



# The Rocks Commercial Signage Technical Manual 2013



TOOHEYS OLD

TOOHEYS NEW

JAMES SQUIRE AMBER ALE

Accommodation

GUINNESS



## Contents

<b>1</b>	<b>Introduction</b>	2
<b>2</b>	<b>Application of this manual</b>	3
<b>3</b>	<b>Approval procedures</b>	4
<b>4</b>	<b>General principles</b>	5
<b>5</b>	<b>Typical examples</b>	7
5.1	Acceptable signs	7
5.2	Unacceptable signs	14
<b>6</b>	<b>Signage applications</b>	16
<b>7</b>	<b>Permissible sign types: guideline sheets</b>	18
<b>8</b>	<b>Specifications</b>	47
	<b>Appendix 1</b>	50
	<b>Appendix 2</b>	52

See also: The Rocks Signage Policy 2013

Policy created: 2002

Policy reviewed: 2004

Policy reviewed and  
technical manual separated: 2006

Technical manual reviewed: 2009

Technical manual reviewed: 2013

## 1 Introduction

This document is a technical manual for the design and installation of commercial signage in The Rocks. The manual is intended to encourage and guide well designed and positioned signs that will assist tenants to promote their business and reflect and reinforce the heritage values of The Rocks. Well designed and targeted signs will deliver a clear understanding of a business or a destination and encourage dialogue between commercial operators and patrons of the precinct.

This technical manual was first adopted by the Authority in 2002 and amended in 2004, 2006, 2009 and 2013.

Commercial signage proposals (including temporary signs) require approval, initially from the Authority as the land owner and from the relevant consent authority under the *Environmental Planning and Assessment Act, 1979*.

The Authority has a responsibility as property manager of The Rocks to ensure that signage proposals:

- > respond to the commercial needs of its tenants
- > respect the heritage streetscapes and fabric of The Rocks
- > protect the building assets of The Rocks
- > enhance the overall commercial and visitor environment of The Rocks
- > provide a safe and accessible environment
- > promote good design and quality craftsmanship.

This technical manual has been prepared to guide tenants, their consultants and fabricators, to design and construct quality signage. The manual has been structured into:

- > approval procedures
- > principles underpinning the technical provisions, with illustrative examples
- > information sheets outlining design guidelines for a range of commercial applications.

## 2 Application of this manual

This manual may not address all signage types. Any applications not addressed by this manual 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 manual. However, if an applicant has a proposal for commercial signage that is inconsistent with the manual 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.

### 3 Approval procedures

All external and internal signage which impacts on the public domain, other than exempt and complying real estate signage and temporary promotional signage, requires landowner's consent and development consent.

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.

This manual will be applied by the manual will be applied by the Authority in its determination of landowner's consent

for development applications. While the Authority may provide landowner's 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 their own determination. Proponents are encouraged to meet with the Authority's property managers for initial guidance.

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 place manager.

#### A development application for signage will normally comprise

##### Step 1

- signed landowner consent form

##### Step 2

- completed development application form

##### Step 3

- inventory and / or drawings and photographs describing and locating existing signage

##### Step 4

- scaled plan and elevations including details, a three dimensional representation of the proposal, details of fixings and any remote illumination (if proposed). Drawings and elevations should be at 1:100 scale, details at 1:20 scale

##### Step 5

- details of the materials, graphics and colours of the sign

##### Step 6

- Statement of Environmental Effects (including a Heritage Impact Statement) assessing the visual, physical and interpretive impact of the sign on the heritage precinct, streetscape and/or building and the physical impact on its heritage fabric.

Prior to Landowners Consent being sought, the proponent will seek an initial consultation with the Authority who will advise on the the merits of the proposal and the most appropriate Guideline to follow.

The proponent will need to liaise with the appropriate development assessment authority to fully determine their requirements for a development application.

## 4 General principles

The principles underpinning this manual are strongly informed by the heritage significance of The Rocks Precinct. Accordingly, the Australia ICOMOS Burra Charter principles relating to the introduction of new materials into an historically significant precinct, will be followed. In summary, effective commercial signage should:

- > provide a point of difference between adjoining businesses
- > be in harmony with the overall character of the precinct, and complement the historic character of the building on which it is mounted
- > reflect the tenant's business branding
- > not obscure or damage the architectural features or fabric of the place
- > not seek to imitate historical styles.

### In practical terms, the following guidelines should be observed

#### a. Overall character

- The design and size of signs should not dominate the architectural character of the building and should respond appropriately to the historic character of the streetscape.

Presentation should read as a simple painted sign i.e. signage on a slim material of traditional rectangular or square proportions with a strong contrast between the lettering and the background colours.

Contemporary fonts without serifs is encouraged.

While the proportions of the sign board should be traditional, details such as edge mouldings are not essential but a distinctive margin between the lettering and the edge of the sign should be maintained.

#### b. Naming

- Shingle signs should be a simple and straightforward reference to the name and/ or use of the tenancy, avoiding references to products retailed, however evocative symbols of a business, such as a mortar and pestle for a chemist would add character. Product advertising is not permitted, nor other off-site business names. Each tenancy may add its website, email identification and phone number to the wall plaque, shop front window or menu plaque signs but not on the shingle sign. The use of logos and universal symbols are encouraged.

#### c. Systems

- Where a number of tenancies occupy the same building or row of terraces, consistency of fixing methods and lighting is required. Sign size can vary up to the maximum sizes determined for a particular type of building. Sign shape can vary but must be mindful of adjoining signs and not overly dominate to the detriment of others. Consistency in signs between neighbouring buildings which have a common traditional or contemporary architectural language is also encouraged.

**In practical terms, the following guidelines should be observed**

d. Materials

- Signage should be constructed from materials which are sympathetic to the historic character of The Rocks, specifically metal sheet, painted masonry, painted or stained wood or engraved metal plaque. Generally all these materials and finishes are characterised by their non reflectivity. Moulded plastics are to be avoided.
- 

f. Colours

- Colours can reflect a business corporate colour scheme and brand but needs to avoid fluorescence colours or reflective materials. A good starting point for background colour is the heritage paint samples supplied by major paint companies.
- 

g. Fixings

- Fixings should be designed as finely detailed elements with a contemporary character. Raw metals are to be avoided but painted to be subservient to the sign itself. Fixings are to minimise damage to the fabric. Where the fixing is into masonry (stonework or brickwork), stainless steel lugs should be used and fixed into the mortar joints. All decorative forms, mouldings or other distinguishing features of a building must not be obscured by signs.
- 

h. Illumination

- Signs are not be internally illuminated, such as light boxes or neon. While the use of ambient street lighting is preferred, external surface lighting from concealed low voltage mini spots, ie under awnings or feature surface mounted lights may be acceptable. The lighting of signs should be discrete. Halo or backlit type signs are preferred to contrast the letters with the light and spill light softly onto the building. The method of fixing light cables onto or through the building will be a significant consideration in the Authority's determination as to whether this option is available. Lighting will not be permissible where it impacts on the heritage fabric or presentation of the place. Positioning signs close to existing public domain lighting is encouraged.
- 

i. Disability access

- Size and positioning of text and graphics should 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.
-

## 5 Typical examples

### 5.1 Acceptable signs

A range of acceptable signage examples are shown on the following pages. These examples illustrate signage that meets the Authority's overall objectives and in some cases demonstrate innovative alternatives that have produced acceptable results.

# 01

#### Wall-mounted sign (WP1)

- > All fixings into mortar joints.
- > Background plaque allows individual tenancy designs to change.
- > Plaque set proud of building face
- > Successful combination of stainless steel and brass.



# 02

#### Free-standing placards (RP1)

- > Temporary promotional signage.
- > Allows for content to be replaced.
- > Continues the "language" of the building.
- > Replaces role of unapproved "A" frame signs.



## 5 Typical examples continued

### 03

#### Sill-mounted signs

- > Non reflective, metallic finish is consistent with robust, utilitarian aspect of The Rocks.
- > Unconventional sill mounting is sympathetic to overall building style.
- > Backlit cutout letters provides subtle illumination.



### 04

#### Shingle signs (SS2)

- > Smaller shingle signs of a scale appropriate to narrow lanes.
- > Co-ordinated background colours to signs.



### 05

#### Multiple tenancy shingle signs (SS3)

- > Consistency of shingle design background to complement building but allowing individual business graphic style and colour.



## 06

### Shopfront signs (SW1)

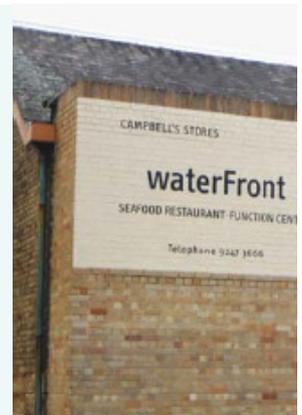
- > Minimal and restrained graphics.
- > Consistency of lettering style.
- > Corporate graphic style.



## 07

### Painted mural signs

- > Consistency of graphic style.
- > Overall format / setout suits end elevation of the building.
- > Signage does not overwhelm building or streetscape.



## 08

### Under awning signs (SU1)

- > Light lettering, dark background.
- > Traditional colour used for background.



## 5 Typical examples continued

09

### Side fascia sign (PF1)

- > Painted sign in building name panel.
- > Traditional colour used for background.



10

### Backlit business name sign

- > Can be considered for appropriate wall mounted situations.



11

### Fascia sign (PF2)

- > Dark lettering, light background.
- > Traditional colour used for background.



# 12

## Painted wall signs

- > Painted sign between windows or over doorway.
- > Simple design and graphics.
- > Background colour is consistent with heritage palette.
- > Good proportion of overall sign shape.



# 13

## Menu board (WP3)

- > Location fits architectural form.
- > Capable of menu changes.
- > Internal lighting.



# 14

## Shopfront window signs (HS1)

- > Minimal and restrained graphics.
- > Consistency of lettering style.
- > Corporate graphic style.



# 15

## Liquor licensing signage

- > Statutory information neatly presented as opposed to ad hoc (see example 05 in Unacceptable signage).



# 16

## Temporary promotional hotel signs

- > Standard fixed background set between windows and/or doorway.
- > Good proportion of overall sign shape.
- > Background colour is consistent with heritage palette.
- > Changeable design and graphics.



# 17

## Bracketed wall-mounted sign with lighting

- > Minimal fixing points.
- > Effective use of lettering to maximise the effect for night visibility.
- > Minimal light source.



# 18

## Various construction hoardings

- > Imaginative graphic promotion of tenancy.



# 19

## Various construction hoardings

- > Graphic formatting to credit project team.
- > Project illustration.
- > A considered composition of information.



# 20

## Temporary promotional shopfront window signs

- > Limited extent of window coverage.
- > For limited duration and number of occasions.



## 5 Typical examples continued

### 5.2 Unacceptable signs

The following signs and associated works will not be permitted in The Rocks precinct:

- > Internally illuminated signage and neon signs
- > Sandwich boards or "A" frame signs
- > Mobile Billboards (truck or trailer mounted)
- > Signs advertising any off-site businesses or 3rd party products
- > "Roof Top" or "sky" signs
- > Flat or moulded plastic or fibreglass signs
- > Sponsorship signage (e.g. on umbrellas, in shopfronts or on temporary fences)
- > Tubular neon, fluorescent or optical fibre signage
- > Signs requiring chasing of original fabric for conduits
- > Signs with lurid fluorescent colours
- > Gimmick naming signs such as inverted signs
- > Reflective acrylic signs
- > Flashing or moving signs
- > Removable signs in the public domain
- > Banners, other than those outlined under Manual L, mounted on the buildings
- > Mobile billboards mounted on trailers
- > Awning mounted signs.

Examples of unacceptable signage are illustrated below.

01

**Sandwich boards**



02

**Illuminated signage inside shop windows**

- > Includes flashing, moving sign or neon lighting.



# 03

**Light box styled lettering**



# 04

**Internally illuminated signs**



# 05

**Liquor licensing signage**

> Statutory information presented in ad hoc fashion (see example 15 in Acceptable Signage).



## 6 Signage applications

This manual has been formulated to respond to the different building and street typologies which exist in The Rocks. These typologies are generated by a combination of street width, building height and façade type as described below and located in plan at Fig 2 and Fig 3. Particular signage applications for restaurants, temporary signs and construction sites are also addressed.

