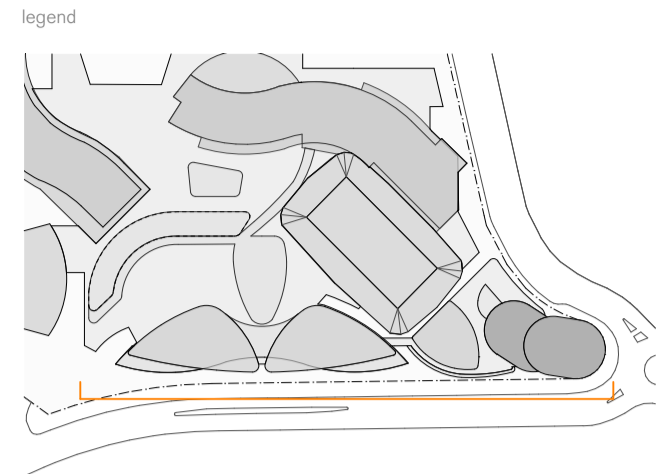
APPENDIX C  
EXTRACTED FJMT DRAWINGS



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3,200	L 63	RL +220,350
3,200	L 62	RL +217,150
3,200	L 61 H19	RL +213,950
3,200	L 60 H18	RL +210,750
4,600	L 59	RL +206,150
3,900	L 58 H17	RL +202,250
3,200	L 57 H16	RL +199,050
3,200	L 56 H15	RL +195,850
3,200	L 55 H14	RL +192,650
3,200	L 54 H13	RL +189,450
3,200	L 53 H12	RL +186,250
3,200	L 52 H11	RL +183,050
3,200	L 51 H10	RL +179,850
3,200	L 50 H9	RL +176,650
3,200	L 49 H8	RL +173,450
3,200	L 48 H7	RL +170,250
3,200	L 47 H6	RL +167,050
3,200	L 46 H5	RL +163,850
3,200	L 45 H4	RL +160,650
3,200	L 44 H3	RL +157,450
3,200	L 43 H2	RL +154,250
3,500	L 42 H1	RL +150,750
4,800	L 41	RL +145,950
4,000	L 40	RL +141,950
4,000	L 39	RL +137,950
3,500	L 38 A30	RL +134,450
3,200	L 37 A29	RL +131,250
3,200	L 36 A28	RL +128,050
3,200	L 35 A27	RL +124,850
3,200	L 34 A26	RL +121,650
3,200	L 33 A25	RL +118,450
3,200	L 32 A24	RL +115,250
3,200	L 31 A23	RL +112,050
3,200	L 30 A22	RL +108,850
3,200	L 29 A21	RL +105,650
3,200	L 28 A20	RL +102,450
3,200	L 27 A19	RL +99,250
3,200	L 26 A18	RL +96,050
3,200	L 25 A17	RL +92,850
3,200	L 24 A16	RL +89,650
3,200	L 23 A15	RL +86,450
3,200	L 22 A14	RL +83,250
3,200	L 21 A13	RL +80,050
3,200	L 20 A12	RL +76,850
3,200	L 19 A11	RL +73,650
3,200	L 18 A10	RL +70,450
3,200	L 17 A9	RL +67,250
3,200	L 16 A8	RL +64,050
3,200	L 15 A7	RL +60,850
3,200	L 14 A6	RL +57,650
3,200	L 12 A5	RL +54,450
3,200	L 11 A4	RL +51,250
3,200	L 10 A3	RL +48,050
3,200	L 9 A2	RL +44,850
3,200	L 8 A1	RL +41,650
3,500	L 7	RL +38,150
3,350	L 6 A0	RL +34,800
3,200	L 5 A00	RL +31,600
3,100	L 4.5	+28,500
3,200	L 4	RL +25,300
4,200	L 3	RL +21,100
4,200	L 2	RL +16,900
4,200	L 1	RL +12,700
4,250	L 00	RL +8,450
5,130	L B1	RL +5,400
4,200	L B2	RL +3,320
4,220	L B3	RL -0,900
4,200	L B4	RL -5,100
3,200	L B5	RL -8,300
3,100	L B6	RL -11,400



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 ALL LEVELS RELATIVE TO AUSTRALIAN HEIGHT DATUM  
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 USE FIGURED DIMENSIONS ONLY



11	AF4208	12	AF4208	03	AF4205	04	AF4206	06	AF4206	05	AF4206	07	AF4206
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DA01	1/9/17	DEVELOPMENT APPLICATION	NY	SMP
rev	date	name	by	chk

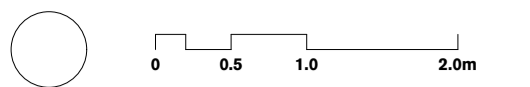
fjmt studio architecture interiors landscape urban community  
 sydney melbourne uk  
 Level 5, 70 King Street # +61 2 9251 7077 www.fjmtstudio.com



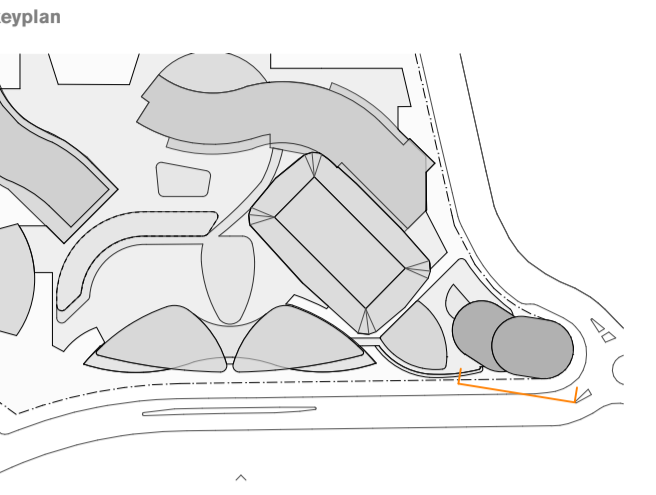
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**Modification 13**  
 80 PYRMONT STREET  
 PYRMONT NSW 2009

