



Australian Technology Park Modification 19

Addition of Precinct Marker Signage Strategy
State Significant Development Modification Assessment
(SSD 7317 MOD 19)

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Cover image: *Locomotive Street sign – location 3 (Source: Precinct Signage Strategy)*

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Glossary

Abbreviation	Definition
BCA	Building Code of Australia
CIV	Capital Investment Value
Council	City of Sydney
Department	Department of Planning, Industry and Environment
EIS	Environmental Impact Statement
EP&A Act	<i>Environmental Planning and Assessment Act 1979</i>
EP&A Regulation	Environmental Planning and Assessment Regulation 2000
EPI	Environmental Planning Instrument
ESD	Ecologically Sustainable Development
Heritage	Heritage NSW, Department of Premier and Cabinet
LEP	Local Environmental Plan
Minister	Minister for Planning and Public Spaces
Planning Secretary	Secretary of the Department of Planning, Industry and Environment
RtS	Response to Submissions
SDCP	Sydney Development Control Plan 2012
SEARs	Planning Secretary's Environmental Assessment Requirements
SEPP	State Environmental Planning Policy
SEPP 64	State Environmental Planning Policy No 64—Advertising and Signage
SRD SEPP	State Environmental Planning Policy (State and Regional Development) 2011
SSD	State Significant Development
TfNSW	Transport for NSW

Executive Summary

Introduction

This report provides an assessment an application seeking to modify the State Significant Development (SSD) for the commercial campus at South Eveleigh (SSD 7317) within the City of Sydney local government area. The application seeks approval for amendments to the External Signage Strategy and five precinct marker signs.

The application has been lodged by Ethos Urban on behalf of Mirvac Projects Pty Ltd pursuant to section 4.55(1A) of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Engagement

The Department of Planning, Industry and Environment (the Department) publicly notified the proposal from 9 July 2020 to 22 July 2020. The Department received 15 submissions, comprising four submissions from Government agencies, including City of Sydney Council (Council), Heritage NSW, TfNSW, Transgrid and 11 public submissions.

Council did not object to the proposal, however, it provided comments relating to the Redfern Station sign and the design in the heritage context, illumination of the signage and use of renewable energy.

The key concerns raised in the 11 public submissions relate to the design, location, illumination, safety, heritage, amenity impacts and property value.

In response to the issues raised, the Applicant amended the Redfern Station signage, in consultation with residents, and proposed dimming of lighting to minimise illumination impacts.

The Department notified Council and public submitters of the Applicant's Response to Submissions for seven days from 29 September to 6 October 2020. The Department received an additional two public submissions and comments from Council.

Assessment

The Department has considered the merits of the proposal in accordance with the relevant requirements of the EP&A Act, the issues raised in the submissions and the Applicant's response to these. The Department considers the proposal is acceptable as the proposed signage:

- would enhance wayfinding and provide site information about South Eveleigh, while appropriately integrating with the public domain and landscape setting of the precinct
- the height scale and location of the signs would have acceptable visual impacts from the nearest residential properties, as the Redfern Street sign has been significantly reduced in scale and all other signage is appropriately sized and located in relation to the surrounding built form and landscape context
- is consistent with Schedule 1 of SEPP 64 as it is compatible with the existing character, streetscape and landscape of South Eveleigh and does not have any adverse impacts on pedestrians, road users and adjoining residential properties

- would not result in any significant amenity impacts as the proposed hours and level of illumination are less than the maximum levels specified in the Guidelines, AS 4282 and SDCP 2012 and lighting will be dimmed to further reduce illumination impacts after 11pm
- is unlikely to cause road or pedestrian safety impacts as the signs do not obstruct vehicles or pedestrians and conditions are recommended to ensure the signage operation and content does not cause a distraction for drivers
- would not result in any significant impacts on the State Heritage listed values of the Eveleigh Railway Workshops, as the signs are located a significant distance away from the heritage items and will be installed on new elements.

Conclusion

The Department's assessment concludes the proposal would be a positive contribution to the South Eveleigh Precinct as the signage will identify the site and improve wayfinding. The recommended conditions would appropriately mitigate and manage the potential impacts associated with the proposal to an acceptable level. The Department therefore concludes the proposal is in the public interest and recommends the application be approved.

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1 Introduction

This report provides an assessment of an application to modify the State significant development (SSD 7317) consent for a commercial campus at South Eveleigh (formerly known as the Australian Technology Park).

The application has been lodged by Ethos Urban on behalf of Mirvac Projects Pty Ltd (the Applicant), pursuant to Section 4.55(1A) of the Environmental Planning and Assessment Act 1979 (EP&A Act).

The modification application seeks approval to amend the External Signage Strategy to include the installation of five precinct marker signs.

1.1 Background

The South Eveleigh precinct, formerly known as the Australian Technology Park, is located approximately 2.5 kilometres (km) south-west of Sydney Central Business District (CBD), within the suburb of Eveleigh, in the City of Sydney local government area (LGA).

The site has an area of approximately 13.5 hectares (ha) and is bound by the main western railway line and railway shed to the north, Henderson Road to the south, Alexandria Child Care Centre, Alexander Street and Rowley Lane to the west and Garden Street and Cornwallis to the east (**Figure 1**).

The site contains three commercial buildings (with ground floor retail) and the State heritage listed Locomotive Workshops which are currently being adaptively reused for retail and commercial uses. (refer to **Sections 1.2** and **1.3**).

The surrounding area is characterised by a mix of commercial and residential development, including one to five storey residential developments to the east along Garden Street and on the southern side of Henderson Road. The nearest residential buildings potentially affected by the proposal (**Figure 1**) include:

- a four-storey residential flat building with secured at grade car parking is located at 1-9 Marian Street (known as the Watertower) adjacent to the Redfern Station sign at Location 4
- a five-storey residential flat building is located at 30-44 Garden Street (known as the Zinc building) located closest to the Central Avenue sign at Location 2.



Figure 1 | Local Context Map, South Eveleigh site outlined in red (Source: basemap NearMap)

1.2 Approval history

South Eveleigh Commercial Campus

On 20 December 2016, the then Planning Assessment Commission (Commission) granted development consent for a commercial campus at South Eveleigh (SSD 7317), which included:

- site preparation works, site clearance, excavation and remediation
- construction of three mixed use commercial buildings (**Figure 1**)
- car and bicycle parking
- landscaping, road and public domain works
- building identification signage zones.

The development consent has been modified on 18 occasions (see **Table 1**).

