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**URBIS**

# **CENTRAL COAST QUARTER**

Stage 1 – Northern Tower  
Modification to SSD-23588910

## **Modification 6**

Prepared for  
**URBAN PROPERTY GROUP**  
July 2025

## URBIS STAFF RESPONSIBLE FOR THIS REPORT WERE:

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| Project Code       | P53243        |
| Report Number      | V1            |



# Acknowledgement of Country

Urbis acknowledges the Traditional Custodians of the lands we operate on.

We recognise that First Nations sovereignty was never ceded and respect First Nations peoples continuing connection to these lands, waterways and ecosystems for over 60,000 years.

We pay our respects to First Nations Elders, past and present.

The river is the symbol of the Dreaming and the journey of life. The circles and lines represent people meeting and connections across time and space. When we are working in different places, we can still be connected and work towards the same goal.

Title: Sacred River Dreaming  
Artist Hayley Pigram  
Darug Nation  
Sydney, NSW

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# 1. INTRODUCTION

This Modification Report has been prepared by Urbis Ltd on behalf of UPG Waterfront Pty Ltd (**the Applicant**) pursuant to section 4.55(1A) of the *Environmental Planning and Assessment Act 1979* (**EP&A Act**).

The application seeks to modify SSD-23588910, which granted consent for the construction of a 25-storey mixed-use building comprising residential apartments and retail, including 183 car parking spaces and associated works at 26-30 Mann Street, Gosford, also known as 'Central Coast Quarter – Stage 1'.

Specifically, this application seeks consent for 15 signage zones on the retail podium for business and building identification signage, and an 8.6m x 1.4m business identification sign on the western roof façade.

The signage zones have been designed to integrate with the approved built form and have been sited and positioned to ensure future signage aligns with the architectural language of the building and is compatible with its materiality.

Accordingly, the proposal represents 'substantially the same development' for which the consent was granted and can be assessed under Section 4.55(1A) of the EP&A Act.

Condition A9(iii) of SSD-23588910 requires the City of Gosford Design Advisory Panel (CoGDAP) to review the design of the proposal prior to the lodgement of any planning modification that modifies the design. The CoGDAP have reviewed the proposed changes and confirmed via email on 2 July 2025 that no further design review is required for this application. The CoGDAP chair will provide advice to the Department as part of its assessment of the modification.

## 1.1. APPLICANT DETAILS

The applicant details for the proposed modification are listed in the following table.

Table 1 Applicant Details

| Descriptor        | Proponent Details                                                                       |
|-------------------|-----------------------------------------------------------------------------------------|
| Full Name(s)      | UPG Waterfront Pty Ltd                                                                  |
| Postal Address    | Suite 110 Level 1, 180-186 Burwood Road, Burwood NSW 2134                               |
| ABN               | 9867 6183 869                                                                           |
| Nominated Contact | Annika Hather – Senior Consultant Urbis<br>E: ahather@urbis.com.au<br>P: (02) 8424 5122 |

## 1.2. PROJECT BACKGROUND

### Concept SSDA Consent ('Parent Consent')

On 24 August 2020, the Independent Planning Commission (IPC) granted development consent for a Concept State Significant Development Application at the site (SSD 10114). The scope of this approval included:

- A building envelope including a podium and three towers, comprising:
  - Maximum tower heights including:
    - Northern Tower up to RL 71.3m and RL 81.4m.
    - Southern Tower up to RL 52.6m, RL 58.8m, and RL 65.1m
    - Eastern Tower up to RL 71.3m
  - Maximum of 34,861sqm GFA for residential, hotel and commercial / retail uses.

- Site-wide concept landscape plan including through site links.
- Design guidelines and design excellence strategy.

Following Concept SSDA consent, the project was staged, with the ‘Northern Tower’ comprising the first ‘detailed’ stage of development.

This Concept SSD has been modified twice to amend the approved land uses. The consent was most recently modified on 30 June 2023 to allow residential uses in all three towers, above the commercial / retail podium base – with 555sqm of childcare to be incorporated (indicatively within the Eastern Tower).

## Central Coast Quarter – Stage 1, Northern Tower (‘Detailed Consent’)

Following the Concept SSDA consent, the Applicant lodged a detailed SSDA for the Northern Tower in September 2021 (SSD-23588910). On 31 March 2022, the Department granted consent for (**Figure 1**):

- Site establishment works.
- Construction of a 22 to 25 storey tower (RL 69.76 and RL 84.1) including podium providing for:
  - 136 apartments.
  - 621sqm (retail accommodation).
- On-site parking spaces for 183 cars, 10 motorcycles, 63 bicycles and a service vehicle; and
- Provision of hard and soft landscaping, communal open space, a publicly accessible through site link and public art.

This SSD has been modified five times since the original approval:

- Modification 1 – design development changes, approved 23 September 2022.
- Modification 2 – amendments to allow the installation of lightning rods, approved 29 May 2023.
- Modification 3 – design development changes following change in ownership, approved 28 August 2024.
- Modification 4 – minor rooftop and communal open space design amendments, approved 4 December 2024.
- Modification 5 – design development changes, approved 10 June 2025.

This modification application is seeking consent for the 6<sup>th</sup> modification to amend SSD-23588910.

Figure 1 Photomontage of Northern Residential Tower (SSD-23588910)



Source: DKO



### 1.3. SITE DESCRIPTION

The following provides details of the site:

- The site is known as 26-30 Mann Street, Gosford and is in the Central Coast LGA.
- The site is legally described as Lots 1-4 in Deposited Plan 1296100.
- The Stage 1 (Northern Tower) site is 4,255sqm in size and irregular in shape. Construction of the Northern Tower commenced in 2022 and is scheduled for completion in December 2025.
- The site interfaces with a commercial office building at 26 Mann Street, Gosford to the north, the recently embellished Leagues Club Park (including Baker Street) to the west, Mann Street to the east and Vaughan Avenue to the south.
- The site is proximate to Gosford Railway Station (approx. 600m north) and Central Coast Stadium (approx. 180m north-west).

Figure 2 Aerial Photograph



Source: Urbis

## 2. STRATEGIC CONTEXT

The modification application seeks consent to introduce signage zones and business identification signage to the roof façade of the Northern Tower and remains consistent with the strategic context because it:

- Supports an active interface with the Leagues Club Field, providing an attractive place for people to congregate both day and night, and caters for pre and post events at nearby entertainment venues.
- Maintains a sympathetic relationship to its landscape setting, through deliberate design interventions to preserve views to the escarpment from key public vantage points; and provide a gesture and visual connectivity to the natural topography through slender tower forms.
- Enables new residential and commercial uses that will provide a boost to the local economy through jobs growth and a larger captive population to service those local economies.
- Delivers an accessible, open-air pedestrian connection from Mann Street to the Leagues Club and the water – providing both a physical and visual connection to the water's edge. The proposal similarly represents a bold design outcome, representative of Gosford's future aspirations.



### 3. DESCRIPTION OF MODIFICATIONS

This Section 4.55(1A) modification application seeks consent for a series of 'signage zones' to facilitate retail and business identification signage, with the intention of submitting the final design specifications to the Secretary of the Department of Planning, Housing and Infrastructure (DPHI) as a condition of consent once retail tenants have been selected and design development of the rooftop sign is completed.

