



12 March 2010

Chris Ritchie
Manager Industry, Major Development Assessment
Department of Planning
23-33 Bridge Street
SYDNEY NSW 2000

Dear Chris,

COCA-COLA AMATIL NORTHMEAD REDEVELOPMENT PROJECT – TRAINING FACILITY MODIFICATION (MOD 4)

I refer to the above modification application currently being assessed by the Department of Planning under Section 75W of the *Environmental Planning and Assessment Act 1979*.

It is understood that the Department and Council have raised concerns regarding the signage atop the proposed Training Facility building, particularly in relation to the logos in the context of other signage on the Northmead site.

In response to these concerns, Coca-Cola Amatil (Aust) Pty Limited (CCA) proposes to remove the two signs (including logos) from the top of the building facing north and west, and instead extend the blade wall on the western façade upwards to incorporate the 'ribbon' pattern as shown on the original signage, and install a single logo on the western façade near ground level.

The revised scheme is shown on the attached drawings, which replace the corresponding drawings submitted with the modification application.

The single (illuminated) Coca-Cola logo would present predominantly to internal visitors to the CCA Northmead site, and would not be readily visible to external landusers. It would be well setback from Briens Road.

The 'ribbon' pattern (on the extended blade wall) has been retained atop the building as it:

- integrates the architectural theme of the building with other buildings on the site (which all incorporate the 'ribbon');
- provides architectural balance to other roof-top elements of the building; and
- hides some roof-top plant, including the top of the building's stairwell.

It is considered that this amendment to the proposal represents a significant concession from CCA to address the concerns expressed by the Department and Council regarding signage on the site.

As discussed in the EA, some branding of the Training Facility for internal visitors is required as the building will be a central focus for CCA's client and community relations. It is considered that the proposed amendment provides this branding in a manner which does not result in any adverse impacts on external landusers.

It is respectfully requested that the Department approves the proposed modification, as amended with the attached plans.



Should you have any enquiries in relation to this matter, please do not hesitate to contact me on 0400 392 861.

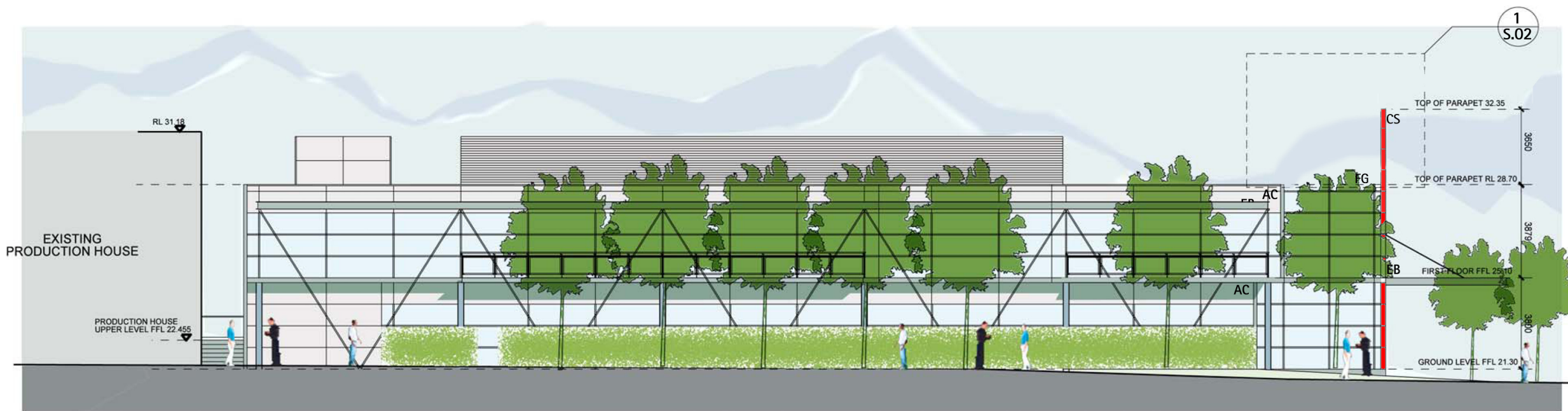
Yours faithfully,

PJEP – Environmental Planning

Phil Jones

Principal Environmental Planner

Cc:	CCA	
Attachments:	Revised architectural plans:	A-050/D Elevations, North & South A-051//E Elevations, East & West S.01 Proposed Siganage S.02 Signage Detail CCA Northmead Northern Elevation



