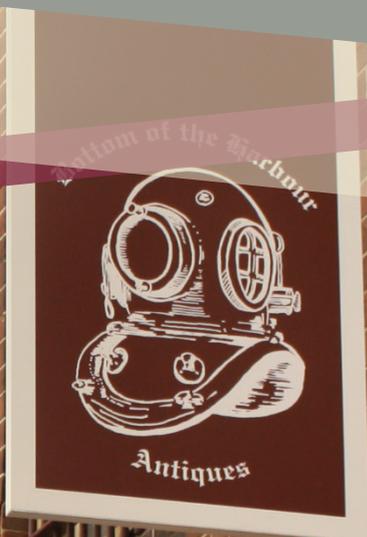


The Rocks Signage Policy 2013





THE ROCKS

DISCOVERY

MUSEUM

THE ROCKS

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See Also: The Rocks Commercial Signage
Technical Manual Policy 2013

Policy created: 2002

Policy reviewed: 2004

Policy reviewed and
technical manual separated: 2007

Policy reviewed: 2009

Policy reviewed: 2013

1 Introduction

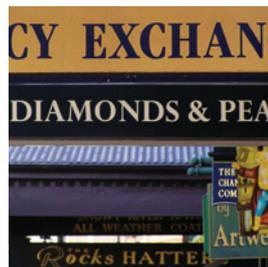
Sydney Harbour Foreshore Authority, is responsible for the administration and place management of The Rocks.

This document is a strategic policy for the planning, design and installation of commercial and wayfinding signage in The Rocks. Commercial signage refers to all signage types associated with promoting a business or commercial activity while wayfinding signage refers to directional information to assist visitors moving through The Rocks to known destinations.

The policy is intended to encourage and guide well designed and positioned signs that will reflect and reinforce the heritage values of The Rocks. Quality signage will deliver a clear understanding of a business or a destination and encourage dialogue between commercial operators and patrons of the precinct.

The transformation of The Rocks from a working waterfront community of the 19th and early 20th centuries, into one of Australia's most frequently visited tourist precincts, confirms its enduring robustness and adaptability. However, its popularity as a tourist destination gives rise to an ever increasing need for effective directional signage to inform and guide our visitors through the precinct and commercial signage that delivers opportunities for our tenants to promote their commercial offers.

While signage is an important part of The Rocks experience, it needs to be carefully considered to ensure its effectiveness and enhancement of the visitor experience while protecting the core heritage values that makes The Rocks a special place.



1.1 Background to the policy

This policy and technical documentation were first adopted by the Authority Board in 2002 and amended in 2004, 2006 and 2009. In 2006, the policy and technical documents were separated to clearly distinguish between strategic outcomes the Authority is seeking to achieve with signage and design specifications that will guide tenants and their signage designers with preparing submissions for approval.

1.2 Policy context

The Authority’s vision is “to make unique places in Sydney that the world talks about”. To achieve the vision, the Authority has developed a suite of policies, including this signage policy, to manage the design and delivery of various aspects of the public domain.

1.3 Policy objectives

The aim of this policy is to provide a coordinated framework for the design, delivery and management of outdoor signage in The Rocks. The objectives of the policy are:

- > to ensure policy provisions reflect the specific precinct heritage character and brand of The Rocks
- > to conserve existing heritage signs which have cultural significance
- > To promote well designed commercial signage which uses traditional materials in a contemporary approach so signage is complementary to the business, while being sensitive to its location
- > to balance the commercial and wayfinding needs of tenants and visitors with the heritage significance of individual buildings and the conservation area generally
- > to enable consistent and equitable assessment of all signage proposals.

This document is intended to be used internally by all divisions within the Authority, and externally by tenants, developers and their consultants.



1.4 Legislative framework

The NSW Department of Planning and Infrastructure is the consent authority for Integrated Development Applications and for Part 4 development application under section 78A of the EP&A Act, for proposals that require the Minister's consent.

http://www.planning.nsw.gov.au/assessingdev/pdf/da_forms/form_dop_dadasupp.pdf

On 1 May 2009 the NSW Department of Planning and Infrastructure delegated responsibility for planning determinations under the NSW Environmental Planning and Assessment (EP&A) Act, 1979 for proposals with a capital investment value of less than \$5 million, to the City of Sydney.

