



Vision planning and management of Sydney Harbour sites.

# Information Sheet No.7b

## Tenant Signage – All Sites (except Middle Head)

**This Information Sheet outlines the Harbour Trust’s external signage policy, and provides guidance on the type of matters that tenants and licencees need to address when seeking approval for signage.**

### The Harbour Trust’s approach to Signage

All of the Harbour Trust’s buildings and sites are unique and have World, National and/or Commonwealth heritage significance. Common to all Trust sites is their defence / industrial origins. This has resulted in building numbering systems being applied to all structures and a standardisation of sign types. It is important that this system be retained as part of the interpretation of each site’s history.

Because of the significance and sensitivity of the sites and buildings, tenants and licencees must obtain prior written planning approval before installing any signage.

The Trust philosophy for why signage is needed, and why cumulatively needs to be kept to a minimum, is to reduce clutter.

### Harbour Trust Signs

The Harbour Trust will install signage that assists with way-finding, announcing entry points, promotion of sites/events, and historical interpretation.

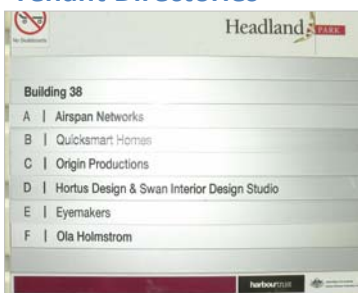
Tenancy signage is a less permanent category of signage and therefore needs to be able to be removed or modified without damaging a building’s fabric. Signs must not detract from the heritage significance or setting of a building,

group of buildings or place, or interfere with its interpretation.

All buildings have numbers, and in some cases names, which relate to their former use.

Tenancy signage helps the public, customers and clients to locate leased areas. For each site there will be a suite of signs.

### Tenant Directories



Individual tenancies are identified on tenant directories.

### Signs and Tenancy Identification

Generally, tenancy signage will be located on the building façade, door or window glazing, adjacent to the primary entrance to each building, unless otherwise advised by the Trust.

Tenant signage (including temporary event signs) should:

- Enable tenants to communicate their presence to their customers and clients;
- Be designed and installed to respond to the distinct qualities of each building and the former signage regime for that site;
- Not detract from the visual character of a site or building; and
- Is minimised on each site.



### Precinct Identifier



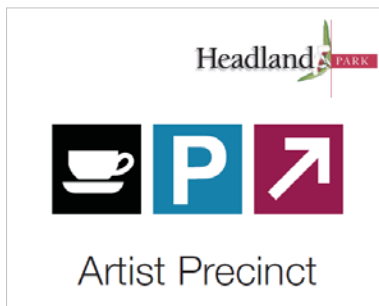
Each precinct is identified at key arrival points by name and directions to car parking.

Individual tenancies are not identified.

**One sign is permitted per tenancy. Additional signs may be approved on request. Signs are generally horizontal in shape, and measure no larger than 500 mm x 300 mm.**

Signage within a building that is designed to be visible from the public domain (eg a footpath or road) requires written approval from the Trust. Corporate image requirements may need to be adapted to ensure compliance.

### Directional Signage



- General and third party advertising are not permitted on Trust sites and may be removed by Harbour Trust enforcement officers. This includes sponsorship signage on hoardings, awnings, umbrellas and the like, unless specifically approved by the Trust.
- Internally illuminated signs and neon are not permitted. Externally illuminated signs are to be used only where specific approval has been obtained from the Trust.

### Outdoor / external signage is not permitted without prior written approval from the Trust.

This includes:

- Sandwich boards or removable display signs.
- Menu boards erected for the use of cafes and the like.
- Banner signs for temporary events can only be installed on banner poles installed for that purpose.

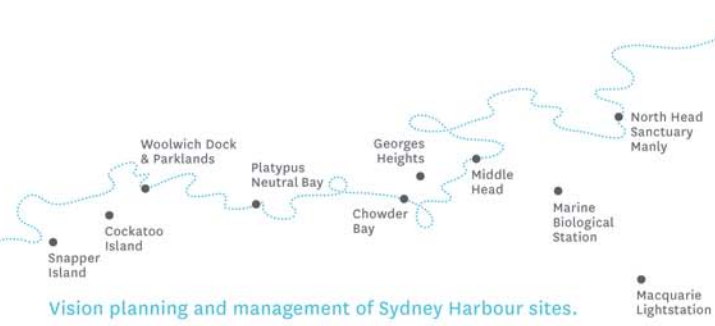
### Seeking Approval

Written approval is required from the Trust prior to the installation of any signage.

Visit the Trust website to obtain a [Proposed Action Application Form](#). Applications need to include details of the proposed sign including logos, colours, sign type, size and location.

### Further information

Visit the Trust's website for application forms, plans and policies. [www.harbourtrust.gov.au](http://www.harbourtrust.gov.au)  
For assistance, call the Trust's planners or your property manager on 8969 2100



Signage is used to assist visitors to Trust sites identify important landmarks, such as cafes, restaurants, parking areas and toilets.

### Building Identification Signs



One sign is permitted per tenancy. Additional signs may be approved on request.

Signs are generally horizontal in shape and no larger than 30 cm x 50 cm.

### Site Users' Directory



Directories include a map of the precinct with building locations and numbers. Directories identify each tenant, their building number(s) and/or building names.

These are located at key points within the site - such as car parks and main pedestrian entries.

The Harbour Trust installs and maintains these directories.