

REQUEST TO PREPARE A PLANNING PROPOSAL MACQUARIE CENTRE - CNR HERRING ROAD AND WATERLOO ROAD, NORTH RYDE

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SA6519
FINAL
PREPARED FOR AMP CAPITAL PTY LTD

URBIS

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1. INTRODUCTION

1.1. OVERVIEW

This Planning Proposal has been prepared by Urbis on behalf of AMP Capital Investors Pty Ltd (**the Applicant**) to initiate the preparation of an amendment to the *Ryde Local Environmental Plan 2014 (RLEP 2014)*. This amendment would result in an amendment to Schedule 1 Additional Permitted Uses of the RLEP 2014 so that development for the purposes of one *advertising structure* is permissible with development consent for land at Macquarie Centre (**the site**).

This report has been prepared to assist Council in preparing a Planning Proposal for the site in accordance with Section 55 of the *Environmental Planning and Assessment Act 1979 (EP&A Act)*.

1.2. BACKGROUND

Macquarie Centre is an existing regional shopping centre located within the heart of the Macquarie Park Corridor, a major employment precinct that is generally bound by arterial roads including the M2 Motorway, Epping Road and Lane Cove Road.

Macquarie Centre was originally constructed in 1981. The centre has undergone various stages of redevelopment and extensions. A major refurbishment occurred in 2000, 2003 and most recently in 2014, creating a fresh food court, the addition of a new full line David Jones department store, a second full line supermarket (Coles), a value supermarket (Aldi), with new speciality food and convenience stores. Macquarie Centre is the largest shopping centre in NSW and the 8th largest shopping centre in Australia and includes a wide range of retail, entertainment and service offerings.

There is an existing digital *business identification sign* located towards the south-west corner of the site fronting Waterloo Road. This currently displays content related to Macquarie Centre and its tenants in accordance with the development consent (LDA 2013/055). This sign complies with the operational parameters governing road safety, hours of illumination, illumination levels, language requirements, dwell times, transition times and malfunction procedures.

The site is zoned B4 Mixed Use under RLEP 2014. However, an *advertising structure* is prohibited within the B4 Mixed Use zone under the RLEP 2014. Advertising structures permit third party advertising. A *building identification sign* and *business identification sign* is permissible with development consent in the B4 Mixed Use zone.

The intended outcome of this planning proposal is to legitimise the use of the existing approved digital sign fronting Waterloo Road to be used as an *advertising structure* that would permit the display of:

- Community content - 10%;
- Macquarie Centre promotional material -5%; and
- Products, goods or services that do not directly relate to Macquarie Centre or its tenants (third party advertising) – 85%.

There will be no change to the operation or physical appearance of the approved digital sign on Waterloo Road arising from the proposal.

1.3. STRUCTURE OF REPORT

As required by Section 55 of the EP&A Act and the relevant guidelines prepared by the NSW Department of Planning and Infrastructure including *A Guide to Preparing Local Environmental Plans* and *A Guide to Preparing Planning Proposals* as revised in August 2016, this Planning Proposal includes the following:

- Description of the site and its context.
- Description of the proposed amendments to the RLEP 2014 supported by sufficient detail to indicate the effect of the amendment.
- Statement of the objectives and intended outcomes of the proposal.
- Explanation of the provisions of the proposal that are to be included in the LEP.
- Summary of the justification of the proposal.

In support of this Planning Proposal request, the following information is provided:

- Appendix A –Content Management Plan (December 2016) prepared by Urban Concepts.

2. SITE AND SURROUNDS

2.1. REGIONAL CONTEXT

The site is located within the suburb of North Ryde in the Ryde Local Government Area, approximately 15 kilometres north-west of the Sydney Central Business District (refer **Figure 1**). Key centres within close proximity to the site include Chatswood (approximately 5 kilometres away) and Parramatta (approximately 10 kilometres away).

Figure 1 – Regional Context – Macquarie Centre



2.2. LOCAL CONTEXT

Macquarie Centre is located within the heart of the Macquarie Park Corridor, a major employment precinct that is generally bound by arterial roads, including the M2 Motorway, Epping Road, and Lane Cove Road.

Macquarie Park currently has the second largest office market in NSW and is Sydney's fastest growing business precinct. Macquarie Park is characterised by a number of significant land uses including Macquarie Centre, Macquarie University and substantial businesses (such as Optus, Foxtel, Sonic Healthcare, Oracle, Schneider Electric, Microsoft, etc.). Macquarie Park contains approximately 850,000sqm of commercial office space and employs more than 43,000 workers, with additional capacity for greater floor space. It is viewed as an innovative research, education, medical and technology employment centre.

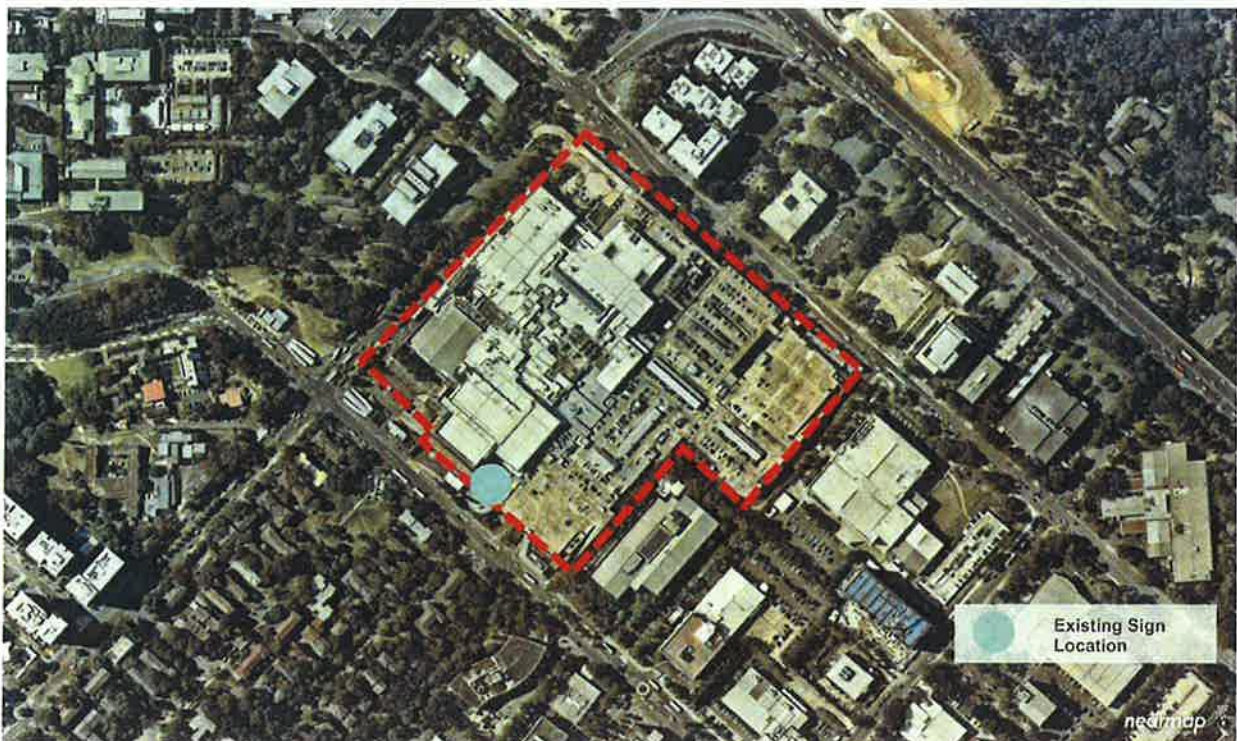
Macquarie Centre is a key component of the Macquarie University Station (Herring Road) Priority Precinct. Changes in land use zoning and significant uplift in building height and density controls for the precinct were gazetted on 2 October 2015. These amendments will facilitate the precinct's transformation into a vibrant, mixed use transit orientated centre. The precinct is prioritised for growth and it is expected that it will accommodate an additional 5,800 new dwellings by 2031.

2.3. THE SITE

Macquarie Centre is approximately 11.25 hectares in area and is located at the corner of Waterloo Road, Herring Road and Talavera Road, Macquarie Park. The site is legally described as Lot 100 in DP 1190494. Macquarie Centre is indicated in the aerial photograph at Figure 2.

The site is bound by Herring Road to the north west, Talavera Road to the north east, commercial uses to the south east and Waterloo Road to the south west. The site has excellent access to public transport, situated immediately adjacent the Macquarie University Railway Station and the Herring Road Bus Interchange. Located between the M2 Hills Motorway and Epping Road, the site also enjoys excellent vehicle connectivity.

Figure 2 - Aerial (Flown 4 November 2016)



2.4. EXISTING DEVELOPMENT

The site is currently occupied by Macquarie Centre. Macquarie Centre is the largest shopping centre in NSW and the 8th largest shopping centre in Australia and includes a wide range of retail, entertainment and service offerings

Macquarie Centre is a significant regional shopping centre in Sydney. This significance is recognised by the draft North District Plan, which identifies Macquarie Centre as a key land use within the Macquarie Park corridor and an integral part of one of the largest strategic centres in the district. Similarly, the Ryde Development Control Plan 2014 (RDCP 2014) identifies Macquarie Centre as a regional shopping centre.

The existing shopping centre comprises the following components:

- Five level centre accommodating 368 stores, including major retailers such as David Jones, Myer, Target, Big W, ALDI, Coles, and Woolworths. As well as many mini major international retail stores including H&M, Zara, Uniqlo, Forever 21, Gap and Sephora.
- Entertainment offerings including a cinema complex and ice skating rink.
- 4,755 car parking spaces.
- Total gross floor area of 170,850sq.m.

Macquarie Centre has nearly one kilometre of street frontage along Talavera, Herring and Waterloo Roads combined, with Herring Road having a 355m street frontage and only one 7.5m wide entry to the centre.