<http://cityofsydney.nsw.gov.au/Development/DevelopmentAndBuildingForms.asp>

The Foreshore Authority determines applications for minor works under the NSW Heritage Act, 1977 and the NSW Heritage Council is the consent authority for applications under the NSW Heritage Act, 1977 which fall outside of the delegations of the Authority.

The policy and technical manual will be used by the Authority in the assessment of landowner's consent applications prior to their lodging with the City of Sydney or Department of Planning and Infrastructure as relevant for the assessment. for development assessment.

1.5 Where this policy applies

This policy and accompanying technical manual apply to all land in The Rocks under the ownership of Sydney Harbour Foreshore Authority and defined by the State Environmental Planning Policy (Major Development) 2005. Refer to Figure 1.

The policy does not apply to east Circular Quay, The Circular Quay railway and retail precinct or the Overseas Passenger Terminal precinct. Applications for signage in these areas will be assessed by the City of Sydney in accordance with the:

- > City of Sydney Signage and Advertising Structures Development Control Plan (2005)
- > Circular Quay Retail Precinct Development Plan (2003)
- > Overseas Passenger Terminal Public Domain, Landscape and Signage Strategy (2005).

This policy does not apply to Cadmans Cottage and its immediate surrounds, which is owned and administered by the National Parks and Wildlife Service and is subject to its own planning approval processes.

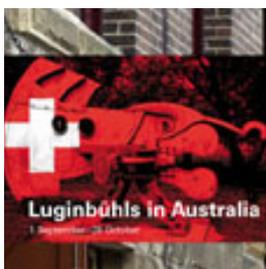
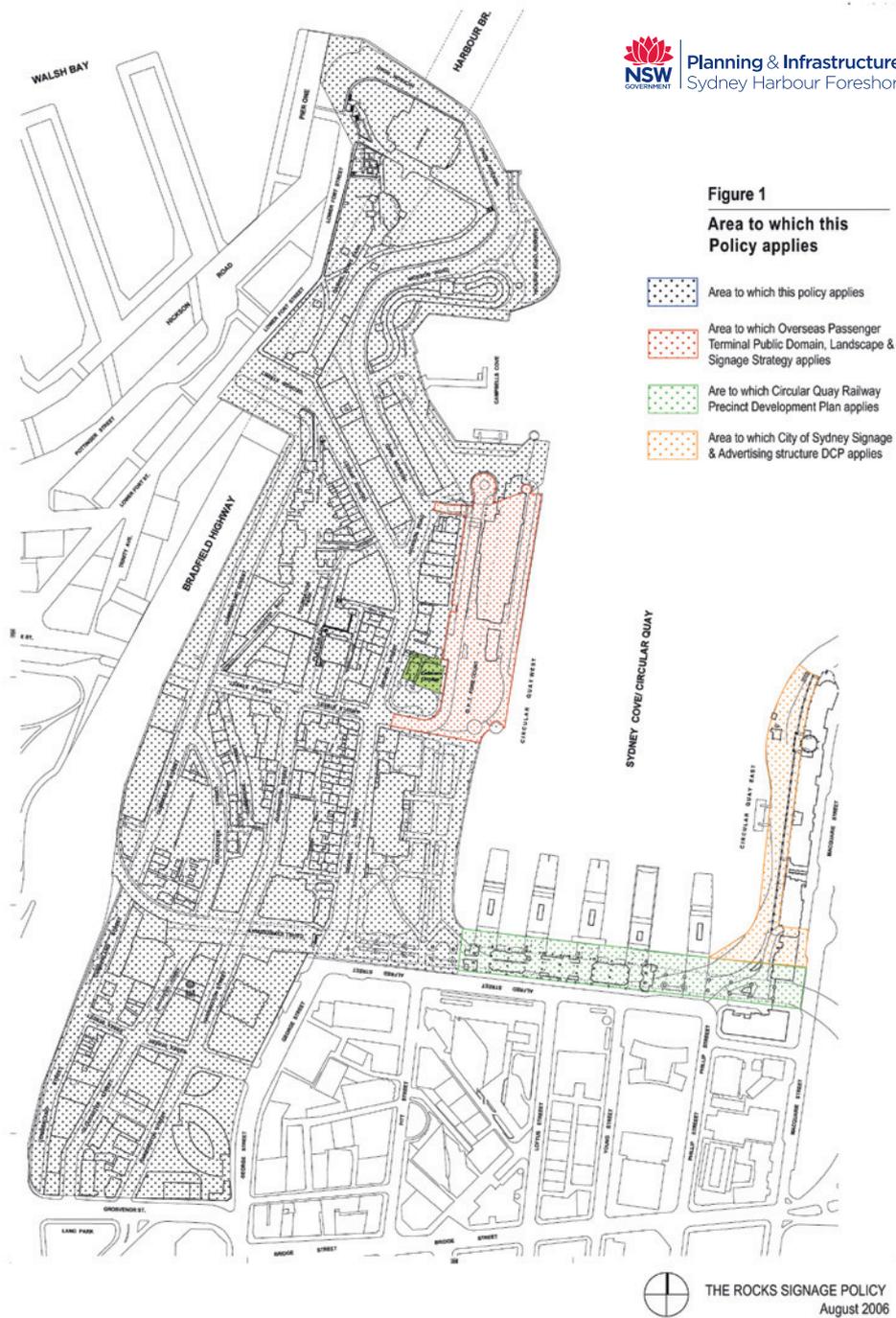


