

# Sirius Building – Signage

Development Application Assessment Report (DA 23/7136)

April 2024





# Acknowledgement of Country

The Department of Planning, Housing and Infrastructure acknowledges that it stands on Aboriginal land. We acknowledge the Traditional Custodians of the land and show our respect for Elders past, present and emerging through thoughtful and collaborative approaches to our work, seeking to demonstrate our ongoing commitment to providing places in which Aboriginal people are included socially, culturally and economically.

---

Published by NSW Department of Planning, Housing and Infrastructure

[dphi.nsw.gov.au](http://dphi.nsw.gov.au)

Sirius Building – Signage (DA 23/7136) Assessment Report

Published: April 2024

## Copyright and disclaimer

© State of New South Wales through Department of Planning, Housing and Infrastructure 2024. Information contained in this publication is based on knowledge and understanding at the time of writing, April 2024, and is subject to change. For more information, please visit [dphi.nsw.gov.au/copyright](http://dphi.nsw.gov.au/copyright)

# Preface

This assessment report provides a record of the Department of Planning, Housing and Infrastructure's assessment and evaluation of the Development Application seeking consent for signage at the Sirius development located at 2-60 Cumberland Street, The Rocks, lodged by Sirius Developments Pty Ltd. The report includes:

- an explanation of who the consent authority is
- an assessment of the project against government policy and statutory requirements, including mandatory considerations
- a demonstration of how matters raised by the community and other stakeholders have been considered
- an explanation of any changes made to the project during the assessment process
- an assessment of the likely environmental, social and economic impacts of the project
- an evaluation which weighs up the likely impacts and benefits of the project, having regard to the proposed mitigations, offsets, community views and expert advice; and provides a view on whether the impacts are on balance, acceptable
- a recommendation to the decision-maker, along with the reasons for the recommendation, to assist them in making an informed decision about whether development consent for the project should be granted and any conditions that should be imposed.

# Executive Summary

This report details the Department's assessment of the Development Application (DA 23/7136) for the installation of signage associated with the redevelopment of the Sirius building.

This report will be provided to the delegate of the Minister for Planning and Public Spaces for their consideration when deciding whether to grant consent to the Development Application.

## Project

The Trustee for Sirius Developments Unit Trust (the Applicant) seeks approval for the installation and operation of signage associated with the redevelopment of the Sirius building. The project is located at 2-60 Cumberland Street, The Rocks in the City of Sydney local government area (LGA).

## Statutory context

The Minister for Planning and Public Spaces is the consent authority under Clause 4, Appendix 7 of the State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021 (Eastern Harbour City SEPP).

The application is permissible with consent under clause 6, Part 2 of Appendix 7 of the Eastern Harbour City SEPP.

## Engagement

The Department publicly exhibited the DA for 14 days from 20 July 2023 to 2 August 2023.

In response to the public exhibition, the Department received two submissions, one submission from City of Sydney Council (Council) and one submission from Place Management NSW (PMNSW), both providing comments, with no objection to the development.

Council requested that consideration be given to reducing the size of the lobby signs. PMNSW requested that consideration be given to provide directional signage to the publicly accessible lift and provided further comments on signage illumination and wayfinding. No public submissions were received.

The Applicant provided a response to submissions (RTS) on 12 December 2023 which amended the signage strategy and provided a wayfinding journey plan in response to the queries raised by PMNSW and Council.

## Assessment

The Department has assessed the merits of the proposed signage with consideration of government agency and Council comments. The Department considers the proposal acceptable as:

- it meets the relevant statutory requirements and complies with State Environmental Planning Policy (Industry and Employment) 2021 (SEPP IE)
- it would not result in any adverse visual or heritage impacts to the surrounds and the streetscape as the signage is unobtrusive and its scale and proportions are well integrated into the Sirius building
- the illumination and luminance levels would comply with the relevant Australian Standards and Guidelines
- the signage will improve wayfinding for the public and for future residents of the building.

## Conclusion

The Department's assessment concludes the proposal is appropriate as it would not result in any unacceptable amenity, visual, heritage or safety impacts and is consistent with the requirements of SEPP IE.

