

Planning Services

Gateway Determination Report

LGA	Liverpool
RPA	Liverpool
NAME	To allow signage as permissible use with consent in B3 Commercial Core and B4 Mixed Use zones in Liverpool City Centre
NUMBER	PP_2018_LPOOL_001_00
LEP TO BE AMENDED	Liverpool LEP 2008
ADDRESS	Liverpool City Centre
DESCRIPTION	Liverpool City Centre, as identified in Liverpool LEP 2008
RECEIVED	22 January 2018
FILE NO.	IRF18/158
POLITICAL DONATIONS	There are no donations or gifts to disclose and a political donation disclosure is not required
LOBBYIST CODE OF CONDUCT	There have been no meetings or communications with registered lobbyists with respect to this proposal

INTRODUCTION

Description of Planning Proposal

To amend Liverpool Local Environmental Plan (LEP) 2008 to allow signage as a permissible use with consent in B3 Commercial Core and B4 Mixed Use zones in Liverpool City Centre.

Site Description/Surrounding Area

Liverpool City Centre is identified on Liverpool LEP 2008 Key Sites maps 011, 012 and 014. It includes prominent buildings such as the Court House, Council offices, TAFE, Liverpool Hospital, Railway Station, Westfields and some residential flat buildings. Majority of the land within the city centre are zoned B3 Commercial Core, however most of these will be rezoned to B4 Mixed Use when the Draft Amendment No 52 to Liverpool LEP 2008 for the City Centre is made in the very near future. Liverpool City Centre and zoning maps are at **Attachment F**.

Council report

Council on 16 April 2016 resolved to prepare a planning proposal to allow signage as a permissible use with consent in B3 and B4 zoned areas within the City Centre. Council advises this is in response to land owners requests and Council's internal review on future use of Council assets. In the Liverpool LEP 2008, building identification signs and business identification signs are permissible but advertising structures such as billboard signs and other commercial signs are not. Building identification signs and business identification signs only allows advertising for the building, person or business located at the premises where the sign is located but does not allow general advertising of products, goods or services.

Council wants building identification signs, business identification signs and advertising signs to be permissible in B3 and B4 zones within the City Centre. Signage is a group term in the Standard Instrument LEP for building identification signs, business identification signs and advertising structures. Council proposes to add signage as a permissible land use in the land use tables for B3 and B4 zones to allow all three land uses with consent and remove building identification signs and business identification signs from the land use tables of the two zones.

The State Environmental Planning Policy (SEPP) No 64 – Advertising and Signage does not permit advertising where it is prohibited under an LEP (other than advertising in transport corridors). The planning proposal will enable all signage within the City Centre B3 and B4 zones to be regulated by the controls in the SEPP.

Summary of Recommendation

The planning proposal will enable signage to be a permissible use with development consent. The signs will be regulated by controls in the State Environmental Planning Policy No 64 – Advertising and Signage. The permissibility of signage will have a positive economic effect for the LGA. It will have potential to generate rental revenue for businesses, property owners and public authorities from renting advertising signs.

The planning proposal is of a minor nature and is recommended that the planning proposal proceed with conditions and Council is to exercise Greater Sydney Commissions' delegation to finalise the plan.

PROPOSAL

Objectives or Intended Outcomes

The objectives of the planning proposal are to allow signage as a permissible use with consent in B3 Commercial Core and B4 Mixed Use zones in Liverpool City Centre.

Explanation of Provisions

The planning proposal will amend Liverpool Local Environmental Plan (LEP) 2008 to:

- insert signage as a permissible land use in the land use tables for B3 Commercial Core and B4 Mixed Use zones; and
- remove building identification signs and business identification signs from B3 Commercial Core and B4 Mixed Use zones land use tables.

Mapping

No mapping changes are involved.

NEED FOR THE PLANNING PROPOSAL

The planning proposal is not the result of a strategic study, however, Council advises that it is in response to land owners request and an internal review of rationalising future Council assets. The intended outcomes and the proposed changes to the zone tables can only be achieved through an amendment to Liverpool LEP 2008.

