

Statement of Environmental Effect



Sirius Building – Signage

2-60 Cumberland Street, the Rocks

Prepared on behalf of Sirius Developments Pty Ltd

May 19, 2023

Document control

Authors

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Project summary

Applicant	Sirius Developments Pty Ltd
Land to be developed	2-60 Cumberland Street, The Rocks
Legal description	Lot 100 in DP264104 and Lot 101 in DP264104
Project description	Sirius Building signage strategy

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1 Overview

This Statement of Environmental Effect has been prepared to support a development application for signage associated with the restoration and refurbishment of the Sirius building including:

- Directional signage located at the entries to the through site link and towards residential lobbies to assist with wayfinding
- Building identification signage comprising a main lobby identification illuminated transom sign, smaller lobby identification signs and unit identification signs for ground floor apartments and tenancies
- Business identification signs for the retail spaces including projecting illuminated wall signs and glazing signs
- Business identification glazing signs for the SOHO commercial /residential units fronting Gloucester Walk.

The alterations and additions to the Sirius building were approved as State Significant Development on 18 June 2021 including its restoration and refurbishment for a mixed-use development comprising:

- A gross floor area of 8,419.20sqm
- 76 residential apartments, commercial (SOHO apartments) and retail premises
- Cumberland Street building with retail, pool and basement vehicle access
- Pedestrian through site link between Cumberland Street and Gloucester Walk
- Landscaping, public art and off-site public domain works.

The approval was subsequently modified on:

- 28 March 2022 (Mod 1) to allow for removal of two trees adjacent to the site, and amend the landscape plans to include a number of replacement trees, and
- 18 October 2022 (Mod 3) to make amendments to the awning fronting Cumberland Street and change to the construction staging
- 3 February 2023 (Mod 2) to capture design development updates to improve the overall building design and amenity, enable building compliance and respond to additional site survey and site investigations. This included consolidation to two x 1bedroom apartments into a single 2 bedroom apartment reducing the total number of dwellings to 75
- 23 March 2023 (Mod 4) to amend the design of the tower crown to accommodate rooftop servicing.

Two subsequent modification applications are currently under consideration for minor design development changes and inclusion of a rooftop terrace and pool to one of the apartments. These modifications will not impact on the signage strategy.

The proposed signage strategy sets out a cohesive approach to signage across the Sirius building with all signage being integrated with the building design and sensitive to the surrounding context.

The proposed signage is consistent with the following instruments:

- *State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021* (Appendix 7 Sirius Building)
- *State Environmental Planning Policy (Industry and Employment) 2021* (Chapter 3 Advertising and signage)
- *Sydney Harbour Foreshores and Waterways Area Development Control Plan 2005*
- *Sydney Development Control Plan 2012.*

Accordingly, it is recommended the proposed signage strategy be approved.

2 Subject site

The Sirius site comprises approximately 2,666sqm of land located at 2–60 Cumberland Street, the Rocks (Lot 100 in DP264104 and Lot 101 in DP264104). It is currently developed as residential flat buildings which were previously used as social housing.

The Sirius site is located within the Rocks and is immediately surrounded by:

- Cumberland Street to the west, and the southern approaches to the Sydney Harbour Bridge beyond (a State heritage listed item, known as Sydney Harbour Bridge approaches group including pylons, pedestrian stairs and access roads)
- A small pocket park and public motorcycle parking area north with the National heritage listed Sydney Harbour Bridge beyond
- Gloucester Walk to the east beyond which there is a substantial level change with a sandstone wall. A number of buildings have rear private open space which faces the wall, including a number of State Heritage buildings
- A commercial office building adjacent to the site to the south (86 Cumberland Street, The Rocks).

The site is included within the Rocks Conservation Area on the Place Management NSW Section 170 Heritage and Conservation Register. The site itself is not listed as a heritage item, however it is surrounded by a number of State Heritage Items.