The Department's assessment concludes that the site is suitable for the proposal and is in the public interest. It is, therefore, recommended that the application be approved, subject to conditions.

# Contents

<b>Preface.....</b>	<b>i</b>
<b>Executive Summary .....</b>	<b>ii</b>
<b>1 Introduction.....</b>	<b>1</b>
1.1 The proposal.....	1
1.2 Project location.....	1
1.3 Related projects and works .....	2
<b>2 Project.....</b>	<b>4</b>
2.1 Project overview.....	4
<b>3 Statutory context.....</b>	<b>7</b>
3.1 Permissibility and assessment pathway .....	7
3.2 Mandatory matters for consideration .....	7
<b>4 Engagement.....</b>	<b>9</b>
4.1 Exhibition of the DA.....	9
4.2 Response to submissions.....	10
<b>5 Assessment.....</b>	<b>12</b>
<b>6 Evaluation.....</b>	<b>15</b>
<b>7 Recommendation.....</b>	<b>16</b>
<b>8 Determination .....</b>	<b>17</b>
<b>Glossary.....</b>	<b>18</b>
<b>Appendices.....</b>	<b>19</b>
Appendix A – List of referenced documents .....	19
Appendix B – Community views for Notice of Decision .....	20
Appendix C – Statutory considerations.....	21
Appendix D – Recommended instrument of consent.....	25



# 1 Introduction

## 1.1 The proposal

On 11 July 2023, the Applicant (Sirius Developments Pty Ltd) lodged a Development Application (DA 23/7136) for the installation and operation of directional, business and building identification signage associated with the Sirius redevelopment.

## 1.2 Project location

The site is located at 2-60 Cumberland Street, The Rocks, (Figure 1) and is within the City of Sydney Local Government Area (LGA). The site is irregular in shape with an area of 3,664.5 m<sup>2</sup> and a dual frontage to Cumberland Street (west) and Gloucester Walk (east). The Sirius site comprises two lots, being Lot 100 and Lot 101 in DP 264104 (as shown in Figure 2).

The surrounding area contains a mix of commercial, retail, and residential uses.

The site is not listed as a heritage item but is in proximity of several State heritage items and is located within The Rocks Conservation Area as part of PMNSW's Section 170 Heritage and Conservation Register.



**Figure 1** | Site (outlined in red) and surrounding context (source: Modification Report)



**Figure 2 |** Surrounding State Heritage listed sites (source: SSD 10384 EIS)

### 1.3 Related projects and works

On 18 June 2021, the Director, Key Sites Assessments granted consent for alterations and additions to the existing Sirius building, including its use as a mixed-use building (SSD 10384). The key elements of the approval included:

- an increase in gross floor area by 1,881.20 m<sup>2</sup> to 8,419.20 m<sup>2</sup> and an increase in overall height by 5.4 m to RL 67.4 m
- use of the site for 76 residential apartments, commercial (SOHO apartments) and retail premises
- a new two storey building facing Cumberland Street to house retail premises, a pool and provide basement vehicle access
- a pedestrian through-site link between Cumberland Street and Gloucester Walk
- landscaping, public art and off-site public domain works.



Eight modification applications have been lodged in relation to the development (Table 1), with two having been withdrawn.

**Table 1 | Summary of modifications**

Modification	Description	Decision-maker	Type	Date
<b>MOD 1</b>	Removal and replacement of two trees on Gloucester Walk	Executive Director	4.55(1A)	28 March 2022
<b>MOD 2</b>	Various internal and external design changes	Team Leader	4.55(1A)	3 February 2023
<b>MOD 3</b>	Amendments to awning and CC staging	Team Leader	4.55(1A)	18 October 2022
<b>MOD 4</b>	Changes to tower crown to accommodate rooftop services	Team Leader	4.55(1A)	23 March 2023
<b>MOD 5</b>	Addition of rooftop terrace, swimming pool and associated balustrading and access stairs	Team Leader	4.55(1A)	Withdrawn
<b>MOD 6</b>	Changes to the approved plans to reflect design development updates and amendments to construction certificate staging	Team Leader	4.55(1A)	17 August 2023
<b>MOD 7</b>	Internal and external design amendments	Team Leader	4.55(1A)	Withdrawn
<b>MOD 8</b>	Internal and external design amendments	Team Leader	4.55(1A)	25 January 2024