Figure 1 Area to which this policy applies



1.6 Application of this policy

This policy may not address all signage types. Any applications not addressed by this policy will have to be carefully designed and supported by analysis based on the policy objectives and legislative framework.

The Authority will give high priority to the consistent application of this policy. However, if an applicant has a proposal for commercial signage that is inconsistent with the policy but can demonstrate benefits for their business and the precinct in accordance with policy objectives, then the proposal will be considered on its merits by the Authority.

Regardless of the circumstances, all signage proposals must apply risk management principles to ensure public safety.

Tenants are also encouraged to seek a pre-landowner's consent meeting with the Authority to discuss their signage needs prior to making a submission. Early discussion of proposals will maximise the potential for each tenancy whilst minimising time and cost in preparing a submission.



2 Understanding The Precinct

The Rocks is a well defined precinct located along the western edge of Circular Quay. The signage policy provisions are informed by an understanding of the specific urban qualities of the precinct:

2.1 Context

The Rocks' remarkably coherent urban character is enhanced by its peninsula and waterfrontage location, which gives access to the most memorable vistas Sydney has to offer. Sydney Harbour Bridge, the Opera House, Bennelong Point and the commercial skyline to the south are visible from many locations within The Rocks.

The Rock Heritage Management Plan 'Statement of Significance' describes The Rocks as a complex layering of significant fabric, uses and associations. The Rocks is a precinct of national cultural significance.

The Rocks is located at the hub of major transport corridors: the Cahill Expressway, the Bradfield Highway, the Circular Quay railway loop and the Sydney Cove Ferry Terminal with its ferry and bus network that converges on Circular Quay directly to the east.

The Rocks defines the northern extent of George Street, Sydney's major civic spine, and directly connects it to the Town Hall and Railway Square precincts.

The Rocks is an integral part of the redeveloped inner harbour foreshore zone, linking the well established Circular Quay into the Walsh Bay precinct, Kings Street Wharf, Darling Harbour and Pyrmont beyond.

The Rocks contains significant retail and commercial precincts, tourist destinations, heritage structures and highly utilised public domains. There are more than 14 million visits to The Rocks annually.

