



ASSESSMENT REPORT

Section 75W Modification Upgrade of Coca-Cola Amatil Production and Distribution Facility Briens Road, Northmead

1. BACKGROUND

Coca-Cola Amatil (CCA) has been located at the Northmead site in the Parramatta local government area since 1972 (see Figure 1). It is CCA's primary manufacturing facility in NSW and the largest CCA operation in Australia. The site is located in an industrial area, with residential areas to the north and east.

On 21 December 2006, the Minister approved a project application from CCA for the upgrade of its existing soft drink production and warehousing facility at Northmead. The approval applied to the entire site, incorporating Lots 110 and 111 in DP 800504 and Lot 21 in DP 632950 as depicted by the solid red line in Figure 1.

The approved upgrade included the following components:

- demolition and site preparation works;
- construction of a High Bay Warehouse (see Picture 1);
- expansion of manufacturing facilities including three new production lines;
- staff amenities;
- parking and site access;
- stormwater management works; and
- landscaping.

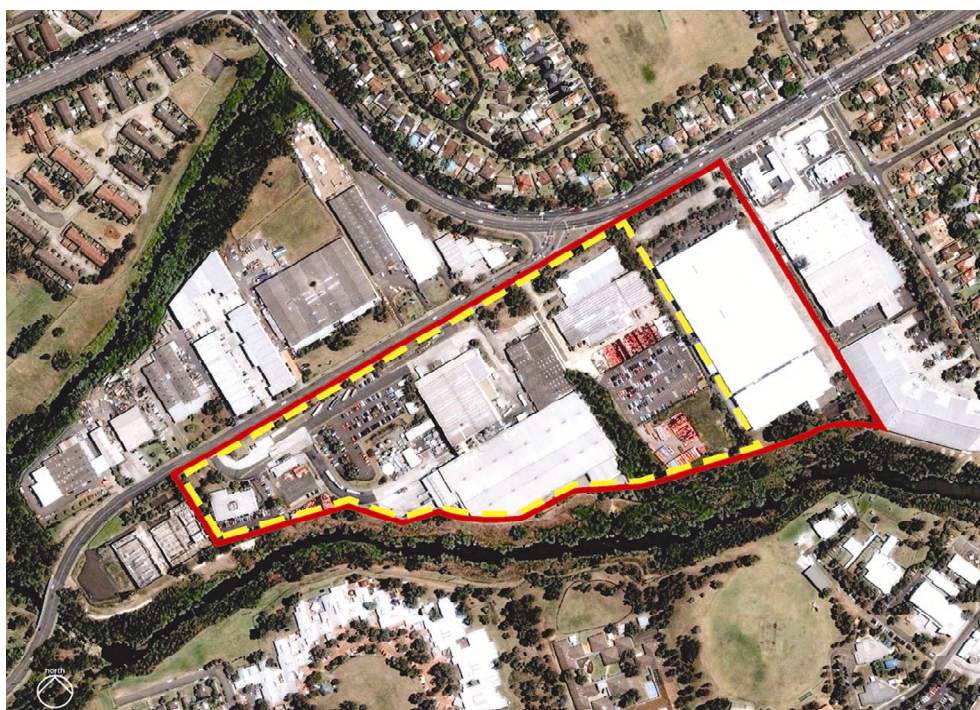


Figure 1: Site Location

2. PROPOSED MODIFICATION

On 30 January 2009, CCA lodged an application with the Department to modify the Minister's approval. The proposed modification incorporates three components:

- modernising the fascias of existing structures;
- installing additional business signage across the site;
- replacing two existing illuminated street frontage signs with a single modern pylon sign.

Modernising the fascias of existing structures

CCA are proposing to modernise the fascias of existing structures throughout the site incorporating the colours and design principles of the recently constructed High Bay Warehouse (see Picture 1).



Picture 1: High Bay Warehouse Façade

The design principles for the site include minimising visual impact, achieving continuity in appearance of structures at the Coca-Cola Northmead site, as well as identifying the site as a Coca-Cola site. Picture 2 illustrates the existing awning and gatehouse viewed from Briens Road. Modernising the fascias would involve replacing the existing red colour fascias with materials and colours consistent with the High Bay Warehouse. This would reduce the visual impact of the structures. Picture 3 illustrates the proposed appearance after the fascias have been modernised.



Picture 2: Existing Awning and Gatehouse Fascias



Picture 3: Proposed Awning and Gatehouse Fascias

A similar concept to the awning and gatehouse is proposed for a number of structures throughout the site, namely the drivers amenity building, manufacturing facility and office (see Picture 4).



