



Signage

Overview

Design Objectives

The signage strategy aims to provide design directions that address the identification requirements of Pitt Street North Tower. The design objective is to respect the integrity of the architecture and surrounding public domain.

The following design principles will be followed in all aspects of the sign types design; dimensions, proportion, materials, typography, colours, and textures:

- Identification
- Legibility and Wayfinding
- Accessibility
- Integration and Architecture
- Integration and Environment
- Energy Efficiency

Identification

Establish identity of tower address, major tenants, areas of activation, entrances and facilities.

Legibility and Wayfinding

Apply legibility standards to ensure maximum impact of signage and enhance wayfinding.

Accessibility

Ensure that all signs adhere to the Building Code of Australia and Australian Standards including those relating to accessibility and legibility which addresses the requirements of the Disability Discrimination Act (DDA)

Integration and Architecture

The design of the signs will integrate with the architecture of the development taking into consideration positioning, dimensions, proportion, materials, typography, colours and textures.

Integration and Environment

Ensure that the signs have a beneficial impact enhancing the quality of the streetscape and skyline.

Energy Efficiency

Use design features that are energy efficient where applicable and ensure the use of high quality durable materials.

Signage

Types

Overview of sign types proposed for the
Pitt Street North signage strategy.

- S1 High Level Building Facade ID**
- S2 Podium Level - Building Name or Tenant Signage**
- S3 Ground Floor Tower Entrance**
- S4 Ground Floor Loading Dock Entrance**
- S5 Retail Unit 01**
- S6 Retail Unit 02**
- S7 Retail Unit 03**
- S8 Retail Unit 04**

Signage S1
High Level - Building Facade ID

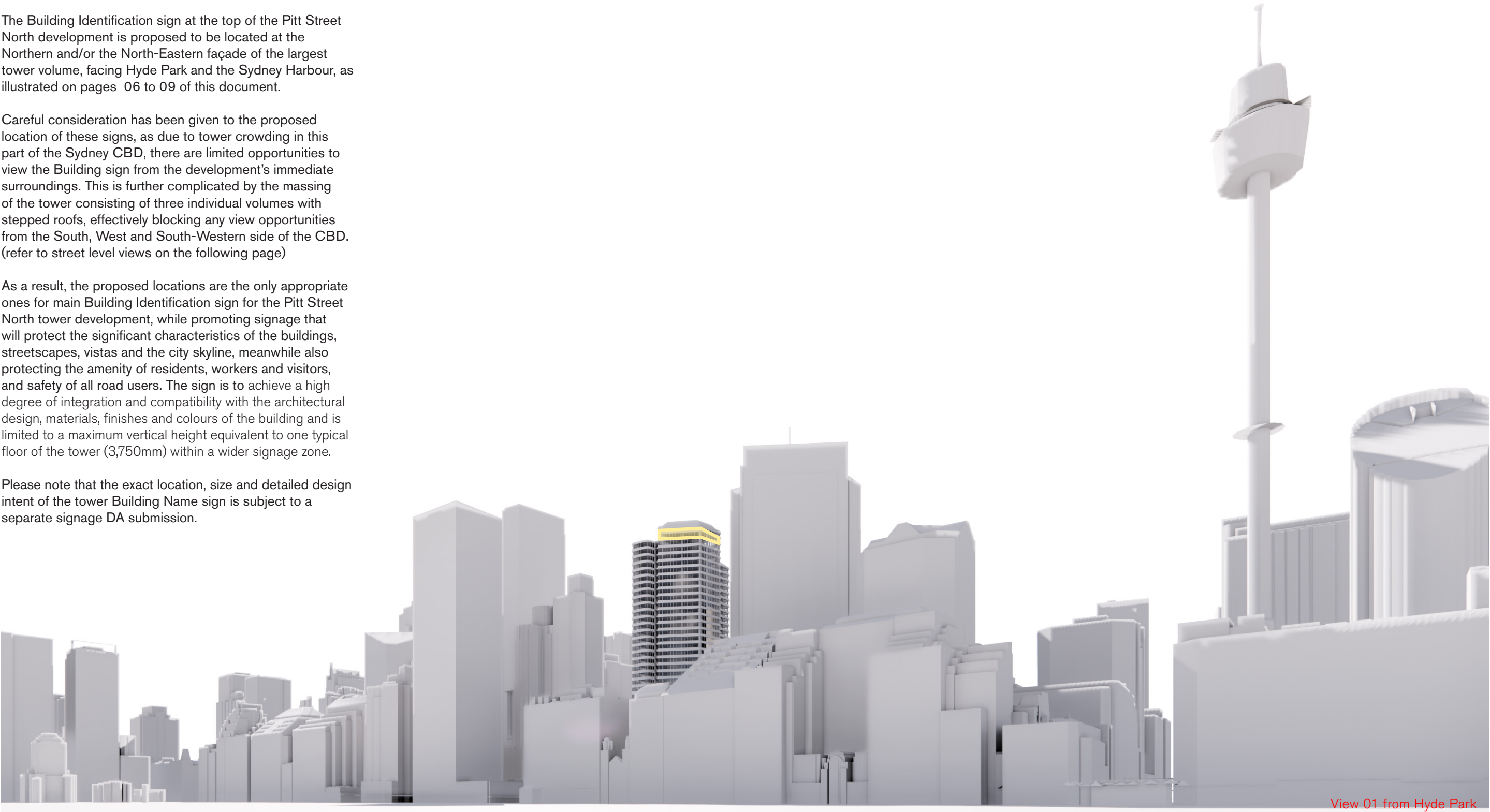
Top of the building sign

The Building Identification sign at the top of the Pitt Street North development is proposed to be located at the Northern and/or the North-Eastern façade of the largest tower volume, facing Hyde Park and the Sydney Harbour, as illustrated on pages 06 to 09 of this document.

