



***MODIFICATION REQUEST:
Wollongong Private Hospital
360-364 Crown Street and 9-11 Urunga
Parade, Wollongong (MP70_0070 MOD 1)***

- Modification to the built form, internal layout, service vehicle access and basement car parking of Wollongong Private Hospital

Director-General's
Environmental Assessment Report
Section 75W of the
Environmental Planning and Assessment Act
1979

November 2013

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1. BACKGROUND

On 18 April 2011, the Planning Assessment Commission, as delegate of the Minister for Planning and Infrastructure, approved project application MP07_0070 for the construction of a new private hospital facility at 360-364 Crown Street and 9-11 Urunga Parade, Wollongong, known legally as:

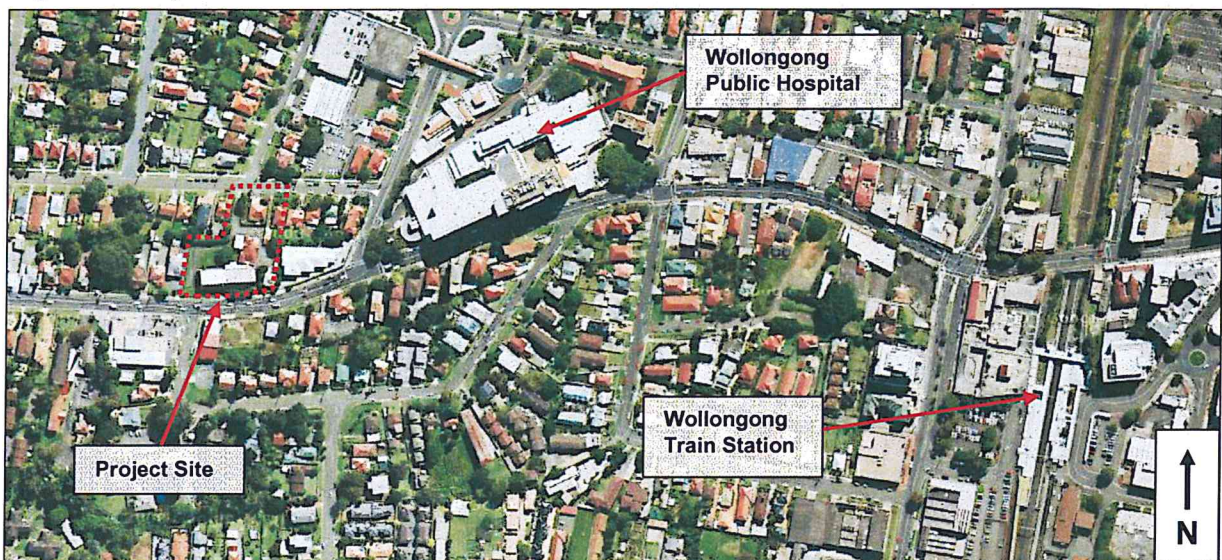
- Lot 7 in DP 661166 and Lot 1 in DP 565056 (360-364 Crown Street);
- Lot 53, Section 1 in DP 5507 (9 Urunga Parade); and
- Lot A in DP 381246 (11 Urunga Parade).

The Wollongong Private Hospital (WPH) project approval consisted of:

- demolition of existing buildings and ancillary structures;
- construction of an eight storey private hospital;
- three basement levels of parking for 321 vehicles;
- new signalised intersection at Crown Street and Staff Street;
- 154 medical, surgical and maternity inpatient beds, operating theatre suite, general practice, diagnostic, clinical and allied health tenancies, specialist medical consulting suites;
- university teaching centre; and
- ancillary retail tenancy floor space.

The project location is shown in **Figure 1**.

Figure 1: Project Location



Since the original approval was granted, the existing buildings and structures on the development site have been demolished and removed, though no construction works associated with the private hospital development have commenced.

Another modification application (MP07_0070 MOD 2) was lodged by the proponent after the lodgement of MOD 1 seeking to amend the instrument of approval to enable early works on site to commence whilst MOD 1 was still under assessment. MOD 2 sought to amend the wording of condition B25 – NSW Department of Health Private Hospital Licence and statement of commitment (SoC) B5 – Water and Energy Efficiency Program from “prior to the issue of any construction certificate” to “prior to the issue of a construction certificate for above ground works”.

MOD 2 was approved by the Executive Director, Development Assessment Systems and Approvals on 24 September 2013.

2. PROPOSED MODIFICATION

2.1 Modification Description

This report is an assessment of a modification application (MP07_0070 MOD 1) lodged by McKenzie Group Consulting Planning (on behalf of Donald Cant Watts Corke Pty Ltd, the proponent) seeking to amend the design of the approved Wollongong Private Hospital to provide a more appropriate, cost effective, functional hospital building with greater architectural merit. The modification application proposes the following amendments to the approved WPH:

- internal reconfigurations and alterations to the building facade and finishes;
- maintains setbacks of six metres to the side boundaries and minimum four metres to Crown Street and Urunga Parade;
- provision of new building identification signage;
- re-design of the plant and equipment room on the roof top;
- reduction in gross floor area (GFA) from 18,390 sqm to 18,080 sqm, resulting in a floor space ratio (FSR) of 3.63:1;
- reduction in the floor areas of the consulting suite and retail areas;
- increase in building height to RL79.1, from 32 m to 33.77 m;
- reduction of the number of beds in the private hospital from 154 to 149;
- provision of 317 car parking spaces (four space reduction);
- provision of a Vacuum Insulated Evaporator (VIE) liquid oxygen storage tank and substation adjacent the eastern boundary;
- reconfiguration of the Crown Street and on-site vehicular access arrangements; and
- deletion of conditions B10 (tri-generation), D1 and F1 (4 star Green Star rating), and E11(a) (vehicle access/exit off Crown Street).

The amended layout and built form of the WPH is detailed in **Figures 2 to 5**.