### **A: Facades to narrow streets, lanes and passages**

Applies to commercial / retail frontages without awnings, up to 4 storeys high, along the narrower streets in the precinct. Refer to Manual A.

### **B: Facades to wide streets**

Applies to commercial / retail frontages without awnings, up to 6 storeys high, along the wider streets in the precinct and includes warehouses, commercial office buildings. Refer to Manual B.

### **C: Terraces with party walls**

Applies to terrace rows characterised by party walls and set back from walls. Refer to Manual C.

### **D: Terraces with cantilevered balconies**

Applies to two storey terrace rows characterized by cantilevered timber balconies at first floor levels e.g. Playfair Terraces. Refer to Manual D.

### **E: Shopfronts generally**

Applies to shopfronts with display windows. Refer to Manual E.

### **F: Awnings and fascias**

Applies to frontages with awnings and verandahs. Refer to Manual to F.

### **G: Restaurant menus**

This applies to menus displayed outside restaurants/ cafes etc. Refer to Manual G.

### **H: Temporary signs and temporary promotional shopfront window sign**

This applies to all commercial businesses including real estate signage. Refer to Manual H.

### **I: Construction site hoardings**

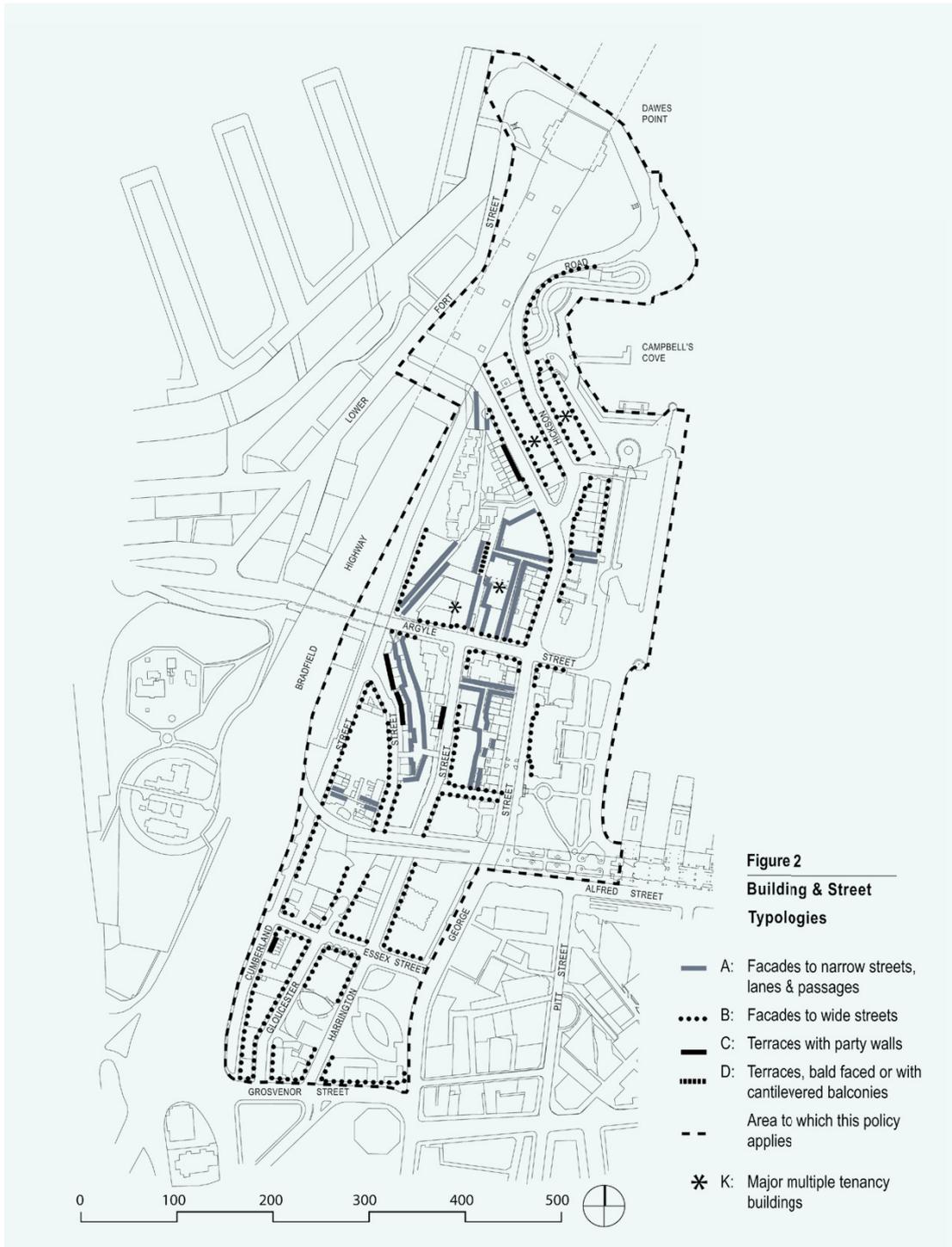
This applies to temporary hoardings around construction or archaeological sites. Refer to Manual I.

### **J: Tall building signage**

Applies to the area of The Rocks that is south of the Cahill Expressway and contains a number of buildings over 6 storeys in height. Refer to Manual J.

### **K: Major multiple tenancy building signage**

Applies to Argyle Centre, Metcalfe Arcade and Campbell's Stores.



## 7 Permissible sign types: guideline sheets

The following guideline sheets identify permissible signage types for each area of application.

Sign types comprise variations of shingle signs, wall plaques, painted signs, window signs, awnings and fascia signs, painted signs and removable or temporary signs.

The range of sign types available for each area of application is shown on the Summary Sheet and in the Compendium of Sign Types (Fig 3) following. Detailed Guideline Sheets for each area of application include:

- > General guidelines
- > Technical sheet
- > Map showing area to which the guideline applies  
(Policies A,B,C and D only)

Dimensions shown on all technical sheets are **nominal** permissible sizes. The Authority will consider applications on their merits. In specific situations, a departure from the nominated permissible sizes to coordinate with other built elements or existing signage may be warranted.

All sign graphics are to be professionally designed and approved as part of the development application.



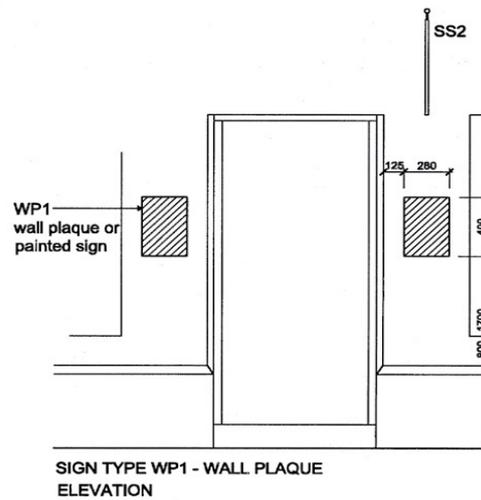
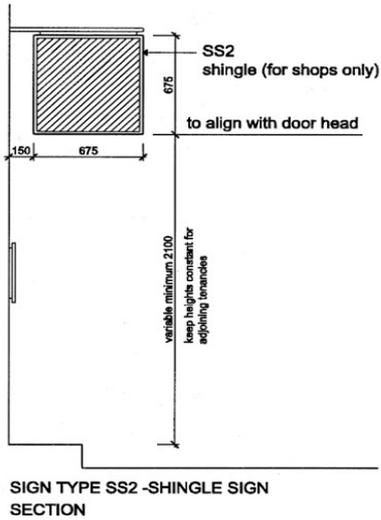
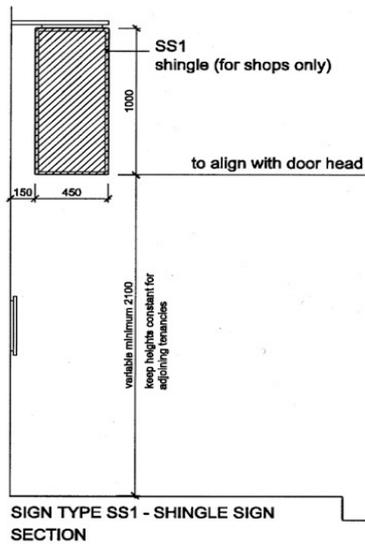
## Facades to narrow streets, lanes and passages

Sheet 1.3

Guideline A

<b>Application</b>	This policy applies to Commercial building frontages generally and including former warehouses, coach houses and shops (historic and contemporary) and other buildings up to 4 storeys high without awnings located along the narrower streets in the precinct. The area to which the policy applies is shown on sheet A 3/3.
<b>Policy objective</b>	<p>To regulate signage for retail and commercial premises;</p> <ul style="list-style-type: none"> <li>• to preserve spatial character of streets;</li> <li>• to preserve the characteristic Rocks skyline as seen from external vantage points, and to distinguish it from the Sydney skyline generally;</li> <li>• to provide reasonable exposure for building / tenant identification; and</li> <li>• to promote good contemporary design in The Rocks, sympathetic to its heritage qualities.</li> </ul>
<b>Permissible sign types</b>	<p>SS1 shingle signs 675 x 675* min. 4m centers</p> <p>SS2 shingle signs 450 x 1000*</p> <p>WP1 wall plaque 280 x 400*, or alternatively WP4 menu plaque</p> <p>*Dimensions in mm (w x h) are recommended maximum size.</p>
<b>Number of Signs</b>	Maximum one shingle and one wall plaque per tenancy.
<b>Illumination</b>	Indirect back-lit cut-out plaques will be considered in some areas.
<b>Specifications</b>	<p>For plaque details and fixings into masonry and stone, refer to specification note 1.</p> <p>For details and fixing of shingle signs, refer to specification note 2.</p>
<b>Notes</b>	<p>All graphics to be professionally designed and approved as part of the development application.</p> <p>Wall plaque signs may be converted to menu type signs to provide flexibility for variable messages, promotional sales and the like.</p>

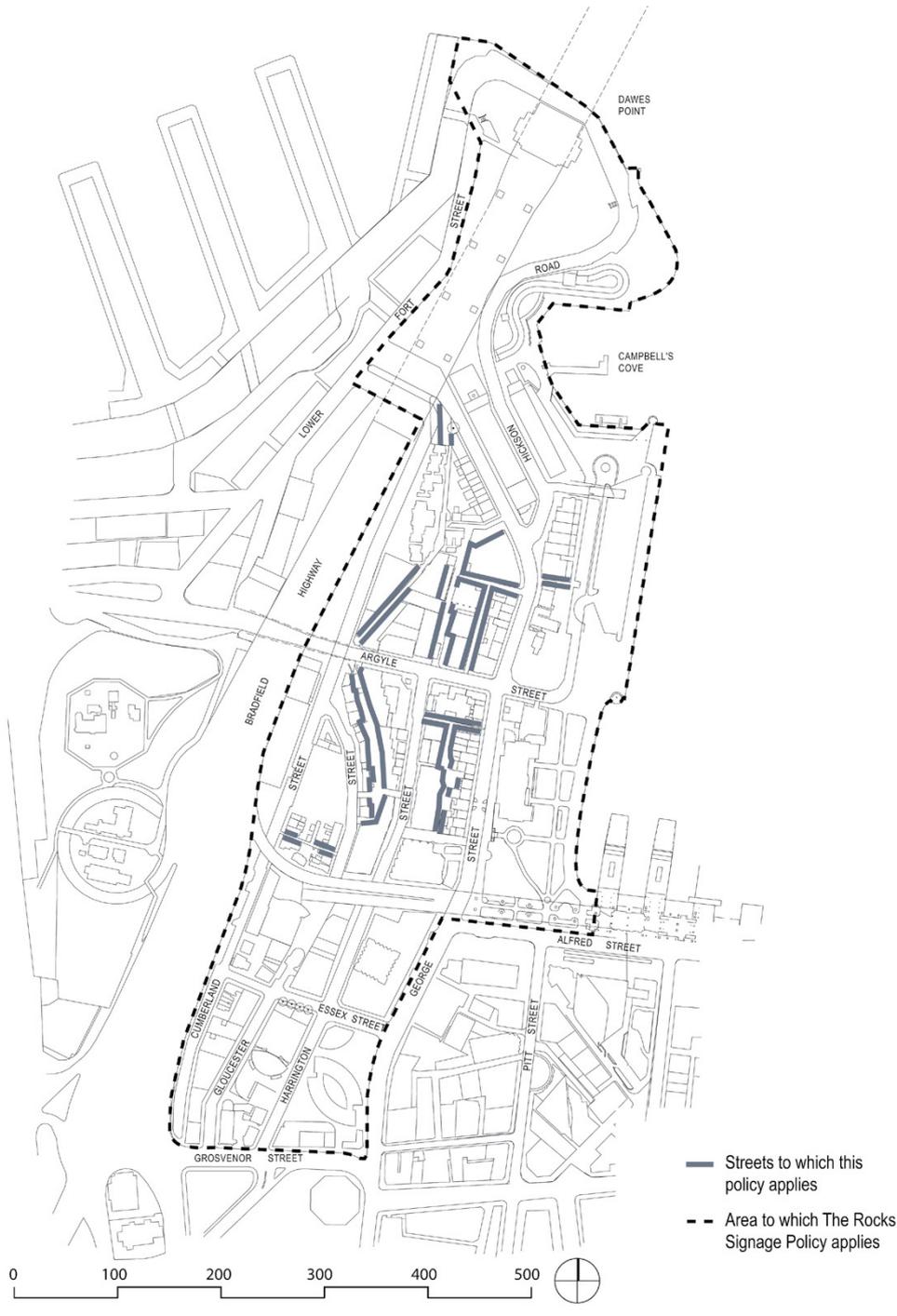
Facades to narrow streets, lanes and passages Sheet 2.3 Guideline A