Careful consideration has been given to the proposed location of these signs, as due to tower crowding in this part of the Sydney CBD, there are limited opportunities to view the Building sign from the development's immediate surroundings. This is further complicated by the massing of the tower consisting of three individual volumes with stepped roofs, effectively blocking any view opportunities from the South, West and South-Western side of the CBD. (refer to street level views on the following page)

As a result, the proposed locations are the only appropriate ones for main Building Identification sign for the Pitt Street North tower development, while promoting signage that will protect the significant characteristics of the buildings, streetscapes, vistas and the city skyline, meanwhile also protecting the amenity of residents, workers and visitors, and safety of all road users. The sign is to achieve a high degree of integration and compatibility with the architectural design, materials, finishes and colours of the building and is limited to a maximum vertical height equivalent to one typical floor of the tower (3,750mm) within a wider signage zone.

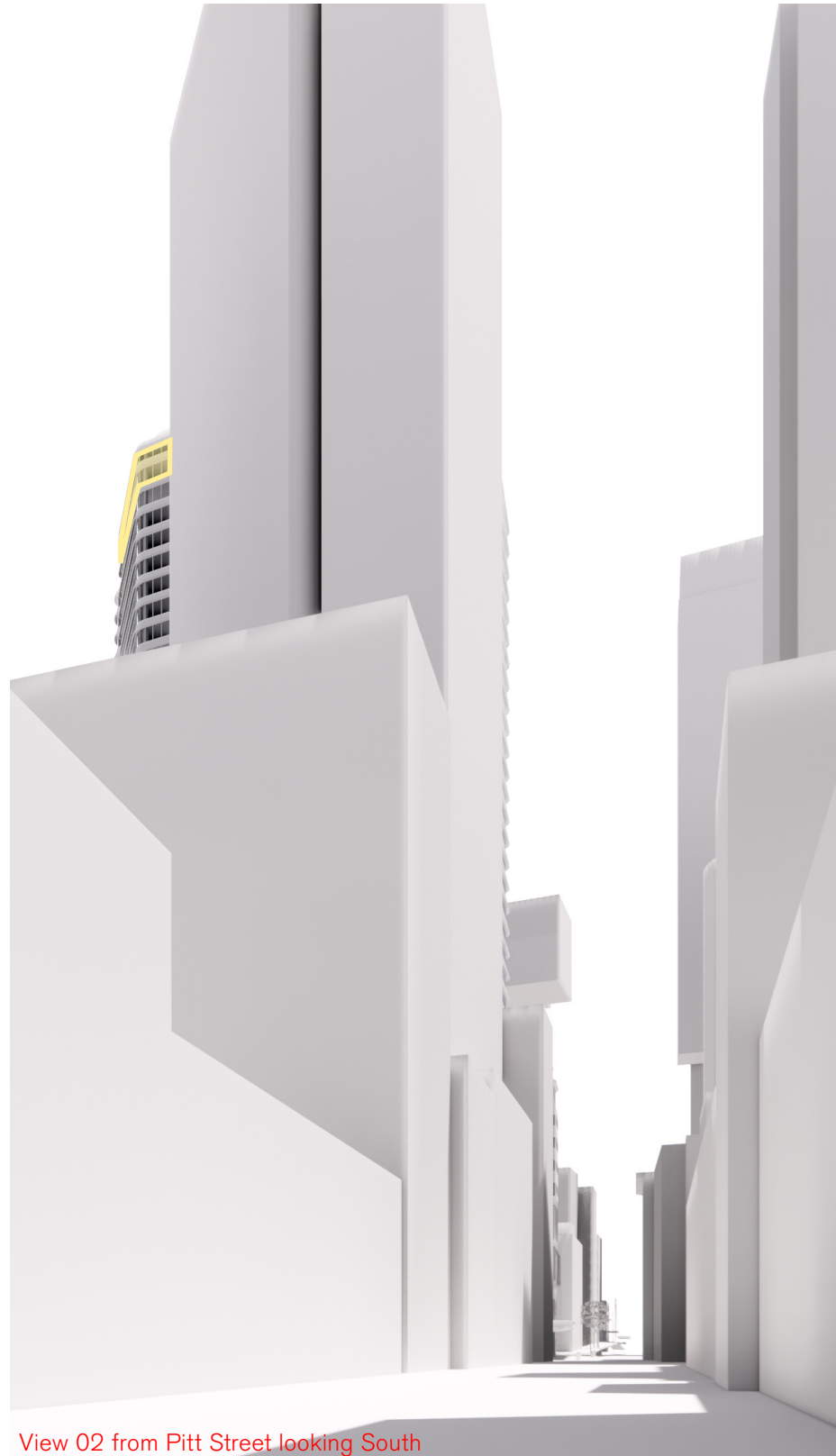
Please note that the exact location, size and detailed design intent of the tower Building Name sign is subject to a separate signage DA submission.



