

19 May 2010

Mr Daniel Kery
Director
Government Land and Social Projects
NSW Department of Planning
GPO BOX 39
SYDNEY NSW 2001

Dear Mr Kery,

SUBJECT: FUJITSU 75W APPLICATION REQUIREMENTS FOR MP 06-0175

In reference to your correspondence dated 4 May 2010 with Robert Fugle of Claude Neon Pty Limited ("Claude Neon"), and our telephone conversation on 10 May, please find below the requested additional information regarding the proposed change to the signage associated with the abovementioned project.

As a matter of background, this project comprises construction of a six level commercial office building with a café and two retail units at ground level, a total of 101 car spaces within two basement levels, and removal of 6 street trees. This project was approved by the Minister for Planning on 26 May 2008 subject to the conditions of approval listed in Schedule 2 of the Determination. Since this Determination, the major tenant of the building has changed and hence, the exterior signage is proposed to be modified.

As such, the NSW Department of Planning has requested that the following information be provided to support this change:

1. justification for the proposed modification;
2. assessment of the proposed changes in relation to *State Environmental Planning Policy No- 64 Advertising and Signage* ("SEPP 64");
3. consideration of SOPA's Guidelines for Outdoor Advertising; and
4. a comparison of the approved and proposed signs with respect to their environmental impacts.

1.0 Justification For the Proposed Modifications

Signage was fully incorporated into the original design of the commercial building with WATPAC signs approved for the north, south and eastern facades of the building. WATPAC remain tenants of the building, however, Fujitsu is now the primary tenant and requires business identification signage for the south, east and northern facades of the building to replace the existing WATPAC signage.

The details of the proposed signage are provided in plans at Annex 1.

2.0 SEPP 64 Assessment

In accordance with SEPP 64, the proposed signs are defined as “business identification” signs. Please refer to Annex 2 for an assessment of the proposal against the assessment criteria set out in SEPP 64.

3.0 SOPA Guidelines for Outdoor Advertising Identification and Promotional Signage 2002 (“SOPA Guidelines”)

In accordance with SOPA Guidelines, the proposed signs are defined as Building Name Signs as they would identify the major tenant of the building. The building on which the proposed signage would be installed falls within the Sydney Olympic Park ‘Town Centre’ Precinct. The desired character of this precinct is described as follows in SOPA Guidelines:

- I. *“The urban heart of the Sydney Olympic Park;*
- II. *A mixed use urban environment comprising commercial office development, exhibition and entertainment uses, restaurants and cafes, convenience retail, hotel and residential uses and visitor support services;*
- III. *Active and vibrant streets; and*
- IV. *A substantial working and residential population within easy walking distance of the railway station and local open spaces.”*

The specific objectives of the precinct are as follows:

- I. *“To encourage high quality and innovative signage for the promotion of vibrancy and vitality of the Town Centre;*
- II. *To support the commercial viability of businesses in the Town Centre; and*
- III. *To assist in wayfinding and navigation around the Town Centre.”*

The proposed signage is consistent with the desired character and specific objectives of the precinct. Annex 3 of this report provides a checklist that has been developed from the provisions set out in the Guidelines. Please refer to Annex 2 for a more details assessment of the projects compliance with The Guidelines.

4.0 Discussion of Environmental Impacts - Approved Versus Proposed

A comparison of the size of the approved and proposed signage is summarised in the table below. The three proposed Fujitsu signs are all of the same size and scale. Whilst the height of the proposed signs is slightly larger in dimension, the width and depth are significantly less than that of the approved WATPAC signs.

Signage	Height	Width	Depth
WATPAC			
South Façade	1300	6400	300
East Façade	900	4500	300
North Façade	1100	5500	300
Fujitsu			
South Façade	1550	3190	150
East Façade	1550	3190	150
North Façade	1550	3190	150

Table 1.0 Size comparison

Noise and Vibration

It is anticipated that a small amount of noise would be generated during installation of the proposed signage. All works would be undertaken between the hours of 7am and 6pm on weekdays to minimise any potential noise disturbance to adjacent businesses.

Visual Impacts

The site is surrounded by other buildings and landuses of a similar nature. Implementation of the proposal would result in the replacement of existing WATPAC signage with new signage for the major tenant, Fujitsu. The visual impacts of the proposed signage are not considered to be any different to that of the existing signage.