## 2 Project

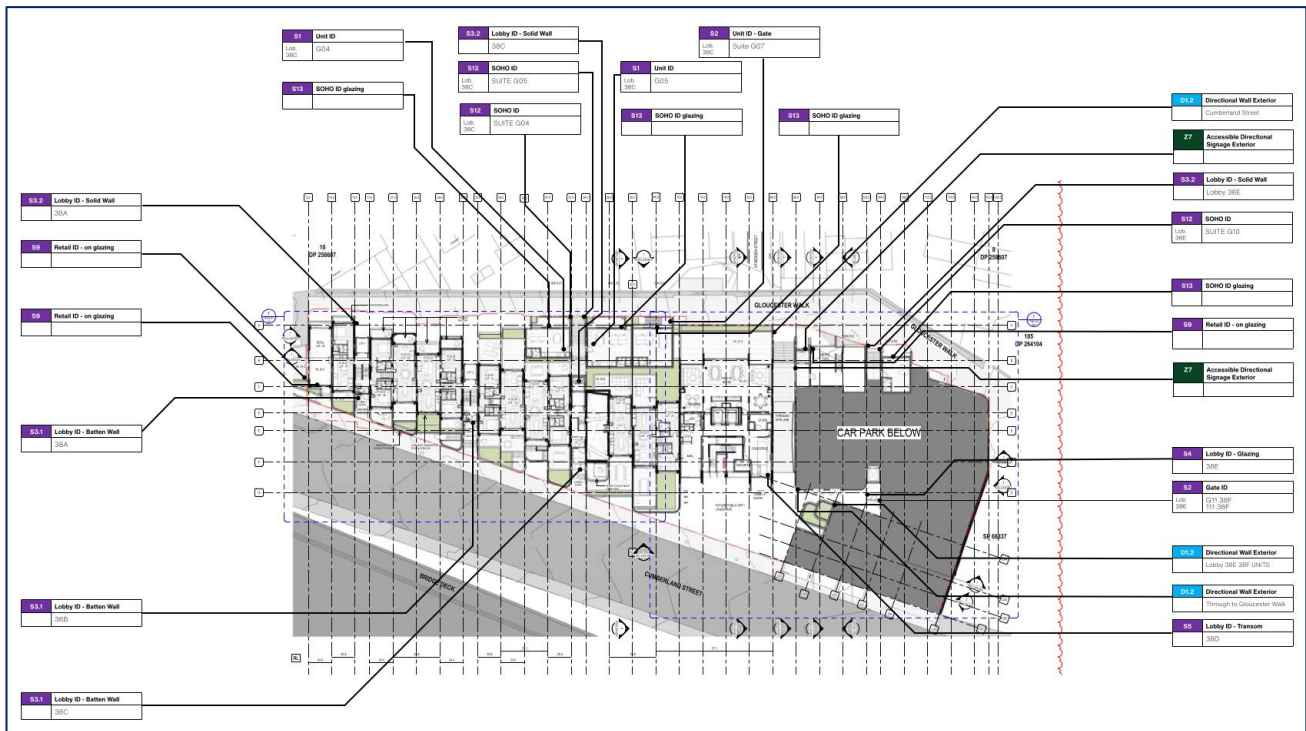
### 2.1 Project overview

The proposal seeks to install and operate signage to support the Sirius redevelopment. The signage includes:

- directional signage located at entries to the through-site link and towards residential lobbies
- building identification signage comprising:
  - main lobby identification illuminated transom sign
  - lobby identification signs
  - 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 location of the proposed signs are shown in Figures 3 to 5.





**Figure 5 | Levels 1 – 3 (source: Applicant’s amended signage strategy)**



## 3 Statutory context

### 3.1 Permissibility and assessment pathway

Details of the legal pathway under which consent is sought and the permissibility of the project are provided in Table 2 below.

