

# Darling Harbour

## Commercial Signage

Technical Manual 2013



Planning & Infrastructure  
Sydney Harbour Foreshore Authority





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See also: Darling Harbour Commercial Signage Policy 2013

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# 1 Introduction

All signage proposals in the Darling Harbour precinct should meet the provisions listed in the Darling Harbour Commercial Signage Policy. In addition to these provisions, this document provides the technical information for different signage types in illustrated form.

In practical terms, the following diagrams illustrate appropriate signage types for Darling Harbour.

Diagrams and images are categorised into the following sign types:

- ▶ Business naming
- ▶ Building directory signage
- ▶ Commercial promotional signage
- ▶ The Authority's public domain infrastructure
- ▶ Construction hoardings.

# 2 Building naming signage

In addition to policy provisions for building naming signage, the following should be considered for this signage type:

- ▶ The preferred location on vertical surfaces should be compatible with the architectural character of the building.
- ▶ Signs should be positioned on the elevations of the building that face into Darling Harbour or are visible from key approaches to Darling Harbour (Refer to figure 5).
  - ▶ The size of signs should be appropriate to the space available on the building facade.
  - ▶ The content must be a straightforward name for the venue such as a naming of the function of the building or of the main tenant.
  - ▶ Where possible, the sign text should be a combination of upper and lower case to maximize readability, and to distinguish Darling Harbour signs from other CBD signage.
- ▶ Individual letters of a building name sign may have a metallic or dark coloured edging for contrast or emphasis.

## 01

- ▶ Suits architecture of the building.
- ▶ Lettering forms a distinctive Darling Harbour 'language'.
- ▶ Visible from key road approaches.



## 2.1 Examples of building naming signage

### 02

- › Individual letters visually framed by the parapet, better suits the architecture of the building than a continuous light box.
- › White lettering complements the architecture and typifies the distinctive Darling Harbour 'language'.
- › Upper and lower case lettering is more legible from a distance, and is consistent with the Darling Harbour 'language'.
- › Positioning of letters along the parapet, suits the asymmetrical profile of the facade.
- › Signage is aligned with windows.



### 03

- › Sign is well framed by the parapet and entry opening and suits the architecture of the building.
- › Sign positioning reinforces building entry.
- › White illumination of lettering.



### 04

- › Suits architecture of the building.
- › Upper and lower case text.
- › White lettering.
- › Good night and day visibility.
- › Visible from external approach by road.



### 3 Business naming signage

In addition to policy provisions for business naming signage, the following should be considered for this signage type:

- ▶ Signs should be well integrated into the form of the building so that they complement the architectural features.
  - ▶ Signs should be located on those parts of buildings that have been designed to readily accommodate signage, such as above doorways and on panels between columns.
  - ▶ Signs may be located on or within display windows.
  - ▶ The number of naming signs will vary according to the size and disposition of each business tenancy.
  - ▶ The length of signs should relate to the appropriate space available on the business frontage.
  - ▶ The business name should be a straightforward name identifying the name and nature of the business (i.e. 'Peter's Café').
- ▶ Website, email identification and phone numbers may be added to shopfront windows only.
  - ▶ Signs should be simple to enhance legibility.
  - ▶ Modern fonts are preferred, but individual branding would be considered.
  - ▶ Individual cut-out letters are encouraged.
  - ▶ If light box signs are proposed, light coloured text will complement the white illuminated lettering required for business naming.
  - ▶ Signs may be internally or externally illuminated.
  - ▶ Halo or silhouette type lighting is preferred.
  - ▶ Lighting fixtures and conduits must be concealed.