View 01 from Hyde Park

Signage S1

High Level - Building Facade ID



View 02 from Pitt Street looking South

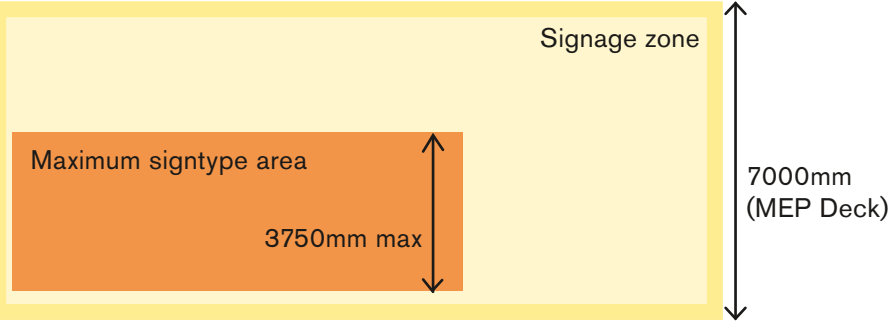


View 03 from Castlereagh Street looking from South

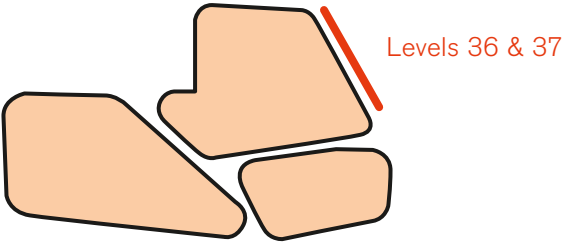
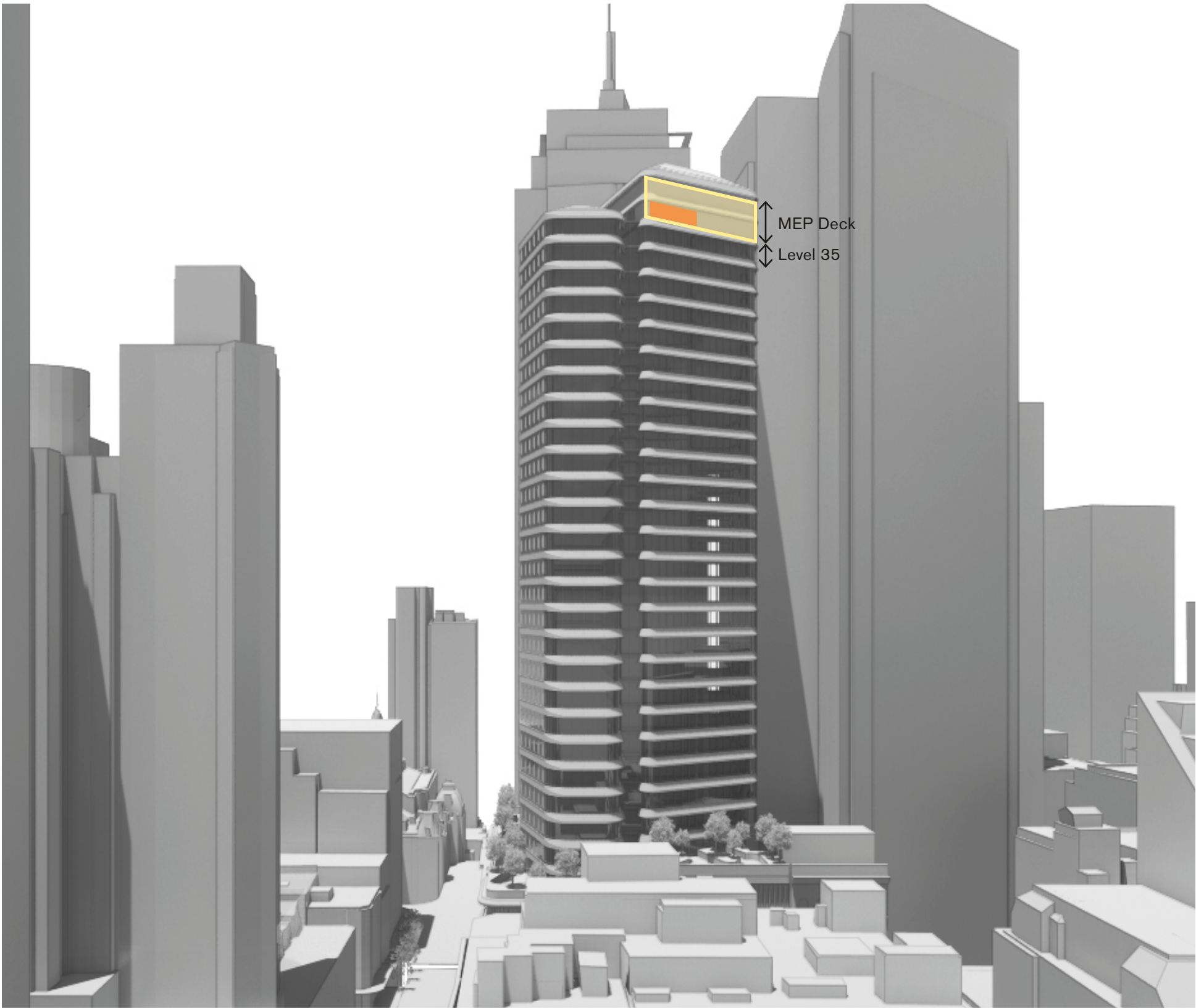


View 04 from Park Street looking East (view from the Town Hall steps)