Picture 4: Manufacturing Facility and Office

Installing additional business signage

CCA propose to incorporate business signage into the modernised design of the site. Consistent with the design principles utilised for the High Bay Warehouse, the business signage would consist of a single red Coca-Cola script logo being incorporated into the fascia of a number of existing structures. A total of 13 Coca-Cola script logos are proposed of which four would be directly visible from the public domain (ie. directly facing Briens Road) along the 515 metre frontage of the site. Logos would be incorporated into more than one fascia on existing structures so they are visible to staff and users on the site from different viewpoints throughout the site.

There is an existing sign at the front of the Manufacturing Office which consists of a single Coca-Cola script logo similar to those being proposed. The sign is in poor condition and would be replaced as part of the proposed business signage. Table 1 provides further detail on the proposed business signage.

Table 1 - Signage Detail

Site		Substrate	Panel Dimensions (m)	Logo & Dimensions (m)	Logo directly facing Briens Rd (Number of logos)
Drivers Amenities Facia	Back	Painted CFC (textured)	9.4 x 1.4	1.5 x 0.48	No (1)
	Right	Painted CFC (textured paint)	8.2 x 1.4	1.5 x 0.48	No (1)
Gate House Building	East Face	Painted CFC (textured paint)	27.6 x 1.6	2.5 x 0.763	No (1)
	North Face	Painted CFC (textured)	8.4 x 1.6	2.5 x 0.763	Yes (1)
	West Face	Painted CFC (textured)	27.6 x 1.6	2.5 x 0.763	No (1)
Gate House Awning	East Face (2 Panels, North and South)	Painted Precast Concrete (Textured)	11.9 x 1.8 and 12.8 x 1.8	2.2 x 0.67	No (2)
	North Face	Painted Precast Concrete (textured)	29.2 x 1.8	2.5 x 0.763	Yes (1)
	West Face	Painted Precast Concrete (textured)	24.7 x 1.8	2.5 x 0.763	No (1)
Manufacturing Facility Facia	Front Panel	Profiled Metal Wall Cladding	66 x 2.5	4 x 1.2	Yes (1)
Manufacturing Office Door	Panel Sign	Profiled Metal Wall Cladding	7 x 1.2	2.7 x 0.823	Yes (1)
Roadside Signage	Pylon Style - Illuminated	Stand Alone - Power Available	3.8 x 2.2	1.8m (w) x 0.9m (H)	No (2)

Replacement of existing illuminated signage

As part of the modification, CCA are proposing to remove two existing illuminated signs (see Picture 5 and 6) and replace them with a single pylon sign with an illuminated Coca-Cola script logo on either side (see Picture 7). The dimensions of the proposed pylon are 3.8m high by 2.2m wide. The dimensions of the Coca-Cola script logos on either side of the pylon are 0.9m high by 1.8m wide. The sign would be within the site boundary and behind a 2.8m mesh security fence.



Picture 5:
Always Coco-Cola sign with overall height of 5.4m



Picture 6:
Refreshment Centre sign with overall height of 4.5m and illuminated panel 2.2m (w) x 1.2m (h)



Picture 7:
Proposed pylon sign of dimensions 3.8m (h) x 2.2m (w)
with illuminated logo of dimensions 1.8m (w) x 0.9 (h)

The two existing signs are illuminated from dusk to dawn. CCA are proposing that the replacement pylon logos be illuminated from dusk to dawn.

3. STATUTORY CONTEXT

Approval Authority

The Minister was the approval authority for the original project approval and is consequently the approval authority for this application. However, on 4 March 2009, the Minister delegated her powers and functions as an approval authority to modify certain project approvals under section 75W of the EP&A Act to the Deputy Director-General. This modification application meets the terms of this delegation. Under these circumstances, the Deputy Director-General may determine the application under delegated authority.

The proposed modification is for business signage and does not involve the construction of any new structures. The Department considers it to be minor in scale and unlikely to cause any significant impacts. The modified project would reduce the visual impact of existing structures and enhance the visual amenity of the site. As such, the Department considers that the scale of the proposed works is not considered to be a 'radical transformation' from what was originally approved.

Consequently, the Department considers that the applications should be assessed and determined under Section 75W of the EP&A Act rather than requiring a new development or project application to be lodged.

Exhibition and Notification

Under Section 75W of the EP&A Act, the Department is not required to notify or exhibit the application. Following a review of the modification application, the Department determined that the proposed modification should be referred to Parramatta City Council (Council). Consultation with other government agencies and neighbouring sites was considered unnecessary, as the environmental impacts of the proposal would essentially remain unchanged.