Facades to narrow streets, lanes and passages

Sheet 3.3

Guideline A



Facades to wide streets Sheet 1.3 Guideline B

**Application** This policy applies to commercial retail building frontages without awnings, up to 6 storeys high, located along the wider streets and avenues of the precinct. This includes former warehouses and commercial office buildings. The area to which this policy applies is shown on sheet B 3/3

- Policy objective**
- To regulate signage outside retail and commercial premises;
  - to preserve spatial character of streets;
  - to preserve the characteristic Rocks skyline as seen from external vantage points, and to distinguish it from the Sydney skyline generally;
  - to provide exposure for building / tenant identification; and
  - to promote good contemporary design in The Rocks, sympathetic to its heritage qualities

**Permissible sign types** Maximum size: 500 x 1200

SS3 Shingle signs 650 x 1200\* min. 6m centers

WP1 Single tenancy wall plaque 280 x 400\*

WP2 Multiple tenancy wall plaque\*\* 500 x 1200\* \*\*, or alternatively WP4 menu plaque

\*Dimensions in mm (w x h) are recommended maximum size.

\*\*Multiple tenancies can be listed on separate panels mounted onto the main plaque.

**Number of Signs** Maximum one shingle and one wall plaque per tenancy.

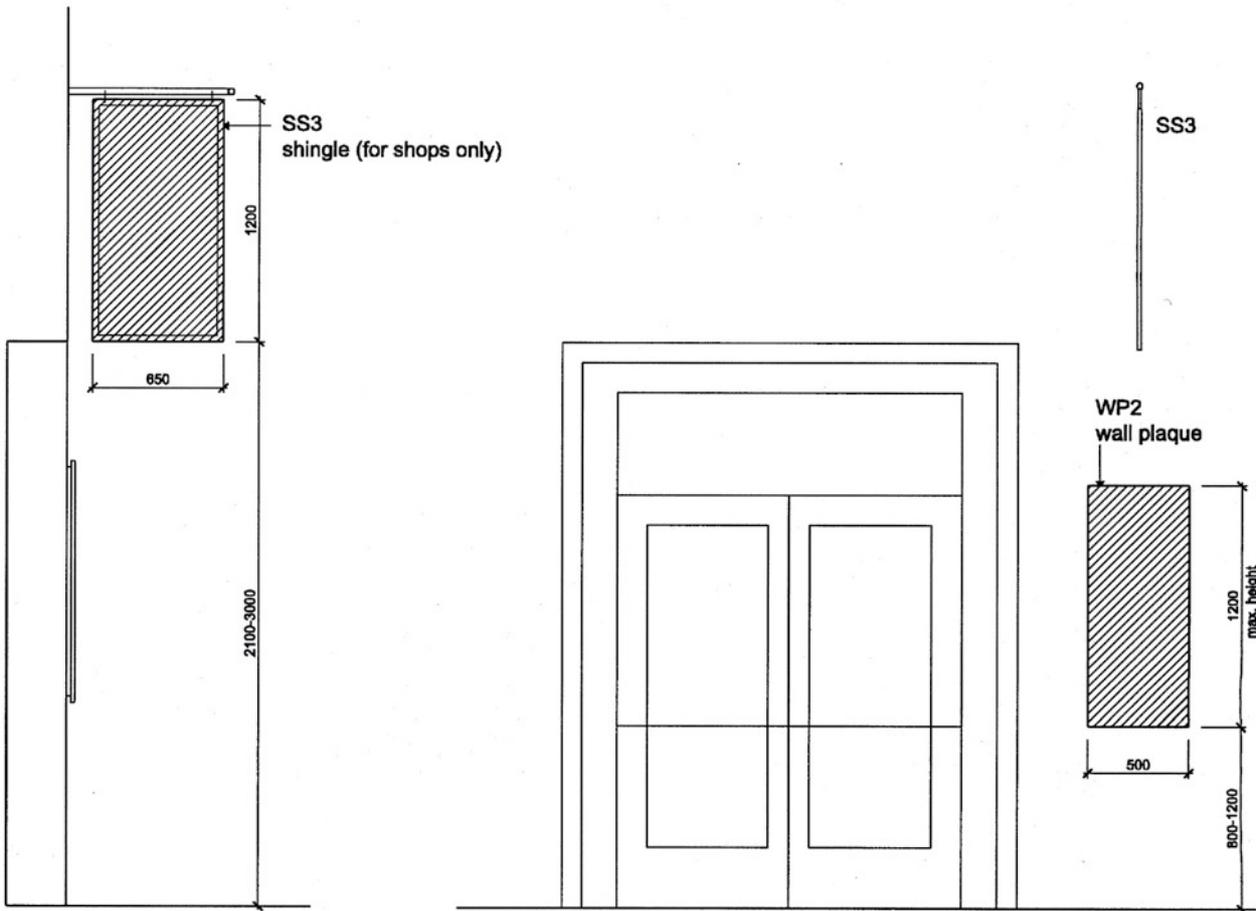
**Illumination** Preferably no lighting, but indirect lighting from behind plaques may be considered.

**Specifications**

- For plaque details and fixings into masonry and stone, refer to specification note 1.
- For details and fixing of shingle signs, refer to specification note 2.

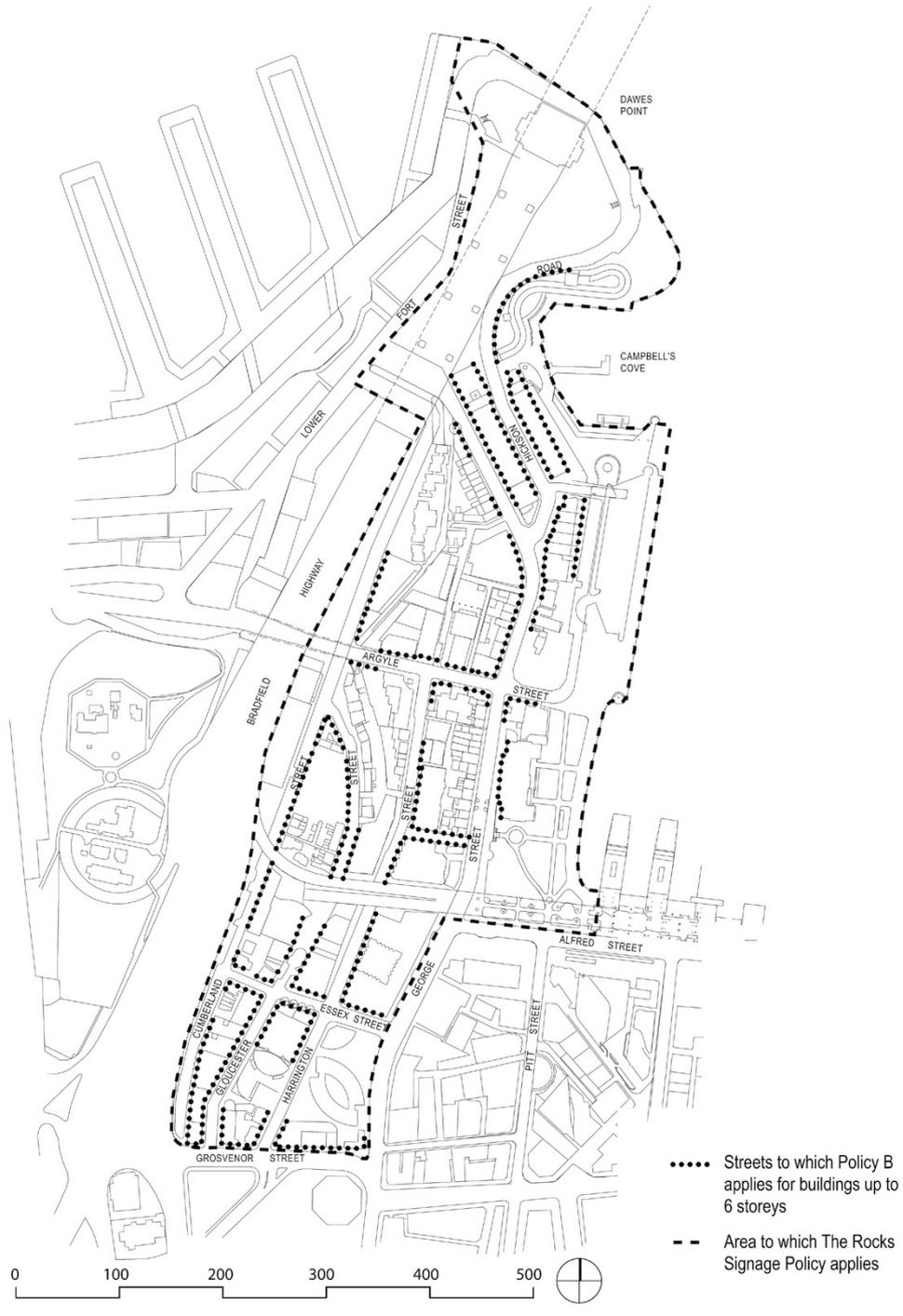
**Notes**

- All graphics to be professionally designed and approved as part of the development application.
- Wall plaque signs may be converted to menu type signs to provide flexibility for variable messages, promotional sales and the like.