Signage S1
High Level - Building Facade ID - ZONE 1

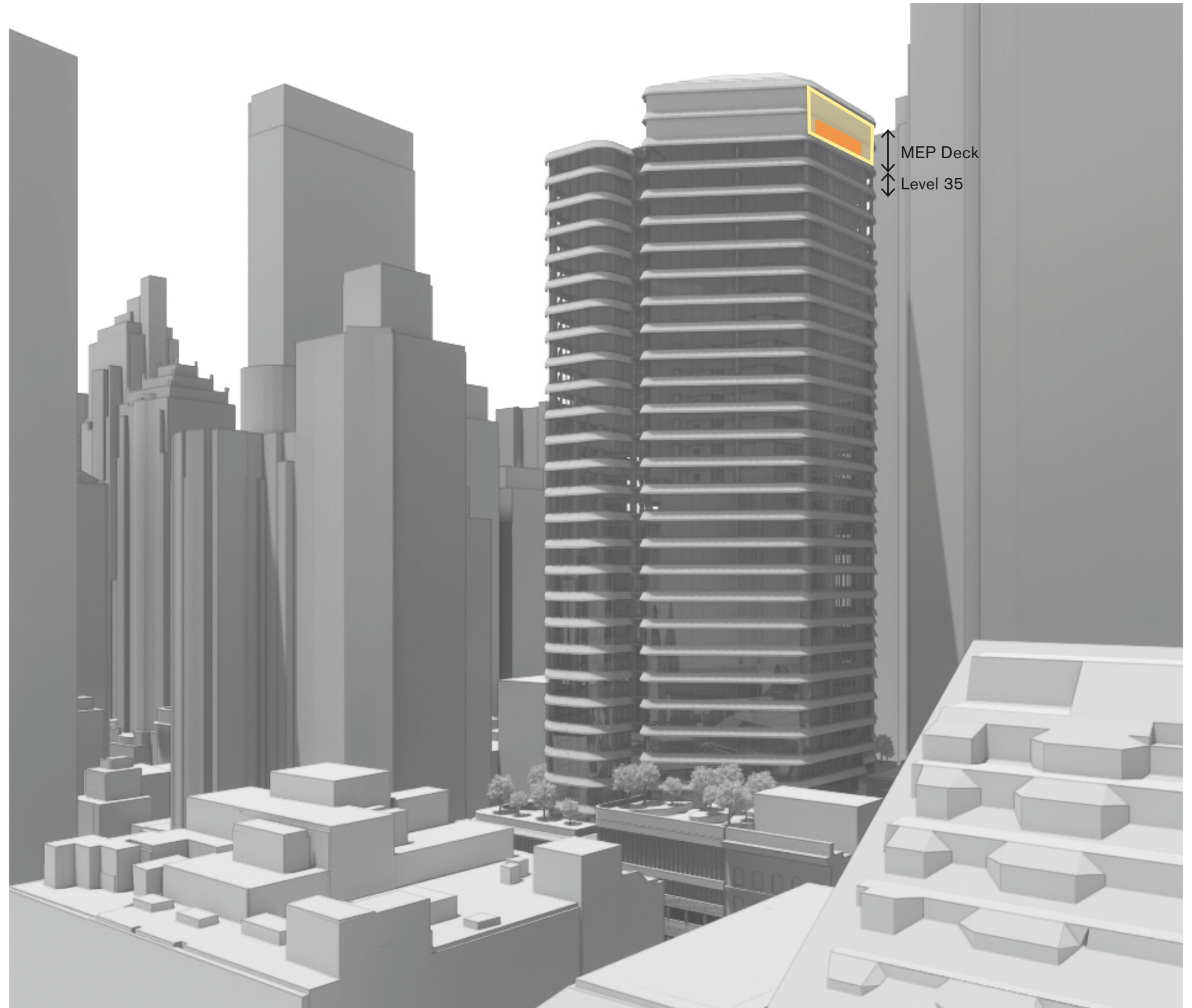
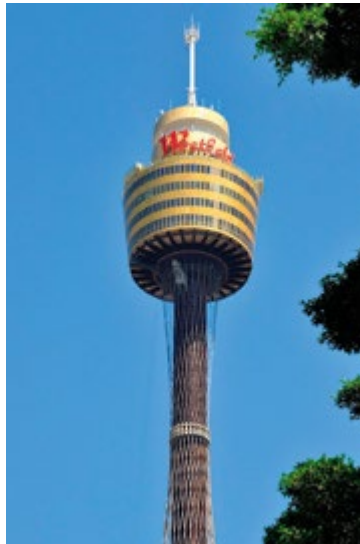
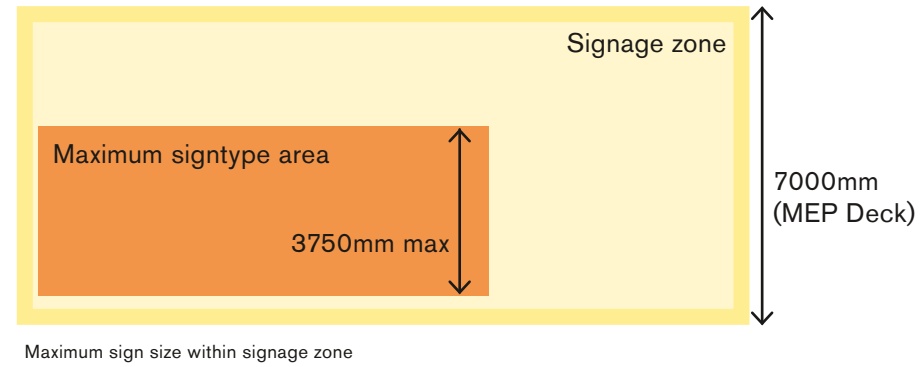


Maximum sign size within signage zone



Signage S1

High Level - Building Facade ID - ZONE 2



Signage S2

Podium Level - Building Name or Tenant Signage

Flat mounted podium wall sign

As a result of limited view opportunities of the Building Identification sign at the top of the tower from West, South and South-Western directions within the Sydney CBD, consideration is being sought to introduce discrete and integrated podium level signage on Level 9 of the Pitt Street North development, facing the civic Town Hall Precinct.

