

APPENDIX A – SYDNEY DEVELOPMENT CONTROL PLAN 2012 COMPLIANCE ASSESSMENT

The site is not located within the Land Application Map under the *Sydney Local Environmental Plan 2012*. Therefore, the Sydney LEP 2012 and Sydney Development Control Plan 2012 (**SDCP 2012**) is not applicable to the site. However, for abundant caution, a compliance assessment against the relevant section within the SDCP 2012 is provided in Table 1 below.

SDCP 2012 provides detailed controls for specific development types and locations. Most controls within the SDCP 2012 relate to character, streetscape, and public domain works.

A comprehensive compliance table has been prepared to assess the proposal against each of the relevant site-specific controls as outlined within the SDCP 2012. The site is located within the Circular Quay Special Character Area. The proposal is consistent with the locality principles and is discussed in Table 1 below.

Table 1 DCP Compliance

Clause	Provision	Proposed	Complies
Section 2 – Locality Statement			
2.1.4 Circular Quay Special Character Area	<ul style="list-style-type: none"> Recognise Circular Quay as a Special Character Area with a unique character where Sydney Harbour meets the City, with a series of significant public spaces. Maintain and enhance views to the water, the Harbour Bridge and the Opera House from various spaces of the Quay, and from the water to the Quay and the City beyond. Maintain and reinforce the image of the area as a major focal point and its function as a celebratory public space. 	<p>The proposed advertisement structure is contemporary in character and demonstrates respect for the form and architectural proportions of the railway bridge it is attached to. The proposed structure has a width of 920mm and does not extensively protrude from the bridge, ensuring it remains complementary to the railway corridor. As such, there is no loss of views to the water, the Harbour Bridge and the Opera House.</p> <p>The proposed structure is a replacement of the existing structure on site, ensuring there is no detrimental impact on Circular Quay as a special character area.</p> <p>Further, the proposal is a sympathetically designed digital advertisement structure which will not detract from the heritage significance of the site as well as surrounding developments (refer</p>	Yes

Clause	Provision	Proposed	Complies
		Heritage Impact Statement is attached at Appendix B).	
Section 3 – General Provisions			
3.14 Waste	A Waste and Recycling Management Plan is to be submitted with the Development Application and will be used to assess and monitor the management of waste and recycling during construction and operational phases of the proposed development. The Waste and Recycling Management Plan is to be consistent with the City of Sydney Guidelines for Waste Management in New Developments	A Plan of Management prepared by Urbis was submitted at the time of lodgement of the application, which outlined the waste and recycling plan for the demolition of the existing asset. It is noted that demolition of assets within the Transport Corridor is exempt development.	Yes
3.16 Signs and advertisements	<p>Objectives:</p> <ul style="list-style-type: none"> To recognise the City of Sydney council area as a globally competitive city with a strong retail sector and promote innovative, unique and creative signs that support retailers and show design excellence. 	<p>The proposal allows for a high-quality advertising structure with a LED digital screen demonstrating innovation and high-quality design, consistent with the commercial character of The Rocks and surrounding areas such as Circular Quay. Further, the sign demonstrates innovation through a digital display screen showing a variety of advertisements as well as other important civic messages including emergency responses or tourism and events advertising.</p> <p>The proposed digital screen results in an improved visual outcome than the existing backlit vinyl sign. The materials and finishes used are sympathetic to the heritage significance of the railway viaduct and surrounding developments, allowing for smooth integration of the sign.</p>	Yes
	<ul style="list-style-type: none"> To recognise that well designed and located signs can have a positive effect on the economy of the City of Sydney council area. 	The proposal sign will have a positive effect on the economy as it will generate a valuable on-going revenue stream for the Sydney Trains network through the display	Yes