Table 1 | Summary of Modifications

Mod No.	Summary of Modifications	Approval Authority	Type	Approval Date
MOD 1	Modification to defer approval of landscaping and public domain plans and stage the delivery of the public domain works.	Commission	96(1A)	26 June 2017
MOD 2	Modifications to the voluntary planning agreement, car parking, building identification signage zone on Building 1, and internal and external alterations to Building 2.	Department	96(1A)	22 August 2017
MOD 3	Modifications to Building 3, including changes to the layout and design, increase in GFA, introduction of a rooftop community garden and signage zones.	Department	96(1A)	1 December 2017
MOD 4	Modification to increase the height of rooftop plant on Building 1 and amend Condition A14 (Airspace Protection).	Department	96(1A)	20 October 2017
MOD 5	Modification to introduce a concrete structure below Locomotive Street to accommodate a future travelator connecting Building 2 to the Locomotive Workshop.	Department	4.55(1A)	29 June 2018
MOD 6	Modification to Building 2, including reallocation of car parking spaces, subdivision of retail tenancies and changes to facade materials and signage zones.	Department	4.55(1A)	16 August 2018
MOD 7	Modification to Building 2, including internal layout changes and amendments to façade materials and signage zones.	Department	4.55(1A)	17 July 2018
MOD 8	Modification to increase the number of lockers within Buildings 1 and 2 and reallocate bicycle parking spaces from these buildings to the public domain.	Department	4.55(1A)	24 September 2018
MOD 9	Modification to Building 1 to allow the use of external terrace space on Level 1 (west) and Level 7 (south) by employees.	Department	4.55(1A)	3 December 2018
MOD 10	Modification to Building 3, including internal and external changes and amendments to the rooftop community garden plan of management.	Department	4.55(1A)	3 September 2018
MOD 11	Modification to the timing for the delivery of required works or plans, such as the loading dock management plan, heritage interpretation plans, landscaping and public domain and waste disposal.	Department	4.55(1A)	15 November 2018
MOD 12	Modification to amend the approved landscape masterplan, provide public domain signage and an external signage strategy.	Department	4.55(1A)	13 December 2018
MOD 13	Modification to increase the external play area of the child care centre in Building 1.	Department	4.55(1A)	23 October 2018
MOD 14	Modification to roof materials and signage zone location in Building 2.	Department	4.55(1A)	30 October 2018
MOD 15	Modification to the timing for the implementation of works to improve pedestrian connectivity between the site and Redfern Station (Condition F23).	Department	4.55(1A)	28 March 2019

MOD 16	Modification to the lower ground and ground floor of Building 2 including increase of mail room and waste room and conversion of other rooms	Department	4.55(1A)	18 June 2019
MOD 17	Modification to Building 2 to amend the design and layout of the retail tenancies along Locomotive Street, create signage zones along the northern elevation, and install retail amenities and a feature awning.	Department	4.55 (1A)	27 November 2019
MOD 18	Provide signage zones along Central Avenue and Mitchell Way frontages of Building 2 and in the Central Avenue public domain	Department	4.55(1A)	31 July 2020

Construction of the three commercial buildings (Axel, Foundry and Yerrabingin House) was completed in mid 2020.

1.3 Other relevant Approvals

Locomotive Workshop

On 22 February 2019, the Independent Planning Commission approved two SSD applications for the adaptive reuse of the Locomotive Workshop Bays 1-4a (SSD 8517) and Bays 5-15 (SSD 8449). The approvals include:

- Bays 1-4a (SSD 8517)
 - a maximum of 11,662m² of GFA for uses including retail premises, function centre, educational establishment, information and education facility, artisan food and drink industry, general industry (retention of the Blacksmith) and recreation facility (indoor)
 - a loading dock and traveller
 - associated heritage conservation works
 - public domain works, external illumination and signage
- Bays 5-15 (SSD 8449)
 - maximum of 27,458m² GFA for commercial premises including 156m² for retail uses
 - associated heritage conservation works
 - external illumination and signage

City of Sydney Council Consents

City of Sydney Council (Council) has approved a range of indoor recreation facilities, retail and food and drink premises in the Axel, Yerrabingin House and Foundry between 6am and 12am. Approval has also been granted for a 24hour gym (subject to a 1 year trial).

On 21 August 2019, Council approved a development application (DA 2019/519) for the installation of public artwork within the existing public recreation reserve in South Eveleigh. The artwork is known as the 'Bujari Gamarruwa: Good Day Welcome to Country Walk' by Jonathon Jones. The artwork consists of four 5.718m high standalone structures with four steel columns and a system of steel beams over the four staircases.

2 Proposed modification

On 18 June 2020, the Applicant lodged a modification application to amend the development consent for the South Eveleigh commercial campus (SSD 7317 MOD 19) under section 4.55(1A) of the EP&A Act. A link to the modification application documents is provided in **Appendix A**.

The application (as amended) seeks approval for:

- an addendum to the approved External Signage Strategy, dated 28 May 2018, prepared by Urbanite, titled 'Addendum to the External Signage Strategy' prepared by Buchan and Diadem, dated October 2020, which includes five precinct marker signs
- installation of five precinct marker signs at the four main access points into the South Eveleigh Precinct (**Figure 2**) as outlined in **Table 2**
- an addendum to the approved External Signage Strategy, dated 28 May 2018, prepared by Urbanite, titled 'Addendum to the External Signage Strategy' prepared by Buchan and Diadem, dated October 2020, which includes five precinct marker signs.

The Applicant advises the proposed precinct marker signs (**Figure 2**) are intended to create an effective and appropriate signage system to identify the site, provide wayfinding and site information.

Table 2 | Summary of five proposed precinct marker signs

Location & No.	Description	Dimensions	Proposed operation
Location 1: Henderson Road and Davy Road (Figure 3)	• A metal sign with vertical sleepers, 'South Eveleigh' lettering, 'P' parking symbol and directional arrows. • Located adjacent to an existing brick wall next to the South Eveleigh Green.	• Up to 6m long x 3.4m high (above the existing ground level which is 2.9m above the existing wall).	• Illumination of the 'South Eveleigh' lettering, 'P' parking signs and directional arrow from night time to 11pm.
Location 1A: Davy Road (Figure 4)	• An aboriginal welcome sign attached to the existing tennis court fencing which will read: <i>'Bujari gamarruwa Gamarada, Gadigal Ngura'</i> meaning 'Good day friends, this is Gadigal land'.	• indicative size to be integrated with the existing tennis court fencing	• No illumination proposed.
Location 2: Central Avenue (Figure 5)	• Three triangular black steel frame pillars located in the median island at the eastern end of Central Avenue. • Pillar A: 'South' lettering in white/ neutral • Pillar B: 'Eveleigh' lettering in white/ neutral • Pillar C: digital screen.	• Pillar A: 1m wide x 7m high • Pillar B: 1m wide x 9m high • Pillar C: 1m wide x 8m high	• Illuminated 'South Eveleigh' lettering from night time to 12am (dimmed* from 11pm to 12am). • digital screen to operate from 6am to 11pm.
Location 3: Locomotive Street (Figure 6)	• Three circular sculptural drums to replicate a locomotive's three driving wheels with a signage band located on the south end of	• Each circular element is approx. 2.77m high x 1m wide x 2.577m long	• Illuminated letters and symbols from night time to 1am, (dimmed*

	- the Indigenous Cultural Garden. - The signage band includes 'Locomotive Street' lettering, linear digital screen and information icons. - Planting and irrigation will be located in each drum.		- from 11pm to 1am) - digital screen to operate from 6am to 1am.
Location 4: Redfern Station (Figure 7)	- A metal sign comprising a series of vertical 'sleepers', with 'South Eveleigh' lettering and a recessed 65" LED digital screen located on the corner of Marian and Cornwallis Streets, 45m from the proposed new Redfern Station entrance. - The structure will be fixed to the ground and a metal plate in the ground will provide pictograms of bicycle access and accessible paths of travel.	2.345m high x 3.825m long x 300mm wide	- Illuminated 'South Eveleigh' lettering from night time to 12am (dimmed* from 11pm to 12am) - Illuminated edge of 'sleepers' from night time to 12 am - digital LED screen will operate from 6am to 11pm.

**The illumination of the sign is proposed to be dimmed by adjusting the luminance level after 11pm.*



Figure 2 | Location of signs across South Eveleigh (Source: Modification Report)





Figure 6 | Location 3, Locomotive Street (Source: Addendum to External Signage Strategy)



Figure 7 | Location 4, Redfern Station, looking west towards South Eveleigh precinct (Source: Addendum to External Signage Strategy)

3 Statutory context

3.1 Scope of modifications

The Department has reviewed the scope of the modification application and considers that the application can be characterised as a modification involving minimal environmental impacts as the proposal:

- would not increase the environmental impacts of the project as approved;
- is substantially the same development as originally approved; and
- would not involve any further disturbance outside the already approved disturbance areas for the project.