**Table 2** | Permissibility and assessment pathway

Consideration	Description
<b>Consent authority</b>	<p>Minister for Planning and Public Spaces</p> <p>The Minister for Planning and Public Spaces is the consent authority under Clause 4, Appendix 7 of the Eastern Harbour City SEPP.</p>
<b>Decision-maker</b>	<p><b>Delegate position</b></p> <p>In accordance with the Minister's delegation, the Director, Key Sites Assessments may determine the application as:</p> <ul style="list-style-type: none"><li>• the relevant Council has not made an objection</li><li>• there are less than 15 public submissions in the nature of objection</li><li>• a political disclosure statement has not been made.</li></ul>
<b>Permissibility</b>	<p>Permissible with consent</p> <p>Signage is permissible with consent in the B8 – Metropolitan Centre Zone in accordance with Appendix 7 -State Significant Precinct – Sirius Site of the State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021.</p>

### 3.2 Mandatory matters for consideration

#### 3.2.1 Matters of consideration required by the EP&A Act

Section 4.15 of the EP&A Act sets out matters to be considered by a consent authority when determining a development application. The Department's consideration of these matters is shown in Table 3 below.

**Table 3** | Matters for consideration

Matter for consideration	Department's assessment
Environmental planning instruments, proposed instruments, development control plans & planning agreements	Appendix C
EP&A Regulation	Appendix C
Likely impacts	Section 5 - Assessment
Suitability of the site	Section 1.3 – Project location and Section 5 - Assessment
Public submissions	Section 4 - Engagement and Section 5 - Assessment
Public interest	Section 4 - Engagement, Section 5 - Assessment and Section 6 - Evaluation

### 3.2.2 Objects of the EP&A Act

In determining the application, the consent authority should consider whether the project is consistent with the relevant objects of the EP&A Act (s 1.3), including the principles of ecologically sustainable development. Consideration of those factors is described in **Appendix C**.

The Department is satisfied that the development is consistent with the objectives of the EP&A Act and the principles of ecologically sustainable development (ESD).

## 4 Engagement

### 4.1 Exhibition of the DA

#### 4.1.1 Public exhibition of the DA

In accordance with Schedule 1 of the EP&A Act and the Department's Community Participation Plan, the Department publicly exhibited the application for 14 days from 20 July 2023 to 2 August 2023. The application was exhibited on the NSW Planning Portal.

The Department also notified adjoining landholders in writing, including PM NSW and City of Sydney Council.

#### 4.1.2 Summary of submissions

In response to the exhibition of the DA, the Department received no public submissions.

PM NSW and Council both provided comments (Table 4). Neither party objected to the development.

**Table 4 | Summary of issues raised by council and PM NSW**

Authority	Submission summary
<b>Council</b>	<p>Council reviewed the proposal and provided the following comments:</p> <ul style="list-style-type: none"><li>• The City is generally supportive of the simple and understated approach for the signage proposed for the site.</li><li>• Consideration should be given to the reduction in size of Lobby ID signs (S3.1 and S3.2) by at least 25% as they are very large in comparison to a person.</li><li>• It is recommended that consent be granted for the signage to act as a signage strategy in addition to installation of signs.</li><li>• A condition is recommended restricting all future signage installed on site to be consistent with the strategy, with no additional business signage to be installed, unless otherwise approved in the strategy.</li></ul>

Authority	Submission summary
PM NSW	<p>PM NSW reviewed the proposal and provided the following comments:</p> <ul style="list-style-type: none"> <li>• There is no consideration for direction signage to the publicly accessible lift within the building, PM NSW encourages the proponent to increase signage to promote this facility to the public.</li> <li>• PMNSW supports the presence of directional signage to provide a clear pedestrian wayfinding experience of the through-site link. Consider further signage and testing to promote access to the through-site link for the public.</li> <li>• Clarify if S11 Cantilevered Retail ID Sign overhangs onto PM NSW land.</li> <li>• Any public domain-facing illuminated signage must be discreetly lit to minimise light spill and visual impact to nearby receivers.</li> </ul>

## 4.2 Response to submissions

Following exhibition of the application, the Department placed copies of the submissions received from Council and PM NSW on its website and requested the Applicant provide a response to Council.