Figure 3 – Photographs of Existing Development



Picture 1 – As Viewed from Waterloo Road



Picture 2 – The Main Entrance from Herring Road



Picture 3 – As Viewed from Herring Road and Talavera Road Intersection

2.5. EXISTING DIGITAL SIGN

A digital *business identification sign* has been approved and constructed at the south-west corner of the site fronting Waterloo Road. The sign is visible from Waterloo Road from the east. Photographs of the sign from various location is provided in **Figure 4**.

The sign provides branding for Macquarie Centre and assists in screening the vehicle ramp behind. The curved sign has an overall size of 3.2m (h) x 12.8m (w).

The existing digital sign complies with the operational parameters governing road safety, hours of illumination, illumination levels, language requirements, dwell times, transition times and malfunction procedures.

Figure 4 – Photographs of Existing Digital Sign



Picture 4 – As Viewed from Waterloo Road (Looking North)



Picture 5 – As Viewed from Waterloo Road (Looking East)

2.6. SURROUNDING DEVELOPMENT

Macquarie Centre is located in the Macquarie Park Corridor, an existing area characterised by a mix of land uses (significant land uses include Macquarie Centre, Macquarie University and large business parks such as Optus) and architectural styles. The predominant building form in the Macquarie Park Corridor are typically large, freestanding buildings setback from the street, with large at grade car parks. There is some redevelopment already occurring within the area, including mixed use, commercial and residential developments of a mid to high scale.

The site is surrounded by the following and as indicated in **Figure 5**:

- To the north east of the site is Talavera Road. The opposite side of Talavera Road comprises a recently completed residential flat building/serviced apartment development in addition to large scale commercial developments.
- Adjacent to the south east of the site are commercial developments, with associated at grade car parking and landscaping. An application for a mixed use development has been lodged at neighbouring 101 Waterloo Road. This DA is currently under assessment by Council.
- Immediately to the south west of the site is Macquarie University railway station. The Parramatta to Epping railway tunnels run below Waterloo Road adjacent to the southern site boundary. The railway station is setback approximately 7-8m from the site boundary and the nearest tunnel is set back approximately 30m from the site boundary. Further to the south west, on the opposite side of Waterloo Road, comprises medium density four storey residential flat buildings and public open space known as Elouera Reserve.
- To the north west of the site is the Herring Road Bus Station adjacent to Herring Road. On the opposite side of Herring Road is Macquarie University. It is currently characterised by low to medium scale buildings in a bushland setting. Macquarie University has Concept Plan approval for the redevelopment of their site. The future character of the University envisaged under the Macquarie University Station (Herring Road) Precinct Plan is a mixed use, medium to high density campus.

Figure 5 – Photographs of the Surrounds



Picture 6 – Macquarie University



Picture 7 – Elouera Reserve



Picture 8 – Waterloo Road



Picture 9 – Station Entrance Adjacent to Site

3. BACKGROUND

3.1. DEVELOPMENT APPLICATION HISTORY

Macquarie Centre was originally constructed in 1981. The centre has undergone various stages of redevelopment and extensions. A major refurbishment occurred in 2000, 2003 and most recently in 2014, incorporating a number of mini majors and anchor tenants including David Jones, Coles and ALDI.

3.1.1. Existing Digital Business Identification Sign

Development consent was issued by Council on 4 June 2014 for 'signage for the Macquarie Shopping Centre' (LDA 2013/0533). The existing digital sign facing Waterloo Road was identified as Sign 45 on the approved drawings. Sign 45 was approved for use as a *business identification sign*.

On 23 September 2015 Council issued an Order to the Applicant over concerns that the digital images being displayed on the screen did not comply with LDA 2013/0533. Specifically, the concerns that Council sought the Applicant to address included:

"To alter the advertisements that are displayed on the electronic dynamic illuminated sign listed as sign No. 45 in LD and which is facing Waterloo Road, Macquarie Park to prevent products from being advertised that are contrary to the development consent.

Cease advertising products or services on the sign that do not directly relate to the shopping centre, and does not fit the standard definition of a business identification sign as defined in the Ryde LEP 2014.

Only logos, names of stores or retail outlets that directly relate to the branding or identification of stores that are located within the shopping centre are to be advertised on the screen."

AMP Capital Investors Pty Ltd has subsequently amended the content display so that it fully complies with the definition of a *business identification sign*, as defined in RLEP 2014.

3.1.2. Stage 1 DA

A Stage 1 Development Application (DA) for the mixed use redevelopment of Macquarie Centre was approved by the Sydney East Joint Regional Planning Panel (JRPP) on 10 November 2016. Consent has been granted for concept approval building envelopes for the proposed basement, expanded envelope and four tower forms.

4. STRATEGIC PLANNING CONTEXT

4.1. A PLAN FOR GROWING SYDNEY

A *Plan for Growing Sydney* was released by the Department of Planning and Environment on 14 December 2014. The strategy outlines the State Government's strategic framework for managing and delivering growth in Sydney over the next 18 years.

Under the plan, Macquarie Park is featured significantly, being at the northern end of the 'Global Economic Corridor' (as illustrated in **Figure 6**) and a major generator of economic growth and one of the main destinations for employment.

Directions within the plan relevant to this planning proposal include:

- Direction 1.6: Expand the Global Economic Corridor.
 - Action 1.6.1: Grow high-skilled jobs in the global economic corridor by expanding employment opportunities and mixed-use activities.
- Direction 1.7: Grow strategic centres – providing more jobs closer to home.
 - Action 1.7.1: Invest in strategic centres across Sydney to grow jobs and housing and create vibrant hubs of activity.

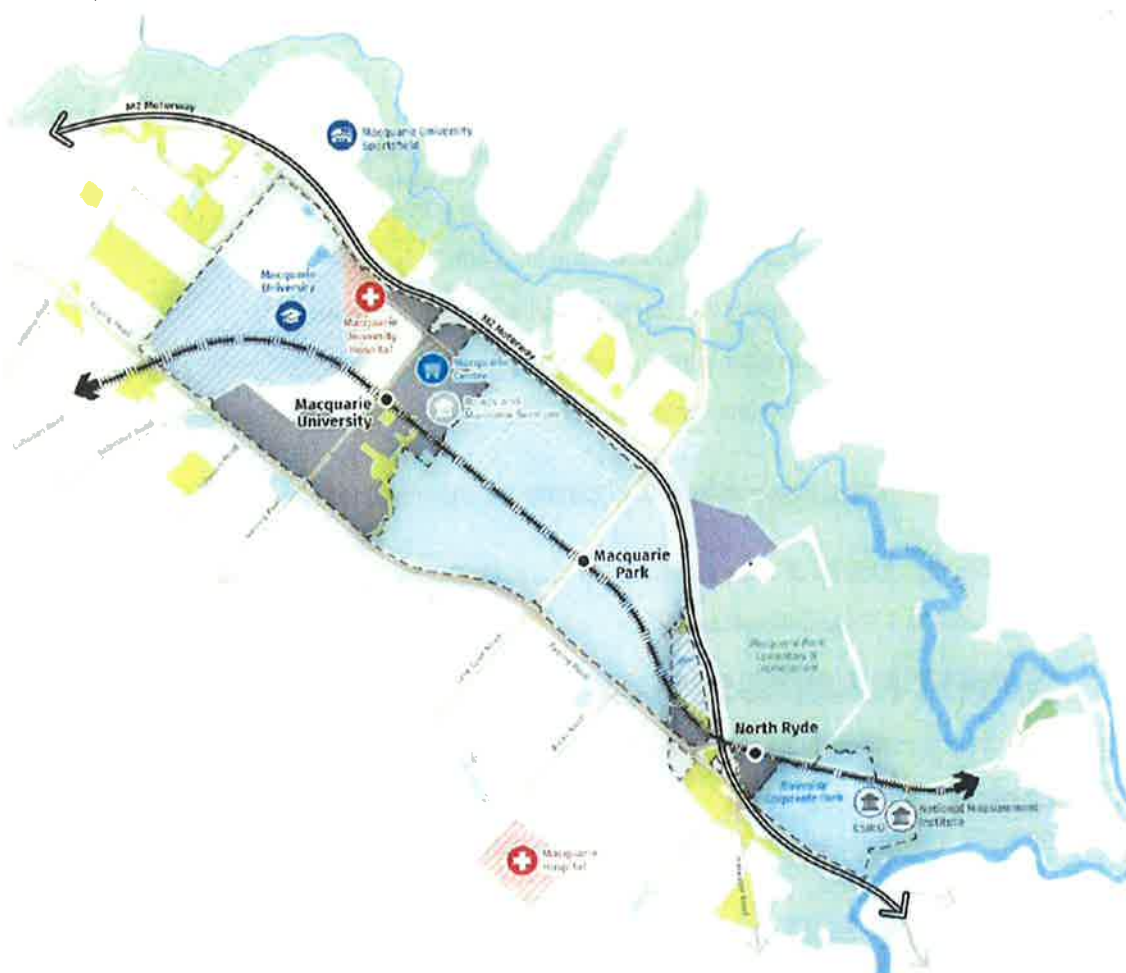
The use of the existing sign on Waterloo Road for general advertising will reinforce the role of a regionally significant shopping centre within the Global Economic Corridor. Consistency with the relevant strategic directions has been addressed within Section 8.2 of this proposal.

A draft amendment to update *A Plan for Growing Sydney*, identified as *Towards our Greater Sydney 2056* was released in November 2016. This amendment also identifies Macquarie Park as a key component of the established 'Eastern City'.

Figure 6 – A Plan for Growing Sydney



Figure 8 – Macquarie Park Centre



Source: draft North District Plan

5. REQUEST TO PREPARE A PLANNING PROPOSAL

5.1. REQUEST OVERVIEW

This Planning Proposal has been prepared in accordance with Sections 55(1) and (2) of the EP&A Act with consideration of the relevant guidelines, namely the revised 'A Guide to Preparing Planning Proposals' issued by the Department of Planning and Environment (August 2016).