Figure 2: Proposed Site Layout

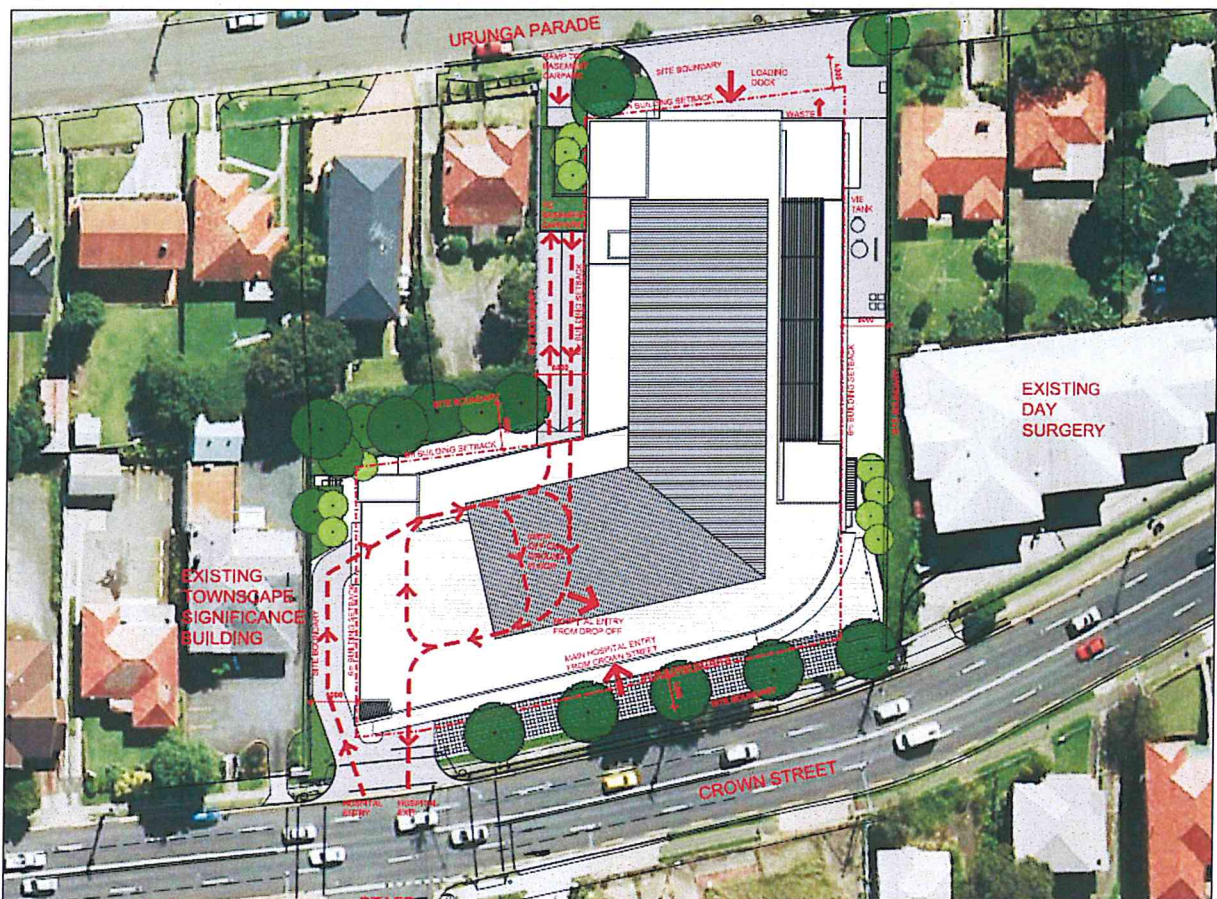


Figure 3: Proposed WPH Built Form – Northern Perspective



Figure 4: Proposed WPH Built Form – North Eastern Perspective (Crown Street)



Figure 5: Proposed WPH Built Form – South Western Perspective (Urunga Parade)



3. STATUTORY CONTEXT

3.1 Modification of the Minister's Approval

In accordance with clause 3 of Schedule 6A of the EP&A Act, section 75W of the Act as in force immediately before its repeal on 1 October 2011 and as modified by Schedule 6A, continues to apply to transitional Part 3A projects.

Section 75W(2) of the *Environmental Planning and Assessment Act 1979* (the EP&A Act) provides that a proponent may request the Minister to modify the Minister's approval of a project. The Minister's approval of a modification is not required if the approval of the project as modified would be consistent with the original approval. As the proposal involves modifications to the design of the approved built form and amendments to the instrument of approval, the modification will require the Minister's approval.

3.2 Environmental Assessment Requirements

Section 75W(3) of the EP&A Act provides the Director-General with scope to issue Environmental Assessment Requirements (DGRs) that must be substantially complied with before the matter will be considered by the Minister. Environmental Assessment Requirements were not issued for this modification as the proponent has addressed the key issues in the modification request.

3.3 Delegated Authority

The Minister has delegated his functions to determine Part 3A modification applications to the department where:

- the relevant local council has not made an objection, and
- a political disclosure statement has been made, but only in respect of a previous related application, and
- there are less than 10 submissions in the nature of objections.

No submissions were received from the public during the notification and exhibition of MOD 1, and although council has made a submission, no objections were raised. The political donation disclosure statement lodged with the subject modification application indicates that no donations have been made by any persons associated with this application. However, political donations were disclosed with the original project application (MP07_0070).

Accordingly the modification application may be determined by the Executive Director, Development Assessment Systems and Approvals, under delegation.

4. CONSULTATION AND SUBMISSIONS

4.1 Exhibition

Under Section 75X(2)(f) of the EP&A Act, the Director-General is required to make the modification request publicly available. The department publicly exhibited it from 24 July 2013 until 22 August 2013 on the department's website, at the department's Information Centre and at Wollongong City Council. The modification request was also advertised in the Wollongong Advertiser on 24 July 2013 and landholders and relevant State and local government authorities were notified in writing.

The department received two submissions during the exhibition of the modification request from public authorities, including Roads and Maritime Services (RMS) and Wollongong City Council.

4.2 Public Authority Submissions

A summary of submissions received from public authorities is provided below:

Wollongong City Council

Council raised no objections, but requested that its comments and recommended conditions be considered by the department during its assessment. A summary of council's comments are provided as follows:

- all manoeuvring should take place within the loading bay and curtilage of the site;
- the width of the Urunga Parade service driveway is excessive and will reduce on-street parking, present poorly to the street and reduce the safety of pedestrians and road users;
- the car park boom gate must comply with Australian Standard AS 2890.1;
- clarify how pedestrians traffic will be managed at the proposed Crown Street signals;
- the Green Travel Plan is supported and should be implemented through the assistance of an appointed Travel Plan Coordinator;
- visitor bicycle parking needs to be accessible from the ground floor in a location with good passive surveillance and weather protection;
- council's DCP requires shower and change facilities to employees to be provided to encourage walking and cycling and are key to a successful Green Travel Plan;
- due to the excessive number of signs, their size and design, it is recommended that the size of all the proposed signage be reduced by 50 per cent and all content be consistent;
- an alternative stormwater drainage design is required for Catchment B and requested to be submitted to Council for further review; and
- the original s.94A contribution payable has reduced on account of the overall project costs having reduced.