Figure 1: Subject site and surrounding context (Source: Architectus)

3 Proposed development

This Statement of Environmental Effect has been prepared to support a development application for signage for the Sirius Building including:

- Directional signage located at the entries to the through site link and toward residential lobbies to assist with wayfinding
- Building identification signage comprising a main lobby identification illuminated transom sign, smaller lobby identification signs and unit identification signs for ground floor apartments and tenancies.
- Business identification signs for the retail spaces including projecting illuminated wall signs and glazing signs
- Business identification glazing signs for the SOHO commercial /residential units fronting Gloucester Walk.

The development application is accompanied by a signage strategy (Appendix A) which sets out a cohesive approach to signage across the Sirius building with all signage being integrated with the building design and sensitive to the surrounding context.

4 Statutory context

4.1 State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021

The zones and controls which apply to the site are located within Appendix 7 of the *State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021* (Eastern Harbour City Precincts SEPP).

Under the SEPP the site is zoned B8 Metropolitan Centre. The objectives of the zone are:

- to recognise and provide for the pre-eminent role of business, office, retail, entertainment and tourist premises in Australia's participation in the global economy,
- to provide opportunities for an intensity of land uses commensurate with Sydney's global status,
- to permit a diversity of compatible land uses characteristic of Sydney's global status and that serve the workforce, visitors and wider community,
- to encourage the use of alternatives to private motor vehicles, such as public transport, walking or cycling,
- to promote uses with active street frontages on main streets and on streets in which buildings are used primarily (at street level) for the purposes of retail premises.

All types of signage are permissible with consent in the B8 zone, and accordingly the proposed development is permissible.

4.2 State Environmental Planning Policy (Industry and Employment) 2021

State Environmental Planning Policy (Industry and Employment) 2021, (Industry and Employment SEPP) Chapter 3 Advertising and signage applies to all signage that can be displayed with or without development consent under another environmental planning instrument and is visible from any public place or public reserve.

The aims and objectives of Chapter 3 are as follows:

(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, and

(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 signage proposed as part of this development application meets all the objectives of Chapter 3. The SEPP also requires consideration of the assessment criteria in Schedule 1 prior to the granting development consent for signage (see Table 1).

Table 1: Assessment against SEPP 64 assessment criteria

Assessment Criteria	Consideration
<p>1 Character of the area</p> <ul style="list-style-type: none"> Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located? Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	<p>The proposed signage is consistent with the character of the area and the character of the approved alterations, additions and restoration of the Sirius Building which are currently under construction.</p>
<p>2 Special areas</p> <ul style="list-style-type: none"> 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? 	<p>The site is within proximity of several heritage items as well as the Sydney Harbour Foreshore. The proposed signage has been designed to be unobtrusive and integrated with the Sirius building design and would not have any significant impacts on the surrounding area.</p>
<p>3 Views and vistas</p> <ul style="list-style-type: none"> Does the proposal obscure or compromise important views? Does the proposal dominate the skyline and reduce the quality of vistas? Does the proposal respect the viewing rights of other advertisers? 	<p>The signage is integrated into the building design and will not impact on any views nor have any significant visual impact on the surrounding area.</p>
<p>4 Streetscape, setting or landscape</p> <ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising? Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? Does the proposal require ongoing vegetation management? 	<p>The scale and proportions of the signage are designed to be unobtrusive and integrated with the building form and will therefore be appropriate to the streetscape and setting.</p> <p>None of the proposed signage will protrude above buildings, structures or tree canopies and will not require ongoing vegetation management.</p>
<p>5 Site and building</p> <ul style="list-style-type: none"> 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? Does the proposal respect important features of the site or building, or both? Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	<p>The proposed signage has responded to the building scale and façade design and composition to ensure a cohesive outcome.</p> <p>The signage strategy represents a high level of design quality, which aligns with the design qualities of the approved development scheme for the Sirius building.</p>

