



Eastern Creek Business Hub Retail Centre

*State Significant
Development
Modification Assessment
(SSD 8588 MOD 3)*

November 2019

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Glossary

Abbreviation	Definition
CIV	Capital Investment Value
Consent	Development Consent
Council	Blacktown City Council
Department	Department of Planning, Industry and Environment
ECBH	Eastern Creek Business Hub
EIS	Environmental Impact Statement
EP&A Act	<i>Environmental Planning and Assessment Act 1979</i>
EP&A Regulation	<i>Environmental Planning and Assessment Regulation 2000</i>
EPI	Environmental Planning Instrument
ESD	Ecologically Sustainable Development
GFA	Gross Floor Area
LEP	Local Environmental Plan
Minister	Minister for Planning and Public Spaces
RtS	Response to Submissions
RHRS	Rooty Hill Road South
SEARs	Secretary's Environmental Assessment Requirements
Secretary	Secretary of the Department of Planning, Industry and Environment
SEPP	State Environmental Planning Policy
SRD SEPP	<i>State Environmental Planning Policy (State and Regional Development) 2011</i>
SSD	State Significant Development
WSP	Western Sydney Parklands



1. Introduction

This report provides an assessment of an application seeking to modify the State significant development (SSD) consent (SSD 8588) for a new retail centre within the Eastern Creek Business Hub at Rooty Hill Road South, Eastern Creek.

The modification application seeks approval for design refinements including internal changes to tenancy layouts, updated solar panel roof layout, addition of shade sails and signage changes.

The application has been lodged by Frasers Property Group (the Applicant) pursuant to section 4.55(1A) of the Environmental Planning and Assessment Act 1979 (EP&A Act).



Figure 1 | Location of Eastern Creek Business Hub (black outline) and the retail centre on Lot 2 (red outline)

1.1 The site

The site, known as the Eastern Creek Business Hub (ECBH), within the City of Blacktown local government area (LGA). The site is located at the intersection of the Great Western Highway and the M7 Motorway, 7 kilometres (km) west of Blacktown City Centre and 2.5 km south of Rooty Hill Railway Station (**Figure 1**). The ECBH has an area of 34 hectares and is generally flat, with a gentle fall to the east and south and is mainly open grassland with some scattered trees and remnant vegetation.

The site is owned by the Western Sydney Parkland Trust (the Trust). The Applicant has entered a development management agreement with the Trust to develop the land for a retail centre. The site is one of nine business hubs to be developed to provide a revenue base to fund the ongoing management and improvement of recreation and sporting facilities in the Parkland.

The surrounding area is characterised by a mix of land uses including:

- a single dual occupancy residential lot immediately adjoining the north-western corner of the site at the intersection of Beggs Road
- the M7 Motorway and Western Sydney Parkland (WSP) land to the east
- low density residential development mainly comprising single storey detached dwelling houses, the Eastern Creek Public School and Eastern Creek Rural Fire Brigade Station to the west of Rooty Hill Road South (RHRS)
- the Morreau Sporting Reserve and The Rooty Hill reserve to the north of Church Street.

1.2 Approval History

1.2.1 SSD 5175 Eastern Creek Business Hub Concept Plan

On 7 January 2015, the then Minister for Planning granted consent for the ECBH Staged Development including **(Figure 2)**:

- a concept proposal for a new retail centre comprising 52,800 m² of GFA to accommodate retail premises, bulky goods and business premises uses
- site layout, land uses, building envelopes and design parameters
- Stage 1 subdivision and early works including super lot subdivision to create three developable allotments and one residual allotment.

The concept approval has been modified on five occasions and one modification is currently under assessment.