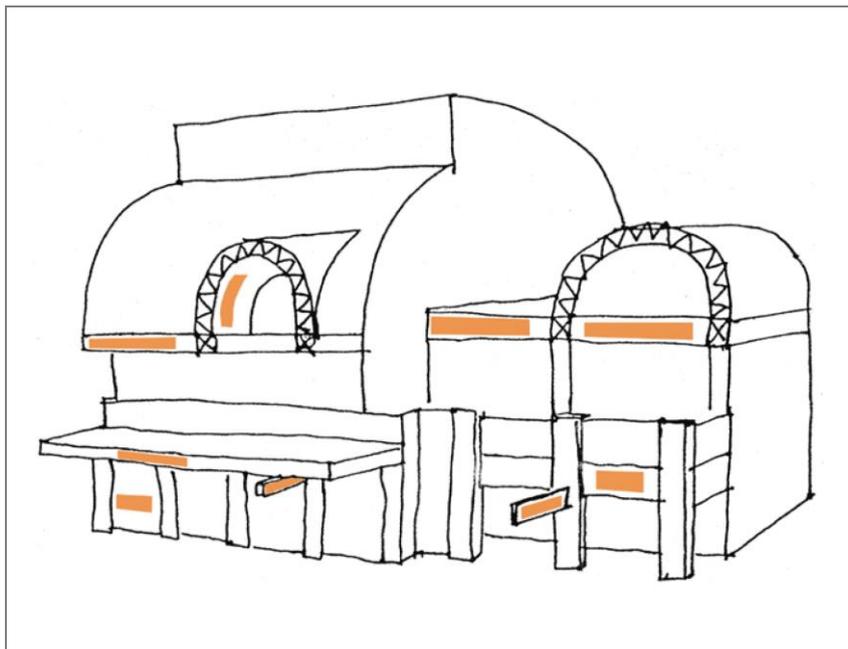


FIGURE 1:

Location for business naming signs

### 3.1 Examples of business naming signage

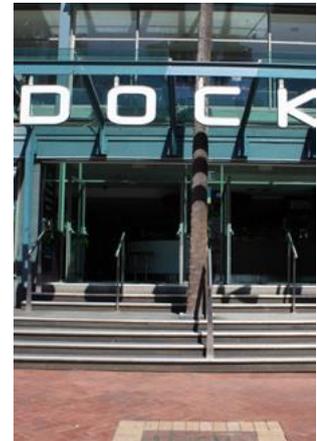
## 01

- ▶ 'Homebar' sign is suitably located over the doorway and suited to the buildings' architecture.
- ▶ Lettering colour is lighter than the background colour.
- ▶ Clear without being a glare source.
- ▶ Lower case lettering is more readable from a distance.



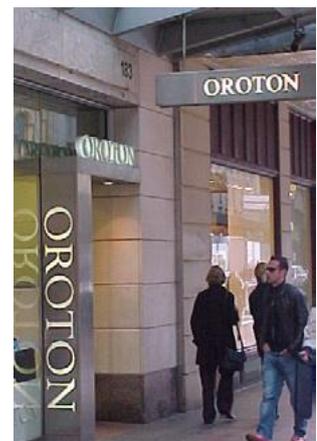
## 02

- ▶ Business name displayed inside tenancy area.
- ▶ Distinctive architectural character uncluttered by signs.



## 03

- ▶ Dark background for internally illuminated sign minimises glare at night.
- ▶ Suspended awning sign positioned to face pedestrian travel paths.
- ▶ Complementary signage at entry points, reinforces awning signage without encroaching beyond the building line.



## 4 Building directory signage

In addition to policy provisions for building directory signage, the following should be considered for this signage type:

- ▶ The directories should contain a map, oriented to suit the position of the viewer.
- ▶ The directories should contain a list of the tenancies with the tenant name and the nature of the business (i.e. 'Rose's, Flowers and Gifts'), grouped by commercial or retail type.
- ▶ The directories should contain directional arrows if required.
- ▶ To be consistent with overall corporate design of the building.
- ▶ Proponents are to ensure that directories are designed in detail, and prototyped to confirm the materials.