Hazards and Risks

Hazards and risks associated with this proposal are limited to those associated with the methods used to install the signage and the use of tools and equipment required. The signs would be manufactured offsite and taken in parts via the goods lift, through the plant room to the roof of the building. The signs would be installed by abseilers.

Given the site's proximity to the Sydney Olympic Park road network, those personnel involved in the delivery and unloading of signage parts would wear fluorescent vests to increase their visibility to passing motorists. In addition, Claude Neon as project manager has a comprehensive Occupational Health and Safety Policy which its sub-contractors are contractually obliged to adhere to at all times.

Waste

Minimal waste would be generated for this project and would be limited to general rubbish and litter from site workers. Any litter would be removed from the site upon cessation of proposal related activities.

Energy Use

The proposed signage would consist of internally illuminated fabricated letters containing red LEDs. Industry measurements have found the type of LEDs that would be used with the proposed signage disperse the standard 425 lumens per meter at 1.6 milli amps at 25 degrees Celsius. Given that the LED light 'glows' rather than 'throws' light, Claude Neon advise that the installed lettering would not project light more than 5 metres from its origin.

Other Environmental Impacts

There are no environmental issues associated with soils and erosion for this proposal. Nor are there any issues relating to flora and fauna, air quality, water quality or indigenous and non-indigenous heritage.

4.0 Conclusion

It is considered that the design of the proposed signage is consistent with other advertising signage of a similar nature in the same precinct. Furthermore, it is in compliance with all relevant statutory planning instruments and relevant guidelines. We respectfully request that its installation be promptly considered.

We look forward to your response and welcome any comments or queries in relation to the above. Please contact my colleague, Robert Fugle on (02) 9315 2749 should you wish to discuss.

Yours sincerely,

Renee Kuffer
Senior Environmental Consultant
Claude Neon Pty Limited

Annex 1

Detailed Plans of Proposed Signage

FRONT ELEVATION 
1:25

SIDE ELEVATION 
1:25

Fabricated acrylic returns

A red decorative block with a white center and a textured surface.

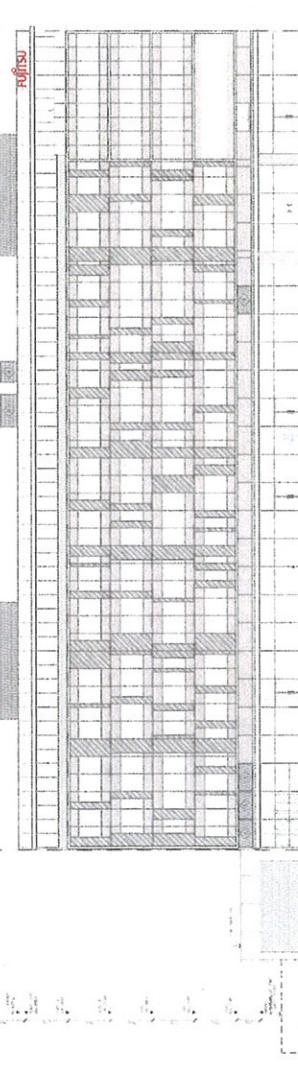
TYPICAL ISOMETRIC

FUJITSU RED PMS 032
(To be confirmed)

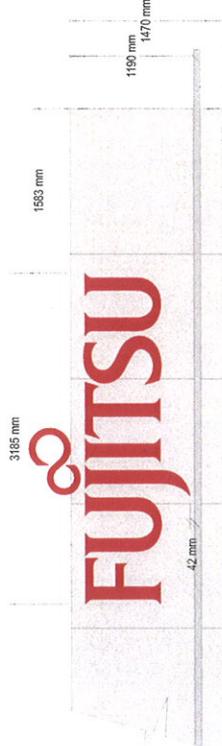
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3 SETS OFF INT-ILL FABRICATED LTRS				
Title:		Scale 1:25 1:10 @ A3		
Date	25/02/10	Ref ID #	9277	
Consultant	SMcD	Drawn	53062	
Drawn		LT	52863	
Sheet 1 of 5				

Claude Neon



Proposed display

SOUTH ELEVATION A
N.T.S.SOUTH ELEVATION A
N.T.S.

