

ASSESSMENT REPORT

Section 75W Modification Upgrade of Coca-Cola Amatil Training Facility Building & Signage Briens Road, Northmead

1. BACKGROUND

Coca-Cola Amatil's (CCA) manufacturing facility 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 to construct and operate a new High Bay Warehouse and upgrade its existing soft drink production facility at Northmead. The upgrade included expansion of the manufacturing facilities and three new production lines. The approval applied to both the new components on the site and to existing operations, and incorporates Lots 110 and 111 in DP 800504 and Lot 21 in DP 632950 as depicted in Figure 1. The approved site layout is depicted in Figure 2.



Figure 1: Site Location

The project has been undertaken on a staged basis. To date, CCA has constructed the new high bay warehouse, gatehouse and driver amenities, and installed the first of three new production lines.

Since the approval there have been three modifications approved, including a modification to modernising fascias of existing structures across the site and install new business signage.

CCA is currently undertaking detailed design for the new canteen/office/training facility (herein referred to as the training facility), which forms part of the approved project. The original EA for the project included only basic layout plans for the training facility, and noted that the final design would be subject to further approval. CCA has now prepared these final design plans, and seeks the Minister's approval for the training facility, including building signage, via a modification to the approved project.

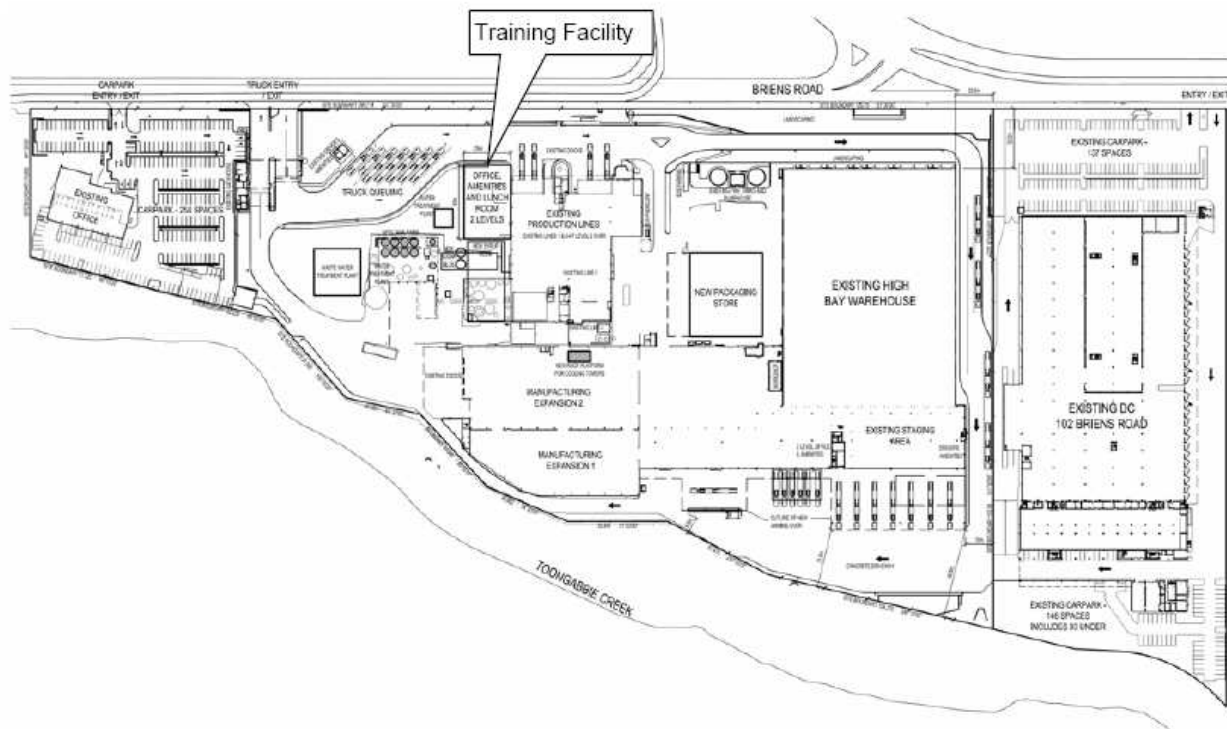


Figure 2: Site plan (as approved) showing the location of the Training Facility

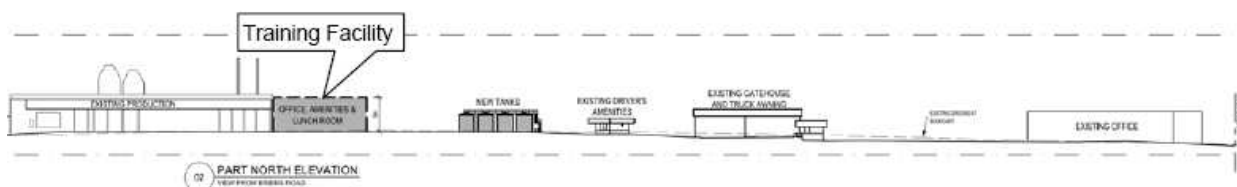


Figure 3: Site Elevation (North) – As approved

The approved training facility is described in Section 4.6 of the original EA for the project. For reference, the section is reproduced in full below:

“4.6 Canteen, offices and training facilities

A new two-level 2,000m² building will be constructed adjacent to the main production building 128-D in the area currently occupied by a series of portable office buildings at 128-C. The building will have a footprint of 1,000m² and accommodate a canteen, offices for manufacturing and warehouse administrative staff, training facilities, and an auditorium that will be utilised as a base for school and community tours of the facility. Provision for bus parking will be made in the adjoining truck queuing area.