title  
**Signage Elevations**  
**Signage Eastern Elevation**

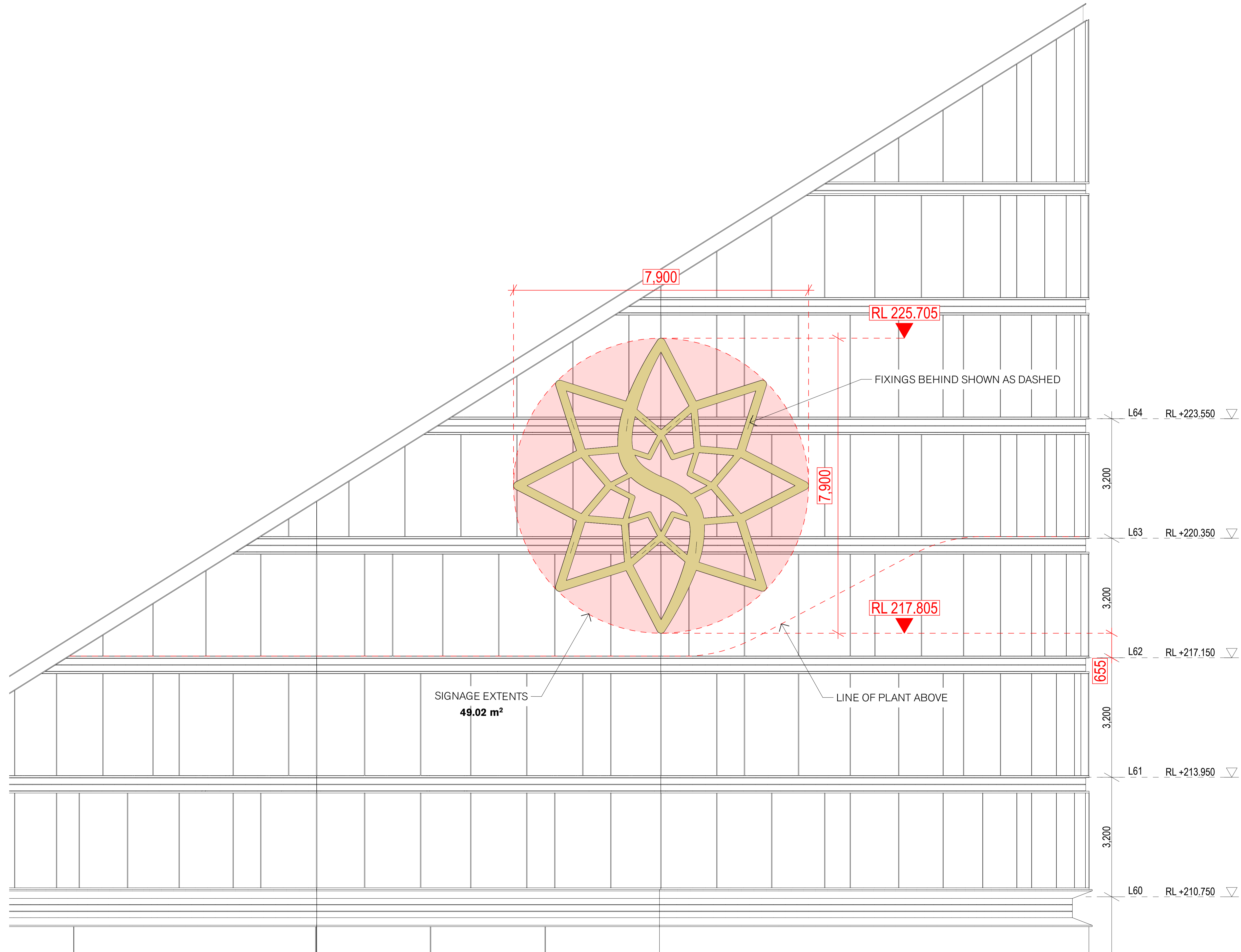
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 DO NOT SCALE DRAWINGS  
 USE FIGURED DIMENSIONS ONLY



legend



01 DETAIL Signage Location - Tower East  
 1:50

DA02	2/11/18	Response to Submissions	JRS	SMP
DA01	1/9/17	DEVELOPMENT APPLICATION	NY	SMP
rev	date	name	by	chk

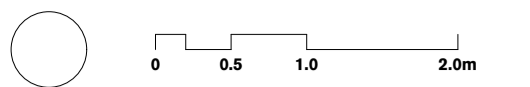
fjmt studio architecture interiors landscape urban community  
 sydney melbourne uk  
 Level 5, 70 King Street # +61 2 9251 7077 www.fjmtstudio.com



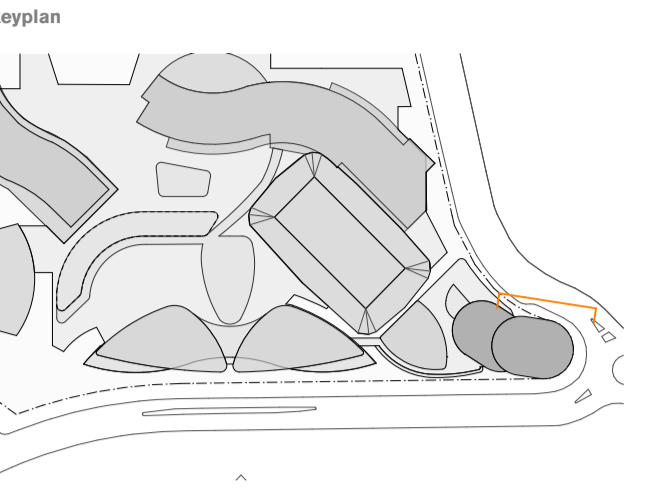
project  
**Modification 13**  
 80 PYRMONT STREET  
 PYRMONT NSW 2009

title  
**Signage Elevations**  
**Signage Detail Elevation - Tower East**

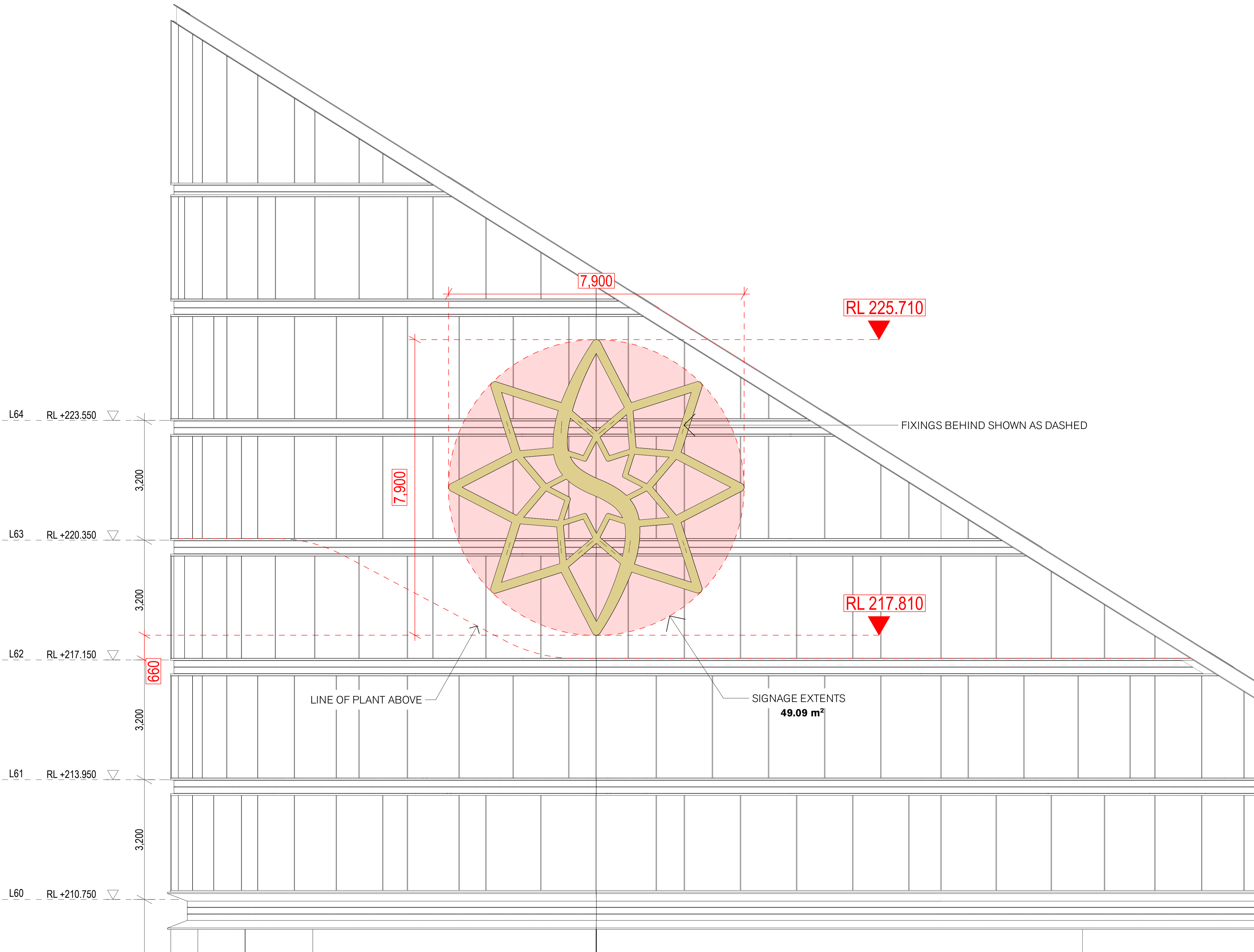
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project code	sheet no.	revision	
SM13	AF4203	DA02	