Specifically, this application seeks consent for 15 signage zones on the retail podium for business and building identification signage, and an 8.6m x 1.4m business identification sign on the western roof façade.

#### 3.1. OVERVIEW OF AMENDMENTS

##### 3.1.1. Podium Signage

The proposal seeks consent for signage zones on the podium as outlined below:

- Western façade (Baker Street) - Ground floor (Figure 3)
  - Three signage zones to facilitate 'business identification signage', suspended from the Level 1 slab.
  - Four signage zones to facilitate 'business identification signage' on blade signs.
  - Two 'building identification signage' zones for signage to be integrated with landscape planters.
  - One 'building identification signage' zone to be suspended from the Level 1 slab above the main entry door.
- Southern façade (facing the through site link) (Figure 4)
  - Level Two:
    - Two blade signage zones; and
    - One retail signage zone to allow signage to be directly affixed to the solid wall of the building façade adjacent to the retail area
  - Level Three:
    - One blade signage zone; and
    - One retail signage zone to allow signage to be directly affixed to the solid wall of the building façade adjacent to the retail area.

The signage zones will reflect the dimensions shown in **Table 2** below.

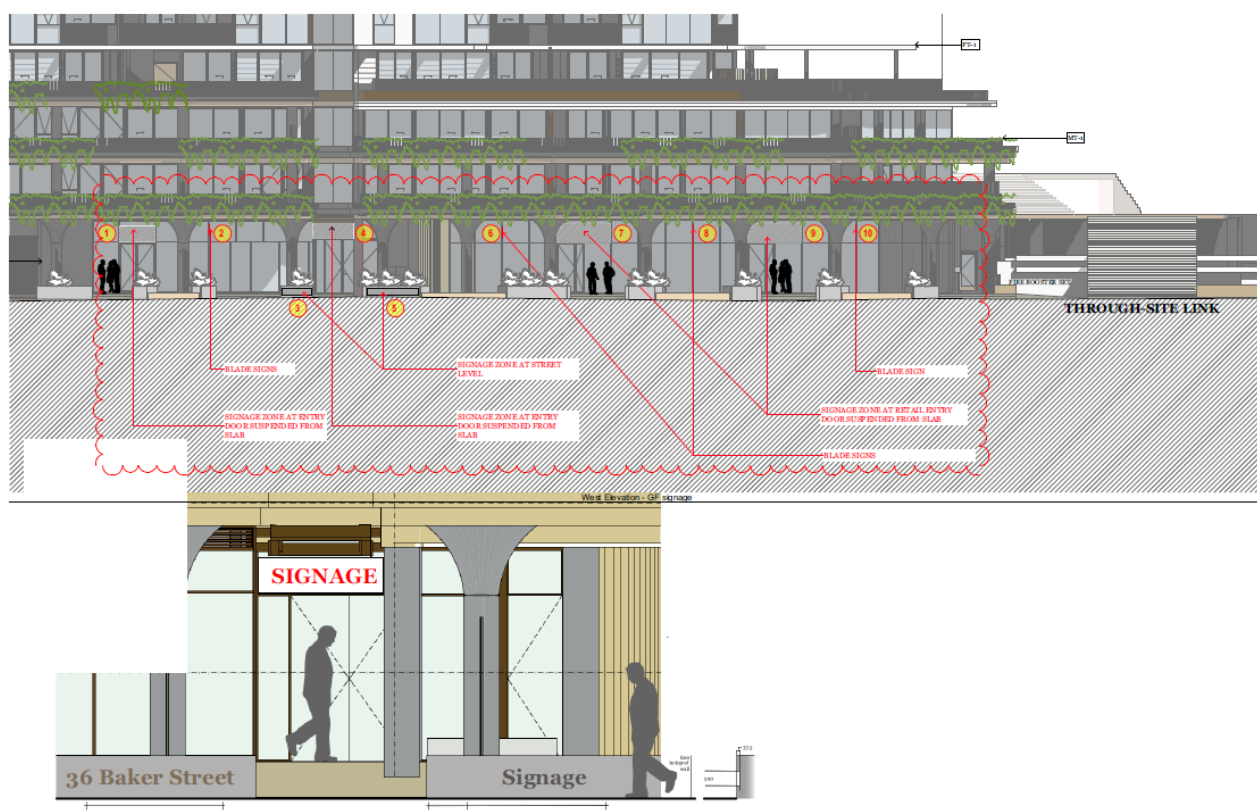
Table 2 Indicative signage zone dimensions

| Location                                            | Sign number | Indicative dimensions |
|-----------------------------------------------------|-------------|-----------------------|
| <b>Western façade (Baker Street) – Ground floor</b> | 1           | 2000w x 900h x 100d   |
|                                                     | 2           | 500w x 500h x 150d    |
|                                                     | 3           | 1900w x 400h x 50d    |
|                                                     | 4           | 2000w x 900h x 100d   |
|                                                     | 5           | 1900w x 400h x 50d    |
|                                                     | 6           | 500w x 500h x 150d    |
|                                                     | 7           | 3000w x 900h x 100d   |
|                                                     | 8           | 500w x 500h x 150d    |
|                                                     | 9           | 3000w x 900h x 100d   |
|                                                     | 10          | 500w x 500h x 150d    |

| Location                                                 | Sign number | Indicative dimensions |
|----------------------------------------------------------|-------------|-----------------------|
| Southern façade (facing the through site link) – Level 2 | 11          | 500w x 500h x 150d    |
|                                                          | 12          | 500w x 500h x 150d    |
|                                                          | 13          | 2800w x 500h x 100d   |
| Southern façade (facing the through site link) – Level 3 | 14          | 500w x 500h x 150d    |
|                                                          | 15          | 2000w x 500h x 100d   |