Clause	Provision	Proposed	Complies
		<p>screen intended to be privately leased for advertising purposes.</p> <p>All the revenue generated to Sydney Trains will be invested back into the rail network and directed towards maintenance and upgrade works, ensuring enhanced public transport services to the public.</p>	
	<ul style="list-style-type: none"> To deliver and maintain a high quality public domain. 	<p>The proposed design ensures the overall amenity of the public domain is maintained. The sign is compliant with the lighting controls under Section 3.16.4 of the SDCP 2012 and does not have an impact on the movement of cars and light rail along George Street. Further, the sign will in no way impact movement of pedestrians and cyclists as it is attached to the railway bridge.</p>	Yes
	<ul style="list-style-type: none"> To promote signage that demonstrates design excellence and contributes positively to the appearance and significant characteristics of buildings, streetscapes and the city skyline. 	<p>The proposal is a sympathetically designed digital advertisement structure attached to the railway bridge that will not detract from the heritage significance of the bridge as well as surrounding developments.</p> <p>The proposed removal of static lightbox will facilitate decluttering and increase visibility of the heritage item being the railway viaduct.</p>	Yes
	<ul style="list-style-type: none"> To deliver coordinated and site-specific approaches to signage that respond to, complement and support the architectural design of a building and any heritage significance. 	<p>The proposed design is consistent with the overall architectural form of the railway bridge. The proposed sign has a dimension of 7.986m x 2.198m and will not result in an overbearing effect on the transport corridor.</p> <p>The signage is not welded or bolted to the existing bridge girder, ensuring the heritage fabric of the railway viaduct is not impacted.</p>	Yes

Clause	Provision	Proposed	Complies
		The proposal is a sympathetically designed digital advertisement structure that will not detract from the heritage significance of the site as well as surrounding developments.	
	<ul style="list-style-type: none"> To protect the amenity of residents, workers and visitors. 	The proposal is compliant with the illumination controls under Section 3.16.4 of the SDCP 2012. As such, the surrounding residents, workers and visitors will not be impacted from an illumination perspective.	Yes
	<ul style="list-style-type: none"> To ensure signs and advertisements do not create a road safety risk or hazard, confuse, distract or compromise road user safety in any road environment. To ensure signage does not detract from a high quality pedestrian experience of streets and other public spaces and prioritises way finding and other signs that are in the public interest. 	<p>As concluded in the Traffic Safety Assessment (submitted with the DA), George Street is capable of accommodating the proposed development with negligible impact on the ongoing road traffic. Additionally, surrounding street networks remain unaffected as a result of this proposal.</p> <p>The proposed structure is attached to a railway bridge and will in no way impact pedestrian movements. The proposed advertisement structure will not flash, pulsate, flicker, or have chasing lights, ensuring the safety of vehicles, cyclists and pedestrians is not hampered.</p>	Yes
	<ul style="list-style-type: none"> To encourage and provide opportunities for innovative, unique and creative signs. 	Refer comments above.	Yes
	<ul style="list-style-type: none"> To ensure that upgrades to existing third party advertising structures deliver improved design quality and community benefits. 	The proposed upgrade of the existing backlit-vinyl sign to a digital sign will achieve an improved outcome. The proposed digital structure will provide immense public benefit as the revenue generated from the display of third-party advertisements will be reinvested directly towards maintenance and	Yes

Clause	Provision	Proposed	Complies
		<p>upgrade works, ensuring enhanced public transport services to the public.</p> <p>The digital screen will also be used to provide important information to customers and the public in the event of the following:</p> <ul style="list-style-type: none"> ▪ Station emergency situations; ▪ Any major disruption which is likely to cause delays to train running times; ▪ Sydney Trains and TfNSW promotions and events; and ▪ Threat-to-life alerts by NSW Government Emergency and Police Agencies. <p>Therefore, the proposal is well capable of delivering public benefit.</p>	
	<ul style="list-style-type: none"> ▪ To reduce energy consumption and minimise the negative amenity impacts of signs and advertisements. 	The proposed signage will not result in high levels of energy use.	Yes
	<ul style="list-style-type: none"> ▪ To ensure signage contributes to the character of identified precincts and is consistent with land uses throughout the city 	Refer comments above.	Yes
3.16.3 General requirements for signage	(1) Signage is to be compatible with the architecture, materials, finishes and colours of the building and the streetscape.	The proposed signage is considered compatible with the architecture, materials, finishes and colours of the George Street streetscape and overpass infrastructure.	Yes
	(2) Signage attached to a building is to be positioned in locations or on panels in between any architectural elements (such as awnings, windows, doors and parapet lines). Signs are not to conceal or detract from integral architectural features or cover any mechanical ventilation systems.	The proposed sign will be located at the same location as the existing sign and will not detract from the integral architectural features of the bridge.	Yes