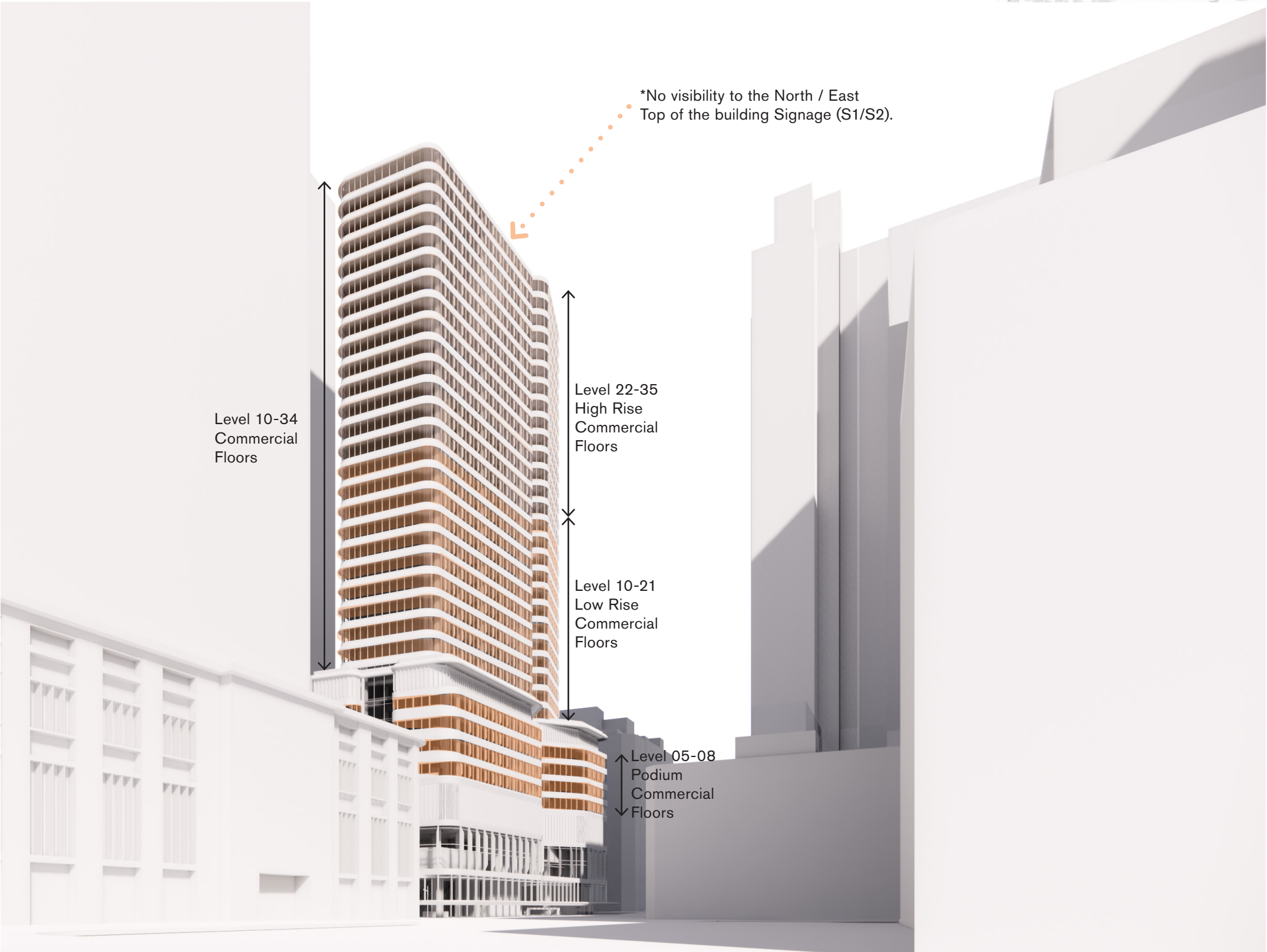
Signage in this location could assist in identifying the main Building entrance on Pitt Street or the retail usage prevalent within the lower podium levels of the building, meanwhile ensuring that this signage does not detract from a high quality pedestrian experience of streets and other public spaces in the immediate surroundings, but prioritises way-finding in the public interest.

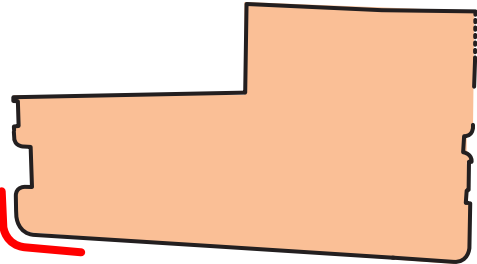
The sign is to achieve a high degree of integration and compatibility with the architectural design, materials, finishes and colours of the building, and will be limited to a maximum vertical height equivalent to one typical floor of the podium (3,750mm) within a wider signage zone as illustrated on the following page.

The Building Identification or Business Identification Sign is proposed to be located on the West, south and/or South-western corner of the level 9 façade in front of the vertical plant room louvers, as illustrated on the following page.

Similar precedents of podium level Building Name and Tenant Name signage exist on a number of buildings within the Central Park development along Broadway (~i.e. One Central Park Tower and the DUO FourPoints development)

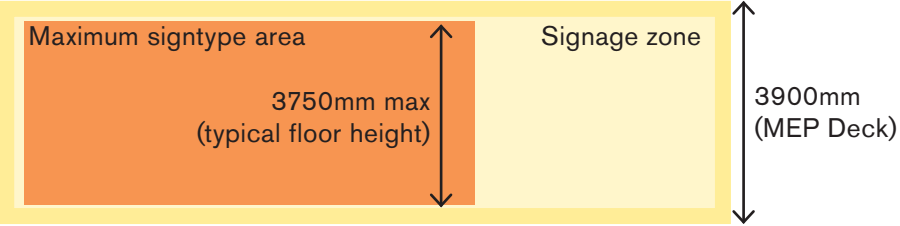
Please note that the exact location, size and detailed design intent of podium building signage is subject to a separate signage DA submission.