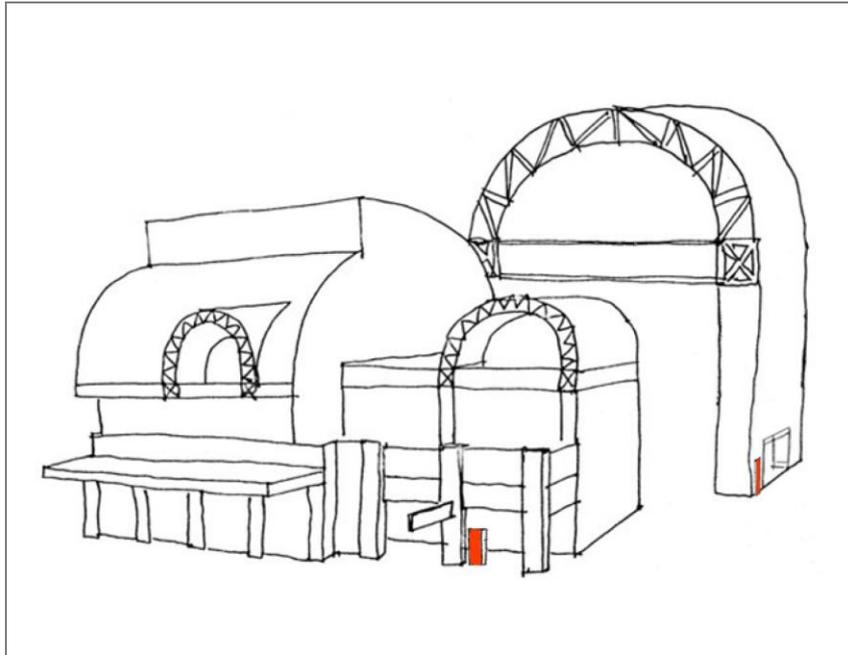


FIGURE 2: Location for building directory signage

### 4.1 Example of building directory signage

## 01

- ▶ Directory is located within property boundary.
- ▶ Located at key entry and circulation nodal point
- ▶ Consistent with graphic and corporate design language of other signs within the building
- ▶ Business types categorized for easy reference.
- ▶ Single information point allows other signage to be minimised.



## 5 Commercial promotional signage

In addition to policy provisions for commercial promotional signage, the following should be considered for this signage type:

- ▶ Promotional signage that addresses the public domain can only be associated with activities, products and events directly associated with the Darling Harbour precinct, except when the State Government determines that an event or activity, not within the precinct, is of state or national significance.
- ▶ The promotion of a product not directly associated with the event or the venue, nor available within the precinct, is not permitted.
- ▶ Any brand/product identification on signage must reflect the brand's/product's corporate guidelines in relation to logo and typeface etc. Use of any product imagery will be subject to the discretion of the Authority.

- ▶ Should unusual situations arise in respect of major promotions, the Executive Manager Property Asset Management will have discretion to review and make a specific determination relevant to the promotion.

### 5.1 Major public entertainment venue banners

- ▶ Major public venues have a need to promote their events at a scale that reflects the significance of the venue, and in a way that makes the promotion visible from the broader Darling Harbour precinct.
- ▶ Major venue tactical signage will only be considered for venues that provide a community entertainment/educational type event, and is not for marketing retail or commercial enterprises or products.
- ▶ The activity must originate from the venue management itself.

- ▶ Tactical signage is to be integrated with the infrastructure of each building, so that it does not appear as an ad hoc add-on but fits within the architecture of the building.
- ▶ The scale of the signage is to suit the scale of the building and its setting.
- ▶ Signage infrastructure is to be designed so that the sign is kept below the roofline of the building and contained within the building curtilage.
- ▶ To further expand the opportunities for presenting offers there are many under utilised building walls that lend themselves to the creation of 'display windows' presenting various promotional materials.
- ▶ A development application is required to erect the signage infrastructure if it does not currently exist, but a DA is not required for the placement of signage content within the approved infrastructure.