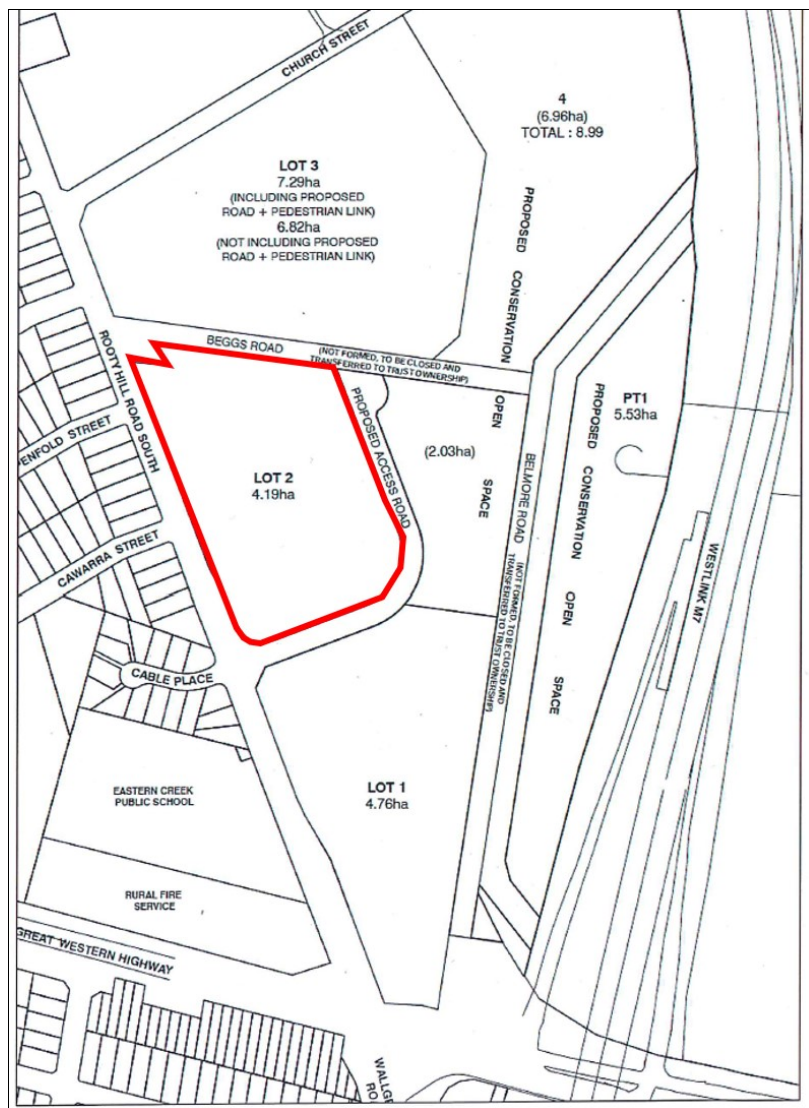


Figure 2 | Approved ECBH lot layout (Lot 2 in red)

1.2.2 SSD 8588 Convenience retail centre on Lot 2

On 20 July 2018, the Independent Planning Commission granted consent for the detailed design, construction and operation of a convenience retail development on approved Lot 2 (stage 1) with GFA of 11,438 m² and:

- a supermarket, specialty shops, food and drink premises, medical centre, pharmacy, gymnasium
- 433 car parking spaces, end of trip facilities, community garden, signage zones, loading dock facilities and associated landscaping and infrastructure (**Figure 3**).

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

Table 1 | Summary of Modifications to SSD 8588

Mod No.	Summary of Modifications	Approval Authority	Type	Approval Date
MOD 1	Modify the detailed design of the retail centre building (in stage 1), including facade realignment, changes to plant and services, rainwater tank, loading dock, trolley bay, waste and recycle room and reconfiguration of the internal layout.	Department	4.55(1A)	21 November 2018
MOD 2	Modify the retail centre, including changes to the layout of the southern part of the Lot 2 carpark and location of future building envelopes.	Department	4.55(1A)	18 July 2019

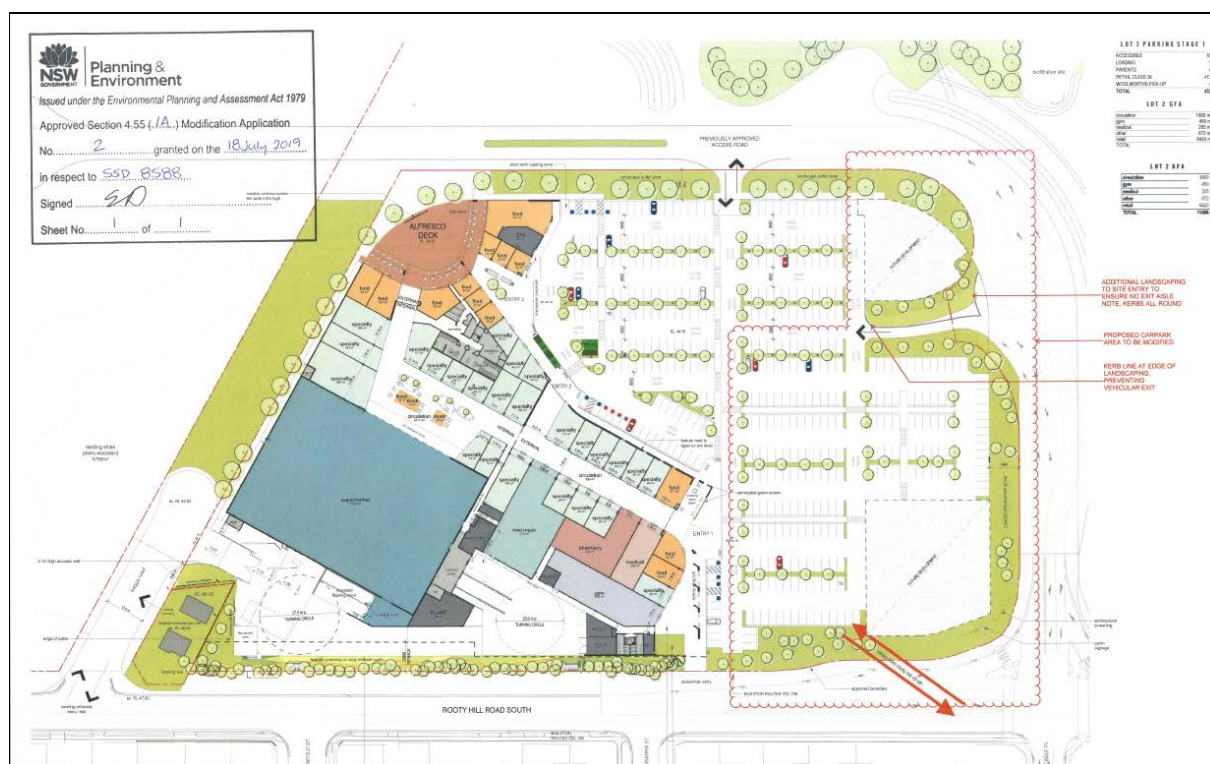


Figure 3 | Lot 2 approved site layout (as modified under MOD 2)



2. Proposed Modification

The modification application seeks approval for design refinements to the approved retail centre on Lot 2. The key components and features of the proposal are provided in **Table 2** and **Figures 4** and **5**.

