

ASSESSMENT REPORT

3 MURRAY ROSE AVENUE, SYDNEY OLYMPIC PARK MP 11_0082 MOD 2

1. BACKGROUND

This report is an assessment of a request to modify the Project Approval (MP11_0082) for a commercial development at 3 Murray Rose Avenue, Sydney Olympic Park pursuant to Section 75W of the *Environmental Planning and Assessment Act 1979* (EP&A Act). The modification request seeks approval to provide a service centre and associated changes at lower ground floor and display six static, non-illuminated building identification signs.

2. SUBJECT SITE

The site is located at 3 Murray Rose Avenue and forms a part of the site known as 1-5 Murray Rose Avenue, Sydney Olympic Park. The 1-5 Murray Rose Avenue site forms part of the Sydney Olympic Park Master Plan 2030 (MP 2030) known as Site 60A and partially within Site 60B. The site is located approximately 16 km from the Sydney CBD within Auburn City Council's Local Government Area (refer to **Figure 1**)



Figure 1: Site Location (Base Source: Google Maps)

3. APPROVAL HISTORY

On 30 April 2013, Project Application (MP 11_0082) was approved under delegation for the construction of a five storey commercial building comprising 13 736m² gross floor area (GFA) and a four level basement car park and associated demolition works, landscaping and public domain works.

The proposal was modified on 5 August 2014 (MP 11_0082 MOD 1) to amend the wording of Condition B4 relating to access for people with disabilities.

The approved development of 3 Murray Rose Avenue is currently under construction.

4. PROPOSED MODIFICATION

On 27 April 2015, the Proponent lodged a section 75W modification application (MP 11_0082 MOD 2) seeking approval for the following amendments:

- provision of a service centre at lower ground floor level (increase of 113.5m² GFA)
- associated service centre internal fit out;
- display of six static, non-illuminated building identification signs; and
- reduction of six car parking spaces and one motorcycle space and relocation of bicycle storage on the lower ground level.

The modifications are requested to provide accommodation for a Samsung customer service centre, principally for the pick-up and drop off of damaged and faulty products.

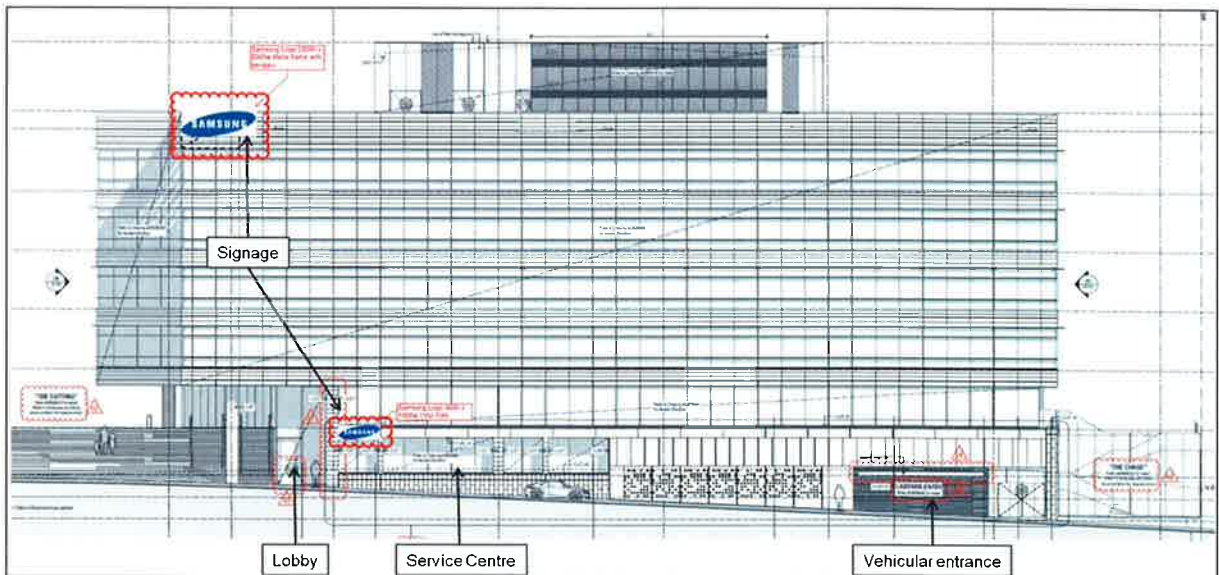


Figure 2: Proposed Samsung business identification signage on the southern elevation (Base source: proponent's application)

5. STATUTORY CONSIDERATION

5.1 Section 75W

The project was originally approved under Part 3A of the *Environmental Planning and Assessment Act 1979* (EP&A Act). Although Part 3A was repealed on 11 October 2011, the project remains a 'transitional Part 3A project' under Schedule 6A of the EP&A Act, and hence any modification to this approval must be made under the former Section 75W of the Act.

