

Darling Harbour Commercial Signage

Policy 2013



Planning & Infrastructure
Sydney Harbour Foreshore Authority





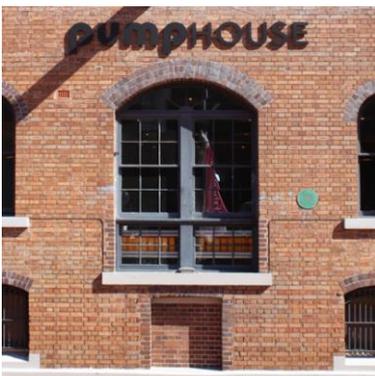
Contents

1	Introduction
1.1	Background to the policy
1.2	Policy context
1.3	Application of this policy
1.4	Legislative framework
1.5	Assessment procedures
2	Signage types
2.1	Building naming signage
2.2	Business naming signage
2.3	Building directory signage
2.4	Commercial promotional signage
2.5	Precinct public domain infrastructure
2.6	Construction hoardings
2.7	Unacceptable signage
3	Building signage strategy
4	Policy provisions
4.1	Common provisions
4.2	Building naming signage
4.3	Business naming signage
4.4	Building directory signage
4.5	Commercial promotional signage
4.6	Precinct public domain infrastructure
4.7	Construction hoardings
4.8	Unacceptable signage

Appendix 1 Assessment criteria

Appendix 2 Glossary of terms and abbreviations

See also: Darling Harbour Commercial Signage Technical Manual 2013



Policy created: 2002
Policy reviewed: 2004
Policy reviewed and separate Technical Manual created: 2006
Policy reviewed: 2009
Policy reviewed (draft): 2013

1 Introduction

This document is a strategic policy for the ongoing provision of coherent and contemporary commercial signage for Darling Harbour. Signage reinforces the character of a place, permits recognition of destinations and encourages dialogue between commercial operators and patrons of the precinct.

This policy was created in 2002. In accordance with Sydney Harbour Foreshore Authority's procedures for periodic policy reviews and to ensure its policies reflect current issues; the document was reviewed and amended in 2004, 2006 and 2009.

1.1 Background to the policy

Commercial signs are an ever-present element of our urban environment. Appropriate signage contributes to the enjoyment of the public domain by helping to identify institutions and businesses, communicate messages and assist visitors with wayfinding. Signage that is well located, well designed and in appropriate numbers can improve the character of the public domain and increase effectiveness.

Darling Harbour is a unique urban environment in the Sydney area. It has been conceived as a park where the public domain, a pedestrian space, is surrounded with distinctive buildings designed to reflect their individual functions, and to be viewed 'in the round' in their setting.

- ▶ elevated views from tall CBD buildings
- ▶ motorists have fleeting glimpses of the precinct from the Western Distributor and William Henry Street overpasses
- ▶ from within Darling Harbour, the city and western building frontages form 'walls' that are a backdrop to the precinct
- ▶ with Cockle Bay as the visual focus of the precinct, views within Darling Harbour are expansive.
- ▶ pedestrians and Monorail users have elevated views from Pyrmont Bridge
- ▶ views from the water, both distant and from close range.

At night, Darling Harbour takes on a festive and playful appearance.

The lighting of buildings and other structures such as the fly-over pylons, emphasise different characteristics of the precinct than may be appreciated during the day.



1.2 Policy context

The Authority's primary charter is to enhance its areas as accessible, rich and diverse environments for all communities, while protecting their natural and cultural heritage. To fulfil this charter the Authority has developed a suite of policies to assist in the delivery and management of the various aspects of the public domain, including this commercial signage policy.

In establishing appropriate controls for commercial signage within Darling Harbour, the particular spatial and visual qualities of the precinct have to be considered. For this reason, all signage proposals (including temporary signs) require approval – initially from the building owner, then the Authority as landowner and finally from the authority with the delegated statutory planning consent role for Darling Harbour.

This policy has been prepared to assist in guiding building owners and individual businesses in Darling Harbour to design and submit acceptable signage proposals.

The Authority has a responsibility, as the place manager of Darling Harbour, to ensure that signage proposals:

- ▶ complement the distinctive park-like qualities of the Darling Harbour area, and reinforce its point of difference from the adjacent urban environments of Sydney CBD and Pyrmont
- ▶ protect the building assets of Darling Harbour
- ▶ enhance the overall commercial and visitor environment of Darling Harbour
- ▶ provide a safe and accessible environment
- ▶ promote good design and quality craftsmanship.

This policy is supported by a technical manual which details materials, sizes, appearance and other matters to ensure a consistent and complementary approach to commercial signage is taken by all business and venues in Darling Harbour.