Table 2 | Description of proposed changes

Component	Proposed modification
Tenancy layout	<ul style="list-style-type: none">internal changes to tenancy layouts, circulation space, amenities, waste and storage (no change to the overall approved gross floor area (GFA)).update kiosk positions (no change to approved kiosk sizes)reinsert liquor zone into supermarket tenancy (removed inadvertently from MOD 2 stamped plans).
Roof	<ul style="list-style-type: none">update solar panel layout across the retail centre building roof to provide 2499 flush mounted panelschange screening material around the plant room to timber look veneer, in the south west corner of the roof.
Shade sails	<ul style="list-style-type: none">install shade sails over 77 car spaces in the carpark.
Signage	<ul style="list-style-type: none">alter the location of the pylon sign at the corner of RHRS and the internal access road to better address the intersectionupdate external signage strategy, including the location of signage zonesnew condition that allows for replacement tenant signage to be installed within existing external signage zones without consent, in accordance with SEPP (Exempt and Complying Codes) 2008.
Outdoor gym	<ul style="list-style-type: none">new outdoor gym area, replacing edible garden that was linked to a food and drink tenancy (which has not eventuated through leasing).

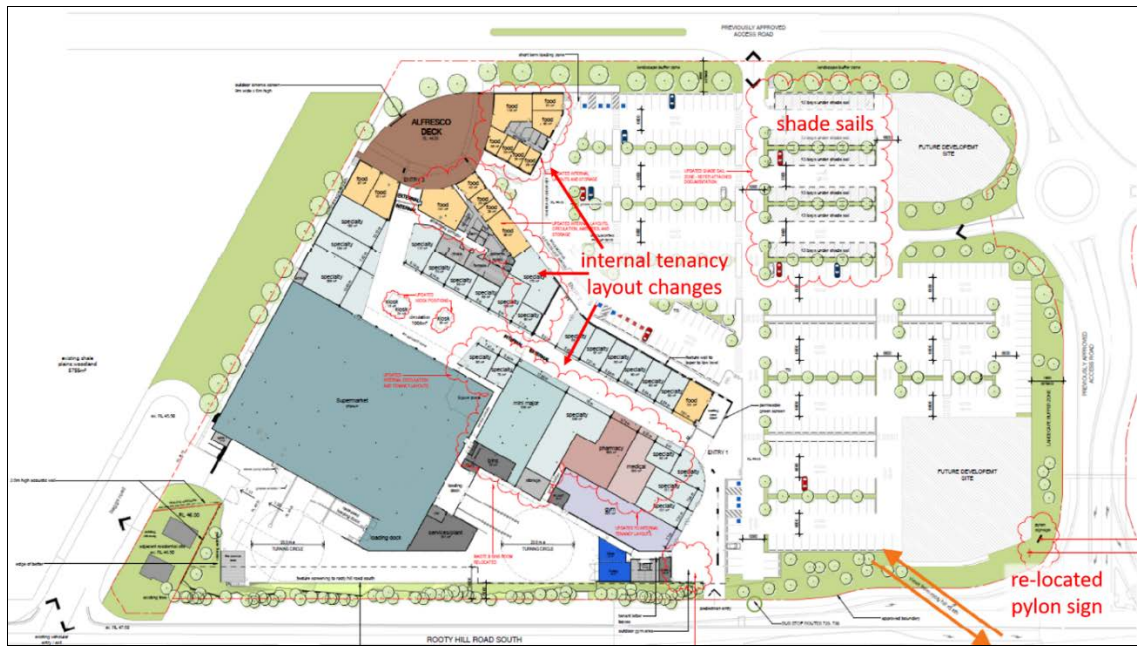


Figure 4 | Proposed site layout changes

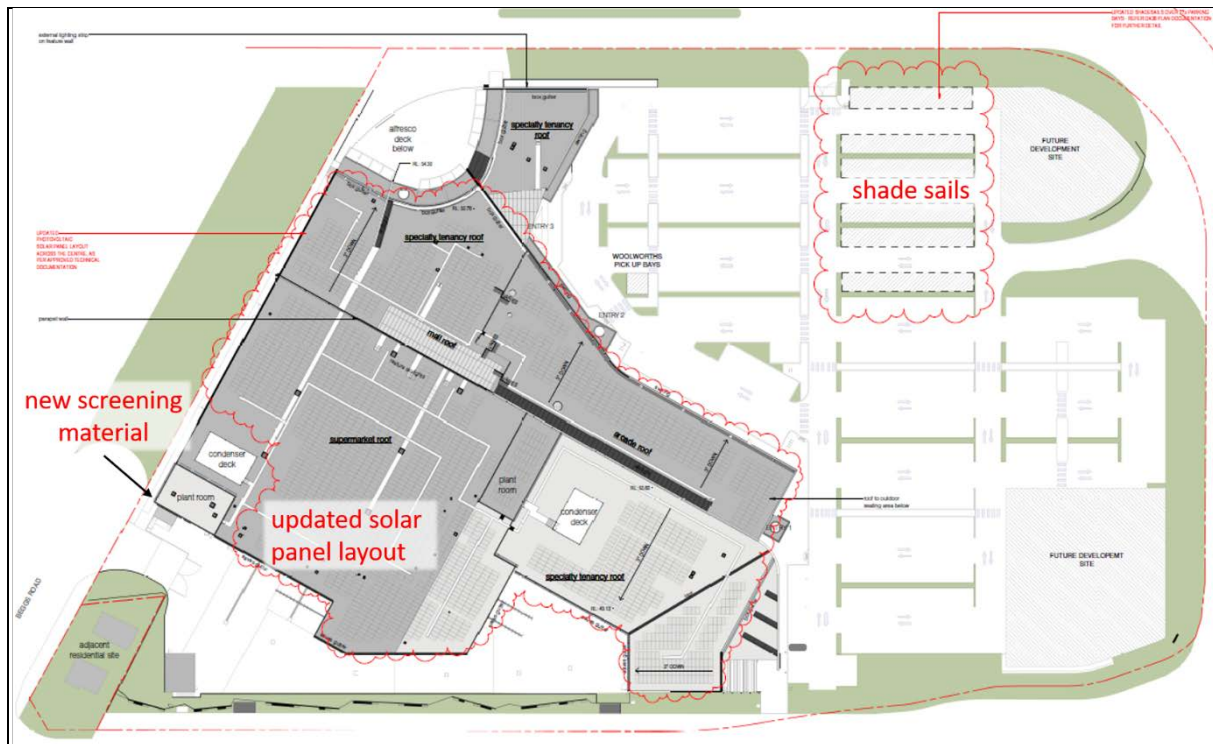


Figure 5 | Proposed roof changes



3. Statutory Context

3.1 Scope of Modifications

Section 4.55(1A) of the EP&A Act outlines the matters that a consent authority must take into consideration when determining an application that seeks to modify an SSD application.

The matters for consideration under section 4.55(1A) of the EP&A Act that apply to the modification of the development consent for the retail centre on Lot 2 have been considered in **Table 3**.

Table 3 | Section 4.55(1A) Modification involving minimal environmental impact

Section 4.55(1A) Evaluation	Consideration
a) that the proposed modification is of minimal environmental impact, and	<p>Section 6 of this report provides an assessment of the impacts associated with the modification application.</p> <p>The Department is satisfied that the proposed modification will have minimal environmental impacts as the minor changes relate to design development and there are no changes to approved land uses or overall GFA. Subject to recommended changes to the signage strategy as discussed further in this report, no additional significant impacts have been identified.</p>
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	<p>The modification application seeks minor design changes to the internal tenancy layouts, solar panel layout, shade sails and signage strategy updates. The changes do not alter the GFA, building height or car parking. Therefore, the Department is satisfied the development is substantially the same as the originally approved development.</p>
c) the application has been notified in accordance with the regulations, and	<p>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.</p>
d) any submission made concerning the proposed modification has been considered.	<p>The Department received a submission from Council. The issues raised in the submission have been considered in Section 4 and 5 of this report.</p>

3.2 Consent Authority

The Minister for Planning and Public Spaces is the consent authority for the application. However, the Director, Key Sites Assessments, may determine the application under delegation as:

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