Roads and Maritime Services

RMS raised concerns with the proposed revisions to the approved vehicle access arrangements, specifically the deletion of the basement access from Urunga Parade. RMS noted within its submission that its support for the proposed construction of a new signalised intersection at Staff Street and Crown Street was on the basis that a secondary vehicle access point to the site was being provided from Urunga Parade.

4.3 Response to Submissions

In response to the comments received from both council and RMS, the proponent prepared a response to submissions (RtS), proposing the following:

- reinstate the Urunga Parade basement vehicle access as approved in the original scheme;
- provision of a landscape island in the middle of the driveway to break down the width of the driveway and minimise visual impacts along Urunga Parade;
- minor amendment to the service area waste room layout on the ground floor;
- amend the proposed business identification signage to reduce impacts, including the deletion of two Crown Street signs (No. 1 and 2) and amendments to the size of the rooftop signage; and
- revised civil/stormwater drainage plans.

The proponent's RtS report was referred to the RMS and council for review and comment. A further submission was received from RMS, noting that it did not object to the proposed modification application subject to the inclusion of recommended conditions. No further submissions or correspondence were received from council in response to the RtS report.

The department has considered all issues raised in submissions in its assessment of the proposed modification.

5. ASSESSMENT

The department considers the key assessment issues for the proposed modification to be:

- built form and urban design;
- heritage;
- traffic and transport;
- ecologically sustainable development; and
- signage.

5.1 Built Form and Urban Design

Bulk and Scale

The proposed modifications to the built form of WPH would result in minor reductions to the overall bulk and scale of the proposed development, with the hospital's GFA reduced by 310 sqm, resulting in an FSR of 3.63:1 (approved at 3.69:1). Importantly, the proposed amendments have enabled a minimum six metre side setback, ensuring that no additional amenity impacts are generated by the proposed modified development from that previously approved.

The proposed amendments to the building's podium and façade treatment also provide improvements over the approved scheme. As approved, the ground level to level four retained the same 'L' shaped footprint, however, the proposed amendments introduce recessed elements at levels three and four (that continue to the roof level) on the western elevation, which assist in minimising the development's bulk.

The proposed amendment to the palette of materials and colours removes the dominant staggered architectural treatment along Crown Street and the site's corner, and small framed windows have been removed. In its place, the proposed amended building design provides a more simplified and sympathetic modern building façade, clad in grey coloured panelling and larger windows to emphasise the horizontal scale of the building to minimise its dominance within the locality (see **Figures 6 to 9**).

Figure 6: Approved WPH Crown Street Photomontage



Figure 7: Proposed WPH Crown Street Photomontage



Figure 8: Approved WPH Built Form – Crown Street Perspective

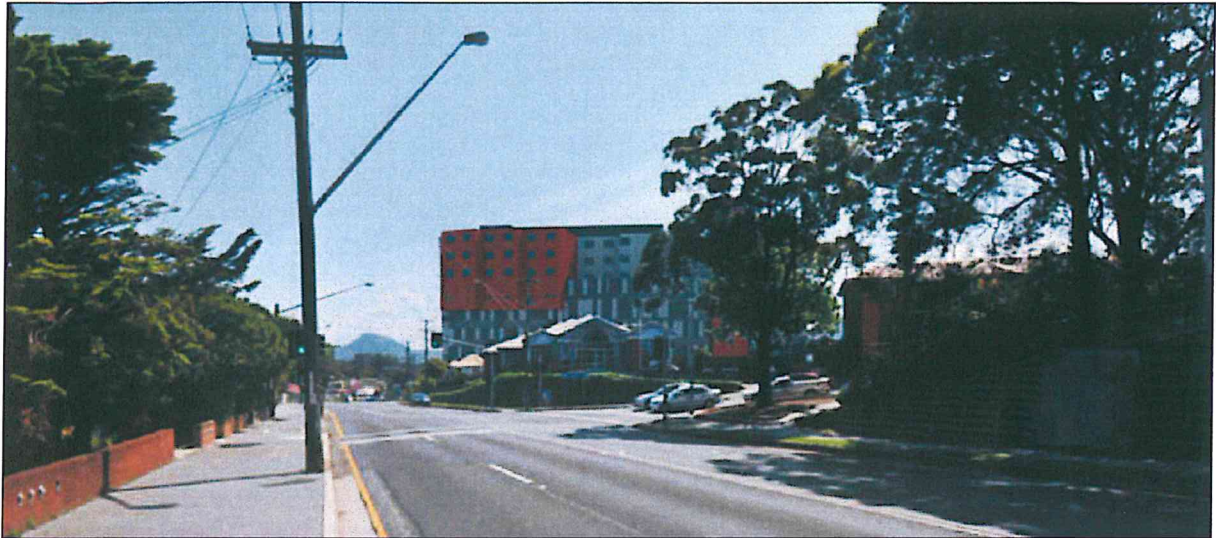


Figure 9: Proposed WPH Built Form – Crown Street Perspective



The curved treatment of the proposed amended building design at the south eastern corner of the site also softens the scale of the building, particularly when viewed travelling along Crown Street in a westerly direction. In addition, the proposed two storey awning structure and revised building entrance frames the building's frontage to Crown Street, providing a more prominent and active street frontage.

The scale of the amended building is generally consistent with the current approved design, although it is noted that a minor building height increase of 1.77 m above the 32 m LEP maximum height limit is proposed to accommodate the required floor to ceiling heights for hospital buildings. It is also noted that the top level has a reduced footprint which would also be recessed from the floors below, particularly from Crown Street. Notwithstanding, **Figures 10 and 11** demonstrate that the additional height is negligible in comparison to the original approved building (shown outlined in red).

Further, the proposed additional building height would not create additional adverse overshadowing on the surrounding locality. **Figures 12 to 14** indicate that despite the minor increase in height, on balance the proposed amended building design would marginally reduce overshadowing on surrounding properties during the Winter Solstice, as a result of the minor reductions to the bulk and scale of the building.