On 8 December 2023, the Applicant submitted a Response to Submissions (RtS). The RtS included:

- An updated signage strategy
- A wayfinding journey plan
- Photos of the original Sirius building signage and extract from the Urbis heritage assessment.

The Applicant additionally made the following updates and clarifications summarised in Table 5.

**Table 5 | Summary of response to submissions**

Issue	Response
<ul style="list-style-type: none"> <li>• <b>Consideration should be given to the reduction in size of Lobby ID signs (S3.1 and S3.2) by at least 25% as they are very large in comparison to a person.</b></li> </ul>	<ul style="list-style-type: none"> <li>• The signs were inspired by the larger size of the original Sirius building signage and was an intentional design decision and heritage reference in typeface and scale. Extracts of the original signage and Urbis Heritage assessment were provided.</li> </ul>



Issue	Response
<ul style="list-style-type: none"> <li>• <b>A condition is recommended restricting all future signage installed on site to be consistent with the strategy, with no additional business signage to be installed, unless otherwise approved in the strategy.</b></li> </ul>	<ul style="list-style-type: none"> <li>• No objection raised to a condition.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>No consideration for direction signage to the publicly accessible lift within the building</b></li> </ul>	<ul style="list-style-type: none"> <li>• Additional signage to make the public aware of the accessible lift has been included in the updated strategy.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>PMNSW would encourage further consideration of signage to the through site link to ensure this is visible to the public and promotes access.</b></li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Clarify if S11 Cantilevered Retail ID Sign overhangs onto PM NSW land</b></li> </ul>	<ul style="list-style-type: none"> <li>• S11 Retail ID Cantilevered signs have been removed. Retail signage will be on glazing only.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Any public domain-facing illuminated signage must be discreetly lit to minimise light spill and visual impact to nearby receivers.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Signage lighting will be discreet as the glow will be to the letters only and not the entire sign form.</li> </ul>

## 5 Assessment

The Department has considered the proposal, the issues raised in submissions, and the Applicant's response in its assessment of the application.

The Department finds that the proposed signage would fulfill the function of providing adequate wayfinding and building identification for the Sirius development with a high-quality design and finish that is compatible with the desired amenity for the area.

A detailed assessment against the specific criteria of Schedule 5 of the IE SEPP is provided below in Table 6.

Table 6 | IE SEPP - Schedule 5 Assessment

Assessment Criteria	Comments
<b>1 Character of the Area</b> <ul style="list-style-type: none"> <li>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</li> <li>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</li> </ul>	<ul style="list-style-type: none"> <li>The signage is compatible with The Rocks locality being of an unobtrusive design with a muted colour palette which does not detract from the significance of the locality.</li> <li>The signage is consistent with the redevelopment of the Sirius site and consistent with the heritage of The Rocks area.</li> </ul>
<b>2 Special areas</b> <ul style="list-style-type: none"> <li>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?</li> </ul>	<ul style="list-style-type: none"> <li>The signage is to serve a wayfinding and identification purpose and does not seek to advertise the development. As such, it is suitably low profile and does not detract from the heritage character of The Rocks area.</li> </ul>
<b>3 Views and vistas</b> <p>Does the proposal:</p> <ul style="list-style-type: none"> <li>obscure or compromise important views?</li> <li>dominate the skyline and reduce the quality of vistas?</li> <li>respect the viewing rights of other advertisers?</li> </ul>	<ul style="list-style-type: none"> <li>The small-scale nature of the signage means that it will not obscure any important views, dominate the skyline or distract from the viewing rights of other advertisers as it is mainly integrated into the built form of the Sirius building.</li> </ul>