Accordingly, the proposal is discussed in the following six parts:

- Part 1 (Section 5) – A statement of the objectives or intended outcomes.
- Part 2 (Section 6) – An explanation of the provisions that are to be included in the proposed LEP.
- Part 3 (Section 7) – The justification for those objectives, outcomes and the process for their implementation.
- Part 4 (Section 8) – Maps, where relevant, to identify the intent of the Planning Proposal and the area to which it applies.
- Part 5 (Section 9) – Details of community consultation for the Planning Proposal.
- Part 6 (Section 10) – Project timelines.

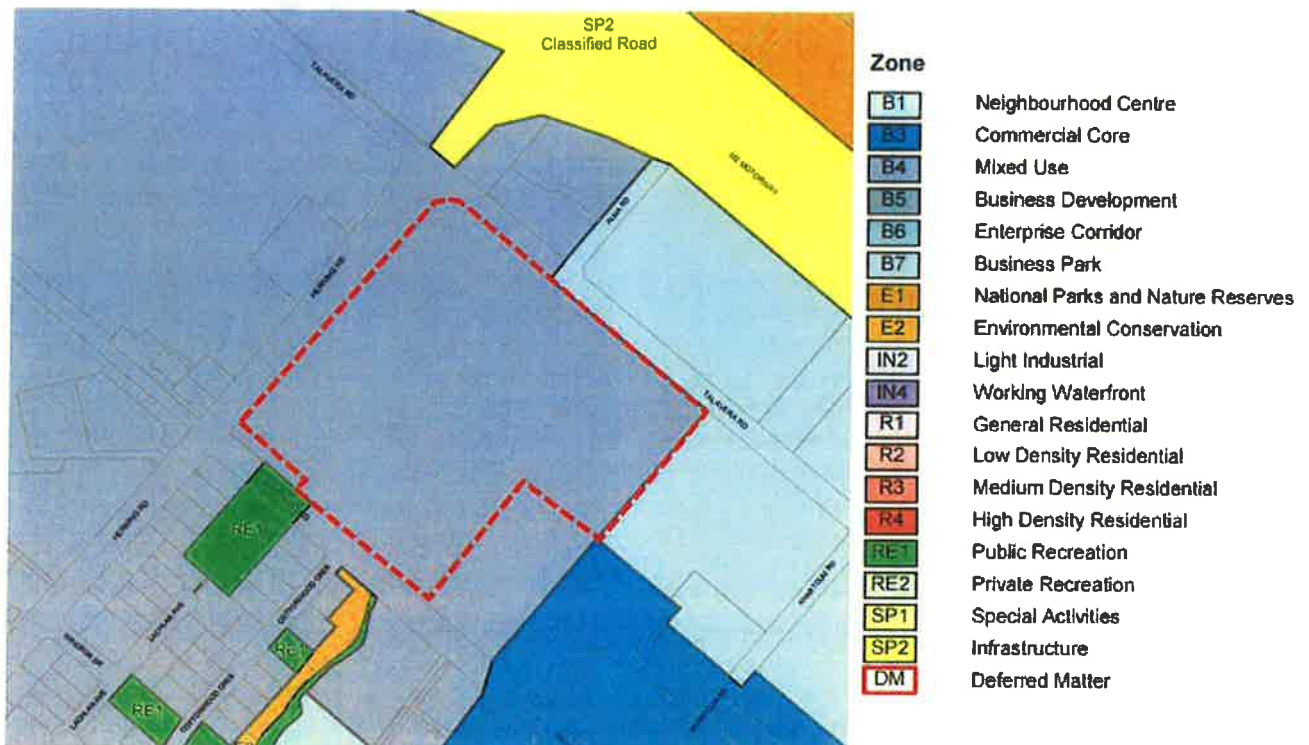
5.2. CURRENT PLANNING CONTROLS

The primary planning controls that apply to the site are contained within RLEP 2014.

5.2.1. Zoning

Under RLEP 2014, the site is zoned B4 Mixed Use as illustrated in Figure 9.

Figure 9 – Zoning Extract



5.2.2. Land Use

The uses permitted without development consent, with development consent and prohibited in the B4 Mixed Use zone under RLEP 2014 are documented below. Whilst, *building identification signs* and *business identification signs* are permitted in the B4 Mixed Use zone, an *advertising structure* which is included under the blanket definition of *signage* is prohibited.

2. Permitted without consent:

Home occupations

3. Permitted with consent:

Boarding houses; Building identification signs; Business identification signs; Child care centres; Commercial premises; Community facilities; Educational establishments; Entertainment facilities; Function centres; Hotel or motel accommodation; Information and education facilities; Medical centres; Passenger transport facilities; Recreation facilities (indoor); Registered clubs; Respite day care centres; Restricted premises; Roads; Seniors housing; Shop top housing; Waste or resource transfer stations; Any other development not specified in item 2 or 4

4. Prohibited

Agriculture; Air transport facilities; Animal boarding or training establishments; Biosolids treatment facilities; Camping grounds; Caravan parks; Depots; Eco-tourist facilities; Farm buildings; General industries; Heavy industrial storage establishments; Heavy industries; Home occupations (sex services); Industrial training facilities; Resource recovery facilities; Sewage treatment plants; Sex services premises; Signage; Vehicle body repair workshops; Vehicle repair stations; Waste disposal facilities; Water recycling facilities; Water supply systems

The objectives of the zone are:

- *To provide a mixture of compatible land uses.*
- *To integrate suitable business, office, residential, retail and other development in accessible locations so as to maximise public transport patronage and encourage walking and cycling.*
- *To ensure employment and educational activities within the Macquarie University campus are integrated with other businesses and activities.*
- *To promote strong links between Macquarie University and research institutions and businesses within the Macquarie Park corridor.*

5.2.3. Land Use Definitions

Under the RLEP 2014 *building identification sign* and *business identification sign* is permissible with development consent. However, *signage* is prohibited under RLEP 2014 in the B4 Mixed Use zone. The applicable definitions are provided below.

"Signage any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

- (a) an advertising structure,
- (b) a building identification sign,
- (c) a business identification sign,

but does not include a traffic sign or traffic control facilities."

"advertising structure means a structure used or to be used principally for the display of an advertisement."

"advertisement means a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.'

"building identification sign means a sign that identifies or names a building and that may include the name of a building, the street name and number of a building, and a logo or other symbol but does not include general advertising of products, goods or services.

Note. Building identification signs are a type of signage—see the definition of that term in this Dictionary"

"business identification sign means a sign:

- (a) that indicates:
 - (i) the name of the person or business, and
 - (ii) the nature of the business carried on by the person at the premises or place at which the sign is displayed, and
- (b) that may include the address of the premises or place and a logo or other symbol that identifies the business,

but that does not contain any advertising relating to a person who does not carry on business at the premises or place."

6. PART 1 – OBJECTIVES OR INTENDED OUTCOMES

6.1. OBJECTIVES AND INTENDED OUTCOMES

The primary objective of the proposed LEP amendment is to allow the existing digital sign facing Waterloo Road to be used as an *advertising structure* that would permit the display of:

- Community content - 10%;
- Macquarie Centre promotional material -5%; and
- Products, goods or services that do not directly relate to Macquarie Centre or its tenants (third party advertising) – 85%.

There are a number of ancillary beneficial outcomes that will result from this planning proposal. These include:

- Permit the display of community content for use by Ryde Council, such as information relating to community events and public service announcements.
- Reflect Macquarie Centre's significant regional shopping centre status in a strategic centre at the forefront of a dynamic and changing retail environment.
- Allow Macquarie Centre to successfully integrate the use of digital content into a retail environment.
- Allow businesses to interact and market to their customers with up to date cutting -edge messages that are relevant to their customer base, reflect, and reinforce their brand and adapt to specific environmental conditions within the retail environment.
- Contribute to the variety and interest of the streetscape, providing electronic advertising content that meets the requirements of all the relevant Commonwealth and State legislation and relevant industry Codes of Practice, as detailed in the Content Management Plan, prepared by Urban Concepts (Appendix A).

7. PART 2 – EXPLANATION OF THE PROVISIONS

7.1. PROVISIONS OVERVIEW

The intended outcome of the Planning Proposal is to facilitate the use of the existing digital sign on Waterloo Road frontage to be used as an *advertising structure*.

This Planning Proposal aims to achieve this outcome by amending Schedule 1 Additional Permitted Uses to allow one *advertising structure* at Lot 100 in DP 1190494 (Macquarie Centre).

7.2. PROPOSED OUTCOME

The intended outcome of this planning proposal is to allow the existing digital sign fronting Waterloo Road to be used for the purpose of an *advertising structure* on the site. This would allow the existing digital sign to display:

- Community content;
- Macquarie Centre promotional material; and
- Products, goods or services that do not directly relate to Macquarie Centre or its tenants (third party advertising).

The change of use of the digital sign from a *business identification sign* to *advertising structure* would be the subject of a future DA.

Macquarie Centre is located within a Strategic Centre and is located within the Global Economic Corridor under *A Plan for Growing Sydney*. It is also identified as a regional shopping centre in the Ryde Development Control Plan 2014 (RDCP 2014). These factors make it a logical and appropriate location for the proposed additional use.

An amendment to Schedule 1 is proposed to apply to land within the Macquarie Centre site. The Schedule 1 amendment is proposed as follows:

"18 Use of certain land at Macquarie Centre – Lot 100 in DP 1190494, Macquarie Park

(1) This clause applies to Lot 100 in DP 1190494.

(2) Development for the purposes of one advertising structure is permitted with development consent."

7.3. OTHER CONTROLS

No changes are proposed to the zoning, height or floor space ratio controls that apply to the site.

7.4. RELATIONSHIP TO EXISTING LOCAL PLANNING INSTRUMENT

It is proposed that RLEP 2014 will continue to apply to the site and will be amended by a site specific LEP amendment in accordance with this Planning Proposal.

