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## Appendix PP

### Compliance with State Environmental Planning Policy No 64 – Advertising and Signage

This document provides an assessment of the signage zones proposed for the Stage 2 SSD DA for Cockle Bay Park against *State Environmental Planning Policy No 64 – Advertising and Signage* (SEPP 64). In total, five top of building signage zones are proposed, as well as two lobby entrance signage zones and one podium signage zone. Detailed wayfinding signage is also proposed within the public domain and building.

It is noted that only two of the five top of building signage zones will be utilised at any time. This provides flexibility for design development, testing, and innovation to occur while ensuring that the ultimate outcome is commensurate with the level of signage permitted for other development within the Sydney CBD.

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 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 of SEPP 64 as the proposed signage has been designed to achieve a high-quality design and finish and be complementary to the character and aesthetics of the site and its surrounding CBD context.

The signage proposed under this application is classified as building/business identification and wayfinding 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' of SEPP 64 requires consideration.

Schedule 1 of SEPP 64 contains a range of assessment criteria for consideration in assessing signage applications. The consistency of the proposed signage with the assessment criteria contained in Schedule 1 of SEPP 64 is detailed in Table 1 below.

**Table 1 Assessment criteria under Schedule 2 of SEPP 64**

Assessment Criteria	Comments	Compliant
<b>1. Character of the area</b>		
<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>	<p>The Sydney CBD, and increasingly Darling Harbour, is characterised by 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 tenant/s 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 contribute to the CBD skyline.</p> <p>Further, all signage at the ground level (i.e. podium and wayfinding signage) is also consistent with the CBD character of the site and seeks to indicate the use of the site as a retail and commercial building within Central Sydney and assist with navigation to and through the site.</p>	Capable of complying
<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 and high-quality architectural characteristics of Cockle Bay Park and the broader Darling Harbour.	Capable of complying
<b>2. Special areas</b>		
<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 proposed signage has been designed to provide a sensitive response to the character of Darling Harbour and Central Sydney and the design of the public domain. The proposed signage will not 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 proposed signage zones ensure that future signage is sensitively integrated into the facades of the building, which has been the subject of a detailed Visual Impact Assessment.	Capable of complying
<b>3. Views and vistas</b>		
<i>Does the proposal obscure or compromise important views?</i>	The proposed signage zones are to be located on the façade of the building and will not obscure or compromise any important views. Any visible wayfinding signage is integrated into the ground plane adjacent to the built form and is commensurate with the character of this tourism and entertainment precinct of Darling Harbour, as such will not be visually distinct 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 the signage within these 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
<b>4. Streetscape, setting or landscape</b>		
<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 within the 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 signage zones 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 site's context within Darling Harbour. Some of the proposed signage zones are located at the top of the tower and as such may be readily visible when viewing the site from the surrounding streets. Notwithstanding this, the detailed design of the signage within these 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

Assessment Criteria	Comments	Compliant
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	The proposed development will revitalise Cockle Bay, bringing it in line with the surrounding changing CBD and Darling Harbour context. This represents the opportunity to remove existing signage within the streetscape and public domain and develop a rationalised and coordinated outcome for the site as detailed in the Wayfinding and Signage Strategy.	Capable of complying
<i>Does the proposal screen unsightliness?</i>	The proposed signage zones do not screen unsightliness and have been carefully integrated into the proposed design of the building and public domain areas.	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. The wayfinding signage proposed within the public domain may be visible, as essential to its function, but is largely located below the tree canopies.	Capable of complying
<i>Does the proposal require ongoing vegetation management?</i>	The proposed signage zones and wayfinding signage will not require ongoing vegetation management.	N/A
<b>5. Site and building</b>		
<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 Cockle Bay Park. 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 Cockle Bay more widely, including its integration with the changing character of Darling Harbour and Cockle Bay and its location within the Sydney CBD. The proposed wayfinding signage has been specifically designed to integrate with the site and building.	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 do not in themselves demonstrate innovation, rather they define the locations for potential future signage. Notwithstanding this, there is the opportunity to explore innovative design and construction techniques for the future building signage, whilst still being complementary to the site's context within Cockle Bay. The proposed wayfinding signage, likewise, has been designed to prioritise legibility and tried and tested communication methods commensurate with the function of wayfinding signage.	Capable of complying
<b>6. Associated devices and logos with advertisements and advertising structures</b>		
<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 signage within the proposed zones 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 façades.	Capable of complying
<b>7. Illumination</b>		
<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, as appropriate in accordance with the Australian Standards.	N/A

Assessment Criteria	Comments	Compliant
<b>8. Safety</b>		
<i>Would the proposal reduce the safety for any public road?</i>	As discussed above, the illumination of 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 signage is 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>	It is not expected that the signage zones located on the upper floors of the tower will affect the safety of pedestrians or cyclists. Signage on the podium and the lobby entrance likewise will be designed to ensure no safety impacts for pedestrians and cyclists. The proposed wayfinding signage has been carefully integrated with the detailed design of the site and building and contribute to safe circulation through and within the site.	Capable of complying
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>		