Assessment Criteria	Comments
<b>4 Streetscape, setting or landscape</b> <ul style="list-style-type: none"> <li>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</li> <li>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</li> <li>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</li> <li>Does the proposal screen unsightliness?</li> <li>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</li> <li>Does the proposal require ongoing vegetation management?</li> </ul>	<ul style="list-style-type: none"> <li>The signs measure approximately 6cm x 15cm for the ID signs and 15cm x 85cm for the directional signs.</li> <li>The signage is of an adequate scale, proportion and form to provide wayfinding and identification to tenancies within the development.</li> <li>The signage is of a high-quality finish and does not detract from the visual interest of the setting.</li> <li>There is no existing advertising signage.</li> </ul> <p>The site's setting as an apartment building does not require any signage for screening unsightliness.</p> <ul style="list-style-type: none"> <li>The signage does not protrude above the building's, structures or tree canopies.</li> <li>The signage does not require ongoing vegetation management.</li> </ul>
<b>5 Site and building</b> <ul style="list-style-type: none"> <li>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?</li> <li>Does the proposal respect important features of the site or building, or both?</li> <li>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</li> </ul>	<ul style="list-style-type: none"> <li>The signage has been designed in response to the building's scale and proportion. The size of the lobby signs pays respect to the previous signage on the building.</li> <li>The signage does not obscure or distract from any important features of the building.</li> <li>The signage is designed for wayfinding and to provide consistent and legible identification for tenancies within the development.</li> </ul>
<b>6 Associated devices and logos with advertisements and advertising structures</b> <ul style="list-style-type: none"> <li>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?</li> </ul>	<ul style="list-style-type: none"> <li>Safety devices are not applicable or required</li> </ul>

Assessment Criteria	Comments
<b>7 Illumination</b> <ul style="list-style-type: none"> <li>• <b>Would illumination result in unacceptable glare?</b></li> <li>• <b>Would illumination affect safety for pedestrians, vehicles or aircraft?</b></li> <li>• <b>Would illumination detract from the amenity of any residence or other form of accommodation.</b></li> <li>• <b>Can the intensity of the illumination be adjusted?</b></li> <li>• <b>Is the illumination subject to a curfew?</b></li> </ul>	<ul style="list-style-type: none"> <li>• The main lobby identification sign is proposed to be illuminated with a series of LED lights concealed within the transom.</li> <li>• The level of illumination should not result in glare or safety impacts. The conditions of consent will require that the signage comply with <i>Australian Standard 4282:2023 - Control of the obtrusive effects of outdoor lighting</i>.</li> <li>• The illumination will not detract from the amenity of any residences which are located a significant distance from the site.</li> <li>• Given the level of illumination and the small-scale nature of the sign, it will not be subject to a curfew.</li> </ul>
<b>8 Safety</b> <p><b>Would the proposal reduce safety for:</b></p> <ul style="list-style-type: none"> <li>• <b>any public road?</b></li> <li>• <b>pedestrian or bicyclists?</b></li> <li>• <b>pedestrians, particularly children, by obscuring sightlines from public areas?</b></li> </ul>	<ul style="list-style-type: none"> <li>• Given that the signs are small and serve a directional and wayfinding purpose they will not compromise the safety of any public road, pedestrians or cyclists.</li> <li>• The signage will not obscure any sightlines from public areas.</li> </ul>



## 6 Evaluation

The Department's assessment has considered the relevant matters and objects of the EP&A Act, including, advice from government agencies and Council's submission (Section 4). The Department has recommended conditions to manage ongoing operational aspects of the signs.

The Department's assessment concludes that the proposal is acceptable, subject to conditions, as:

- it meets the relevant statutory requirements and complies with State Environmental Planning Policy (Industry and Employment) 2021 (SEPP IE)
- it would not result in any adverse visual or heritage impacts to the surrounds and the streetscape as the signage is unobtrusive and its scale and proportions are integrated into the Sirius building
- the signage represents a high level of design quality which aligns with the redevelopment of the Sirius building
- the illumination and luminance levels would be conditioned to comply with the relevant Australian Standards and Guidelines
- the signage will improve wayfinding for the public and for future residents of the building.

The Department's assessment, therefore, concludes the proposal is in the public interest and recommends the application be approved, subject to the recommended conditions.