Council's submission raised no objections to the proposed building amendments. Council commended that the modifications were generally similar to that previously approved and were therefore acceptable.

The department is satisfied that the proposed design amendments to the WPH would have a positive impact on the locality, noting that the bulk and scale of the proposal remains generally consistent with the previously approved scheme, while providing a more modern and sympathetic design response to the existing setting.

Figure 10: Crown Street Elevation Comparison – Approved Outlined In Red

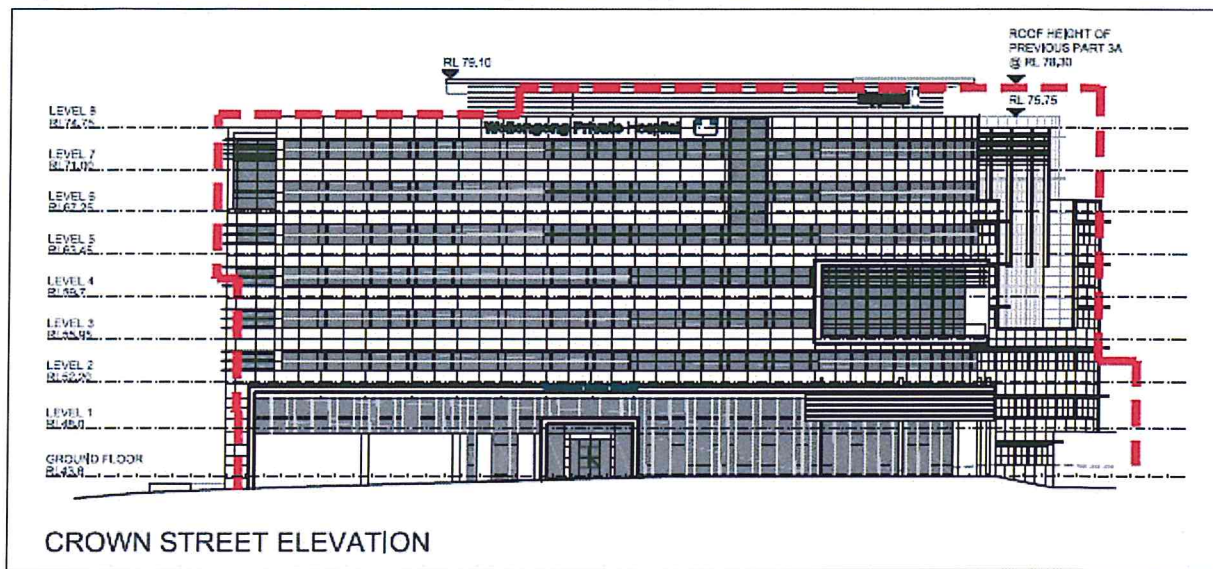


Figure 11: Eastern Elevation Comparison – Approved Outlined In Red

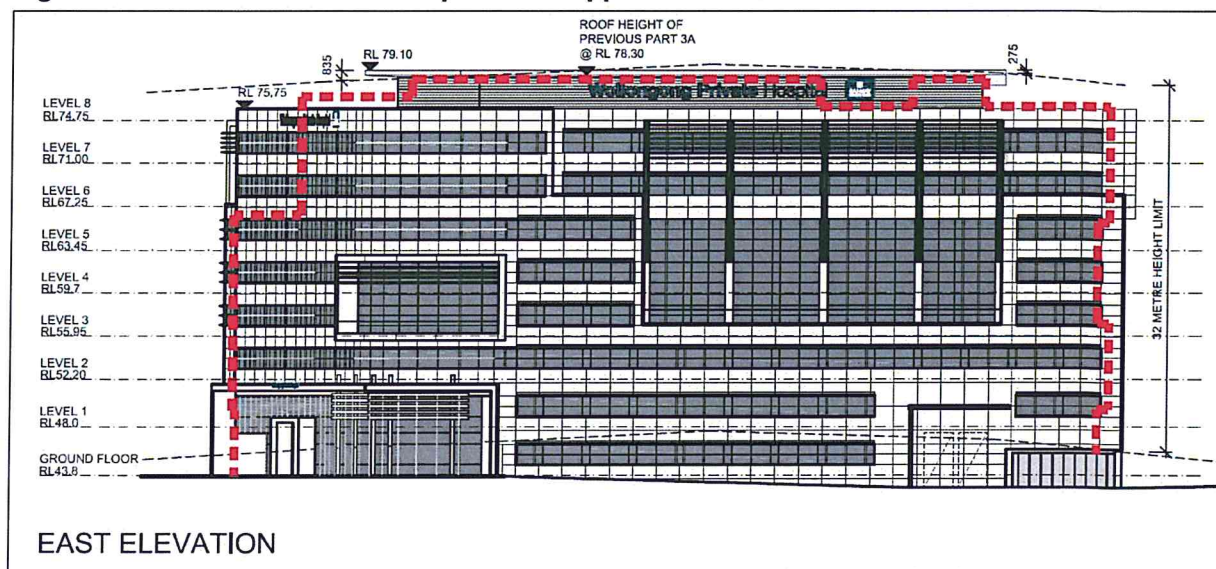


Figure 12: Proposed WPH 9 am Winter Solstice – Approved Outlined In Red



Figure 13: Proposed WPH 12 Noon Winter Solstice – Approved Outlined In Red



Figure 14: Proposed WPH 3 PM Winter Solstice – Approved Outlined In Red



Public Domain and Landscaping

The proposed amendments to vehicle access arrangements and the new main pedestrian entry forecourt fronting Crown Street would result in a reduction in the amount of soft landscaping originally approved. Notwithstanding, the approved building provides poor pedestrian accessibility, with activity focused on the internal patient drop-off area, potentially resulting in conflict between vehicles and pedestrians.

In this regard, while the proposed amended building design retains the internal vehicle drop-off area, pedestrian accessibility has been significantly improved through the introduction of the new building entry forecourt (see **Figure 15**), providing pedestrian access directly from Crown Street. In addition, the revised scheme would improve the current public domain condition of the site's Crown Street frontage, with paving, street trees and shrubs proposed (in accordance with council's technical public domain manual), a café and ground level ancillary retail (e.g. pharmacy). These works would have a positive impact on the amenity of the locality and assist in softening the building's interface as well as creating an active public domain.