Therefore, the Department is satisfied the proposed modification is within the scope of section 4.55(1A) of the EP&A Act and does not constitute a new development application. An assessment of the proposed modification application against the requirements of section 4.55(1A) of the EP&A Act is provided in **Appendix B**.

Accordingly, the Department considers that the application should be assessed and determined under section 4.55(1A) of the EP&A Act rather than requiring a new development application to be lodged.

3.2 Consent authority

The Minister for Planning and Public Spaces is the consent authority for the applications under section 4.5(a) of the EP&A Act. However, under the delegation dated 9 March 2020, the Executive Director, Key Sites and Regional Assessments, may determine the application as:

- a political disclosure statement has not been made; and
- there are 11 public submissions in the nature of objection.

3.3 Mandatory matters for consideration

The following are mandatory matters for consideration:

- environmental planning instruments or proposed instruments
- any planning agreements
- EP&A regulation
- likely impacts of the modification application, including environmental impacts on both the natural and built environments, and social and economic impacts
- suitability of the site
- any submissions
- the public interest
- the reasons for granting approval for the original application.

The Department has considered all of these matters in its assessment of the proposal. The Department has also given consideration to the relevant matters in **Section 5** and **Appendix B**.

4 Engagement

4.1 Department's engagement

The Department notified the application for 14 days from 7 July to 20 July 2020 to surrounding landowners/occupiers and made the application publicly available on the Department's website.

The application was also referred to Council, Heritage NSW, Transport for NSW (TfNSW) and Ausgrid, with a request for comments by 20 July 2020 (14 days).

The Department re-notified the Applicant's Response to Submissions (RtS) for 7 days from 29 September to 6 October to all public submitters and Council and made the RtS publicly available on the Department's website.

4.2 Summary of submissions

The Department received submissions from Council, Heritage NSW, TfNSW and Transgrid.

A total of 11 public submissions were received, all objecting to the proposal. A further two public submissions and a submission from Council were received in response to the RtS.

A summary of the submissions is provided at **Sections 4.3 to 4.7** and a link to the submissions is provided in **Appendix A**.

4.3 Key issues – Government Agencies

The key issues raised in Government agency submissions are summarised in **Table 3**.

Table 3 | Government agency submissions to the Modification Report

Heritage NSW
Heritage NSW does not object to the proposal. Heritage NSW noted it has been consulted and involved in discussions with the Applicant and advised that proposal will not have any new or additional impacts on the State heritage listed values of the Eveleigh Railway Workshops.
Transport for NSW (TfNSW)
TfNSW does not object to the proposal and advised it has no comments at this stage.
Transgrid
Transgrid does not object to the proposal.

4.4 Key issues – Council

Details of Council's submissions are provided in **Table 4**.

Table 4 | Council's submissions to the Modification Report and RtS

Council	
Modification Report	Council does not object to the proposal and provided the following comments: • The size, scale and illumination of signs must be compatible with the heritage context, as deemed appropriate by Heritage NSW. • The illumination of signs must not detract from the amenity of the neighbouring residents or reduce the safety of roads for pedestrians and cyclists. • Consideration should be given to restricting the hours and imposing a curfew for illumination of the signs. • Encourage the signs to be powered by onsite renewable energy.
RtS	Council does not object to the revised proposal and provided the following comments: • Further consideration should be given to reducing the blank areas of concealment of the Redfern Station sign, to increase permeability and visibility through the sign.

4.5 Key issues – Community

The Department received 11 public submissions in response to the notification of the proposal. 64% of submissions noted support for the South Eveleigh redevelopment, however all submissions objected to the proposal as summarised in **Table 5**.

Table 5 | Summary of key issues raised in submissions

Issue	Proportion of Submissions (%)
Redfern Station (Location 4): concerns in relation to design, amenity impacts, hazard to road users, impact on public art and devalue of property	82
Lack of consultation with the residents	73
Inconsistency with SEPP 64	64
Concern with safety of road users, employees and residents	64
Central Avenue (Location 2): concerns in relation to design, illumination and location	18
Locomotive Street (Location 3): safety concerns resulting from children and location of the large pipes on the edge of the community garden	9

4.6 Response to submissions

The Department placed copies of all submissions received on its website and requested the Applicant provide a response to the issues raised.

On 24 September 2020, the Applicant lodged its RtS, which includes additional information, justification and amendments to the proposal in response to the issues raised in submissions, including:

- Central Avenue (location 2): revised levels and hours of illumination and design to remove the illuminated LED elements on the signage structure and only illuminate the 'South Eveleigh' and digital screen
- Locomotive Street (location 3): revised levels and hours of illumination and design to show the retained fencing being positioned 100mm from the proposed sign
- Redfern Station sign (location 4): revised design and levels and hours of illumination

4.7 Additional public submissions

The Department notified the 11 members of the public who made submissions of the Applicant's RtS and provided an opportunity for additional comments. In response the Department received an additional two public submissions from the residents of the Zinc building (**Figure 1**). The key issues raised relate to the Central Avenue (location 2):

- requesting that illumination of the sign and screen to be dimmed from 10pm onwards
- concern about the digital screen in this location, as the Central Avenue/Garden Street Entry is not a main entrance to the precinct
- requesting that the digital screen be relocated to an internal location within the South Eveleigh

5 Assessment

In assessing the merits of the proposed modification, the Department has considered:

- the modification and associated documents
- the Environmental Impact Statement and conditions of approval for the original application (as modified)
- all submissions received on the proposal and the Applicant's response to these
- relevant EPIs, policies and guidelines and the requirements of the EP&A Act.

The Department considers the key assessment issues associated with the proposal are compliance with SEPP 64; the location, design and size of the proposed signs; and illumination.

Other issues are considered in **Section 5.3**.

5.1 Compliance with SEPP 64

SEPP 64 applies to all signage that is visible from any public reserve. SEPP 64 aims to ensure signage is compatible with the desired amenity, visual character of the area and providing effective communication in suitable locations.

The Department has assessed the signage against the requirements of SEPP 64, including Schedule 1 criteria, at **Appendix B**.

In summary, the Department is satisfied that the signage is consistent with SEPP 64 and the signage criteria as:

- the proposed signs are compatible with the existing character, streetscape and landscaping of the South Eveleigh
- the proposed signs do not detract from the heritage significance of the Locomotive Workshops and the design and materiality of signs is consistent with the industrial character of the precinct
- the design and location of signs do not obstruct any view corridors or dominate the skyline
- the proposed height, design and location of the signs is compatible with the proportion and form of the built and landscaped setting and contributes to visual interest in the precinct
- the level of illumination complies with relevant standards, will not result in glare, safety or amenity impacts from any residence
- does not result in any adverse impacts on pedestrians, cyclists or road users, subject to conditions.

5.2 Location, Design and Size

The Department has assessed the location, design and size of the proposed signage, having regard to the issues raised in submissions (**Section 4**) below.

5.2.1 Henderson & Davy Road sign (Location 1)

The proposed signage at the corner of Henderson & Davy Road comprises a metal sign with 3.4m high vertical sleepers, with 'South Eveleigh' illuminated lettering, 'P' parking symbol and directional arrows, located adjacent to an existing brick wall next to the South Eveleigh Green (**Figure 1**).

Council and public submissions did not raise any concerns about the proposed sign at location 1.

The Department supports the proposed sign as:

- it provides precinct identification signage and information about public car parking at the southern entrance to the precinct
- it minimises visual clutter as it is located behind and integrated with an existing brick wall at the south-west corner of South Eveleigh Green
- the proposed height and width of the sign is compatible with the scale of the existing brick wall and it does not dominate the landscaped public domain.