Existing site



Title: SOUTH ELEVATION

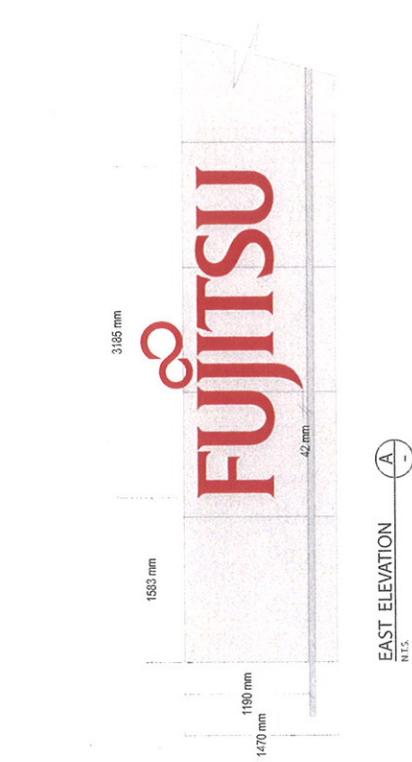
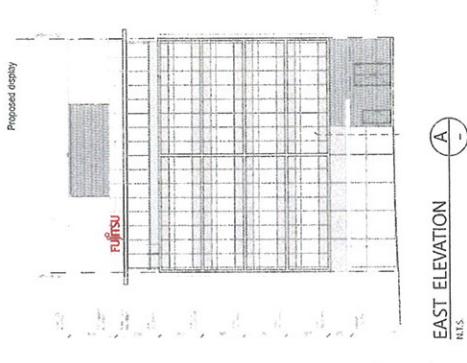
SOUTH ELEVATION A
VISUAL

Claude
Neon[®]

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Please proceed with manufacture
Print Name _____
Date _____ Signed _____

Client Approval
I have checked this artwork/specifications, and certify it conforms in
all respects, including colour, size and intended position
Please proceed with manufacture
Print Name _____
Date _____ Signed _____

Scale	25/02/10	N.T.S @ A3	
Ref ID #	9277	Sheet	
Drawn	LT	Consultant	
DWG #	53062	Print Address	
JOB #	52863	8 Australia Ave, Homebush Bay	
		Sheet 2 of 5	



Existing site



Proposed display



EAST ELEVATION
VISUAL

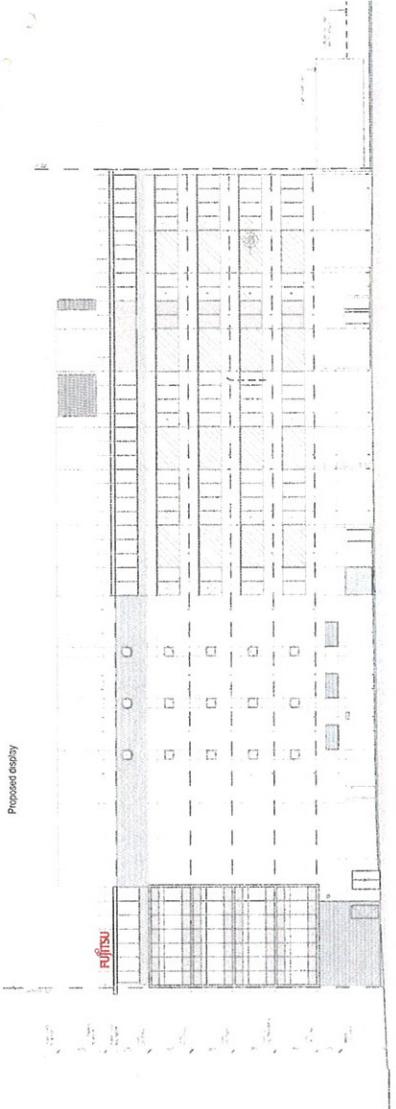
EAST ELEVATION
VISUAL

Title: EAST ELEVATION		Title: EAST ELEVATION	
Revision	Description	Revision	Description
Date	25/02/10	Date	25/02/10
Consultant	SMCD	Consultant	SMCD
Drawn	LT	Drawn	LT
Ref ID #	9277	Ref ID #	9277
DWG #	53062	DWG #	53062
JOB #	52363	JOB #	52363
Sheet 3 of 5		Sheet 3 of 5	

Client	Fujitsu	Client	Fujitsu
Instl Address	8 Australia Ave, Homebush Bay	Instl Address	8 Australia Ave, Homebush Bay
Date	Signed	Date	Signed

© Copyright 2010	Client Approval
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**Claude
Neon**



NORTH ELEVATION
A
-
N.T.S.