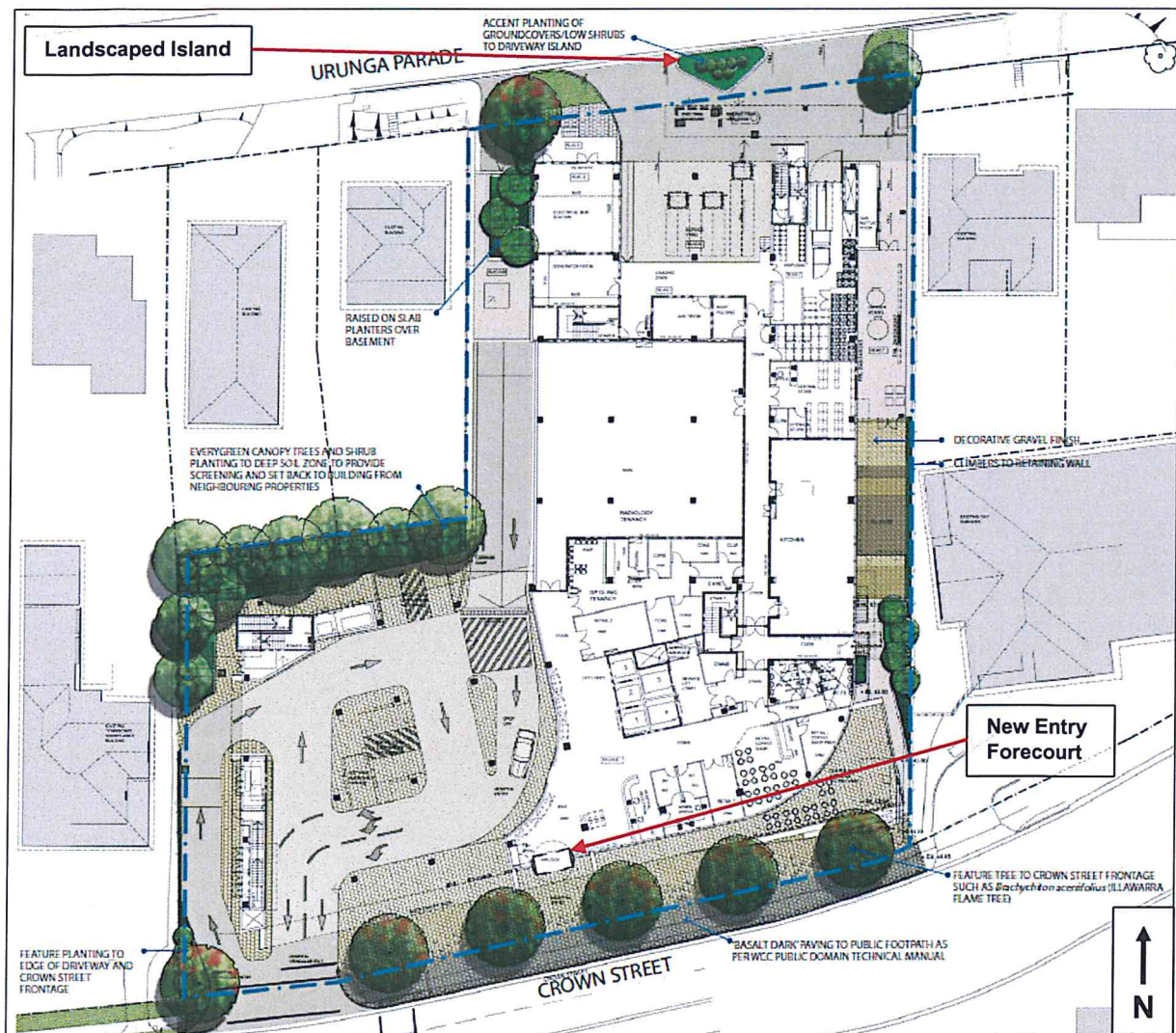
Amendments are also proposed to the landscaping at the rear Urunga Parade frontage and at the side boundaries, with climbers proposed on retaining wall structures at side boundaries and increased landscape planting proposed adjacent to the rear boundary of the adjoining residential properties to the west. The proposed amended landscaping on side boundaries and the Urunga Parade frontage would aid in softening the visual impact of the hospital.

In response to concerns raised by council, a landscaped island is proposed within the centre of the Urunga Parade driveway, reducing its width and improving the outlook of the Urunga Parade elevation. Further, should pedestrian footpath facilities be installed along the southern side of Urunga Parade in the future (currently located on the northern side), the landscape island would also provide an opportunity for the establishment of a pedestrian refuge island.

The department considers that the design of the public domain and landscaping would satisfactorily complement the proposed revised design of the WPH. The use of feature street

trees along the site frontage would assist in framing and softening the main vehicle and pedestrian entrances and provide a significant improvement in the amenity of the public domain along Crown Street. Landscaping and street tree planting conditions imposed on the original project approval are recommended to be amended to reflect the proposed updated scheme.

Figure 15: Proposed Landscape Plan



5.2 Heritage

The proposed Wollongong Private Hospital is located adjacent to an existing local heritage item, at 366 Crown Street (see **Figure 16**). The heritage item is identified within the WLEP as being an item of local significance and is currently being used as a health professional consulting room. As detailed within the *City of Wollongong Heritage Study 1991*, the subject heritage item is identified as a good example of Federation domestic design.

MOD 1 was accompanied by a heritage statement to assess the impacts of the revised building design. The heritage statement states that the revised design would impact on westerly views to the south-eastern verandah of the heritage item from Crown Street, though views are retained to some degree by the proposed siting and setback of the proposed development. The department also notes that prior to the demolition of the existing structures on site, the visual catchment of the existing item was originally restricted by the existing nursing home establishment (now demolished).

Further, council raised no objections respect to the proposed revised building design, stating that the modifications were generally similar to that previously approved and were therefore acceptable.

Figure 16: Local Heritage Item - 366 Crown Street



The proponent's heritage consultant concludes that the proposed development, as amended, would result in only very minor additional impacts on the existing item, described as having a relatively low level of significance. The consultant also notes that the proposed development would have a positive benefit in reinforcing the association of 'Hospital Hill' with the surrounding medical precinct.

Notwithstanding that no objections were raised by council with respect to the impact of the revised building design on the existing heritage item, council did raise concerns regarding the scale and visual prominence of the proposed new business identification signage and the impact the 'signage groups' would have on the townscape.

