

3 e) Signage Strategy

City of Sydney Comment - 3 e)

Any proposal for signage should be subject to a comprehensive signage strategy prepared with the input of the nominated heritage consultant and subject to a separate development application to the City of Sydney Council.

Response

A Signage and Wayfinding Strategy, prepared by Urban & Public, accompanies the proposal. It advocates signage that is consistent in design, is of a high standard of materials, construction and graphics and is appropriately located. The building identification and wayfinding signage will be visually consistent and respect the integrity of the industrial character of the Walsh Bay Wharf precinct.

An overview of the signage and wayfinding concepts approval is sought for is outlined in the response to 3 a), Figure 15.

The Applicant will develop the detailed design of signage and wayfinding in consultation with the project's heritage consultant, the NSW Heritage Council and City of Sydney.

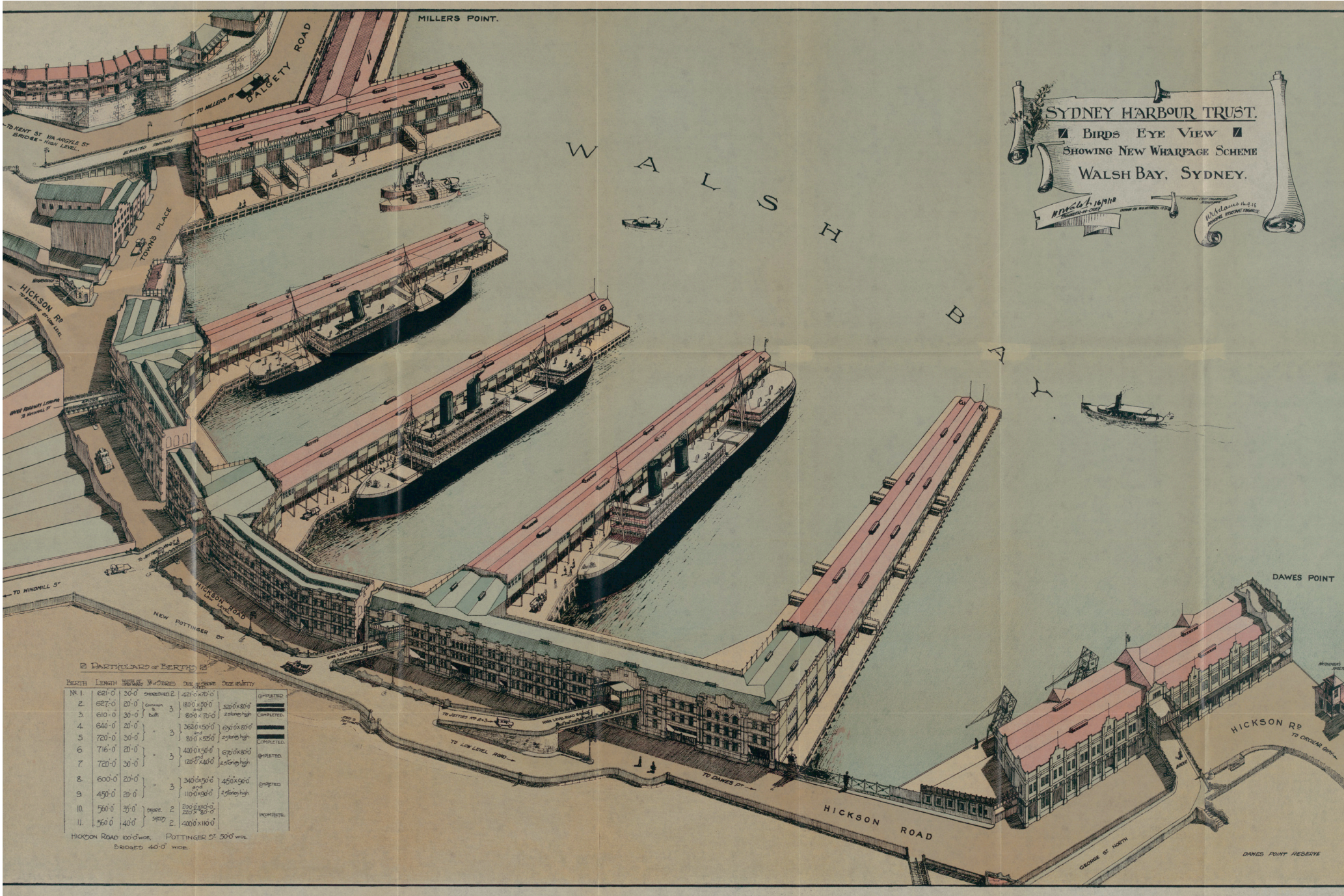


Figure 22: Birds Eye View Drawing 1918

Source: Withers, W. H & Walsh, H. D & Adams, W. E & Groom, T. C & Sydney Harbour Trust, issuing body. 1918, Birds eye view showing new wharfage scheme in course of construction, Walsh Bay, Sydney Sydney Harbour Trust, [Sydney] viewed 20 September 2017 <http://nla.gov.au/nla.obj-229933307>