



PMU033895

ENVIRONMENTAL SERVICES
Director

5 June 2014



The Director General,
Department of Planning and Environment
PO Box 39
SYDNEY NSW 2001

Attention: Fiona Gibson

Dear Sir/Madam,

RE: MP09_0066 MOD 10 – THOMAS STREET CAR PARK SITE CHATSWOOD (Our ref. S090002)

Reference is made to the Department's advice of lodgement of Modification 10 to MP09_0066 by Karimbla Construction Services (NSW) Pty Ltd for variation of the approved development to address illuminated signage on proposed Building 2 (serviced apartments) in the development currently under construction.

Although not clear in the application, the proposed amendment is for provision of two "business identification signs" for Meriton that will operate the service apartment complex located in Building 2. The modification proposes an additional sign on the western elevation of Building 2 and the relocation of the approved signage location on the southern elevation from the façade of the plant room at Level 33 to the façade at Level 32.

Also not clear from the application is the fact that to provide the signage of the dimensions proposed on the southern façade requires an increase in height of the glazed façade and parapet overhang at Level 32 to accommodate the proposed south facing sign.

Council notes that business identification signage is permissible in the B3 Commercial Core zone.

Council has no objection to the west facing vertical sign. However, Council objects to the relocation of the proposed sign on the southern elevation. Council considers that the south facing sign should remain in the approved location on the building façade at Level 33 affixed to the plant room façade. This will allow the signage to be recessed on the façade of the plant room similar to the other tower signs in Chatswood rather than the sign being positioned on the primary elevation. This will also avoid the need to vary the height of the building façade and parapet across the southern elevation and to ensure architectural integration with the approved built form. This is consistent with the DCP. The decision granting consent to the approved development was critical of the overshadowing caused by the tower. Retaining the south facing signage on the recessed plant overrun will maintain the approved shadow impact of the development. Level 33 is set back from the main façade of the building but still provides prominent visibility to the south, west and east.

Upper building business identification signs have a role in identifying the building from more distant views but little role when viewed by a person in close proximity to the site. The

Willoughby City Council

upper signage on the southern façade of the plant room at Level 33 will achieve this objective.

There is no doubt there will be further signage applications that deal with business identification signage to address the immediate streets and pedestrian level in the future.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'G Woodhams', written over the printed name.

Greg Woodhams
ENVIRONMENTAL SERVICES DIRECTOR

Reference: Greg Woodhams

Phone: 9777 7650

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