In response to these concerns, the department notes that the proponent undertook amendments to the proposed signage to minimise its visual prominence and impact on the surrounding townscape. In this respect, the scale of the signage groups, including the group located at the top of the western elevation (adjacent to the existing heritage item) have been reduced (by between 2.5 m to 3 m in width) and the signage proposed at the top of the building's Crown Street frontage has been deleted.

The scale and design of the proposed business identification signage are considered acceptable in the context of the proposed development and has been designed so that it would satisfactorily integrate with the façade of the building. Signage is further assessed below in Section 5.5 and Appendix C of this report.

Due consideration of the heritage significance of the existing local item has been satisfactorily given by the proponent and appropriate amendments to the proposed business identification signs have been made by the proponent to minimise the visual prominence and impact it may have on the surrounding townscape. The department remains satisfied that the proposed development, as amended, would not have a detrimental impact on the existing heritage item, also noting that council indicated it had no concerns with the revised design of the proposal.

5.3 Traffic and Transport

The modification application originally proposed a minor reduction in car parking spaces from 321 (as approved) to 317 spaces and the deletion of the previous approved Urunga Parade basement access point from the development. Internal vehicle circulation arrangements are

also proposed to accommodate the revised basement access ramp location and redesign drop-off bay.

However, RMS objected to the deletion of the Urunga Parade basement access, noting that its support for the signalisation of the Staff Street and Crown Street intersection, approved as part of the original project application, was on the basis that the Urunga Parade access was also being provided.

In response, the proponent has, as part of its RtS, proposed to reinstate the originally approved basement ingress from Urunga Parade. The reinstatement of the Urunga Parade basement access would, however, reduce on-site car parking further to 313 spaces (eight less spaces) to accommodate the reinstated basement access ramp.

The proponent's traffic report lodged with the modification application indicates that the hospital component of the development generates the requirement for 149 parking spaces based on RMS guidelines, while the medical centre generates the requirement for 132 parking spaces based on the rate of 2.6 spaces per 100 sqm, previously adopted under the approved project application. Further, the ancillary commercial component of the development generates the requirement for approximately three parking spaces, based on council's development control plan. In total, the proposed amended development generates the requirement for a total of 284 car parking spaces.

As approved under the original project application, the proposed provision of more car parking spaces above that which is generated by the proposed development would cater for the demand generated by the WPH development and also assist in alleviating the existing on-street parking demand within the surrounding local roads that is generated by the existing Wollongong Public Hospital.

Based on the revised design, the proponent's traffic report (updated as per the RtS) also indicates that the proposed modification application would result in a minor reduction in traffic flows on the surrounding road network, though this would not influence the level of service and operation of the signalised intersections.

In response to the concerns raised by council in relation to the impacts of the proposed loading dock service area on the streetscape, safety and on-street of Urunga Parade, the proponent introduced a landscape island within the centre of the driveway crossover to visually reduce its width and dominance along Urunga Parade. The proponent also undertook further swept path analysis of vehicles accessing the site demonstrating that a 12.5 m long heavy vehicle (the largest vehicle that would service the site) can satisfactorily access the site in a forward direction, with all manoeuvring undertaken on site.

Further, should pedestrian footpath facilities be installed along the southern side of Urunga Parade in the future (currently only located on the northern side), the landscape island would also provide an opportunity for the establishment of a pedestrian refuge island. The department also notes that approximately only four on-street car parking spaces would be impacted upon as a result of the revised design proposed under the modification application.

In this regard, the department considers that the loss of four on-street parking spaces is minor and that the proponent has satisfactorily amended the design of the Urunga Parade interface to minimise its impact on the existing streetscape. The modified development proposes the provision of 313 on-site car parking spaces that would assist in alleviating on-street parking demand. The department also notes that approximately 750 additional car parking spaces are proposed to be constructed to service the nearby Wollongong Public Hospital, which would also have a significant positive impact on reducing on-street parking demand and pressure within the local road network.

Overall, the loss of eight car parking spaces as a result of the revised design and the reinstatement the Urunga Parade access is considered to be acceptable. The changes are considered to be minor and would not have a detrimental impact on the operation of the WPH. The impact on existing on-street car parking and the design of the Urunga Parade service driveway is considered to have been satisfactorily addressed by the proponent, to which it is also noted that no concerns regarding the width or use of the service vehicle driveway were raised by RMS. The department considers that the provision of 313 car parking spaces would continue to satisfactorily cater for the WPH operational requirements. The department also considers the retention of the original approved Urunga Parade basement access necessary to ensure the approved new signalised intersection would operate satisfactorily, providing patients, staff and visitors with an alternative access point to the WPH, alleviating potential congestion at the signalised Crown Street site entrance.

5.4 Ecologically Sustainable Development

The modification application proposes the deletion of conditions B10 *Tri Generation*, D1 & F1 *Ecologically Sustainable Development* (ESD) and to amend the statement of commitments relating to water and energy efficiency and ESD to improve the cost effectiveness and functionality of the development. Notwithstanding the proposed amendments, the development still intends to encompass numerous ESD initiatives and measures to ensure that the hospital is developed to achieve the following:

- comfortable and suitable indoor environment;
- minimisation of non-renewable resource consumption and environmental impacts; and
- cost effectiveness over its whole lifecycle.

To achieve this, the proponent prepared a revised ESD report for the hospital, recommending a number of initiatives and measures, including:

- installation of individual water metres to allow for usage monitoring and reporting;
- selection and installation of the best water efficient fixtures and fittings;
- collection, treatment and reuse of rainwater and air-conditioning discharge for toilets, landscape irrigation and in the main cooling plant;
- installation and operation of a chilled water cooling system to best control temperatures;
- installation of digital mechanical services controls; and
- implementation of waste management practices during construction and operation to minimise waste generation and maximum opportunities for its reuse on site.

Considering the sustainability initiatives proposed within the proponent's amended ESD report and amended statement of commitments, which commit to achieve these measures, the department raises no objections to the proposed amendments and the amended ESD measures.

5.5 Signage

Under the proposed modification application, the proponent seeks approval for seven new business identification signs, located on the western, eastern and southern (Crown Street) elevations. The signs can be further grouped into four signage zones (two major and two minor), generally containing the text 'Wollongong Private Hospital' and a Ramsey Health logo (see **Figure 17**). The major signage zones have dimensions of approximately 18 m – 21 m x 1.3 m – 1.5 m, equating to an area of approximately 23 sqm – 31 sqm.