Signage S2

Podium Level - Building Name or Tenant Signage

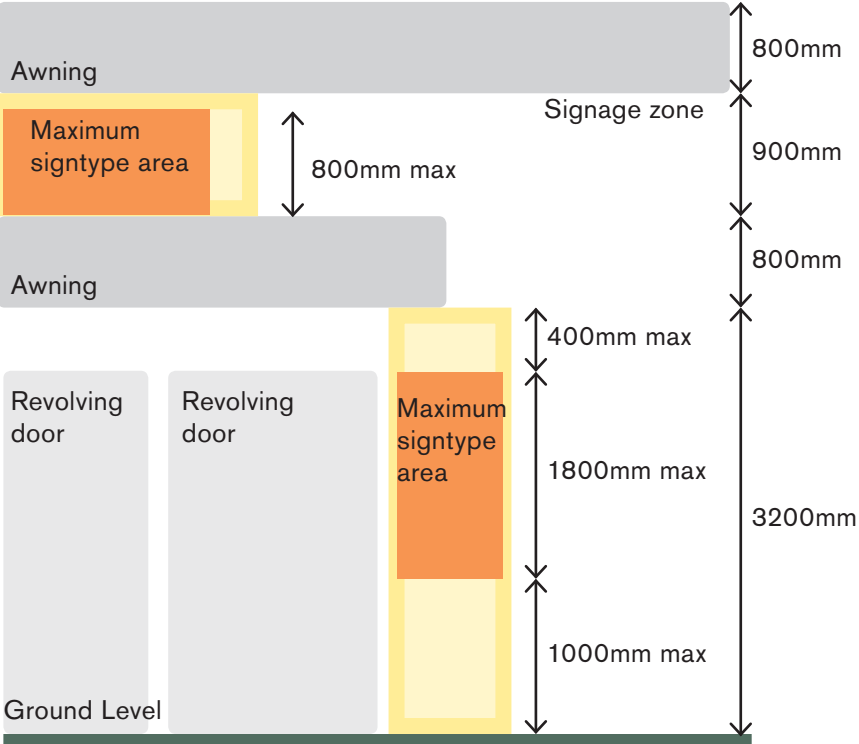


Maximum sign size within signage zone

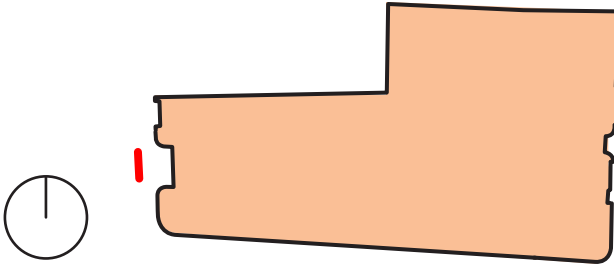


Signage S3
Ground Level - Tower Entrance Building Address

Awning fascia sign



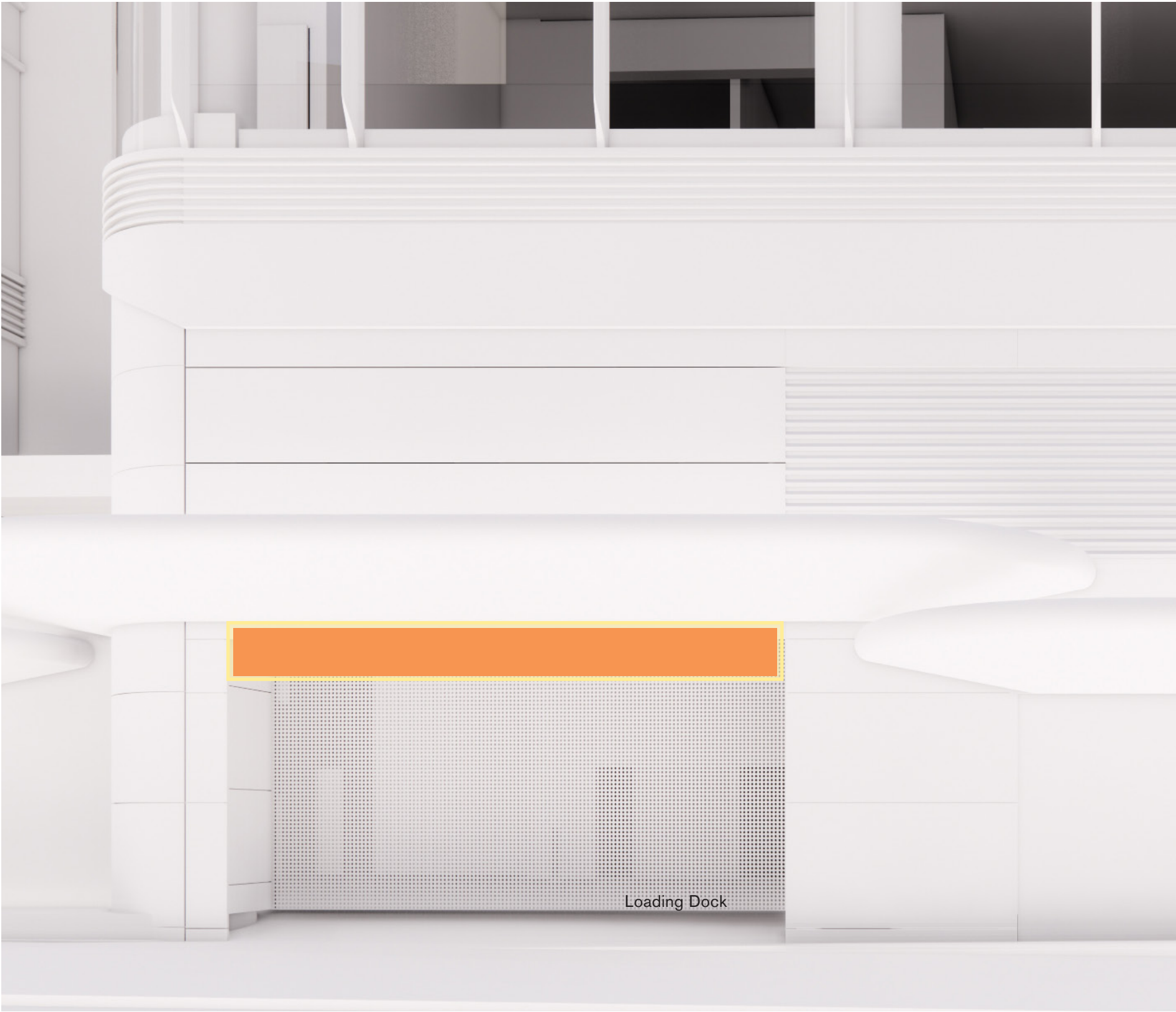
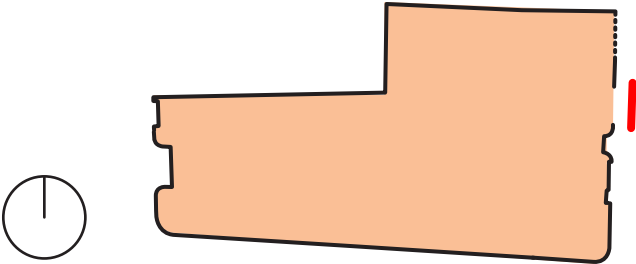
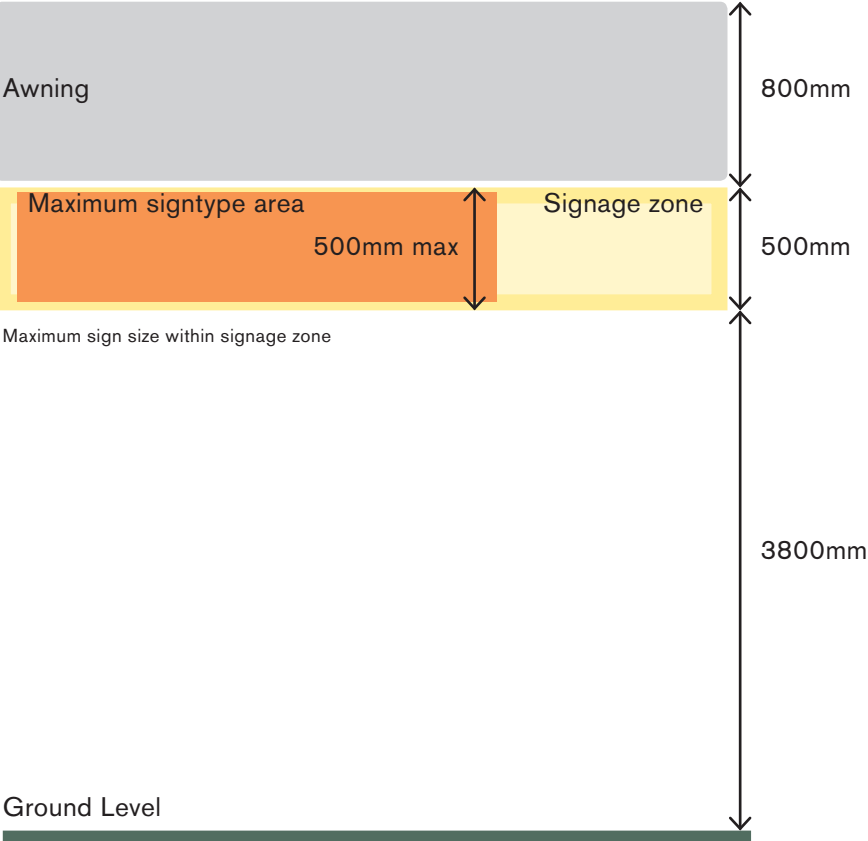
Maximum sign size within signage zone