3.3 Environmental Planning Instruments

The following environmental planning instruments (EPIs) are relevant to the application:

- State Environmental Planning Policy (State and Regional Development) 2011
- State Environmental Planning Policy (Western Sydney Parklands) 2009
- State Environmental Planning Policy (Infrastructure) 2007

- State Environmental Planning Policy No. 55 – Remediation of Land
- Draft Remediation of Land State Environmental Planning Policy
- Blacktown Local Environmental Plan (BLEP) 2015

The Department undertook a comprehensive assessment of the redevelopment against the above-mentioned EPLs in its original assessment. The Department has considered the above EPLs and is satisfied the modification does not result in any inconsistency with these EPLs.

3.4 Objects of the EP&A Act

The Minister or delegate must consider the objects of the EP&A Act when making decisions under the Act. The Department is satisfied the proposed modification is consistent with the objects of the EP&A Act.



4. Engagement

4.1 Department's Engagement

The application was made publicly available on the Department's website on 17 September 2019 and was referred to Blacktown City Council (Council) for comment.

In addition, the Department notified the adjoining property on the corner of RHRS and Beggs Road for 14 days from 17 October to 30 October 2019.

4.2 Summary of Submissions

The Department received a submission from Council with the following comments:

- the proposed outdoor gym space should be defined to ensure the space does not conflict with pedestrian access and the use is to be managed to ensure it does not adversely impact the public in regard to noise, obstruction and views
- the turning circle for the servicing of the supermarket has decreased from 27 m to 23 m in diameter and concern raised about adequate space for manoeuvring for the largest size truck proposed to service the supermarket. If a semi-trailer is unable to manoeuvre, this is to be conditioned and signposted accordingly.

No public submissions were received.

A link to the submission is provided in **Appendix A**.

4.3 Response to Submissions

The Department placed a copy of the submission received on its website and requested the Applicant provide a response to the issues raised in the submission and respond to additional information requested by the Department, including detail of acoustic screening to the plant rooms, detail of shade sails and proposed tree plantings, relocation or justification for the location of signs N and O and to clarify inconsistencies in the signage strategy.

The Applicant provided a Response to Submissions (RtS) (**Appendix A**) which contained:

- updated plans showing acoustic screening and the proposed changes to the screening material
- updated shade sail and landscape plan and a statement from a landscape designer
- revised signage strategy correctly identifying the location of sign N and O and a statement from a lighting engineer regarding illumination levels
- updated plans showing the outdoor gym area and the retention of a 27 m diameter turning circle in response to Council's concerns

The RtS was made publicly available on the Department's website and notified to the adjoining property owner.

No further submissions were received.

4.4 Additional Information

The Applicant provided additional information including:

- updated signage strategy removing illumination from signs N and O
- advice that two advanced trees are to be planted in the deep soil zone adjacent to the rear of 151 Rooty Hill Road South (residential dwelling) to screen Signs N and O.