8. PART 3 – JUSTIFICATION

8.1. SECTION A – NEED FOR THE PLANNING PROPOSAL

Questions 1 and 2 provide criteria to demonstrate why there is a need for the Planning Proposal above any other option for the future of the site.

Q1. IS THE PLANNING PROPOSAL A RESULT OF ANY STRATEGIC STUDY OR REPORT?

The Planning Proposal is not the direct result of a specific strategic study or report. The need for the proposed LEP amendment has arisen with the ongoing demand for Macquarie Centre to keep pace with a fast-moving retail environment, taking advantage of new technologies in digital signage and distribution of media.

Macquarie Centre is located within the Macquarie Park Strategic Centre and forms part of the Macquarie University Station (Herring Road) Priority Precinct. It is recognised by the draft North District Plan as a key land use within the Macquarie Park corridor and forms an integral part of one of the largest strategic centres in the North District of Sydney.

As the largest shopping centre in NSW and the 8th largest shopping centre in Australia, Macquarie Centre is unique from other shopping centres in the Ryde LGA in both size, scale, connectivity and its regional significance. The RDCP 2014 differentiates between Macquarie Centre and other shopping centres and sites in the Ryde LGA.

Part 9.1, Section 3.2.5 of the RDCP 2014 states that signs for regional shopping and commercial centres will be considered on their merits relative to the general aims contained in Sections 1,2,4, and 5 of Part 9.1. This recognises that there are particularly circumstances that apply to regional shopping centres such as Macquarie Centre and that applications for signage needs to be considered on their merit.

The Planning Proposal recognises Macquarie Centre and its regional role within the Ryde LGA by seeking to permit general advertising and community content on an existing approved digital signage structure. It is not proposed to allow other advertising structures on the site.

Q2. IS THE PLANNING PROPOSAL THE BEST MEANS OF ACHIEVING THE OBJECTIVES OR INTENDED OUTCOMES, OR IS THERE A BETTER WAY?

The Planning Proposal is the only means of achieving the objectives.

Macquarie Centre is a logical and appropriate location for the proposed use, as explained in the sections below. This planning proposal will result in a public benefit as it will permit Council to display their content.

8.2. SECTION B – RELATIONSHIP TO STRATEGIC PLANNING FRAMEWORK

The Department of Planning and Environment's Planning Circular (PS 16-004) notes that a key factor in determining whether a proposal should proceed to Gateway determination should be its strategic merit and site specific merit. It is considered that the planning proposal meets these tests as outlined in the following sections.

Q3. IS THE PLANNING PROPOSAL CONSISTENT WITH THE OBJECTIVES AND ACTIONS OF THE APPLICABLE REGIONAL, SUB-REGIONAL OR DISTRICT PLAN OR STRATEGY (INCLUDING ANY EXHIBITED DRAFT PLANS OR STRATEGIES)?

The Planning Proposal meets the relevant assessment criteria of the 'Guide to Preparing Planning Proposals' (August 2016), as summarised below.

a) Does the proposal have strategic merit?

Table 1 – Strategic Merit Test

Criteria	Planning Proposal Response												
i. Is the Planning Proposal consistent with the relevant district plan, or corridor/precinct plans applying to the site, including any draft regional, district or corridor/precinct plans released for public comment.	A Plan for Growing Sydney The intended outcome of the Planning Proposal is to allow consent to be granted for <i>signage</i> on the site. In doing so, the proposal will respond to the strategic directions which underpin <i>A Plan for Growing Sydney</i>. The relevant provisions of this plan are outlined below. <table border="1"> <thead> <tr> <th>Goal/Direction Objectives</th><th>Planning Proposal</th></tr> </thead> <tbody> <tr> <td colspan="2">Goal 1: A competitive economy with world-class services and transport</td></tr> <tr> <td colspan="2">Direction 1.6: Expand the Global Economic Corridor</td></tr> <tr> <td> Action 1.6.1: - Devise commercial core zoning in targeted locations and update planning controls to increase density, including changing floor space ratio allowances and building height controls to facilitate expansion of these markets. - Help remove barriers to growth and promote more efficient land use outcomes. </td><td> The Planning Proposal will permit one <i>advertising structure</i> on the site. This proposal will allow a land use which will reinforce the role of a regionally significant shopping centre within the Global Economic Corridor. This will help remove barriers for this regional shopping centre to display general advertising and community content similar to other regional shopping centres in Greater Sydney, as outlined in Table 2. </td></tr> <tr> <td colspan="2">Direction 1.7: Grow strategic centres – providing more jobs closer to home.</td></tr> <tr> <td> Action 1.7.1: - Prioritise strategic centres for targeted investment based on the potential of a centre to: - Provide a large number of jobs to increase jobs close to where people live. - Attract significant investment. - Provide a range of services and be an attractive place to live, work and play. - Continue to grow. </td><td> The site is located within Macquarie Park Strategic Centre. Strategic Centres are Sydney's largest and most important hubs for business and employment. The Plan for Growing Sydney aims to focus future growth in these areas. The proposal allows for an improved sense of engagement with the public, with 10% of content dedicated for the use of the Ryde City Council to promote community and civic events or services. The signs primary purpose is to provide an effective medium for advertising. As demonstrated in Table 2 an <i>advertising structure</i> is typically permissible on land in strategic centres across Greater Sydney. </td></tr> </tbody> </table>	Goal/Direction Objectives	Planning Proposal	Goal 1: A competitive economy with world-class services and transport		Direction 1.6: Expand the Global Economic Corridor		Action 1.6.1: - Devise commercial core zoning in targeted locations and update planning controls to increase density, including changing floor space ratio allowances and building height controls to facilitate expansion of these markets. - Help remove barriers to growth and promote more efficient land use outcomes.	The Planning Proposal will permit one <i>advertising structure</i> on the site. This proposal will allow a land use which will reinforce the role of a regionally significant shopping centre within the Global Economic Corridor. This will help remove barriers for this regional shopping centre to display general advertising and community content similar to other regional shopping centres in Greater Sydney, as outlined in Table 2.	Direction 1.7: Grow strategic centres – providing more jobs closer to home.		Action 1.7.1: - Prioritise strategic centres for targeted investment based on the potential of a centre to: - Provide a large number of jobs to increase jobs close to where people live. - Attract significant investment. - Provide a range of services and be an attractive place to live, work and play. - Continue to grow.	The site is located within Macquarie Park Strategic Centre. Strategic Centres are Sydney's largest and most important hubs for business and employment. The Plan for Growing Sydney aims to focus future growth in these areas. The proposal allows for an improved sense of engagement with the public, with 10% of content dedicated for the use of the Ryde City Council to promote community and civic events or services. The signs primary purpose is to provide an effective medium for advertising. As demonstrated in Table 2 an <i>advertising structure</i> is typically permissible on land in strategic centres across Greater Sydney.
Goal/Direction Objectives	Planning Proposal												
Goal 1: A competitive economy with world-class services and transport													
Direction 1.6: Expand the Global Economic Corridor													
Action 1.6.1: - Devise commercial core zoning in targeted locations and update planning controls to increase density, including changing floor space ratio allowances and building height controls to facilitate expansion of these markets. - Help remove barriers to growth and promote more efficient land use outcomes.	The Planning Proposal will permit one <i>advertising structure</i> on the site. This proposal will allow a land use which will reinforce the role of a regionally significant shopping centre within the Global Economic Corridor. This will help remove barriers for this regional shopping centre to display general advertising and community content similar to other regional shopping centres in Greater Sydney, as outlined in Table 2.												
Direction 1.7: Grow strategic centres – providing more jobs closer to home.													
Action 1.7.1: - Prioritise strategic centres for targeted investment based on the potential of a centre to: - Provide a large number of jobs to increase jobs close to where people live. - Attract significant investment. - Provide a range of services and be an attractive place to live, work and play. - Continue to grow.	The site is located within Macquarie Park Strategic Centre. Strategic Centres are Sydney's largest and most important hubs for business and employment. The Plan for Growing Sydney aims to focus future growth in these areas. The proposal allows for an improved sense of engagement with the public, with 10% of content dedicated for the use of the Ryde City Council to promote community and civic events or services. The signs primary purpose is to provide an effective medium for advertising. As demonstrated in Table 2 an <i>advertising structure</i> is typically permissible on land in strategic centres across Greater Sydney.												

Criteria

Planning Proposal Response

The Planning Proposal to allow one *advertising structure* on the site will allow Macquarie Centre to compete effectively with other regional shopping centres located in Strategic Centres by removing barriers to growth and investments.

The site is located within the Macquarie Park Strategic Centre. Strategic centres are Sydney's largest and most important hubs for business and employment. *A Plan for Growing Sydney* aims to focus future growth in these centres.

One of the key priorities for Macquarie Park is to continue to attract significant investment, as well as continue to be an attractive place. The Planning Proposal will provide greater flexibility for advertising and greater opportunities for commercial investment in this significant regional shopping centre. The physical sign is already approved and constructed. The additional content, which will be permitted as a result of the planning proposal will allow for more engaging and innovative advertising content to be displayed. This will contribute to AMPC's long term vision for Macquarie Centre to be a world class town centre of discovery and innovation to work, live and play.

The Planning Proposal is therefore consistent with the above priorities and will enhance the overall commercial offering within Macquarie Park.

Draft North District Plan

The draft North District Plan applies to the site. The site falls within the North District of Sydney.

Macquarie Park is identified as one of the largest strategic centres within the North District with over 58,500 jobs and is the largest metropolitan office market in Greater Sydney.

In addition to the policy directions identified in *A Plan for Growing Sydney*, the plan outlines relevant planning considerations for Macquarie Park as below:

- Enable additional capacity for commercial floor space to maintain a commercial core.
- Improve urban amenity as the centre transitions from business park to a vibrant commercial centre, including reducing the impact of vehicle movements on pedestrian and cyclist accessibility.
- Deliver a finer grain road network to enhance pedestrian connections and provide new access points.
- Promote excellence in urban design by upgrading public areas.