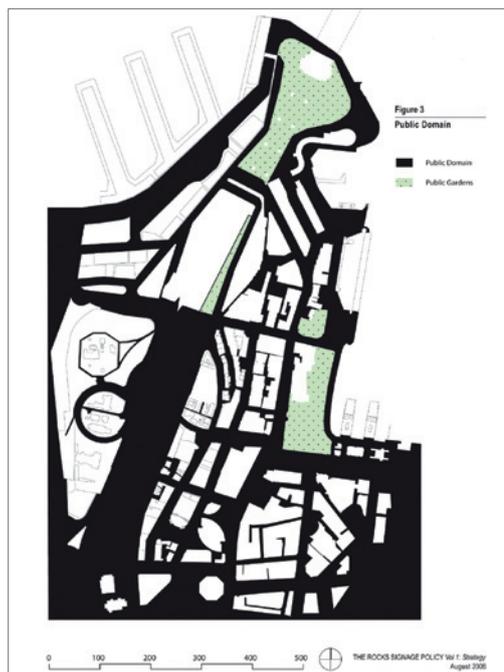
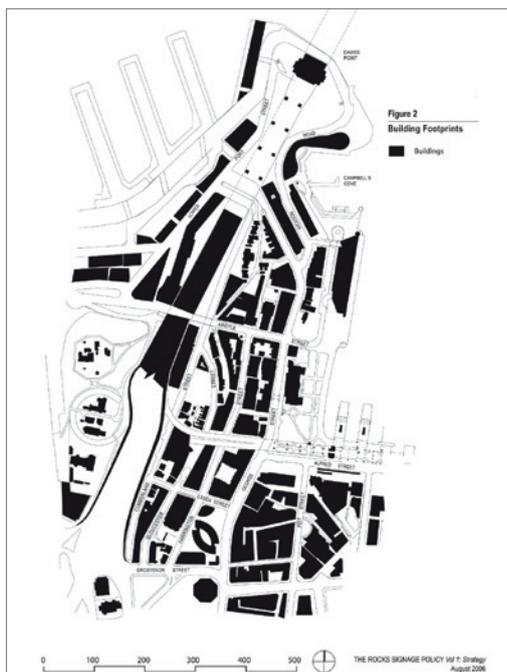
2.2 Public domain

The distinctive location and topography of The Rocks generates its characteristic public domain ranging from sweeping waterfrontages with panoramic harbour views to the intimate laneways which wind their way through the precinct.

Open space has a directional consistency as it follows the contours of the peninsula. The resulting spatial quality is a network of corridors of varying widths, with primarily northern orientation and occasional glimpses of Sydney Harbour Bridge, Circular Quay, the Opera House and city centre.

2.3 Movement and access

Pedestrian and vehicle movements into and throughout The Rocks have been closely studied to determine key requirements for the wayfinding system. The study has identified the entry key points best suited for orientation and information.



2.4 Major attractions and destinations

The Rocks supports a diverse range of tourist, commercial, retail, civic and residential activities. The most frequently sought destinations can be classified into:

Heritage and archaeological sites including the Cumberland Street Dig Site, Dawes Point, and The Rocks Discovery Museum.

Attractions classified as:

- > Experiential – eg. Bridgeclimb, Big Dig Educational Centre, The Rocks Walking Tours, harbour cruises
- > Open space – eg. parks, squares, lookouts, foreshore promenade.

Businesses classified as commercial:

- > Retail – eg. Argyle Centre, The Rocks Centre, Metcalfe Arcade, Nurses Walk
- > Institutions – eg. Foreshore House, MCA, Sydney Visitors Centre
- > Food and beverage – eg. restaurants, pubs, cafes.

Amenities including public toilets, banks and ATM's, post offices, hotels, car parking.

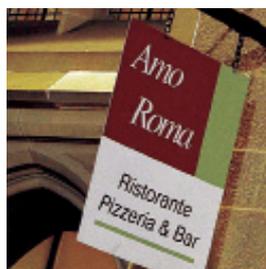
2.5 Summary

Despite the impression of The Rocks as a densely built-up urban place, more than half of its area comprises public domain and gardens managed by the Authority. This public area, defined by more than 6.5 km of building frontages, gives access through more than 4.5 km of roads, paths and lanes to multiple private enterprises and public facilities, each competing to promote themselves. The public domain is the vehicle for exploration and enjoyment by the visitor, to provide access and circulation for those who live and work, and promotion and trade for business interests. It is a complex and sensitive web of urban fabric which evokes our heritage and tradition in a special way.

Commercial signage: the Authority recognises the need for businesses to identify their name and to have the opportunity to promote special offers. Commercial signage is a valuable component in the overall visual quality of the precinct. Managed in a complementary and equitable manner, commercial signage can effectively accentuate the heritage experience and create a clear point of difference with other city precincts, while delivering quality business identification.

Wayfinding signage: The Rocks is geographically complex with many lanes, street level changes, stairs, dead end streets and other challenges to navigation. Finding our way through the public domain to attractions and destinations can be aided through a hierarchical approach to directional signs. Controlling the form and extent of wayfinding signage is necessary to balance the needs for directional guidance without overwhelming the heritage qualities of the urban fabric.