Signage S4

Ground Level - Loading Dock Entrance

Top hamper sign



Signage S5/S6/S7/S8
Ground Level - Retail Signage

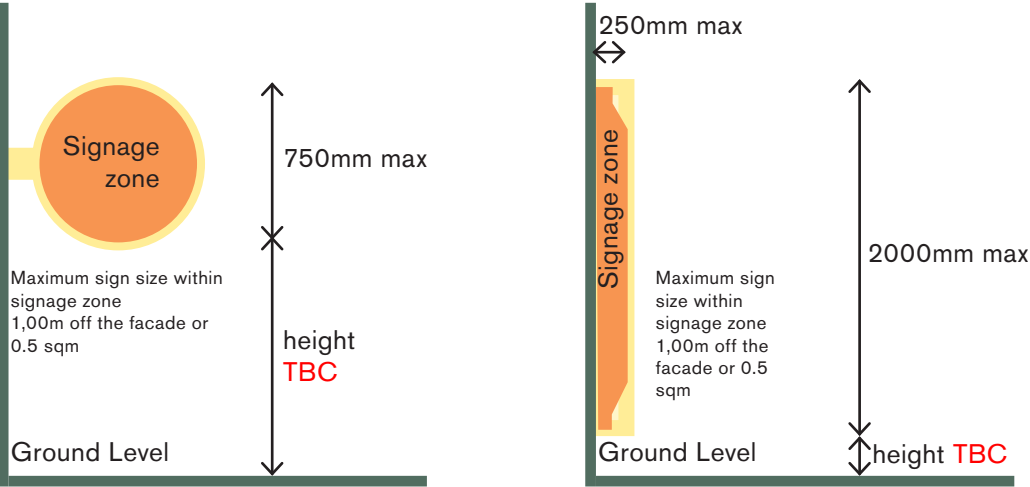
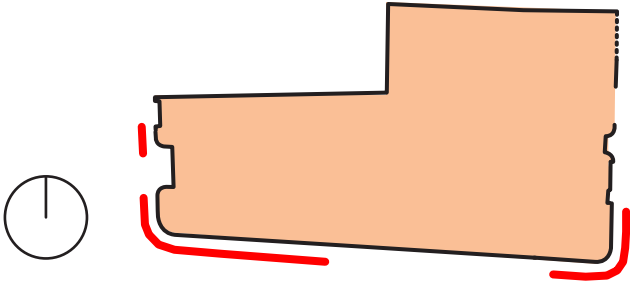
Horizontal projecting wall sign

The ground floor level of the Pitt Street North development has been developed with the aim to maximise retail activation along Pitt, Park and Castlereagh Street.

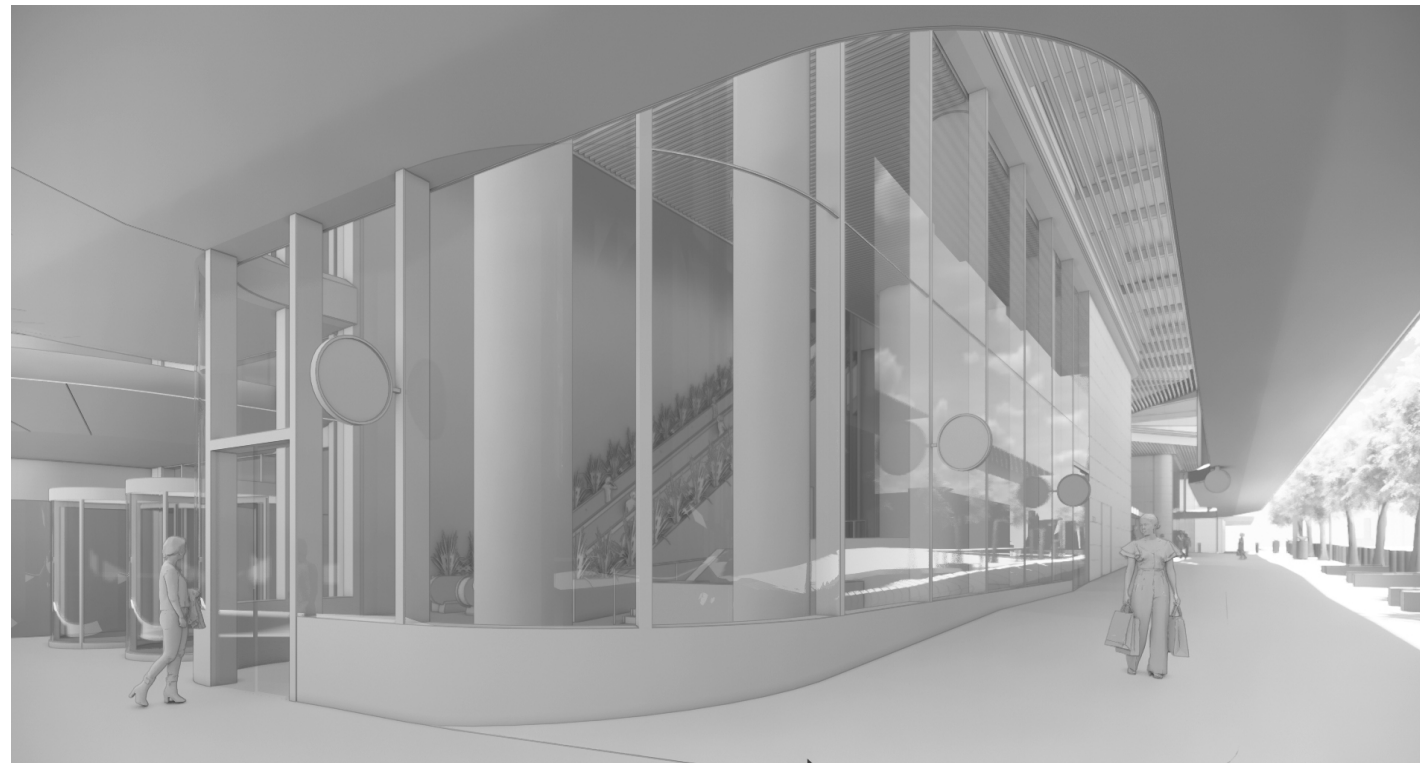
In order to help identify the shop name and/or retail brand, while also maintaining the integrity of the building design, discrete signage elements are proposed to be mounted on the full-height mullions of the glazed ground floor façades via discrete brackets, suspended at right angles to the building.