5. Assessment

The Department has considered the modification application, the issues raised in submissions, the Applicant's RtS and additional information in its assessment.

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

- the modification and associated documents (**Appendix A**)
- the Environmental Impact Statement and conditions of approval for the Concept Approval and detail design (as modified)
- submissions received on the proposal and the Applicant's response to these (**Appendix A**)
- relevant environmental planning instruments, policies and guidelines
- the requirements of the EP&A Act.

The Department considers the key issues associated with the modification application are related to signage and shade sails.

Other issues relating to the modification application taken into consideration during the assessment are discussed at **Section 5.3**.

5.1 Signage

The Applicant seeks to amend the approved signage strategy to:

- alter the location and size of some signage zones to reflect tenancy requirements
- provide content for the anchor tenant signage zones
- illuminate all signs, except signs N and O
- propose a new condition to allow replacement tenant signage to be installed within existing signage zones without consent.

The Department has assessed these aspects of the proposal below.

5.1.1 Amendment to Signage Zones

The proposal includes general location and size changes to signage zones on the external building façade and on awnings associated with tenancies and the following specific changes:

- relocate signs N and O to a wall adjacent to the loading dock entry off Beggs Road, facing RHRS
- alter the style and design of the pylon sign
- delete sign K from the external wall of the end of trip and bicycle storage building facing RHRS in accordance with Condition B8 of the consent.

Signs N and O

Signs N and O are anchor tenant signs located on the western facing elevation of the retail centre, directly behind a residential dwelling at the corner of RHRS and Beggs Road (**Figures 6 and 7**). The Department raised concerns about adverse amenity impacts from these two signs to the residential dwelling and requested the Applicant consider relocation or provide justification for the location of these signs.