**GENERAL NOTES**  
 ALL DIMENSIONS AND EXISTING CONDITIONS SHALL BE  
 CHECKED AND VERIFIED BY THE CONTRACTOR  
 BEFORE PROCEEDING WITH THE WORK  
 ALL LEVELS RELATIVE TO AUSTRALIAN HEIGHT DATUM  
 DO NOT SCALE DRAWINGS  
 USE FIGURED DIMENSIONS ONLY



legend



02 DETAIL Signage Location - Tower West  
 1:50

rev	date	name	by	chk
DA02	2/11/18	Response to Submissions	JRS	SMP
DA01	1/9/17	DEVELOPMENT APPLICATION	NY	SMP

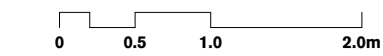
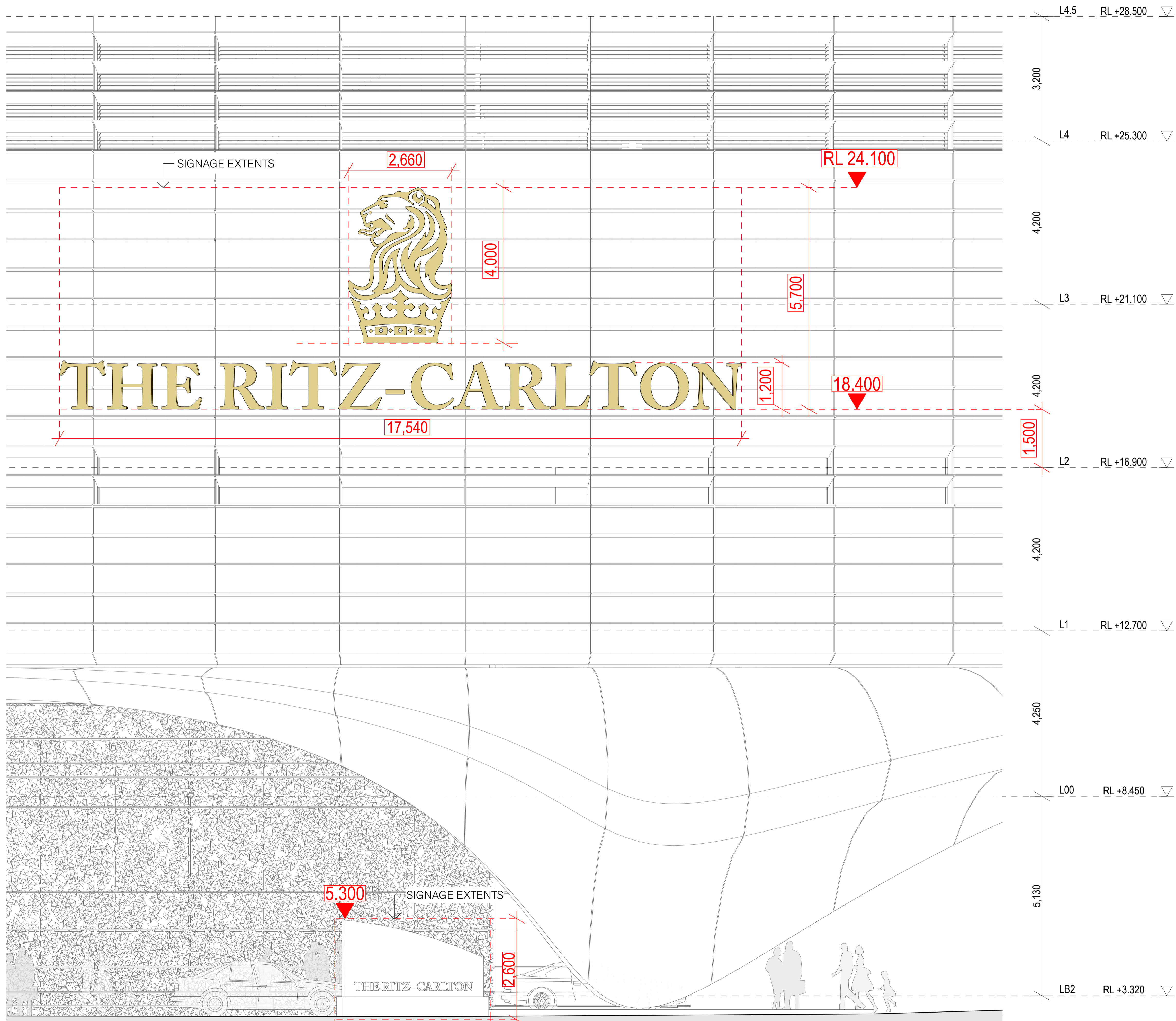
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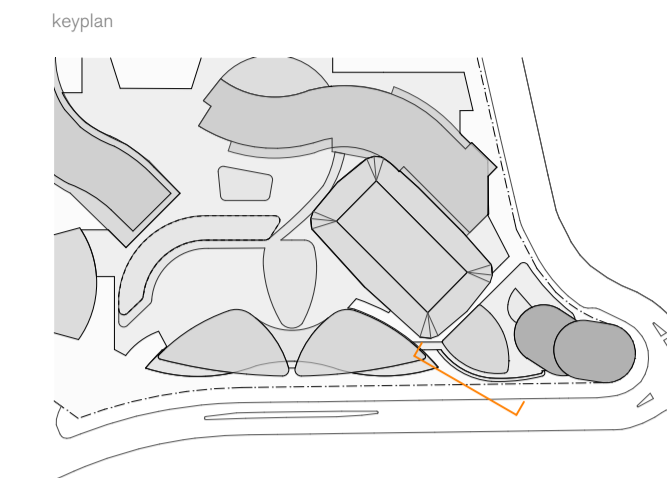
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**Signage Elevations**  
**Signage Detail Elevation - Tower West**

scale	1:50 @ A1	first issued	1/9/17
project code	sheet no.	revision	
SM13	AF4204	DA02	