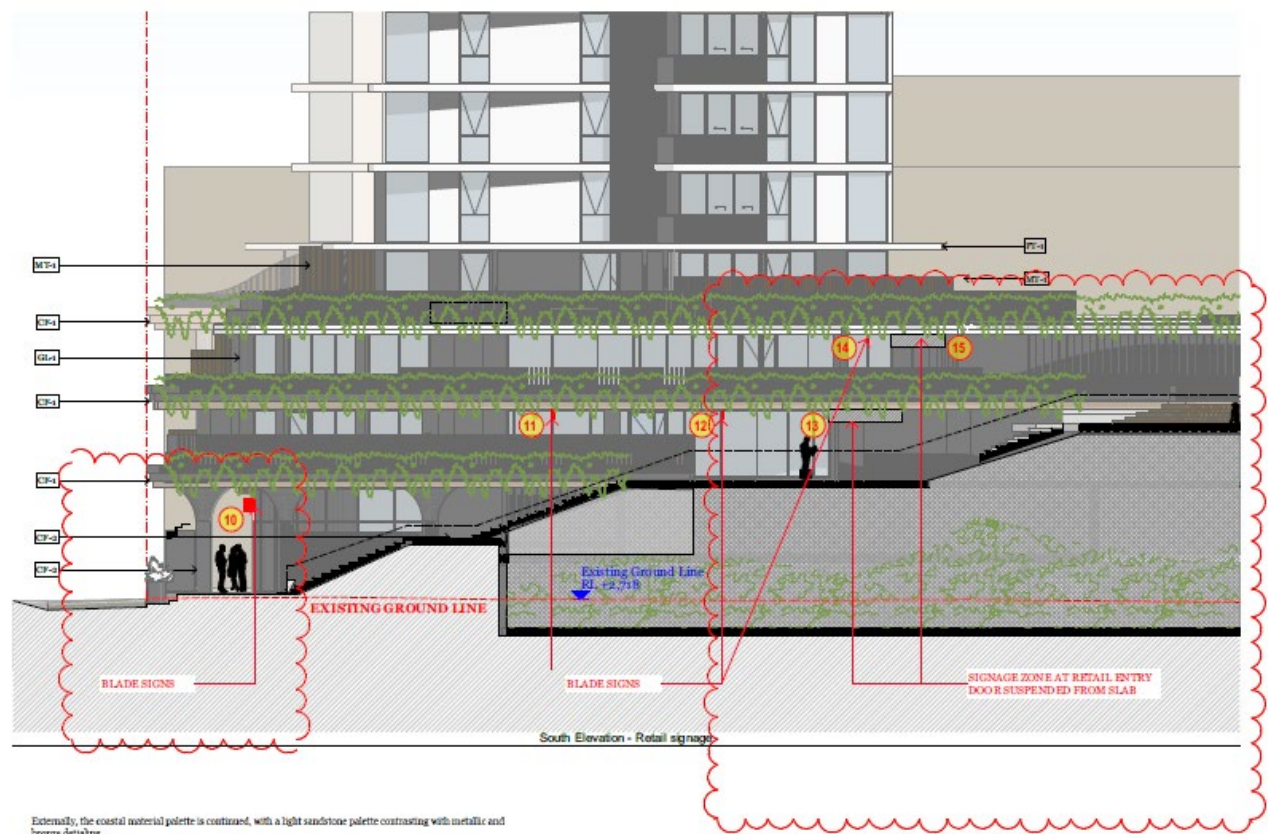
The signage would be designed to integrate seamlessly into the existing façade of the building and is proposed to be of a light sandstone palette contrasting with metallic and bronze detailing and soft back lighting (refer to Figure 3 and Figure 4).

Figure 3 Ground floor retail signage on western facade



Source: DKO Architecture

Figure 4 Proposed retail signage zones and blade signs on the southern facade



Source: DKO Architecture

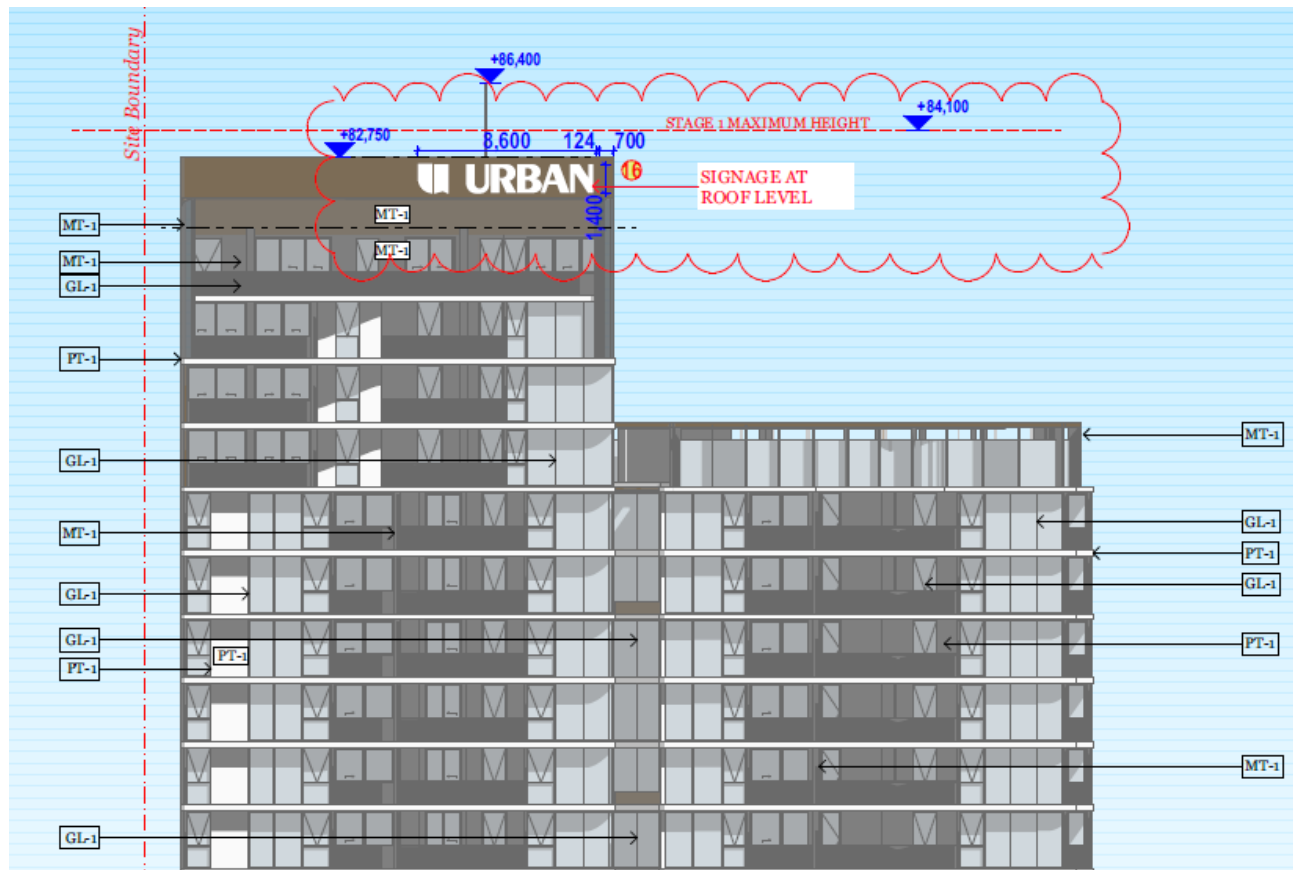
### 3.1.2. Rooftop Business Identification Signage

The proposal also seeks consent for a 8.6m x 1.4m business identification sign on the western façade roof (Figure 5). The business identification signage is proposed to show the URBAN logo and will be illuminated (Figure 6).

The proposed business identification signage on the roof façade is consistent with that approved for the ALAND development at 108 Mann Street, Gosford which includes the hotel operator's logo on the Level 28 façade.