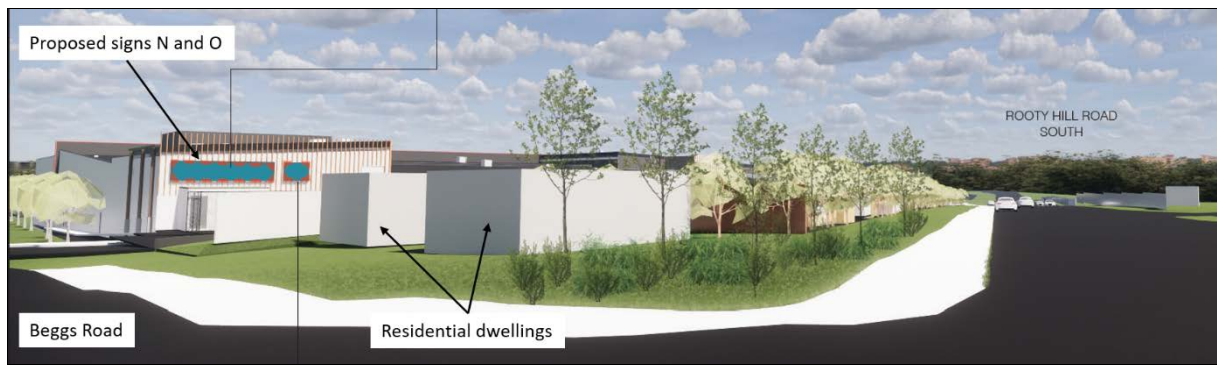


Figure 6 | Location of proposed signs N and O

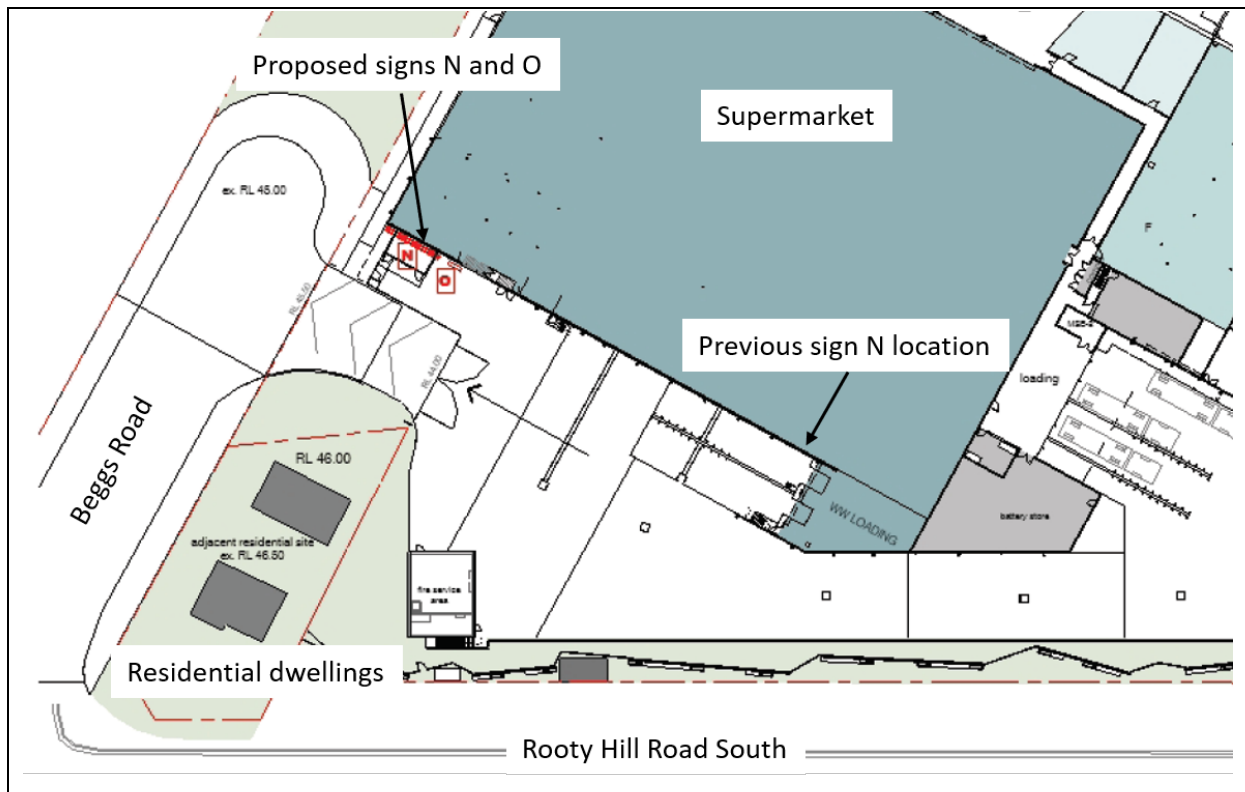


Figure 7 | Site plan with location of proposed signs N and O and location of residential dwelling

In response the Applicant amended the proposal and provided further information in relation to signs N and O including:

- removal of illumination
- planting of two advanced growth *Cupaniopsis anacardioides* trees in the deep soil zone adjacent to the rear of the residential dwelling.

The Department has considered the Applicant's response and supports the changes to signs N and O for the following reasons:

- the removal of illumination will significantly reduce any adverse amenity impacts to the residential dwelling
- the proposed trees will have a mature height of 8 m and width of 6m (**Figure 8**), and are capable of screening the signs from the residential dwelling, reducing adverse visual impacts
- the proposed species (*Cupaniopsis anacardioides*) is a native tree and is consistent with and compliments existing approved landscaping for the site.

The Department recommends two new conditions prohibiting any illumination of signs N and O and requiring two advanced growth *Cupaniopsis anacardioides* trees to be planted.



Figure 8 | Example of mature growth *Cupaniopsis anacardioides* tree

Other

The Department notes the changes to other signage zones are largely consistent with the approved signage strategy, which was considered satisfactory as it did not impact visual quality, provides site identification and wayfinding, is typical of a retail centre and was integrated with the building design. In particular the revised signage zones:

- reflect tenant requirements for a retail centre
- in many cases are for shopfronts within the site and are not readily visible from the public domain
- complement the building design and are in accordance with the signage Design Guidelines.
- the amended pylon sign continues to have a maximum height of 10 m in accordance with the Design Guidelines and it remains located at the intersection of the internal access road and RHRS.

The Department is also satisfied the proposed signage zones are acceptable and consistent with the objectives of State Environmental Planning Policy (SEPP) No.64 – Advertising and signage. The Department’s consideration of the proposal against SEPP 64 is provide in **Appendix D**.

5.1.2 Anchor tenant content and illumination

The Applicant seeks to provide signage content for the anchor tenant signage and permit the illumination of all external signs. The Department supports the amendments and notes the:

- proposed signage content for Woolworths and BWS is appropriate for the site and provide suitable business identification for these anchor tenants
- the illumination of all external signage zones is consistent with Condition F15, which permits illuminated signage between dawn and midnight (with the exception of the gym tenancy).

5.1.3 New condition to allow the replacement of signage without consent

Business identification signage in Western Sydney Parklands (WSP) requires development consent given that:

- the provisions of SEPP 64 (Advertising and Signage) and SEPP (Exempt and Complying Development Codes) 2008, which allow replacement signs to be installed as exempt development when certain standards are met, do not apply to the WSP
- the Western Sydney Design Manual includes provisions for general signage within the Parklands, however it does not cover commercial/ business signage.

The Applicant seeks to add a new condition to allow external business identification signage to be replaced without consent. This is to facilitate changes to external signage when tenancies in the retail centre change in the future, without the need for a development application.

The Applicant's proposed condition seeks to adopt the exempt provisions of the Codes SEPP, which allows replacement signage to be installed provided certain standards are met, including where it:

- is not greater in size than the sign it replaces
- is not a sign that is animated, flashing or illuminated unless the sign it replaces is illuminated
- does not involve any alteration to the structure on which the sign is displayed, and
- will not obstruct or interfere with traffic signs.

The site has an approved signage strategy which nominates publicly visible signage zones for the retail centre. The Department is satisfied the amended signage strategy provides signage zones reflecting tenancy needs and will protect the amenity of the WSP and surrounding environment (subject to the removal of signs N and O). The signage strategy is also consistent with the Western Sydney Design Manual which applies to the Parklands and is appropriate for the ECBH.

On this basis the Department supports the proposed condition as it:

- is consistent with State government policy for replacing external business identification signs
- will remove the need for minor signage development applications in the future when tenancies change
- there will be no additional impact beyond what has already been assessed and considered
- does not permit any new external signage to be installed without development consent.

5.2 Shade sails

The proposal seeks to install shade sails in the carpark over 77 car spaces (**Figure 4**). The Applicant advises the shade sails are required to provide additional sun protection and support the leasing of major tenancies in the centre.

In response to the Department's request for information about how the shade sails will integrate with the carpark landscaping, the Applicant, in its RTS, provided a statement from a landscape architect and a shade sail landscape plan.