## 7 Recommendation

It is recommended that the Acting Director, Key Sites and TOD Assessments, as delegate of the Minister for Planning and Public Spaces:

- considers the findings and recommendations of this report
- accepts and adopts the findings and recommendations in this report as the reasons for making the decision to grant consent to the application
- agrees with the key reasons for approval listed in the notice of decision
- grants consent for the application to provide signage to the Sirius Building (DA 23/7136), subject to the conditions in the attached development consent
- signs the attached development consent (**Appendix D**).

Recommended by:



Janith De Silva  
Planning Officer  
Key Sites and TOD Assessments

## 8 Determination

The recommendation is adopted by:

A handwritten signature in blue ink, appearing to be 'CS', is written over a faint yellow rectangular background.

26.04.2024

Cameron Sargent

Acting Director

Key Sites and TOD Assessments

# Glossary

Abbreviation	Definition
<b>Applicant</b>	Sirius Developments Pty Ltd
<b>Council</b>	City of Sydney Council
<b>Department</b>	Department of Planning, Housing and Infrastructure
<b>Eastern Harbour City SEPP</b>	State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021
<b>EP&amp;A Act</b>	<i>Environmental Planning and Assessment Act 1979</i>
<b>EP&amp;A Regulation</b>	Environmental Planning and Assessment Regulation 2021
<b>EPI</b>	Environmental planning instrument
<b>ESD</b>	Ecologically sustainable development
<b>LEP</b>	Local environmental plan
<b>Minister</b>	Minister for Planning and Public Spaces
<b>NCC</b>	National Construction Code
<b>Planning Systems SEPP</b>	State Environmental Planning Policy (Planning Systems) 2021
<b>PM NSW</b>	Place Management New South Wales
<b>Secretary</b>	Secretary of the Department of Planning, Housing and Infrastructure
<b>SEE</b>	Statement of Environmental Effects
<b>SEPP</b>	State environmental planning policy

# Appendices

## Appendix A – List of referenced documents

The following supporting documents and supporting information to this assessment report can be found on the Department of Planning and Environment's website as follows:

### Application Documentation and Response to Submissions

<https://www.planningportal.nsw.gov.au/daex/under-consideration/sirius-building-signage-da237136>

## Appendix B – Community views for Notice of Decision

**Table 7 |** Key issues and how they have been considered

Issue	Consideration
<p><b>Council matter:</b></p> <ul style="list-style-type: none"> <li>Consideration should be given to the reduction in size of Lobby ID signs (S3.1 and S3.2) by at least 25% as they are very large in comparison to a person.</li> </ul>	<p><i>Assessment:</i></p> <ul style="list-style-type: none"> <li>The Applicant confirmed that the lobby ID signs were inspired by the larger size of the original Sirius building signage and that it was an intentional design decision and heritage reference in typeface and scale. Extracts of the original signage and Urbis Heritage assessment were provided during assessment.</li> <li>The Department finds the proposed sizing to be acceptable, given the reference to heritage and given that the lobby ID signs are still appropriately sized for the building façade without causing amenity impacts.</li> </ul>
<p><b>Council matter:</b></p> <ul style="list-style-type: none"> <li>It is recommended that consent be granted for the signage to act as a signage strategy in addition to installation of signs. A condition is recommended restricting all future signage installed on site to be consistent with the strategy, with no additional business signage to be installed, unless otherwise approved in the strategy.</li> </ul>	<p><i>Assessment:</i></p> <ul style="list-style-type: none"> <li>The Department notes the request for a signage strategy and recommends a condition be included in the consent.</li> </ul> <p><i>Recommended conditions:</i></p> <ul style="list-style-type: none"> <li>A condition has been included in the consent that treats the signage as a signage strategy with no additional business signage to be installed unless otherwise approved in the strategy.</li> </ul>



## Appendix C – Statutory considerations

### Objects of the EP&A Act

A summary of the Department's consideration of the relevant objects (section 1.3 of the EP&A Act) are provided in Table 8 below.