Clause	Provision	Proposed	Complies
	(3) Signage is to be installed and secured in accordance with relevant Australian Standards.	The proposed signage will be installed and secured in accordance with the appropriate Australian Standards.	Yes
	(4) Signage that will detract from the amenity or visual quality of heritage items, heritage conservation areas, open space areas, waterways or residential areas is not permitted.	The proposed signage is considered unlikely to detract from the amenity or visual quality of heritage items and heritage conservation areas. The sign will not be visible from the Fleet Park and waterways located towards north. The site locality comprises of predominantly commercial developments and does not include residential developments in its immediate vicinity.	
	(5) Signage should not create unacceptable visual clutter taking into account existing signs, neighbouring buildings, the streetscape and the cumulative effect of signs.	<p>The site is located in a highly commercial, urban setting close to Circular Quay which plays an essential role in strengthening Sydney's position as an economic centre point. The proposed structure is designed to remain consistent with the commercial context of the site and will not create unacceptable visual clutter.</p> <p>Additionally, the proposal reduces clutter through removal of one of the signs on site. The proposed conversion of existing vinyl sign into a digital sign will not result in additional signs in the locality. As such, the proposal does not create unacceptable visual clutter.</p>	Yes
	(6) Signs should allow the main facades of buildings from the first floor to the rooftop or parapet to be uncluttered and generally free of signage.	N/A. The sign is not proposed to be affixed to the main façade of a building.	NA
	(7) Signage is not to be supported by, hung from or placed on other signs or advertisements.	The proposed signage will not be supported by, hung from, or be placed on other signs or advertisements.	Yes

Clause	Provision	Proposed	Complies
	(8) Signage that will distract road users, or could be mistaken for a traffic control device, is not permitted.	<p>The digital sign will have a dwell time of 25 seconds, which is considered appropriate for the site and its context and will not hamper road safety.</p> <p>The sign will not show content which may cause distraction to motorists in that it could be mistaken for a traffic control device.</p>	Yes
	(9) Signage that will unduly obstruct the passage or sightlines of vehicles, cyclists or pedestrians is not permitted.	The proposed structure will be affixed to the railway bridge and located approximately 5.3m above the ground level and will not obstruct the passage or sightlines of vehicles, light rail, cyclists or pedestrians.	Yes
	(10) Advertisements, dynamic content signs and light projection signs on or within the vicinity and visible from a classified road are to be consistent with the road safety criteria in section 3 of the NSW Transport Corridor Advertising and Signage Guidelines.	The proposal complies with this control. Refer table 5 of the SEE.	Yes
	(11) Signage is not to contain reflective materials, colours and finishes.	The proposed signage does not contain reflective materials, colours, or finishes.	Yes
	(12) Signage is not to incorporate sound, vibration, odour or other emissions, unless the emission is necessary as part of a community message, an approved public artwork or to meet accessibility requirements.	The proposed signage will not generate sound, vibration, odour, or other emissions.	Yes
	(13) Signage is not to result in the gathering of people in any manner that will limit the movement of motorists, cyclists or pedestrians along a public road, thoroughfare, footway or other access way	The proposed signage will not result in the gathering of people that will limit the movement of cyclists, pedestrians, or motorists along George Street.	Yes

Clause	Provision	Proposed	Complies
3.16.4 Illuminated signage	(1) Any illuminated signage is to be designed to ensure that the illuminance and luminance from the sign or advertisement is, in the opinion of the consent authority, consistent with the existing light level of the streetscape or environment within which it is located and does not cause glare.	<p>The illumination of signage will not result in any unacceptable glare and will comply with all relevant Australian Standards and guidelines. The proposal does not impact sensitive uses such as the recreational facility known as the 'First Fleet Park' located north-east of the site. Further, the residential accommodation as part of the Four Seasons Hotel is located 50m south of the site remains unaffected as a result of this application.</p> <p>The sign is compliant with the maximum luminance controls as stated in the Lighting Impact Assessment Report submitted with the DA.</p>	Yes
	(2) Unless otherwise provided for in this Section, the illuminance, luminance and threshold increment of illuminated signage is to comply with the recommended values of AS 4282-1997. The maximum night time luminance of any sign is not to exceed 300 cd/sqm.	The proposed signage has a maximum night time luminance of 200cd/sqm and is compliant with the relevant Australian Standards.	Yes
	(3) Signage is only permitted to be illuminated while a premises is open and trading where the sign is on, or within 25m of and visible from, land zoned R1 General Residential or R2 Low Density Residential.	The proposed structure is not within 25m of land zoned R1 General Residential or R2 Low Density Residential.	NA
	(4) Any externally illuminated signage is to have a downward facing light source focused directly on the display area. Upward facing light sources are not permitted.	<p>The proposed digital signage is illuminated using LEDs installed within the front face.</p> <p>The signage includes baffles which mitigate upward waste light, resulting in an Upward Light Ratio (ULR) of less than 50%.</p> <p>The proposal does not utilise upward facing light sources.</p>	Yes