5.2.2 Davy Road sign (Location 1A)

The proposed Davy Road sign comprises of an aboriginal welcome message which will be attached to the existing tennis court fencing (**Figure 4**).

Council and public submissions did not raise any concerns about the proposed sign at location 1A.

The Department is satisfied that the proposed non-illuminated sign will not cause any adverse amenity of safety impacts. The Department supports the Aboriginal welcome sign as it shows respect for the traditional custodians of the land in the local Gadigal language of the Eora Nation provided by the Metropolitan Local Aboriginal Land Council.

5.2.3 Central Avenue sign (Location 2)

The Central Avenue sign is located in the median island at the eastern end of Central Avenue and is intended to assist visitors with identification and directions to the car park in the Foundry Building (**Figure 5**).

The Department received two public submissions from residents of the Zinc building located 25 m to the east (**Figure 1**) raising concerns with the height, readability of the screen for pedestrians and encouraging the use of Garden Street as the main entry.

In response to the concerns raised, the Applicant advised that:

- the height of the signage allows the pillars to be viewed from Henderson Road, whilst being compatible with the heritage character of the area as well as the surrounding commercial buildings and be clear of the canopies of the palm trees within the median island.
- while the Davy Road entrance into the Precinct is the main entrance, vehicles are able to enter and exit the precinct from Central Avenue and the proposal is not expected to cause additional traffic on Garden Street above that which has been modelled and considered acceptable for the South Eveleigh.

The Department has carefully considered the concerns raised in submissions and considers the proposed Central Avenue signage is acceptable for the following reasons:

- the proposed height of the sign will not cause adverse visual impacts as it does not project above the existing palm trees within the median strip and is screened from the Zinc building by established vegetation on the eastern side of Garden Street
- proposed digital screen is unlikely to significantly affect residential amenity for the Zinc building residents as is oriented to the south, not directly facing the Zinc building and will display still images of directions to the car parking and identify retailers and promote activities within the precinct
- the illumination of the sign would comply with SEPP 64 Transport Guidelines, AS 4282, and the Sydney Development Control Plan (Signs and Advertisements) 2012 (SDCP) and a curfew of 11pm would be imposed to manage light spill impacts, as discussed in detail in **Section 5.3**.

5.2.4 Locomotive Street sign (Location 3)

The Locomotive Street sign is located on the south end of the Indigenous Cultural Garden and is intended to identify the primary access for pedestrians, ride share, taxis and disabled drop off to the Locomotive Workshops (**Figure 6**).

The Department received one submission raising safety concerns resulting from children using the Cultural Garden and proposed location of the large pipes on the edge of the Cultural Garden. Council did not raise any concerns with the Locomotive Street sign.

In response to the concerns raised the Applicant advised that:

- the sign has been designed to ensure that a person cannot reach the edge of the retaining wall
- the existing fence around the Aboriginal Cultural Landscape Garden will be retained in all the other locations and will sit 100mm off the edge of the sign to provide safety along the eastern edge of the wall
- the detailed design of the sign will ensure compliance with all the relevant safety provisions of the BCA

The Department has carefully considered the concerns raised in submission and considers the proposed Locomotive Street signage is acceptable for the following reasons:

- the sign will have acceptable visual impacts as its design, height, materials and reflect the heritage and industrial character of the precinct and it is integrated with the native landscape, curved retaining wall and fencing at the edge of the community garden
- the sign will be designed to minimise safety issues as:
 - it proposes welded mesh on the northern elevation and limited separation between the three drums to limit any access to Aboriginal Cultural Landscape Garden through the sign
 - the proposed design includes a fence to provide safety along the eastern edge of the retaining wall
 - the sign will be designed in accordance with the Building Code of Australia, as required by an existing condition B5 of the development consent.

5.2.5 Redfern Station sign (location 4)

The Redfern Station sign is located at the northern entrance to the South Eveleigh Precinct and is intended to identify the primary pedestrian entrance into precinct to commuters and general public. The sign was initially proposed as a 11.7m high pillar sign with digital screen.

Nine of the 11 public submissions received were from residents the Watertower building (**Figure 1**) raising concerns with the initially proposed height of the signage, visual impacts from the Watertower and impacts on the public art. Residents also noted that the sign would not be highly visible from Redfern Station.

The Department requested that further consideration be given to the location and height of the sign having regard to the concerns raised by Watertower residents.

In response to concerns raised, the Applicant met with representatives of The Watertower residents and redesigned the sign, significantly reducing its height from 11.7m to 2.345m (**Figure 8** and **Figure 9**), to address concerns about its visual impact on the Watertower residents.

The Department notified the submitters from the Watertower building of the amended proposal and did not receive any further submissions on the revised sign.

Council reviewed the revised sign and requested the sign be amended to increase permeability and visibility through the sign to reduce blank areas of concealment.

In response to the Council comments, the Applicant amended the design to increase visibility through the sign by increasing the perforated holes to between 5-10mm diameter resulting (up to 50% permeability).

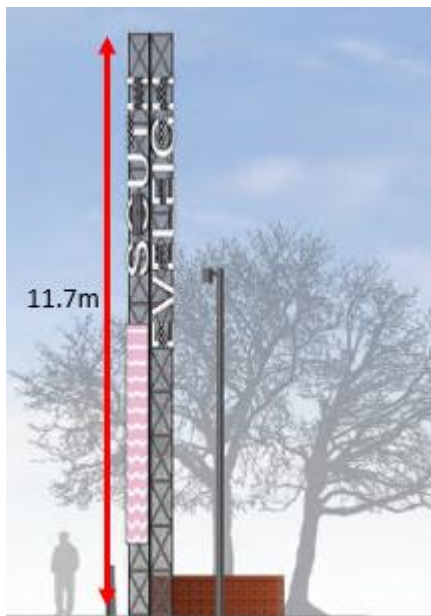


Figure 8 | Originally proposed Redfern Station Sign (Source: base figure **Appendix A**)



Figure 9 | Amended Redfern Station Sign (Source: base figure **Appendix A**)

The Department considers the revised sign is acceptable for the following reasons:

- it has acceptable visual impacts:
 - from the public domain– as it is compatible with the pedestrian scale, complements the landscaped public domain and located 15 m from the Jonathan Jones public art in the park located at the entry to South Eveleigh
 - from the Watertower building as it has been significantly reduced in height and is oriented to the east towards Cornwallis Street
- the proposed vertical sleepers are perforated to provide increased permeability and visibility through the structure reducing opportunities for concealment
- it will not conflict with any of the future upgrades to the Redfern Station concourse as it is located 45m from the proposed new Redfern Station entrance.

5.2.6 Conclusion

Overall, the Department is satisfied that the proposed location, design and size of all the signage is acceptable for the following reasons:

- the proposed signage is consistent with SEPP 64 (**Appendix B**).
- the proposed signage would improve wayfinding and provide clear directions to parking, pick up/drop off locations and site information about South Eveleigh.
- the proposed sign locations, height, materials, information and design is sympathetic and appropriate within the heritage setting and public domain.
- the signage has acceptable visual impacts from the public domain and nearby residential properties.

5.3 Illumination

The proposal seeks approval for a combination of LED illuminated signage and LED digital screens at four of the five locations. The proposed hours of illumination are outlined in **Table 6**.