1.3 Application of this policy

This policy applies to any commercial signs visible from the public domain in Darling Harbour or in Cockle Bay. Darling Harbour is defined in Figure 1. This policy may not cover all signage types. Any applications not covered by this policy will have to be carefully designed and supported by analysis based on the criteria outlined in Appendix 1.

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 provisions 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.

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.

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

Figure 2 Boundary of Darling Harbour



1.4 Legislative framework

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

The Foreshore Authority determines applications for minor works under the NSW Heritage Act, 1977 and the NSW Heritage Council is the consent authority for application 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 for development assessment. In this respect signage applications also need to be mindful of the State Environmental Planning Policy No 64—Advertising and Signage and the City of Sydney Signage and

Advertising Structures Development Control Plan (2005).

The Authority will give high priority to consistently applying the provisions of this policy.

1.5 Assessment 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 Darling Harbour commercial signage technical manual 2013 for further information on approval procedures.

2 Signage types

This document is a strategic Commercial and public domain signage is intended to address many functions and thus takes many forms. Some signs identify a place or business; some signs promote temporary commercial offers, while other signs provide directions, 'What's on' and community information. The design of commercial and public domain signage needs to take account of the scale of the precinct and the fact that views into and within the precinct are often distant and more panoramic than would be experienced in the city generally. In practical terms, the design and presentation of signs is dependent on their function. The following is the range of commercial signage permitted within Darling Harbour and addressed by this policy.

2.1 Building naming signage

Building names assist in the easy identification and location of an individual building or venue from within Darling Harbour. These signs are high level, generally large and seen from key approaches and indicative of the key commercial function and more often the principal tenant of the building. It is particularly important that these signs are well designed and complementary with adjoining buildings to ensure a signage consistency that reinforces the unity of Darling Harbour.

2.2 Business naming signage

Business names identify individual businesses or tenants within a particular building. These signs are smaller and more detailed as they are intended to attract the attention of pedestrians at close proximity to the entrance of the tenancy. Only business signs that are visible from the public domain are addressed by this policy.

2.3 Building directory signage

Directories are to inform visitors of the location and nature of individual businesses within a multi tenanted building. Directory signage only applies to buildings or venues where circulation and access to businesses is not enclosed (i.e. access is visible from the public domain).

Building directories located inside a building or venue and not visible from the public domain are not required to comply with the provisions outlined in this section.

Building naming signage



Business naming signage



Directory signage



various types of promotional and commercial material for precinct based upcoming events and general public information.

Promotional signage types include:

- ▶ Flag pole banners and pylon banners are used to promote Darling Harbour events including the Authority's events, special events and other NSW government endorsed events. Banners are used to promote commercial or community events outside the precinct which are of state or national significance. Banners also provide an opportunity for
- ▶ Darling Harbour tenants to promote their upcoming events and precinct based commercial offers.
- ▶ Authority Metrolite cabinets are small scale pedestrian level signage structures providing precinct management with a means to communicate wayfinding maps and 'what's on' activities, on a seasonal rotational timeframe.
- ▶ Commercial Metrolite cabinets are small scale pedestrian level signage structures owned and managed by external commercial entities that provide opportunities for third party product advertising.
- ▶ Billboards provide high level visibility for products and services both within and external to the precinct.
- ▶ Marine based business signage provides an opportunity for those businesses operating on water to have a land based presence adjacent to their principal boarding point.

Example of pylon banners



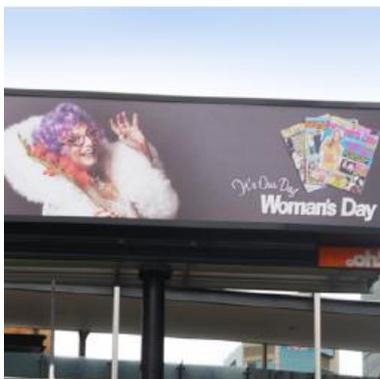
Example of banners



Example of metrolites



Example of billboards



Example of marine signage



Example of metrolites



2.6 Construction hoardings

Construction hoarding signage aims to maintain visual quality around construction sites through good contemporary design. Bland and undecorated hoardings can diminish the recreational experience for our visitors and attract vandalism and graffiti. Hoardings provide an opportunity to present historical and other interpretive material as well as brand and event information to inform our visitors. Regulatory and safety signage for construction sites is not subject to this policy.

Example of construction hoarding



Example of construction hoarding



2.7 Unacceptable signage

There are many potential signage types that the Authority does not believe are appropriate for the Darling Harbour precinct. Unacceptable signs are generally those that create a hazard in the public domain, create glare and disruptive lighting patterns, use inherently poor quality materials, feature unauthorised 3rd party advertising or do not respond to the character of the precinct.