SIGN TYPE SS3 - SHINGLE SIGN SECTION

SIGN TYPE WP2 - WALL PLAQUE ELEVATION



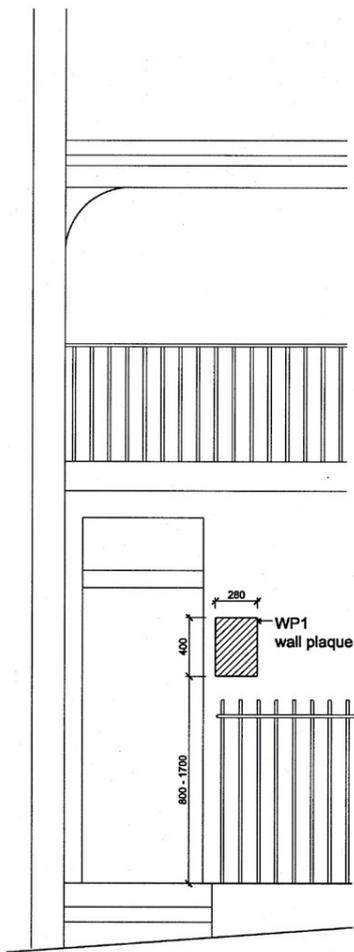
## Terraces with party walls

Sheet 1.3

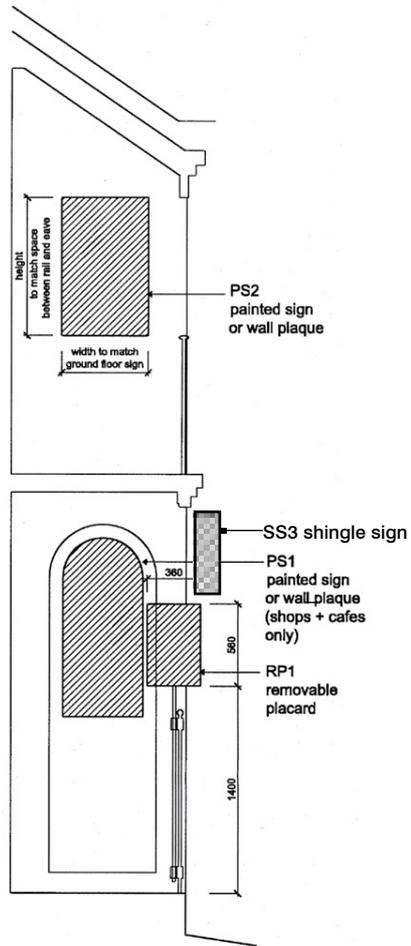
Guideline C

<b>Application</b>	Limited application where terraces are characterized by verandah set back with expressed party walls. e.g. Sergeant Major's Row. The area to which this policy applies is shown on sheet C3/3
<b>Policy objective</b>	<ul style="list-style-type: none"> <li>• To enhance the characteristic rhythm of terrace house party walls;</li> <li>• to maintain the integrity of the original structures;</li> <li>• to provide reasonable exposure for building / tenant identification; and</li> <li>• to promote good contemporary design in The Rocks, sympathetic to its heritage qualities</li> </ul>
<b>Permissible sign types</b>	<p>WP1 Front wall plaque, max. 280 wide x 400 high, fixed as shown in Specification Note 1 (one only per tenancy), or alternatively WP4 menu plaque</p> <p>PS1 Painted sign on party wall, to be limited to one side of the party wall.</p> <p>PS2 Painted sign on plaque. Signage on one side only, to be consistent with entire terrace row, plaque to be fixed into niche or on surface of party wall at both ground and first floor levels, as shown in sheet 2/3. (one only per building)</p> <p>SS3 Shingle signs 650 x 1200* min.</p> <p>RP1 Removable placard, max. 425 wide x 600 high, fixed to palisade fence as shown in sheet 2/3. This option is for temporary installations such as exhibition posters or restaurant menus.</p> <p>*Dimensions in mm (w x h) are recommended maximum size.</p>
<b>Number of Signs</b>	Maximum one of shingle and one wall plaque per tenancy
<b>Illumination</b>	Preferably no lighting, but indirect lighting from balcony soffit or from behind plaque may be considered.
<b>Specifications</b>	<ul style="list-style-type: none"> <li>• For plaque details and fixings into masonry and stone, refer to specification note 1.</li> <li>• For details and fixing of shingle signs, refer to specification note 2.</li> </ul>
<b>Notes</b>	<ul style="list-style-type: none"> <li>• All graphics to be professionally designed and approved as part of the development application.</li> <li>• Wall plaque signs may be converted to menu type signs to provide flexibility for variable messages, promotional sales and the like.</li> </ul>

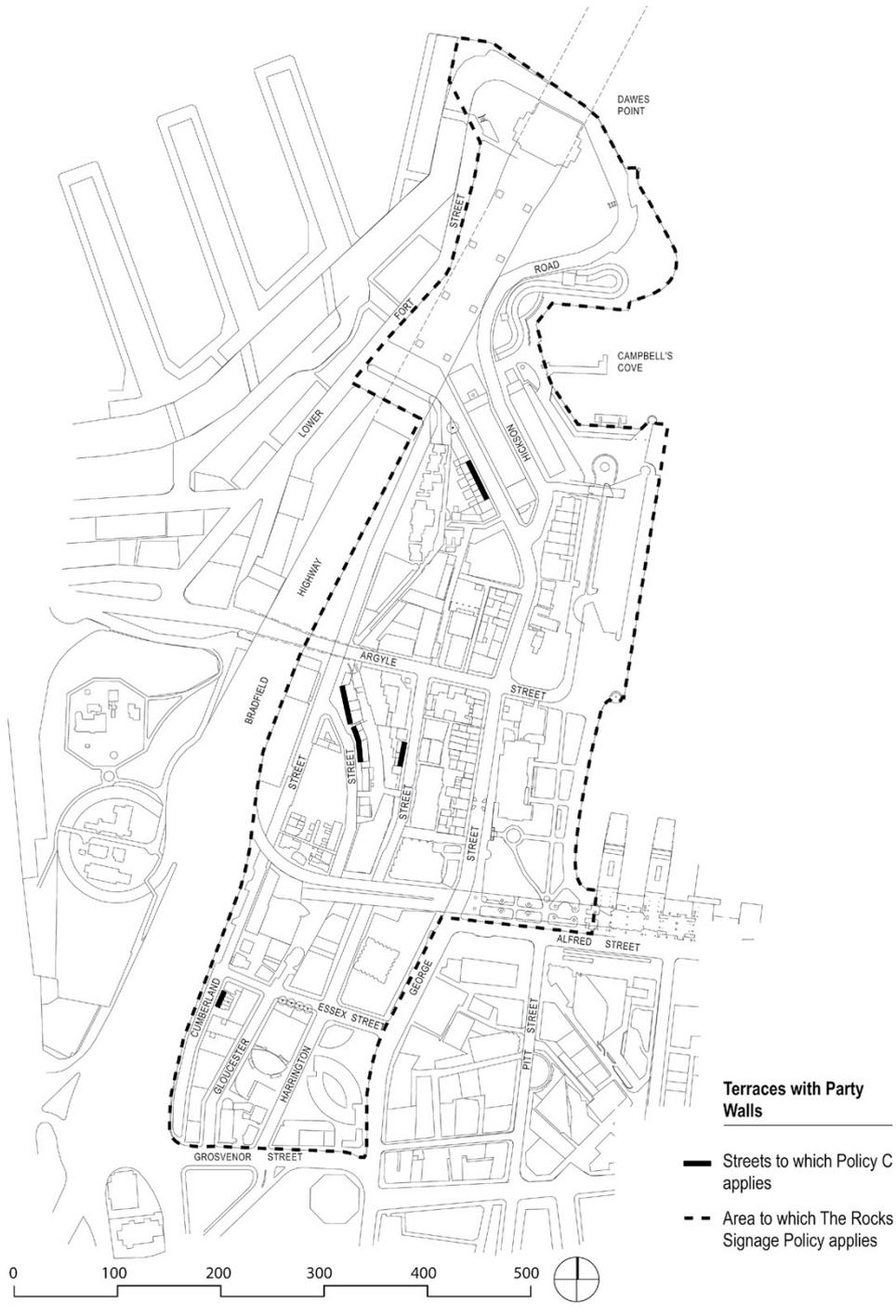
Terraces with party walls Sheet 2.3 Guideline C



SIGN TYPE WP1  
PART ELEVATION



SIGN TYPE PS1, PS2, RP1  
PART SECTION



Terraces with cantilevered balconies Sheet 1.3 Guideline D

**Application** This applies to simple two storey residential terraces with cantilevered timber balconies at first floor level. e.g. Playfair Terraces.

- Policy objective**
- To replace suspended signage fixed to edge of balcony;
  - to restore the characteristic prominence of the cantilevered balconies;
  - to provide reasonable exposure for building / tenant identification; and
  - to promote good contemporary design in The Rocks, sympathetic to its heritage qualities.

**Permissible sign types**

WP1 Front wall plaque, max. 280 wide x 400 high, fixed as shown (one per tenancy)

PS3 Wall plaque. Fixed to surface of first floor balcony dividing wall as shown in sheet 2/3, or alternatively painted sign.

SS4 Shingle, fixed to soffit of cantilevered balcony.

\*Dimensions in mm (w x h) are recommended maximum size.

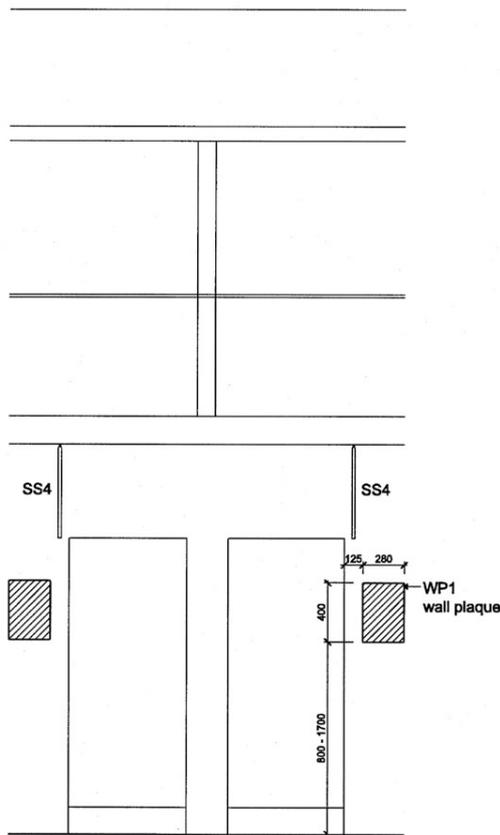
**Number of Signs** One only per tenancy

**Illumination** Preferably no lighting, but indirect lighting from balcony soffit or from behind plaque may be considered.

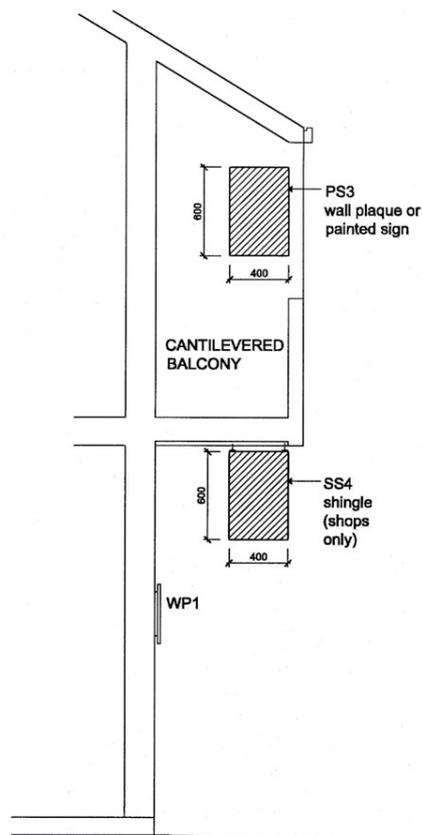
- Specifications**
- For plaque details and fixings into masonry and stone, refer to specification note 1.
  - For details and fixing of shingle signs, refer to specification note 2.

**Notes**

- All graphics to be professionally designed and approved as part of the development application.