Council's view is that it opposes additional signage visible from the public domain and the additional signage fails to minimise the visual impact of the development overall. Council's main concern relates to the proliferation of product advertising on a building that is not a retail premises.

The Department has considered Council's comments in the assessment provided below.

4. ASSESSMENT

KEY ISSUES

The Department has reviewed the proposed modification and considers the key issue relates to visual impacts. All other issues are considered to be minor.

Visual Amenity

Visual amenity was identified as a key issue in the original project application with the main concern being the impact on nearby residences due to the 32m height of the High Bay Warehouse (see Picture 1). The area is predominantly industrial however there is a residential area located approximately 45m to the northeast of the site. The original colour and design of the High Bay Warehouse was aimed at reducing the visual impact of the site by reducing the bulk and height of the building structure. CCA determined that the proposed project would have little or no visual impact to the overall site as the majority of the changes were internal and at ground level so would not be visible by nearby residences.

Visual amenity was also identified as a key issue for the proposed modification. The Proponent considers that the proposed design would reduce the visual impact and enhance the visual quality of the site. Further the architectural design and selection of colours for the proposed fascias and signage was specifically designed to reduce visual impact and create continuity in theme throughout the CCA site.

Parramatta City Council objects to some aspects of the proposed modification. Council believes the proposed modification:

- fails to minimise the visual impact of the site and exacerbates the concerns Council initially raised in relation to the High Bay Warehouse;
- has insufficient information to enable Council a thorough assessment;
- should not be considered as a modification since the signage was not subject to an initial assessment in the original project application; and
- the proposed modification is for a proliferation of product advertising on a building that is not a retail premises.

In considering the application and concerns raised by Council, the Department requested that CCA modify the design and scale of the proposed signage to reduce the overall visual impact.

In response to the Departments request, CCA made the following changes to the proposal:

- reduced the number of Coca-Cola script logos across the site from 16 to 13;
- reduced the number of Coca-Cola script logos which directly face Briens Road from 6 to 4; and
- reduced the dimensions of the proposed illuminated pylon. The initial proposal included a pylon of dimensions 4.8m (h) x 2.6m (w) and illumination of the entire structure. The revised proposal incorporates a pylon of dimensions 3.8m (h) x 2.2m (w) with only an illuminated Coca-Cola script logo on either side of dimensions 0.9m (h) x 1.8m (w).

Two existing signs (see Picture 4 and 5) are currently illuminated from dusk to dawn. As these would be removed as part of this modification, CCA is proposing that the replacement pylon logos be illuminated from dusk to dawn. Given that only a single sign (pylon) with illuminated logos would

replace the existing two signs, that the site is in operation 24 hours a day, 7 days a week, the Department considered that the same illumination for the pylon logos would be appropriate.

Due to ongoing issues raised by a nearby resident since the construction of High Bay Warehouse, the Department recommended an illumination curfew of 9:30pm for the existing Coca-Cola script logos on the High Bay Warehouse.

The Department has considered Council's concerns in relation to the proposed modification and provides the following response:

- the proposed signage is not considered to increase the visual impact of the site. Rather, the design put forward would reduce the visual impact and enhance the visual quality of the site by replacing the existing red awnings with materials and colours consistent with the High Bay Warehouse. Issues raised by Council in relation to visual impact of the site relate predominantly to the High Bay Warehouse which is not relevant to this modification. The revised proposal incorporates a reduced number of Coca-Cola script logos of which only 4 logos would be directly visible from the public domain (ie. directly facing Briens Road). Given the overall size of the site and the length of the street frontage (ie. 515m), the Department considers the proposed modification would not increase the visual impact of the site;
- based on the additional information that has been supplied by CCA, the Department considers that sufficient detail has been provided for a determination to be made;
- the initial project approval applies to the entire site. The proposed modification would not result in a 'radical transformation' of the project and therefore the Department considers that the project approval can be modified to include the proposed signage and modernised fascias; and
- the Department has reviewed the proposed modification in regard to *State Environmental Planning Policy No.64 - Advertising and Signage*. The Department considers the proposed signage meets the definition of *business identification sign* under the SEPP and is therefore not considered advertising signage. The proposed signage identifies existing structures as belonging to the Coca-Cola site, consists of a single business logo, and does not include general advertising of products, goods or services.

Further, the Department considers the proposed signage meets the objectives of the SEPP in that;

- it is compatible with the desired amenity and visual character of the area;
- provides effective communication in suitable location; and
- is of high quality design and finish.

A detailed assessment of the modified project against SEPP 64 assessment criteria is provided in Appendix A.

Due to the minor nature of the proposed changes, the Department is satisfied that the proposed modifications would have little or no visual impact beyond that assessed and approved.