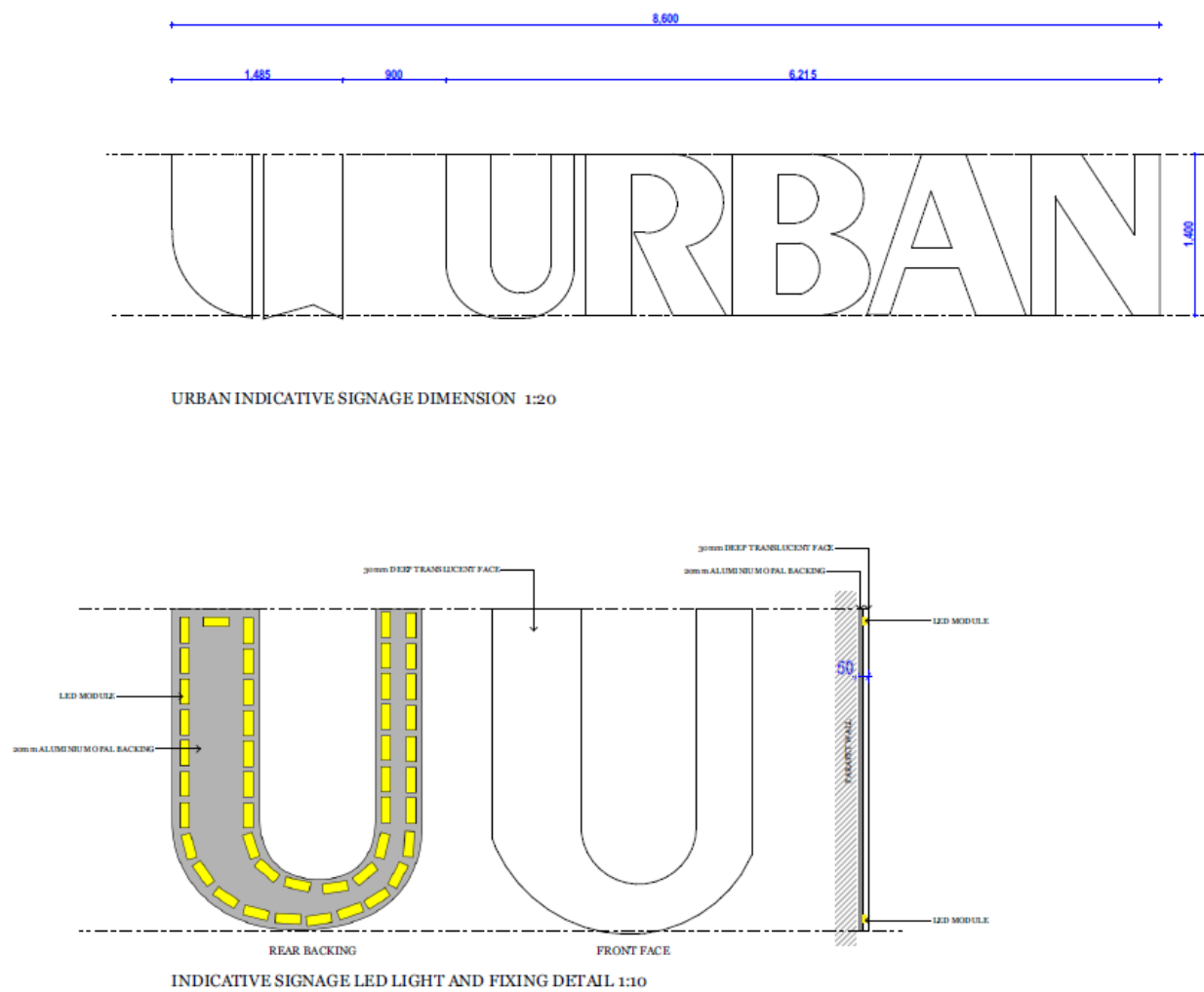
Urban is proposed to be a tenant in one of the retail tenancies in the building, thereby meeting the definition of 'business identification signage'.

Figure 5 Proposed west elevation business identification signage



Source: DKO Architecture

Figure 6 Proposed details of business identification signage on western roof facade



Source: DKO Architecture



## 3.2. PROPOSED AMENDMENTS TO CONDITIONS OF CONSENT

The proposed modifications described above necessitate amendments to the consent conditions which are identified below.

The proposal seeks to modify Condition A2 as shown with **red** text for the new plan references.

### Condition A2

Table 3 Development in accordance with plans and documents

| Plan No.                                                | Rev       | Name of Plan                  | Date              |
|---------------------------------------------------------|-----------|-------------------------------|-------------------|
| <b>Architectural Plans prepared by DKO Architecture</b> |           |                               |                   |
| DA101                                                   | B         | Staging Plan                  | 23/8/2024         |
| DA102                                                   | B         | Site Plan                     | 23/8/2024         |
| DA103                                                   | B         | Site Survey                   | 23/8/2024         |
| <b>DA220</b>                                            | <b>C</b>  | Ground Floor – <b>Signage</b> | <b>18/07/2025</b> |
| DA202                                                   | C         | Level 1                       | 23/8/2024         |
| <b>DA221</b>                                            | <b>C</b>  | Level 2 – <b>Signage</b>      | <b>18/07/2025</b> |
| <b>DA222</b>                                            | <b>C</b>  | Level 3 – <b>Signage</b>      | <b>18/07/2025</b> |
| DA205                                                   | D         | Level 4                       | 23/8/2024         |
| DA206                                                   | C         | Level 5                       | 23/8/2024         |
| DA207                                                   | A         | Level 6                       | 23/8/2024         |
| DA208                                                   | C         | Level 7, 9-12                 | 23/8/2024         |
| DA209                                                   | A         | Level 8                       | 23/8/2024         |
| DA210                                                   | C         | Level 13, 14, 16, 19          | 23/8/2024         |
| DA211                                                   | A         | Level 15                      | 23/8/2024         |
| DA212                                                   | A         | Level 18                      | 23/8/2024         |
| DA213                                                   | A         | Level 20                      | 23/8/2024         |
| DA214                                                   | E         | Level 21                      | 11/10/2024        |
| DA215                                                   | F         | Level 22-23                   | 10/04/2025        |
| DA216                                                   | F         | Level 24                      | 10/04/2025        |
| <b>DA223</b>                                            | <b>02</b> | Roof Plan                     | <b>18/07/2025</b> |
| DA301                                                   | F         | North Elevation               | 10/04/2025        |
| DA302                                                   | <b>I</b>  | South Elevation               | <b>18/07/2025</b> |
| DA303                                                   | E         | East Elevation (Mann Street)  | 11/10/2024        |
| DA304                                                   | <b>J</b>  | West Elevation (Baker Street) | <b>18/07/2025</b> |

