

10 December 2020

Annie Leung
Team Leader Key Sites Assessment
NSW Department of Planning, Industry & Environment
320 Pitt Street
SYDNEY NSW 2000

Dear Ms Leung

RE: SSD-10425 - 2-12 CONFERTA AVENUE ROUSE HILL – ADDENDUM TO EIS FOR PROPOSED SIGNAGE STRATEGY

We refer to State Significant Development application SSD 10425 for the development of 1-15 and 2-12 Conferta Avenue, Rouse Hill (Tallowong Station Precinct South site) for the purposes of a staged mixed use development comprising residential apartments, commercial and retail uses, public domain works and landscaping including a publicly accessible park, new road and land and stratum subdivision.

Following lodgement of the application and receipt of submissions, the proponent Deicorp has revised the proposal to address the various issues that have been raised.

As part of the revisions to the proposed development, a Signage Strategy has been prepared and is included with the amended proposal.

The signage strategy provides the consent authority with greater certainty in relation to integration of signage with the architecture of the proposed development.

This addendum to the Environmental Impact Statement provides a description of the signage strategy and an assessment of this against the relevant planning controls.

1.0 Proposed Signage Strategy

Consent is sought for a signage strategy for building identification and branding, wayfinding, and future speciality retail shops for the proposed commercial component of the mixed use development at 2-12 Conferta Avenue, Rouse Hill.

There are a total of 45 signs proposed and the position and size of each sign is detailed in the following architectural plans and elevations provided by Turner Architects. The majority of the signs are modest in size and typically 2m x 0.75m.

Drawing Number
DA-850-010
DA-850-101

Drawing Number
DA-850-102
DA-850- 201
DA-850-202
DA-850-203
DA-850-204

2.0 Statutory Planning Framework

The following primary environmental planning instruments and development control plan apply to the site:

- State Environmental Planning Policy (Sydney Region Growth Centres) 2006
- State Environmental Planning Policy No. 64 – Advertising and Signage
- Concept Plan application (SSD 9063)

2.1 State Environmental Planning Policy (Sydney Region Growth Centres) 2006

The planning controls for the Tallawong Station Precinct South Site are contained within the State Environmental Planning Policy (Sydney Region Growth Centres) 2006 (Growth Centres SEPP). The main part of the Growth Centres SEPP contains general provisions that apply across the Growth Centres while the detailed provisions applying specifically to the Area 20 Precinct are provided in Appendix 6 of the policy.

Zoning and Permissibility

Site 1 where the signage is proposed is located wholly within the B4 Mixed Use zone pursuant to the State Environmental Planning Policy (Sydney Region Growth Centres) 2006 as shown in Figure 1.

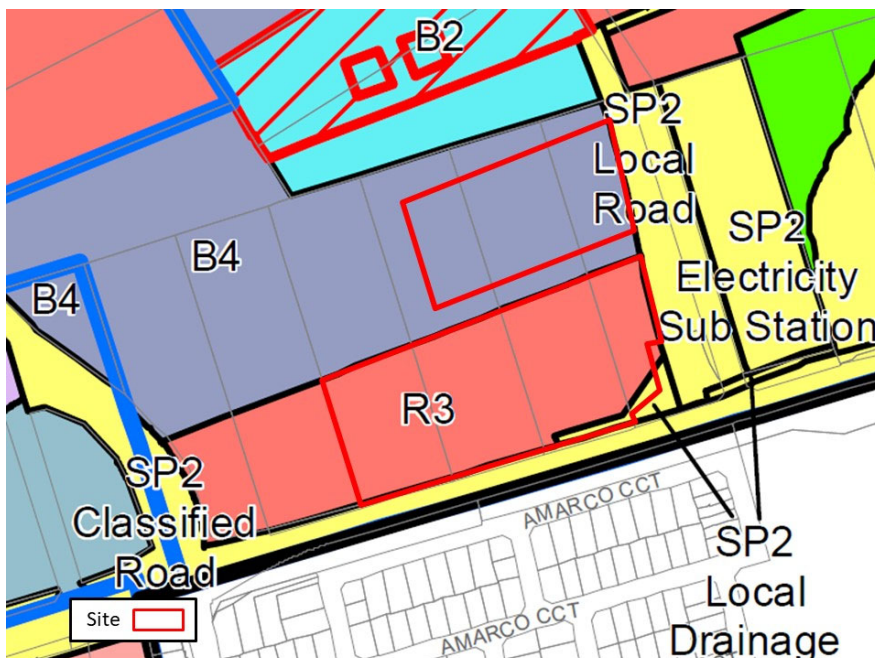


Figure 1:

Extract from SEPP
zoning map

The proposed signage is associated with the permissible non-residential uses within the development which are permissible in the B4 Mixed Use zone.

Clause 2.3(2) of the SEPP provides that the consent authority must have regard to the objectives for development in a zone when determining a development application in respect of land within the zone.

The objectives of the B4 Mixed Use zone are:

- *To provide a mixture of compatible land uses.*
- *To integrate suitable business, office, residential, retail and other development in accessible locations so as to maximise public transport patronage and encourage walking and cycling.*
- *To facilitate active retail, commercial, entertainment and community uses at ground level of mixed use developments.*
- *To provide for residential development that contributes to the vitality of the local centre.*
- *To ensure that residential development adjacent to the local centre does not detract from the primary function of the centre being to provide for retail, business, entertainment and community uses.*

The proposed signage is associated with commercial uses in a highly accessible location immediately adjacent to the Tallawong Station which will maximise public transport patronage and encourage walking and cycling for the local community. The commercial component of the development, including the proposed signage, is especially relevant for the existing nearby community of The Ponds because its residents have previously needed to travel by car to access convenience retailing, and the proposed development will provide such services within walking distance. For the reasons given the proposed signage is considered to be consistent with the objectives of the B4 Mixed Use zone.