The Department is satisfied the shade sails will integrate with the tree planting and landscaping in the carpark as:

- advice from a certified landscape designer has been provided confirming there is sufficient space to plant seven Spotted Gum Trees in each landscaping row between the car spaces (as per the approved landscape plan) and the void between the shade sails will enable tree growth, subject to a maintenance schedule to monitor tree branches during establishment of the mature trees (**Figure 9**)

- the shade sails will improve the amenity of the car spaces and be attractive to customers
- the shade sails are located to the rear of the site and will not be highly visible from RHRS.

The Department recommends that Condition B5 (detailed landscape plan) is amended to require the landscaping maintenance schedule be updated to include the requirement to monitor the trees planted in the shade sail carpark void. Subject to this, the Department is satisfied with the addition of shade sails to the carpark.

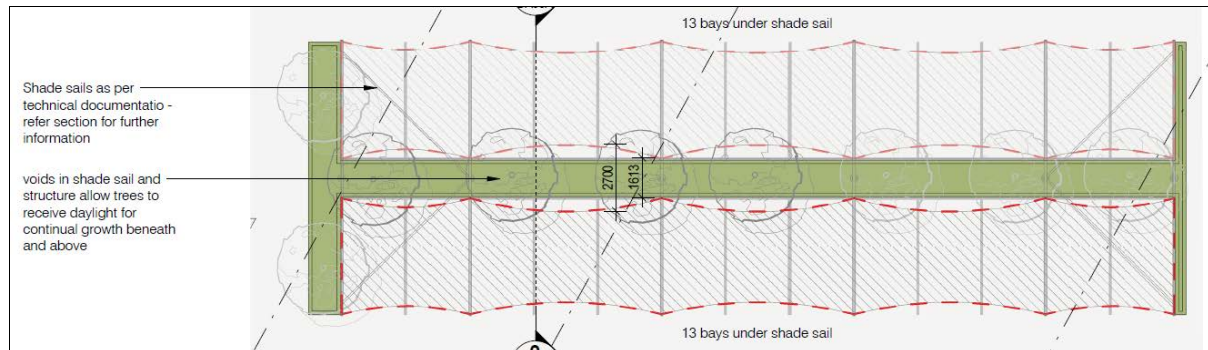


Figure 9 | Proposed shade sails and landscaping in the carpark

5.3 Other Issues

Table 1 | Summary of other issues raised

Issue	Findings	Recommended Condition
Consistency with concept plan	<ul style="list-style-type: none"> • The concept approval for the site establishes several parameters and requirements to be addressed in future applications. • The Department has considered the modification application against the relevant requirements and is satisfied the proposal remains consistent with the concept approval. In particular as the proposal does not result in any change to approved GFA and is consistent with the design guidelines. 	No additional conditions or amendments to existing conditions necessary.
Outdoor gym area	<ul style="list-style-type: none"> • The proposal seeks to replace a produce garden area with an outdoor area for the gym tenancy. The change is sought as the food and drink tenancy associated with the produce garden has not eventuated. • Council commented that the outdoor area should be defined so the space does not conflict with pedestrian access and the use managed to ensure it does not adversely impact the public (noise, obstruction and viewing). • In response, the Applicant provided an updated site plan defining the location of the outdoor gym area. • The Department is satisfied the outdoor area will not adversely impact pedestrian access as it is adjacent to the pedestrian entry off RHRS. It is further noted the operation and use of the area will be subject to separate approval associated with the use and operation of the gym tenancy. 	No additional conditions or amendments to existing conditions necessary.
Supermarket turning circle	<ul style="list-style-type: none"> • Council noted the turning circle to service the supermarket loading area had decreased from 27 m to 23 m in diameter and queried if this provided sufficient manoeuvring for a semi-trailer. • In response, the Applicant provided an updated site plan which shows a 27 m turning circle for the supermarket loading dock and manoeuvring for a 19 m vehicle. • The Department is satisfied there is no change to the approved supermarket loading dock access and there is sufficient space to 	No additional conditions or amendments to existing conditions necessary.

accommodate loading vehicles accessing the supermarket.

Plant screening	<ul style="list-style-type: none">• The Applicant seeks to change the screening material around the roof top plant areas to a timber look veneer to reflect the design of the retail centre.• The Department notes the screening was approved in SSD 8588 MOD 1 and the material change to timber look veneer will complement the retail centre building design.• The Applicant has also clarified there is no change to acoustic screening, and this is reflected on the typical plant screen section, which shows the approved 2.4 m high acoustic screen.	No additional conditions or amendments to existing conditions necessary.
Tenancy layout changes	<ul style="list-style-type: none">• The proposal seeks internal changes to tenancy layouts, updated kiosk positions, circulation space, amenities, waste and storage.• The changes are to meet the requirements of tenants and improve the operation of the retail centre.• The Department notes there are no changes to the overall approved GFA and all changes are contained within the approved building envelope. No objection is raised to the proposed tenancy layout changes.	No additional conditions or amendments to existing conditions necessary.
Solar panels	<ul style="list-style-type: none">• An updated photovoltaic solar panel layout is proposed across the centre to provide additional panels to improve the environmental sustainability of the retail centre and meet the capacity requirements of the approved ESD strategy. The panels are flush mounted to the retail centre roof.• The Department supports the additional solar panels as they contribute to the environmental sustainability of the centre.	No additional conditions or amendments to existing conditions necessary.