| Plan No.     | Rev      | Name of Plan                                       | Date              |
|--------------|----------|----------------------------------------------------|-------------------|
| DA305        | F        | Sections – AA                                      | 10/04/2025        |
| DA306        | F        | Section – BB                                       | 10/04/2025        |
| DA307        | E        | Materials and Finishes                             | 11/10/2024        |
| <b>DA308</b> | <b>C</b> | <b>Urban Indicative Signage Details</b>            | <b>18/07/2025</b> |
| <b>DA309</b> | <b>C</b> | <b>Urban Indicative Signage Details – GF Entry</b> | <b>18/07/2025</b> |
| <b>DA310</b> | <b>C</b> | <b>Urban Indicative Signage Details – Retail</b>   | <b>18/07/2025</b> |
| DA401        | E        | GFA Calculations                                   | 23/8/2024         |
| DA402        | E        | GFA Calculations                                   | 23/8/2024         |
| DA403        | B        | Unit Mix                                           | 23/8/2024         |
| DA404        | A        | Unit Mix                                           | 23/8/2024         |
| DA405        | B        | Cross Ventilation Calc.                            | 23/8/2024         |
| DA406        | A        | Eye of the Sun 1/3                                 | 23/8/2024         |
| DA407        | A        | Eye of the Sun 1/2                                 | 23/8/2024         |
| DA408        | C        | Eye of the Sun 1/3                                 | 23/8/2024         |
| DA409        | B        | Solar Access Calculations 8am to 4pm               | 23/8/2024         |
| DA410        | A        | Solar Access Calculations 8am to 4pm               | 23/8/2024         |
| DA411        | A        | Solar Access Calculations 9am to 3pm               | 23/8/2024         |
| DA410        | A        | Communal Open Space & Deep Soil                    | 23/8/2024         |
| DA413        | B        | Shadow Diagram Proposed 1/2                        | 10/04/2025        |
| DA414        | B        | Shadow Diagram Proposed 2/2                        | 10/04/2025        |
| DA415        | A        | Shadow Diagram COS                                 | 23/8/2024         |
| DA416        | B        | Apartment Types 1/3                                | 23/8/2024         |
| DA417        | B        | Apartment Types 2/3                                | 23/8/2024         |
| DA418        | A        | Apartment Types 3/3                                | 23/8/2024         |
| DA419        | A        | Storage Diagram 1/2                                | 23/8/2024         |
| DA420        | A        | Storage Diagram 2/2                                | 23/8/2024         |
| DA421        | B        | DDA & Livable Unit Calc.                           | 23/8/2024         |
| DA422        | A        | DDA & Livable Unit Calc.                           | 23/8/2024         |
| DA423        | C        | Pre & Post Adaptable                               | 23/8/2024         |
| DA424        | B        | Pre & Post Adaptable & Livable                     | 23/8/2024         |

| Plan No.                                                     | Rev | Name of Plan                                                     | Date       |
|--------------------------------------------------------------|-----|------------------------------------------------------------------|------------|
| DA425                                                        | A   | NDIS                                                             | 23/8/2024  |
| DA426                                                        | A   | NDIS                                                             | 23/8/2024  |
| <b>Landscape plans prepared by <i>Turf Design Studio</i></b> |     |                                                                  |            |
| L-S4.55-200                                                  | 1   | Ground Floor Plan                                                | 27/04/2022 |
| L-S4.55-250                                                  | 1   | Through Site Link                                                | 31/05/2022 |
| L-S4.55-251                                                  | 1   | Through Site Link West                                           | 27/04/2022 |
| L-S4.55-252                                                  | 1   | Through Site Link East                                           | 31/05/2022 |
| L-S4.55-253                                                  | 1   | Level 4 Podium                                                   | 16/05/2022 |
| L-S4.55-254                                                  | 2   | Level 21                                                         | 10/10/2024 |
| <b>Civil Plans prepared by <i>Northrop</i></b>               |     |                                                                  |            |
| C1.1                                                         | A   | INTERNAL CIVIL WORKS COVER SHEET                                 | 22/03/2021 |
| C2.1                                                         | B   | INTERNAL CIVIL WORKS CONCEPT SOIL & WATER CYCLE MANAGEMENT PLAN  | 26/03/2021 |
| C2.2                                                         | A   | INTERNAL CIVIL WORKS SOIL & WATER CYCLE MANAGEMENT DETAILS       | 22/03/2021 |
| C4.1                                                         | B   | INTERNAL CIVIL WORKS STORMWATER MANAGEMENT & LEVELS PLAN GROUND  | 26/03/2021 |
| C4.2                                                         | A   | INTERNAL CIVIL WORKS STORMWATER MANAGEMENT & LEVELS PLAN LEVEL 4 | 22/03/2021 |

The proposal seeks to insert a new Condition D20 as shown in **red** below.

#### **Business Identification Signage**

**D20. Details of the final business identification signage design, content and illumination within the approved Signage Zones are to be submitted to the satisfaction of the Certifier prior to the installation and display of any signage.**

The proposal seeks to insert a new Condition D21 as shown in **red** below.

#### **Outdoor Lighting**

**D21. “All new outdoor lighting (including any signage illumination) shall comply with, where relevant, AS 1158.3.1-2005 Pedestrian Area (Category P) Lighting and AS 4282: 1997 Control of the Obtrusive Effects of Outdoor Lighting. Details demonstrating compliance with these requirements are to be submitted to the Certifier prior to the installation and display of any signage”.**

## 4. STATUTORY CONTEXT

This section of the report provides an overview of the key statutory requirements relevant to the site and the project as proposed to be modified.

### 4.1. MINIMAL ENVIRONMENTAL IMPACT

Section 4.55 (1A)(a) requires the consent authority to be “*satisfied that the proposed modification is of minimal environmental impact*”.

The proposal is considered to have minimal environmental impact as it involves signage zones only, with no physical changes to the approved building footprint, height, or land use. The signage will be integrated with the existing built form and will not result in any additional environmental impacts, including in relation to visual amenity or safety. Any future illuminated signage will be subject to conditions ensuring compliance with Australian Standards to ensure no adverse glare, light spill or amenity impacts.

On this basis, no more than minimal environmental impacts are expected to arise as a result of this modification and the application can be assessed under Section 4.55(1A) of the EP&A Act.

### 4.2. SUBSTANTIALLY THE SAME DEVELOPMENT

Section 4.55(1A)(b) of the EP&A Act requires the consent authority to be “*satisfied that the development to which the consent as modified relates to is substantially the same development as the development for which the consent was originally granted and before that consent as originally granted was modified (if at all)*”.

The proposal is substantially the same development, in a qualitative sense, because it:

- Does not propose any change of land use, arrangement of land uses, or propose any changes which would have a detrimental impact on surrounding land uses.
- Does not result in any perceivable visual impacts(s) from the public domain, noting that the signage zones have been designed by DKO Architects (design architect), ensuring they are integrated with the building form and are consistent with the approved architectural language.
- Maintains the same access arrangement for the site.

The proposal is substantially the same development, in a quantitative sense because it:

- Does not propose to change the approved height of building.
- Does not proposed to change the floor space ratio / GFA calculation.
- Does not propose to change the amount of communal open space.
- Does not proposed to change the car parking count.
- Does not modify compliance with the SEPP (Precincts Regional) or Gosford City Centre DCP.

In conclusion, the modifications will not result in any significant additional social and environmental impacts as previously assessed for the approved development.

## 4.3. COMPLIANCE WITH ENVIRONMENTAL PLANNING INSTRUMENTS

This section considers the consistency of the development, as proposed to be modified, with the relevant legislation and environmental planning instruments (EPIs).

### 4.3.1. Chapter 3 – Industry and Employment SEPP Assessment

As the proposed modification seeks consent for signage zones on the podium and roof of the building, the proposal is required to consider the *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP).

Pursuant to Clause 3.6 of the Industry and Employment SEPP, a consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied that:

- The signage is consistent with the aims / objectives of the Policy, and
- The signage that is subject to the application satisfies the assessment criteria specified in Schedule 1.

The following table assesses the compliance of the modified signage in accordance with the relevant clauses within the Industry and Employment SEPP.