NORTHERN ELEVATION



WESTERN ELEVATION

LEGEND

- AC - PROFILED METAL CLADDING
- AW - ALUMINIUM AWNING WINDOW
- EB - EXPOSED STEEL BEAM
- FC - FIBRE CEMENT CLADDING
- FG - FIXED GLASS
- CS - COMPOSITE ALUMINUM CLADDING

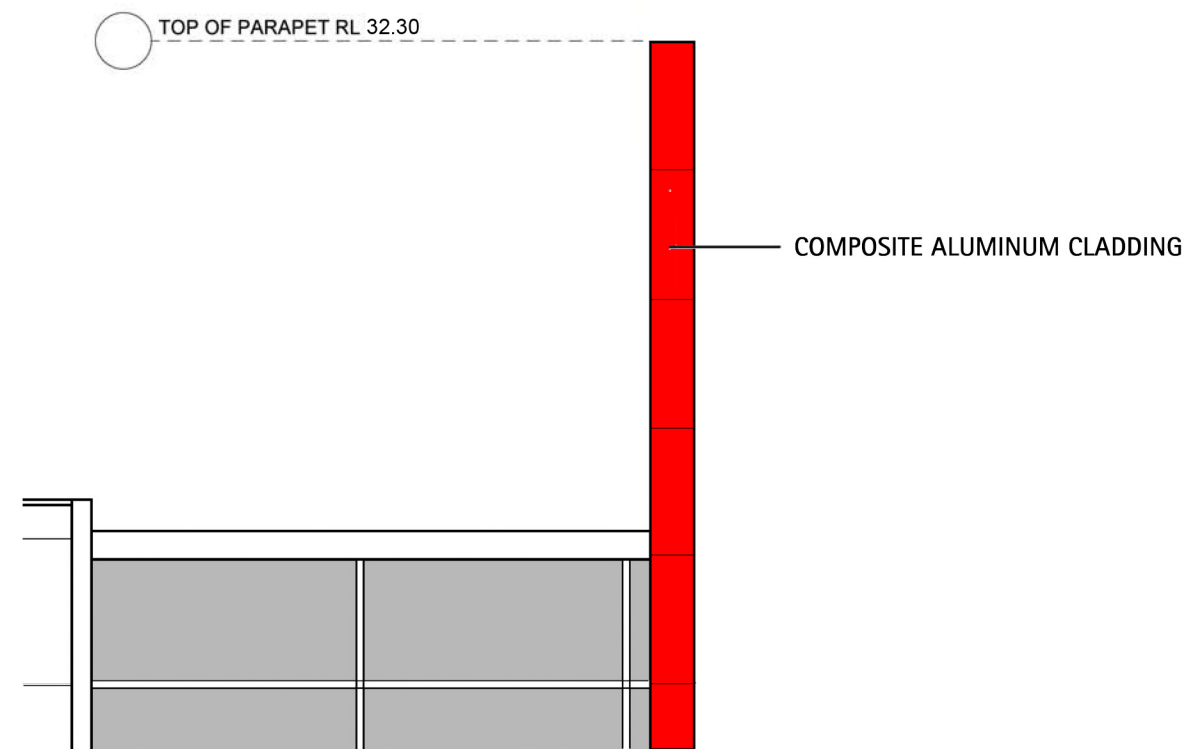
COCA-COLA TRAINING FACILITY, NORTHMEAD PROPOSED SIGNAGE