The canteen, auditorium and amenities will be located on the ground floor, and offices, training facility and associated meeting rooms and amenities situated on the first floor. The final design of the building is yet to be fully resolved, and will require further approval.”

2. PROPOSED MODIFICATION

Training Facility

CCA has now completed the final design plans for the training facility, and seeks approval for the plans via a modification of the project approval.

The proposed training facility is shown on Figures 4 to 6, with a full set of architectural and landscape plans attached as Appendix A to the EA. The proposed training facility would replace existing demountable structures on site.

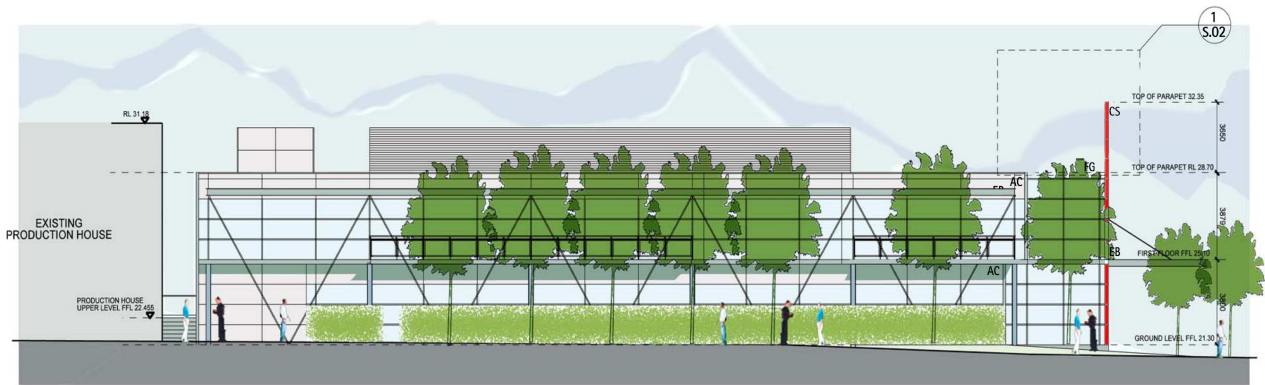


Figure 4: Training Facility Elevation (North) – As Proposed



Figure 5: Training Facility Elevation (West) – As Proposed



Figure 6: Site Elevation (North) – As Proposed

The proposed training facility is generally similar to that described in the original EA, with the key differences being:

- the building footprint has been rotated 90 degrees to take full advantage of the northern aspect and to address the key streetscape of Briens Road;

- the floor area of the proposed building is approximately 1,900m², slightly smaller than that described in the original EA;
- the height of the proposed building is 7.8 metres (to the main roof parapet, or approximately 10 metres to the top of the roof plant), which is generally lower than the 9 metres identified on the approved site plans;
- the proposed training facility includes building signage and design features, which were not described in the original EA or subsequent modifications (Mod 2 - Business Signage); and
- a service access driveway has been included on the north-eastern side of the building, and a drop-off pedestrian island included on the western side of the building.

External finishes for the proposed facility are shown on Figures 4 and 5 and the building elevation plans in the EA. The northern façade comprises extensive use of glazing to provide natural light, and incorporates an atrium to provide an indoor/outdoor training and meeting place at ground level. The other facades would comprise a mix of metal cladding, fibre cement cladding and glazing. The western elevation includes a red feature blade wall which extends above the building structure.