Table 4 Consistency with State Environmental Planning Policy (Industry and Employment) 2021

| Control                                                                                                                                                                                                                                                                                                      | Proposal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Aims and Objectives</b>                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p><i>(a) to ensure that signage (including advertising)—</i></p> <p><i>(i) is compatible with the desired amenity and visual character of an area, and</i></p> <p><i>(ii) provides effective communication in suitable locations, and</i></p> <p><i>(iii) is of high quality design and finish, and</i></p> | <p>The proposed signage zones are compatible with the desired amenity and visual character of the Gosford City Centre, as they are integrated with the approved podium and roof form and are intended to reflect the architectural language and materiality of the development. The signage zones are appropriately located to support clear and effective business identification without visual clutter. The proposal allows for future signage of high-quality design and finish that aligns with the site's retail use and broader streetscape character.</p> <p>The proposed business identification signage on the roof façade is consistent with that approved for the ALAND development at 108 Mann Street, Gosford which includes the hotel operators logo on the Level 28 façade.</p> |
| <b>Schedule 5 – Assessment Criteria</b>                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>1 Character of the Area</b>                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>▪ <i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i></p>                                                                                                                                                      | <p>The proposed signage zones are compatible with the existing and desired future character of the site and locality.</p> <p>The site is located within Gosford City Centre and is zoned for mixed use development, which anticipates podium retail uses. Gosford City Centre is also undergoing significant urban renewal and an increase in mixed-use developments and taller building forms. The proposed business identification signage would assist the public with wayfinding throughout the site and broader precinct. The nature of the signage proposed is compatible with the B4 Mixed use zone and existing developments in the vicinity.</p>                                                                                                                                       |
| <p>▪ <i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i></p>                                                                                                                                                                                          | <p>The proposal seeks approval for signage zones for business identification signage. No outdoor advertising is proposed.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>2 Special Areas</b>                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>▪ <i>Does the proposal detract from the amenity or visual quality of any environmentally</i></p>                                                                                                                                                                                                          | <p>Given the scale and location of the proposed signage, it will not detract from the amenity or visual quality of any environmentally</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

| Control                                                                                                                                                                                                                                                                 | Proposal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?</i>                                                                                                                        | <p>sensitive, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas. The proposed signage will be of a size and scale to ensure that it serves its proposed purpose (for business identification) whilst minimising visual and amenity impacts.</p> <p>It is anticipated that the details of the signage to be included in the proposed signage zone (including illumination specifications) would be submitted to the Department as a condition of consent.</p> |
| <b>3 Views and Vistas</b>                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>Does the proposal obscure or compromise important views?</li> <li>Does the proposal dominate the skyline and reduce the quality of vistas?</li> <li>Does the proposal respect the viewing rights of other advertisers</li> </ul> | <p>The proposed roof signage zone is contained within the existing building form and approved envelope and therefore will not obscure or compromise important views beyond those already assessed and approved as part of the Northern Tower SSD application.</p>                                                                                                                                                                                                                                                                  |
| <b>4 Streetscape, setting or landscape</b>                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</li> </ul>                                                                                                              | <p>Yes, the proposed signage zones have been designed to integrate into the approved form and scale of the Northern Tower development. The proposed proportions of the signage zones will not dominate the approved tower whilst remaining legible and functional for business identification. The proposed signage does not protrude beyond the already approved structure which has been determined as of an appropriate scale for the broader streetscape.</p>                                                                  |
| <ul style="list-style-type: none"> <li>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</li> </ul>                                                                                                                         | <p>Yes, the proposed podium signage will assist in wayfinding at the streetscape level and provide additional visual interest whilst integrating sympathetically to the existing approved built form.</p>                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</li> </ul>                                                                                                                               | <p>Yes, the proposed signage zones have been rationalised to reduce visual clutter and will be restricted to business identification signage which integrates seamlessly with the existing built form. The intention of this application is to seek consent for all signage zones at once in a coordinated way, to ensure no visual clutter.</p>                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>Does the proposal screen unsightliness?</li> </ul>                                                                                                                                                                               | <p>No, the proposed signage zones are not used as a visual screen or filter.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</li> </ul>                                                                                                                      | <p>No, the proposed signage zones are contained to within the approved building footprint and envelope and would not protrude above existing structures, beyond those already approved.</p>                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>Does the proposal require ongoing vegetation management?</li> </ul>                                                                                                                                                              | <p>No, the proposed signage zones will not require any ongoing vegetation management.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>5 Site and Building</b>                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>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?</li> </ul>                                                     | <p>Yes, the signage zones have been designed to be a suitable scale in proportion to the approved Northern Tower form. The signage does not protrude beyond the approved tower structure and is of a scale to ensure that it does not dominate the building.</p>                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>Does the proposal respect important features of the site or building, or both?</li> </ul>                                                                                                                                        | <p>Yes, the proposed signage zones have been situated so as to not obscure any important architectural features of the site. Instead, the proposed signage zones would ensure appropriate wayfinding and business identification.</p>                                                                                                                                                                                                                                                                                              |



| Control                                                                                                                                                                                                     | Proposal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</li></ul>                                                     | Future signage on the site located within the signage zones will be integrated to sympathetically align with the existing building form and materiality.                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 6 Associated devices and logos with advertisements and advertising structure                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"><li>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?</li></ul> | The signage does not include any associated safety devices, platforms or lighting devices.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 7 Illumination                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"><li>Would illumination result in unacceptable glare?</li></ul>                                                                                                            | The proposal seeks consent for signage zones across the building and not for the specific content of the signage within these zones. However, it is anticipated that the business identification signage on the western façade roof would be illuminated.<br><br>Future detail of the proposed signage within this zone would require approval from the Department and would include details of any illumination to ensure no unacceptable glare, amenity or safety impacts. The Applicant is willing to accept a condition of consent that requires any proposed illumination to align with the relevant Australian Standards. |
| <ul style="list-style-type: none"><li>Would illumination affect safety for pedestrians, vehicles or aircraft?</li></ul>                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"><li>Would illumination detract from the amenity of any residence or other form of accommodation?</li></ul>                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"><li>Can the intensity of the illumination be adjusted, if necessary?</li></ul>                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"><li>Is the illumination subject to a curfew?</li></ul>                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 8 Safety                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"><li>Would the proposal reduce the safety for any public road?</li></ul>                                                                                                   | No, the proposed signage zones are not anticipated to reduce safety from any public road or for pedestrians and cyclists. The podium signage would be integrated into the façade so as to not distract motor vehicle drivers, pedestrians or cyclists whilst the roof signage would be at a height and location on the approved tower form which is well above the sightlines of drivers, pedestrians or cyclists. The proposal would not obscure any sightlines from public areas.                                                                                                                                             |
| <ul style="list-style-type: none"><li>Would the proposal reduce the safety for pedestrians or bicyclists?</li></ul>                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"><li>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</li></ul>                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

### 4.3.2. State Environmental Planning Policy (Precincts – Regional) 2021

Chapter 5 of the State Environmental Planning Policy (Precincts – Regional) 2021 is the primary environmental planning instrument applying to the site and the proposed development.

The site is zoned B4 (Mixed Use) in accordance with the SEPP. No changes are proposed to the land uses on the site which are permitted with development consent within the B4 (Mixed Use) zone. The following table assesses the compliance of the proposed development with other relevant clauses in the SEPP.