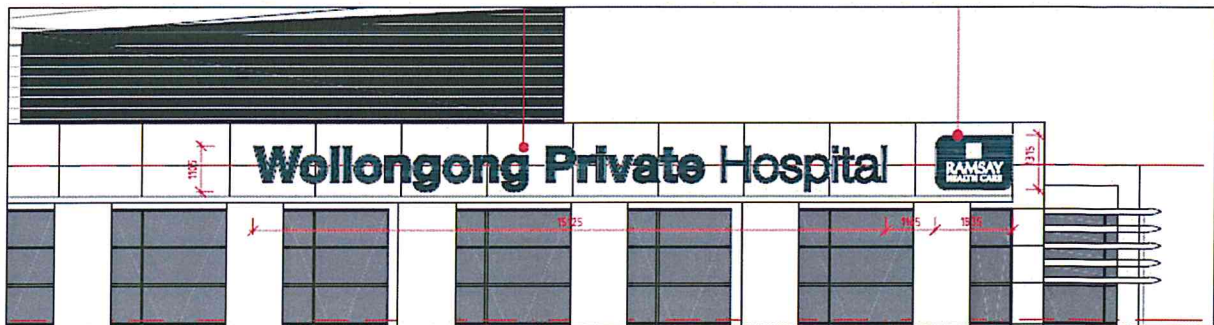
As exhibited, originally nine new business identification signs were proposed, though the proponent reduced this number to seven in response to concerns raised by council regarding their potential visual impact and prominence within the local townscape. In addition to removing the larger signs from the Crown Street elevation, the area of the major signage

zones at the top of the western and eastern elevations has been reduced by between 7 sqm and 10 sqm by reducing the scale of each respective sign. The amendments assist in reducing their prominence within the townscape, but maintain the role of communicating WPH within the health precinct.

The department also notes that the proposed development is located within an existing medical precinct, and whilst signage associated with this precinct is minimal, as a new hospital within the locality, it is important that the private hospital differentiates itself from the existing nearby public hospital.

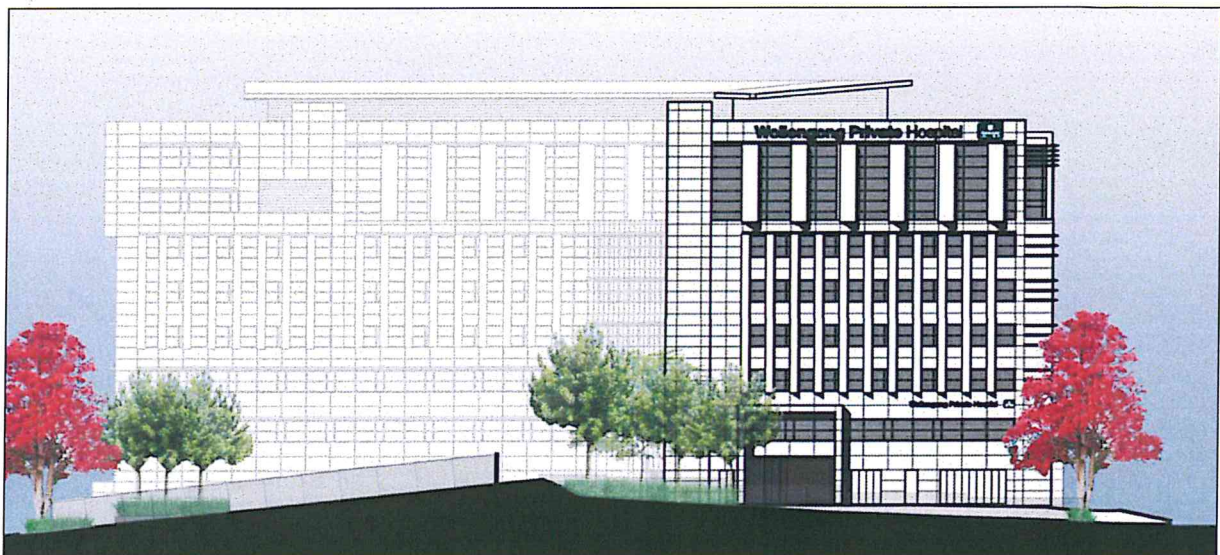
The department has given consideration to the proposed business identification signage and assessed it against the relevant assessment criteria outlined within State Environmental Planning Policy No.64 – Advertising and Signage below in Appendix C.

Figure 17: Typical Major Signage (Western Elevation)



The proposed design and location of the signage is considered acceptable, noting that the location of the major signage zones do not protrude into the skyline, but sit atop of the building's elevations that would assist in communicating the building's function and location from a distance (see Figure 18). Furthermore, a 50 percent reduction in the scale of the signage as suggested by council would reduce the effectiveness of the proposed signage within the context of the scale of the proposed development. The department considers such a reduction in scale is unnecessary.