**GENERAL NOTES**

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legend

03 DETAIL Signage Location - Podium East  
1:50

DA01	1/9/17	DEVELOPMENT APPLICATION	NY	SMP
rev	date	name	by	chk

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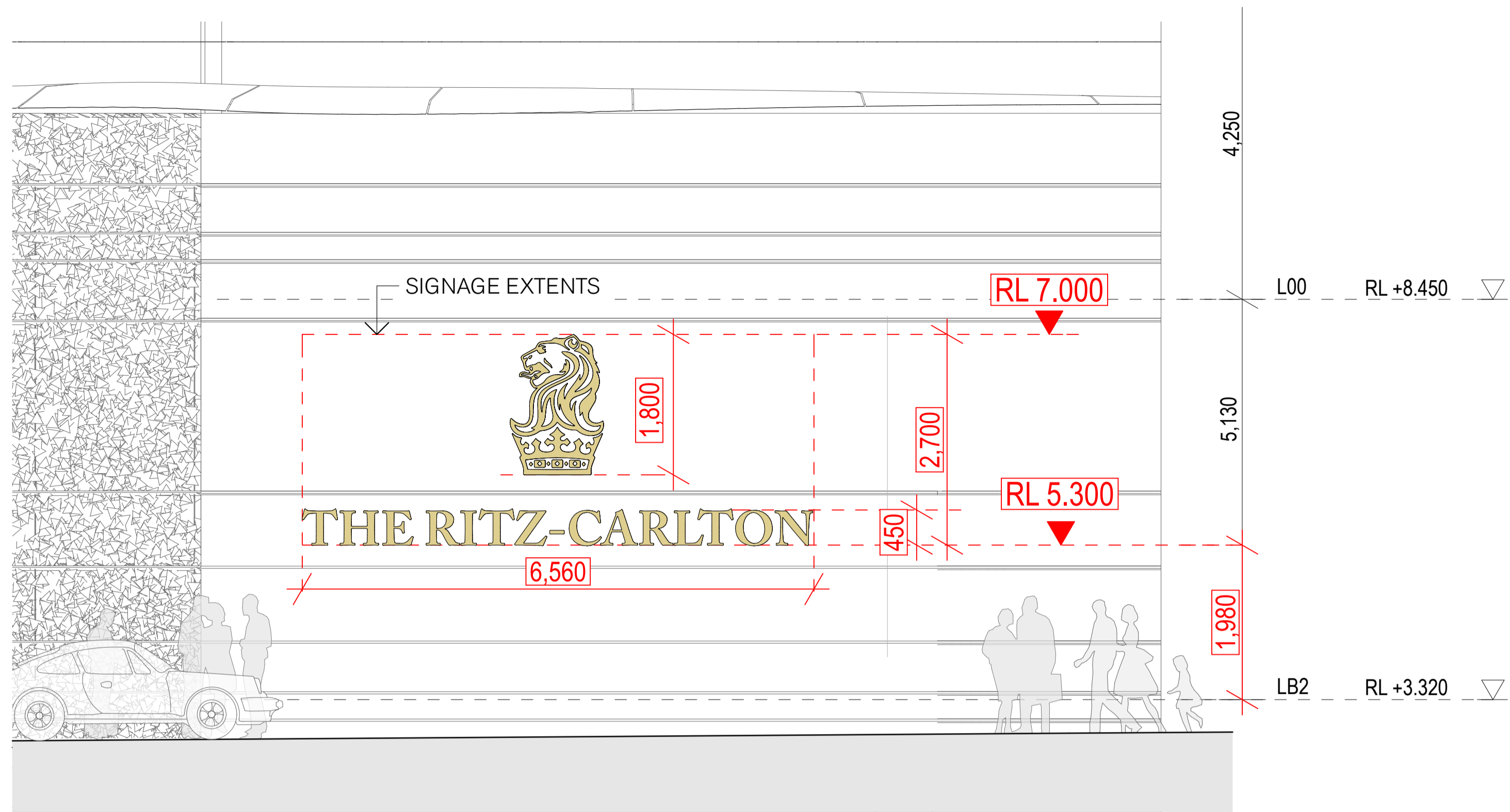
project  
**Modification 13**  
80 PYRMONT STREET  
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title  
**Signage Elevations**  
**Signage Detail Elevation - Podium East**

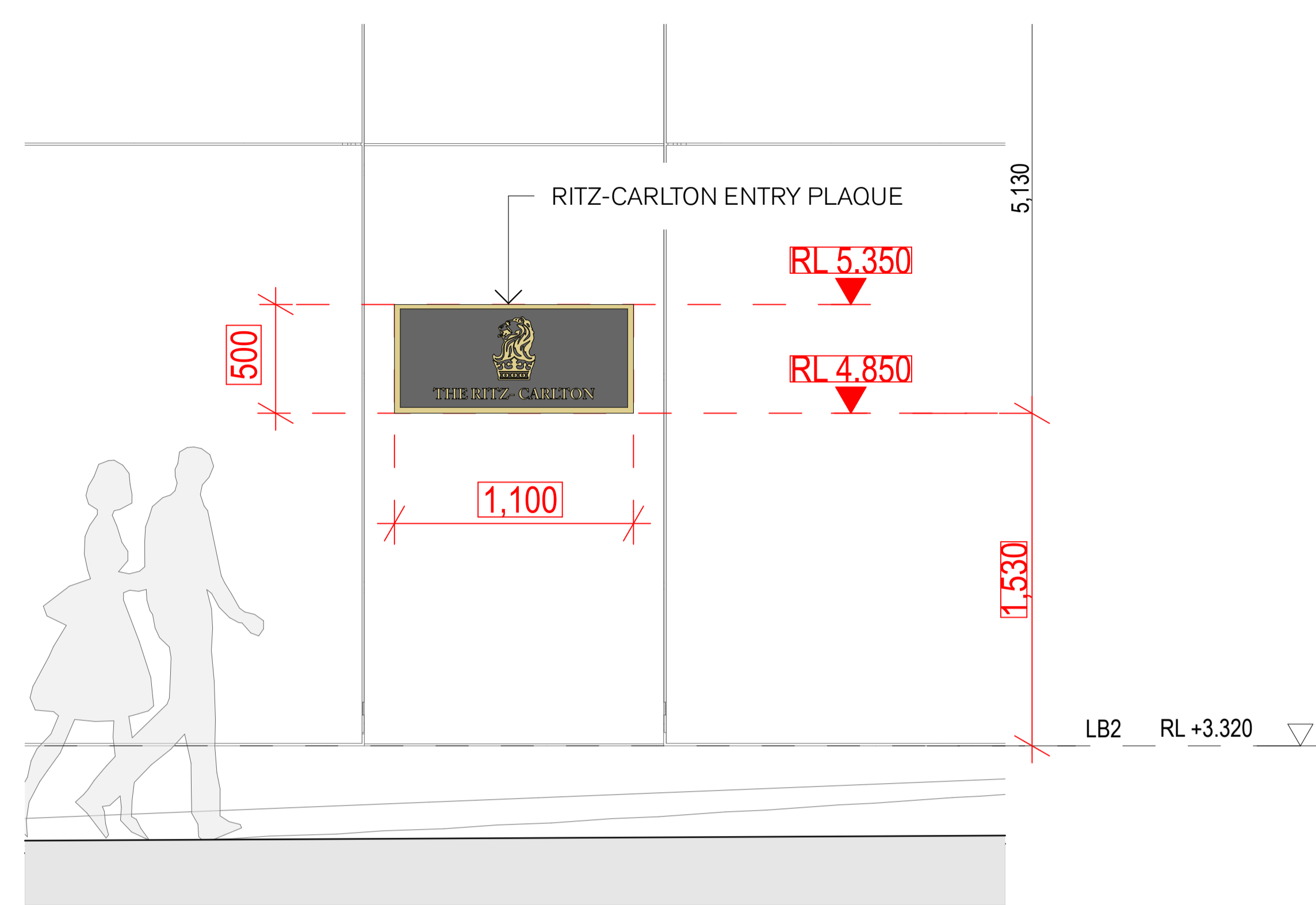
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project code sheet no. revision

