

Janith De Silva
Planning Officer, Key Sites Assessments
NSW Department of Planning and Environment
4 Parramatta Square, 12 Darcy Street
PARRAMATTA NSW 2150

Attention: Janith De Silva

RE: Sirius Building Signage (DA 23/7136)

3 August 2023

Dear Janith,

Thank you for the opportunity to provide feedback on the proposed signage for the Sirius Building located at 2-60 Cumberland Street, The Rocks.

On 20 July 2023, Placemaking NSW (PMNSW) was notified of the public exhibition of the Statement of Environmental Effects and accompanying signage strategy for the Sirius Building, which includes:

- Directional entry signage
- Building and unit identification signage
- Business identification signage for retail tenancies
- Business identification signs for the SOHO commercial and residential units.

PMNSW have reviewed the documentation and provide the following comments:

- There is no consideration for directional signage to the publicly accessible lift within the Sirius building. PMNSW would encourage the proponent to increase signage at key vantage points to promote this facility to the public.
- PMNSW would encourage further consideration of signage to the through site link to ensure this is visible to the public and promotes access.
- **S11 Retail ID Cantilevered sign type**
This internally illuminated sign type is proposed along Cumberland Street and Gloucester Walk to identify the retail tenancies. PMNSW requires further clarification about the positioning of these signs to understand whether they will overhang onto PMNSW land.
- **D1.2 Directional Wall Mounted Exterior sign type**
PMNSW supports the presence of directional signage to provide a clear pedestrian wayfinding experience of the through site link. In this regard we would encourage further testing to ensure it is adequate in facilitating / guiding pedestrians through the site link.
- **Building signage illumination**

The S5 Lobby ID transom sign type and S11 Retail ID cantilevered sign type both feature internal LED illumination. These sign types will face the public domain. Any public domain-facing illuminated signage must be discreetly lit to minimise light spill and visual impact to nearby receivers.

Should you require any further information, please do not hesitate to contact Emma Williamson, Place Planning Officer – Placemaking NSW on emma.williamson@property.nsw.gov.au or 0498 760 883.

Yours sincerely,

A handwritten signature in black ink, appearing to read "K Simunic".

Katarina Simunic
Director, Leasing and Commercial
Placemaking NSW