Figure 18: Major Signage Grouping - Western Elevation

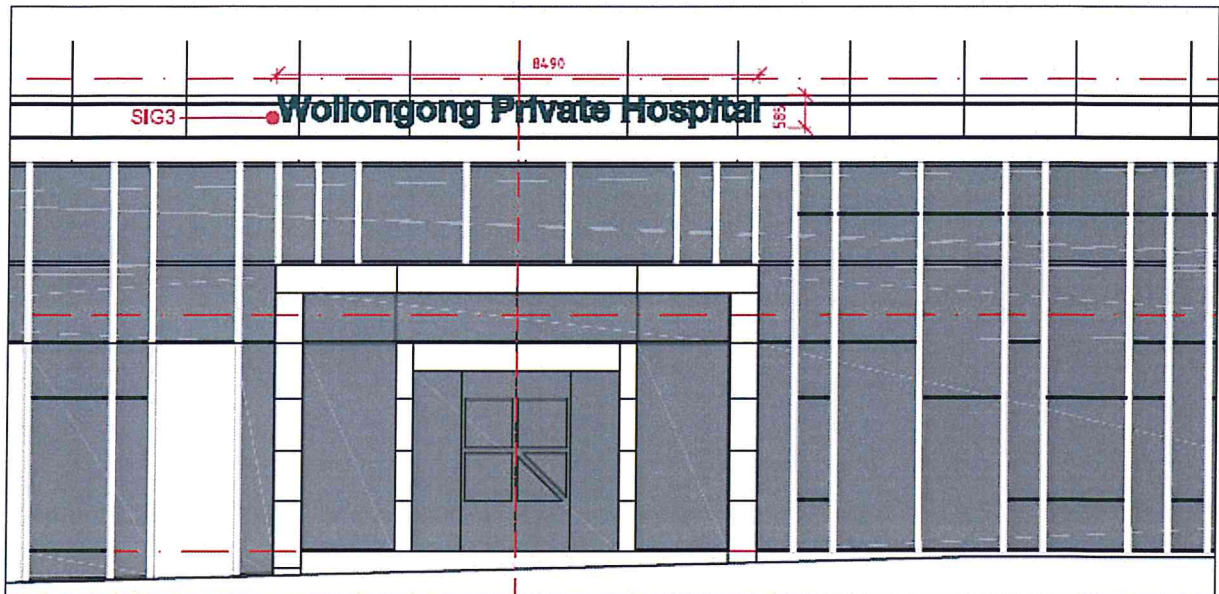


In close proximity, the visual prominence of the larger signage zones is reduced due to their location on the building's upper façade, while the smaller scale of the minor signage groupings provides a more effective message to pedestrians and visitors at street level (see Figure 19). With respect to council's comments in regarding the bold text used to highlight

the words 'Wollongong Private' as opposed to the word 'Hospital', the department notes that this would assist in the development differentiating itself from the public hospital which is within close proximity.

The department considers the proposed business identification signage to be acceptable in terms of its scale, design and its purpose and would not have a detrimental impact on the amenity or visual character of the locality. The department also notes that no concerns were raised by the RMS in relation to any potential impact on road safety.

Figure 19: Typical Minor Signage (Crown Street Entrance)



6. CONCLUSION

The proposed amendments to the design of the Wollongong Private Hospital, including the revised façade design, built form, internal layout arrangements, vehicle access and circulation and business identification signage, are satisfactory and will assist with the development of a cost effective and functional hospital.

The department considers the proponent's response to the key concerns raised by both council and RMS in its Response to Submissions reports to be appropriate. The department is satisfied that the proposed revisions to the business identification signage are satisfactory and that the design of the vehicle access arrangements for the hospital, particularly on Urunga Parade, will have minimal impact on the surrounding local road network and pedestrian amenity.

The department has considered the proposed amendments to the approved project and considers the changes to be satisfactory and recommends that the modification application be approved.

7. RECOMMENDATIONS

The department's recommends that the Executive Director, Development Assessment Systems and Approvals:

- a) **consider** the findings and recommendations of this report;
- b) **approve** the modifications, subject to conditions, under section 75W of the *Environmental Planning and Assessment Act, 1979*, and;
- c) **sign** the attached instrument of modification approval (Appendix D).

 19/11/13.

A/Director
Industry, Social Projects & Key Sites

 19.11.13 

Executive Director
Development Assessment Systems
and Approvals

APPENDIX A MODIFICATION REQUEST

Provided on disc or see the Department's website at:

http://majorprojects.planning.nsw.gov.au/index.pl?action=view_job&job_id=6041

APPENDIX B SUBMISSIONS

Provided on disc or see the Department's website at: .

http://majorprojects.planning.nsw.gov.au/index.pl?action=view_job&job_id=6041

APPENDIX C CONSIDERATION OF ENVIRONMENTAL PLANNING INSTRUMENT

State Environmental Planning Policy No.64 – Advertising and Signage

The aim of SEPP 64 is to regulate signage and ensure that it is compatible with the desired amenity and visual character of an area, provides effective communication, and is of a high quality design and finish.

The proposed modification application seeks approval for the installation of new business identification signage coinciding with the WPH building's revised façade design. Consideration of the proposed signage against the SEPP 64 assessment criteria is provided in Table 1.

Table 1: Consideration of SEPP 64 Assessment Criteria

Matter	Comment
Character of the area	The surrounding area is characterised by the existing Wollongong Public Hospital and surrounding medical consulting practices that make up the Wollongong medical precinct, largely located on the northern side of Crown Street. Signage associated with the medical precinct is minimal and limited to some entrance pylon signage and canopy signage. Surrounding the precinct is a mixture of commercial and residential land uses, all of which comprise of little outdoor signage similar to that proposed. Notwithstanding, the proposed signage will positively reinforce the presence of WPH within the existing medical precinct and help to differentiate itself from the existing public hospital.
Special areas	While the adjacent premise at 366 Crown Street is identified as a local heritage item, the design and scale of the proposed business identification signage is not considered to detract from the amenity or visual quality of the existing item. The signage is proposed to be positioned appropriately to avoid conflict with the visual catchment of the item.
Views and vistas	The proposal will not impact on, or compromise any important views, or impact on the rights of any other advertisers. The design and location of the proposed signage will not protrude significantly into the skyline.
Streetscape, setting or landscape	The proposed scale and design of the signage is considered to be appropriate for design and scale of the proposed WPH, and will contribute to the visual connection of the building within the surrounding medical precinct. Furthermore, the proposed signage will assist in identifying WPH given the lack of existing business identification signage on the existing Wollongong Public Hospital. The design and siting of the signage on the building façade will not result in clutter and will not protrude above the building, but has been integrated with the selected finishes of the building.
Site and building	The scale of the major and minor signs are considered to be in keeping with the scale of the proposed WPH and will not detract from the important features of the WPH building.
Associated devices and logos	Associated logos will be satisfactorily integrated into the design of the proposed signage, providing clear information to visitors, staff and patients approaching the WPH site.
Illumination	The proposed signage is intended to be internally backlit and designed to avoid unacceptable glare. No illumination curfew is proposed, though minimal impacts are expected. Notwithstanding, internal bulbs can be replaced to reduce light wattage intensity. Recommended conditions will ensure the signage will comply with the requirements of the Transport Corridor Outdoor Advertising and

Table 1: Consideration of SEPP 64 Assessment Criteria

Matter	Comment
	Signage Guidelines.
Safety	The proposed location of the signage on the building's façades will minimise any disruption or hazards for road users, cyclists and pedestrians, nor will they have any impact on existing sightlines from public areas.

APPENDIX D RECOMMENDED MODIFYING INSTRUMENT
