

Appendix BB Signage Assessment

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. The signage zones proposed in this application will accommodate future top of building signage identifying the major tenants of the tower.

The proposal will remain compliant with the aims and objectives of this SEPP, which are:

- (a) *to ensure that signage (including advertising):*
 - (i) *is compatible with the desired amenity and visual character of an area, and*
 - (ii) *provides effective communication in suitable locations, and*
 - (iii) *is of high quality design and finish, and*
- (b) *to regulate signage (but not content) under Part 4 of the Act, and*
- (c) *to provide time-limited consents for the display of certain advertisements.*
- (d) *to regulate the display of advertisements in transport corridors, and*
- (e) *to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.*

The proposal is consistent with the above objectives in that it will facilitate future signage on a new major commercial building within the Sydney CBD, that will be designed to be complementary to the character and aesthetics of the building and will achieve a high-quality design and finish.

The signage proposed under this application is classified as building/business identification signage. The provisions within Part 3 of SEPP 64 therefore do not apply. Only the objectives of SEPP 64 and the criteria in Schedule 1 – Assessment Criteria of SEPP 64 requires consideration.

Schedule 1 of SEPP 64 contains a range of assessment criteria for consideration in assessing signage applications. The way in which the proposed development has met this assessment criterion is set out in **Table 1** below.

The sky signage zones are integrated with the façade of the South Tower, and will help further integrate and conceal rooftop plant. They are consistent with the character of the area within the Sydney CBD, which is characterised by towers incorporating top of building signs identifying the anchor tenant of the building and contributing to the visual interest of the skyline. It is noted that the Details of the exact content, materiality, and illumination etc. of signs within these zones will be the subject of approval by the Secretary prior to the issue of the relevant construction certificate.

Table 1 Assessment criteria under Schedule 1 of SEPP 64

Assessment Criteria	Comments	Compliant
1. Character of the area		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	The Sydney CBD, especially Martin Place, is characterised by a mix of heritage and tall buildings that incorporate prominent and high-quality signage. Existing towers within the CBD typically provide for top of building signs that identify the anchor tenants of buildings and contribute to the visual interest of the skyline. The top of building signage zones nominated in the application are compatible with the CBD context of the site, and will be designed to contribute to the high-quality city skyline and the mix of heritage and contemporary sensitive buildings along Martin Place.	Capable of complying

Assessment Criteria	Comments	Compliant
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	There is no particular theme to signage in the wider area. Notwithstanding this, the detailed design of these signage zones will seek to address and remain consistent with the professional, heritage and high-quality architectural characteristics of Martin Place.	Capable of complying
2. Special areas		
<i>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?</i>	The South Site is partially located within the Martin Place Special Character Area and surrounded by a number of local, state, and national heritage items. The signage zones are at such a height and integrated with the design of the building that will ensure no adverse detracting from the heritage significance of the site and surrounding precinct.	Capable of complying
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	The proposed signs are to be located on the façade of the building and will not obscure or compromise any important views.	Capable of complying
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	The proposed signage zones will be visible within the Sydney CBD skyline, commensurate with other towers within the commercial core of the city. The detailed design of these signage zones will ensure that signage contributes to the quality and interest of the skyline, and does not dominate the skyline. It is emphasised that the signage zones adopt a 'loose-fit' approach, which allows for greater design development and testing before forming the ultimate signage design.	Capable of complying
<i>Does the proposal respect the viewing rights of other advertisers?</i>	The proposed signage zones are to be installed on the façade of the building and as such will not impede on any surrounding signage or advertising.	Capable of complying
4. Streetscape, setting or landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	The scale and proportions of the proposed signage zones will be tested and determined through further design development, with regard to the scale and design of surrounding signage and the sites CBD context. The proposed signs deliberately adopt a loose-fit approach, meaning the ultimate design will occupy a lesser volume than the maximum illustrated in the plans.	Capable of complying
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	The proposed signage zones have the potential to positively contribute to the Sydney CBD skyline and the sites context within the heart of the finance and banking sector in Sydney. Owing to the location of the signage zones on the top of the South Tower, they will not be prominent or readily visible when viewing the site from the surrounding streets. Notwithstanding this, the detailed design of the signage zones will seek to contribute to the quality and interest of the streetscape and not detract from the setting of surrounding heritage items.	Capable of complying
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	The South Tower replaces a former commercial building with ground floor retail uses. It represents an opportunity to rationalise signage on the site and develop a whole-of-building response to business and building identification, subject to further consideration. The proposed top of building signage zones will be designed to ensure they are compatible with each other and the surrounds.	Capable of complying
<i>Does the proposal screen unsightliness?</i>	The proposed signage zones do not screen unsightliness.	N/A
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	The proposed signage zones have been designed to fit on the building facades and do not protrude above buildings, structures or tree canopies in the area or locality.	Capable of complying
<i>Does the proposal require ongoing vegetation management?</i>	The top of building signs do not require any ongoing vegetation management.	N/A

Assessment Criteria	Comments	Compliant
5. Site and building		
<i>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?</i>	The detailed design of signage within these signage zones will be developed with regard to the proportions of the building and any predominant characteristics within the surrounding area, to ensure the final outcome is compatible with the context of the South Tower. The proposed signage zones have been developed to enable further design testing and development in order to determine the ultimate top of building signs.	Capable of complying
<i>Does the proposal respect important features of the site or building, or both?</i>	The final design of the signage will respect the unique features of the site and the South Tower, including its integration with Metro Station, frontage to Martin Place credited as being Sydney's premier civic space, and its location within the core of the Sydney CBD.	Capable of complying
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	The signage zones provide the opportunity to explore innovative design and construction techniques for the proposed top of building signage, whilst still being complementary to sites context and its relationship to Martin Place.	Capable of complying
6. Associated devices and logos with advertisements and advertising structures		
<i>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?</i>	The future top of building signage may incorporate logos and other safety and maintenance measures. These will be designed to read as an integral part of the signage and the building façade.	Capable of complying
7. Illumination		
<i>Would illumination result in unacceptable glare?</i>	Illumination will be developed with respect to the relevant Australian Standards and best-practice measures for top of building signage within the CBD. It will be confirmed at the relevant stage that the proposed signage does not result in unacceptable glare or light spill, or impact the safety of pedestrians, vehicles or aircraft.	Capable of complying
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>		
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>		
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	It is expected that the proposed signage intensity will be adjustable, as required.	Capable of complying
<i>Is the illumination subject to a curfew?</i>	There is no curfew outlined in the Sydney CBD for illuminated signage. The signs are proposed to be illuminated between dusk and dawn.	N/A
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i>	As discussed above, the illumination of the proposed signage will be developed with regard to the relevant Australian Standards and best-practice measures to ensure it does not impact on the safety of vehicles. The location of the proposed top of building zones would not be expected to reduce the safety of any public road.	Capable of complying
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	Due to the signage zones being located on the upper floors of the South tower, it is not expected that these signs will affect the safety of pedestrians or cyclists.	Capable of complying
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>		