

Appendix X – Schedule 5 Industry and Employment SEPP Assessment

Assessment Criteria	Comments	Compliant
1. Character of the area		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	<p>The wayfinding signage is compatible with the existing or desired future character of Hickson Road South and the Barangaroo precinct, given that the signage is for the purposes of providing locational details of where key sites areas and public transport nodes are throughout the Barangaroo area.</p> <p>The wayfinding signage design is in accordance with the requirements from the City of Sydney sign family. It also aligns with the intent of the Barangaroo Concept Plan, which envisages wayfinding signage to be provided throughout the precinct to facilitate pedestrian legibility in the public domain.</p> <p>Further, the proposed wayfinding signage aligns with the B4 Mixed Use zoning of the area, and its prevailing mixed-use character. Accordingly, the proposed signage also aligns with the objectives from the City of Sydney Signage and Advertising Structures DCP 2005 which strive to ‘promote signs that assist with wayfinding and the pedestrian useability of the City of Sydney’ and ‘to encourage suitably located signs that provide a legible and clear message through the use of high-quality materials and design’.</p> <p>It is also noted that the proposed wayfinding signage is consistent with the objectives of the Millers Point Signage Precinct (which the site is located adjacent to). Ultimately, the proposed signage is minimal in nature and has been sympathetically embedded into the broader Hickson Road stage 3 and 4 design in consideration of the local heritage area.</p>	✓
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<p>The proposed wayfinding signage is directly consistent with the character of the existing City of Sydney and Barangaroo signage throughout the area.</p> <p>It is noted that the proposed wayfinding signage does not contain any advertising content.</p>	✓
2. Special areas		

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<i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes, or residential areas?</i>	<p>The proposed wayfinding signage does not detract from the amenity or visual quality of the Hickson Road South public domain. Rather, it complements the visual quality of the public domain by providing signage which complements the improved road upgrade design and aligns, providing integral wayfinding elements for the mixed-use area.</p> <p>The proposed wayfinding signs have been designed within the limits of the City of Sydney Legible Sydney sign family and is consistent with the mixed-use character of the Barangaroo area. In turn, the proposed wayfinding signage will not detract from the amenity of the surrounding area and public domain.</p>	✓
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	<p>Given the location and small scale of the wayfinding signs, they will not obscure or compromise any important views or vistas, nor dominate the existing public domain.</p> <p>The location and sizes of the proposed signs prevent them from dominating sightlines throughout the existing public domain areas along Hickson Road South. The proposed signage will act as complementary elements to the Hickson Road South design, rather than dominating the public domain.</p>	✓
<i>Does the proposal dominate the roofline and reduce the quality of vistas?</i>	The proposed wayfinding signage is located throughout the public domain and not on rooflines.	N/A
<i>Does the proposal respect the viewing rights of other advertisers?</i>	The proposed wayfinding signage is integrated into the public domain to not impact on the viewing rights of any surrounding advertising signage. The nature of the signage is related to wayfinding, with no advertising.	✓
4. Streetscape, setting or landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<p>The scale, proportion and form of the proposed wayfinding signage is appropriate for the public domain area setting. The proposed signage will be consistent in nature and quality compared to other wayfinding signage throughout Barangaroo and will contribute to a high-quality streetscape outcomes.</p> <p>The proposed wayfinding signage will be placed to address the primary and secondary pedestrian traffic routes, with smaller signs being located diagonally across the intersection from one another. This will ensure that clear sightlines are maintained throughout Hickson Road, whilst ensuring all signage is integrated well with the setting.</p>	✓

Assessment Criteria	Comments	Compliant
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	<p>The proposed wayfinding signage will seamlessly integrate with the high-quality design of Hickson Road, therefore adding to the visual interest and contributing positively to the streetscape.</p> <p>Furthermore, the purpose of the signage for wayfinding will contribute to the legibility of the streetscape, providing clear directions to key site areas and public transport nodes throughout Barangaroo.</p>	✓
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	Not applicable as there is no existing advertising signage.	N/A
<i>Does the proposal screen unsightliness?</i>	The proposed signage does not screen unsightliness and is designed to be integrated into the landscaping and public domain elements of the proposed Activity.	N/A
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	<p>The proposed wayfinding signage does not protrude above building, structures, or tree canopies throughout its immediately surrounding area.</p> <p>Ultimately, all proposed signage has been designed to complement the setting.</p>	✓
<i>Does the proposal require ongoing vegetation management?</i>	The proposed signage does not require ongoing vegetation management.	N/A
5. Site and building		
<i>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?</i>	<p>The proposed wayfinding signage has been carefully designed to be compatible with the scale, proportions and presentation of the public domain and landscape elements associated with the Hickson Road South works. Particularly, each of the proposed signs have been designed to be consistent with City of Sydney Legible Sydney design requirements and the Barangaroo signage that is present in the locality.</p> <p>The scale of the proposed signage is therefore considered appropriate for the context of the Hickson Road South site.</p>	✓
<i>Does the proposal respect important features of the site or building, or both?</i>	The proposed wayfinding signage is respectful in its design and is appropriately integrated with the public domain and landscape features of the proposed Hickson Road South works.	✓
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	The proposed signage has been designed for the purposes of wayfinding and located appropriately to the layout and function of Hickson Road South.	✓
6. Associated devices and logos with advertisements and advertising structures		

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<i>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?</i>	Safety devices are not applicable with this signage. The proposed messaging on each of the wayfinding signs will be graphically conveyed, with not protruding elements proposed.	✓
7. Illumination		
<i>Would illumination result in unacceptable glare?</i>	The proposed wayfinding signs will not have any illuminating elements.	
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>		
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>		N/A
<i>Can the intensity of the illumination be adjusted, if necessary?</i>		
<i>Is the illumination subject to a curfew?</i>		
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i>	The proposed wayfinding signage will not reduce the safety for pedestrians and cyclists using Hickson Road. This is due to its responsive placement along the edges of any primary/secondary pedestrian routes.	✓
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	None of the proposed signs will obstruct the segregated bicycle lanes running along the eastern edge of the proposed road design. Opportunities for flag signage proposed along this corridor (which is fixed to smart poles) would be above the immediate eye level of cyclists.	
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	The proposed wayfinding signage has been situated in a manner to obscure sightlines and do not reduce the safety of pedestrians utilising the Hickson Road South area.	✓