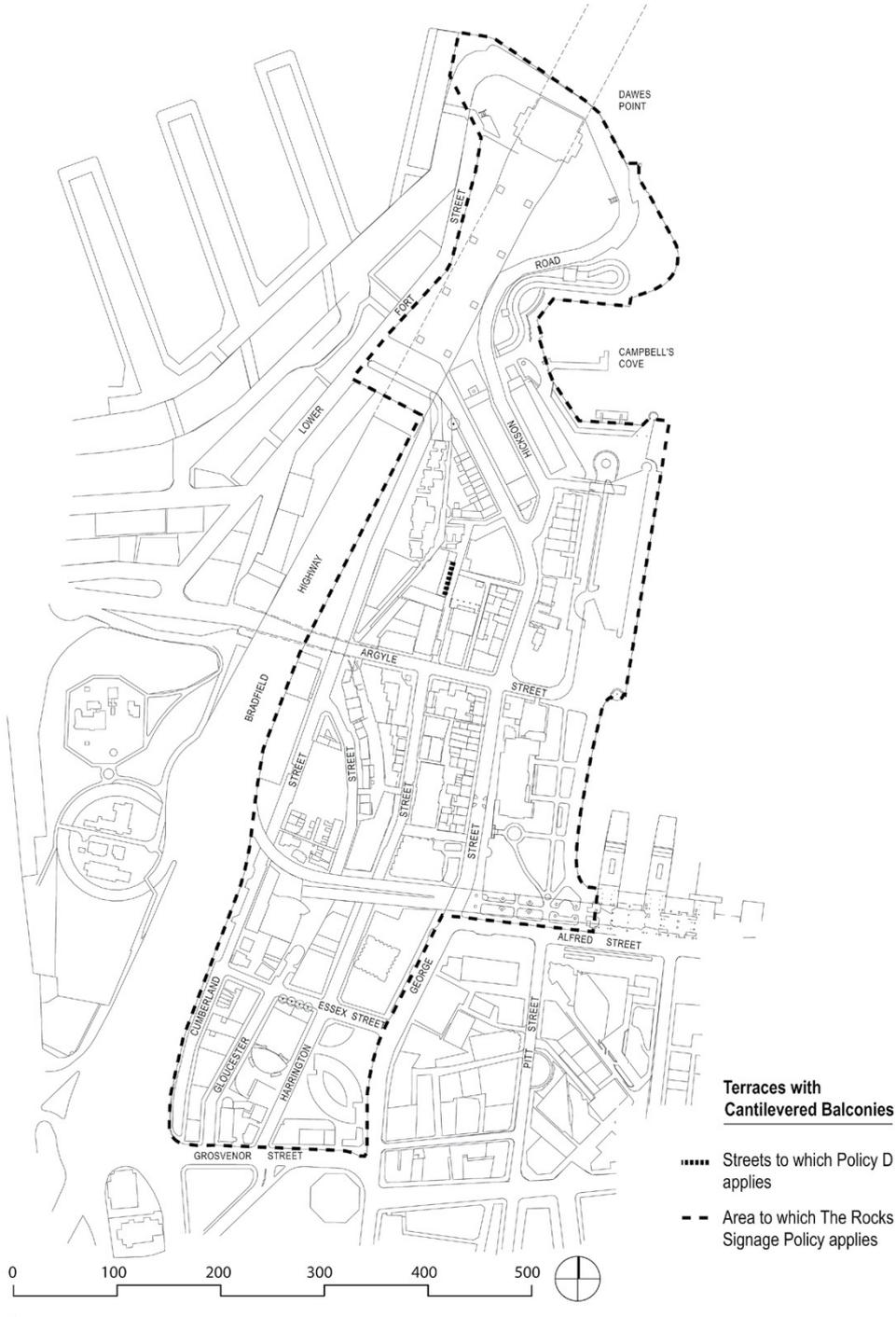


SIGN TYPE WP1  
ELEVATION



SIGN TYPE SS4, PS3  
SECTION

Terraces with cantilevered balconies Sheet 3.3 Guideline D



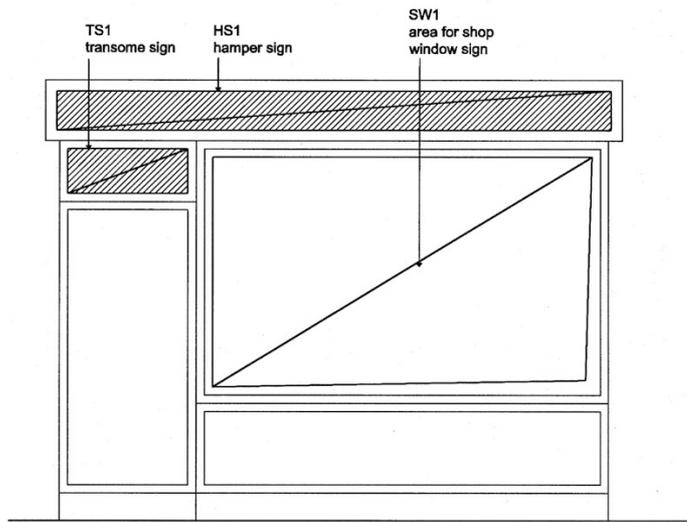
## Shopfronts

## Sheet 1.2

## Guideline E

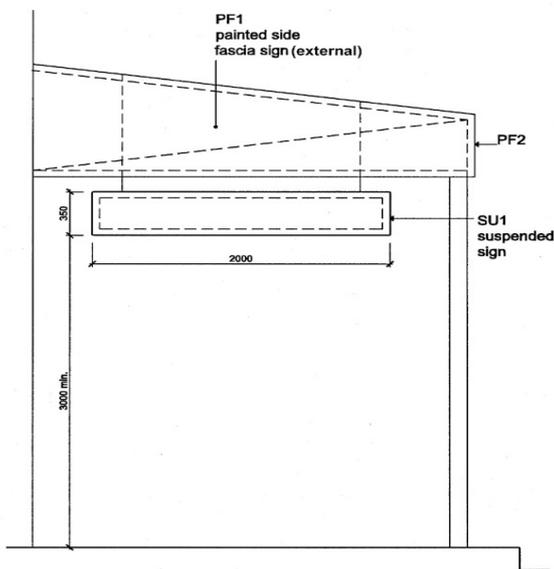
<b>Application</b>	Retail frontages with glass display windows.
<b>Policy objective</b>	<ul style="list-style-type: none"> <li>• To maintain integrity of shopfronts;</li> <li>• to provide reasonable exposure for building / tenant identification; and</li> <li>• to promote good contemporary design in The Rocks, sympathetic to its heritage qualities.</li> </ul>
<b>Permissible sign types</b>	<p>TS1 Painted transom panel above shop entry door, text should not exceed 80% of the available height, and should be limited to business name or street number.</p> <p>SW1 Signage on shop window, not more than 10% of glazed surface</p> <p>HS1 Hamper signage, not more than 80% of hamper area.</p> <p>Signage inside shop window should be at least 900mm inside glazing.</p> <p>Note: internally illuminated signage or flashing or moving signage is not allowed inside shopfronts.</p> <p>Restaurant menus inside shop windows (see Application G)</p> <p>*Dimensions in mm (w x h) are recommended maximum size.</p>
<b>Number of Signs</b>	One of each sign type per shopfront
<b>Illumination</b>	Limited to ambient lighting in the street and from inside the shop window
<b>Specifications</b>	
<b>Notes</b>	<ul style="list-style-type: none"> <li>• All graphics to be professionally designed and approved as part of the development application.</li> </ul>

Shopfronts Sheet 2.2 Guideline E

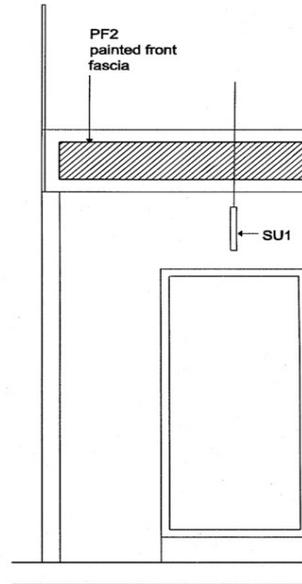


SIGN TYPE TS1, HS1, SW1  
STREET ELEVATION

<b>Application</b>	Awnings, verandahs and colonnades projecting from the main building face. Refer to Application E for policy relating to shop front windows, hampers and transoms.
<b>Policy objective</b>	<ul style="list-style-type: none"> <li>• To preserve character of projecting awnings;</li> <li>• to modulate street edges where defined by awning fascias;</li> <li>• to provide reasonable exposure for building / tenant identification; and</li> <li>• to promote good contemporary design in The Rocks, sympathetic to its heritage qualities.</li> </ul>
<b>Permissible sign types</b>	<p>SU1 Suspended signs to be max 2000wide x 350 high, limited to one for each tenancy or spaced at a maximum of 6m centers for longer frontages.</p> <p>PF2 Front fascia sign, painted text to be max 80% of available height.</p> <p>PF1 Side fascia sign, to match graphics on street front fascia and positioned to suit the shape of the fascia.</p> <p>*Dimensions in mm (w x h) are recommended maximum size.</p>
<b>Number of Signs</b>	One suspended sign and front fascia sign per shopfront. One side fascia sign per external exposed side fascia.
<b>Illumination</b>	Indirect from soffit of awning for suspended signs only.
<b>Specifications</b>	
<b>Notes</b>	<ul style="list-style-type: none"> <li>• All graphics to be professionally designed and approved as part of the development application.</li> </ul>



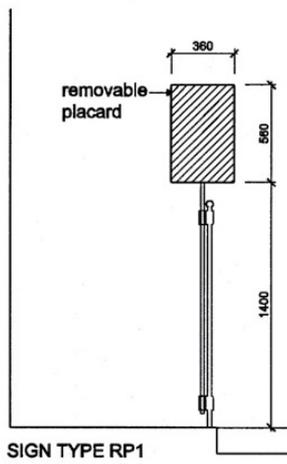
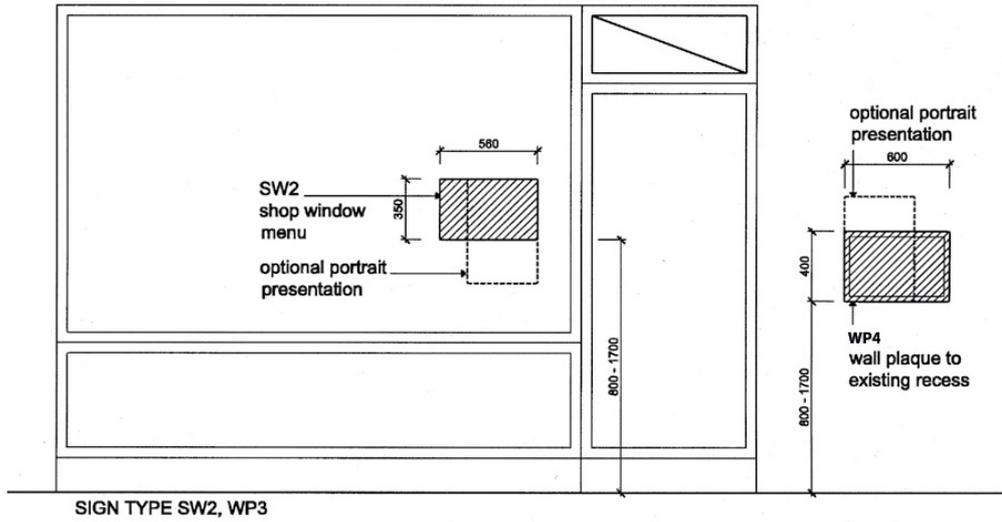
**SIGN TYPE SU1, PF1  
SIDE ELEVATION**



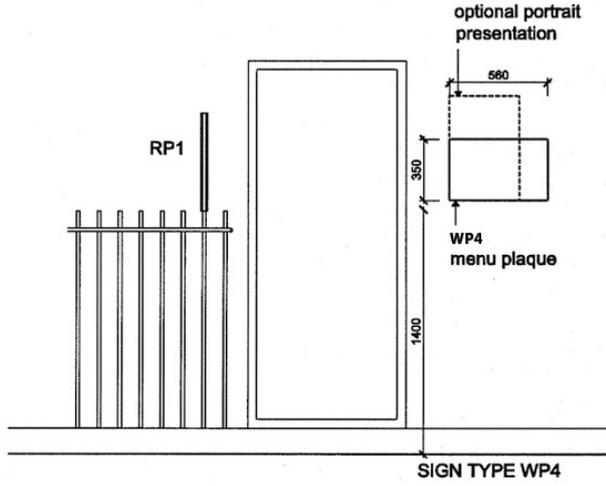
**SIGN TYPE PF2  
PART STREET ELEVATION**

<b>Application</b>	Menus displayed outside restaurants and cafes. The design should be considered in conjunction with the commercial fit-out of the restaurant or café.
<b>Policy objective</b>	To regulate signage outside retail and commercial premises; to preserve spatial character of streets; to provide reasonable exposure for building / tenant identification; and to promote good contemporary design in The Rocks, sympathetic to its heritage qualities.
<b>Permissible sign types</b>	<p>RP1 Removable placard signs to be used together with palisade fencing.</p> <p>WP4 Wall mounted menu boxes. 360 X 560</p> <p>WP3 Menu box set into existing naming plaque recesses.</p> <p>SW2 Menu box mounted inside shopfront, overall dimensions 350 x 560 max.</p> <p>*Dimensions in mm (w x h) are recommended maximum size.</p>
<b>Number of Signs</b>	Maximum one menu per tenancy
<b>Illumination</b>	Discrete spotlights or gentle lightbox effects considered subject to impact on fabric and presentation.
<b>Specifications</b>	For plaque details and fixings into masonry and stone, refer to specification note 1 For placard details, refer to specification note 3.
<b>Notes</b>	<p>All graphics to be professionally designed and approved as part of the development application.</p> <p>Free-standing removable menu boards at the edges of commercial outdoor seating areas are not allowable.</p>

