



# The Chris O'Brien Lifecare at RPA

Application for a Section 75W  
Modification  
of  
Major Project Application  
MP10\_0036



March 2013

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**Appendix A**                      Proposed Signage Detail

**Appendix B**                      Proposed Signage Placement Diagram

**Appendix C**                      Director General's Requirements

# 1. Introduction

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On 20 December 2010, a delegate of the Minister for Planning approved the Chris O'Brien Lifehouse at RPA (Lifehouse) Project MP10\_0036, including a 10 storey staged development, integrated cancer medical facility for clinical services and treatment, cancer research, operating theatres, educational facilities and accommodation, basement car parking and a new lift and refurbishment works to the existing radiation oncology building.

At the time, the signage strategy had not been finalised and could not be incorporated into the design. This strategy has now been completed and on that basis a modification to the approval is sought to incorporate the proposed signage.

## 2. Description of Proposal

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The signage that is proposed is predominantly identification and way-finding signage for the building and directional signage. The proposal is to locate three (3) vertical metal signs or markers in locations on Missenden Road and Salisbury Road Camperdown to assist visitors to the Building to find entries, drop offs and parking in the locality.

The markers have dimensions of 4000mm x 650mm x 120mm and are constructed using an internal structural frame of mild galvanised steel and incorporating a secondary frame. The cladding is proposed to be a 4mm Alpolic or similar composite panel with articulated stainless steel channel on both sides in a predominantly dark grey metallic finish. Text on the markers is proposed to be in opal white acrylic flush with the cladding.

The signs will incorporate internal illumination of the graphics using LED lighting. The only other illumination will be the car park availability indicator. Details of the proposed markers are shown on the Drawing attached at Appendix A and their proposed location on the Drawing at Appendix B.

The markers are located on land owned by the hospital and do not encroach on Council's public domain.

### 3. Director General's Environmental Assessment Requirements

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The Director General's Environmental Assessment Requirements (DGRs) issued for the Lifehouse development are attached at Appendix C and while they do not require a specific consideration of signage, recent advice from the Department of Planning and Infrastructure (DoPI) has requested that an analysis of State Environmental Planning Policy No 64 – Advertising and Signage (SEPP64) should be undertaken.

### 4. Assessment of Impacts

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The most significant instrument that applies to this type of proposal is SEPP 64. This Policy aims:

- (a) to ensure that signage (including advertising):
  - (i) is compatible with the desired amenity and visual character of an area, and
  - (ii) provides effective communication in suitable locations, and
  - (iii) is of high quality design and finish, and
- (b) to regulate signage (but not content) under Part 4 of the Act, and
- (c) to provide time-limited consents for the display of certain advertisements, and
- (d) to regulate the display of advertisements in transport corridors, and
- (e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.

The policy requires a consent authority to be satisfied that the objectives of the policy have been met and that the proposal satisfies the assessment checklist at Schedule 1 of the instrument. While the policy applies to development under Part 4, the analysis below is provided as requested by DoPI.

#### 4.1 Assessment criteria

The following table provides an assessment of the proposed signs in terms of the criteria of SEPP64.

Criteria	Assessment
<b>1. Character of the area</b>	
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The Lifehouse Building is within the Royal prince Alfred Hospital (RPA) precinct which is undergoing rapid regeneration. The building itself is a landmark and a new and architecturally modern design. The signs/markers are designed to reflect the design of the building and to be clear and succinct in their directions.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	There is no particular theme for outdoor advertising in this area and the location is not one of the Signage Precincts addressed in the Sydney DCP 2012
<b>2. Special areas</b>	
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?	There are heritage buildings in the area however the signage proposed is minimal in located away from the heritage buildings within the hospital. The signs do not have any direct or indirect impact on any of the areas mentioned and will not detract from the significance of any heritage item in the area.
<b>3. Views and vistas</b>	
Does the proposal obscure or compromise important views?	The signs are located in close proximity of the building and will have no impact on any important views.
Does the proposal dominate the skyline and reduce the quality of vistas?	The signs, while 4 metres tall, do not dominate the skyline or reduce the quality of any vistas. They are in proportion with the scale of the building and provide clear and direct way finding.
Does the proposal respect the viewing rights of other advertisers?	There is no advertising incorporated in the proposal.
<b>4. Streetscape, setting or landscape</b>	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	As mentioned above the scale, proportion and form of the signs proposed is consistent with that of the Lifehouse building and the hospital precinct in general.

Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The signs are modern and contain clean lines which respect the design of the Lifehouse building and therefore they are considered to contribute to the interest of the streetscape.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	There are three signs proposed with contain all the information required for users of the building and the immediate precinct to find their way around. In that context they are considered to rationalize the extent of signage needed. As mentioned above the proposal does not relate to advertising.
Does the proposal screen unsightliness?	Not applicable
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signs are of the appropriate scale and proportion for the Lifehouse building and the locality within which they are proposed.
Does the proposal require ongoing vegetation management?	No
<b>5. Site and building</b>	
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?	Please refer to comments above.
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?	Please see comments above
<b>6. Associated devices and logos with advertisements and advertising structures</b>	
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?	The proposed signs are constructed with concrete footings and internal steel frames that will be in accordance with an engineers design. The Lifehouse logo is incorporated into the signage along with the building name. Internal illumination is integral to the design.
<b>7. Illumination</b>	
Would illumination result in unacceptable glare?	No
Would illumination affect safety for pedestrians, vehicles or aircraft?	NA

Would illumination detract from the amenity of any residence or other form of accommodation?	No
Can the intensity of the illumination be adjusted, if necessary?	The internal illumination will be with LED lamps which are not considered to have impact beyond the immediate area and therefore adjustments is not considered necessary.
Is the illumination subject to a curfew?	The hospital and the Lifehouse building is operational 24 hours a day and the signage is proposed to be illuminated during the hours of darkness as other signs in the area are.
<b>8. Safety</b>	
Would the proposal reduce the safety for any public road?	The signs are located fully within the hospital land and are not considered to impact in the road or road users.
Would the proposal reduce the safety for pedestrians or bicyclists?	No. Indeed the signs may enhance the experience for these user groups by assisting with way-finding.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No. The proposed signs will assist users and will have no impact on sightlines due to their design and siting.

## 5. Conclusion

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The above assessment shows that the proposed signage for the Lifehouse building will have no negative impacts on the building, area of amenity of users in that location. The signage will assist users of the building to find their way and assist others in the precinct to define the Lifehouse building and parking.

On the basis that there are no environmental impacts it is recommended that the modification to Project Application MP10\_0036 be approved to allow the proposed signage to be erected.