6. *Evaluation*

The Department has reviewed the Modification Report, RtS and assessed the merits of the proposal, in accordance with the requirements of the EP&A Act. The Department concludes the proposed modification is appropriate as:

- the design changes proposed are sought as part of further design development of the retail centre and are consistent with the approved development
- the proposed signage strategy will protect the amenity of the surrounding area, provides business identification suitable for the site and proposes external signage integrated into the building design
- the shade sails will improve the amenity of car park and are integrated with the approved landscaping
- the proposal is in the public interest as it will continue to contribute to funding the Western Sydney Parklands, which provides recreation facilities for local and regional communities
- it is substantially the same development as originally approved and would not result in adverse environmental impacts.

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 B**).



7. Recommendation

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

- **considers** the findings and recommendations of this report
- **determines** that the application SSD 8588 MOD 3 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 grant approval to the application
- **modifies** the consent SSD 8588
- **signs** the attached approval of the modification (**Appendix B**).

Recommended by:

Emily Dickson

A/ Principal Planning Officer
Key Sites Assessments

Recommended by:

Amy Watson

Team Leader
Key Sites Assessments



8. Determination

The recommendation is: **Adopted by:**

29 November 2019

Anthony Witherdin

Director

Key Sites Assessments



Appendices

Appendix A – List of Documents

- SSD 8588, being development consent for the detailed design, construction and operation of a convenience retail development on approved Lot 2 (stage 1), granted by the Independent Planning Commission, on 20 July 2018, together with submissions, Applicant's response to submissions and the Department's assessment report.
- Associated modifications (SSD 8588 MOD 1 and MOD 2)
- Statement of Environmental Effects 8588 MOD 3, prepared by Ethos Urban, dated 5 September 2019
<https://www.planningportal.nsw.gov.au/major-projects/project/22281>
- Additional Information/ Response to Submissions, prepared by Ethos Urban, dated 21 October 2019
<https://www.planningportal.nsw.gov.au/major-projects/project/22281>
- Submissions
<https://www.planningportal.nsw.gov.au/major-projects/project/22281>

Appendix B – Notice of Modification

- <https://www.planningportal.nsw.gov.au/major-projects/project/22281>

Appendix C – Consolidated Consent

- <https://www.planningportal.nsw.gov.au/major-projects/project/22281>

Appendix D – State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64)

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. Clause 6 of the Western Sydney Parklands (WSP) SEPP turns off the provisions of SEPP 64, however the original application was assessed against the design criteria in Schedule 1 of SEPP 64 to provide a merit assessment of the proposed signage. The table below demonstrates the consistency of the proposed signage with these assessment criteria.

Assessment Criteria	Comments	Comply
<i>1 Character of the area</i>		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The character of the site is a suburban retail centre that serves the surrounding residential area. The proposed signage is compatible with a retail centre in a residential area, requiring building and business identification signage.	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The signage is consistent with the approved signage strategy and the signage controls in the Design Guidelines.	Yes
<i>2 Special areas</i>		
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 site is located within the WSP and is adjacent to a residential area. It is considered the amended signage strategy would not detract from the visual quality of the area as the signs are integrated into the building design and reflect the sites transition to a retail centre.	Yes
<i>3 Views and vistas</i>		
Does the proposal obscure or compromise important views?	The signage zones are located on the building façade and under awnings and will not obscure or compromise any important views.	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?		
Does the proposal respect the viewing rights of other advertisers?	As the site is located in the WSP the proposed signage does not impact on other signs in the area.	Yes
<i>4 Streetscape, setting or landscape</i>		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale and proportion of the signs is appropriate in terms of the building design and extensive site frontage to Rooty Hill Road South.	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage provides site identification and wayfinding and will complement the retail character of the site.	Yes
Does the proposal reduce clutter	The signage relates to a new retail centre and the	Yes

Assessment Criteria	Comments	Comply
by rationalising and simplifying existing advertising?	proposed signs are considered appropriate to identify the site and retail tenancies.	
Does the proposal screen unsightliness?	There is no unsightliness to be screened.	Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage does not protrude above buildings, structures or tree canopies.	Yes
Does the proposal require ongoing vegetation management?	The signage will not require ongoing vegetation management.	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 signage will fit within the design of the building and has a scale and proportion consistent with the overall size of the building and site. The pylon sign is located at the vehicular entry to the site and is appropriately scaled.	Yes
Does the proposal respect important features of the site or building, or both?	The signage integrates with the building design and does not detract from the overall architectural form and features.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The signage is consistent with the approved signage strategy and responds to the site.	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 signage or structure on which it is to be displayed?	The signage strategy seeks illumination for all signs. The signs are proposed to be backlit with all cabling concealed within the sign or signage structure.	Yes
7 Illumination		
Would illumination result in unacceptable glare?	The proposed illumination will not result in unacceptable glare, affect safety for pedestrians, vehicles or aircraft.	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?	The illumination is subject to a curfew, with Condition F15 of the consent limiting illumination between dawn and midnight, with the exception of the gym, to maintain amenity for areas surrounding the site.	
Would illumination detract from the amenity of any residence or other form of accommodation?		
Can the intensity of the illumination be adjusted, if necessary?	In addition, Signs N and O are not to be illuminated to protect the amenity of a nearby residential property, and a condition is recommended to reflect this.	
Is the illumination subject to a curfew?		
8 Safety		
Would the proposal reduce safety for any public road?	The signage is integrated into the building and the signage zones are unlikely to adversely impact on safety for road uses, pedestrians and cyclists.	Yes
Would the proposal reduce the		

Assessment Criteria	Comments	Comply
safety for pedestrians or bicyclists?		
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The signage is integrated into the building and will contribute to wayfinding in and around the building.	