DRAWING NO. S. 01
 SCALE 1:200@A3/1:200@A1
 DATE: NOVEMBER 2009

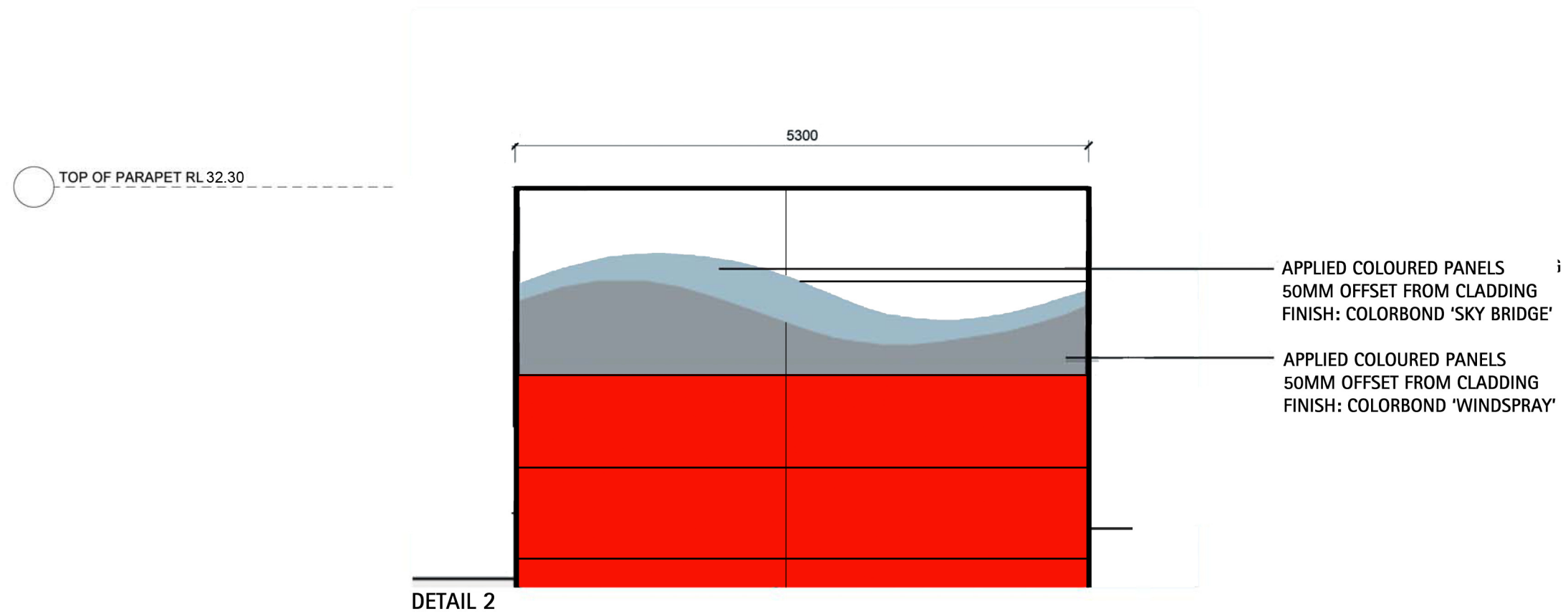
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 570 Crown Street
 Surry Hills NSW 2010
 Sydney, Australia



DETAIL 1



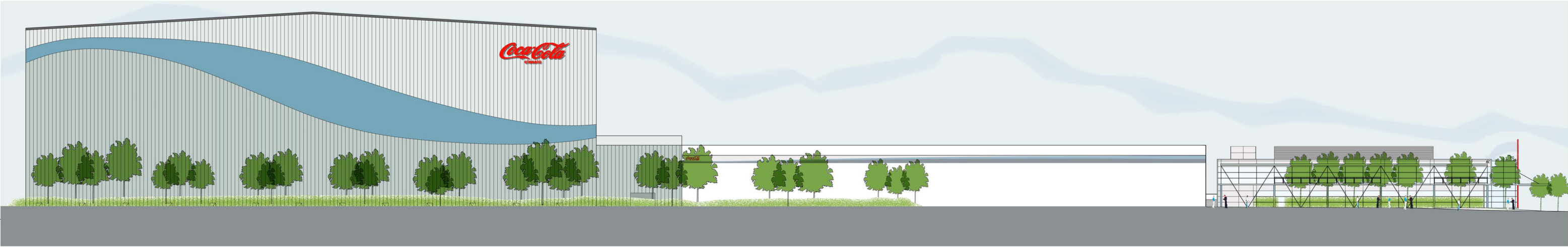
COCA-COLA TRAINING FACILITY, NORTHMEAD PROPOSED SIGNAGE