The Department is satisfied that the proposed changes are within the scope of section 75W of the EP&A Act, and do not constitute a new application.

5.2 Approval Authority

The Minister for Planning is the approval authority for the application. However, the Acting Director, Regional Assessments may determine the application under delegation as:

- the relevant local council has not made an objection; and
- a political disclosure statement has not been made; and
- there are no public submissions in the nature of objections.

6. CONSULTATION

The Department made the modification application publicly available on its website, and consulted with Auburn City Council (Council) and the Sydney Olympic Park Authority (SOPA) on the proposed modification.

Council did not provide a submission on the proposed modification.

SOPA did not object, but has raised the following key issues with the proposal:

- the gradient of the access ramp to the bicycle parking should not exceed 25%; and
- the upper level sign on the northern elevation (sign number six) should be deleted to reduce the impact on the adjacent parkland and to be consistent with the adjacent building at 5 Murray Rose Avenue.

There were no public submissions received on the proposal.

7. ASSESSMENT

The Department considers the key issues associated with the proposed modification are:

- alterations to the lower ground floor level; and
- signage.

7.1 Alterations to the lower ground floor level

The Project Approval allows for the provision of car, motorcycle and bicycle parking (including end of trip facilities) at the lower ground floor fronting Murray Rose Avenue. Access to the bicycle store is provided via a bicycle entrance lobby off Murray Rose Avenue.

The proposal seeks to provide a 113m² service centre at the lower ground floor level fronting Murray Rose Avenue (refer to **Figure 3**), which necessitates the following changes:

- deletion of six car parking spaces and one motorcycle space;
- relocation of the bicycle store to the location of the deleted parking spaces; and
- provision of a new service centre in the location of the previous bicycle store.

The proposal also amends access to the bicycle store by requiring cyclists to enter and leave by the ramped vehicular entrance, accessed via Murray Rose Avenue (basement level 1) rather than via a dedicated bicycle entrance lobby (refer to **Figure 2**).

SOPA supported the proposed provision of the service centre. However, SOPA suggested that the gradient of the vehicular access ramp should not exceed 25% to ensure ease of access for cyclists.

The Department considers that the proposed provision of the service centre and associated alterations to the lower ground floor level are acceptable for the following reasons:

- the provision of a service centre fronting Murray Rose Avenue would provide for street level activation and passive surveillance of the Murray Rose Avenue frontage;
- the proponent has confirmed that the gradient of the vehicular access ramp is less than 25%;
- the relocation of the bicycle store and revised access arrangements would not impede the use of the bicycle store;
- the bicycle store is conveniently located in close proximity to end of trip facilities, lifts and stairs;

- the reduction of six car parking spaces (from 249 to 243 spaces) is minor in the context of the total number of car parking spaces provided. Furthermore, as concluded in the Department's assessment of the original application, the site well served by public transport;
- the Transport Impact Assessment submitted with the application states that the traffic generated by customers visiting the service centre is anticipated to be minor (i.e. less than 10 vehicles per hour) and typically during the day (outside peak periods); and
- the fit out of the service centre is acceptable.

The Department recommends that condition B6 'Number of Car Spaces' be amended so that it reflects the modified total number of car parking spaces discussed above. The Department also recommends that Term of Approval A7 be amended to make reference to the service centre fit out.