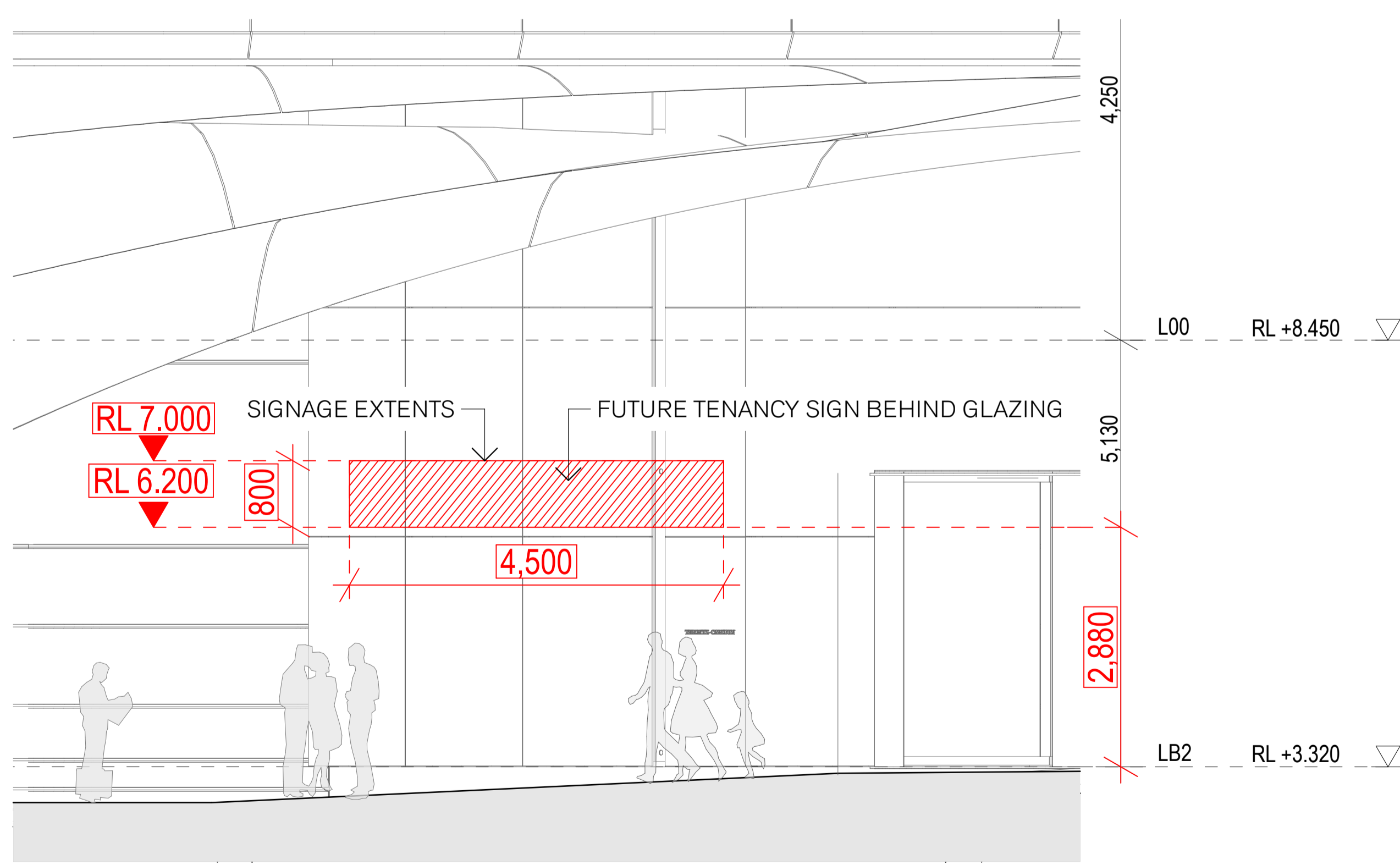
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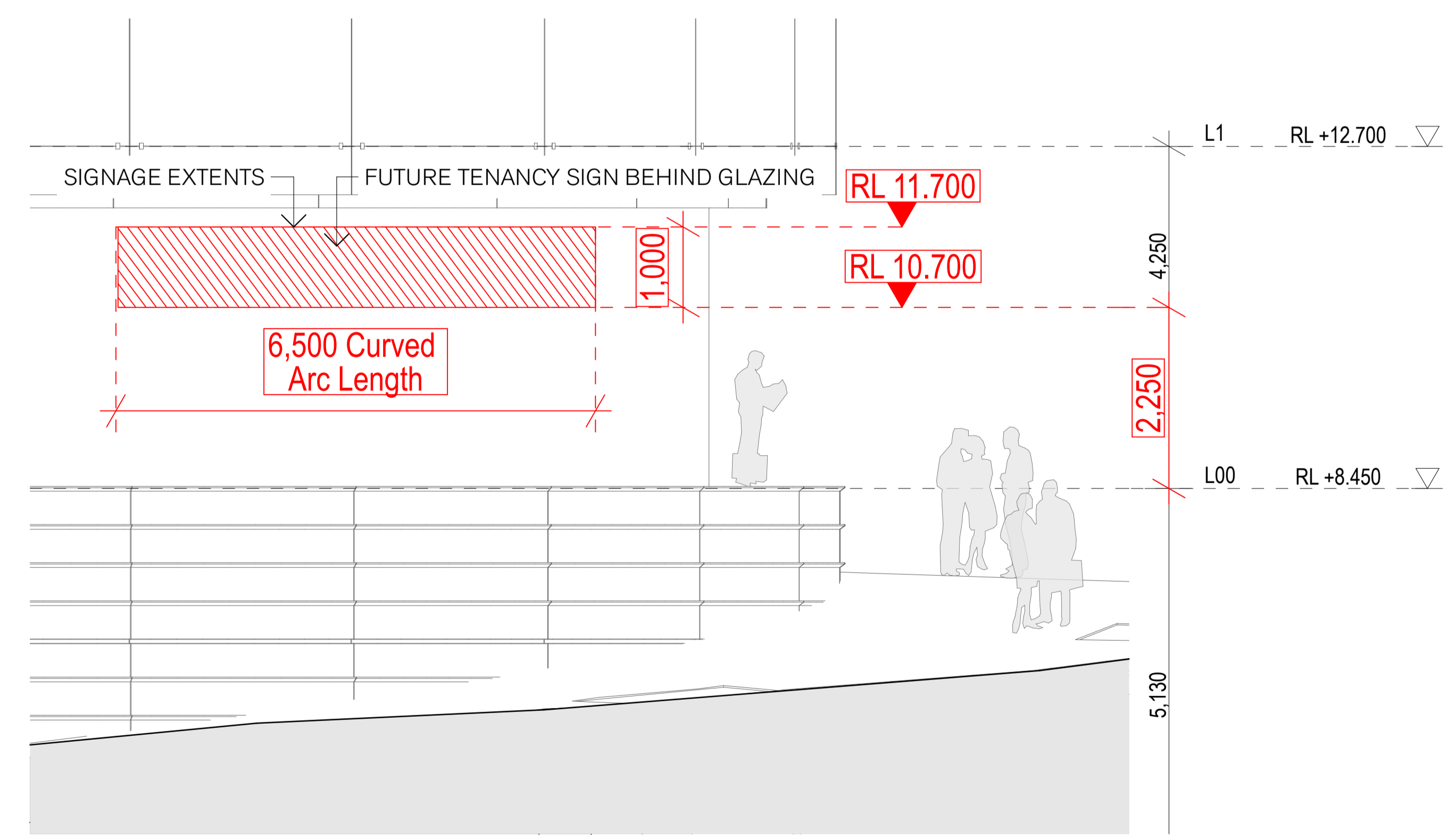
04 DETAIL Signage Location - Porte Cochere  
1:50