Table 6 | Proposed hours of illumination

Sign	Hours of illumination
Location 1: Henderson Road and Davy Road	• 'South Eveleigh' lettering, 'P' parking signs and directional arrow illuminated from night time to 11pm.
Location 1A: Davy Road	• No illumination proposed
Location 2: Central Avenue	• 'South Eveleigh' lettering illuminated from night time to 12am • 'South Eveleigh' lettering dimmed* from 11pm to 12am (midnight) • Digital screen to operate from 6am to 11pm
Location 3: Locomotive Street	• 'Locomotive Street' lettering and information icons illuminated from night time to 1 am • Lights to be dimmed* from 11pm to 1am • Digital screen to operate from 6am to 1am
Location 4: Redfern Station	• 'South Eveleigh' lettering from night time to 12 am (midnight) • South Eveleigh lights dimmed* from 11pm to 12am (midnight) • Edge of 'sleepers' illuminated from night time to 12 am (midnight)

- Digital screen to operate from 6am to 11pm

Concerns were raised in public submissions about the hours of illumination, amenity impacts on the adjoining residents the Redfern Station sign (location 4) and from the Central Avenue sign (location 2). A resident from the Zinc Building requested the illumination level of the Central Avenue sign be dimmed from 10pm, noting that half of the residents have their only bedroom at the front and the reduction of inbound traffic in the evening.

Council noted that the signs must not detract from the amenity of neighbouring properties and safety of roads, pedestrians and bicyclists and that the Department should consider restricting the hours and imposing a curfew for illumination of the signs.

The Applicant provided Lighting Impact Assessments (LIA) for each sign prepared by Electrolight Australia Pty Ltd. The Applicant's LIAs describe the existing area as having a medium level of illumination and pedestrian activity with street lighting, light from adjacent buildings and Redfern Station contributing to the overall night environment.

The Applicant's LIAs categorised the signage as being within:

- Zone A4 (high district brightness, eg commercial areas and residential areas abutting commercial areas) in accordance with Australian Standard 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting (AS 4282)
- Zone 3 (areas with medium off-street ambient lighting, eg commercial centres) under the Transport Corridor Outdoor Advertising Signage Guidelines (Transport Guidelines).

The LIAs provide an assessment of each sign against SEPP 64 Transport Guidelines, AS 4282, and the Sydney Development Control Plan (Signs and Advertisements) 2012 (SDCP). The LIA concludes that each sign will comply with the requirements of the Transport Guidelines, AS 4284 and SDCP 2012 as outlined in **Table 7** and **Table 8**.

Table 7 | Illumination Assessment of Luminance Level (cd/m²)

Sign	Proposed Maximum Luminance Levels (cd/m ²)	Transport Corridor Outdoor Advertising Signage Guidelines (cd/m ²)	AS 4282 Maximum Zone Luminance Levels (cd/m ²)	Sydney Development Control Plan 2012 (cd/m ²)	Complies
Location 1: Henderson Road and Davy Road					
Illuminated lettering from night time to 11pm	100	200	350	300	Yes
Location 1A: Davy Road					
N/A – no illumination proposed					
Location 2: Central Avenue*					
Illuminated lettering from night time to 11pm	150*	250	350	300	Yes

12am (dimmed** from 11pm to 12am).	11pm-12am	<150**	250	350	300	Yes
Digital screen from 6am to 11pm.	Day	6000	6000	No limit	6000	Yes
	Morning, evening, twilight & overcast	600	700	No limit	600	Yes
	Night	150	350	350	200	Yes

Location 3: Locomotive Street

Illuminated letters & symbols from night time to 1am, (dimmed** from 11pm to 1am)	night time to 11pm	300	400	350	300	Yes
	11pm to 1am	<300**	400	350	300	Yes
Digital screen from 6am to 1am.	Day	6000	6000	No max	6000	Yes
	Morning, evening, twilight & overcast	600	700	No max	600	Yes
	Night	200	350	350	200	Yes

Location 4: Redfern Station

Illuminated lettering from night time to 12 am (dimmed from 11pm to 12am)	night time to 11pm	200	250	350	300	Yes
	11pm to 12am	100	250	350	300	Yes
Illuminated edge of 'sleepers' from night time to 12 am		300	400	350	400	Yes
Digital LED screen from 6am to 11pm.	Day	6000	6000	No max	6000	Yes
	Morning, evening, twilight & overcast	600	700	No max	600	Yes
	Night (before 11pm)	200	350	350	200	Yes

*Note: The RtS deleted the previously proposed linear LEDs on the signage structure at Location 2 therefore the actual illumination level will be lower than indicated.

**Note: The RtS proposed the dimming of the illumination of signs at Location 2, 3 and 4 however a specific luminance level has not been specified for Locations 2 and 3.

Table 8 | Illuminance Assessment Lux Level (lux)

Sign		Proposed Maximum Illuminance Lux Levels (lx) at the nearest residential property	AS 4282 Illuminance Lux Levels (lx)	Sydney Development Control Plan 2012 Illuminance Lux Levels (lx)	Complies
Location 1: Henderson Road and Davy Road		0	5	2 to habitable rooms	Yes
Location 1A: Davy Road: N/A – no illumination proposed					
Location 2: Central Avenue	Pre-curfew	1.6	25	2 to habitable rooms	Yes
	Post-curfew	1.6	5	2 to habitable rooms	Yes
Location 3: Locomotive Street	Pre-curfew	0.9	25	2 to habitable rooms	Yes
	Post-curfew	0.9	5	2 to habitable rooms	Yes
Location 4: Redfern Station	Pre-curfew	1.02	25	2 to habitable rooms	Yes
	Post-curfew	0.03	5	2 to habitable rooms	Yes

The Department has reviewed the Applicant's LIAs and agrees that the site is appropriately categorised as an area with medium-level off-street ambient lighting. On this basis, the Department concurs with the conclusions that the proposed illumination levels for all signs comply with the maximum levels set by the Transport Guidelines, AS 4282 and SDCP.

The Department has carefully considered the issues raised in submissions and the request for a further reduction in illumination levels after 10pm at Location 2.

On balance, the Department considers the proposed hours of illumination and levels are acceptable for the following reasons:

- the signs comply with the relevant illumination and lux levels in the Transport Guidelines, AS 4282 and SDCP, as demonstrated in **Table 7** and **8** above
- the hours of illumination are considered appropriate for the level of pedestrian activity, hours of operation within the South Eveleigh precinct and the surrounding commercial and residential uses. In particular:
 - the illumination of the Locomotive Street sign at location 3 until 1am identifies the entrance for pedestrians, ride share, taxis and the accessible drop-off for the Locomotive Workshops
 - the illumination of signage at location 1 until 11pm and locations 2 and 4 until 12am is appropriate noting the wide range of land uses including the food/drink premises that operate between the hours of 6am to 12am (midnight)

- the Central Avenue signage and digital screen (location 2) will have minor and acceptable impacts to apartments in the Zinc building as:
 - it is located approximately 25 m from the Zinc building, separated by existing vegetation on the eastern side of Garden Street and is oriented to the south so it will not directly face the apartments
 - the maximum night-time luminance of the sign and digital screen until 12am results in a lux of 1.6 at the nearest residence which is significantly lower than the maximum lux of 5 permitted by AS4282.
- the Redfern Station signage and digital screen (location 4) will have minor and acceptable impacts to apartments in the Watertower building as:
 - the sign has been redesigned and reduced in height from 11.7m to 2.345m which significantly reduces the visual impact of the illuminated sign/screen from apartments
 - the sign and screen are oriented to the east which faces the at ground secured car parking rather than apartments
 - the maximum night-time luminance of the sign and digital screen up to 11pm results in a lux level of 1.02 which is significantly lower than the maximum lux of 5 permitted by AS 4282, after 11pm the illumination level will be dimmed resulting in a lux of 0.03 at the nearest residential apartment.

