



BH/AC  
13177  
4 November 2015

Ms Carolyn McNally  
Secretary  
Department of Planning and Environment  
33 Bridge Street  
SYDNEY 2000

Attention: Matthew Rosel

Dear Ms McNally

**ADDITIONAL INFORMATION  
SICEEP, DARLING SQUARE, NORTH-WEST PLOT**

On behalf of Lend Lease (Haymarket) Pty Ltd (lendlease) we hereby submit the following additional information in response to the Department of Planning and Environment (the Department) email dated 27 October 2015. The Department has requested the following:

- 1. to allow a simple comparison of traffic generation impacts and to show the evolution of traffic generation can you please provide the morning (AM) and evening (PM) vehicle per hour peaks for the:*
  - a. as approved Concept Proposal (CP) (2001 RMS' guidelines),*
  - b. as approved CP updated by RMS' TDT 2013/14; and*
  - c. proposed modification under TDT 2013/14.*
- 2. provide a SEPP 64 compliance schedule indicating that the future expanded and new signage zones will be consistent with the design and siting criteria of SEPP 64. Can you also confirm whether it is expected that the future signage within the signage zones will be illuminated.*

A comparison of the traffic generation rates as requested in part one above is provided at **Attachment A**. The second component of the request for additional information relating to signage is addressed below.

**State Environmental Planning Policy No. 64 – Advertising and Signage**

*State Environmental Planning Policy No 64- Advertising and Signage* (SEPP 64) applies to all signage that under an environmental planning instrument can be displayed with or without development consent and is visible from any public place or public reserve.

Under clause 8 of SEPP 64, a consent authority must not grant consent for any signage application unless the consent authority is satisfied that the proposal is consistent with the objectives of the SEPP and with the assessment criteria which are contained in Schedule 1. The proposed Modification Application seeks to amend the dimensions and extent of the approved signage zones on the North-West Plot Building. It is also confirmed that the future signage is intended to be illuminated, consistent with the character of the surrounding precinct.

The amended signage zones remain consistent with the objectives of SEPP 64 in that:

- they remain compatible with the desired amenity and visual character of Darling Square;
- the zones are provided in suitable locations and sized on the building to convey the name and logo of the key tenant; and
- the future signage will be of a high quality finish.

**Table 1** below demonstrates the consistency of the proposed amended signage zones with the assessment criteria contained in Schedule 1 of SEPP 64.

**Table 1** – Compliance with the Schedule 1 Assessment Criteria of SEPP 64

Assessment Criteria	Comments	Compliance
<b>1 Character of the area</b>		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The signage is compatible with the future character of Darling Square, being a lively mixed use precinct.	Y
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The signage is consistent with the design intent for all signage across Darling Square. The signage is part of the creation of a new theme within the locality, directly associated with the secured anchor tenant who currently occupies buildings within Darling Harbour which include upper level signage.	Y
<b>2 Special areas</b>		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	The signage is consistent with the provision of signage within the Sydney CBD, Darling Harbour and Cockle Bay and will not detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, open space areas or waterways.	Y
<b>3 Views and vistas</b>		
Does the proposal obscure or compromise important views?	The signage is integrated with the building and will not result in any obstruction of views. The location and content of signage will not otherwise compromise important views within the precinct.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	The signage will sit below the ridgeline of the building and will not dominate the Pyrmont/Ultimo skyline.	Y
Does the proposal respect the viewing rights of other advertisers?	The signage does not impact upon the viewing rights of other advertisers.	Y
<b>4 Streetscape, setting or landscape</b>		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the signage is consistent with the setting of Darling Square which will form a mixed use precinct within the Sydney CBD. Furthermore, the amended scale of the signage is a direct result of the securement of a key tenant in the precinct.	Y
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The lower level signage contributes significantly to the streetscape of the ground plane, creating visual interest at the main entry of the building. The upper level signage will contribute to the visual interest of the Darling Square precinct, consistent with the character of Darling Harbour as Sydney's premier tourism precinct.	Y
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The amended signage relates to the building identification signage zones. The signage will be applied to a new building in the tourism precinct of Darling Harbour.	N/A
Does the proposal screen unsightliness?	The signage is integrated with the architecture of the building and will be applied to building facades. The signage adds visual interest in addition to the high quality materials on each façade.	N/A

Assessment Criteria	Comments	Compliance
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The signage does not protrude above the upper building line.	Y
Does the proposal require ongoing vegetation management?	The signage will not require ongoing vegetation management.	Y
<b>5 Site and building</b>		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	The signage has been designed to be fully compatible with the building and located to be compatible with the architecture of the building. The amended extent of the signage is a direct result of tenant requirements which have been coordinated with the lead designers of the building.	Y
Does the proposal respect important features of the site or building, or both?	The signage has been located in the most architecturally appropriate locations to assist in place identification and wayfinding.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The signage has been fully integrated with the building architecture and is reflective of the secured tenant.	Y
<b>6 Associated devices and logos with advertisements and advertising structures</b>		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	All illumination will be fully integrated with the building structure. The tenant logo has been, and will continue to be, designed as an integral component of the signage. The amended size of the signage zones is a direct result of tenant requirements for the tenant logo.	Y
<b>7 Illumination</b>		
Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft?	Illumination of the signage will not result in unacceptable glare. The amended size of the proposed signage is directly a result of securing a tenant for the building. The building identification signage will be consistent with surrounding illuminated signage in the locality and will not affect safety for pedestrians, vehicles or aircraft.	Y
Would illumination detract from the amenity of any residence or other form of accommodation?	The location and orientation of illuminated signage is such that it will not impact on nearby residential receivers.	Y
Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew?	Darling Harbour, including Darling Square, is an established tourism precinct which will accommodate activity well into the evening and night time. As such it is not considered necessary or appropriate to impose a curfew on the illumination of signage. Illumination of signage, including any dimming measures, will be incorporated in the detailed design of the signage.	Y
<b>8 Safety</b>		
Would the proposal reduce safety for any public road?	The building identification signage is consistent with other building identification signage within the City of Sydney. Views to the signage from public roads are generally limited to those from Pier Street and will not impact upon road safety.	Y
Would the proposal reduce safety for pedestrians/cyclists?	The signage is predominantly located above ground level and will not distract from essential sight lines for pedestrian and cyclists. The signage located at the lower levels is above the main entry to the building, providing directional benefits rather than impacting on the safety of any pedestrians or cyclists.	Y
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The signage remains integrated with the approved building and will not significantly obscure sight lines from public areas.	Y

Further to the above, it should be noted that the detailed signage to be provided within the signage zones will need to be endorsed by the Department prior to being erected. This requirement is set out in Condition F19 of Development Consent SSD 6013, as outlined below:

*Building identification Signage*

*F19 Prior to the erection of the Building identification Signage, the signage design proposed within the Building identification Zones, must be submitted to the department for endorsement.*

Condition F19 is not proposed to be amended as part of the Modification Application, ensuring that the final endorsement of the detailed signage by the Department remains.

We trust that this information is sufficient to enable the assessment to continue promptly for the proposed Modification Application. Should you have any further queries about this matter, please do not hesitate to contact me on (02) 9956 6962 or [bhaskins@jbaurban.com.au](mailto:bhoskins@jbaurban.com.au).

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'B. Hoskins', with a stylized flourish at the end.

Brendan Hoskins  
Senior Planner