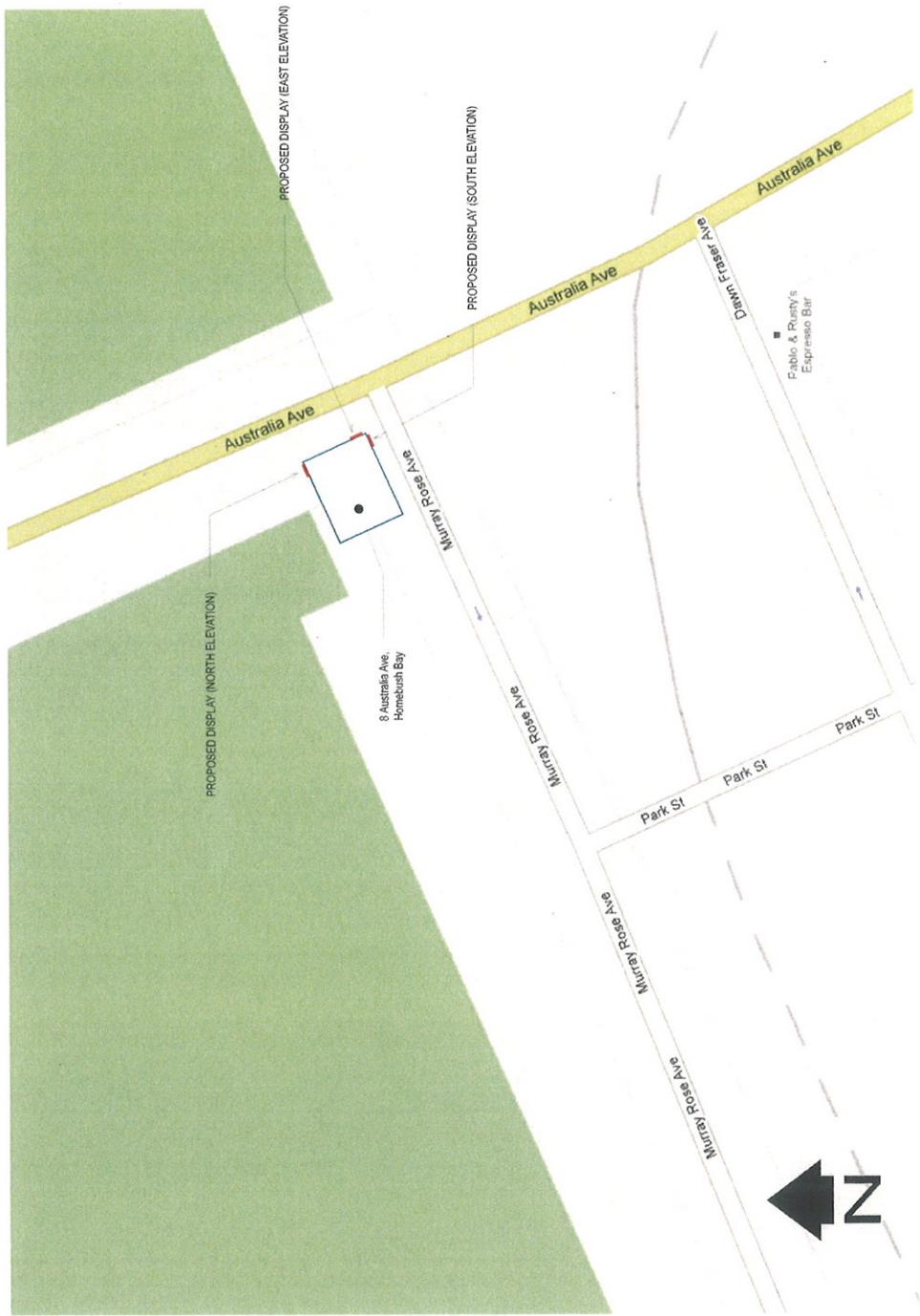
NORTH ELEVATION
Title:

Claude
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all respects, including dimensions, size, and material position
Please proceed with manufacture
Print Name _____
Date _____

Client Approval
Fujitsu
Install Address
8 Australia Ave, Homebush Bay

Client	Date	25/02/10	Scale	N.T.S @ A3
Fujitsu	Consultant	SMcD	Ref ID #	9277
Install Address	Drawn	LT	DWG #	53062
8 Australia Ave, Homebush Bay	Sheet 4 of 5		JOB #	52863



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Client Approval I have checked the above specifications, and certify it conforms in every respect to the above description, size and finished position. Please, proceed with manufacture.	
Print Name	Date
	Signed

Annex 2

SEPP 64 Schedule 1 Assessment Criteria

1. Character of the area

Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?

Yes the proposed signage is considered compatible with the commercial character of the Town Centre Precinct of Sydney Olympic Park.

Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

The scale and design of the signs are consistent with the SOPA Guidelines for Outdoor Advertising, Identification and Promotional Signs and therefore consistent with the SOPA outdoor advertising theme.

2. Special areas

Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?

No, the proposed signs do not detract from the amenity or visual quality of any of the abovementioned sensitive areas.

3. Views and vistas

Does the proposal obscure or compromise important views?

No, the proposed signs are more-or-less flush to the building and therefore, would not obscure or compromise any important views.

Does the proposal dominate the skyline and reduce the quality of vistas?

No.

Does the proposal respect the viewing rights of other advertisers?

The proposed signage is not of great proportion and would not compromise the viewing rights of other advertisers.

4. Streetscape, setting or landscape

Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?

Yes, the proposed signage is similar in scale, proportion and form of other nearby business identification signage.

Does the proposal contribute to the visual interest of the streetscape, setting or landscape?

The proposed signage would not detract from the visual interest of the streetscape, setting or landscape.

Does the proposal reduce clutter by rationalising and simplifying existing advertising?

NA

Does the proposal screen unsightliness?

NA

Does the proposal protrude above buildings, structures or tree canopies in the area or locality?

No

Does the proposal require ongoing vegetation management?

No

5. Site and building

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?

Yes, the proposal is similar in scale and proportion to other business identification signage in the area. Furthermore, the size and scale of this signage has been designed specifically for this building and therefore respect the proportion and other characteristics of the building and surrounds.

Does the proposal respect important features of the site or building, or both?

NA

Does the proposal show innovation and imagination in its relationship to the site or building, or both?

NA

6. Associated devices and logos with advertisements and advertising structures

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?

Lighting is the only associated device for the proposed signage, for enhancing the visibility of the signage. The signs would be internally illuminated and therefore, this is fully integrated into the design of each sign.

7. Illumination

Would illumination result in unacceptable glare?

No. Light from the proposed pylon sign would not project more than 5m from its origin.

Would illumination affect safety for pedestrians, vehicles or aircraft?

No. The proposed pylon sign does not possess flashing lights, electronically changeable messages, animated display, moving parts or simulated movement, complex displays, a level of illumination that has the potential to 'dazzle' or displays resembling traffic signs or signals.

Would illumination detract from the amenity of any residence or other form of accommodation?

No, there is no existing residential development in close proximity to the site.

Can the intensity of the illumination be adjusted, if necessary?

No

Is the illumination subject to a curfew?

Yes, an automatic time clock would extinguish illumination of the proposed pylon sign at 11pm in accordance with Australian Standard AS 4282-1997.

8. Safety

Would the proposal reduce the safety for any public road?

No, the signage would be located on the upper levels of the external façade of the building.

Would the proposal reduce the safety for pedestrians or bicyclists?

No, the signage would be located on the upper levels of the external façade of the building.

Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

No, the signage would be located within the building form and therefore will not obscure any sightlines from public areas.