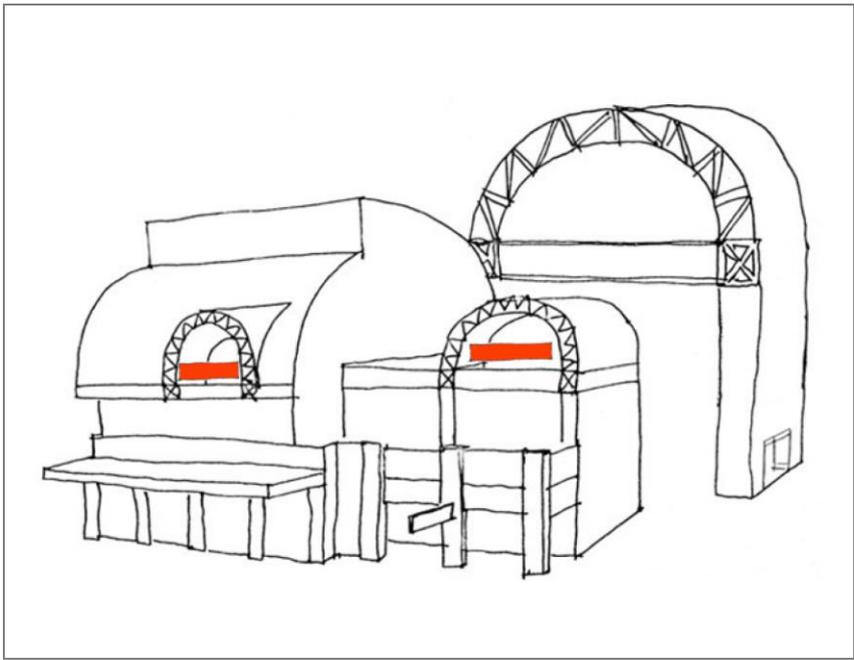


FIGURE 3: Location for major venue banners

## 5.2 Retail shopfront windows displaying sales and special offers

- ▶ Applies only to retail shopfront windows that directly front the public domain.
  - ▶ Shopfront windows can be utilised to present promotional messaging of sales and special offers provided directly by the shop.
  - ▶ A maximum 25% of window glazing only to be covered with promotional material.
  - ▶ Accordingly, tenants need to be mindful of this opportunity when designing shop fitouts
- ▶ that replace fixed glazed doors with concertina doors.
  - ▶ There is no restriction on displays within the shopfront display area itself, other than the usual limitation that the promotion of goods and services within window displays must be available from the shop,( i.e. no third party promotions.
  - ▶ All graphics to be of a professional standard.

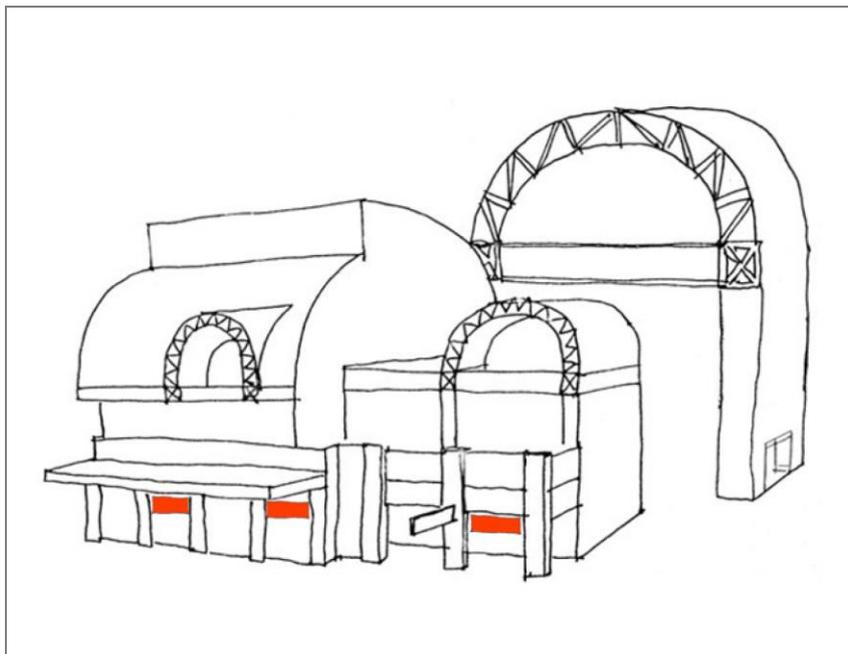


FIGURE 4:

Location for retail promotional display

### 5.3 Cafe, restaurant and bar signage

- ▶ Daily specials can be displayed on menu boards at the entrance to outdoor seating areas associated with restaurants, cafes and bars, provided the menu boards are consistent with the provisions of the Darling Harbour Commercial Outdoor Seating Policy.
- ▶ Refer to the Darling Harbour Commercial Outdoor Seating Policy 2007 for further details regarding menu boards.

### 5.4 Land-based water leisure providers signage

- ▶ Shop front windows can be utilised to present promotional messaging of sales and special offers provided directly by the shop.
- ▶ A maximum 25% of window glazing may be covered with temporary promotional material.
- ▶ Tenants need to be mindful of this opportunity when designing shop fitouts that replace fixed glazed doors with concertina doors.
- ▶ Small projecting wall signs will have a maximum projection up to a nominal 500 mm and determined on the basis of minimising disruption to passing pedestrian flows.
- ▶ All graphics to be professionally designed.

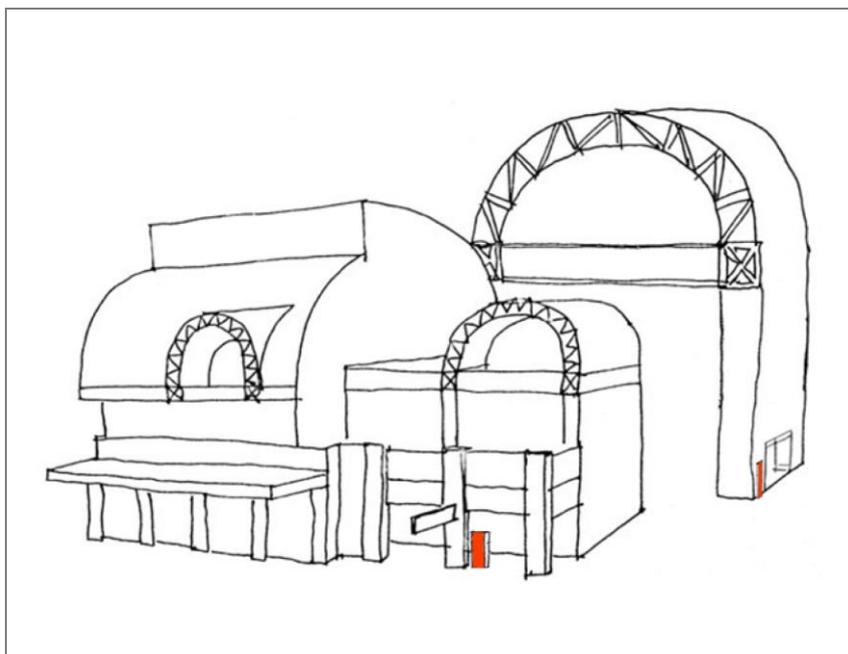


FIGURE 5:

Location for menu sign

## 5.5 Examples of commercial promotional signage

### 01

#### Example of major venue banner sign

- › Promotional sign is well integrated with the building structure.
- › Located at key nodal point.



### 02

#### Example of major venue banner sign

- › Located at key entry and circulation nodal point.
- › Consistent with graphic and corporate design.



## 03

### Example of retail shop front signage

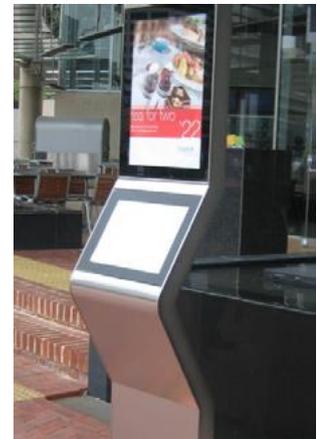
- › Promotional material relates to products which are able to be purchased from the shop.
- › Promotional material to cover up to 25% of window area.



