

PENRITH CITY COUNCIL

MAJOR ASSESSMENT REPORT

Application number:	DA18/0838
Proposed development:	Business Identification Signage for Data Centre
Property address:	15 Templar Road, ERSKINE PARK NSW 2759
Property description:	Lot 3 DP 1160603
Date received:	22 August 2018
Assessing officer	Lauren Van Etten
Zoning:	SEPP - (WSEA) 2009 - ZONE IN1
Class of building:	Class 10b
Recommendations:	Approve

Executive Summary

Council is in receipt of a development application for installation of signage.

The proposal is ancillary to the data centre on the site. The subject site is zoned IN1 General Industrial under State Environmental Planning Policy (Western Sydney Employment Area) 2009 the proposal is permissible in the IN1 zone with consent.

An assessment under Section 4.15 of the Environmental Planning and Assessment Act 1979 has been undertaken and the application is recommended for approval, subject to recommended conditions.

Site & Surrounds

The subject site is located south of the corner of Lenore Drive and Templar Road, Erskine Park. The site is occupied by an approved data centre with a total area of 1.65 hectares.

The site is regular (almost square) in shape and essentially flat, with a front and rear boundary length of approximately 128 metres.

Surrounding development is mainly industrial in nature. The nearest residential area is located approximately 600m north of the site.

To the north of the site is an existing data centre operated by Digital Realty. The land to the south of the subject site contains an industrial development operated by Blue Scope Steel, while further industrial uses including Darley Aluminium are located to the west and east.

Proposal

The proposed development includes the following aspects:

- Installation of 2 illuminated signs, consisting of fabricated stainless steel (one wall sign 960mm by 6375mm and one door sign 500mm by 1m).

Plans that apply

- State Environmental Planning Policy (Western Sydney Employment Area) 2009
- State Environmental Planning Policy No 64—Advertising and Signage
- Sydney Regional Environmental Plan No.20 - Hawkesbury Nepean River

Planning Assessment

• Section 79C - Evaluation

The development has been assessed in accordance with the matters for consideration under Section 4.15 of the Environmental Planning and Assessment Act 1979, and having regard to those matters, the following issues have been identified for further consideration.

Section 79C(1)(a)(i) The provisions of any environmental planning instrument

State Environmental Planning Policy (Western Sydney Employment Area) 2009

The subject development site is zoned IN1 General Industrial under SEPP WSEA. The proposed signage is not considered to diminish the existing development's compliance with this plan.

The proposed signage meets the design principles within this policy as it has been designed to a high standard. Further, the bulk and scale of the signage is compatible with the building overall, and is compatible with other employment-generating development in the precinct.

State Environmental Planning Policy No 64—Advertising and Signage

An assessment has been undertaken of the proposal against relevant criteria within State Environmental Planning Policy No. 64—Advertising and Signage.

The proposed signage is consistent with the aims and objectives of SEPP 64. An assessment under Schedule 1 has been undertaken below.

Criteria	Compliance – Yes/No
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?</i>	Yes
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	Yes
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?</i>	No
3. Views and Vistas	

<i>Does the proposal obscure or compromise important views?</i>	No
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	No
<i>Does the proposal respect the viewing rights of other advertisers?</i>	Yes
4. Streetscape, setting or landscape	
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	Yes
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	Yes
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	Yes
<i>Does the proposal screen unsightliness?</i>	Yes
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	No
<i>Does the proposal require ongoing vegetation management?</i>	No
5. Site and building	
<i>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?</i>	Yes
<i>Does the proposal respect important features of the site or building, or both?</i>	Yes
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	Yes
6. Associated devices and logos with advertisements and advertising structures	
<i>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?</i>	N/A
7. Illumination	
<i>Would illumination result in unacceptable glare?</i>	No
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	No

<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	No
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	N/A
<i>Is the illumination subject to a curfew?</i>	N/A
8. Safety	
<i>Would the proposal reduce the safety for any public road?</i>	No
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	No
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	No

Sydney Regional Environmental Plan No.20 - Hawkesbury Nepean River

The proposed development will have no impact on the river system and is consistent with the objectives and controls of SREP 20.

Section 79C(1)(a)(iii) The provisions of any development control plan

Section 79C(1)(a)(iv) The provisions of the regulations

The proposal complies with the relevant provisions of the regulations subject to standard conditions of consent.

Section 79C(1)(b)The likely impacts of the development

Context and Setting

It is considered that the proposed signage will have a negligible impact on the streetscape and surrounding area.

Access and Transport

There will be no significant adverse impacts as a result of the proposed development in relation to access and transport. The signage will not restrict or alter access to existing car parking areas.

Section 79C(1)(c)The suitability of the site for the development

The site is suitable for the development as the proposal is permissible in the IN1 zone, consistent with the applicable environmental planning instruments and compatible with the surrounding land uses.

Section 79C(1)(e)The public interest

The proposed development will not generate any significant issues of public interest.

Conclusion

In assessing this proposal against the relevant environmental planning policies, being SEPP 64, SEPP (WSEA) 2009 and DCP 2014, the proposal satisfies the aims, objectives and provisions of these policies. The site is suitable for the proposed development, the proposal is in the public interest, and the proposal is unlikely to generate any negative impacts on the surrounding area. Therefore, the application is worthy of support, subject to recommended conditions.

Recommendation

That DA18/0838 for the installation of signage at 13-23 Templar Road, Erskine Park, be approved subject to the attached conditions.

General

1 A001

The development must be implemented substantially in accordance with the approved site plan drawn by ARUP, dated 21/08/18, numbered DA002, Reference Number 150317 and any supporting information received with the application, except as may be amended in red on the approved plan and by the following conditions.

2 A039 - Graffiti

The finishes of all signage structures are to be maintained at all times and any graffiti or vandalism immediately removed/repaired.

3 A Special (BLANK)

The approved signage shall not be fitted with any flashing or moving lights or elements and shall not distract passing motorists or impact on visual amenity.

4 A Special (BLANK)

All signage is to be wholly contained within the site and shall not extend beyond property boundaries.

5 A Special (BLANK)

Any wiring or installation fixtures associated with the signage or internal illumination shall be contained wholly within the body of the signage and/or not be visible from the public domain.

6 A Special (BLANK)

Erection of the signage shall not unduly reduce or compromise the structural integrity of the existing building.

Environmental Matters

7 D009 - Covering of waste storage area

All waste materials stored on-site during the works are to be contained within a designated area such as a waste bay or bin to ensure that no waste materials are allowed to enter the stormwater system or neighbouring properties. The designated waste storage areas shall provide at least two waste bays / bins so as to allow for the separation of wastes, and are to be fully enclosed when the site is unattended.

BCA Issues

8 E001 - BCA compliance

All aspects of the signage design shall comply with the applicable performance requirements of the Building Code of Australia so as to achieve and maintain acceptable standards of structural sufficiency, safety (including fire safety), health and amenity for the on-going benefit of the community. Compliance with the performance requirements can only be achieved by:

(a) complying with the deemed to satisfy provisions, or

(b) formulating an alternative solution which:

- complies with the performance requirements, or
- is shown to be at least equivalent to the deemed to satisfy provision, or
- (c) a combination of (a) and (b).

Construction

9 H011 - Engineering plans & specifications

The approved signage is to be installed strictly in accordance with the manufacturer's specifications. **A statement from the signage contractor shall be submitted to Penrith City Council in this regard upon completion of the signage installation.**