Annex 3

SOPA Guidelines for Outdoor Advertising

PROVISIONS ¹	COMPLIANCE	NOTES
Advertising Signage	NA	
Identification Signage		
Key objectives		
All identification signage is to:		Appendix B to The Guidelines lists the SEPP 64 assessment criteria, which have been satisfied for this project.
I. Be compatible with the desired character of an area;	√	
II. Provide effective communication in suitable locations;	√	
III. Be of high quality design and finish	√	
IV. Satisfy the assessment criteria attached as appendix B; and	√	
V. Satisfy any other criteria contained in these Guidelines.	√	
Commercial Development Controls		
Building Name Signage is:		
I. to be consistent with Figures 3 and 4 and the caption text contained in those figures (attached as Appendix E);	√	
II. may only be allocated to a major or significant tenant of the building or its owner where the owner occupies a significant part of the premises;	√	
III. is not to contain any text other than the name of the significant tenant or owner; and	√	
IV. may contain the corporate logo of a significant tenant or owner, but only if the design of the logo achieves a high degree of compatibility with the architectural design, materials finishes and colours of the building.	NA	
Building name signage is only permissible at or near ground level for the purposes of identifying ground floor businesses and is to be consistent with Figures 7 and 8 (attached as Appendix E).	NA	
Business directory signage is to be contained within the entry foyer of the building.	NA	
Permanent free standing identification signage;		
I. is limited to one per street frontage;	NA	
II. is limited to a maximum area of 4m ² ;	NA	
III. is to be positioned so as not to impeded accessibility and sight lines; and	NA	
IV. is to contain only information related to the use of the buildings or site and is to include the street number in the top right hand corner of the blade.	NA	
Loose or movable signs such as "A frame" and sandwich board signs are prohibited. Existing signs of these types are to be phased out by the end of 2003 or as they deteriorate beyond acceptable presentation quality, whichever is the		

¹ These provisions have been sourced from the relevant chapters of The Guidelines.

PROVISIONS ¹	COMPLIANCE	NOTES
sooner.	NA	
<p>Illumination and animation of identification signage is permissible where it faces the urban areas of Sydney Olympic Park and no adverse impacts will be caused to the amenity of residential swellings, parklands and other sensitive areas.</p> <p>Additional Controls for Identification Signage</p> <p>All identification signage is to demonstrate design excellence and innovation.</p> <p>Identification signage visible from:</p> <ol style="list-style-type: none"> I. Parklands (including the Brickpit and Heritage Precinct Area); II. Public art projects and major water features; III. Significant public spaces such as Olympic Plaza, Olympic Boulevard, Fig Grove, Yulang and Station Square; IV. Significant landscape elements such as the Overflow and Urban Forest; V. Abattoir Heritage Precinct; and VI. Future residential development; <p>is to be sensitively designed to protect existing and future amenity. In this regard illuminated and animated signage is to be carefully considered and of exceptional design quality.</p>	√ √ √	
<p>Building Name Signage:</p> <ol style="list-style-type: none"> I. is to be designed to be consistent with the architecture of the building, be well designed and well proportioned; II. is limited to a maximum of 1 major building name sign per building elevation at or near the roof level and is to be consistent with Figures 3, 4, 5 and 6 (attached as Appendix E); III. Is limited to a maximum of 1 minor building name sign per street frontage above the entry at the ground floor level and is to be consistent with Figures 3, 4, 5 and 6 (attached as Appendix E); IV. Street number signage is to be incorporated in the building name signage at the entry. 	√ √ NA NA	
Promotional Signage	NA	
<p>Related Provisions</p> <p>Signage is also to comply with the following related provisions, where relevant.</p> <p>Illuminated Signs</p> <p>The following controls are to apply;</p> <ol style="list-style-type: none"> I. Illuminated signage is not to detract from the architecture of the host building during daylight; II. Illumination is to be provided by lighting (including cabling) concealed or integral with the sign. Illumination may also be provided by 	√	