Noting the concerns raised by residents and the Applicant's proposal to further dim the illumination level at locations 2, 3 and 4, the Department recommends the signs and screens be restricted to a maximum of 100 cd/m² after 11pm to further minimise any potential impacts on nearby residential properties.

The Department concludes that the proposed day and night-time illumination of the signage and digital screens will operate at a level below that allowed for by the Guidelines, AS4282 and the SDCP. This, combined with the Department recommendation to reduce illumination levels after 11pm, will minimise adverse illumination impacts to neighbouring properties. The Department is therefore satisfied that a further reduction of hours is not required.

5.4 Other issues

The Department's consideration of other issues is provided in **Table 9**.

Table 9 | Summary of other issues considered

Issue	Findings	Recommendations
Heritage	- The proposed signage is located within the curtilage of the Eveleigh Railway Workshops SHR site. - Heritage NSW advised that the modifications will not have any new or additional impact on the State Heritage listed values of the Eveleigh Railway Workshops (SHR 01140). - The Department is satisfied the proposed signage will not have any adverse impacts on the heritage significance of the Eveleigh Railway Workshops (SHR 01140) as the: - signage is located a significant distance from any heritage item and will be installed on new elements, having no physical impact to any of the heritage fabric within the South Eveleigh precinct. - proposed materials, including metal mesh cladding, aged metal cladding and floral displays reinforce the industrial and natural characteristics of the precinct and are compatible with the existing heritage fabric while creating a contemporary and interesting element of design.	The Department considers no additional conditions or amendments are necessary.
Digital Advertising Content	- The proposed Central Avenue (location 2), Locomotive Street (location 3) and Redfern Station (location 4) signs include digital signage. - The Applicant notes the proposed digital signage will provide information about the Precinct including directions for car parking and notifying visitors about retailers and activities. - The Department supports the proposed digital signage to enable the display of precinct information to promote the South Eveleigh precinct. - The Department recommends conditions to ensure that the signage is managed to prevent amenity and road safety impacts by operating in accordance with the Transport Guidelines and prohibiting any third-party advertising.	The Department has recommended Condition G18 to limit any third-party advertising.
Safety of road users, employees and emergency services	- The proposed signs will be visible from the Henderson Road and Day Road, Central Avenue and Garden Street and Locomotive Street and Boundary Street intersections. - Public submissions raised concern about the Redfern Station sign and Central Avenue sign being located within the road reserve, and visible to road users would creating a traffic hazard. - Council and TfNSW did not raise any concerns about road safety.	The Department has recommended Conditions G18 to G20 to minimise any potential impacts on road users, employees and emergency services.

- The Department has assessed the signage against the requirements of SEPP 64 in **Appendix B** and is satisfied the proposed signs are unlikely to cause any road safety issues.
- Further digital screens will be operated to minimise driver distraction by having a minimum dwell time of 10 seconds, restricting unreasonable dazzle, colouring, flickering, reflectivity or flashing content that could be mistaken for a traffic control device and having reduced levels of illumination.
- The Department recommends conditions to ensure that the signage has a minimum dwell time of 10 seconds and does not have or use: unreasonable dazzle, colouring, flickering, reflectivity or flashing content that could be mistaken for a traffic control device.

Renewable Energy

- Council recommended that the signs be powered by onsite renewable energy of a capacity to provide the required energy to illuminate the signs or purchase a renewable energy product by an electricity supplier to the estimated annual amount of electricity used.
 - The Applicant has advised that options for renewable energy will be considered during design development.
 - The Department recommends a new condition (B63) to ensure that the options for renewable energy are considered and implemented where possible.
-

The Department has recommended conditions B63 and amended F28 to implement renewable energy sources for the signage.

6 Evaluation

The Department has reviewed the proposed modification and supporting information in accordance with the relevant requirements of the EP&A Act. The Department's assessment concludes that the proposal is appropriate as:

- it complies with the relevant statutory provisions and the proposal remains consistent with relevant EPIs and the strategic planning context
- it is substantially the same development as originally approved and does not result in any adverse environmental impacts
- the introduction of the signage within the Signage Strategy will provide effective and appropriate signage system to identify the site, provide wayfinding and site information about South Eveleigh
- the proposed signage will not result in any adverse visual or amenity impacts on any nearby residential properties as a result of its location, size, design or illumination levels
- the proposed signage is compatible with the approved development and is consistent with SEPP 64 (refer to **Appendix B**)

The Department concludes the impacts of the proposal are acceptable and can be appropriately mitigated through the implementation of the recommended conditions of consent.

Consequently, the Department considers the modification application is in the public interest and should be approved, subject to the recommended changes to the existing conditions of consent (**Appendix C**).

7 Recommendation

It is recommended that the Executive Director, Key Sites and Regional Assessments, as delegate of the Minister for Planning and Public Spaces:

- **considers** the findings and recommendations of this report
- **determines** that the application SSD 7317 Mod 19 falls within the scope of section 4.55(1A) of the EP&A Act
- **accepts and adopts** all of the findings and recommendations in this report as the reasons for making the decision to approve the modification
- **modify** the consent SSD 7317
- **signs** the attached approval of the modification (**Appendix C**).

Recommended by:



Amy Watson
Team Leader
Key Sites Assessments

Recommended by:



Anthony Witherdin
Director
Key Sites Assessments

8 Determination

The recommendation is **Adopted/ ~~Not adopted~~** by:

A handwritten signature in blue ink that reads "Sergeant". The first letter 'S' is large and stylized, with the rest of the name written in a cursive script.

03/12/2020

Anthea Sergeant

Executive Director

Key Sites and Regional Assessments

as delegate of the Minister for Planning and Public Spaces

Appendices

Appendix A – List of referenced documents

The following supporting documents and information to this assessment report can be found on the Major Project's website as follows:

- SSD 7317 MOD 19 Modification Report, dated 18 June 2020 prepared by Ethos Urban
- Response to Request for Information, dated 22 September 2020 prepared by Ethos Urban
- Additional Information, dated 23 October prepared by Ethos Urban
- Submissions

<https://www.planningportal.nsw.gov.au/major-projects/project/35056>

Appendix B – Statutory Considerations

A consent authority may modify the consent if it is satisfied the proposed modification application meets the requirements of section 4.55(1A) of the EP&A Act. An assessment of the proposed modification application against the requirements of section 4.55(1A) of the EP&A Act is included in **Table 10**.

Table 10 | Consideration of section 4.55(1A) of the EP&A Act

Section 4.55(1A) Evaluation	Consideration
a) that the proposed modification is of minimal environmental impact, and	Section 5 of this report provides an assessment of the impacts associated with the modification application. The Department is satisfied the proposal is of minimal environmental impact as: • It is consistent with external signage in the precinct and requirement to provide wayfinding signage across the site • It will promote access and patronage of the site • The proposed location, design, size and illumination will not adversely impact the surrounding areas • There are no changes to the approved redevelopment of South Eveleigh and the signage supports activation and identification of the site.
b) that the development to which the consent as modified relates 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), and	The application seeks to provide additional signage to support the approved External Signage Strategy to activate the site in addition to the wayfinding signage already approved. This is consistent with the original development consent and the application is considered to result in development that is substantially the same as the originally approved development.
c) the application has been notified in accordance with the regulations, and	The modification application has been notified in accordance with the EP&A Regulations. Details of the notification are provided in Section 4 of this report.
d) any submission made concerning the proposed modification has been considered.	The Department received submissions from 11 and a further two submissions in response to the RtS. The

issues raised in these submissions have been considered in **Section 4** and **5** of this report.

Under section 4.55(3) of the EP&A Act, the consent authority must consider the matters referred to in section 4.15(1) of relevance to the development. **Table 11** identifies the matters for consideration under section 4.15 of the EP&A Act that apply to the proposed modification.