Restaurant menus Sheet 2.2 Guideline G



PART SECTION



PART ELEVATION

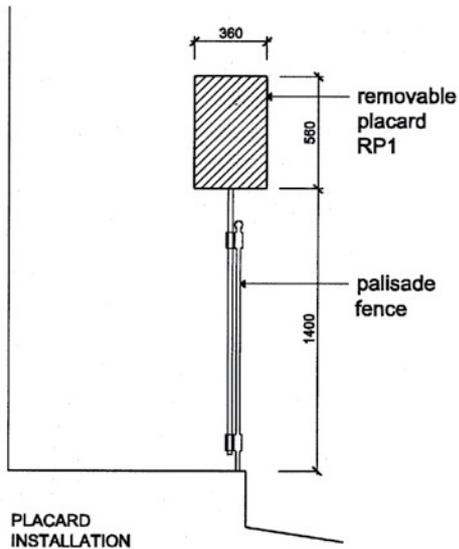
## Removable/temporary signage

Sheet 1.3

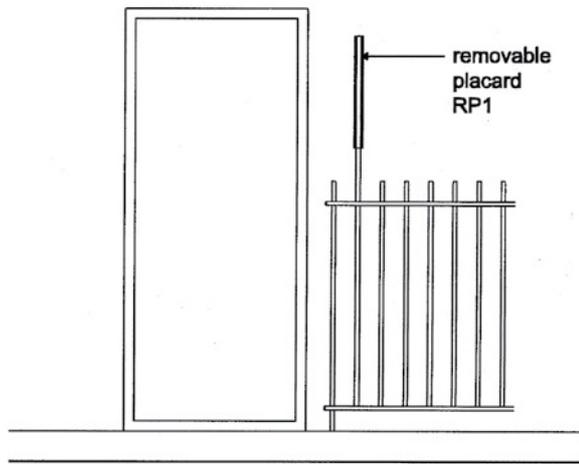
Guideline H

<b>Application</b>	This policy applies to all commercial businesses.	
<b>Policy objective</b>	<ul style="list-style-type: none"> <li>• To preserve visual and spatial simplicity of streets and lanes;</li> <li>• to protect building fabric from permanent and disfiguring fixings;</li> <li>• to allow for reasonable exposure of temporary events for galleries etc;</li> <li>• to allow for a flexible system of removable/temporary signs; and</li> <li>• to promote good contemporary design in The Rocks, sympathetic to its heritage qualities.</li> </ul>	
<b>Permissible sign types</b>	RP1	Placard signs to be used with existing palisade fences only, i.e. for terrace houses described in Application C. Placards must be removed at the end of each trading day.
	PW1	Maximum 30 business days for any promotional signage and maximum 2 events per year. Window sign can be maximum 25% of window area.
	RE1	External real estate signs up to 3m <sup>2</sup> may be installed on all buildings north of the Cahill Expressway and all heritage buildings south of the Cahill Expressway for up to 4 months**if: <ul style="list-style-type: none"> <li>- no building fabric of exceptional or high significance is obscured</li> <li>- there are no fixings into fabric of exceptional or high significance</li> <li>- signs are mounted flush to the face of the building</li> </ul> Final sign sizes and dimensions to be assessed on a case by case basis.
	RE2	real estate signs in windows may be installed for up to 4 months** Signs can take up to 100% of the glazed area in a single window bay but graphic design and exact dimensions will be subject to approval. Window signs should not be fixed to glass or frames etc
	*Dimensions in mm (w x h) are recommended maximum size.	
<b>Number of Signs</b>	RP1 and PW1	One sign of either type per artgallery or exhibition space only
	RE1	One real estate sign for each frontage, with a maximum of 2 signs for an entire building at any one time.
	RE2	One real estate sign for each frontage for each vacant tenancy.
<b>Illumination</b>	No illumination	
<b>Specifications</b>	<ul style="list-style-type: none"> <li>• For placard details, refer to specification note 3.</li> </ul>	
<b>Notes</b>	<ul style="list-style-type: none"> <li>• All graphics to be professionally designed and approved as part of the development application.</li> <li>• Temporary signs must be removed at the close of business each day and may only be used to promote sales within fixed duration of up to 30 business days.</li> <li>• Graphic design for real estate signs in windows should incorporate interpretative material relating to the history of the building and or the immediate precinct.</li> <li>• **For RE1 and RE2, if the property is leased before the specified time limits then signs should be removed within 10 days of the conclusion of the lease transaction.</li> </ul>	

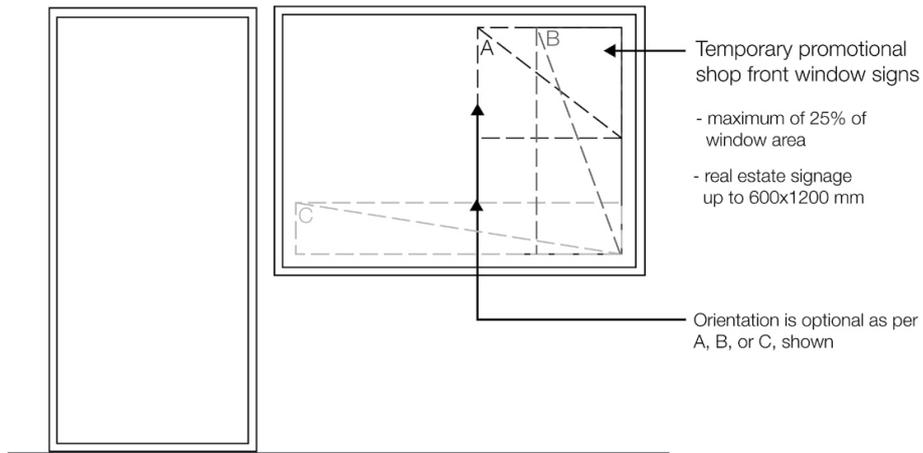
Removable/temporary signage Sheet 2.3 Guideline H



PLACARD  
INSTALLATION  
**PART SECTION  
SIGN TYPE RP1**



**PART ELEVATION**



Temporary promotional shop front window signs

- maximum of 25% of window area

- real estate signage up to 600x1200 mm

Orientation is optional as per A, B, or C, shown

**ELEVATION  
SIGN TYPE PW1**

Construction site hoardings Sheet 1.1 Guideline I

**Application** This applies to temporary hoardings around Archaeological sites and Construction sites.

**Policy objective**

- To preserve spatial character of streets; and
- to promote good contemporary design in The Rocks, sympathetic to its heritage qualities.

**Permissible sign types**

TH Painted hoardings  
 TF Fabric mesh on chainwire fence  
 TP Panels fixed to chainwire fencing or scaffolding  
 \*Dimensions in mm (w x h) are recommended maximum size

**Number of Signs** Extent of hoarding to be subject of agreement.  
**Illumination** No illumination  
**Specifications** For placard details, refer to specification note 3.

**Notes**

- Size of graphics will be restricted, especially where hoarding is visible from Sydney Harbour or major road ways.
- Background colour should be plain to match Pantone Warm Grey 1C. Alternatively, a custom designed pattern may be acceptable.

Graphics should be limited to:

- Accreditation for construction / development team, (minimal contact details), and formatted onto a single panel. This information can be repeated once on each street frontage only.

Overall dimensions of this sign should take into account the length of the frontage, street width, site visibility, etc.

- Interpretive information on history / significance of the site etc, together with viewing panels as appropriate.
- Specially designed graphics incorporating the nature of the project and the visual character of the context.

**Application**

This applies to the area of The Rocks that is south of the Cahill Expressway and bordered by Cumberland Street, Grosvenor Street and George Street. This area contains a number of buildings over 6 storeys in height that are of a different character to smaller scale buildings elsewhere in The Rocks precinct. Tall building signage has the potential to impact the surrounding environment in a variety of ways and therefore requires a specific set of guidelines. These guidelines are intended to protect the significant characteristics of buildings, streetscapes, vistas and the city skyline and to encourage well-designed and well positioned signs.

These guidelines apply for buildings over 6 storeys in height in the area south of the Cahill Expressway bordered by Cumberland Street, Grosvenor Street and George Street and are generally applicable to high level signage (visible in the skyline). Street level signage will be assessed on a case by case basis; however, general guidelines contained in Section 4.0

(General Principles) will apply. In addition, Policy B (facades to wide streets) may be applied in design and assessment of street level signage in this area.

**Policy objective**

- To promote signs that add character to the streetscape and assist with wayfinding and the pedestrian usability of the city;
- To promote signs that complement the architectural style and use of buildings;
- To encourage suitably located signs that provide a legible and clear message through the use of high quality materials and a high standard of graphic design; and
- To consider the amenity of surrounding residential and heritage development and the visual quality of the public domain.

**Guidelines**

Signs are to be designed to:

- be integrated with the architectural design of the supporting building and to ensure that significant architectural features are not obscured;
- have regard to the view of the sign and any supporting structure, cabling and conduit from all angles including visibility from street level, nearby higher buildings and against the skyline;
- have only minimal projection from a building;
- not contain additional advertising promoting products or services other than the approved use of the premises or site (such as logos or brands of products) irrespective of whether that product or service is sold on the site;
- not be supported by or hung from other signs;

Corporate identification such as corporate logos, colours and other graphic elements is permitted but modification may be required such as a reduction in colour intensity, inverting graphic components, deleting backing elements or by the innovative use of materials;

- Signs should not exceed two words;
- Signs painted on or applied to the roof are prohibited;
- Signs should generally be below the parapet;
- tower signs will be limited to one per building;

The visual impact from the harbour will be key consideration, as will the impact on the right time skyline of the city. The use of exposed neon will not be permitted;

Signage should be no greater than 50% of the width of the visible frontage of the building. Signs painted on or applied to the roof are prohibited.

\*Dimensions in mm(w x h) are recommended maximum size.

---

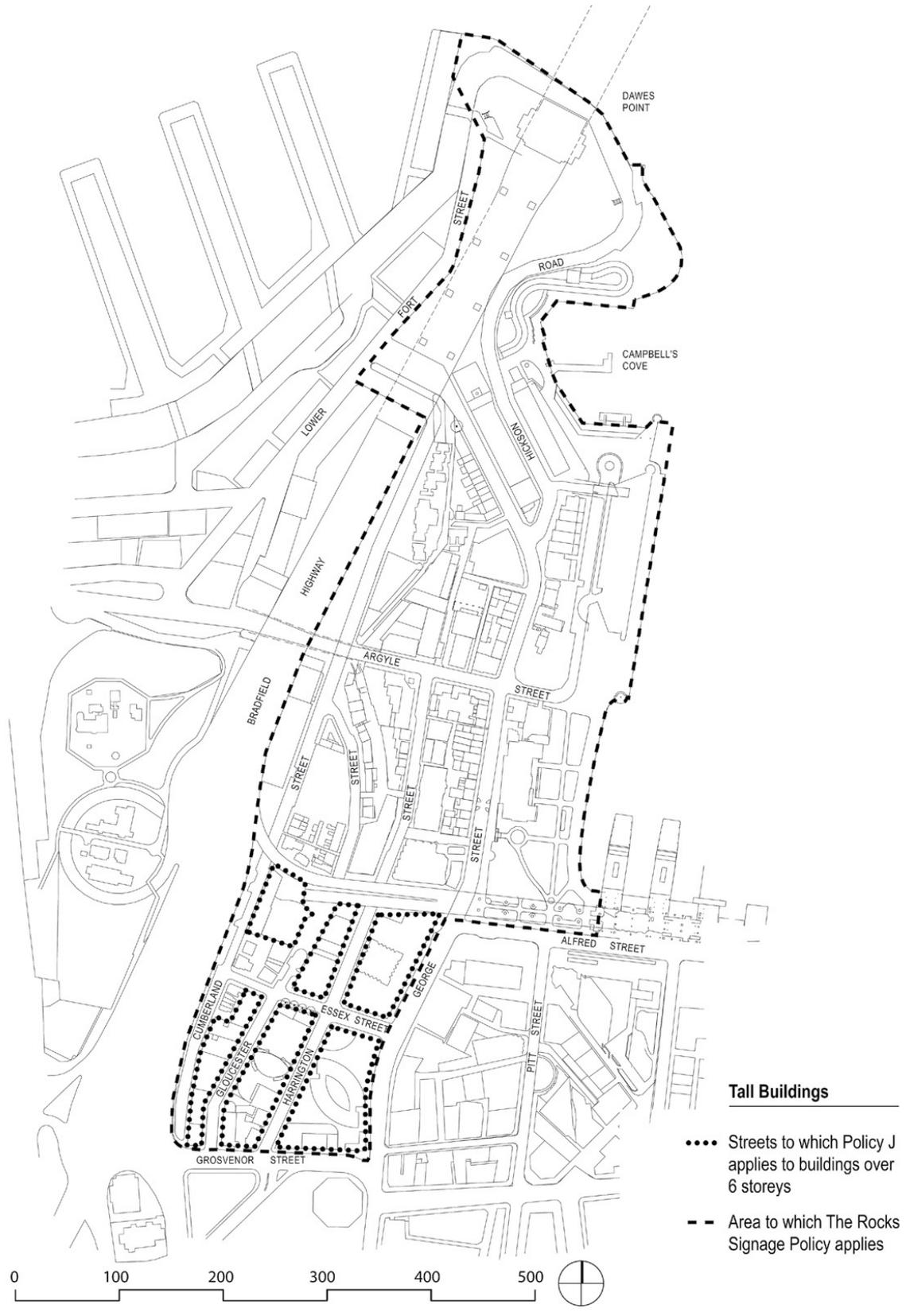
**Illumination**

- Illuminated signs are not to detract from the architectural character of the supporting building during daylight
- Illumination (including cabling) is to be :
  - concealed
  - Integral with the sign
  - Provided by means of carefully designed and located remote or spot lighting
- The ability to adjust the light intensity of illuminated signs is to be installed where deemed necessary by the consent authority
- A curfew may be imposed on the operation of illuminated signs where continuous illumination may impact adversely on the amenity of surrounding heritage development, residential buildings, serviced apartments or other visitor accommodation, or have other adverse environmental effects.
- Uplighting signs is prohibited. Any external lighting of signs is to be downward pointing and focused directly on the sign.