Example of unacceptable signs sandwich boards or "A" frame



Example unacceptable signs - mobile trailer mounted billboards



3 Building signage strategy

The Darling Harbour precinct is characterised by large free standing buildings, generally seen from all sides. The functions and forms of Darling Harbour buildings are quite distinctive and therefore it is best that each building has its own signage strategy to address the design principles set out in Section 4 of this policy and to ensure a unique and distinguished approach is taken for each building.

An individual signage strategy for each building or venue is to be prepared by the building owner for approval by the Authority. The purpose of a signage strategy is to ensure the accumulative impacts on the building and public domain from all different types of signs can be appreciated, and a higher level of coordination between buildings and individual tenancies is achieved.

Most importantly, a strategy provides the building owner and their tenants with certainty as to what will and will not be permitted. An approved strategy will thus be processed more efficiently to the benefit of both the building owner and the Authority.

Strategies should be based on the existing envelope of the building, including any changes for which there is previous development consent. The strategy should be a 'living document'; that is, capable of being revised and updated as venue signage needs change.

It is a requirement that a building signage strategy is prepared or updated for a building prior to landowner's consent being sought for the lodging of a new commercial signage application. Guidelines for the preparation of a signage strategy are provided in Section 8 of the technical manual.



4 Policy provision

The Darling Harbour precinct is Darling Harbour is characterised by a collection of large footprint, contemporary and purpose-built buildings located in a harbourside public open space. Commercial signage proposals must take into account the distinctive architectural character of each building, its particular setting and function and design signs to suit.

Darling Harbour is a complex public and commercial place and particularly sensitive to change given its role as a major regional recreational resource and key international tourist destination.

Each signage proposal therefore needs to be carefully considered within the context of the building itself and its setting within the adjoining public domain.

The following provisions are to be addressed by building owners in the consideration of a whole of building signage strategy and for individual tenants proposing new signs or the replacement of their existing signs.

4.1	Common provisions
4.1.1	Each building owner will create and seek approval from the Authority for a building signage strategy relevant to their particular building.
4.1.2	Signs will contribute to the legibility of Darling Harbour places through the use of clear simple messaging.
4.1.3	Commercial signs will present a high standard of design through careful integration of signage into the building fabric.
4.1.4	Third party signage or advertising is not permitted unless specifically permitted elsewhere in this policy.
4.1.5	Flashing or moving lights will not be permitted for any type of signage.
4.1.6	The use of the Foreshore Authority's logo is only permitted with the Authority's approval.
4.1.7	Obscene, offensive, obnoxious, derogatory or defamatory material is not permitted.
4.1.8	Freestanding mobile signs such as A-frames are not permitted within the public domain or in positions within lease areas that might constitute a safety hazard for passing pedestrians or shoppers.

4.2 Building naming signage

- 4.2.1 The building name must be the building owner or the principle tenant or reflect the principal activity within the building, and if the building has a sponsor, the sponsor's name or brand may be incorporated with the building name, provided that the sponsor's identification is subservient to the principal building name.
- 4.2.2 Naming signs should be positioned on a parapet or on blank panel elements of the building. In no case will a 'sky sign' be permitted.
- 4.2.3 A maximum of two high level (ie above ground floor) naming signs per building is permitted but only one per frontage and the maximum height of individual capital letters is 1.8 metres.
- 4.2.4 A combination of upper and lower case text is preferred to reinforce the entertainment character of Darling Harbour.
- 4.2.5 Text and logos should be individually mounted, illuminated and raised off the face of the building. Colours can reflect the corporate colour scheme of the building owner or principle tenant, but if no corporate colour scheme is applicable, the colour is to be predominately white to continue the existing consistency of high level signage throughout Darling Harbour.
- 4.2.6 The design and presentation of building name signs shall be the same for each sign.
- 4.2.7 A development application is required for building name signage installations including content.

4.3 Business naming signage

- 4.3.1 Signs should be located above or adjacent to entrances to tenancies.
- 4.3.2 Signs must not be mounted on top of awnings, parapets or other peripheral elements of the building. In no cases will a 'sky sign' be permitted.
- 4.3.3 Signs should not obstruct windows or openings, unless part of a window display.
- 4.3.4 Each business is permitted one sign per entry to the business unless on a corner location, where two signs may be permitted.
- 4.3.5 Only one business name sign will be permitted per tenancy.

4.3.6 Business names should be in English, but where a second language is required; the name should appear in a smaller font below the English name.