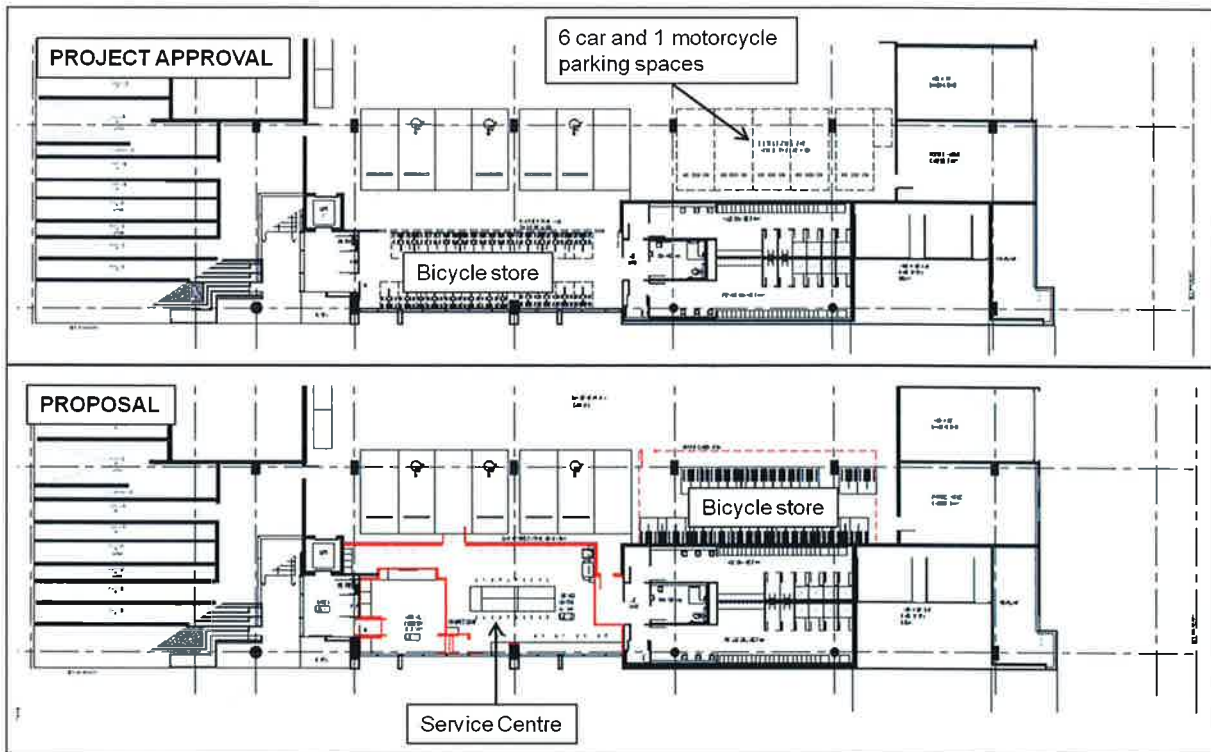


Figure 3: Approved (top) and proposed (bottom) lower ground floor layout (Base source: proponent's application)

7.2 Signage

The proposal seeks approval for the display of six static, non-illuminated business identification signs with 'Samsung' branding (refer to **Figure 2**), including:

- three 2500mm x 500mm perspex signs located under the parapet line on the north, south and east elevations;
- one 1200mm x 2400mm vinyl sign located on the main ground floor entry on the western elevation; and
- two 1800mm x 900mm vinyl signs located on the southern and western elevations above the corner/entry of the proposed Samsung customer service centre.

SOPA raised concerns that the total number of signs was excessive and recommended that the parapet level sign (2500mm x 500mm) on the northern elevation facing the parklands (Brickpit Park) be deleted.

The proponent has confirmed that it has no objection to the removal of the parapet level sign on the northern elevation.

The Department's detailed assessment of the proposed signage against the provisions of

State Environmental Planning Policy 64 – Advertising and Signage (SEPP 64) is provided at **Appendix C**.

Subject to the removal of the sign on the northern elevation, the Department considers that the proposed signs on all other elevations are acceptable as they:

- would not result in visual clutter or have a detrimental impact on the architectural design of the building;
- are of a similar size, scale and location as the existing signs on the adjacent building at 5 Murray Rose Avenue; and
- are static and non-illuminated and would not have an adverse impact on vehicle or pedestrian safety;
- are consistent with the objectives of SEPP 64 (refer to **Appendix C**); and
- are consistent with the objectives of SOPA's 'Guidelines for Outdoor Advertising and Promotional Signage 2002'.

The Department recommends that the proposed northern elevation plan (which includes the parapet level sign to be removed, as discussed above) not be included as part of the updated drawing list at condition A2. The Department also recommends a new condition that requires the signage to comply with appropriate design and maintenance standards.