05 DETAIL Signage Location - Hotel Entry  
1:20

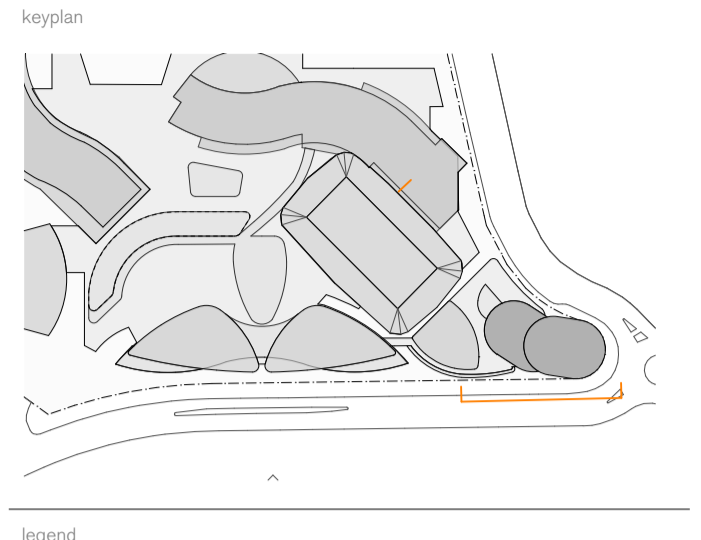


06 DETAIL Signage Location - Hotel Lobby  
1:50



07 DETAIL Signage Location - Neighbourhood Centre  
1:50

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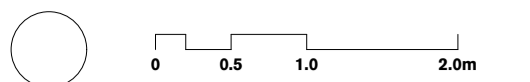
DA01	1/9/17	DEVELOPMENT APPLICATION	NY	SMP
rev	date	name	by	chk

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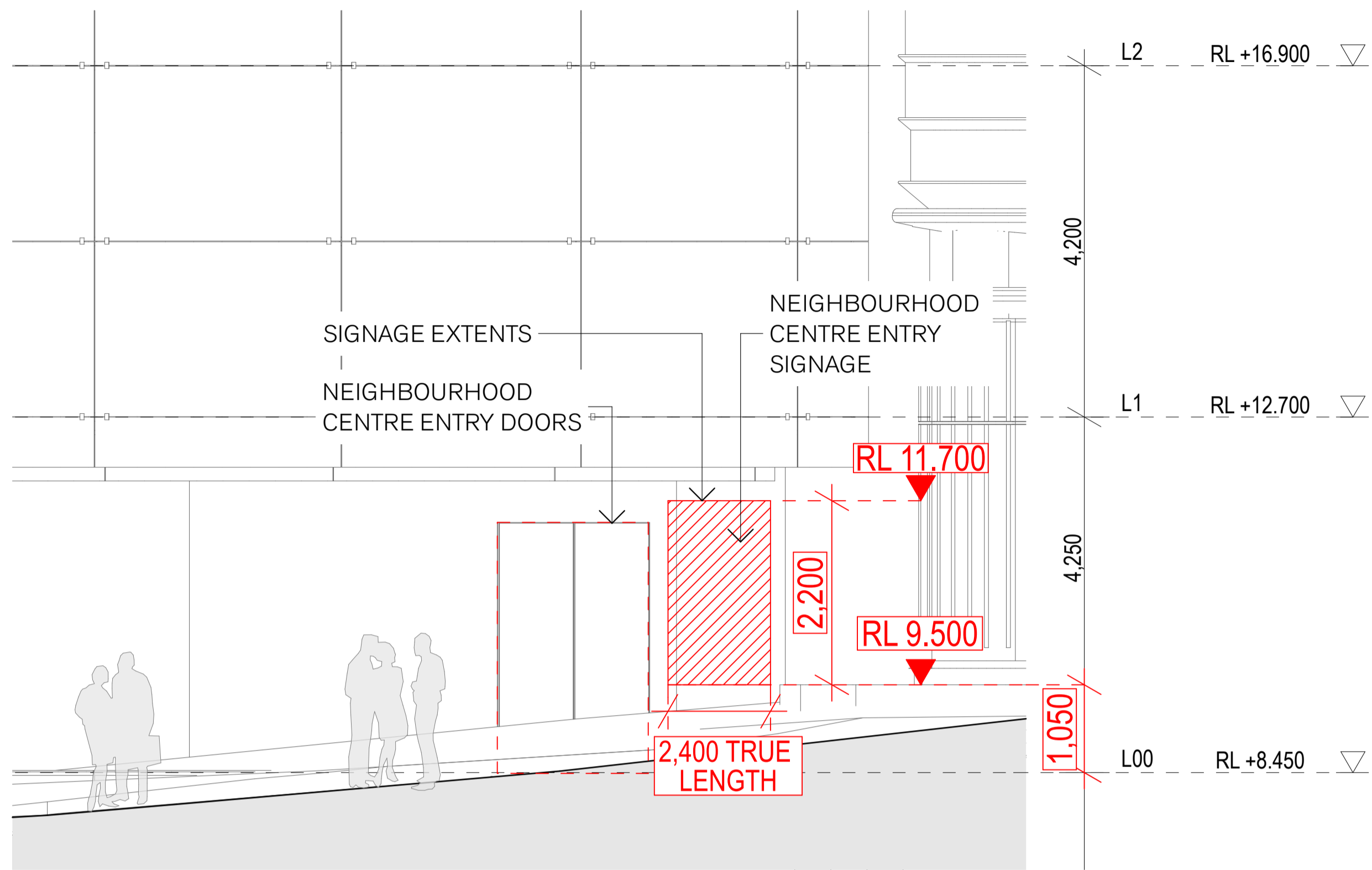
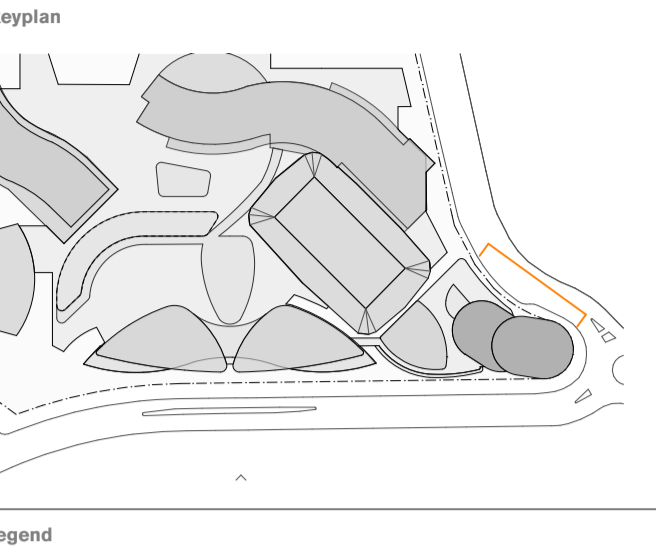
project  
**Modification 13**  
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 PYRMONT NSW 2009