4.3.7 Light boxes are permitted if the background is opaque or of a dark colour, to avoid creating a glare source.

4.3.8 Maximum height of individual letters or light boxes is 600 mm.

4.3.9 A development application is required for business name signage and content.

4.4 Business directory signage

4.4.1 Directories will be within lease boundaries of a building, at or near key arrival points or circulation nodes.

4.4.2 Only one directory is permitted at each access point to the lease area.

4.4.3 The style of directory sign must be consistent within each building.

4.4.4 If directories are internally illuminated, the background should be opaque or of a dark colour to avoid creating a glare source.

4.4.5 A development application is required for directory sign installations but not for content.

4.5 Commercial promotional signage

Major public entertainment venue banners

- 4.5.1
- › Promotional banners that address the public domain can only be associated with activities, products and events directly associated with the particular venue.
 - › A maximum of 20% of the total sign area may be used for sponsor logos. This percentage is inclusive of any requirement that the Authority or the NSW State Government may have to incorporate logos to brand the precincts and acknowledge the government. The sponsor's logo must not dominate the event or activity message.
 - › A development application is required for the installation of new banner systems or additional banners, but is not required for the replacement of banner content.

Retail shop front windows displaying sales and special offers

- 4.5.2
- › Promotional material must relate to products or services which are able to be purchased from the shop.
 - › A maximum of 50% of window area may be covered with promotional material.
 - › A Development application is not required for shopfront promotional signage.

Restaurant bar and cafe menu boards

- 4.5.3
- › Menu boards will be permitted within the public domain only if certain criteria are met:
 - Menu boards are fixed in position and dimensioned from the entrance to the tenancy in accordance with the set out shown in the technical manual.
 - Menu boards are consistent for all tenancies in a particular building – no individual ad hoc menu stands will be permitted.
 - › Only one menu board is permitted per entry to the tenancy.
 - › In the case of a second level tenancy, a single fixed menu board will be permitted on the public domain at the base of stairs leading to the tenancy.
 - › Where there are multiple tenancies on a second level of a building, only a single shared menu board will be permitted on the public domain at the base of the stairs leading to the tenancies.
 - › A development application is required for all menu boards proposed to be located external to tenancy lease areas and within the public domain but not for content.

Land-based water leisure providers signage

- 4.5.4
- › Small projecting wall signs may be integrated with the building and limited to one per tenancy.
 - › Proposal for signage must demonstrate that pedestrian amenity and safety are not compromised by the design.
 - › Development application is required for this signage installation but not ongoing inserted promotional materials.

4.6 Precinct public domain infrastructure

Flag pole and pylon banner signage

- 4.6.1

 - ▶ Flag pole banners and pylon banners are used to promote Darling Harbour events including the Authority's events, special events and other NSW government endorsed events. Banners are used to promote commercial or community events outside the precinct which are of state or national significance. Banners also provide an opportunity for Darling Harbour tenants to promote their upcoming events and precinct based commercial offers.
 - ▶ The event sponsor's logo must not dominate the event flag/banner. As a guide, a sponsor's logo should be limited to 20% of the event flag/banner.
 - ▶ The promotion of products and businesses not associated with the precinct is prohibited.
 - ▶ A development application is required for additional banner signage but not required for the promotional material content.

Metrolite cabinets

- 4.6.2

 - ▶ Authority metrolite cabinets will provide precinct management with a means to communicate wayfinding maps and 'what's on' activities, on a seasonal rotational timeframe.
 - ▶ Commercial metrolite cabinets will provide opportunities for commercial third party product advertising within the public domain.
 - ▶ A development application is required for any additional cabinets but is not required for the promotional or advertising material content.

Billboards

- 4.6.3

 - ▶ Billboards will be managed in accordance with SEPP 64.
 - ▶ A development application is required for new, additional billboards or relocated billboards.

Marine-based business signage

- 4.6.4

 - ▶ Promenade totems will be permitted at public wharfs including Convention Jetty, Harbourside Steps, Harbourside Jetty, Eastern Jetty including Cockle Bay Marina and Pier 26 primarily to identify passenger embarkation points.
 - ▶ Promenade totems will also provide an opportunity for those businesses operating from these embarkation points to have a land based presence adjacent to their principal boarding point which may display contact details, types of products, services offered, timetables and any other special promotional material.
 - ▶ For the promotion of permanent business operators, additional signs will be considered on the merits of the application.
 - ▶ A development application will be required for all new signage totems.