8. CONCLUSION

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

- the provision of a service centre would provide street level activation and passive surveillance of the Murray Rose Avenue frontage;
- the amendments to the lower ground floor do not have any adverse impacts on cyclists and the reduction in car parking provision is acceptable; and
- subject to the deletion of the sign on the northern elevation, the proposed signage is appropriate in terms of its size, location, design and visual impact.

Consequently, it is recommended that the modification be approved subject to the recommended conditions.

9. RECOMMENDATION

It is **RECOMMENDED** that the Executive Director, Infrastructure and Industry Assessments as delegate of the Minister for Planning:

- **considers** the findings and recommendations of this report;
- **approves** the application under section 75W, subject to conditions; and
- **signs** the notice of modification (**Appendix A**).

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 08.07.2015

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 8/7/2015
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APPENDIX A: NOTICE OF MODIFICATION

Refer to the Department's website at:

http://majorprojects.planning.nsw.gov.au/index.pl?action=view_job&job_id=7039

APPENDIX B: SUPPORTING INFORMATION

The following supporting documents and supporting information to this assessment report can be found on the Department of Planning and Environment's website as follows:

1. Modification request

http://majorprojects.planning.nsw.gov.au/index.pl?action=view_job&job_id=7039

2. Submissions

http://majorprojects.planning.nsw.gov.au/index.pl?action=view_job&job_id=7039

3. Response to Submissions

http://majorprojects.planning.nsw.gov.au/index.pl?action=view_job&job_id=7039

APPENDIX C: SEPP 64 - ADVERTISING AND SIGNAGE

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

Under clause 8 of SEPP 64, a consent must not be granted for any signage application unless the proposal is consistent with the objectives of the SEPP and with the assessment criteria which are contained in Schedule 1. **Table 1** below demonstrates the consistency of the proposed signage with these assessment criteria.

Table 1: SEPP 64 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 are appropriately located and integrated into the design and appearance of the building. The proposal is compatible with the existing and desired character of Murray Rose Avenue and the broader Sydney Olympic Park area.	Y
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed signs are generally in a similar location and are of a similar size as the signs on the adjacent building at 5 Murray Rose Avenue.	Y
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?	Subject to the deletion of the proposed sign on the northern elevation (which faces directly onto Brickpit Park), the proposed signs would not detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, open space areas or waterways.	Y
3 Views and vistas		
Does the proposal obscure or compromise important views?	The proposed signs are integrated with the proposed buildings and therefore would not result in any obstruction of views. The location and content of the signs would not otherwise compromise important views.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage would sit below the parapet line of the building and would not dominate the skyline.	Y
Does the proposal respect the viewing rights of other advertisers?	The proposed signs do not impact upon the viewing rights of other advertisers.	Y
4 Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposed signs are proportionate to the scale of the building and consistent with existing signage on the neighbouring building.	Y
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage zones would contribute to the visual interest of the building by contributing to the identification and recognition of site.	Y
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The deletion of the sign on the northern elevation ensures that there is not an over proliferation of signage on this building. The proposed signs are considered to be sympathetic to the architectural treatment of the building.	Y
Does the proposal screen unsightliness?		N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The signs do not protrude above the parapet line of the building.	Y
Does the proposal require ongoing vegetation management?	The signs would not require ongoing vegetation management.	Y

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 signs have been designed to be fully compatible with the proposed building and its architecture. Importantly the signs have been placed so as to allow suitably identification for future uses without causing visual clutter.	Y
Does the proposal respect important features of the site or building, or both?	The signs have been located in the most architecturally appropriate locations to assist in place identification and wayfinding.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signs have been fully integrated with the building architecture.	Y
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 signage or structure on which it is to be displayed?	The Samsung logo has been designed to be an integral part of the signage.	Y
7 Illumination		
Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft?	The signs are not illuminated	N/A
Would illumination detract from the amenity of any residence or other form of accommodation?	The signs are not illuminated	N/A
Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew?	The signs are not illuminated	N/A
8 Safety		
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The signs would not obscure sightlines to or from public areas.	Y
Would the proposal reduce safety for any public road?	The signs are not illuminates and are not overly large / out of proportion to the building on which they are fixed. The signs would not reduce safety for any public road	Y