Signage

The proposed signage would consist of a single illuminated Coca-Cola logo of dimensions 3.96m(w) x 0.94m(h) raised approximately 2m from the ground and a 'ribbon' pattern blade wall of dimensions 2.7m(h) x 5.3m(w) atop the training facility (refer Figures 4 - 7). Both the logo and the blade wall would have a western orientation and would be well set back from Briens Road (see Figure 8).

The proposed signage would be in addition to the 13 script Coca-Cola logos approved as part of the business signage modification on 4 June 2009.

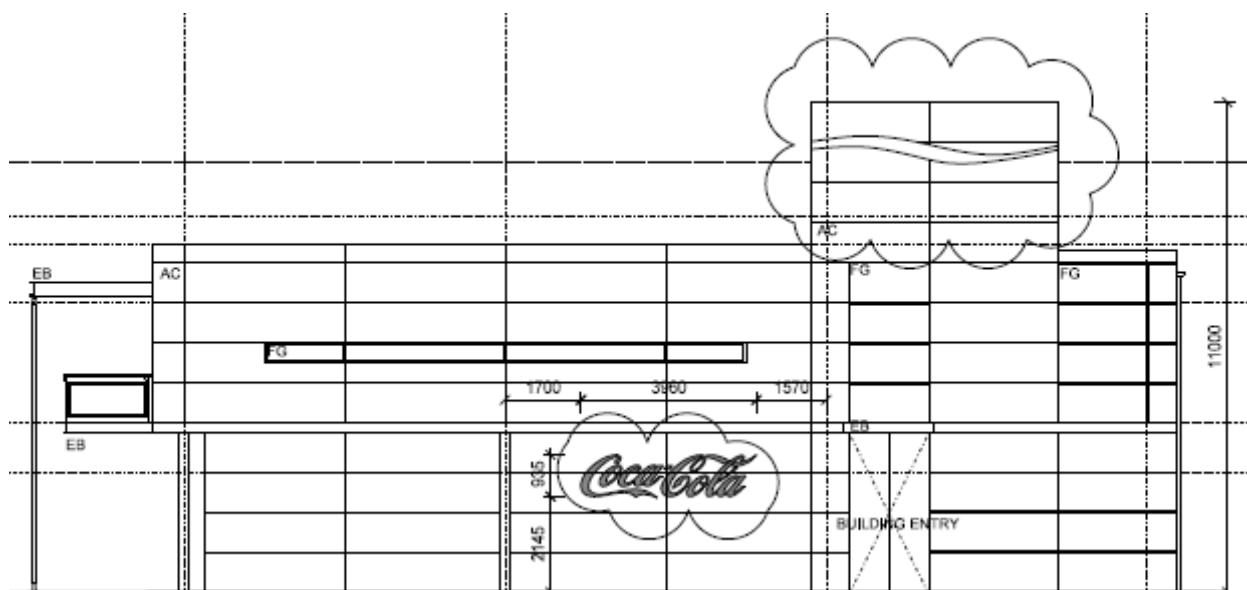


Figure 7: Proposed Signage (Western Elevation)

