

8 December 2023

Janith De Silva  
Key Sites Assessments  
Department of Planning and Environment  
Level 17, 4PSQ, 12 Darcy Street  
Parramatta, NSW 2150

## Re: Sirius Building – Signage development application (DA-23/7136)

Dear Janith,

This letter provides a response to the submissions received from City of Sydney and Place Management NSW in relation to this development application and includes an:

- Updated Signage Strategy (Attachment A)
- Wayfinding Journey Plan (Attachment B)
- Photos of the original Sirius Building signage and extract from the Urbis heritage assessment (Attachment C).

The table below responds to the matters raised in the submissions.

Issue	Response
<b>Place Management NSW</b>	
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.	Additional signage to make the public aware of the accessible lift has been included in the signage strategy (see p27).
PMNSW would encourage further consideration of signage to the through site link to ensure this is visible to the public and promotes access.	A pedestrian wayfinding journey plan has been prepared showing the journey from the forecourt to the through site link to demonstrate the suitability of the signage strategy (Appendix B).
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.	S11 Retail ID Cantilevered signs have been removed. Retail signage will be on glazing only.
D1.2 Directional Wall Mounted Exterior sign type: PMNSW supports the presence of directional signage to provide a clear	As highlighted above a pedestrian wayfinding journey plan has been prepared showing the

Issue	Response
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.	journey from the forecourt to the through 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.	S5 Lobby lighting will be discreet as the glow will be to the letters only and not the entire sign form.
<b>City of Sydney</b>	
<p>The City has reviewed the submission and is generally supportive of the simple and understated approach to business and building identification and directional signage proposed for the site.</p> <p>Consideration should be given to the reduction in size of the Lobby ID signs (S3.1 and S3.2). The signs comparatively to a person are very large and overwhelm the walls and battens in which they are proposed to be located. These signs are recommended to be reduced in size by at least 25%.</p>	These signs were inspired by the larger size of the original Sirius Building signage. This was an intentional design decision and heritage reference in typeface and scale. See photo attached of original signage and extract of the Urbis Heritage Assessment (Attachment C).
A condition is recommended restricting all signage installed on site to be consistent with the strategy and no additional business signage to be installed, unless otherwise approved in the strategy.	This can be addressed as a condition of consent.

We trust that this response addresses all issues and the assessment can now be finalised. Thank you for your ongoing support with progressing this project.

Yours sincerely,



**Anna Johnston**

Associate

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