These circular or vertical retail flags will allow the retail tenant to integrate their signage while also maintaining a degree of aesthetic control throughout, ensuring a consistent language for all signage elements which form part of the wider building façade fabric. The horizontal projecting signage flags will be mounted at a minimum of 3m above the surrounding public domain levels.

Please note that the exact location, size and detailed design intent of all retail flags is subject to a separate signage DA submission.



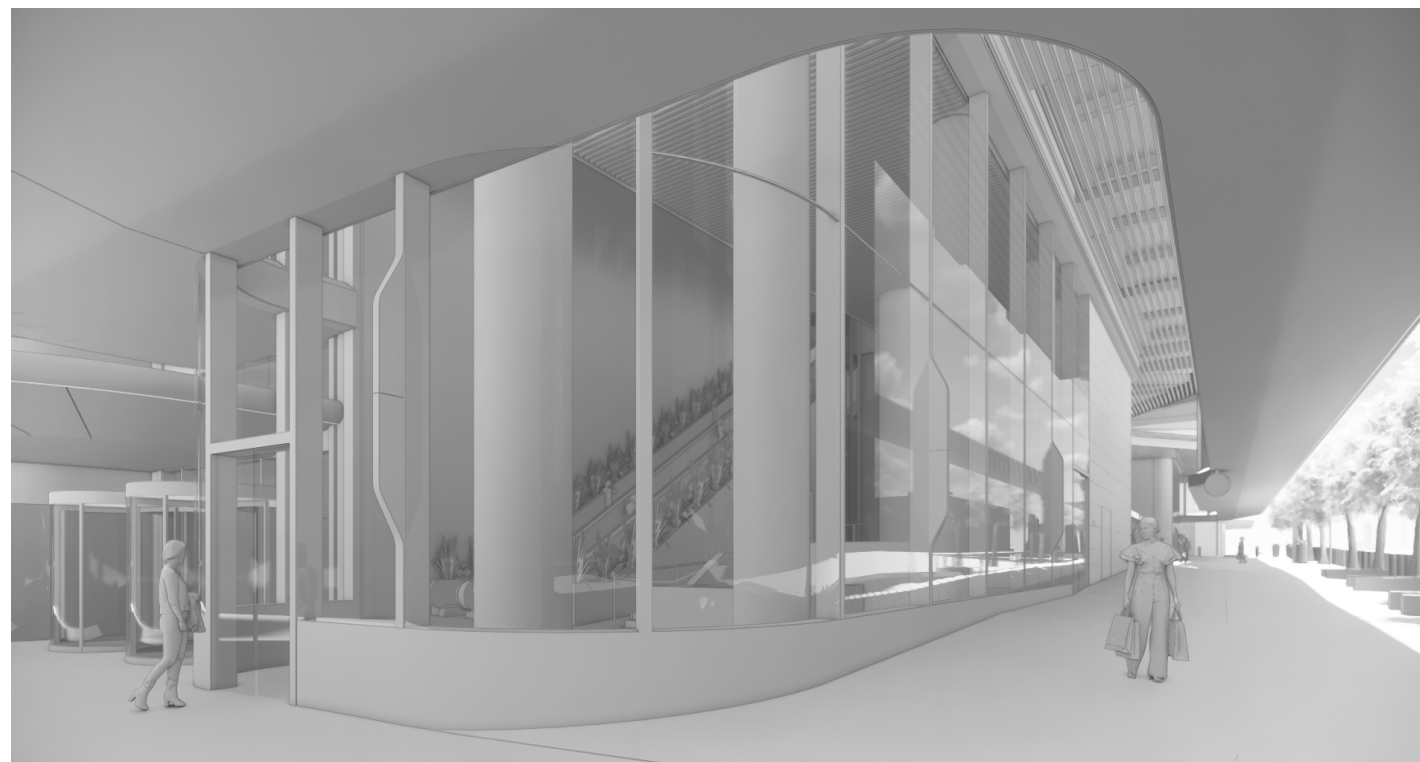
Signage S5/S6/S7/S8
Ground Level - Retail Signage



Option 01 from Pitt Street X Park Street looking the retail shops circular signage in the South West corner.



Circular signage in detail.



Option 02 from Pitt Street X Park Street looking the retail shops vertical retail flag in the South West corner.



Vertical retail flags in detail.