Remaining Provisions

There are no other provisions of State Environmental Planning Policy (Sydney Region Growth Centres) 2006 which are relevant to the proposed signage.

2.2 State Environmental Planning Policy No 64 – Advertising and Signage

State Environmental Planning Policy No.64 – Advertising and Signage (SEPP 64) aims to ensure that signage is compatible with the desired amenity and visual character of an area, provides effective communication in suitable locations and is of high quality design and finish.

SEPP 64 applies to all signage that can be displayed with or without development consent and is visible from any public place or public reserve.

The proposal is for signage which is either characterised as a 'building identification sign' or 'business identification sign' pursuant to clause 4 of SEPP 64. Pursuant to clause 8 of SEPP 64, a consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied that the signage is consistent with the objectives of the SEPP and that the signage satisfies the assessment criteria specified in Schedule 1 of the SEPP. An assessment of the proposed signs against the assessment criteria specified in Schedule 1 of the SEPP is provided below.

Character of the area

The character of the local area is dominated by the recently completed Tallawong metro station immediately to the north of the site and nearby high density residential development. The proposed mixed use development and associated signage is as anticipated for the site by Concept Plan (SSD 9063) which was approved on 21 February 2019.

The proposed mixed use development and associated signage is therefore consistent with the emerging character of the area approved development in particular will provide an important variety of retail and commercial facilities to nearby residents and commuters. The proposed signs are of an appropriate size and quantum given the scale of the mixed use development to which they relate.

The proposed signage is typical for a mixed use building and is directly associated with identifying the shopping centre, wayfinding, and also the uses within each of the retail tenancies. The proposed signage is considered to be appropriate having regard to the context of the site and is consistent with emerging character of the area and will not result in any significant change to the character of the area beyond that anticipated for the mixed use development on the site.

Special areas

The proposal provides information and direction for the public, is located within a mixed use area and will not therefore detract from the amenity or visual quality of any environmentally sensitive areas, open space areas, waterways, rural landscapes or residential areas

Views and vistas

The proposed signage will have no impact upon views or vistas in the vicinity of the site beyond the impact of the proposed buildings. The scale and location of the signage has been designed to integrate with the architecture of the buildings.

Streetscape, setting and landscape

The application only seeks consent for an appropriate quantum of signage having regard to the proposed use of the development for retailing and commercial activities, its scale and its setting and therefore will not result in visual clutter. The signs are proposed within a coordinated fashion and do not disrupt the architectural integrity of the building.

The signs will contribute to the visual interest of the buildings and will not adversely impact on the built form, scale or streetscape setting which will be established by the emerging buildings in this locality.

Site and building

The proposed signage has been designed to integrate with the architecture of the proposed buildings and will contribute to a vibrant interaction with the passing pedestrian and vehicular traffic. The size of the proposed signs is modest given the scale of the elevations to which they will be affixed. When considered in the context of the overall redevelopment of the site and the buildings, the proposed business identification signage is considered an acceptable addition to the site and setting.

Associated devices and logos with advertising and advertising structures

The proposed signs will be securely affixed to the building.

Illumination

The proposal seeks consent for standard illumination of some of the signs of Monday to Sunday: 6.00am to 12 midnight. The hours of illumination will ensure that the lighting does not result in a detrimental impact to surrounding residential uses, however, at the same time this lighting will serve a security purpose by ensuring that the building still appears to be active, rather than dormant throughout the evening period.

Safety

The proposed signs assist in public safety by clearly identifying the use and entrances to the building. The proposed signage will not reduce the safety for vehicles, pedestrians or bicyclists.

2.3 Concept Plan SSD 9063

The site benefits from Concept Plan SSD 9063 which was approved on 21 February 2019 for a mixed-use precinct, known as Tallawong Station Precinct South, and provides for the following:

- building envelopes for up to 16 buildings of varying heights, to a maximum of eight storeys
- maximum gross floor area (GFA) of 93,393 m²
- residential development of up to 1,100 dwellings equating to approximately 85,000 m² GFA
- commercial, retail and community uses of approximately 9,000 m² GFA
- allocation of car parking and bicycle parking rates
- minimum 5% Affordable Housing
- landscaping of the site for public and private domain including a public park (approximately 3,411 m²)
- road layout.

The Department considered the suitability of the site with regard to the broad impacts of the proposed development during the assessment of SSD 9063.

In accordance with section 4.24(2) of the *Environmental Planning and Assessment Act, 1979*, the determination of any Development Application in respect to a site that is subject to a concept development cannot be inconsistent with the original consent.

The proposed signage strategy does not alter the proposal's consistency with the Concept Plan approval or the Design Quality Guidelines prepared by Bennett and Trimble.

3.0 Conclusion

This addendum to the Environmental Impact Statement provides a description of the proposed signage strategy as part of the overall proposed mixed use development at 1-15 and 2-12 Conferta Avenue, Rouse Hill (Tallawong Station Precinct South site).

The proposed signage strategy is for a range of modest signage zones which are appropriate for the scale of the buildings and which meet the relevant planning criteria.

The proposed signage strategy provides an appropriate response to the context of the site and will assist in the orderly and economic development of the land.

Yours faithfully



Aaron Sutherland

Sutherland & Associates Planning Pty Ltd