In considering the provisions of the draft North District Plan, the Planning Proposal is consistent with and will further the productivity of these actions in the following respects:

- Contribute to a vibrant sense of place within Macquarie Park.
- It will reinforce the role of Macquarie Centre as a significant regional shopping centre, which contributes to growth of the economy.

Criteria

Planning Proposal Response

Macquarie University Station (Herring Road Priority Precinct)

The Macquarie Centre and site is identified within the Macquarie University Station (Herring Road Priority Precinct).

The key outcomes of the priority precinct in relation to the site are as follows:

- Opportunities for renewal within an 800m radius of the railway station.
- Funding upgrades for the bus interchange at Macquarie Shopping Centre.

The proposal will result in the removal of a key planning constraint on the site. This will allow Macquarie Centre to remain commercially competitive by allowing general advertising and community content to be displayed on the existing digital sign.

ii. Consistent with a relevant local council strategy that has been endorsed by the Department

The proposal builds on the findings and recommendations of the City of Ryde Local Planning Study 2010. The study envisages that Macquarie Park will mature into a premium location for globally competitive businesses and be characterised by a high quality, well designed, safe and liveable environment that reflects this setting.

OR

The existing digital sign incorporates a number of operation parameters that ensure it operates in safe manner and does not detract from the amenity of the locality. These controls are explained in detail below and ensure the digital sign complies with the relevant road safety, illumination, dwell/transition time requirements etc.

The controls and safeguards demonstrate that the change of use of the sign from a *business identification sign* to an *advertising structure* will not detrimentally impact the character of the locality. The Planning Proposal does not compromise pedestrian/vehicular safety or the amenity of the locality as it relates to the content that can be displayed on an existing sign. Furthermore a future change of use application would be the subject of a stringent assessment at the DA stage.

The Planning Proposal also aligns with the recommendations of the study for Macquarie Park as it will ensure Macquarie Centre remains competitive with other regional shopping centres in other strategic centres by permitting one *advertising structure* on the site. This will remove the current barriers to investment for this type of sign.

iii. Responding to a change in circumstances, such as the investment in new infrastructure or changing demographic trends that have not been recognised by existing planning controls.

Development consent has been granted for a digital *business identification sign* fronting Waterloo Road. This sign has been constructed and operates in accordance with the parameters of the consent.

The current planning controls do not recognise this change in circumstance in retail trends, which is for shopping centres to connect with the consumer base and the public by presenting businesses, products, goods and services available at the centre and off site. There is also an increased focus for advertising structures to display community content, which helps inform the community about Council events and messages.

The planning proposal would not change the operation or physical appearance of the approved digital sign, however, it would permit a greater variety of content (subject to DA). This content would be governed by AMP's assigned representative and will comply with all Commonwealth and State laws and all relevant advertising industry codes of practice, as described in the Content Management Plan, prepared by Urban Concepts (**Appendix A**).

The Planning Proposal meets the Strategic Plan test. The permissibility of an *advertising structure* on the site is consistent with other major shopping centres within other strategic centres. This is demonstrated through the examples in the table below:

Table 2 – Strategic Centres Comparison

Centre	Location	Local Government Area	Local Environmental Plan (LEP)	Zone	Advertising Structure Permissibility
Sydney Olympic Park (Olympic Park Shopping Mall).	Australia Avenue, Sydney Olympic Park.	Auburn City Council.	Auburn LEP 2010.	B4 – Mixed Use.	Permitted with consent – Any other development not specified in item 2 or 4.
Burwood (Westfield Burwood).	149 Burwood Road, Burwood.	Burwood City Council.	Burwood LEP 2012.	B4 – Mixed Use.	Permitted with consent – Any other development not specified in item 2 or 4.
Chatswood (Westfield Chatswood).	1 Anderson Street, Chatswood.	Willoughby City Council.	Willoughby LEP 2012.	B3 – Commercial Core.	Permitted with consent – Any other development not specified in item 2 or 4.
Hornsby (Westfield Hornsby).	236 Pacific Highway.	Hornsby City Council.	Hornsby LEP 2013.	B3 – Commercial Core.	Permitted with consent – Any other development not specified in item 2 or 4.
Parramatta (Westfield Parramatta).	175 Church Street, Parramatta.	Parramatta City Council.	Parramatta LEP 2011.	B4 – Mixed Use.	Permitted with consent – Any other development not specified in item 2 or 4.
Bondi Junction (Bondi Junction Plaza).	474-548 Oxford Street, Bondi Junction.	Waverley City Council.	Waverley LEP 2012.	B3 – Commercial Core / B4 Mixed Use.	Prohibited – Signage.
Brookvale-Dee Why (Warringah Mall).	92 145 Old Pittwater Road, Brookvale.	Warringah City Council.	Warringah LEP 2011.	B3 – Commercial Core.	Prohibited – Advertising Structures.

As outlined above, the broader term *signage* or *advertising structure* is generally permitted with consent for other shopping centres within strategic centres in Greater Sydney. It is considered that this Planning Proposal will assist in achieving consistency across these strategic centres.

b) Does the proposal have site-specific merit?

In addition to meeting at least one of the strategic merit criteria, a Planning Proposal is required to demonstrate site specific merit against the following criteria:

Table 3 – Site Specific Merit Test

Criteria	Planning Proposal Response
Does the Planning Proposal have site specific merit with regard to: <i>The natural environment (including known significant environmental values, resources or hazards)?</i>	The Planning Proposal relates to the permissibility of an advertising structure in a highly urbanised area and therefore will not diminish the natural environmental values of the area. As described earlier in this proposal, the existing sign is an appropriate and expected component of a regionally significant shopping centre. The existing sign will utilise new technology with a number of controls and safeguards to ensure the natural environment is not adversely impacted by any perceived light spill or visual noise. This proposal seeks to allow the existing sign to display a wider variety of content, including community content for Ryde Council, which is of a public benefit. Notwithstanding the above, no changes are proposed to the advertising display area or level of illumination of the existing sign. The digital sign will continue to operate in its current capacity.
Does the Planning Proposal have site specific merit with regard to: <i>The existing uses, approved uses and likely future uses of land in the vicinity of the land subject to a proposal?</i>	The site is zoned B4 Mixed Use. The Planning Proposal would allow the display of products, goods or services that do not directly relate to Macquarie Centre or its tenants. This includes the display of community content. The attached Content Management Plan (Appendix A) demonstrates that the development on the site for the purposes of an advertising sign will meet the criteria of SEPP 64 – Advertising and Signage and Part 9.1 – Signage of the City of Ryde Development Control Plan 2014. Notwithstanding, any application for the change of use of this existing sign from <i>business identification sign</i> to an <i>advertising structure</i> would be the subject of a future DA. This would involve a comprehensive assessment against the relevant provisions in SEPP 64, RLEP 2014 and RDCP 2014. <u>Ryde Development Control Plan 2014</u> Part 9.1, Section 3.2.5 of the RDCP 2014 states that signs for regional shopping and commercial centres will be considered on their merits relative to the general aims contained in Sections 1,2,4, and 5 of Part 9.1. This recognises that there are particularly circumstances that apply to regional shopping centres such as Macquarie Centre and that applications for signage needs to be considered on their merit. The proposed LEP amendment is consistent with this control and the direction for regional shopping centre signage to be assessed on its merits.
Does the Planning Proposal have site specific merit with regard to: <i>The services and infrastructure that are or will be available to meet the demands arising from the proposal and any proposed financial arrangements for infrastructure provision?</i>	There are no infrastructure or additional demands relating to this Planning Proposal. The proposal is supported by the a detailed Content Management Plan (Appendix A) which details operational parameters to comply with the relevant guidelines for signage, including digital signage. These include the following: • Road safety – the sign will comply with the RMS Road Safety Advisory Guidelines for Sign Content and not incorporate images that flash or display animated, moving or stimulated moving content. • Language of content – all content will be displayed in English. All advertising content will: ◦ Comply with Commonwealth law and relevant NSW law.

- Only promote a legal product or service.
- Comply with all relevant industry codes of practice (and their associated practice notes and guidelines).
- **Hours of illumination** – illumination will occur between the hours of 7am and 11pm seven days per week. Outside of these times the screen will appear blank.
- **Dwell time** – the sign will operate on a 10 second dwell time as applicable under the SEPP 64 guidelines.
- **Transition time** – the sign will operate at a 0.1 second transition time.
- **Luminance and dimming levels** – the sign will incorporate luminance and dimming levels within the appropriate maximums as set by the SEPP 64 guidelines. It is important to note that the signage will not result in unacceptable glare nor will it adversely impact the safety of pedestrians, residents or vehicular traffic.
- **Safety security and malfunction procedures** – in the event of a malfunction, the sign will revert to a blank or black screen format.

These controls and parameters will ensure the sign operates effectively and does not place additional pressure on the surrounding environment. These parameters would be included in a future DA.

Q4. IS THE PLANNING PROPOSAL CONSISTENT WITH A COUNCIL'S LOCAL STRATEGY OR OTHER LOCAL STRATEGIC PLAN?

The Local Planning Strategy that applies to the site is the City of Ryde Local Planning Study 2010.

The response to Question 3 (ii) – *Is the Planning Proposal consistent with a relevant local council strategy that has been endorsed by the Department?* In Section 8.2 above identifies that the Planning Proposal is informed by and consistent with the study and relevant strategic objectives for Macquarie Park.

Based on this information and the reasons outlined in **Table 3** (Site Specific Merit Test), it is considered that the Planning Proposal is consistent with Council's vision to be a key anchor in the Global Economic Corridor.

Q5. IS THE PLANNING PROPOSAL CONSISTENT WITH APPLICABLE STATE ENVIRONMENTAL PLANNING POLICIES?

State Environmental Planning Policy No. 64 (SEPP 64) is the only applicable SEPP to this Planning Proposal. The proposal is consistent with each aspect of the policy.

