



**ANGEL PLACE  
LEVEL 8, 123 PITT STREET  
SYDNEY NSW 2000**

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13 February 2020

Brendon Roberts  
Acting Director  
Regional Assessments  
Department of Planning Industry and Environment  
4 Parramatta Square,  
12 Darcy Street  
Parramatta NSW 2150

Dear Brendan,

## **86-100 MOUNT STREET, NORTH SYDNEY (MP08\_0241-MOD-10)**

We write on behalf of Dexu to provide a response to your letter of 4 February 2020 requesting additional information in relation to the proposed modification MP08\_0241-MOD 10. It is understood that the Department of Planning Industry and Environment (DPIE) has requested a response by Friday 14 February 2020.

The DPIE have advised that it considers the proposed signage zone should not protrude above the parapet height, so that it does not visually dominate the skyline and is well integrated into the design of the building. We are writing to provide additional information with background on the proposed modification to the southern signage zone and to address the concerns raised in relation to visual impact, whilst maintaining a signage zone that could provide a sign that would be legible.

We have considered the comments in your letter, and we are writing to outline the consultation that was undertaken with North Sydney Council (Council) that informed the amended location of the signage zone and to provide some further information as background to explain the objectives for Dexu seeking to modify the approved signage zone. We appreciate your consideration of this additional information in determining the application.

### **BACKGROUND AND CONSULTATION WITH NORTH SYDNEY COUNCIL**

Figure 1 illustrates the approved signage zone to be below the height of the parapet. The approved signage zone is located over tenanted spaces, and plant rooms at the upper levels of the building.

Originally, MOD 10 proposed modifications to the signage zone, to move it to the west. The reason for the change was to avoid a future sign impacting windows of tenant's spaces.

This proposal was referred to North Sydney Council (Council), who subsequently raised concerns that moving the signage zones to the west would interfere with the vertical architectural feature.

Ltr to DPIE\_13122020

Some alternative proposals were provided to Council, which sought to address the concerns with extending the signage zone west and over the vertical architectural feature whilst achieving an adequate signage zone to be able to place a sign with a sufficient aspect ratio that would be legible on a building of this height.

**Figure 1 - Approved signage zone (Source: MP08\_0241-MOD-6)**



Figure 2 below shows what is an achievable area on the approved signage zone. The red dashed area is the area of the approved signage zone that does not cover the windows of the tenanted space of the top levels of the building, in accordance with Clause 9.4 (P8) of Section 9 of the North Sydney DCP 2013. It is evident the available space would not provide a suitable area for an aspect ratio required for a legible sign 190 metres in the air.

**Figure 2 – Usable area of approved signage zone, showing roof plant and equipment**

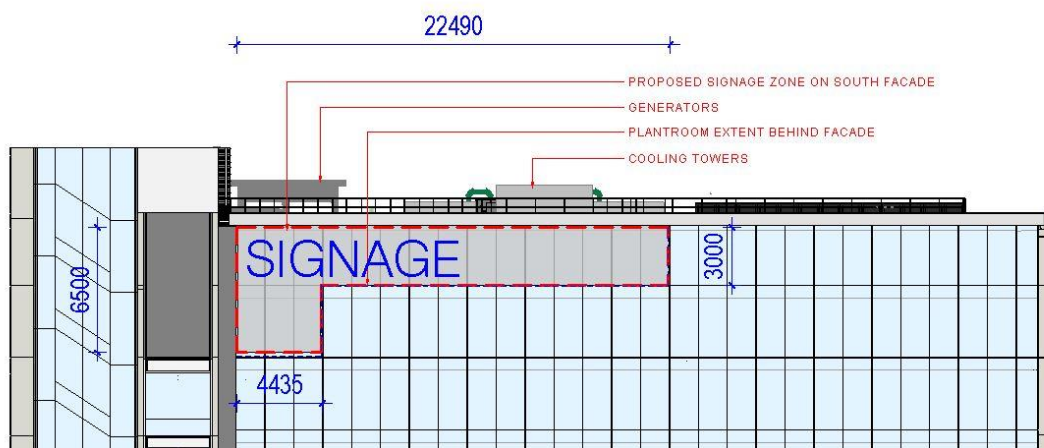
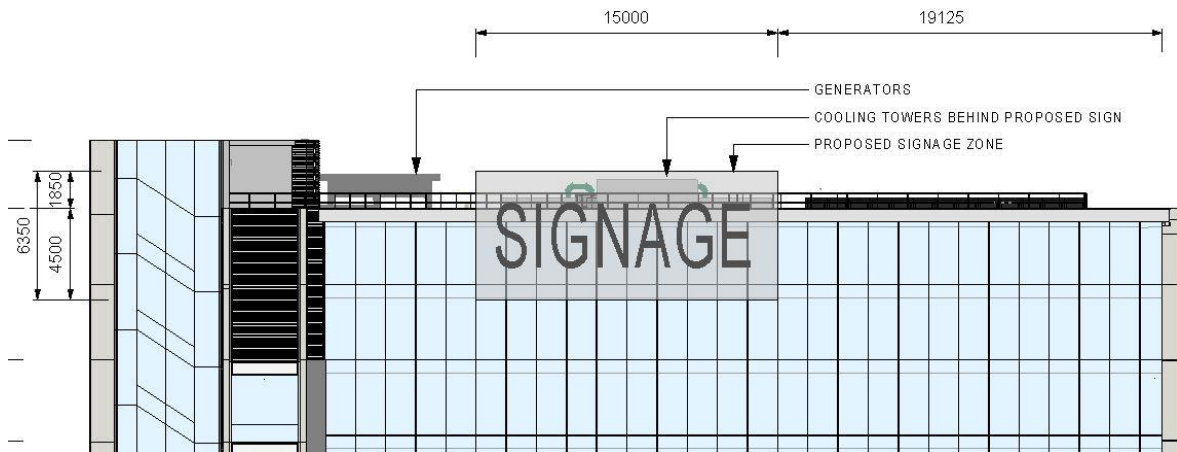