Table 5 Consistency with State Environmental Planning Policy (Precincts – Regional) 2021

| Provision                                           | Proposal                                                                       | Complies                                          |
|-----------------------------------------------------|--------------------------------------------------------------------------------|---------------------------------------------------|
| <b>Zoning</b><br>B4 Mixed Use                       | The proposal is permissible with consent and meets the objectives of the zone. | Complies                                          |
| <b>Clause 5.25 Height of buildings</b><br>RL 48 (m) | No amendment to the approved building height is proposed.                      | Complies with maximum height in the SSDA approval |

| Provision                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Proposal                                                                                                                                                                                                                                                     | Complies                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| <b>Clause 5.26 Floor Space Ratio</b><br><br>3.5:1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | No amendment to the approved building GFA is proposed.                                                                                                                                                                                                       | Complies with the maximum GFA/FSR in the SSDA approval |
| <b>Clause 5.36 Heritage Conservation</b><br><br>Consent authority may require a heritage assessment on land that is within the vicinity of heritage item(s).<br><br>Consent authority must consider the effect of the proposed development on the heritage significance of the place and any Aboriginal object.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | The modifications proposed under this application do not change the previous assessment of heritage impacts.                                                                                                                                                 | Complies                                               |
| <b>Clause 5.39 Acid Sulfate Soils</b><br><br>Development cannot disturb, expose or drain acid sulfate soils and/or cause environmental damage.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | The modifications proposed under this application do not change the previous assessment of acid sulfate soils.                                                                                                                                               | Complies                                               |
| <b>Clause 5.40 Flood Planning</b><br><br>Development must be compatible with the flood hazard of the land.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | The modifications proposed under this application do not change the previous assessment of flood planning.                                                                                                                                                   | Complies                                               |
| <b>Clause 5.45 Design Excellence</b><br><br>All development design excellence.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | The CoGDAP have reviewed the proposed changes and confirmed via email on 2 July 2025 that no further design review is required for this application and the CoGDAP chair can provide advice to the Department as part of its assessment of the modification. | Complies                                               |
| <b>Clause 5.46 Exceptions to height and floor space in Zones B3, B4 and B6</b><br><br>Development consent may be granted to development that exceeds the maximum height or floor space ratio if: <ul style="list-style-type: none"> <li>• The site area of the development is at least 5,600 square metres, and</li> <li>• A design review panel reviews the development, and</li> <li>• If required by the design panel, an architectural design competition is held in relation to the development, and</li> <li>• The consent authority takes into account the findings of the design review panel and, if held, the results of the architectural design competition, and</li> <li>• The consent authority is satisfied with the amount of floor space that will be provided for the purposes of commercial premises, and</li> <li>• The consent authority is satisfied that the building meets or exceeds minimum building sustainability and environmental performance standards.</li> </ul> | No changes are proposed to the approved maximum height and floor space ratio of the proposal.                                                                                                                                                                | Complies                                               |

| Provision                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Proposal                                                                                                  | Complies |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|----------|
| <b>Clause 5.47 Car Parking in Zones B3 and B4</b><br><br>Development consent must not be granted on B4 zoned land unless <ul style="list-style-type: none"> <li>At least 1 car parking space is provided for every 75 square metres of the gross floor area of the building that is to be used for commercial activities, and</li> <li>At least 1 car parking space is provided for every 40 square metres of the gross floor area of the building that is to be used for the purpose of retail premises.</li> </ul> | No change to car parking provision is sought by this modification application.                            | Complies |
| <b>Clause 5.48 Active Street Frontages</b><br><br>Development consent must not be granted to the erection of a building, or the change of use of a building, on land identified as "Active street frontage" on the Active Street Frontages Map unless the consent authority is satisfied that the building will have an active street frontage after its erection or change of use.                                                                                                                                  | The proposal will not diminish the active street presentation of the building to Baker Street.            | Complies |
| <b>Clause 5.52 Solar access to key public open spaces</b><br><br>The development must not result in any more than 30 per cent of Leagues Club Field receiving less than 4 hours of sunlight between 9 am and 3 pm at the winter solstice.                                                                                                                                                                                                                                                                            | The modifications proposed under this application do not change the previous assessment of overshadowing. | Complies |
| <b>Clause 5.53 Key vistas and view corridors</b><br><br>The objective of this clause is to protect and enhance key vistas and view corridors in Gosford City Centre.                                                                                                                                                                                                                                                                                                                                                 | This proposal will continue to protect and enhance key vistas and view corridors.                         | Complies |

### 4.3.3. Other Legislation and EPIs

The proposed modification does not alter the approved development's consistency with the following legislation and EPIs:

- *Biodiversity Conservation Act 2016*
- SEPP (Planning Systems) 2021
- SEPP (Transport and Infrastructure) 2021
- SEPP (BASIX) 2004
- SEPP (Housing) 2021
- SEPP (Resilience and Hazards) 2021
- SEPP (Biodiversity and Conservation) 2021

### 4.3.4. Gosford City Centre Development Control Plan 2018

The Gosford City Centre Development Control Plan 2018 (DCP) applies to the site. Section 5.2.19 of the DCP provides detailed controls for the general design and location of signs as well as detailed controls for illuminated signs. The proposal is compliant with the provisions of the DCP.

Table 6 Consistency with Gosford City Centre Development Control Plan 2018

| Control                               | Proposal                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5.2.19 Advertising and Signage        |                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| General location and designs of signs | 1. Signs are to be designed and located to:                                                                                                                                                                                                                                                       | The proposal seeks consent for signage zones to enable business identification signage which relate to the use of the building. Whilst the proposal does not seek consent for detailed signage, the proposed reference designs included in the architectural plans demonstrate the intent for signage to be highly integrated with the existing building and exhibit a high level of design quality. The proposed signage will be contained within the approved building footprint and structure and not protrude from the building. It is anticipated that the specific details of the proposed signage within these zones would be approved by the Department post determination of this modification to ensure the architectural design quality of the building is maintained. |
|                                       | a. relate to the use of the building,                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                       | b. be visually interesting and exhibit a high level of design quality,                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                       | c. be integrated and achieve a high degree of compatibility with the architectural design of the supporting building having regard to its composition, fenestration, materials, finishes, and colours, and ensure that architectural features of the building are not obscured,                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                       | d. have regard to the view of the sign and any supporting structure, cabling and conduit from all angles, including visibility from the street level and nearby higher buildings and against the skyline, and                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                       | e. have only a minimal projection from the building.                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                       | 2. Signs that contain additional advertising promoting products or services not related to the approved use of the premises or site (such as the logos or brands of products e.g. soft drinks, breweries, car brands, etc.) are not permitted.                                                    | The proposal seeks consent for business identification signage only and does not involve advertising signage.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                                       | 3. Signs painted on or applied on the roof are prohibited.                                                                                                                                                                                                                                        | N/A. The proposed modification does not include signs painted on the roof.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                                       | 4. Corporate colours, logos and other graphics are encouraged to achieve a very high degree of compatibility with the architecture, materials, finishes and colours of the building and the streetscape.                                                                                          | Whilst the proposal does not seek consent for detailed signage, the proposed reference designs included in the architectural plans demonstrate the intent for future signage to achieve a high degree of compatibility with the architecture, materials, finishes and colours of the building.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                       | 5. In considering applications for new signs the determining authority must have regard to the number of existing signs on the site and in its vicinity and whether that signage is consistent with the provisions of this section and whether the cumulative impact gives rise to visual clutter | The proposed signage zones would provide for business identification signage and would be seamlessly integrated to the façade of the building to ensure no additional visual clutter in the streetscape.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