title  
**Signage Elevations**  
**Signage Detail Elevation - Pirrama Road**

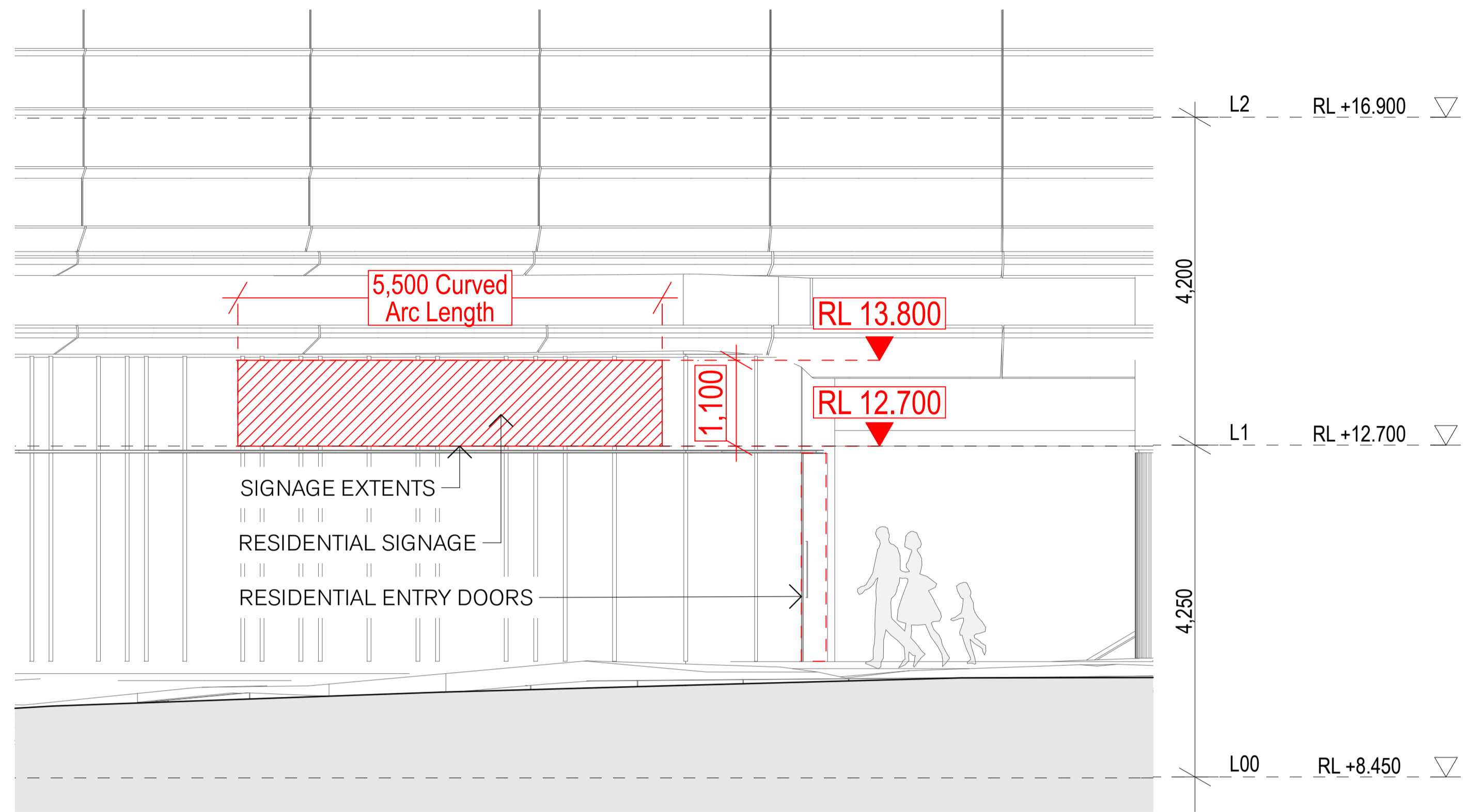
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project code	sheet no.	revision	
<b>SM13</b>	<b>AF4206</b>	<b>DA01</b>	



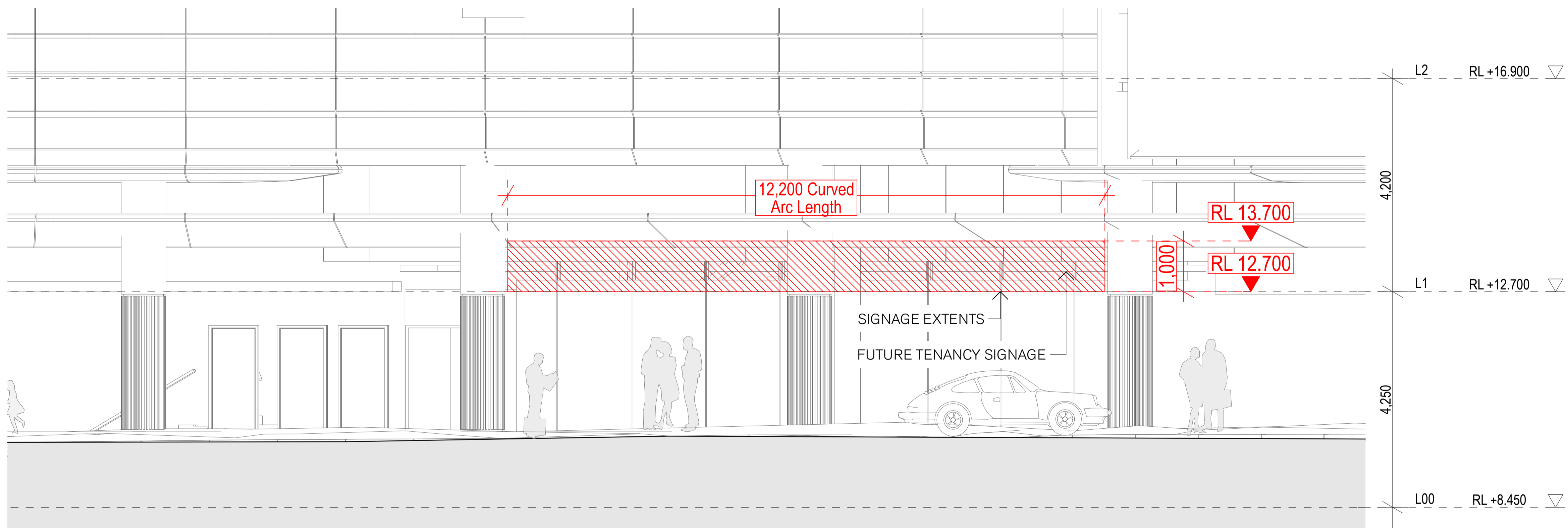
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08 DETAIL Signage Location - Neighbourhood Centre Entry  
1:50



09 DETAIL Signage Location - Residential Lobby  
1:50



10 DETAIL Signage Location - Jones Bay Retail Tenancy  
1:50

DA02	2/11/18	Response to Submissions	JRS	SMP
DA01	1/9/17	DEVELOPMENT APPLICATION	NY	SMP
rev	date	name	by	chk