Table 11 | Consideration of the matters listed under Section 4.15(1) of the EP&A Act

Section 4.15(1) Matters for consideration	The Department's assessment
(a)(i) any environmental planning instrument	The proposed modification is consistent with the relevant Environmental Planning Instruments (EPIs) as addressed below.
(a)(ii) any proposed instrument	Not applicable.
(a)(iii) any development control plan	Under clause 11 of the SRD SEPP, Development Control Plans (DCPs) do not apply to SSD.
(a)(iia) any planning agreement	Not applicable.
(a)(iv) the regulations	The application satisfactorily meets the relevant requirements of the <i>Environmental Planning and Assessment Regulation 2000</i> , including the procedures relating to applications (Part 6), the requirements for notification (Part 6, Division 6) and fees (Part 15, Division 1AA).
(b) the likely impacts of that development including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	The likely impacts of the proposed modification are acceptable and have been appropriately addressed (refer to Section 5 of this report).
(c) the suitability of the site for the development	The site is suitable for the development as addressed in Section 5 .
(d) any submissions	The Department has considered the submissions received (refer to Section 4 and 5 of this report).
(e) the public interest	The Department considers the proposed modification to be in the public interest.
Reasons given by the consent authority for the grant of the consent that is sought to be modified	The Department has considered the reasons given by the consent authority for the grant of the consent in its assessment in Section 5 and Appendix B .

Environmental Planning Instruments

The following EPIs are relevant to the application:

- State Environmental Planning Policy (State and Regional Development) 2011
- State Environmental Planning Policy (State Significant Precincts) 2005

- State Environmental Planning Policy (Urban Renewal) 2010
- State Environmental Planning Policy (Infrastructure) 2007
- State Environmental Planning Policy No. 1 – Development Standards
- State Environmental Planning Policy No. 55 – Remediation of Land and Draft Remediation of Land State Environmental Planning Policy
- State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64).

The Department undertook a comprehensive assessment of the application against the above-mentioned EPIs in its original assessment. The Department has considered the proposal against the SSP SEPP and SEPP 64 in detail below and is satisfied the modification does not result in any inconsistency with all other above-mentioned EPIs.

State Environmental Planning Policy (State Significant Precincts) 2005

Table 12 | Consideration of the matters in State Environmental Planning Policy (State Significant Precincts) 2005

Clause	Comments	Compliance
Part 5 – The Redfern Waterloo Authority Sites		
7 – Land use zones	Business Zone – Business Park: • Central Avenue sign (location 2) • Locomotive Street Sign (location 3) Recreation Zone – Public Recreation: • Henderson Road and Davy Road sign (location 1) • Davy Road sign (location 1a) • Redfern Station (location 4).	Yes
8 Business Zone—Business Park The objectives of the zone are: (a) to establish business and technology parks to encourage employment generating activities that provide for a wide range of business, technology, educational and entertainment facilities in the Zone, (b) to support development that is related or ancillary to business, technology or education, (c) to support development for retail uses that primarily serve the needs of the working population in the Zone and the local community, (d) to ensure the vitality and safety of the community and public domain, (e) to ensure buildings achieve design excellence, (f) to promote landscaped areas with strong visual and aesthetic values to enhance the amenity of the area. (2) Development for any of the following purposes is prohibited on land	The proposal is consistent with the objectives of the zone as it: • supports the business park use • will identify the business and retail uses located within the site for the working population and local community • provide wayfinding in the public domain • is designed to relate to the visual and aesthetic values of the area • respond to existing landscaping, with the Central Avenue sign designed to be below the cabbage Tree Palms and the Locomotive Street sign integrated with the Indigenous Cultural Garden. The Central Avenue and Locomotive Street signs are not associated with any prohibited land use and are permissible with consent.	Yes

within the Business Zone—Business Park—

boarding houses; bulky goods premises; depots; dual occupancies; dwelling houses; group homes; hazardous industries; hazardous storage establishments; heavy industries; offensive industries; residential accommodation; restricted premises; sex services premises.

(3) Except as otherwise provided by this Policy, development is permitted with consent on land within the Business Zone—Business Park unless it is prohibited by subclause (2).

12 Recreation Zone—Public Recreation

The objectives of the zone are:

- (a) to enable land to be used for public open space or recreational purposes,
- (b) to enable development for the enjoyment of the community,
- (c) to ensure the vitality and safety of the community and public domain,
- (d) to enhance and protect the natural environment for recreational purposes,
- (e) to promote landscaped areas with strong visual and aesthetic values to enhance the amenity of the area.

(2) Development for any of the following purposes may be carried out on land within the Recreation Zone—Public Recreation only with consent—car parks; environmental facilities; environmental protection works; kiosks; passenger transport facilities; recreation areas; recreation facilities (outdoor).

(3) Except as otherwise provided by this Policy, development is prohibited on land within the Recreation Zone—Public Recreation unless it may be carried out under subclause (2).

The proposal is consistent with the objectives of the zone as:

- it promotes the use of the land for public purposes
- it supports development for use by the community
- it provides information, direction and wayfinding to support the safety of the community and public domain
- is positioned so the recreation and public use of land is unaffected
- the designs relate to existing landscaping and enhance the visual values of the area.

The South Eveleigh public domain is consistent with the definition of a recreation area:

Recreation area: place used for outdoor recreation that is normally open to the public, and includes:

- (a) A children's playground, or*
- (b) An area used for community sporting activities, or*
- (c) Public park, reserve or garden or the like, and any ancillary buildings, but does not include a recreation facility (indoor), recreation facility(major) or recreation facility (outdoor).*

The Henderson Road and Davy Road sign, Davy Road sign and Redfern Station sign are ancillary structures within the existing recreation area and are permissible with consent.

Yes

21 Height, floor space ratio and gross floor area restrictions

No height limit applies to the location of the proposed signs.

The proposal for signage does not include any gross floor area.

Yes

State Environmental Planning Policy No. 64 – Advertising and Signage

State Environmental Planning Policy No 64 - Advertising and Signage (SEPP 64) applies to all signage that under an EPI can be displayed with or without development consent and is visible from any public place or public reserve.

The proposed signage is categorised as way finding and business identification signage and is not considered to be an advertisement.

The Department has assessed the proposal against the requirements of SEPP 64 is provided in **Table 13**.

Table 13 | SEPP 64 Schedule 1 Compliance Table

Assessment Criteria	Comments	Compliance
1 Character of the area		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposed signs relate to wayfinding and activities within South Eveleigh. The signs will provide for direction from the public domain. The proposed signs are compatible with the character of the development (refer to Section 5 of this report).	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The signs are also consistent with other wayfinding signs associated with other developments in the locality, respect the industrial heritage of the site and pay respect to the traditional owners of the land (refer to Section 5 of this report).	Yes
2 Special areas		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	The proposed signs are not located within, nor detract from, any environmentally sensitive, natural, conservation, open space, waterway or rural landscapes. The proposed signs are located within a mixed-use commercial district and have been designed to integrate into South Eveleigh. The Department consulted with Heritage NSW and is satisfied the proposed signage will not have any adverse impacts on the significance of the nearby heritage items (refer to Sections 4 and 5 of this report).	Yes
3 Views and vistas		
Does the proposal: - obscure or compromise important views? - dominate the skyline and reduce the quality of vistas?	The proposal does not compromise any important views, the skyline or interfere with other advertisers.	Yes

- respect the viewing rights of other advertisers?