Assessment Criteria	Consideration
<p>6 Associated devices and logos with advertisements and advertising structures</p> <ul style="list-style-type: none"> 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? 	Not applicable.
<p>7 Illumination</p> <ul style="list-style-type: none"> Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? Would illumination detract from the amenity of any residence or other form of accommodation? Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew? 	<p>The main lobby identification sign is proposed to be illuminated with a series of LED lights concealed within the transom.</p> <p>The projecting wall signs to the retail tenancies are also proposed to be illuminated with LEDs.</p> <p>The scale, level of illumination and location of these signs will not result in any glare or detract from the amenity of the area particularly in the context of existing street lighting.</p>
<p>8 Safety</p> <ul style="list-style-type: none"> Would the proposal reduce the safety for any public road? Would the proposal reduce the safety for pedestrians or bicyclists? 	The signage is proposed to be integrated with the building and would not impact on road safety or pedestrian / cyclist safety.

4.3 Sydney Development Control Plan 2012

Section 3.16 of the *Sydney Development Control Plan 2012* (Sydney DCP) sets out controls relating to signage which are considered an addressed in Table 2 below.

Table 2: Consideration of Sydney DCP

Assessment criteria	Comments	Compliance
3.16.1 Signage Strategy		
<p>(1) A signage strategy is to be prepared for all signage applications:</p> <ul style="list-style-type: none"> (a) in a heritage conservation area or involving a heritage item; (b) on sites that are strata titled or contain more than four business premises; or (c) seeking variations to the requirements of this section. <p>(2) The requirement for a signage strategy may be waived by the consent authority where it is satisfied that a proposal is minor in nature and satisfies the objectives of this section.</p> <p>(3) A signage strategy is to be prepared in accordance with Council guidelines.</p>	A signage strategy has been prepared (Appendix A)	Yes

Assessment criteria	Comments	Compliance
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 consistent with the character of the area and the character of the approved alterations, additions and restoration of the Sirius Building which are currently under construction.	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 proposal signage is fully integrated with the building design and façade composition will not conceal any architectural features or mechanical ventilation systems.	Yes
(3) Signage is to be installed and secured in accordance with relevant Australian Standards.	Signage will be installed in accordance with relevant 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 site is within proximity of several heritage items as well as the Sydney Harbour Foreshore. The proposed signage has been designed to be unobtrusive and integrated with the Sirius building design and would not have any significant impacts on the surrounding area.	Yes
(5) Signage should not create unacceptable visual clutter taking into account existing signs, neighbouring buildings, the streetscape and the cumulative effect of signs.	The signage strategy outlines a cohesive and integrated approach and would not result in any visual clutter.	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.	All signs are proposed at the interfaces of the buildings with the adjacent ground floor level.	Yes
(7) Signage is not to be supported by, hung from or placed on other signs or advertisements.	None of the signage is proposed to be supported by, hung from or placed on other signs or advertisements.	Yes
(8) Signage that will distract road users, or could be mistaken for a traffic control device, is not permitted.	The signage is integrated with the building design and would not be distracting to road users.	Yes
(9) Signage that will unduly obstruct the passage or sightlines of vehicles, cyclists or pedestrians is not permitted.	The signage is integrated with the building would not impact on road safety or pedestrian / cyclist safety.	Yes

Assessment criteria	Comments	Compliance
(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.	Not applicable	NA
(11) Signage is not to contain reflective materials, colours and finishes.	Reflective materials, finishes and colours are not proposed.	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.	Not applicable.	NA
(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.	Signage is limited to directional, building identification, and business identification signage and would not result in gatherings of people.	Yes
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 main lobby ID sign is proposed to be illuminated with a series of LED lights concealed within the transom.</p> <p>The projecting retail tenancy signs are also proposed to be illuminated with LEDs.</p> <p>The illumination from the signs would be minimal and within the existing light level of the streetscape and does not cause glare.</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 levels of illumination would comply with AS 4282-2019 and would meet the requirements of any condition of consent in relation to the maximum nighttime luminance.	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 signage is not within 25m of land zoned R1 or R2.	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.	No upward facing light sources are proposed.	Yes