4.7 Construction hoardings

- ▶ Applies to all construction sites including the Authority's construction sites.
 - ▶ Construction sites will be fully enclosed with a panelled site fencing system to prohibit public access, to block views of the construction from the public domain, and provide a canvas for decoration and interpretation.
 - ▶ Does not apply to minor works or maintenance projects of short term duration.
- Development approval is not required for hoarding graphics, but graphics must be submitted and formally approved by the Authority.

4.8 Unacceptable signage

- ▶ Sandwich boards or "A" frame signs.
- ▶ Mobile billboards (truck, motorcycle, people, boat or barge, car or trailer mounted) unless associated with an approved event.
- ▶ Signs advertising any off-site businesses or brands (ie third party signage on umbrellas, in shopfronts windows or on public domain furniture and infrastructure) unless specifically exempted within this policy or independently approved as part of a development application.
- ▶ Sky signs.
- ▶ Any signage that may be confused with maritime signage and that may affect the ability of a vessel operator to navigate safely.
- ▶ Flat or moulded plastic or fibreglass signs.
- ▶ Signs with lurid fluorescent colours.
- ▶ Gimmicky naming signs such as inverted signs.
- ▶ Reflective acrylic signs.
- ▶ Flashing or moving signs.
- ▶ Removable signs in the public domain unless associated with an approved event.
- ▶ Painted tarpaulins mounted on the buildings.
- ▶ Uplit signage.
- ▶ Third party products 'ambush marketing' during approved Foreshore Authority events.

Appendix 1 Assessment criteria

In some circumstances, a signage type or signage need may arise that is not directly addressed by this policy. In these situations the Authority may consider the sign on its merits and grant landowners consent specifically for this sign. It should not be construed that support for a particular sign in a specific location will create an ongoing precedent for similar signs. The Authority will consider the merits of the sign proposal generally as follows.

A. Character of the area

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?

B. Special areas

- ▶ Does the proposal detract from the amenity or visual quality of any particularly sensitive area of the precinct.

C. Views and vistas

- ▶ 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 signage?

D. Streetscape, setting or landscape

- ▶ 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 precinct?
- ▶ Does the proposal reduce clutter by rationalising and simplifying existing signage?
- ▶ Does the proposal screen unsightliness?
- ▶ Does the proposal protrude above buildings, structures or tree canopies in the area or locality?



E. Site and building

- ▶ 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?

F. Devices and logos associated with advertisements and advertising structures

- ▶ 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?

G. Illumination

- ▶ 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?

H. Safety

- ▶ Would the proposal reduce the safety for any public road?
- ▶ Would the proposal reduce the safety for pedestrians or bicyclists?
- ▶ Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?



Appendix 2 Glossary of terms and abbreviations

Advertising sign

Sign that promotes goods, services, activities or events other than the approved use of the land on which the sign is located.

Animated

Includes anything that moves including illuminated animation as well as rotating and flapping flags, banners, bunting, skirts etc.) signs.

Awning

Horizontal roof projecting from the face of a building.

Awning signs

Signs suspended from the underside of an awning.

Back-light

An internally illuminated poster type sign.

Billboard

Industry term for a 24 sheet poster.

Commercial signs

Signs that identify or name business related activities or destinations - including building and business identification signs and tenant signs.

Content

The message on the sign.

Corporate identification

Large franchise organisations (e.g. McDonald's) have corporate logos and signs which are standardised in content and in structure.

Changing message sign

Overlap of neon tubes changing in sequence. Animated.

Development application

Application to the approval authority for consent for the carrying out of works to a property under Environmental Planning & Assessment Act.

DOPI

Department of Planning & Infrastructure.

Freestanding

Not mounted on a wall etc. Normally refers to a poster panel mounted on two posts, and is often two-sided.

Hoarding

Used in bylaws to refer to billboards but should be confined to construction hoardings.

Internally illuminated

Signs illuminated from within, usually by fluorescent lights, but also by neon tubes. They include 'backlights.

Landowner

The permanent title holder to the land.

Lower case

Small letters (non capitals).

Movable

Can be moved – usually refers to portable signs (e.g. A frame signs).

Moving signs

Include flapping (Jags, banners, bunting;) and rotating signs.

Parapet

Top of wall at the edge of a building roof.

Painted sign

Relating to the traditional technique of sign writing.

Promotion

One of the terms used to refer to 'unrelated' signs. In fact most signs have a 'promotion' function.

Public domain

Publicly owned and accessible open space.

Real estate sign

A temporary sign advertising 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.

SEPP

State Environmental Planning Policy.

Third-party signs

Signage that does not relate to the tenancy or site itself.

Transom

Intermediate horizontal member of window.

Upper case

Capital letters.

View catchment

The entire area from which a particular object or feature can be seen.



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