4 Streetscape, setting or landscape

Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale and proportion of the signage is appropriate for the streetscape of Cornwallis, Garden and Locomotive Street, Davy Road and Central Avenue.	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The signage will increase the visual interest of the setting by providing information about activities, car parking and direction.	Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	Currently little advertising exists within the area that will be consolidated by the proposed signs.	Yes
Does the proposal screen unsightliness?	The proposal does not screen any unsightliness.	Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signs do not protrude above any buildings or tree canopies in the area.	Yes
Does the proposal require ongoing vegetation management?	The Locomotive Street (location 3) sign is the only sign proposing native vegetation. The proposed vegetation is located within the base of the three drums and can be maintained as part of the maintenance for the Aboriginal Cultural Landscape Garden.	Yes

5 Site and building

Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	The proposed signs are compatible with the scale and proportions of the buildings within and surrounding South Eveleigh and the public domain.	Yes
Does the proposal respect important features of the site or building, or both?	The proposed signs are integrated into the existing median street on Central Avenue and the planter boxes on Henderson Road and Locomotive Street and are designed to be sympathetic to the public domain.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal demonstrates innovation through the use of digital LED screens for the Central Avenue (location 2), Locomotive Street (location 3) and Redfern Station signage (location 4). The signs respond to the unique context of each location, integrating with the public domain and enhancing the design quality of the precinct.	Yes

6 Associated devices and logos with advertisements and advertising structures

Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the	Yes, lighting devices have been designed as an integral part of all the proposed signage with the exception of Davy Road (location 1A).	Yes
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signage or structure on which it is to be displayed?

7 Illumination

Would illumination:		Yes
- result in unacceptable glare? - affect safety for pedestrians, vehicles or aircraft? - detract from the amenity of any residence or other form of accommodation?	The proposed illumination, would not result in unacceptable glare, affect safety or distract from the amenity of any resident or other form of accommodation, particularly as the proposed signs will be dimmed at specified times (refer to Section 5).	
Can the intensity of the illumination be adjusted? Is the illumination subject to a curfew?	The proposal is seeking to consent for modified levels of illumination that are subject to curfews. The intensity of the illumination can be adjusted.	Yes

8 Safety

Would the proposal reduce safety for:		Yes
- for any public road? - Pedestrians or bicyclists? - pedestrians, particularly children, by obscuring sightlines from public areas?	The proposal would not have any adverse impacts on road safety for pedestrians or drivers or obscure sightlines.	

Appendix C – Notice of modification

- SSD 7317 MOD 19 - <https://www.planningportal.nsw.gov.au/major-projects/project/35056>

Appendix D – Consolidated Consent

Appendix E – Consideration of issues raised in submissions

The Department's reasons for the determination (decision) and consideration of how community views were considered during the assessment of the applications is provided at **Table 14**.

Table 14 | Department's reasons for determination and consideration of community views

Issue	Consideration
Design of the signs including the height, locations and readability	<i>Assessment</i> - A detailed assessment of each sign has been provided in Section 5 concluding that the signage for the precinct is appropriate for the site. - The proposed height and width of the signs are compatible with the scale of the adjoining and surrounding built form and do not dominate the landscaped public domain. - The locations and design of the proposed signs are suitable to identify key entrances and convey information about the site for visitors of the site. - The proposed signage has been assessed in accordance with SEPP 64 in Appendix B. - The Department is satisfied that the design of the signs is acceptable subject to a condition restricting third party advertising being permitted. <i>Recommended Conditions/Response</i> - Condition G19 has been recommended to restrict third party advertising.
Heritage impact and view of the Watertower	<i>Assessment</i> - The Watertower building is not heritage listed. - The proposal Redfern Street signage (location 4) has been reduced in height from 11.7m to 2.345m and will not obstruct any significant views to and from the Watertower and South Eveleigh. <i>Recommended Conditions/Response</i> - No additional conditions recommended.
Amenity impact to the eastern facing apartments of 1-9 Marian Street (The Watertower) and 30-44 Garden Street (Zinc Building) (illumination and loss of views)	<i>Assessment</i> - The Department assessed the proposed illumination in Section 5. - The Department is satisfied that the hours and level of illumination of the signage will not give rise to any significant impacts on the surrounding properties as the level of luminance and illuminance comply with SEPP 64 Transport Guidelines, AS 4282, and the Sydney Development Control Plan (Signs and Advertisements) 2012 (SDCP). - The maximum height of the Redfern Station sign has been reduced to 2.345m therefore the view of the eastern elevation of the Watertower will not be significantly impacted. - To further minimise any impacts after 11pm, the Department recommends a reduction in the level of illumination for the Central Avenue (location 2) and the Locomotive Street (location 3) aligning with the proposed dimmed level for the Redfern Street sign (location 4). <i>Recommended Conditions/Response</i> - Conditions G16 and G18 has been recommended to specify maximum illumination levels and hours of operation to prevent amenity impacts.

Impact on nearby public art	<i>Assessment</i> - The proposed Redfern Station sign (location 4) is located 15m from the public art and has been significantly reduced in scale to ensure it does not have any adverse visual impacts on the public art. <i>Recommended Conditions/Response</i> - No additional conditions recommended.
Lack of consultation with the residents	<i>Assessment</i> - The Applicant consulted with residents of the Watertower about the amended design for the Redfern Station sign (location 4) and the residents of the Zinc building about the Central Avenue sign (location 2). - The Department has notified the application, notified all public submitters of the amended plans, and considered all the concerns in its assessment of the application. <i>Recommended Conditions/Response</i> - No additional conditions recommended.
TfNSW bridge will block the view of the Redfern Station sign	<i>Assessment</i> - The Redfern Station sign has been reduced in height from 11.7m to 2.345m, therefore the sign is no longer visible from Redfern Station. <i>Recommended Conditions/Response</i> - No additional conditions recommended.
Safety of pedestrians and road users and residents	<i>Assessment</i> - The proposal was referred to Council and TfNSW and assessed against SEPP 64. - The Department is satisfied that the proposed location and design of the signs will not result in any significant impacts on the safety of the pedestrians and road users as the signs do not obstruct pedestrian pathways and are designed and operated to minimise risk of driver distraction. <i>Recommended Conditions/Response</i> - Conditions G16, G18 and G20 have been recommended specific maximum illumination levels for the signs and restrict content to minimise any potential impacts on pedestrians, road users and road entrances
Sign 4 will reduce property values	<i>Assessment</i> - The Redfern Station sign has been reduced in height from 11.7m to 2.345m and is oriented to the east which faces the at grade secured car parking rather than apartments. - The Department has assessed the amended design and concludes, subject to conditions, it has acceptable visual and illumination impacts, and therefore there is no evidence to suggest that it would adversely impact on property values. <i>Recommended Conditions/Response</i> - Condition G16 and G17 has been recommended to specify maximum illumination levels and hours of operation for each of the signs to protect residential amenity.
Safety concerns with the Locomotive Street sign (location 3)	<i>Assessment</i> - The Locomotive Street sign (location 3) has been designed to ensure that a person cannot reach the edge of the retaining wall. - The existing fence around the Aboriginal Cultural Landscape Garden will be retained in all the other locations and will sit 100mm off the edge of the sign to provide safety along the eastern edge of the wall. <i>Recommended Conditions/Response</i> - Existing Condition B5 requires compliance with the BCA.

Inconsistency with SEPP 64	<i>Assessment</i> • The Department assessed the signage against Schedule 1 of SEPP 64 and concluded that the proposal complies with the relevant clauses of Schedule 1 of the SEPP 64. <i>Recommended Conditions/Response</i> • Condition G16 Illumination, G17 Hours of Operation, G18 Signage content, G19 Third Party Signage Prohibited, and G20 Dwell time are recommended to ensure the signage does not result in any amenity of safety impacts.
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