## 04

### Example of menu sign

- › Only one menu board is permitted per entry to the tenancy.
- › Daily specials can be displayed on menu boards at the entrance to outdoor seating areas associated with restaurants, cafes and bars.



## 6 Precinct public domain infrastructures

### 6.1 Flag pole and pylon banner signage

- › Fixed to the Western Distributor pylons at a height appropriate for good visibility, while maintaining a safe clearance for passing pedestrians.
- › Banners will be available to tenants on a commercial basis.

### 6.2 Metrolite cabinets' 'What's On' signs

- › To provide Darling Harbour management with a means of communicating to pedestrians 'What's-on' information within the precinct.
- › Darling Harbour management to promote current and upcoming community events and activities usually presented on a seasonal rotational timeframe.

### 6.3 Commercial metrolite cabinets

- › These signs are available for both Darling Harbour tenants and external advertisers on a user pays basis.

### 6.4 Billboards

- › Third-party advertising is permitted, and is to be in accordance with the requirements of SEP 64.

### 6.5 Marine-based business signage

- › These provisions apply to businesses that operate on the water, have no fixed trading address and rely on visibility and presence at the Darling Harbour shoreline to promote their services to potential customers.

- › Information can be displayed in custom designed cabinets provided by the Authority.
- › The use of these cabinets will be subject to negotiation with the Authority, and access to the cabinets will be managed under a Memorandum of Understanding.
- › Cabinets will show the name of the wharf.
- › Cabinets will be positioned perpendicular to the shoreline. Signs will be coordinated with other public domain fixtures and should be placed to minimise disruptions.

## 6.6 Examples of precinct public domain infrastructure

### 01

#### Examples of Western Distributor pylon signage

- › Good visibility while maintaining a safe clearance for passing pedestrians.
- › Promotes community activities and Authority events.
- › Provide tenants with the opportunity to promote their own events and special offers on a commercial basis.



### 02

#### Example of banners

- › Available for event promotion.



### 03

#### Example of commercial metrolite cabinet

- › Communicates commercial promotions and information.



## 6.6 Examples of the Authority's precinct public domain infrastructure

### 04

#### Example of 'What's On' sign

- › Communicates information about events and activities within the precinct.



### 05

#### Example of marine-based business signage

- › Displays contact details, types of products and services offered, timetables and any other special promotional information.
- › Identifies the wharf.



### 06

#### Example of billboard



## 7 Construction hoardings

- › The requirements for the extent of hoarding signage will depend on the profile of the construction site and its exposure in the public domain.
- › Hoarding graphic artworks and interpretive signage can promote both the development and the precinct generally.
- › Graphics will assist with minimising vandalism of construction hoardings and should be designed accordingly.
- › Design should consider the composition of information and imaginative graphic promotion.

### 7.1 Examples of construction hoardings

# 01

Example of construction hoarding

- › Effective means of precinct promotion.



# 02

Example of construction hoarding

- › Effective means of reducing the impact of major construction works.



## 8 Building signage strategy supplementary information

In addition to the provisions of the Darling Harbour Commercial Signage Policy, each building owner is required to develop a building signage strategy, the strategy, which should also include but not be limited to, the following:

- ▶ Detailed analysis of the building.
- ▶ Detailed analysis of the urban context, including view catchment, adjacent structure or buildings, approach and entry circulation.
- ▶ Annotated elevations of the building or venue, showing locations and size of building naming signs.
- ▶ Guidelines for business naming signage.
- ▶ Specifications for materials, colour and illumination.
- ▶ Principal leaseholders and their consultants are also encouraged to discuss draft strategies with the original venue designer.

## 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.

### DOP

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.

## Appendix 3 Assessment process





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