

17 January 2019

Mr David McNamara
Director, Key Sites Assessments
NSW Department of Planning and Environment
320 Pitt Street
Sydney NSW 2000

Attention: Tim Green, Key Sites Assessments
tim.green@planning.nsw.gov.au

Dear Mr McNamara

Response to Submissions

Section 4.55(1A) Modification – Approved signage at the Overseas Passenger Terminal (Tenancy 5) at Circular Quay West in The Rocks (SSD 7683 MOD 1)

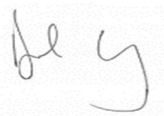
This Response to Submissions (RtS) has been prepared on behalf of Jimmy's on the Mall Pty Ltd (the Applicant) to address the submissions received on the above Section 4.55(1A) modification application.

We note that the modification application received one submission from the City of Sydney Council (Council) dated 11 December 2018. In response to Council's concerns, the modification application has been amended to include three freestanding menu signs, reduced from five freestanding menu signs (as originally proposed). A detailed response to the issues raised by Council is provided at **Appendix 1**.

We trust that this RtS provides all information required for the Department to finalise its assessment of the modification application.

Please do not hesitate to contact Brent Devine, Senior Planner on (02) 8413 0403 or via email at brent@keylan.com.au should you wish to discuss any aspect of this project.

Yours sincerely



Dan Keary BSc MURP MPIA
Director




Michael Woodland BTP
Director

Appendix 1

Response to City of Sydney Council's submission on SSD 7683 MOD 1

Issue raised	Response
Accuracy of documentation	
<p>The submitted plans contain inaccuracies in terms of the approved signage, both in terms of showing signage in correct locations, and showing all existing approved signage on all elevations. This should be amended for a complete assessment.</p>	<p>The revised signage plans submitted with this RtS amend a number of minor errors and misdescriptions on the plans submitted with the SEE.</p> <p>The location of all existing and proposed signage is shown on the revised plans to enable the Department to undertake a comprehensive assessment of the modification application.</p> <p>It is noted that the location of all existing signage is generally in accordance with the signage plans that were approved under SSD 7683.</p>
Signage	
<p>The quantum of proposed menu signs appears to too large and would result in visual clutter in the area. Menu signage should only be located adjacent to the two main entry areas. The City objects to the approval of more than two menu signs.</p>	<p>In response to Council's concerns regarding visual clutter, the number of freestanding menus has been reduced from five to three in total.</p> <p>The three freestanding menus are suitably located at the main entry points to the restaurant and the outdoor seating/dining area.</p> <p>The modification application included an assessment against the criteria of <i>State Environmental Planning Policy No 64 – Advertising and Signage</i> (SEPP 64). Key findings of this assessment determined that:</p> <ul style="list-style-type: none"> the proposed signage and menu stands are compatible with the existing character of the area being a location that currently includes various restaurants and bars within the Overseas Passenger Terminal (OPT) and high pedestrian activity surrounding the site;

Issue raised	Response
	<ul style="list-style-type: none"> the proposed menu stands will not protrude within the sight lines of surrounding heritage items and therefore will not detract from the amenity or visual quality of these items; important views will not be compromised by the location of the menu stands; the scale and proportion of the menu stands are considered appropriate in context to the scale and proportion of the OPT building; the illuminated menus will not affect the safety of pedestrians, vehicles or aircraft; and the menu stands will not result in reduced safety for pedestrians or obscure sightlines from public areas. <p>Further to the above, the three menu stands are adequately separated across the site and therefore will not result in visual clutter or disorder of the site.</p>
The details of the menu signs should be clarified: it appears that the illuminated area in the top portion of the signs is intended to contain menu details – this should be made explicit and it should be specified what information may be displayed in terms of being menu details as opposed to general advertising.	The freestanding menu signs will provide menu details (illuminated) at the upper portion of the sign (i.e: menu options, prices etc.). Information to be displayed on the menu stands will not include general advertising.
Proposed sign ‘S7’ should be clarified in terms of its dimensions.	Proposed ‘Sign ‘S7’ on the ground floor entry door is proposed to be 500 mm in height and 400 mm in width. Refer Page 3 of the revised plans (East Elevation).

Issue raised	Response
	
<p>Signs 'S6' and 'S3.2' should be further described and assessed within the Applicant's Statement of Environmental Effects in terms of their compatibility with the surrounding locality.</p>	<p>Sign 'S6' and 'S3.2' are described at Section 3 of the Statement of Environmental Effects (SEE).</p> <p>To re-iterate, sign 'S6' is a proposed new business identification sign (with illuminated channel letters) that is to be positioned on the underside of the Level 2 balcony (directly above the western entrance of the building). The location of sign 'S6' is shown on Page 2 of the Plans Proposed to be Modified (Appendix 3 of the SEE). A photomontage of the proposed sign, as viewed from the western elevation, is shown on Page 5 of Appendix 3.</p> <p>Sign 'S3.2' involves the relocation of an approved business identification sign from the Level 1 to Level 2 awning. The sign is now proposed to be illuminated (halo lit) and increased in size from 1,285 mm x 220 mm to 2,440 mm x 380 mm.</p>

Issue raised	Response
	<p>Section 5 of the SEE provides an assessment of the modification application against the criteria of SEPP 64 including consideration of the signage compatibility with the surrounding locality. The assessment concludes that the modification complies with the provisions of SEPP 64 and will not result in any adverse visual or environmental impacts. Further, the surrounding locality is a recognised tourist and dining precinct where business identification signs are not incompatible with the surrounding area.</p>