DRAWING NO. S. 02
 SCALE 1:50
 DATE: NOVEMBER 2009

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Lippmann

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 570 Crown Street
 Surry Hills NSW 2010
 Sydney, Australia



NORTHERN ELEVATION
1:300 @ A1



PHOTO MONTAGE WITH NORTH ELEVATION

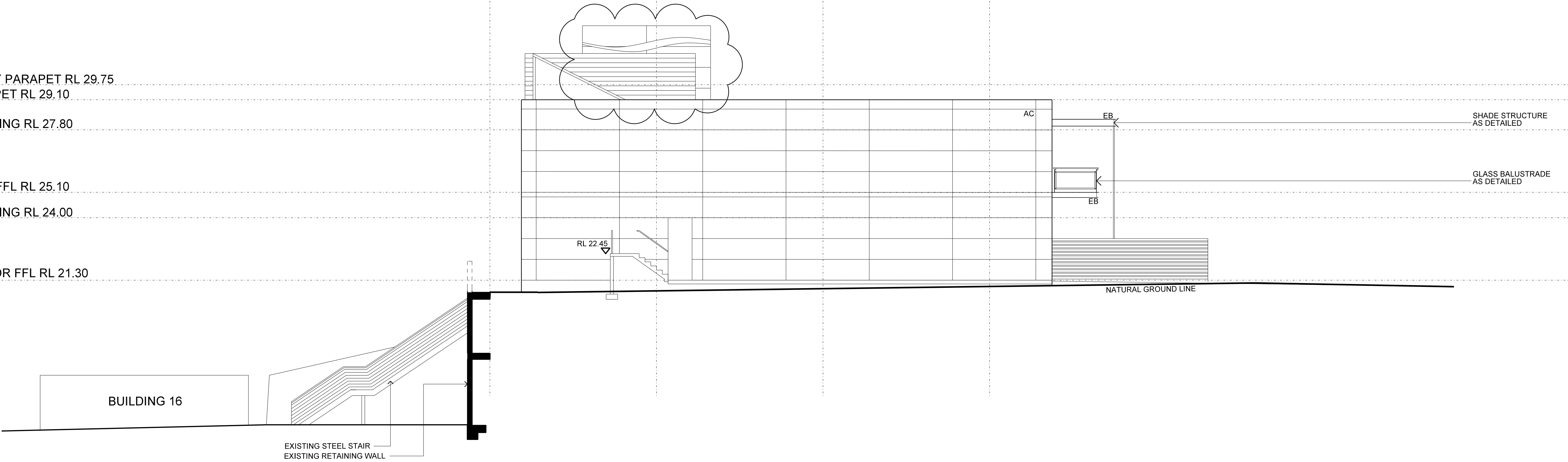
TOP OF ENTRY PARAPET RL 29.75
TOP OF PARAPET RL 29.10

FINISHED CEILING RL 27.80

FIRST FLOOR FFL RL 25.10

FINISHED CEILING RL 24.00

GROUND FLOOR FFL RL 21.30



EAST ELEVATION

LEGEND			
AC	-	PROFILED ALUMINUM CLADDING	
AW	-	ALUMINUM AWNING WINDOW	
EB	-	EXPOSED STEEL BEAM	
FC	-	FIBRE CEMENT CLADDING	
FG	-	FIXED GLASS	