The Rocks is a distinct and separate precinct within the City of Sydney, however there is a perception that for visitors, wayfinding should be a continuous experience regardless of management boundaries. The Authority is mindful of the City's intention to upgrade its wayfinding messaging and graphical approach and seeks coordination with signage in The Rocks and Darling Harbour. While the Authority supports the coordination of content and has amended its wayfinding technical manual accordingly, it will also continue to deliver wayfinding hierarchy including totems and finger signs in its own unique heritage styled presentation.



3 Policy

The policy is structured into commercial and wayfinding signage provisions to meet the different signage needs in The Rocks. The purpose of wayfinding signage is to assist the visitor to find public spaces and major destinations

whereas the purpose of commercial signage is to locate and promote individual businesses. The planning and design of wayfinding and commercial signage installations are outlined in the accompanying technical manuals.

3.1	Policies that apply to both commercial and wayfinding signage
Policy 1	Signage is to respond to the heritage significance of The Rocks precinct, including consistency with Burra Charter principles relating to the introduction of new materials into an historically significant area.
Policy 2	Signage is not to replicate past styles but is to be a contemporary interpretation of traditional signage and of the highest standard in design and fabrication. The Authority is supportive of innovation to deliver effective signage outcomes.
Policy 3	Signs are to complement the overall character of the precinct or locality, as well as the historic character of the building or place.
Policy 4	Signage fixings are to be designed to be unobtrusive, robust and reversible i.e. capable of being removed without damage to historically significant fabric.
Policy 5	Proposals for new or additional signage are to be considered in terms of the cumulative impact of all signage on the building or place.
Policy 6	Signage design is to consider persons with disabilities, especially those with vision or mobility impairments. (See the Australian Standard 1428.2, 1992 Design for Access and Mobility Part 2).
Policy 7	Third party advertising is not permitted on any permanent signage.
Policy 8	Third party advertising is permitted on public event promotional signage and only where the third party is a sponsor of the event.
Policy 9	English should be used for all signage text, but to assist tourism small secondary non-English text may also be used.
Policy 10	Freestanding mobile type signs such as A-frames are not permitted within the public domain nor in positions within lease areas that might constitute a safety hazard for passing pedestrians or shoppers.



3.2	Policies for commercial signage
Policy 1	Commercial signage is not to obscure or damage the architectural features or fabric of the building or place.
Policy 2	The position, size and proportion of signs for different buildings typologies, are to be generally in accordance with the Commercial Signage Technical Manual 2012.
Policy 3	The style, font and colour of the business name can reflect the corporate or business colours of the tennancy but should be framed and fixed to the building in a way that is respectful to the character of the building on which it is mounted and existing commercial signage on adjoining businesses.
Policy 4	Signage materials can be selected from a broad range of traditional noble materials that are characteristic of The Rocks, for example metal sheet, painted masonry, carved and painted or stained wood, engraved metal plaque, glass, enamelled steel or cast metal.
Policy 5	External type sign illumination is permitted including discretely located down lights, and back-lit type halo lights subject to the type and placement of fittings proposed, the visual impact on the character of the building when seen from the public domain and the impact of cabling on the fabric of the building.
Policy 6	Light boxes, neon lights, moving or sequenced lights, strobe lights, video screens, digital displays, laser advertising and the like are not permitted either externally or within shop front windows facing the public domain.
Policy 7	The Authority's banner poles offer the opportunity for major tenants to utilise the banners for brand messaging. The banners are also available for special events and government endorsed community events which are either internal or external to the precinct.