Figure 3 shows the proposed signage zones lifted 1.85 metres above the parapet, which is only 600mm above the existing rooftop handrail. This proposal will provide an aspect ratio of c. 6.35 metres x 15 metres, which is required to achieve a legible sign for a building of the height of 100 Mount Street. This proposal does not interfere with the vertical architectural feature or impede any tenanted space within the building. Further, the sign placed in this location will assist to screen roof plant and equipment including cooling towers.

**Figure 3 – Proposed modification to southern signage zone, showing roof plant and equipment**



At the meeting with Joseph Hill, Director of Planning and Stephen Beattie, Manager of Development Assessment from Council on 19 November 2020 indicated that they support the modified signage zone, as proposed.

## CONSISTENCY WITH PLANNING CONTROLS

The proposed development is consistent with SEPP 64 and is generally consistent with the North Sydney DCP controls for signage, including roof and sky signs.

It is considered that the proposed modified signage zone is acceptable for the following reasons:

- The proposed signage zone will not dominate the building or site or skyline as it will not be seen as a freestanding sign when viewed from a distance. Rather it is designed to relate to the architecture of the existing building. The signage zone has been designed, scaled and sized having regard to a façade grid analysis. The proposed signage zone is integrated with the existing building as it is aligned to the vertical window millions of the southern façade and is below the maximum height of the building.
- Having regard to visual impact and views of the skyline from the south (Figure 4), the photomontage provided at Figure 5 demonstrates that following the construction completion of the approved commercial office towers on sites to the north and north east of the subject site currently under construction (Victoria Cross Integrated Station Development, 86-88 Walker Street and 1 Denison) the proposed signage zone will be seen within this context and not dominate the skyline.

The North Sydney skyline is changing with the completion of the new towers under construction, which will provide the future context in which the proposed signage zone will be viewed. The context of taller buildings in the background when viewing 100 Mount Street from the south will visually absorb the top of 100 Mount Street into the skyline.

Figure 4 – View of North Sydney skyline from southern foreshore of Sydney Harbour





**Figure 5 – Zoomed photomontage of North Sydney CBD skyline with towers under construction and proposed signage zone at 100 Mount Street from Southern foreshore of Sydney Harbour (Source: Architectus)**



The area of the signage zone is proposed to be reduced in overall size, and the dimensions of the size are reduced in width, and height not increased. The available space for the sign has been reduced significantly from what has been approved.

- Whilst the maximum RL of the proposed sign is proposed to be increased slightly, this will have a benefit of screening roof top telecommunication devices (i.e. satellite dishes), and it will be consistent with the DCP provision requiring roof or sky signs to not be positioned higher than the highest point of any part of the building, including lift overruns or air conditioning plants.
- The proposed sky sign is designed, sized and positioned in a manner that will be consistent with other sky signs in North Sydney CBD, including signs located on roof top plant and equipment and lift over runs above building parapets. Similar sky signs in North Sydney CBD include the "AAMI" sign at 99 Walker Street visible from the south, and the "Pepper" sign on the building at 146 Arthur Street, "Sony" sign at 165 Walker Street and "Taylor" sign at 157 Walker Street on the eastern side of the CBD visible from Warringah Freeway.
- The proposed sign will not detract from significant views, vistas and sensitive streetscapes in the North Sydney CBD, as the sign is located at the top of the building and will not cause significant overshadowing.
- Signage must not cover any window, other opening or significant architectural features of the building. The sign is located to the east of the vertical architectural feature on the building and is not wider than any part of the existing building, which is consistent with the DCP controls.
- The proposal is for a single signage zone on the southern elevation, which assists to avoid visual clutter through proliferation of signs.
- The signage zone being located at the top of the building and being located well away from the Warringah Freeway will have a negligible impact upon the safety of drivers and pedestrians.

In summary, whilst the proposed sign is to extend 1.85 metres above the parapet, which the DCP seeks to control, the visual impact of the signage zone is not considered to dominate the skyline when viewed from the south, in the context of the changes to the skyline that will occur in the short term.

We trust that the information provided in this letter adequately addresses the concern raised in relation to the proposal to modify the signage zone including raising it above the parapet of the building and potential visual impact on the North Sydney skyline. If you have any questions or require any further information, please do not hesitate to contact me on 0410 425 880 or [mdonaldson@urbis.com.au](mailto:mdonaldson@urbis.com.au).

Yours sincerely,

A handwritten signature in black ink, appearing to read "Murray Donaldson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Murray Donaldson,  
Director, Planning