Clause	Provision	Proposed	Complies
	(5) Signs with flashing, chasing, pulsating or flickering lights are not permitted unless part of an approved public artwork.	The proposed advertisement structure will not flash, pulsate, flicker, or have chasing lights.	Yes
	<p>(6) Where the consent authority is of the opinion that an illuminated sign or advertisement is expected to generate high levels of energy use based on size, hours of operation or illumination source, the signage is to be powered by:</p> <p>(a) onsite renewable energy of a capacity to provide the energy required to illuminate the sign; or</p> <p>(b) the purchase of a renewable energy product offered by an electricity supplier equivalent to the estimated annual amount of electricity used.</p>	The proposed signage will not result in high levels of energy use.	Yes
Section 3.16.7.1 - General requirements for third party advertisements	<p>Generally, new advertising signs and third party advertisements are not permitted. The exceptional circumstances where advertising signs and third party advertisements are permitted shall be assessed against the following criteria:</p> <p>(a) Whether the sign is advertising a civic or community event in the City of Sydney area;</p>	The proposal involves installation of an advertising structure as permissible under Clause 16 of SEPP 64.	Yes
	(b) Whether the sign can be considered as public art in accordance with the City's policies in relation to public art;	The sign is not considered as a public art.	NA
	(c) Whether the signs are consistent with the provisions for signage in this DCP;	The proposed design is consistent with the relevant provisions of the DCP as stated in this table.	Yes
	(d) Whether part of the sign occupied by corporate markings, logos, branding or similar is not more than 5% of the total sign area;	The new JCDecaux logo located bottom right of the digital sign has an area of 0.238sqm and is 1.3% of the total sign area (17.55sqm).	Yes

Clause	Provision	Proposed	Complies
	(e) Whether the number of existing signs on the site and in the vicinity do not cumulatively create unacceptable visual clutter;	The proposed digital advertisement structure is on a railway corridor and does not have much signage opportunity in the vicinity, ensuring there is not visual clutter.	Yes
3.16.7.2 Replacement, modification or conversion of an existing approved advertising structure to an electronic variable content advertising structure	<p>(2) When considering the replacement, modification or conversion of an existing approved advertising structure to an electronic variable content advertising structure, a consent authority is to have regard to:</p> <p>(a) the compatibility of the electronic advertising structure with the site context based on zoning, surrounding land use, built form and the existing and desired character of the area;</p>	<p>The proposal is consistent with the overall character of the area. The site is located in an area comprising of predominantly mixed-use developments, including retail and business premises.</p> <p>The proposal does not cause a negative impact on surrounding land uses.</p>	Yes
	(b) whether the structure reduces the amenity of areas with sensitive amenity values, including environmentally sensitive areas, recreation areas, residential properties and other accommodation land uses;	<p>A recreational park known as the 'First Fleet Park' located north-east of the site. The replacement of existing backlit vinyl sign with a digital advertisement sign does not impact the amenity of the patrons. The illumination will not result in any unacceptable glare and will comply with all relevant Australian Standards and guidelines.</p> <p>Further, the proposal does not negatively impact the residential accommodation located 50m south of the site.</p>	Yes
	(c) whether the structure maintains or enhances the significance of heritage conservation areas or heritage items;	<p>As explained in the Amended Heritage Impact Statement (Appendix C), the proposal will not jeopardise the heritage significance of the site.</p> <p>The proposed digital screen is compatible with the scale of the viaduct, such that the area of the screen is minor compared to the length of the viaduct. The sign will be clamped to the railway corridor</p>	Yes