3.3	Policies for Wayfinding signage
Policy 1	Wayfinding information is to be clearly identifiable as such and be part of a recognisable system that reinforces an overall corporate identity or 'brand' for The Rocks.
Policy 2	<p>Wayfinding signage is to be hierarchical so that information can be presented in a logical and systematic 'point-to-point' network, which recognises and responds to the following sequence.</p> <ol style="list-style-type: none"> 1. External approach to The Rocks. 2. Arrival at The Rocks. 3. Proceed to primary destinations in The Rocks. 4. Proceed to secondary destinations in The Rocks. 5. Arrive at final destination. 6. Leaving The Rocks.
Policy 3	Wayfinding signage is to be coordinated with existing and proposed strategies for neighbouring districts such as Sydney City, Walsh Bay and Circular Quay.
Policy 4	Wayfinding information on finger signs and directional pillars is to identify streets, laneways and public places, heritage and archaeological sites, attractions classified as experiential, publicly accessible amenities, generic symbols for major activities such as food, beverage and shopping, and directions to external precincts immediately adjacent to The Rocks.
Policy 5	Wayfinding map information within pillars will identify items in Policy 4 as well as individual commercial businesses, institutions and food and beverage outlets that are located in a particular sub-precinct in which the pillar map is located.
Policy 6	Temporary wayfinding signage to destinations within The Rocks precinct is limited to events or activities staged by the Authority and for directions to temporary public facilities such as toilets.
Policy 7	Interpretive signage may be integrated with wayfinding signage where opportunities arise.
Policy 8	<p>Interactive screens may be located at key entry points into The Rocks and major nodal places within The Rocks for the purpose of providing a range of tourist and visitor information services including:</p> <ul style="list-style-type: none"> > 'What's on' event and other activities to supplement the services of the Sydney visitor centre > 'Where to' information to assist visitors to find required destinations > Offer opportunities for The Rocks' tenants to promote a commercial offer > Interpretive information to be accessed throughout The Rocks > A broader range of information than printed maps can offer.

4 Approval procedures

All commercial signage that impacts on the public domain, other than exempt and complying real estate signage and temporary promotional signage as outlined in the Commercial Signage Technical Manual, requires landowner's consent and development approval.

The policy and technical manual will be applied by the Authority in its determination of landowners' consent for development applications. While the Authority may provide landowners' consent, it should not be construed that by giving consent to lodge an application with the relevant assessment authority, that the application will be successful.

The City of Sydney may take into consideration the Authority's policies and technical requirements but will make its own determination.

If the proposed signage affects items listed on the State Heritage Register, an application under s60 of the *NSW Heritage Act 1977* or, where applicable, an Exemption under S57(2) of the *NSW Heritage Act 1977*, will be required in addition to the Development Application. It should be noted that the majority of buildings in The Rocks are listed on the State Heritage Register. Prospective applicants should seek advice from their property manager.

Application forms can be found at:

www.shfa.nsw.gov.au/sydney-Resource_centre-Permits_and_applications.htm

Refer to The Rocks commercial signage technical manual 2012 for further information on approval procedures.



Appendix 1

Glossary of Terms:

Building identification sign:

A sign that identifies or names a building.

Business identification sign:

A sign that indicates the name and the nature of a business at the premises at which the sign is displayed.

Commercial signage:

Commercial signage refers to all signage types associated with promoting a business or commercial activity.

Development application:

Application to the relevant approval authority for consent for the carrying out of works to a property.

Exempt and complying real estate signage:

Temporary real estate signage which, due to its location and compliance with required provisions, does not require development consent.

Heritage impact:

The influence, generally negative, an introduced element may have on the heritage significance of a heritage item or place.

Light box sign:

An internally illuminated sign, usually a coloured Perspex box with fluorescent lighting inside. Such signs are not permitted in The Rocks.

Neon sign:

An exposed fluorescent light tube used to script a business name or logo. Such signs are not permitted in The Rocks.

Painted sign:

Relating to the traditional technique of sign writing.

Real estate sign:

A temporary sign that advertises that the premises on which it is displayed is for sale or lease.

Reversible:

The term given to the ability to remove a newly introduced element without damage to the original fabric, returning the fabric to its original condition.

Signage:

Collective term given to the signs in public areas.

Statement of heritage impact:

A statement outlining how a proposal either detracts from or enhances the heritage significance of both the building and the streetscape.

Statement of environmental effects:

A statement required under the provisions of the Environmental Planning and Assessment Act to accompany a development application. Addresses issues such as vehicular and pedestrian traffic, public amenity and safety, accessibility and impacts on views and vistas. Usually includes a statement of heritage impact.

Tenant sign:

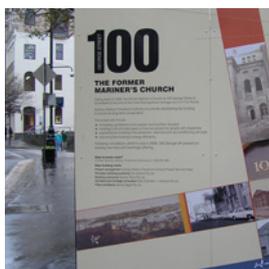
A sign permitted to be erected by a tenant of a property under this policy subject to Development Approval.

Typology:

Systematic classification of street and building types.

Wayfinding signs:

A sign providing information to assist in moving through The Rocks to known destinations.





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