

Reference: 2200589
Department Reference: SSD-9670-PA33

18 March 2021

Jim Betts
Secretary
Department of Planning, Industry & Environment
GPO Box 39
SYDNEY NSW 2000

Attention: Caleb Ball (Planning Officer – Social and Infrastructure Assessments)

Dear Caleb,

**RE: RESPONSE TO REQUEST FOR ADDITIONAL INFORMATION
WSU INNOVATION HUB – 2-6 HASSALL STREET, PARRAMATTA (SSD 9670 CONDITION A29)**

Ethos Urban write on behalf of Western Sydney University (WSU), in relation to our submission to satisfy SSD 9670 Condition A29 in relation to the WSU tenant signs, intended to be located on the northern and western elevations at the above address.

We note the requirements of Condition A29 (as modified recently under S4.55 MOD5) which are as follows:

A29 – Signage

- (a) Details of the final signage design, content and illumination within the approved signage zones are to be submitted to the satisfaction of the Planning Secretary prior to the installation and display of any signage.*
- (b) Future signage installed within the signage zone on the Western Elevation is not to extend to the parapet of the building, noting that there must be adequate visual separation provided between the upper edge of any signage and the bottom of the parapet to maintain design integrity.*

Accordingly, we attach a signage package prepared by The Blueprint (**Attachment A**), for endorsement which details the proposed signs within the above zones. This package responds to the requirements of A29(a) and provides the final detailed design of the WSU name and logo along with colours, materials, content illumination and installation details. With respect to A29(b) which was added on 5 March 2021 as part of MOD 5, we provide the following justifications.

The detailed WSU signage proposed in terms of size and location are entirely consistent with the adjusted signage zones approved under MOD 5. In ensuring this outcome, a number of factors have also been taken into consideration by the project architect and the signage designer – which has resulted in a lengthy coordination of signage appearance and legibility together with the building design and architectural integrity and the installation technical requirements.

From the outset, the proposed top of building signage has been appropriately sized to ensure it is visible and readable from key public vantage points surrounding the site. This is an essential consideration as both northern and western signs may be visible simultaneously from certain locations such as Parramatta Square and Transport Interchange. Accordingly, the signage is both readable and balanced in appearance, with an appropriate horizontally aligned datum, despite the varying angles of the parapet form (refer **Figure 1**).



Table 1 6 Hassall Street as viewed from Parramatta Square

Source: Arterra Interactive / The BluePrint

The design team also placed a level of importance in ensuring primarily that there was a sufficient vertical separation from the top of the parapet mesh material and the lower edge of the signage. This is essential when the signage is viewed at lower angles, such a street level to ensure readability of the text. This distance and its importance as a design consideration is apparent within **Figure 2**.

Importantly, the signage is still located inboard of the upper façade glass edge within the parapet. Accordingly, the design ensures that adequate visual separation is achieved, which a requirement of (b). This separation is varied and has been driven by the alignment and legibility requirements of both the northern and western signs together, as discussed above. The location of the signage is seen as a balanced outcome by the design team as it also ensures readability especially in daylight hours. Accordingly, the project team believes that design integrity has been maintained in this regard.

The signage placement within the detailed plans is also considered optimal in terms of anchoring to the façade, which has been coordinated between the project architect, signage designer, signage manufacturer, façade manufacturer and project builder. The level of coordination to ensure an appropriate outcome is evident within **Figure 3** and has taken place over several month. The backing façade is due to be installed imminently.



Figure 1 6 Hassall Street as viewed from Parramatta Railway Station

Source: Arterra Interactive / The Blueprint

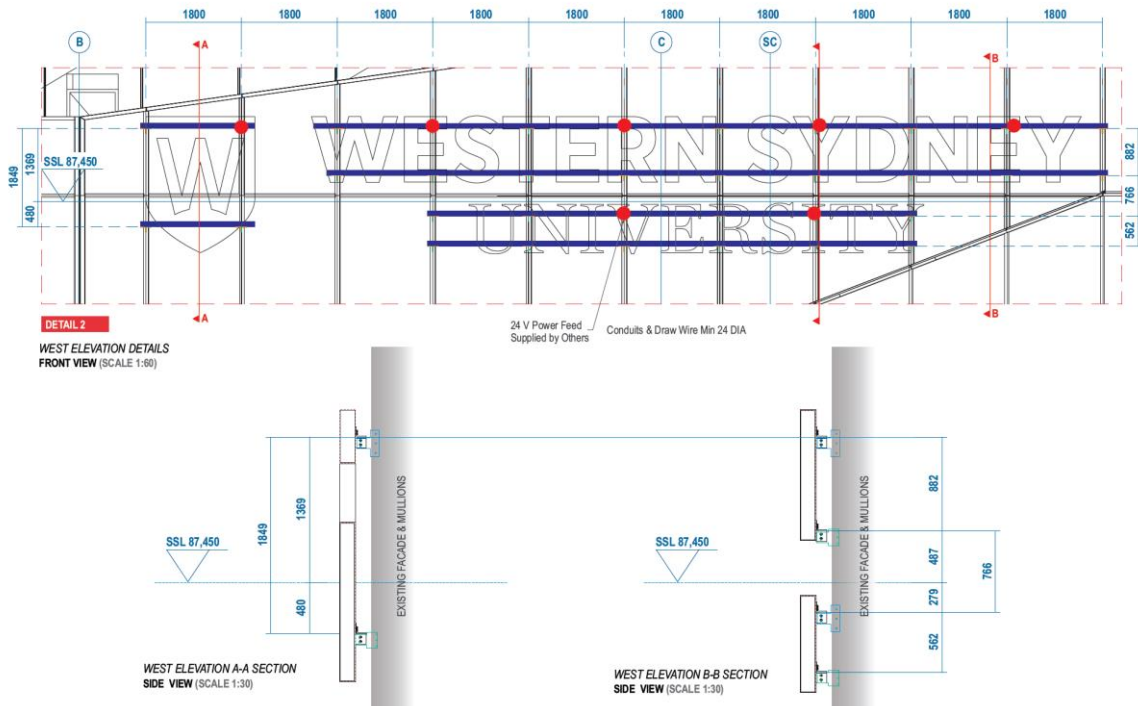


Table 2 Details signage shop drawings extract

Source: Central Signs

I trust that this additional information clarifies that the proposed signage within the northern and western top of building signage zones is entirely in accordance with the provisions of Condition A29 (a) and (b) and ensures the building continues to display design excellence. Accordingly, we request your endorsement of this package to satisfy Condition A29 and enable to completion of the project.

Please don't hesitate to contact me on the details below should you wish to discuss further.

Sincerely,



Daniel Howard
Principal
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