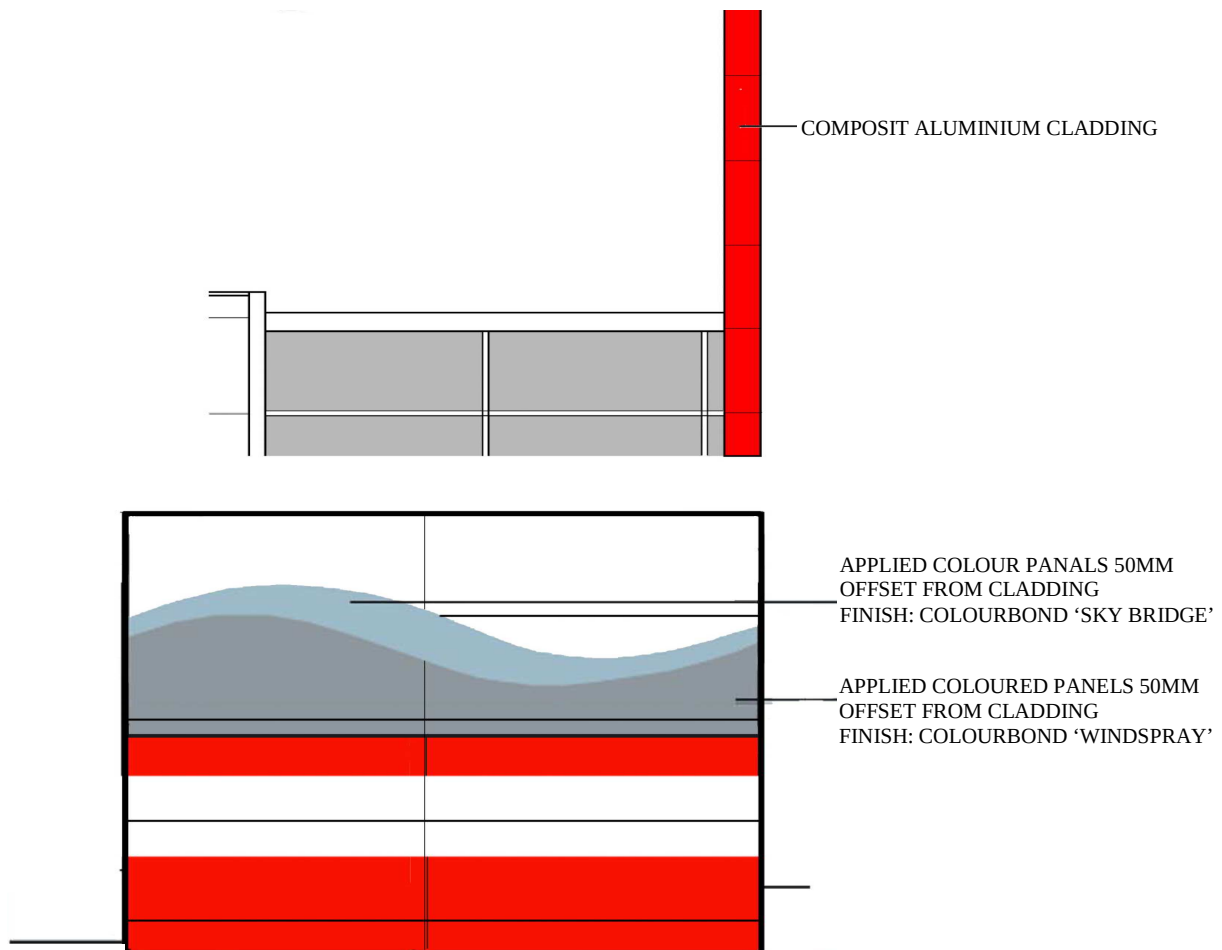


Figure 8: Proposed Signage (North & West Elevation)



Figure 9: Photomontage showing view from Briens Road north of the site

3. STATUTORY CONTEXT

Approval Authority

Section 75W of the EP&A Act confers on the Minister an implicit obligation to be satisfied that the modification request falls within this section of the EP&A Act.

The Department notes that:

- the proposed modification does not seek approval for a new and different project for which approval was granted; and
- any potential impacts would be minimal and could be appropriately managed through the existing or modified conditions of approval.

It is therefore recommended that the Director of Mining & Industry Projects, under the Ministers delegation of 25 January 2010, agree that the modification request falls within section 75W and the request can be determined.

The Department has reviewed the amended modification in regard to *State Environmental Planning Policy No.64 - Advertising and Signage* and considered issues raised by Council. 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 would identify an approved structure as belonging to the Coca-Cola site, would consist of a single business logo and 'ribbon' panel, and would not include general advertising of products, goods or services.

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 a suitable location; and
- is of high quality design and finish.

Further, the proposed signage would not be readily visible to external landusers and the proposed 'ribbon' design integrates the architectural theme of the building with other buildings on the site (which all incorporate the 'ribbon').

Notwithstanding, the Department does not consider the continual illumination of the Coca-Cola logo warranted and recommends that an illumination curfew, similar to that placed on the High Bay Warehouse logos, be applied to the facility building logo.

5. RECOMMENDED CONDITIONS OF APPROVAL

The Department considered that the proposal represents a minor modification of the project as approved and will not have any impacts beyond that assessed and approved.

The Department has recommended a minor amendment to the current project approval to include the modification application within the terms of the approval.

6. CONCLUSION

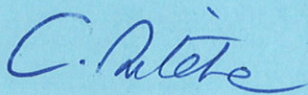
The Department has assessed the merits of the proposal in accordance with the requirements in Clause 8B of the *EP&A Regulation*.

This assessment has found that the proposed modification is minor and is unlikely to cause any significant impacts beyond that assessed and approved. Consequently, the Department believes the proposed modification is in the public interest, and should be approved.

7. RECOMMENDATION

It is RECOMMENDED that the Director of Mining & Industry Projects:

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


Chris Ritchie
Manager - Industry
Mining & Industry Projects
26/3/10


David Kitto
Director
Mining & Industry Projects
26/3/10