---

**Notes**

- All graphics to be professionally designed and approved as part of the development application.

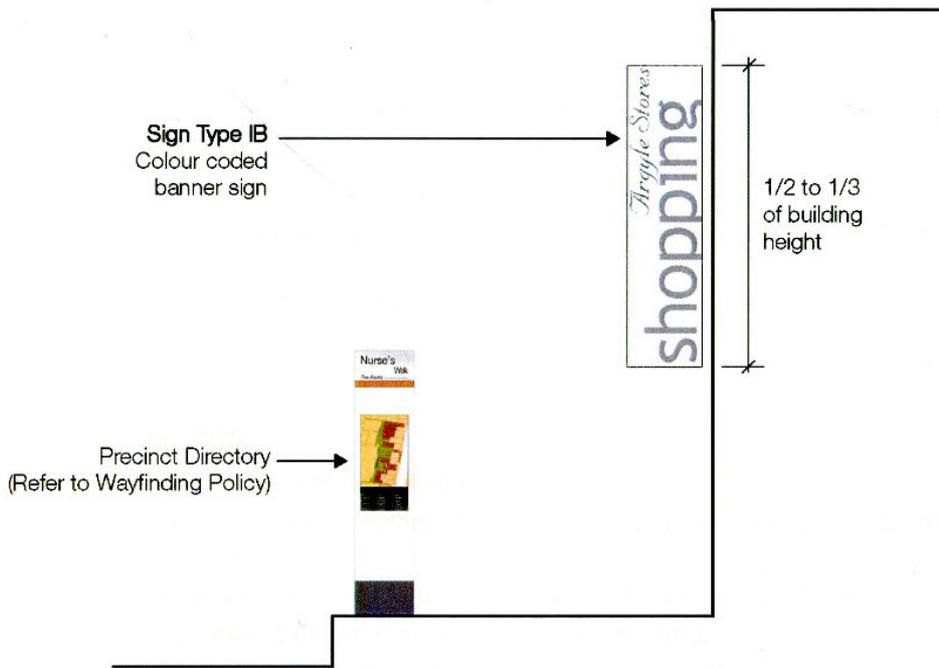


## Major multiple tenancy buildings

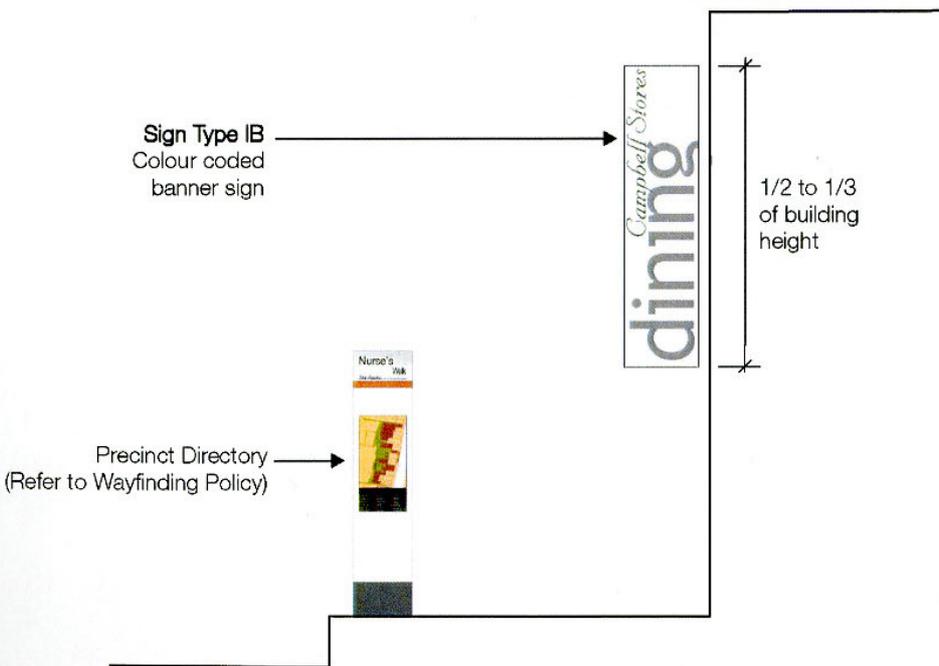
## Sheet 1.2

## Guideline K

<b>Application</b>	This applies to The Rocks Centre, Argyle Stores, Metcalfe Arcade and Campbell's Stores, being buildings with multiple tenancies, where the tenants have no direct frontage to a commercial street
<b>Policy objective</b>	<ul style="list-style-type: none"> <li>• To identify the 4 nominated buildings by name</li> <li>• To clearly indicate the predominant tenancy types housed within the building. ie. 'shopping' or 'dining', and make this apparent from the street.</li> <li>• To be sympathetic to the heritage character of the nominated buildings and the surrounding precinct.</li> <li>• To develop a consistent sign type for the 4 buildings and increase the presence of individual tenancies to the street. For this new signage to allow redundant signage to be removed and existing visual clutter on and around buildings to be reduced.</li> <li>• This signage will be implemented in addition to the retail directories (Policy K), which are included in the wayfinding policy, Volume 3.</li> </ul>
<b>Design Principles</b>	<ul style="list-style-type: none"> <li>• A lightweight banner or series of banners to identify each of the 4 nominated buildings.</li> <li>• The banner may be freestanding on a post adjacent to the building, or mounted to the building directly. Fixing design is pending a detailed heritage investigation for each building, to ascertain whether fixing to the building is possible or appropriate.</li> <li>• The design for each building will be unique, however as a principle, the banner should be 1/3 – 1/2 of the height of the building in length.</li> <li>• The banner will contain the name of the building, and the word 'shopping' for Argyle Stores, Metcalfe Arcade and The Rocks Centre, and the word 'dining' for Campbell's Stores. The word 'shopping' or 'dining' is to be graphically dominant over the building name to achieve the policy objectives.</li> <li>• A colour scheme for the family of signage banners for each building is to be professionally developed.</li> </ul>
<b>Notes</b>	<ul style="list-style-type: none"> <li>• The signage banners may only contain wording as outlined in the Design Principles. Individual tenant names, corporate logos or advertising are not permitted.</li> <li>• A maximum of 2 banners may be permitted for each of the nominated buildings - to be determined on a case by case basis - in context of other existing signs on the building and visibility of the building from key approaches.</li> </ul>



**DIAGRAM 1**  
Diagrammatic application to Argyle Stores, The Rocks Centre and Metcalfe Arcade



**DIAGRAM 2**  
Diagrammatic application to Campbell's Stores

## Wall fixing details

Note 1

**General fixing notes**

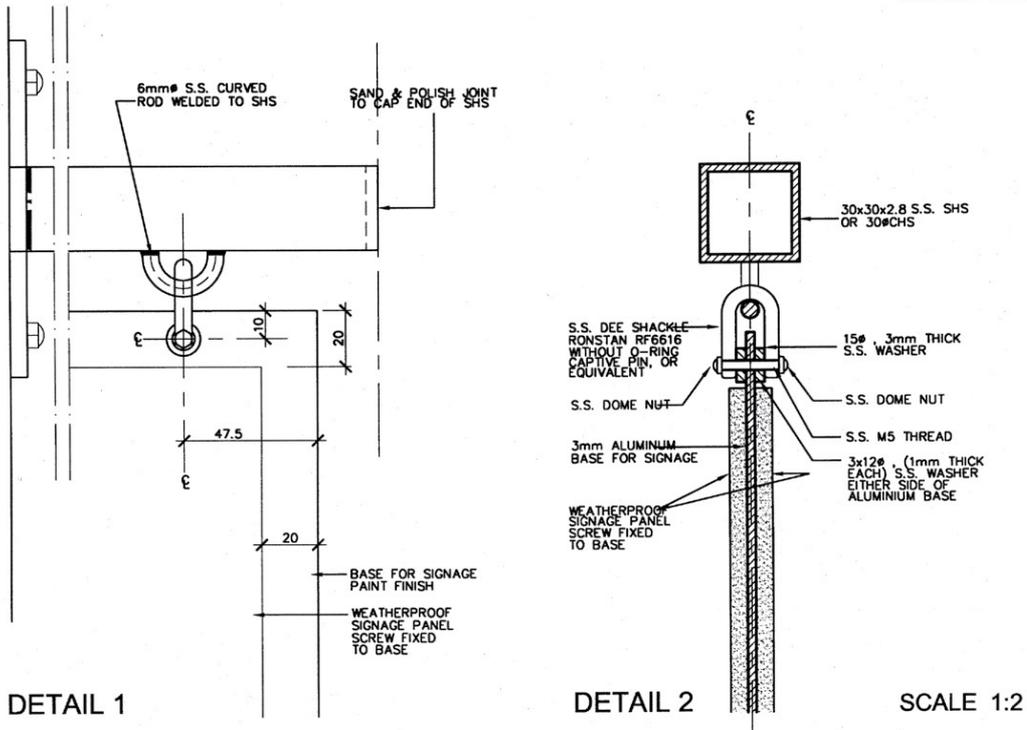
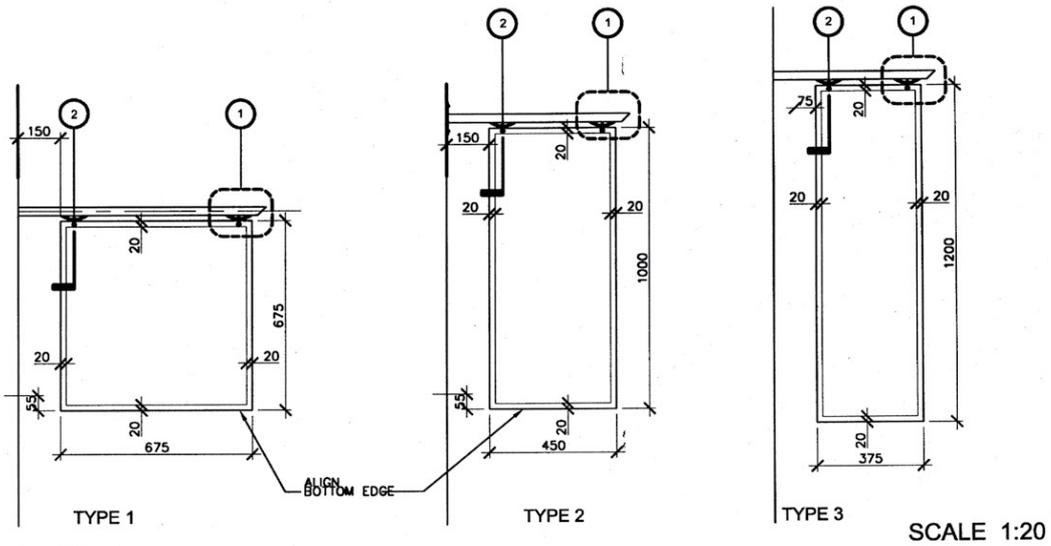
- Use existing holes where possible
  - Minimise number of new penetrations to existing fabric
  - Use spacers to hold signs 10-30mm proud of wall surface
  - Do not cover building forms, moulds or patterns
  - Do not apply any finishes to signs insitu
  - Ensure all metals used on signs are corrosion proof so that rust stains will not accrue on wall surfaces
  - Fixings into walls are to be stainless steel or bronze
- 