| Control               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Proposal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Illuminated Signs     | <p><i>1. Illuminated signs are not to detract from the architecture of the supporting building during daylight.</i></p> <hr/> <p><i>2. Illumination (including cabling) of signs are to be:</i></p> <p><i>a. concealed; or</i></p> <hr/> <p><i>b. integral with the sign; or</i></p> <hr/> <p><i>c. provided by means of carefully designed and located remote or spot lighting.</i></p> <hr/> <p><i>3. The ability to adjust the light intensity of illuminated signs is to be installed where the determining authority considers necessary.</i></p> <hr/> <p><i>4. A curfew may be imposed on the operation of illuminated signs where continuous illumination may impact adversely on the amenity of residential buildings, serviced apartments or other visitor accommodation, or have other adverse environmental effects.</i></p> <hr/> <p><i>5. Uplighting of signs is prohibited. Any external lighting of signs is to be downward pointing and focused directly on the sign and is to prevent or minimise the escape of light beyond the sign</i></p> | <p>The proposal seeks consent for signage zones only and details of future signage within these zones would be subject to a separate approval process. However, the proposed business identification signage on the roof of the façade is expected to be illuminated. The Applicant is willing to accept a condition of consent to ensure the illumination signage aligns with this control in the DCP.</p> <p>Notably, the sign to be illuminated (on the western / Baker Street elevation) faces away from any nearby residential buildings, ensuring it will not affect the amenity of these buildings.</p> |
| Signs and Road Safety | <p><i>1. Signs are regarded as prejudicial to the safety of the travelling public if they:</i></p> <p><i>a. obscure or interfere with road traffic signs and signals or with the view of a road hazard, oncoming vehicles, or any other vehicle or person, or an obstruction which should be visible to drivers or other road users,</i></p> <hr/> <p><i>b. give instructions to traffic by use of the word 'stop' or other directions, which could be confused with traffic signs,</i></p> <hr/> <p><i>c. are of such a design or arrangement that any variable messages or intensity of lighting impair drivers' vision or distract drivers' attention, and</i></p> <hr/> <p><i>d. are situated at locations where the demands on drivers' concentration due to road conditions are high such as at major intersections or merging and diverging lanes.</i></p>                                                                                                                                                                                               | <p>The proposed signage zones are not anticipated to reduce safety from any public road or for pedestrians and cyclists. The podium signage would be integrated into the façade so as to not distract motor vehicle drivers, pedestrians or cyclists whilst the roof signage would be at a height and location on the approved tower form which is well above the sightlines of drivers, pedestrians or cyclists. The proposal would not obscure any sightlines from public areas.</p>                                                                                                                         |

## 5. ASSESSMENT OF IMPACTS

This application seeks consent for 15 signage zones on the retail podium for business and building identification signage, and an 8.6m x 1.4m business identification sign on the western roof façade.

The proposed signage zones are considered acceptable for the following reasons:

- Business and building identification signage is compatible with the approved podium retail use, the existing and desired future character of Gosford City Centre, and the objectives of the B4 (Mixed Use) zone.
- The signage zones are designed to integrate with the approved built form and have been sited and positioned by the design architect (DKO) ensuring future signage aligns with the architectural language of the building and is compatible with its materiality.
- There is a clear precedent for rooftop signage in Gosford, as demonstrated by the ALAND development at 108 Mann Street, where business identification signage was approved on the Level 28 façade to display the hotel operator's logo. The proposed signage is comparable in scale and intent.
- The signage zones have been located to ensure that future signage on the site would not result in any adverse visual, heritage, environmental and pedestrian / vehicle safety impacts. The Applicant is willing to accept a condition of consent to ensure any illumination of future business identification signage on the western roof façade meets Australian Standards and DCP controls, avoiding glare or amenity impacts.
- The proposal complies with the relevant controls in the Industry and Employment SEPP, Precincts – Regional SEPP and the Gosford DCP.
- The signage zones are in the public interest as they support wayfinding, urban activation and a high standard of visual amenity.
- The proposal does not result in a detrimental impact on the public domain. The signage will improve the Baker Street presentation. It will ensure the retail component of the development is visually engaging and well connected to the refurbished Leagues Club Field.
- Consent was originally granted in December 2021, and the site remains suitable for the proposed use/s.
- There are no modifications that would contravene the public interest. The proposal will continue to facilitate the activation of the site, create significant local employment and deliver a building that supports high-amenity lifestyles in the Gosford City Centre.

## 6. JUSTIFICATION OF MODIFIED PROJECT

This Amendment Report has been prepared on behalf of UPG Waterfront Pty Ltd in support of an application to modify Development Consent SSD-23588910 for Stage 1 (Northern Tower) of the 'Central Coast Quarter' development at 26-30 Mann Street, Gosford.

The modification application seeks consent for 15 signage zones on the retail podium for business and building identification signage, and an 8.6m x 1.4m business identification sign on the western roof façade.

The proposed signage strategy has been prepared by DKO (the project's design architect) to ensure a cohesive and architecturally integrated outcome that responds to the approved building form, materiality, and the desired character of the Gosford City Centre. This is far superior to a piecemeal approach of individual retailers seeking consent for signage (using their own designer) via multiple separate applications.

It is anticipated that the podium signage will further activate the ground plane at Baker Street, drawing people into the site from the adjoining Leagues Club Field.

The proposal provides clearly defined signage zones that support business and building identification without altering the approved built form or use of the site. The proposal also improves wayfinding and site legibility while maintaining consistency with applicable planning controls and the evolving character of Gosford City Centre.

The proposed rooftop signage zone is consistent with the definition of business identification signage under State planning policy. It has been confirmed through relevant case law (*DeiCorp v City of Sydney*) that signage of this nature may be approved where it is appropriately scaled, integrated with the building's design, and does not result in adverse amenity or visual impacts. The signage zone on the western façade can be conditioned to achieve these outcomes. The rooftop signage is also consistent with that approved for the ALAND development at 108 Mann Street, Gosford which includes the hotel operators logo on the Level 28 façade.

The project (as modified) represents a positive development outcome for the site and surrounding area. Having regard to the above, DPHI may modify SSD-23588910 pursuant to Section 4.55(1A) of the EP&A Act because the proposal represents 'substantially the same development' for which the consent was granted and is of 'minimal' (or no additional) environmental impact.

**Having considered all relevant matters, the development as modified has significant merit and should be approved.**



## 7. DISCLAIMER

This report is dated 18 July 2025 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Urban Property Group (**Instructing Party**) for the purpose of Modification Application (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

In preparing this report, Urbis may rely on or refer to documents in a language other than English, which Urbis may arrange to be translated. Urbis is not responsible for the accuracy or completeness of such translations and disclaims any liability for any statement or opinion made in this report being inaccurate or incomplete arising from such translations.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

# APPENDIX A    ARCHITECTURAL PLANS