**Table 8 | Objects of the EP&A Act and how they have been considered**

Object	Consideration
(a) to promote the social and economic welfare of the community and a better environment by the proper management, development and conservation of the State's natural and other resources,	The proposal does not involve any works that would have an impact on the State's natural and other resources, the signage would provide wayfinding and building identification to the Sirius redevelopment.
(b) to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,	Discussed below.
(c) to promote the orderly and economic use and development of land,	The proposal promotes the orderly and economic use and development of the land as it provides wayfinding and building identification to the Sirius redevelopment.
(d) to promote the delivery and maintenance of affordable housing,	Not applicable to signage.
(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,	The proposed signage would not impact any threatened species, ecological communities or their habitats.
(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),	The proposed signage would not negatively impact the heritage management of The Rocks.
(g) to promote good design and amenity of the built environment,	The proposed signage is of a high-quality design and finish and would suitably complement the redevelopment of the site.

Object	Consideration
(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,	The proposal will provide signage for the Sirius building and promote public access to the accessible lift.
(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,	The Minister is the consent authority for the site. The Department consulted with Council and other relevant government agencies on the proposal.
(j) to provide increased opportunity for community participation in environmental planning and assessment.	Section 4 details the Department's engagement on the proposal.

Under section 4.55(3) of the EP&A Act, the consent authority must consider the matters referred to in section 4.15(1) of relevance to the development. Table 5 identifies the matters for consideration under section 4.15 of the EP&A Act that apply to the proposed modification.

**Table 5 | Consideration of the matters listed under section 4.15(1) of the EP&A Act**

Section 4.15(1) Matters for consideration	The Department's assessment
(a)(i) any environmental planning instrument	The proposal complies with the relevant legislation as addressed in Section 3 and Appendix C.
(ii) any proposed instrument	Consideration of any proposed instruments is provided below.
(iii) any development control plan	Not applicable.
(iiia) any planning agreement	Not applicable.
(iv) the regulations	The application satisfactorily meets the relevant requirements of the EP&A Regulation, including the procedures relating to applications, the requirements for notification, and fees.
(v) (repealed)	Not applicable.
(b) 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 Department has assessed the likely impacts of the development and considers they are acceptable and/or have been appropriately managed by recommended conditions (Section 5).
(c) the suitability of the site for the development	The site is suitable for the development (Section 5).

Section 4.15(1) Matters for consideration	The Department's assessment
(d) any submissions	Consideration has been given to the submissions received during the exhibition period (Section 5 and Appendix B)
(e) the public interest	The Department considers the proposal to be in the public interest.

## Ecologically sustainable development

The EP&A Act adopts the definition of ecologically sustainable development (ESD) found in the *Protection of the Environment Administration Act 1991*. Section 6(2) of that Act states that ESD requires the effective integration of economic and environmental considerations in decision-making processes and that ESD can be achieved through the implementation of:

- the precautionary principle.
- inter-generational equity.
- conservation of biological diversity and ecological integrity.
- improved valuation, pricing and incentive mechanisms.

The principles of ecologically sustainable development (ESD) have been considered in the redevelopment of the Sirius building under SSD 10384. It is noted that retaining the existing building promotes a better environment by delivering a reduction in embodied energy.

## Environmental Planning Instruments (EPIs)

To satisfy the requirements of section 4.15(a)(i) of the Act, this report includes references to the provisions of EPIs that govern the carrying out of the proposal and have been taken into consideration in the Department's environmental assessment.

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

The Sirius site is listed as a State Significant Precinct under Appendix 7 of the Eastern Harbour City SEPP. In accordance with clause 4 of Appendix 7, the Minister for Planning and Public Spaces is the consent authority for development on the Sirius site. Signage is permissible with consent under the zone.

### State Environmental Planning Policy (Industry and Employment) 2021

IE SEPP applies to all signage that can be displayed with or without development consent and is visible from any public place or public reserve. The proposed signage is compliant with the general requirements for signage being compatible with the desired amenity for the area and providing

effective communication with a high-quality design and finish. Detailed consideration of the specific assessment criteria of Schedule 5 of the IE SEPP has been provided in **Section 5**.

## Appendix D – Recommended instrument of consent

The recommended conditions of consent can be found on the Department of Planning, Housing and Infrastructure's website at:

<https://www.planningportal.nsw.gov.au/daex/under-consideration/sirius-building-signage-da237136>