Assessment criteria	Comments	Compliance
(5) Signs with flashing, chasing, pulsating or flickering lights are not permitted unless part of an approved public artwork.	No flashing lights are proposed.	Yes
(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: (a) onsite renewable energy of a capacity to provide the energy required to illuminate the sign; or (b) the purchase of a renewable energy product offered by an electricity supplier equivalent to the estimated annual amount of electricity used.	Signage will be low voltage LED lighting having minimal energy use.	Yes
3.16.5 Building identification signs		
(1) Unless otherwise provided for in Section 3.16.5.2 (Top of building signs), a building identification sign should be located at or near the major pedestrian entry to a building and be designed to fit within the architectural elements of a building.	Building identification signs are proposed to be located at key lobby entries to the building. Directional signage is also proposed to be located at the entries to the through site link to assist with wayfinding.	Yes
3.16.6 Business identification signs and on-premises advertisements		
3.16.6.1 General requirements		
(1) The arrangement, individual size and aggregate area of business identification signs is to: (a) avoid clutter to the street and building elevation; and (b) be compatible with and not cover architectural elements of a building.	The signage strategy outlines a cohesive approach to accommodating business identification signs for the retail and commercial tenancies within the building. The proposed signs are relatively small in scale and are integrated with the overall building design.	Yes
(2) Unless otherwise provided for in Section 3.16.12 (Signage precincts), all business identification signs and on-premises advertisements on land zoned Business (B1-B8) are to be located below the height of a ground floor awning, or 5m where no awning exists.	All business identification signage sits below the level of the awning where applicable, and is typically below 5m above ground level, with the exception of the signage for elevated SOHO apartments which front Gloucester Walk.	Acceptable
(3) Unless otherwise provided for in Section 3.16.12 (Signage precincts), all business identification signs and on-premises advertisements on land zoned R1 General Residential or R2 Low Density Residential are to be located below the height of a ground floor awning, or 3.5m where no awning exists and are not permitted on a side or rear elevation.	NA	NA

Assessment criteria	Comments	Compliance
(4) The location and aggregate area of business identification signs and on-premises advertisements on land zoned RE1 Public Recreation is to be considered by the consent authority on its merits.	NA	NA
Corporate colour schemes associated with business identification are only permitted where the consent authority is satisfied that the colour scheme is compatible with the character of the streetscape and will not detract from the appearance of the building.	All business identification signs are proposed to have a consistent style and colour scheme across the building.	NA
3.16.6.4 Projecting wall signs		
(1) Projecting wall signs are to be located at ground floor level. No part of a projecting wall sign is to be higher than 5m above ground level (existing), unless otherwise provided for in Section 3.16.12 (Signage precincts).	Projecting wall signs are proposed for the retail tenancies and are located at the ground level below 5m above ground level.	Yes
(2) Projecting wall signs are not to be used for on-premises business advertisements or third party advertisements.	The projecting wall signs are for business identification signs only.	Yes
(3) Projecting wall signs are, in the opinion of the consent authority, to achieve a high level of design excellence and utilise high quality materials that are compatible with the character of the building and streetscape.	The projecting wall signs demonstrate high quality design which aligns with the design excellence qualities of the approved building. The projecting wall signs would comprise aluminum panels with the finish and colour to match window frame powder coat colour.	Yes
(4) Projecting wall signs are to be generally square or vertically proportioned, have an appropriately designed bracket, be suspended at right angles to the building and should not extend more than 1m from the building.	The projecting wall signs project 0.45m from the building, are square proportioned and suspended at right angles to the building.	Yes
(5) Having regard to Section 3.16.6.1 (General requirements for business identification signs and on-premises advertisements), the maximum area of a projecting wall sign is to be 0.5 sqm.	Each projecting wall sign has an area of 0.2sqm.	Yes
(6) The height to the underside of a projecting wall sign is to be consistent with the approved height of projecting wall signs and under awning signs on adjoining properties. The minimum height to the underside of a projecting wall sign is 2.6m above ground level (existing) of the footway below.	<p>No existing projecting wall signs are located within proximity of the building. The proposed minimum height to the underside of the projecting wall signs is to be 2,300mm above ground level.</p> <p>The height of 2,300sqm is considered appropriate as it provides for suitable head clearance for pedestrians and fits within the building façade design.</p>	Acceptable