SEPP 64 is the primary source of regulation for signage in NSW. This SEPP applies to all signage and advertisements that advertise or promote any goods, services or events and any structure that is used for the display of signage that is permitted under another environmental planning instrument.

In addition to this, the Transport Corridor Outdoor Advertising and Signage Guidelines underpin SEPP 64 in the assessment of development applications. These guidelines were reviewed in 2015 and led to the introduction of the Draft SEPP 64 Guidelines 2015 which was undertaken to recognise digital technology for signage purposes with particular respect to illumination and road safety.

This SEPP seeks to achieve the following aims:

- a. *'to ensure that signage (including advertising):*
 - i. *is compatible with the desired amenity and visual character of an area, and*
 - ii. *provides effective communication in suitable locations, and*
 - iii. *is of high quality design and finish, and*
- b. *to regulate signage (but not content) under Part 4 of the Act, and*
- c. *to provide time-limited consents for the display of certain advertisements, and*
- d. *to regulate the display of advertisements in transport corridors, and*

- e. *to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.'*

Clause 16 SEPP 64 permits the display of an advertisement on transport corridor land by or on behalf of Roads and Maritime Service (RMS) where land is owned, occupied or managed by RMS and within 250 metres of a classed road. Waterloo Road is a classified road and is located within 250 metres of the site. Consequently, an *advertising structure* would be permissible if the site was owned, occupied or managed by RMS.

For the purposes of this Planning Proposal, SEPP 64 applies to the existing sign at Macquarie Centre. In this case the sign is over 20sqm in area and within 250 metres of a classified road (being Waterloo Road). The sign must therefore comply with Clause 13 of SEPP 64 which relates to the provision of public benefit to be provided in the display of the advertisement.

As described within the Content Management Plan at **Appendix A**, any future DA for the change of use from *business identification sign* to *advertising structure* is capable of compliance with all of the above requirements and controls outlined in SEPP 64.

The Planning Proposal will not contain provisions that contradict or hinder the application of SEPP 64. The Planning Proposal is aligned with the definition for freestanding advertisements within SEPP 64 as below:

'23. Freestanding advertisements

(1) The consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.

(2) This clause does not prevent the consent authority, in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under clause 15.'

In addition to the above, the Draft SEPP 64 Guidelines 2015 outline the land use compatibility criteria that guides third party advertisements in any given locality. This criteria states that advertisements must not be placed on land where it is likely to significant impact on the amenity of those areas, and should be placed in the context of other built structure in built-up areas. This criteria further reinforces that the location of the existing sign on Macquarie Centre within Macquarie Park is a highly suitable location for the purposes of third party advertising.

The proposed sign will satisfy the assessment criteria of SEPP 64. Compliance will be documented at the DA stage.

Q6. IS THE PLANNING PROPOSAL CONSISTENT WITH APPLICABLE MINISTERIAL DIRECTIONS (S.117 DIRECTIONS)?

The Planning Proposal has been assessed against the Section 117 Ministerial Directions and is consistent with each of the relevant matters, as outlined below.

Table 4 – S.117 Directions and Consistency Review

Direction	Comment
1. Employment and Resources	
1.1 Business in Industrial Zones	N/A
1.2 Rural Zones	N/A
1.3 Mining, Petroleum Production and Extractive Industries	N/A
1.4 Oyster Aquaculture	N/A
1.5 Rural Lands	N/A
2. Environment and Heritage	
2.1 Environment Protection Zones	N/A

8.3. SECTION C – ENVIRONMENTAL, SOCIAL AND ECONOMIC IMPACT

Q7. IS THERE ANY LIKELIHOOD THAT CRITICAL HABITAT OR THREATENED SPECIES, POPULATIONS OR ECOLOGICAL COMMUNITIES, OR THEIR HABITATS WILL BE ADVERSELY AFFECTED AS A RESULT OF THE PROPOSAL?

No. The site is located within an existing urban area. There are no known critical habitats, threatened species or ecological communities located on the site. There are no negative ecological impacts associated with this proposal.

Q8. ARE THERE ANY OTHER LIKELY ENVIRONMENTAL EFFECTS AS A RESULT OF THE PLANNING PROPOSAL AND HOW ARE THEY PROPOSED TO BE MANAGED?

No. The Planning Proposal will not result in any significant environmental effects as the proposal relates to an additional permitted use on the site. No changes to the development standards, including maximum height of buildings or floor space ratio (FSR) are proposed. Similarly, there are no traffic implications.

As described in Section 8.2 an existing digital *business identification sign* has been approved and constructed. This sign was approved as part of LDA 2013/0533 by Ryde Council for signage at Macquarie Centre (Sign 45) and complies with the relevant requirements under SEPP 64 and RDCP 2014. The existing sign has addressed potential environmental impacts commensurate of a digital sign from the perspective of road safety, illumination, sign proliferation, visual clutter etc.

A future DA for a change of use from a *business identification sign* to an *advertising structure* will be required to comply with the standards of SEPP 64 and the RDCP 2014. This is a matter for the DA stage.

Overall, it is considered that there will be no undue environmental effects through this Planning Proposal.

Q9. HAS THE PLANNING PROPOSAL ADEQUATELY ADDRESSED ANY SOCIAL AND ECONOMIC EFFECTS?

The permissibility of one *advertising structure* has both social positive and economic benefits.

SOCIAL IMPACTS

Community Content

It is proposed that 10% of the content displayed on the existing digital sign will be dedicated to the display of content for the public benefit. This content can be used by the Ryde City Council to promote community and civic events or services. This is clearly in the public interest.

Management of Content

All content will be managed in a series of automated play loops. Each play loop provides for a series of 10 second dwell time displays. The management of this content will be coordinated in accordance with the content management parameters outlined in the Content Management Plan at **Appendix A**. This will ensure public benefit display content is appropriately managed and achieved.

As described in the Content Management Plan all advertising content will meet the following requirements:

- *Comply with Commonwealth law and the law of the relevant State or Territory legislation.*
- *Only promote a legal product or service.*
- *Comply with all relevant advertising industry codes of practice (and their associated practice notes and guidelines), including the following: Australian Association of National Advertisers (AANA) Code of Ethics;*
 - *AANA Environmental Claims in Advertising and Marketing Code;*
 - *AANA Code for Advertising and Marketing Communications to Children;*
 - *AANA Food and Beverages Advertising and Marketing Communications Code;*

- AANA Best Practice Guideline—Responsible Marketing Communications in the Digital Space;
- Australian Food and Grocery Council Quick Service Restaurant Initiative;
- Australian Food and Grocery Council Responsible Children's Marketing Initiative of the Australian Food and Beverage Industry;
- Australian Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children;
- Alcohol Beverages Advertising (and Packaging) Code (ABAC);
- Outdoor Media Association (OMA) Alcohol Advertising Guidelines;
- Federal Chamber of Automotive Industries' Voluntary Code of Practice for Motor Vehicle Advertising;
- Therapeutic Goods Advertising Code; and
- Weight Management Industry Code of Practice.

General advertising displays will not:

- *Depict violence (unless it is justified within the context of the product or service being advertised);*
- *Be explicit, obscene or offensive, cause offence or be likely to inflame tensions in the community between religious, racial groups or ethnic groups;*
- *Breach any obligations to third parties, such as site owners or installers or raise work health and safety concerns at sites;*
- *Be misleading or deceptive or likely to mislead or deceive;*
- *Portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief;*
- *Employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people;*
- *Treat sex, sexuality and nudity without sensitivity to the relevant audience;*
- *Contain strong or offensive language or any language that is likely to denigrate, insult or offend, particularly if combined with sexual images; and*
- *Normalise, perpetuate or promote unsafe behaviour;*
- *Depict smoking, cigarettes or illegal drug use (unless the depiction is in the context of a community service or government campaign).*

Illumination

Additional benefits will be achieved through the continued use of illumination (in accordance with the development consent (LDA 2013/055) which increases perceptions of safety, increased legibility, improved retail trade, enhancement of the night time economy and providing stimulus for a more vibrant, cosmopolitan, and interesting strategic centre. It is considered that advertising signage contributes to all of these factors.

It is important to note that the existing sign operates in accordance with the illumination and traffic safety provisions contained in the Draft SEPP 64 Guidelines 2015 and AS 4282.

A full assessment of the social impacts would be undertaken at the DA stage, if required by Council.

ECONOMIC IMPACTS

The Content Management Plan prepared by Urban Concepts (refer **Appendix A**) identifies that 5% of the content displayed on the existing digital sign facing Waterloo Road will be used for the following:

"Promote the competitive advantages of the Macquarie Shopping Centre as a shopping destination. This could include new store openings, valet parking promotion, food court promotion, and family leisure destinations within the centre such as cinemas and the ice-skating rink

Identify the retail tenants of the Macquarie Shopping Centre. There are currently 358 retail and business tenants of the Macquarie Shopping Centre listed in Table 3.1. Each tenant that holds a current and valid lease with AMP Capital could be displayed on the digital screen in a format consistent with their brand."

There is ongoing demand to incorporate Macquarie Centre within national marketing campaigns. Permitting one *advertising structure* on the site will assist in integrating Macquarie Centre into the national advertising market.

Overall the use of the existing digital sign on the site is the most logical and appropriate place for an *advertising structure*.

8.4. STATE AND COMMONWEALTH INTERESTS

Q10. IS THERE ADEQUATE PUBLIC INFRASTRUCTURE FOR THE PLANNING PROPOSAL?

Yes. The site is serviced by existing utility services. The planning proposal will not place additional demands on public infrastructure.

Q11. WHAT ARE THE VIEWS OF STATE AND COMMONWEALTH PUBLIC AUTHORITIES CONSULTED IN ACCORDANCE WITH THE GATEWAY DETERMINATION?

No consultation with State or Commonwealth authorities has been carried out to date on the Planning Proposal. It is acknowledged that Ryde City Council will consult with the relevant public authorities following a positive Gateway determination.