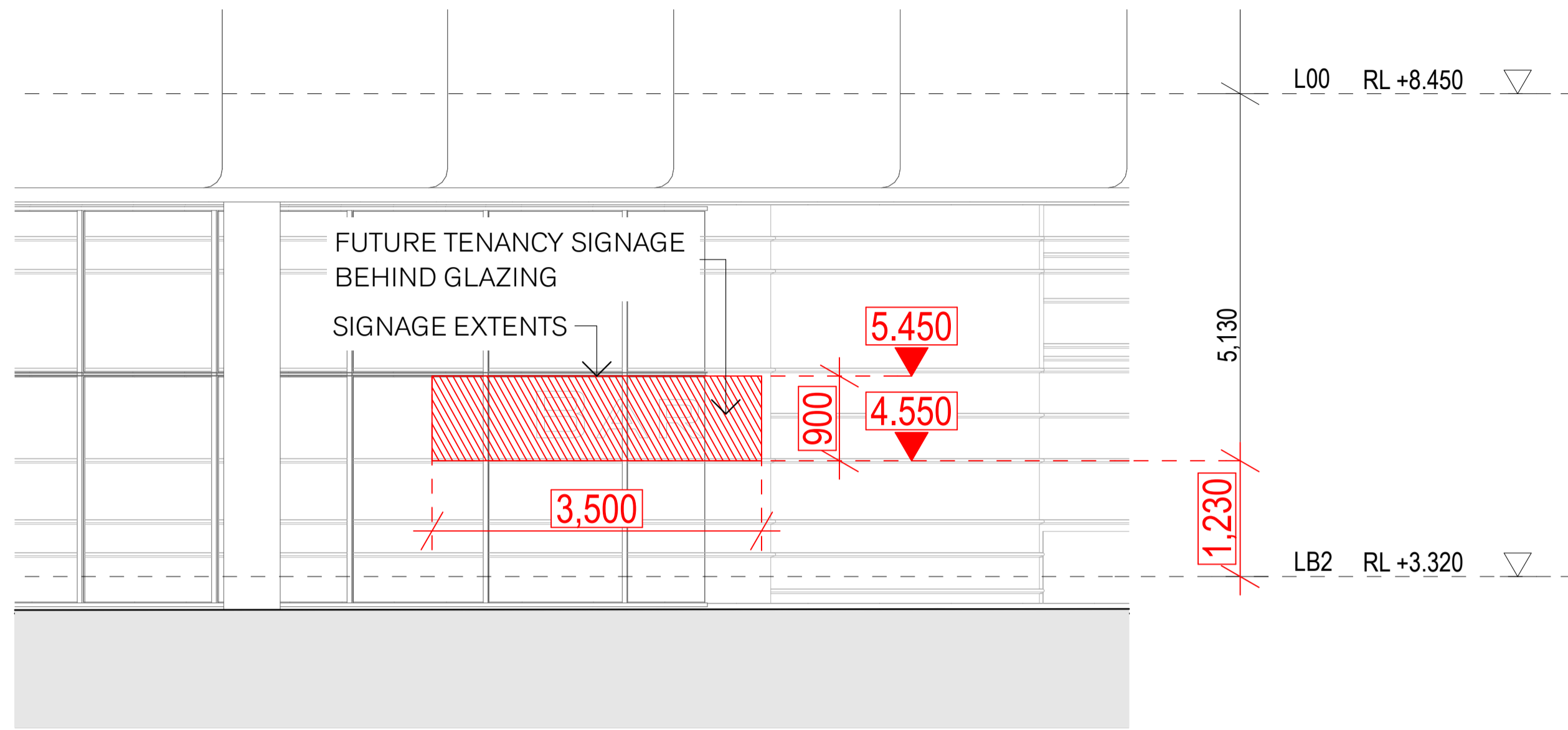
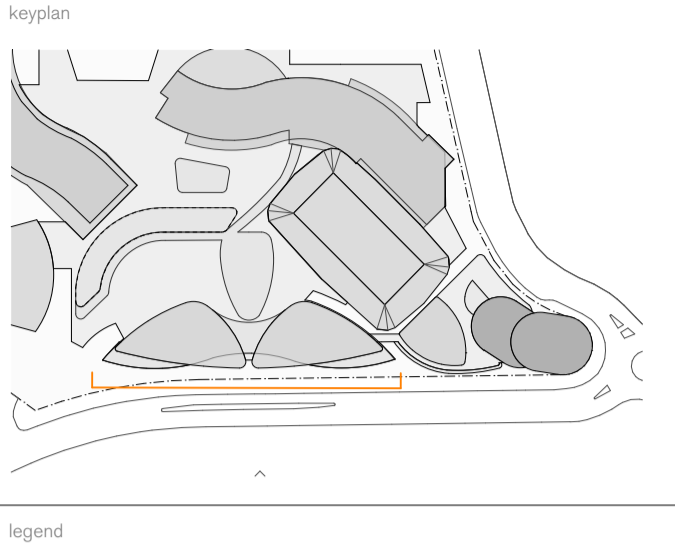
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**Modification 13**  
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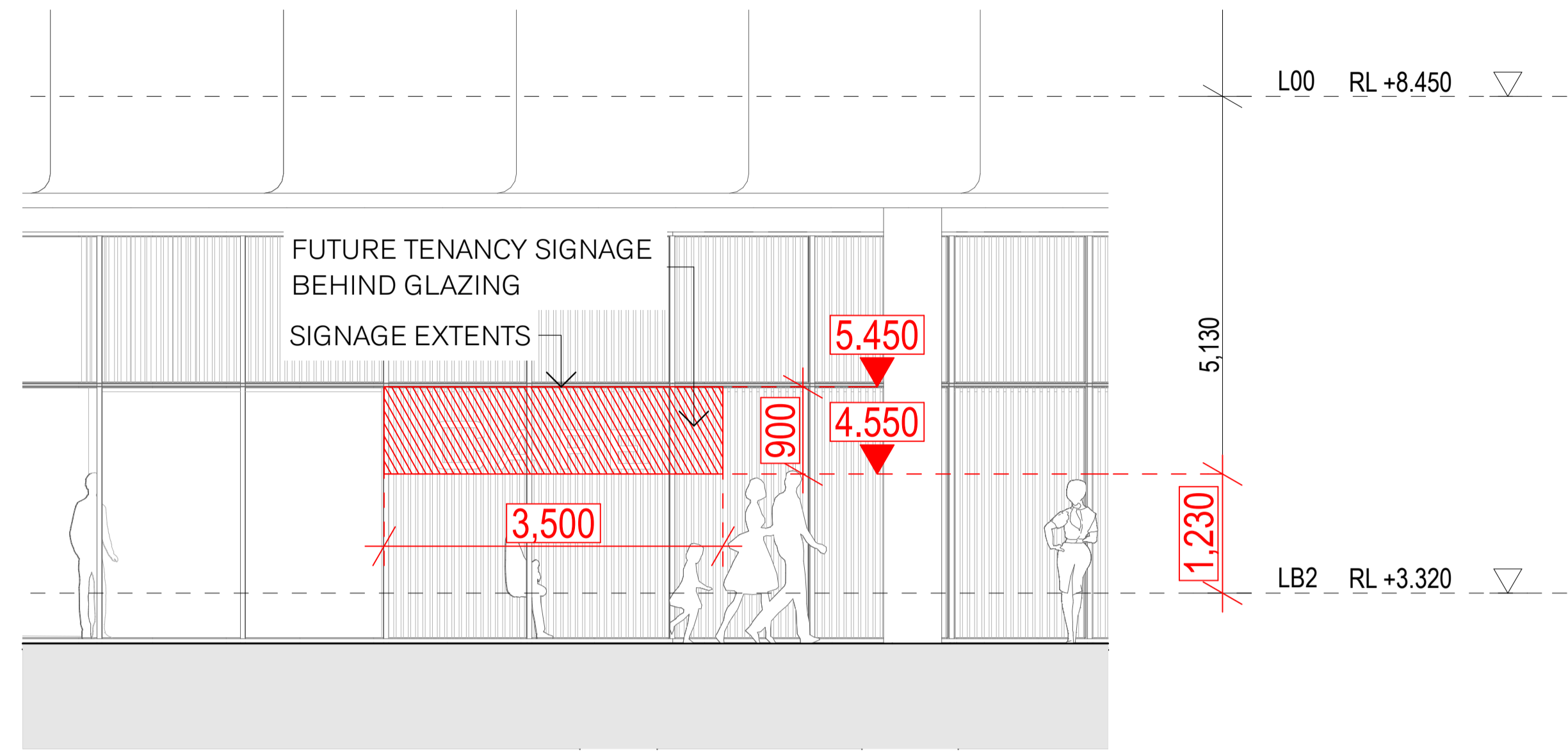
title  
**Signage Elevations**  
**Signage Detail Elevation - Jones Bay Road**

scale	1:50 @ A1	first issued	1/9/17
project code	sheet no.	revision	
SM13	AF4207	DA02	

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11 DETAIL Signage Location - Pirrama Rd Tenancy  
 1:50



12 DETAIL Signage Location - Pirrama Rd Tenancy  
 1:50

rev	date	name	by	chk
DA01	1/9/17	DEVELOPMENT APPLICATION	NY	SMP

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title  
**Signage Elevations**  
**Signage Detail Elevation - Pirrama Rd Tenancies**

scale	first issued	1/9/17
project code	sheet no.	revision
SM13	AF4208	DA01

THE  STAR