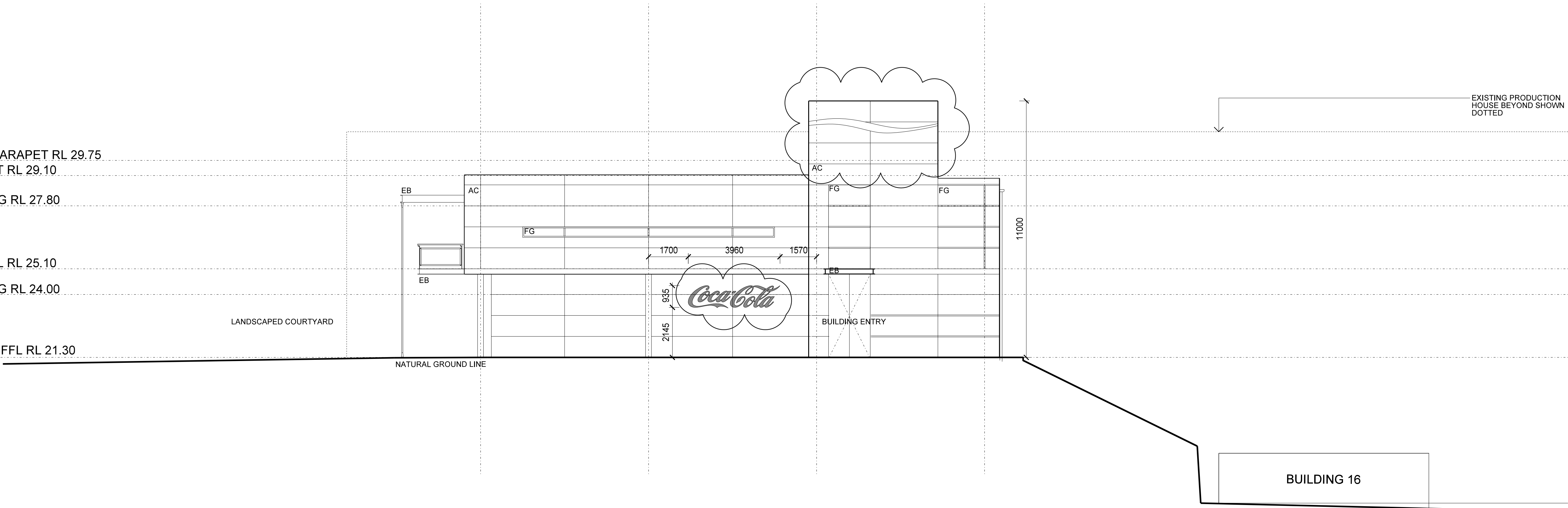
TOP OF ENTRY PARAPET RL 29.75
TOP OF PARAPET RL 29.10

FINISHED CEILING RL 27.80

FIRST FLOOR FFL RL 25.10

FINISHED CEILING RL 24.00

GROUND FLOOR FFL RL 21.30



E	SINAGE AMENDMENTS	12/03/10	WI
D	SINAGE AMENDMENTS	11/03/10	WI
C	SINAGE AMENDMENTS	10/03/10	WI
B	GENERAL AMENDMENTS	24/11/09	WI
A	PART 3 A SET	20/11/09	WI

PRELIMINARY

PROJECT	COCA COLA TECHNICAL BUILDING 102-128 BRIENS ROAD NORTHMEAD		
TITLE	ELEVATIONS - EAST & WEST		
SCALE	1:100 @ A1	DRAWN	WI
DATE	02/11/09	CHECKED	MM
DRAWING	08006 / A-051	REVISION	E