9. PART 4 – MAPPING

An amendment to the mapping in RLEP 2014 is not required.

10. PART 5 – COMMUNITY CONSULTATION

No formal public community consultation has been undertaken to date in regards to this Planning Proposal.

Clause 57 of the *Environmental Planning and Assessment Act 1979* requires the relevant planning authority to consult with the community in accordance with the gateway determination. It is anticipated that the Planning Proposal will be required to be publicly exhibited for 28 days in accordance with the requirements of the Department of Planning and Environment's guidelines 'A Guide to Preparing Local Environmental Plans'.

It is anticipated that the public exhibition would be notified by way of:

- A public notice in the local newspaper(s).
- A notice on the Ryde Council website.
- Written correspondence to adjoining and surrounding landowners.

The gateway determination and Planning Proposal would be publicly exhibited at Council's offices and any other locations considered appropriate to provide interested parties with the opportunity to view the submitted documentation.

11. PART 6 – PROJECT TIMELINE

It is anticipated that the LEP amendment will be completed within 9-12 months. An indicative provide timeframe is provided below.

Table 5 – Proposed Indicative Project Timeline

Project Milestone	Proposed Project Timeline
Consideration by Ryde City Council.	Q3 2017
Planning Proposal referred to Department of Planning and Environment for Gateway determination.	Q3 2017
Gateway determination by Department of Planning and Environment.	Q4 2017
Timeframe for government agency consultation (pre and post exhibition as required by Gateway determination).	Q1 2018
Commencement and completion dates for public exhibition period.	Q1 2018
Considerations of submissions and consideration of the proposal post exhibition.	Q2 2018
Date of submission to the Department of Planning and Environment to finalise the LEP.	Q2 2018

12. CONCLUSION

This Planning Proposal seeks to amend Schedule 1 Additional Permitted Uses of the *Ryde Local Environmental Plan 2014* to introduce one *advertising structure* as an additional permitted use at Macquarie Centre (Lot 100 in DP 1190494).

There are several compelling reasons that support this Planning Proposal, including:

- The site is a significant regional shopping centre and is located within the Macquarie Park strategic centre under *A Plan for Growing Sydney*. Typically, *signage* is permissible with development consent in on regional shopping centres in other strategic centres. The planning proposal will allow the display of general advertising and community content on the existing digital sign that is consistent with other strategic centres and major shopping centres in Greater Sydney.
- The Council has already determined that this is an appropriate location for a digital *business identification sign* by approving LDA 2013/053. The use of the sign for broader content will allow for innovative engaging formats to be displayed in a highly prominent location, being a regional shopping centre on Waterloo Road.
- Macquarie Centre is located within the Macquarie Park Strategic Centre and forms part of the Macquarie University Station (Herring Road) Priority Precinct. It is recognised by the draft North District Plan as a key land use within the Macquarie Park corridor and forms an integral part of one of the largest strategic centres in the North District of Sydney.
- As the largest shopping centre in NSW and the 8th largest shopping centre in Australia and a significant regional shopping centre. Macquarie Centre is unique from other shopping centres in the Greater Sydney and the Ryde LGA in both size, scale and connectivity. The RDCP 2014 clearly differentiates between Macquarie Centre and other shopping centres and sites in the LGA.
- A future change of use DA of the existing digital *business identification sign* to an *advertising structure* would be assessed on its merits, having regard to the objectives of SEPP 64 and the RDCP 2014.
- As described in detailed in the Content Management Plan prepared by Urban Concepts, all advertising content will comply with Commonwealth law and relevant State law. Advertising content will only promote a legal product or service and will comply with all relevant industry codes of practice (and their associated practice notes and guidelines).
- The proposal will permit community content to be displayed which helps with informing the community about Council events and messages.
- It will allow Macquarie Centre to connect with their consumer base and the public by promoting businesses, products, goods and services available at the centre and off site.

Overall, it is considered that the Planning Proposal is satisfactory and it is requested that the Ryde City Council take the necessary steps to enable it to proceed to Gateway Determination under Section 56 of the EP&A Act.

DISCLAIMER

This report is dated 12 September 2017 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd's (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of AMP Capital Pty Ltd (**Instructing Party**) for the purpose of Planning Proposal (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

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APPENDIX A CONTENT MANAGEMENT PLAN

urbanconcepts



YOUR DEVELOPMENT VOICE

Content Management Plan

SEPTEMBER 2017

Digital Signage Display Located at the Waterloo Road Frontage of Macquarie Shopping Centre

Prepared by
Urban Concepts

Prepared for
AMP Capital

(C) Urban Concepts 2016 ABN 96 074 171 065

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1. INTRODUCTION

This Content Management Plan (CMP) establishes a set of operational and content parameters that will be used by AMP Capital to manage external digital signage that is located at the Waterloo Road frontage of the Macquarie Shopping Centre (MSC). The Plan has been prepared by Urban Concepts in conjunction with AMP Capital Investors Pty Ltd (AMP Capital).

The CMP has regard to the provisions contained in State Environmental Planning Policy No.64 Advertising and Signage (SEPP 64), the Draft SEPP 64 Transport Corridor Advertising and Signage Guidelines 2015 (Draft SEPP 64 Guidelines 2015) and the Australian Standard AS 4282-1997 The Control of the Obtrusive Effects of Outdoor Lighting.

1.1. The Role of SEPP No.64 Advertising and Signage

SEPP 64 was gazetted on the 16th March 2001. The policy introduced a comprehensive range of provisions to ensure that advertising and signage is well located, compatible with the desired amenity of an area and is of a high quality and finish. The SEPP does not regulate the content of signs.

The SEPP applies to all signage, advertisements that advertise or promote any goods, services or events and any structure that is used for the display of signage that is permitted under another environmental planning instrument.

Under Clause 4 of SEPP 64 signage is defined as follows:

Signage means all signs, notices, devices, representations and advertisements that advertise or promote any goods services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage and includes:

(a) building identification signs, and

(b) business identification signs, and

(c) advertisements to which Part 3 applies,

but does not include traffic signs or traffic control facilities.

The definition of signage pursuant to Part (c) recognises 'advertisements to which Part 3 of SEPP 64 applies'. Part 3 advertisements are those advertisements that display general or third party content. These advertisements are usually displayed on large format advertising structures that are classified as freestanding, wall mount, roof top or bridge mounted advertising structures. The AMP Waterloo Road sign is classified as a freestanding advertising structure and is subject to provisions of Clause 23 of SEPP 64. Clause 23 is reproduced below:

23. Freestanding advertisements

(1) The consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.

(2) This clause does not prevent the consent authority, in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under clause 15.

The Waterloo Road digital sign satisfies the provisions of Clause 23 as its height is well below that of the adjacent shopping centre buildings. The sign operates in accordance with a valid and legally binding consent that has been assessed against the relevant provisions of SEPP 64.

As the Waterloo Road sign is over 20 square metres in area and within 250 metres of a classified road (being Waterloo Road) pursuant to Clause 13 of SEPP 64, arrangements will need to be made for the provision of a public benefit to be provided in connection with the display of the advertisement. The concept of public benefits is discussed in greater detail in Section 3 of the CMP.

A major review was undertaken of SEPP 64 by the State Government in 2007. This review led to the gazettal of Amendment No. 2 in August, 2007 and the preparation of Transport Corridor Advertising Signage Guidelines. The 2007 amendments to the SEPP recognised the suitability of transport corridor land for the display of advertising signage.

The Transport Corridor Outdoor Advertising and Signage Guidelines 2007 highlight that *'signage and advertising in urban areas should be restricted to rail corridors, freeways, tollways or classified roads within or adjacent to strategic transport corridors passing through enterprise zones, business development zones, commercial core zones, mixed use zones or industrial zones*. The display of a large format free standing advertising structure at the Waterloo Road frontage of the Macquarie Shopping Centre is an urban context that is recognised under SEPP 64 as being suitable and appropriate for a third party signage display.

In 2015, a further review was undertaken of the SEPP 64 Transport Corridor Guidelines 2007 by the NSW Department of Planning and Environment in conjunction with Transport for NSW and the Outdoor Media Association of Australia. This review led to introduction of the Draft SEPP 64 Guidelines 2015. The aim of 2015 review was to recognise digital technology for signage purposes. The Draft SEPP 64 Guidelines 2015 now incorporate criteria to guide the safe operation of digital LED screens. These criteria relate to traffic safety and illumination. The application of the Draft SEPP 64 Guidelines 2015 for digital technology is discussed in greater detail in Section 3 of the CMP. It is important to recognise that the digital screen fully complies with the digital criteria specified in the Draft SEPP 64 Guidelines 2015. A copy of the illumination and road safety criteria contained in the Guidelines reproduced in Appendix A.

1.2. LED Technology and Its Application for Signage

Digital signage is a new technology that is changing the way that businesses interact and market to their customers. Essential to this understanding is the ability to change the content of a digital sign by off-site computer without the need for traditional print media. Accordingly, by adopting digital technology retail entities have the ability to keep their messaging up to date so that their messages stay relevant to a customer base, reflect and reinforce brand and adapt to specific environmental conditions within the retail environment.

Digital screens are not too dissimilar to a regular static sign in terms of the way that content appears on a digital screen. The key difference is the use of technology to change the signage content which is changed more regularly. Each image on a digital screen appears as a static image. The time the static image appears on the screen is called the dwell time. The technology results in a series of static images being displayed that are changed in accordance with a predetermined play cycle and Content Management Plan. The digital screen will not scroll, flash, feature motion pictures or emit intermittent light. Indeed, while these applications are possible with digital technology, the operation of a digital screen in this manner is expressly prohibited under the Draft SEPP 64 Guidelines 2015.

It is important to realise that SEPP 64 and the definition of 'signage' places no restriction on the number of images that can be displayed or how frequently the content of a sign can be changed. This premise is fundamental to the use of a digital screen for signage and underpins the decision by AMP Capital to invest in the technology for its Macquarie Shopping Centre.