STRATEGIC ASSESSMENT

State

The planning proposal is consistent with Goal 1 A competitive economy with world-class services and transport (Direction 1.4 Transform the productivity of Western Sydney through growth and investments and Direction 1.7 Grow strategic centres – providing more jobs

closer to home) of A Plan for Growing Sydney. The proposal will have potential to generate rental revenue for businesses, property owners and public authorities from renting advertising signs and promote economic growth in the area.

Regional/District

Liverpool LGA is located within the draft Western City District Plan area. The Planning Proposal is consistent with the productivity objectives and Liverpool Collaboration Area process outlined in the draft Central City District. It will encourage economic growth of Liverpool City Centre and support Liverpool Collaboration Area process to develop the commercial core.

Local

Council advises the Planning Proposal is not the result of a strategic study. The proposal is in response to land owners requests and Council's internal review on future use of Council assets.

Section 117(2) Ministerial Directions

1.1 Business and Industrial Zones

Although the planning proposal will not increase business zoned land but will support businesses in the city centre.

3.4 Integrating Land Use and Transport

The planning proposal is consistent with the direction. It will encourage more businesses/jobs in the city centre near transport nodes and will potentially reduce car use.

7.1 Implementation of A Plan for Growing Sydney

The planning proposal is consistent with this direction. The proposal will promote economic growth in the city centre.

State Environmental Planning Policies

The planning proposal is not inconsistent with any applicable SEPPs.

State Environmental Planning Policy No 64 – Advertising and Signage

The SEPP contains controls that regulates design, placement and development of advertisements and advertising structures. The SEPP does not permit advertising where it is otherwise prohibited under an LEP. The planning proposal will enable all signage within the City Centre, B3 and B4 zones to be regulated by the SEPP.

SITE SPECIFIC ASSESSMENT

Social/Economic

The planning proposal will facilitate economic growth of Liverpool City Centre, and will have a positive social and economic impact for the area.

Environmental

Council advises the proposed signage may have some negative impact on the visual character of the area and road safety hazard. It is considered that the controls in the State Environmental Planning Policy No 64 – Advertising and Signage related to design, placement and development of advertisements and advertising structures will ensure these impacts are minimised.

CONSULTATION

Community

The planning proposal is of a low impact in nature and community consultation is proposed by Council for 14 days, which is appropriate.

Agencies

Agency consultation with RMS and local businesses are proposed.

TIMEFRAME

The timeframe for finalisation of the planning proposal is recommended for 12 months in line with the timeframe proposed by Council.

DELEGATION

Council has not requested the use of plan making delegations. The proposal is of a minor nature and will not have significance impact on the surrounding environment. Evaluation criteria for delegation of plan making functions is at **Attachment G**. It is recommended Council be given delegation to finalise the proposal. All relevant documents authorising Council to exercise delegation of plan making functions are at **Attachment D**.

CONCLUSION

The planning proposal is supported to proceed with conditions because it is of a minor nature and will facilitate economic growth of Liverpool City Centre, and will have a positive social and economic impact for the area.

RECOMMENDATION

It is recommended that the delegate of the Secretary:

1. Agree any inconsistency with Section 117 Directions 3.1 Residential Zones is minor.

It is recommended that the delegate of the Greater Sydney Commission, determine that the planning proposal should proceed subject to the following conditions:

1. The planning proposal should be made available for community consultation for a minimum of 14 days.
2. Consultation is required with the following public authorities:
 - RMS; and
 - Liverpool Chamber of Commerce and Industry.

3. The timeframe for completing the LEP is to be 12 months from the date of the Gateway determination.
4. Given the nature of the planning proposal, Council should be authorised to exercise delegation to make this plan.

23/1/2018

Adrian Hohenzollern

Team Leader, Sydney Region West

Contact Officer: Cho Cho Myint
Sydney Region West
Phone: 98601507