Assessment criteria	Comments	Compliance
(7) Projecting wall signs are to have a minimum setback of 0.6m from the alignment of kerb within a public road and a minimum separation distance of 3m any other projecting wall sign or under awing sign.	None of the projecting wall signs front the kerb of a public road, or are within 3m of any other projecting wall sign or under awing sign.	Yes
(8) Illuminated projecting wall signs are to satisfy the requirements of Section 3.16.4 (Illuminated signage).	See response to Section 3.16.4 above.	Yes
(9) Unless otherwise provided for in Section 3.16.12 (Signage precincts), projecting wall signs are not permitted to have any dynamic, variable, interactive, flashing or moving content unless associated with an approved public artwork.	None of the signs have any dynamic, variable, interactive, flashing or moving content,	Yes

4.4 Sydney Harbour Foreshores and Waterways Area DCP

The *Sydney Harbour Foreshores and Waterways Area Development Control Plan 2005* (the Sydney Harbour DCP) applies to the site and was prepared to accompany the *Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005* (Sydney Harbour Catchment SEPP) which aims to ensure that the catchment, foreshores, waterways and islands of Sydney Harbour are recognised, protected and maintained as an outstanding natural asset and public asset of national and heritage significance for existing and future generations.

A full assessment against the DCP was provided as part of the original SSD application.

5 Assessment against Section 4.51 of the EP&A Act

The matters for consideration in determination of a development application as outlined in Section 4.15 of the EP&A Act are addressed in Table 3 below.

Table 3: Assessment against s4.15(1) of the EP&A Act

Section 4.51 matter	Consideration
The provisions of any environmental planning instrument	See Section 4.1
The provisions of any proposed instrument that is or has been the subject of public consultation under this Act or that has been notified by the consent authority.	Not applicable.
The provisions of any Development Control Plan	See Section 4.3 and 4.4
The provisions of any planning agreement that has been entered into under section 93F, or any draft planning agreement that a developer has offered to enter into under section 93F	Not relevant.
The provisions of the <i>Environmental Planning and Assessment Regulations 2000</i> (the Regulations), to the extent that they prescribe matters for the purposes of this paragraph	Clause 61 of the Regulations set out additional matters for consideration by a consent authority for the purposes of 4.15(1) of the EP&A Act. None of these matters is relevant to the proposed modification.
The provisions of any coastal zone management plan (within the meaning of the Coastal Protection Act 1979)	Not applicable
The likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality	The development will not result in any adverse social, environmental or economic impacts as it relates only signage which is fully integrated with the approved restoration and refurbishment of the Sirius building and is compatible with the surrounding character.
The suitability of the site for the development	The site has been demonstrated to be suitable for the development through original approval.
Any submissions made in accordance with this Act or the regulations	Any submissions received during the notification of the proposed DA will be considered as part of DPE's assessment.
The public interest	<p>The proposal is considered to be in the public interest as it supports wayfinding and signage associated with an approved development.</p> <p>The approved development supports renewal of an existing building and activation and enhancement of the surrounding public domain.</p>

6 Conclusion

The development application seeks approval for a signage strategy associated with the approved alterations, additions and restoration of the Sirius Building which are currently under construction. The signage strategy sets out a cohesive approach to signage across the Sirius building with all signage being integrated with the building design and sensitive to the surrounding context.

The proposed signage is consistent with the Eastern Harbour City Precincts SEPP (Appendix 7 Sirius Building), Industry and Employment SEPP (Chapter 3 Advertising and signage), Sydney Harbour DCP and the Sydney DCP.

Accordingly, it is recommended the proposed signage strategy be approved.

Appendix A Signage strategy