PROVISIONS ¹	COMPLIANCE	NOTES
sensitively designed spot or down lighting; III. Exposed neon tubing is not permitted; and IV. Illumination may be prohibited or a curfew imposed on the operation of illuminated signs where these is the potential for the sign to significantly adversely impact upon the amenity of residential areas (including serviced apartments and hotel rooms), the public domain or Parklands.	✓ ✓	The illuminated signs would be subject to an 11pm curfew.
Signs and Road Safety		
Signage is not to detract from the safety of drivers using the roads within and adjacent to Sydney Olympic Park. The following controls are to apply:		
I. Signage is not to obscure or interfere with road traffic signs and signals or with a view of a road hazard or obstruction, oncoming vehicles, or any other vehicle or person which should be visible to drivers or other road users;	✓	
II. Signage is not to give instructions to traffic, such as the use of the word "stop", nor be of a form which could be confused with regulatory traffic signs and information;	✓	
III. Signage is not to be of a design or arrangement that any variable messages or intensity of lighting impair drivers' vision or distract drivers' attention; and	✓	
IV. Signage is not to be situated at locations where the demands on drivers' concentration due to road conditions are high such as at major intersections or at merging and diverging lanes.	✓	
Materials and Construction		
All signage is to be built to a high standard and materials of appropriate quality and durability are to be used in the construction.	✓	
Consideration is to be given to the principles of Ecologically Sustainable Development in the use of materials.	✓	
Consideration is to be given to ways of graffiti proofing signage located at or near ground level.	NA	
Maintenance		
All signage and support structures are to be kept in good repair and maintained to a high standard.	NA	These provisions would be the responsibility of the tenant.
Any damage is to be repaired as soon as possible after it occurs and display surfaces are to be kept neatly painted or posted at all times. The tenant is responsible for maintenance and cleanliness of all signs relating to the tenancy.	NA	
Faulty illuminated or animated signage is to be switched off until appropriate repairs are made.	NA	
Upon request from the Authority, the tenant or		

PROVISIONS ¹	COMPLIANCE	NOTES
owner of the sign shall attend to any matter regarding maintenance and cleanliness. If no action is taken to rectify a particular defect requested by the Authority within two working weeks, the Authority reserves the right to arrange for appropriate repairs and maintenance and charge the tenant with all associated costs.	NA	
Use of Professionals The use of a Graphic Design consultant is mandatory for the design of major signage.	√	
The use of a Graphic Design consultant is strongly encouraged for the design of minor signage.	NA	
Technical Requirements		
Fabrication, Finish and Installation		
All signage is to be manufactured supplied and fixed by a specialist Sign Contractor employing only tradespeople skilled in the required class of work.	√	
All signage is to be precisely located and carefully fixed by specialist tradespersons skilled in this work.	√	
All signage is required to be provided to a high standard.	√	
All proposed fixings are to be indicated on drawings provided prior to the work being undertaken.	√	
Generally all fixings are to be concealed fixings.	√	
Computer generated artwork is to be used for unique graphic items, production of stencils and silk-screens, cutting out and fabrication of lettering.	√	
Screenprinted graphics are to be applied using a screen not more than 120 threads per inch.	NA	
Adhesive vinyl graphics are to be applied using high quality exterior grade vinyl.	NA	
Cut-out metal lettering is to have all corners and edges of finished letterforms, numerals, arrows, pictograms, logotypes or other symbols sharp and true to the selected typeface or artwork with accurate, even curves and serifs where applicable.	√	
Where proprietary products are used, the manufacturer instructions and specifications are to be strictly adhered to.	NA	
All attachment devices, wiring, clips,		

PROVISIONS ¹	COMPLIANCE	NOTES
transformers, isolating switches, lamps, tubes, labels or plates required on signage are to be concealed from view by flush access panels and are to conform with SAA wiring rules AS3000.	√	
Graphics and Design In general terms, the design of graphics including selection of typefaces and colours are to be modern, high quality and of a design style complementary to the architectural style of Sydney Olympic Park.	√	
Use of experience Graphic Designers to prepare designs for all signage is encouraged.	√	
Experienced Graphic Designers are to be engaged for major signage projects.	√	
For the assessment of the suitability of sign proposals, high quality graphic representations of the signage and its intended installation details are required.	√	
Computer generated artwork is to be used for unique graphic items, production of stencils and silk-screens, cutting out and fabrication of lettering.	√	
Signage Contractor Signage contractors are to be appropriately qualified and insured and are to submit copies of the relevant current insurance policies when requested by the Authority.	√	
Standards and Codes of Practice All work and materials is to comply with the Building Code of Australia and the latest editions of all relevant codes and/or standards.	√	
In some circumstances signage contractors may be required to be accredited with AS/NZS ISO 9001 Quality Systems for design / development, production, installation and servicing.	√	