**Masonry fixing notes**

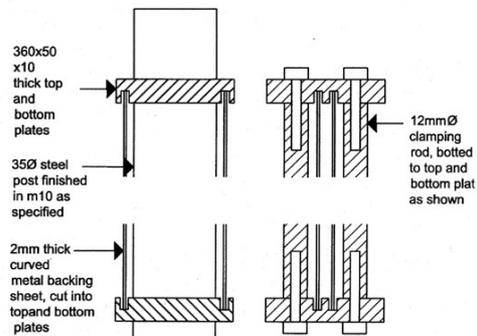
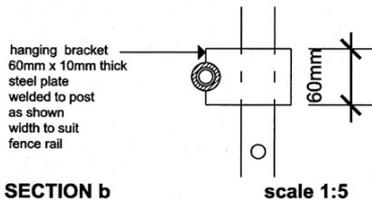
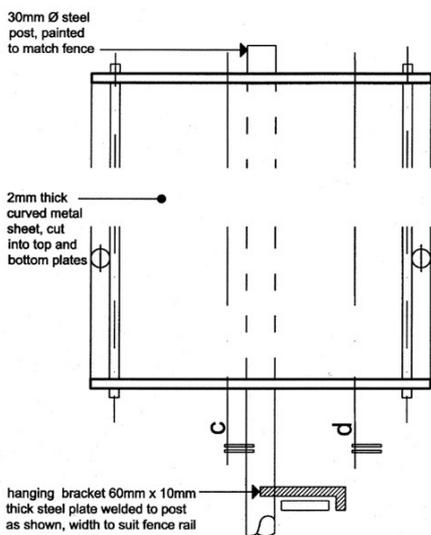
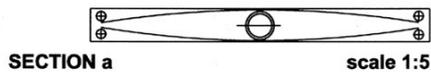
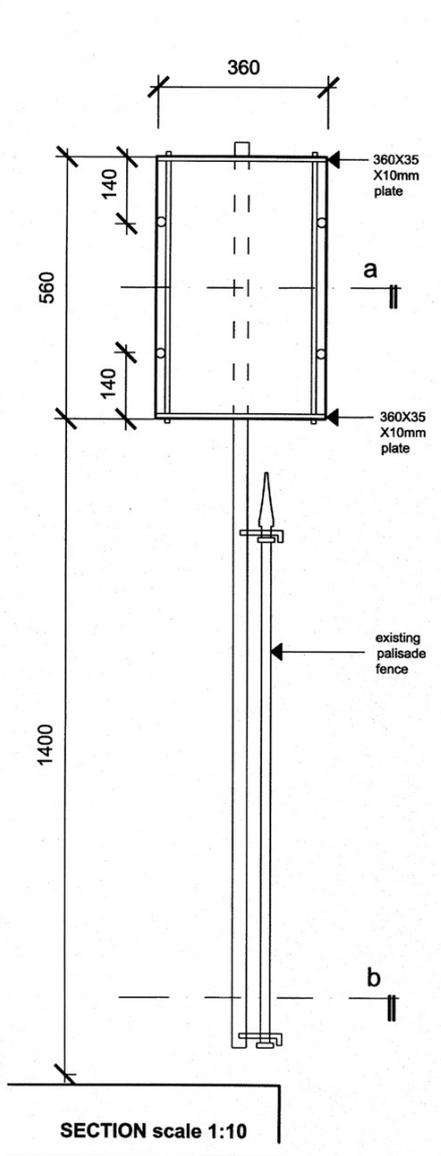
- Use screw fixings with raw/plugs, timber or plastic
- Where masonry is in a saline environment, use metal fasteners equal to Nonel screws which will not corrode
- Do not use expanding masonry anchors or chemically bonded anchors
- Where possible utilise mortar joints as points of fixing
- Use lime mortar to repoint stonework if required, not cement render
- Do not use elastometric to repoint joints

Typical shingle signs

Note 2



Typical removable placard signs Note 2



## Glossary of Terms

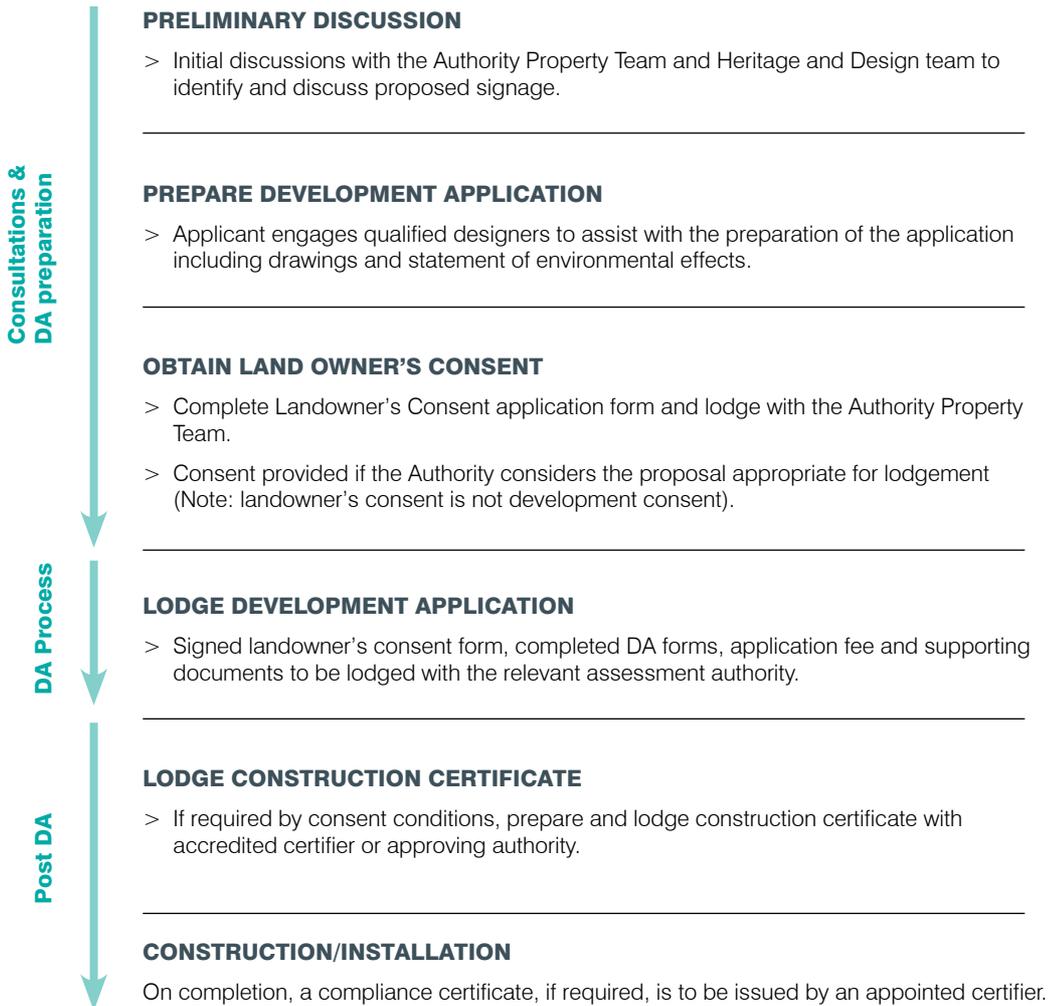
## Appendix 1

<b>A-frame sign</b>	Free standing removable signs usually double sided and placed in the public domain. Such signs are not permitted in The Rocks.
<b>Awning</b>	Covered protective roof to footpaths, extended from commercial building and often supported on posts.
<b>Blade sign</b>	Usually a two-sided panel attached to a post as in the case of street signs.
<b>Development application</b>	Application to the approval authority for consent for the carrying out of works to a property.
<b>Directional sign</b>	A sign providing information to assist in moving through The Rocks to known destinations. Also referred to as Wayfinding Signs.
<b>Exemplary</b>	A good example of that signage type.
<b>Façade</b>	Building frontage or elevation to the street.
<b>Fascia</b>	Vertical front or side panel to awning traditionally used for sign writing.
<b>Font</b>	The term used to describe lettering styles.
<b>Hamper</b>	The terminology traditionally given to the glazed panel immediately above a shop window, and separated by transom joinery or frame. Often referred to as "Top Hamper". (See commercial Sign Manual E)
<b>Heritage impact</b>	The influence, generally negative, an introduced element may have on the heritage significance of a heritage item or place.
<b>Indirect lighting</b>	Lighting which is applied from an obscured source.
<b>Interpretive sign</b>	Signs used to assist in the understanding and interpretation of the history and development of The Rocks.
<b>Intervention</b>	The introduction of a new element not part of the original building fabric.
<b>Masonry course</b>	The junction between two courses of brickwork or stone, generally made of cement mortar (in the case of brickwork) and lime mortar (in the case of stonework). Also referred to as masonry joint.
<b>Masonry</b>	Wall construction consisting of brick or stone.
<b>Neon sign</b>	As internally illuminated sign, usually a coloured Perspex box with fluorescent lighting inside. Such signs are not permitted in The Rocks.
<b>Painted sign</b>	Referring to the traditional technique of sign writing.
<b>Parapet sign</b>	Usually a painted sign set within a recess specially constructed in the portion of a wall which extends above the roof level.
<b>Party wall</b>	A wall forming part of two properties, and usually owned or leased by both parties. Often seen in terraces as protruding above roofline and dividing balconies. Also known as a "common wall".
<b>Piccard</b>	A removable sign board generally displaying changing information.
<b>Plaque sign</b>	A panel sign of small proportions attached to the face of a building.

Glossary of terms continued

Appendix 1

<b>Real estate sign</b>	A temporary sign that advertises that the premises on which it is displayed is for sale or lease.
<b>Reversible</b>	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.
<b>Rooftop sign</b>	A sign extending above the parapet or eaves of a building with special supporting structure.
<b>Sandwich board</b>	See A-frame sign. Not permitted in The Rocks.
<b> Serif</b>	The extended head and foot element of traditional lettering styles such as Times Roman. (Therefore sans serif meaning without serifs)
<b>Shingle</b>	A sign at right angles to the building facade, suspended from a cantilevered horizontal pole in a manner which allows the sign to swing in the axis of the pole.
<b>Shopfront</b>	Usually the glazed show window of a ground floor retail tenancy.
<b>Signage pillar</b>	The term given to a free standing vertical sign post containing a variety of signage information including place names, maps and directions.
<b>Signage</b>	General term given to the signs in public areas.
<b>Soffit</b>	The underside of an eaving or canopy.
<b>Statement of Heritage Impact</b>	A statement outlining how the proposed either detracts from or enhances the heritage significance of both the building and the streetscape.
<b>Statement of Environmental Effects</b>	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.
<b>Tenant sign</b>	A sign permitted to be erected by a tenant of a property under this Manual subject to Development Approval.
<b>Terrace</b>	A row of attached houses, usually of two storeys, of similar design and construction.
<b>Terrace house</b>	A single house forming part of a row of attached houses of uniform style.
<b>Transom sign</b>	Sign above the door of a shopfront also known as a lintels. (See Commercial Sign Manual C)
<b>Transom</b>	The horizontal member above a door, giving rise to a transom panel or transom sign above the entrance door to a shop.
<b>Wayfinding signs</b>	See Directional Signs.







Planning & Infrastructure  
Sydney Harbour Foreshore Authority

Level 6, 66 Harington Street, The Rocks, NSW 2000  
PO Box N408, Grosvenor Place NSW 1220  
T 02 9240 8500 F 02 9240 8899  
[www.shfa.nsw.gov.au](http://www.shfa.nsw.gov.au)