Clause	Provision	Proposed	Complies
		<p>so as to ensure the heritage fabric of the viaduct remain unaffected.</p> <p>Further, the proposal will have a minimal impact on the surrounding heritage items within The Rocks, given the sign is located on the southern side of the viaduct.</p>	
	(d) whether the structure improves the appearance of the existing advertising structure it will replace;	The proposed digital structure allows for an improved, high-quality design outcome on site consistent with the City of Sydney's vision for a creative and innovative sign.	Yes
	(g) whether the signs and advertisements create a road safety risk or hazard or confuse, distract or compromise road user safety in any road environment;	<p>The proposed structure is designed to remain consistent with the overall character of the area.</p> <p>The size and proportion of the structure is such that it does not create a road safety hazard along surrounding road network for vehicles, pedestrians, or cyclists.</p>	Yes
	(h) the cumulative impact and visual clutter of signage in the locality, including its effect on the pedestrian experience of the public domain;	<p>The proposal does not result in visual clutter in the area, given one of the signs is proposed to be removed.</p> <p>The proposed digital structure is similar in size compared to the existing vinyl sign, ensuring it does not have an overbearing visual impact on pedestrians, cyclists, vehicles, or the Light Rail.</p> <p>The sign is affixed to the railway bridge and does not impact pedestrian experience of the public domain.</p>	Yes
	(i) whether the structure reduces the quality of important views and the visual amenity of the skyline, streetscape and site where the advertising structure is located;	The proposed structure is affixed to the railway bridge and does not reduce the quality of views to Circular Quay and the waterways, as well as the Sydney CBD skyline.	Yes

Clause	Provision	Proposed	Complies
	(j) the extent of public benefit that will be provided in connection with the structure;	<p>Along with third-party advertisements, the proposed structure will display emergency messaging and announcements, and Sydney Trains promotions and events. Therefore, ensuring the public interest is well served by the proposal.</p> <p>Refer RFI Letter for further discussion in this regard.</p>	Yes
	(l) the suitability of the structure's operation and on-going maintenance.	Details regarding maintenance and monitoring are provided in Section 3.5 of the Statement of Environmental Effects submitted at the time of lodgement of the DA.	Yes
	(3) Electronic variable content advertising structures are not to result in a visual impact that detracts from the existing visual character of the site, streetscape or skyline. A visual impact assessment report is to be prepared in accordance with Council guidelines in Clause 11.1 of Schedule 11 (Electronic variable content advertising structures) of this DCP.	<p>The DA was supported by a Visual Impact Assessment prepared by Urbis.</p> <p>In summary, the proposed sign is of similar dimensions to the existing signs. Despite a minor increase in length and width of the proposed digital asset, the decommissioning of the two signs provides a significant improvement to the prominent views and visual clutter in the area.</p> <p>As per the <i>Transport Corridor Advertising Signage Guidelines</i>, signs lesser than 20sqm in size and located in areas where the speed limit is below 80 km/h, must have a minimum dwell time of 10 seconds per advertisement.</p> <p>The proposed structure has a dwell time of 25 seconds per advertisement and is compliant with this requirement.</p>	Yes
	(4) Electronic variable content advertising structures are not to result in obtrusive light that will create unacceptable glare, affect the safety of public domain users or	The proposal is compliant with the lighting controls as stated in the Lighting Impact Assessment. Report submitted with the DA.	Yes

