

## APPENDIX B – CONSISTENCY WITH THE ROCKS STRATEGIES

### THE ROCKS HERITAGE MANAGEMENT PLAN

The heritage consultant, Weir Phillips, has prepared a detailed response to the matters raised by Place Management NSW including a response regarding the proposal's consistency with The Rocks Heritage Management Plan (refer **Appendix C**).

Weir Phillips' response is summarised below:

*The Rocks precinct is an area with competing needs which, as acknowledged by The Rocks Heritage Management Plan, requires adaptation to ensure the precinct not only retains its significance but remains a real and contemporary place in which people live, work and visit. The proposal is an opportunity to facilitate high-quality advertising signage that takes advantage of local foot traffic and reflects the broader vision of the Rocks by ensuring visitors can have a 'contemporary experience', as stated by The Rocks Heritage Management Plan. The sign has been carefully designed and sited to ensure there is a minimal and acceptable impact on the heritage values of the Rocks precinct.*

*The sign will be located on the south side of the viaduct, which splits George Street into two and negates any visual relationship with the north side. Due to this, the sign has been designed in form and materiality to respond to the south side of the viaduct which is highly contemporary, and not the north, where it will have no visibility.*

It is important to note that the DA has been assessed and reviewed by Heritage NSW who have granted their GTAs for the DA in accordance with Section 4.47 of the *Environmental Planning and Assessment Act 1979 (EP&A Act)* and is therefore acceptable from a heritage point of view, as granted by Heritage NSW.

### THE ROCKS SIGNAGE POLICY 2013

The Rocks Signage Policy 2013 (**the Policy**) is a strategic policy for the planning, design, and installation of commercial and wayfinding signage in The Rocks. The Policy is intended to encourage and guide well designed and positioned signs that reflect and reinforce the heritage values of The Rocks.

The proposal relates to installation of a signage structure displaying third-party advertisement that that advertises or promotes goods, services, or events. As such, Section 3.2 relating to policies for commercial signage apply. An assessment of the DA's consistency with Section 3.2 is provided below.

- ***Policy 1 Commercial signage is not to obscure or damage the architectural features or fabric of the building or place.***

The signage is not welded or bolted to the existing bridge girder, ensuring the heritage fabric of the railway viaduct is not impacted. The proposal is a sympathetically designed digital advertisement structure that will not detract from the heritage significance of the site or surrounding context.

- ***Policy 2 The position, size and proportion of signs for different buildings typologies, are to be generally in accordance with the Commercial Signage Technical Manual 2012.***

The Commercial Signage Technical Manual 2012 does not address digital third-party advertisements. The proposal is however consistent with the general principles of the Manual as follows:

- *Provide a point of difference between adjoining businesses:* The proposed digital structure is well distanced from other signs in the area such that the viewing rights of other signs is not impacted.
- *Be in harmony with the overall character of the precinct and complement the historic character of the building on which it is mounted:* The site is located in the heart of The Rocks and is in close proximity to commercial areas such as Circular Quay to the north-east. The proposed digital will display third-party advertisements which remains consistent with the overall commercial character of the area.

- *Not obscure or damage the architectural features or fabric of the place:* The proposal will not impact the heritage fabric of the railway viaduct. The proposed sign will be clamped to the existing bridge without the need for any drilling, bolting, or welding.
- *Not seek to imitate historical styles:* the proposal incorporates a site-specific design of a 21-century advertising structure, which is sympathetic to the character of The Rocks as a prominent cultural precinct. The structure demonstrates innovation and high-quality design and imitate historical styles.

- ***Policy 3 The style, font and colour of the business name can reflect the corporate or business colours of the tenancy but should be framed and fixed to the building in a way that is respectful to the character of the building on which it is mounted and existing commercial signage on adjoining businesses.***

The proposed structure will be clamped to the railway bridge to ensure the heritage fabric of the railway viaduct remains unaffected. The site is not surrounded by existing signages in its immediate proximity. A variety of signs are located further east at the Circular Quay station. Therefore, the structure will be well distanced from existing signs and will in no way impact viewing rights of existing signs in the area.

- ***Policy 4 Signage materials can be selected from a broad range of traditional noble materials that are characteristic of The Rocks, for example metal sheet, painted masonry, carved and painted or stained wood, engraved metal plaque, glass, enamelled steel or cast metal.***

The materials are consistent with the traditional noble materials prominent in The Rocks. The finishes will incorporate a mix of dark, mid and light grey finishes, ensuring it is well integrated with the railway bridge.

- ***Policy 5 External type sign illumination is permitted including discretely located down lights, and back-lit type halo lights subject to the type and placement of fittings proposed, the visual impact on the character of the building when seen from the public domain and the impact of cabling on the fabric of the building.***

The illumination of signage will not result in any unacceptable glare and will comply with all relevant Australian Standards and guidelines. The proposed digital signage is illuminated using LEDs installed within the front face. The signage includes baffles which mitigate upward waste light, resulting in an Upward Light Ratio (ULR) of less than 50%. The proposal does not utilise upward facing light sources.

- ***Policy 6 Light boxes, neon lights, moving or sequenced lights, strobe lights, video screens, digital displays, laser advertising and the like are not permitted either externally or within shop front windows facing the public domain.***

The proposed digital structure displaying third-party advertisements is along a railway corridor and is permissible with consent under the *State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP)*. The proposed advertisement structure will not flash, pulsate, flicker, or have chasing lights, ensuring there is no impact detrimental impact on public domain users.