5. RECOMMENDED CONDITIONS OF APPROVAL

The Department has recommended some changes to the current project approval to include the modification application within the terms of the approval.

6. CONCLUSION

The Department has assessed the merits of the proposal in accordance with the requirements in Clause 8B of the *EP&A Regulation*.

This assessment has found that the proposed modification is minor and is unlikely to cause any significant impacts. It has also found that the modified project would reduce the visual impact of existing structures and enhance the visual amenity of the site.

Consequently, the Department believes the proposed modification is in the public interest, and should be approved subject to conditions.


7. RECOMMENDATION

It is RECOMMENDED that the Director-General:

- approve of the proposed modification under Section 75W of the EP&A Act; and
- sign the attached instrument (tagged A).

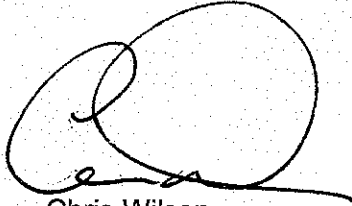


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Manager - Industry
Major Development Assessment

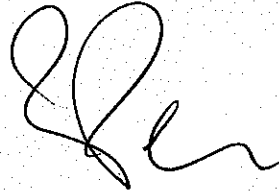


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Major Development Assessment



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Richard Pearson
Deputy Director-General

APPENDIX A – State Environmental Planning Policy No. 64 - Advertising and Signage

Assessment Criteria

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>
	The proposal is compatible with the existing character of the area. The signage will be visible from an area that is predominately light industrial businesses.
	<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>
	The proposal is consistent with the signage located on buildings for other businesses in the immediate vicinity. There is no notable theme in the immediate area.
2	Special Areas
	<i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas</i>
	No, the proposal will enhance the amenity. The design put forward will reduce the visual impact and enhance the visual quality for the sites from 128 to 120 Briens Road. The frontage of the site is not an environmentally sensitive area, heritage area, natural or other conservation area.
4	Views and vistas
	<i>Does the proposal obscure or compromise important views?</i>
	No
	<i>Does the proposal dominate the skyline or compromise important views?</i>
	No. The modification does not involve changes to building heights. The design put forward presents a more appealing and softer colour scheme that would enhance the visual quality of the site.
	<i>Does the proposal respect the viewing rights of other advertisers?</i>
	Other advertisers are not impacted. Coca-Cola does not provide a facility for other advertisers to advertise at the site.
5	Streetscape, setting or landscape
	<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>
	The scale, proportion and form of the signage is appropriate for the streetscape and compliments the High Bay Warehouse recently constructed at the 104 Site. The Architectural design and selection of colour for the High Bay Warehouse was specifically targeted to reducing the visual impact and it is proposed to continue this theme to other buildings, both new and existing on the site.
	<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>
	No
	<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>
	The proposed signage package rationalises existing illuminated signage by removing two existing illuminated signs and replacing them with a signal illuminated sign. The appearance of the site is tied together by a continuous theme simplifying and providing continuity visually between the site structures.
	<i>Does the proposal screen unsightliness?</i>
	Not applicable
	<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>
	No
	<i>Does the proposal require ongoing vegetation management?</i>
	No
6	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>
	Yes. It is compatible with the scale and proportion of the buildings and achieves a continuous theme across the site.
	<i>Does the proposal respect important features of the site or building, or both?</i>

The proposed signage package ties together the important features of the site in a minimalist way.
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>
Yes. Innovation was a key element in approaching the design to achieve the outcomes required for the signage package and for the Site as a whole.
7 Associated devices and logos with advertisements and advertising structures
<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>
The only lighting included is in the design of the pylon sign. Only the logo is proposed to be illuminated.
8 Illumination
<i>Would illumination result in unacceptable glare?</i>
No. Lumens = 200 per letter set (est.)
<i>Would illumination affect safety for pedestrians, vehicles or aircrafts?</i>
No
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>
No. Illuminated Business Identification Signage exists directly opposite the proposed location of the pylon sign.
<i>Can the intensity of the illumination be adjusted, if necessary?</i>
No
<i>Is the illumination subject to a curfew?</i>
Two existing signs that will be removed as part of the proposal are currently illuminated from dusk to dawn. Given that only a single sign with illuminated logos will replace the existing two signs, and that the site is in operation 24 hours a day, 7 days a week, it is considered that the same illumination would be appropriate
9 Safety
<i>Would the proposal reduce safety for any public road?</i>
No
<i>Would the proposal reduce safety for the pedestrians or bicyclists?</i>
No
<i>Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>
No. All signage is within the CCA site behind a 2.8 metre security fence.