Clause	Provision	Proposed	Complies
	detract from the amenity of accommodation land uses. A light impact assessment report is to be prepared in accordance with Council guidelines in Clause 11.2 of Schedule 11 (Electronic variable content advertising structures) of this DCP.		
	(5) Electronic variable content advertising structures are not to result in a negative safety impact for road users using a road corridor. Where visible from a road corridor, a road safety report is to be prepared in accordance with Council guidelines in Clause 11.5 of Schedule 11 (Electronic variable content advertising structures) of this DCP. To minimise negative road safety impacts, a structure that is visible to road users using a public road is to:	A Traffic Safety Assessment prepared by Bitzios Consulting was submitted with the DA. This concluded that George Street can accommodate the proposed structure with negligible impact on the ongoing road traffic. Additionally, surrounding street networks remain unaffected because of this proposal.	Yes
	(a) have a minimum height above ground level (existing) of 5.5m, which may be reduced to 2.5m having regard to road safety, pedestrian amenity, the architecture of the building and the height of an existing sign;	The existing sign is located 5.13m above ground level. The proposed structure will be located approximately 5.3m above the ground level and will not obstruct the passage or sightlines of vehicles, light rail, cyclists, or pedestrians. With regard to road clearance high, the proposal results in an improved outcome as it results in an increase in road clearance height of 0.17m.	Yes, on merit
	(b) be no closer than 150m to any other advertising structure with an electronic display area that is visible in the same line of sight, except where the consent authority and any relevant concurrence authority is satisfied that there will be no safety impacts for road users and no cumulative clutter from multiple	The proposed sign is not within 150m of another advertising structure with an electronic display area that is visible in the same line of sight.	NA

Clause	Provision	Proposed	Complies
	changing signs in the same line of sight;		
	(c) only display advertisements that are completely static without any motion, animation or special effects for the duration of its display;	Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.	Yes
	(d) have a minimum transition time of 0.1 seconds;	Conditions can be imposed by the consent authority to ensure that the sign has a transition time of no more than 0.1 seconds.	Yes
	(f) ensure advertisements are designed so that content is not capable of being mistaken for a prescribed traffic control device, and should not have red, amber or green circles, octagons, crosses or triangles, or patterns that may result in the advertisement being mistaken for a prescribed traffic control device;	Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers. For example, advertisements must not instruct drivers to perform an action such as 'Stop'.	Yes
	(j) be switched to a static display during school zone hours if the sign is visible from the school zone;	The sign is not visible from a school zone.	Yes
	<p>(8) Electronic variable content advertising structures are to have a high standard of operation and maintenance. A management plan is to be provided that identifies the operational, content management, maintenance and complaints handling arrangements for the advertising structure. The structure is to:</p> <p>(a) have a default setting that will display an entirely black advertising display area when no content is being displayed or if a malfunction occurs;</p> <p>(b) keep an electronic log of activity that is maintained by the operator for the duration of the development consent and be available to the consent authority or Roads &</p>	These details have been provided in the Plan of Management which was submitted at the time of lodgement of the application.	Yes

Clause	Provision	Proposed	Complies
	Maritime Services to monitor compliance with any conditions; and (c) be regularly monitored and maintained for the duration of the development consent.		
	(9) Electronic variable content advertising structures are to provide a public benefit in accordance with State Environmental Planning Policy 64. Unless otherwise specified by Council, the public benefit is to be satisfied by making 10 per cent of the advertising time (rounded to the nearest whole number) available free of cost for use by the City of Sydney to display public information, community messages and promotion of Council events and initiatives. The advertising time is to be equally distributed throughout the hours of operation of the structure.	The proposal serves public benefit as per the <i>State Environmental Planning Policy (Industry and Employment) 2021</i> . Refer Table 1 of the RtS letter for further discussion in this regard.	Yes
3.16.11 Signage related to heritage items and conservation areas	(1) Prior to development consent being granted for signage related to a heritage item or conservation area, the consent authority may require a heritage impact statement and signage strategy is to be prepared. The signage strategy is to incorporate all existing and future signage and have regard to all relevant policies and recommendations of any Conservation Management Plan and/or heritage inventory report.	<p>A Heritage Impact Statement prepared by Weir Phillips was submitted at the time of lodgement of the application, which concluded the following:</p> <ul style="list-style-type: none"> ▪ The proposed LED digital screen is compatible with the scale of the viaduct. The area of coverage of the proposed signage is minor compared to the length of the viaduct. ▪ The proposed removal of existing static lightbox will increase visibility of the viaduct, and therefore balances any heritage impact. ▪ The signage is not welded or bolted to the existing bridge girder. The signs are clamped to the existing bridge; no drilling, bolting or welding is required. The significant fabric 	Yes