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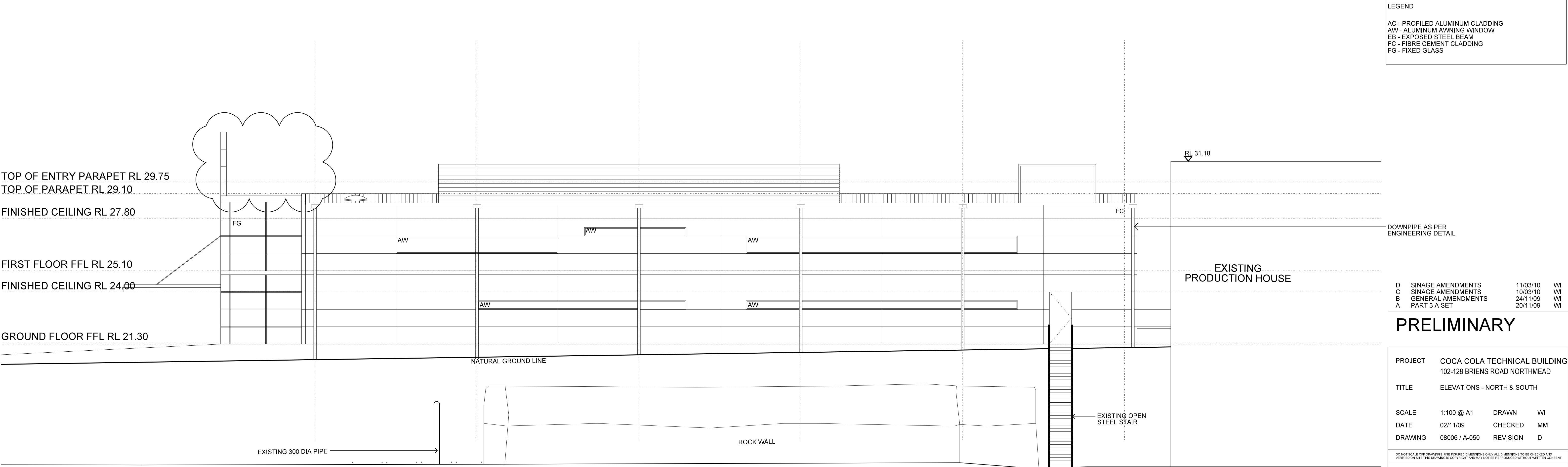
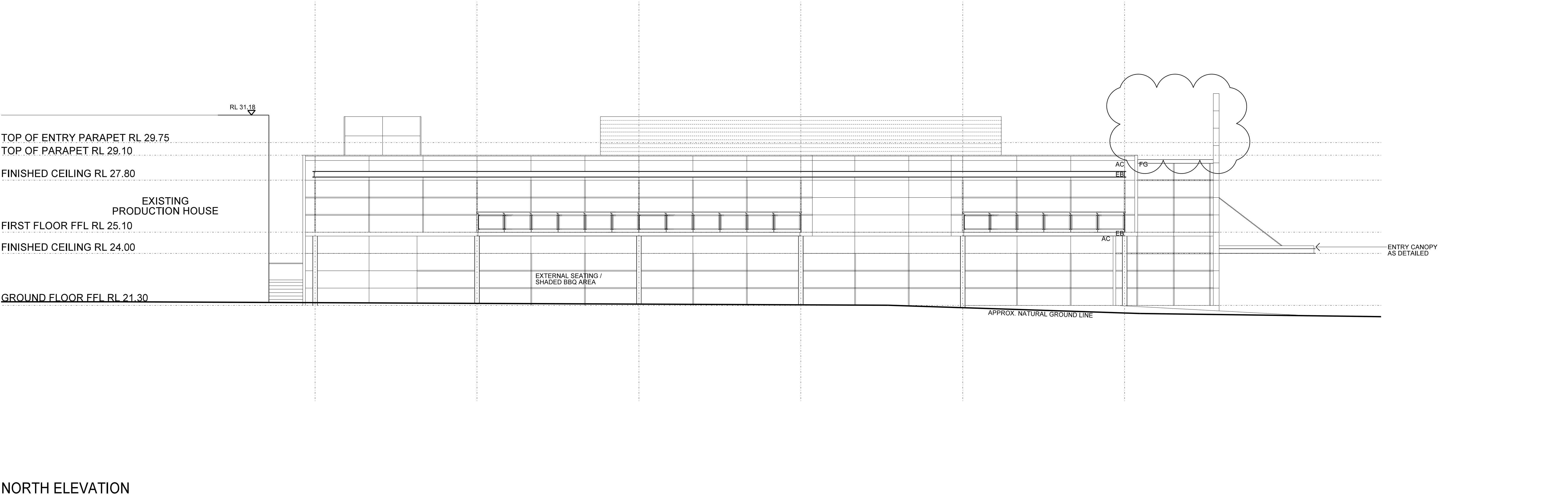
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WEST ELEVATION



SOUTH ELEVATION