Clause	Provision	Proposed	Complies
		<p>is thus protected, and the work will be fully reversible at a later date.</p> <p>Weir Phillips have provided further clarifications regarding heritage matters. This is included at Appendix C.</p> <p>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 <i>Environmental Planning and Assessment Act 1979 (EP&A Act)</i> and is therefore acceptable from a heritage point of view, as granted by Heritage NSW.</p>	
	(2) Existing signage that has heritage value is to be retained and conserved in its original location.	The existing signages on site do not have heritage value.	NA
	(3) New signage is to be compatible with the heritage significance of the conservation area or the item, including the built form architectural style and existing signage. Signage is to be appropriately located to prevent significant components or distinguishing features of heritage buildings from being obscured.	The proposed conversion of the existing vinyl sign to a digital sign will have a minimal impact on the heritage items and special character areas within the City of Sydney. Signage exists as a significant element within the George Street streetscape. Existing streetscape elements and trees will further assist in the integration of the digital screen into the streetscape.	Yes
	(5) The construction and installation of new signage is to be high quality and undertaken in a reversible manner that does not damage significant fabric of heritage items. Where signage is attached to stone or brick walls, it is to be attached with non-corrosive fixings to mortar joints rather than to the stone or brickwork. Projecting and cantilevered signage is to use a bracketed system that avoids bulky	The proposed sign is not welded or bolted to the existing bridge girder. The sign is clamped to the existing bridge; no drilling, bolting, or welding is required. The significant fabric is thus protected, and the work will be fully reversible at a later date.	

Clause	Provision	Proposed	Complies
	structural components attached to the stone or brick work.		
	<p>(14) The replacement, modification or conversion of an existing approved advertising structure with an electronic variable content advertising structure on a heritage item or in a heritage conservation area is only permitted where:</p> <p>(a) The requirements of Section 3.16.7 (Advertising structures and third party advertisements) are satisfied; and</p> <p>(b) The consent authority is satisfied that there will be no adverse impact on the heritage character or significance and the relationship and appearance between the building and advertising structure will be improved.</p>	<p>The proposal is consistent with the relevant provisions under Section 3.16.7 as stated above.</p> <p>The Heritage Impact Statement at Appendix B demonstrates that the proposal does not have a detrimental impact on the heritage significance of the site and is acceptable from a heritage perspective.</p>	Yes
3.16.12 Signage precincts	-	The site is located at the boundary of the Circular Quay and The Rocks signage precinct. An assessment against relevant provisions of both signage precincts is provided below.	
3.16.12.2 Circular Quay signage precinct	<p>(1) Signage is to be designed to respond to the significant role of the precinct as transit hub, tourist precinct and public gathering space, as outlined in the locality statement in section 2 of this DCP and the relevant heritage statement of significance.</p> <p>(2) Signage is to be designed to avoid visual clutter and limit negative impact on the visual importance of landmarks and public domain way finding. Regard shall be given to development controls applying to adjacent areas for which the Council is not the consent authority.</p>	<p>The proposal is consistent with the locality statement as explained above.</p> <p>The existing static lightbox will be removed as exempt development and result in a removal of 10sqm of signage area. Further, the proposed replacement of existing vinyl format sign with a new digital structure such that there is no additional clutter of signage in the locality.</p>	Yes

Clause	Provision	Proposed	Complies
	(3) New signage is to be designed to be consistent with the format, size, materials and colours of other existing approved signs on the same site or premises.	The proposed sign is slightly greater in size than the existing backlit vinyl size. However, this slight increase in size is well offset by removal of the static lightbox. Further, the minor increase in size is not identifiable when viewed from the public domain.	
3.16.12.16 The Rocks signage precinct	(1) Signage shall comply with Schedule 6 – Signage in The Rocks which provides detailed guidelines on requirements for signage in this precinct. This includes permissible types of signage for each area within the precinct.	The site is located within The Rocks signage precinct. Schedule 6 does not provide guidelines for digital third-part signs.	Yes
Schedule 6 6.8 H – Removable/temporary signage	6.12.1 General Fixing Notes Use existing holes where possible. Minimise number of new penetrations to existing fabric. Use spacers to hold signs 10-30mm proud of wall surface. Do not cover building forms, moulds or patterns. Ensure all metals used on signs are corrosion proof so that rust stains will not be caused on wall surfaces. Fixings into wall are to be stainless steel or bronze.	Noted.	Yes