The use of digital technology by shopping centre owners makes sound commercial and marketing sense. The move to digital signage is a growing trend in Australian shopping centres with owners such as AMP Capital and Westfield incorporating the technology for both internal and external signage.

Effective content management is critical to the successful integration of digital screens into a retail environment. Research undertaken by digital hardware and software providers confirms that the **'audience of a screen, being pedestrian, motorists and shoppers needs to be provided with fresh content to ensure**

attraction and interest is maintained. As content is changed by a computer this can be achieved easily and effectively providing businesses with the opportunities to promote their brand through the display of contextually relevant content'. (*Digital Signage Today, White Paper - Content and Content Management for Digital Signage 2010, page 4*).

1.3. The Role of A Content Management Plan

The CMP will be used by AMP Capital to govern how the Waterloo Road digital screen will operate and the indicative copy and content that it will display. The Plan recognises and adheres to the provisions that are contained in SEPP 64, the Draft SEPP 64 Guidelines 2015 and the Australian Standard AS 4282-1997 that relate to general advertisements and digital screens.

The plan is presented in two sections being:

- Operating parameters associated with the digital functionality of the sign and its internal illumination.
- Content parameters that accord with the definition of 'signage' and specifically 'advertising' pursuant to Clause 4 of SEPP 64.

2. OPERATIONAL PARAMETERS

Operational parameters govern how the sign operates and include:

- Road Safety
- Hours of illumination
- Illumination levels
- Language requirements
- Dwell times
- Transition times
- Malfunction procedures

The suggested operating parameters prescribed in the CMP have been adopted from the conditions of consent granted by Ryde Council for the digital sign on the 3rd June 2013 pursuant to Consent No. LDA 2013/0533, the provisions established in the Draft SEPP 64 Guidelines 2015 for digital signs and the illumination controls contained in AS 4282-1997.

ROAD SAFETY

- The digital screen will not flash or displayed animated, moving or simulated moving content.
- All content will comply with the RMS Road Safety Advisory Guidelines For Sign Content detailed in Table 5 of the SEPP 64 Transport Corridor Advertising and Signage Guidelines. Table 5 is reproduced in Appendix B.
- The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.
- Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.

- The image must not be capable of being mistaken for a prescribed traffic control device or contain text providing instructions to drivers.

LANGUAGE OF CONTENT

- All content is to be displayed on the digital screen is to be displayed in English. Translations will be considered as long as letters or characters are no larger than the English language letters. Translated text is to be prepared and provided to AMP Capital by a registered translation and interpreter service.

HOURS OF ILLUMINATION

- The digital screen is only to be illuminated between the hours of 7am and 11pm seven days a week. Outside of these times the screen is to appear as a blank screen.

DWELL TIME

- The digital screen will operate at a 10 second dwell time. Each static image will appear on the digital screen for a period of 10 seconds before it changes to the next static image. The 10 second dwell time is the current dwell time that applies in NSW under the Draft SEPP 64 Guidelines 2015 for road facing sites with a speed limit of 80 kilometres or lower.

TRANSITION TIME

- The digital screen will operate at 0.1 second transition time. Each static image will change to the next static image at a transition time of 0.1 second. The 0.1 second transition time is the current transition time that applies in NSW under the Draft SEPP 64 Guidelines 2015 for all road facing sites.

LUMINANCE AND DIMING LEVELS

Electrolight has assessed the digital screen as being located in a Zone 2 Area under the SEPP 64 Transport Corridor Advertising and Signage Guidelines 2007 and the Draft SEPP 64 Guidelines 2015. The Electrolight Lighting Impact Assessment is reproduced in Appendix C. Electrolight advises that the maximum luminance and dimming levels of the lighting for the digital screen are as detailed in Table 2.1.

TABLE 2.1 LUMINANCE AND DIMING LEVELS

LUMINANCE LEVELS FOR DIGITAL SIGNAGE			
Lighting Condition	Maximum Diming Level to achieve compliance #	Maximum Permissible Luminance (cd/m2)	Compliant
Full sun on face of signage	100%	5000	✓
Day Time Luminance	100%	5000	✓
Morning and Evening Twilight and Inclement Weather	14%	700	✓
Night Time Before 10PM	7%	350	✓
Night Time After 10PM	5%	250	✓

For the basis of this table it is assumed that the dimming level is directly related to the luminance level via a linear relationship.

When commissioned to the maximum dimming levels above, the illuminated signage will comply with the SEPP 64 Transport Corridor Advertising and Signage Guidelines 2007 as amended by the Draft SEPP 64 Guidelines 2015.

The illuminated signage complies with all relevant requirements of AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting. In complying with these requirements, the proposed signage will not result in unacceptable glare nor will it adversely impact the safety of pedestrians, residents or vehicular traffic. The proposed signage will not cause any reduction in visual amenity to nearby residences or accommodation.

- The digital screen will operate in accordance with the luminance and dimming levels detailed in Table 2.1. Electrolight advises that the operation of the digital screen at these levels will comply with:
 - SEPP 64.
 - SEPP 64 Transport Corridor Advertising and Signage Guidelines 2007 as amended by the Draft SEPP 64 Guidelines 2015.
 - Relevant Sections of AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting.

SAFETY SECURITY AND MALFUNCTION PROCEDURES

- In the event of a security breach or malfunction to the digital screen will revert to a blank or black screen format.
- A webcam will be positioned onto the signage face so that AMP Capital or its assigned representative can monitor the content display at all times when the screen is operational.

3. CONTENT MANAGEMENT PARAMETERS

Content for a digital screen is managed in a series of automated play loops. Each play loop provides for a series of 10 second dwell time displays. The sourcing and management of content for each play loop will be coordinated by AMP Capital or its assigned representative in accordance with the content management parameters defined in this section. The content that will be uploaded onto a play loop will be consistent with the parameters identified in this section.

3.1. AMP Capital Related Content

It is proposed that 5% of the content displayed on the digital screen will be managed by AMP Capital and will be used to:

- Promote the competitive advantages of the Macquarie Shopping Centre as a shopping destination. This could include new store openings, valet parking promotion, food court promotion, and family leisure destinations within the centre such as cinemas and the ice-skating rink; and
- Identify the retail tenants of the Macquarie Shopping Centre. There are currently 358 retail and business tenants of the Macquarie Shopping Centre listed in Table 3.1. Each tenant that holds a current and valid lease with AMP Capital could be displayed on the digital screen in a format consistent with their brand.

Examples of AMP Capital related content are displayed at Figures 3.1 to 3.4

3.2. Public Benefit Content

It is proposed that 10% of the content displayed on the digital screen will be dedicated to the display of public benefit as prescribed under Clause 13 of SEPP 64. This content will be used by Ryde City Council to promote community and civic events or services. This content could also include 'Amber Alert' messaging by emergency service providers. This could include accident information or a missing person display.

The display of advertisements that satisfy the public benefit provisions of SEPP 64 will be dispersed throughout the hours of operation of the sign.

Ryde City Council will supply to AMP Capital the graphic content for its public benefits displays. AMP Capital or its assigned representative will then be upload this content onto the digital platford.

3.3. General Advertising Content

It is proposed that 85% of the content displayed on the digital screen will be dedicated to the display of general advertisements and will be sold by AMP's assigned representative for third party advertising.

All advertising content will meet with the following requirements:

- Comply with Commonwealth law and the law of the relevant State or Territory legislation.
- Only promote a legal product or service.
- Comply with all relevant advertising industry codes of practice (and their associated practice notes and guidelines), including the following:
 - Australian Association of National Advertisers (AANA) Code of Ethics;
 - AANA Environmental Claims in Advertising and Marketing Code;
 - AANA Code for Advertising and Marketing Communications to Children;
 - AANA Food and Beverages Advertising and Marketing Communications Code;
 - AANA Best Practice Guideline—Responsible Marketing Communications in the Digital Space;
 - Australian Food and Grocery Council Quick Service Restaurant Initiative;
 - Australian Food and Grocery Council Responsible Children's Marketing Initiative of the Australian Food and Beverage Industry;
 - Australian Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children;
 - Alcohol Beverages Advertising (and Packaging) Code (ABAC);
 - Outdoor Media Association (OMA) Alcohol Advertising Guidelines;
 - Federal Chamber of Automotive Industries' Voluntary Code of Practice for Motor Vehicle Advertising;
 - Therapeutic Goods Advertising Code; and
 - Weight Management Industry Code of Practice,

General advertising displays will not :

- Depict violence (unless it is justified within the context of the product or service being advertised);
- Be explicit, obscene or offensive, cause offence or be likely to inflame tensions in the community between religious, racial groups or ethnic groups;
- breach any obligations to third parties, such as site owners or installers or raise work health and safety concerns at sites;
- Be misleading or deceptive or likely to mislead or deceive;
- Portray people or depict material in a way which discriminates against or vilifies a person or section

of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief;

- Employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people;
- Treat sex, sexuality and nudity without sensitivity to the relevant audience;
- Contain strong or offensive language or any language that is likely to denigrate, insult or offend, particularly if combined with sexual images; and
- Normalise, perpetuate or promote unsafe behaviour;
- Depict smoking, cigarettes or illegal drug use (unless the depiction is in the context of a community service or government campaign).

Examples of the general advertising content that could be displayed on the digital screen are included at Figures 3.5 to 3.8

FIGURE 3.1 - MACQUARIE SHOPPING CENTRE PROMOTION



Source: AMP Capital 2015

FIGURE 3.2- MACQUARIE SHOPPING CENTRE PROMOTION



Source: AMP Capital 2015

FIGURE 3.3 - MACQUARIE SHOPPING CENTRE PROMOTION



Source: AMP Capital 2015

FIGURE 3.4- MACQUARIE SHOPPING CENTRE PROMOTION



Source: AMP Capital 2015

FIGURE 3.5 - THIRD PARTY ADVERTISEMENT



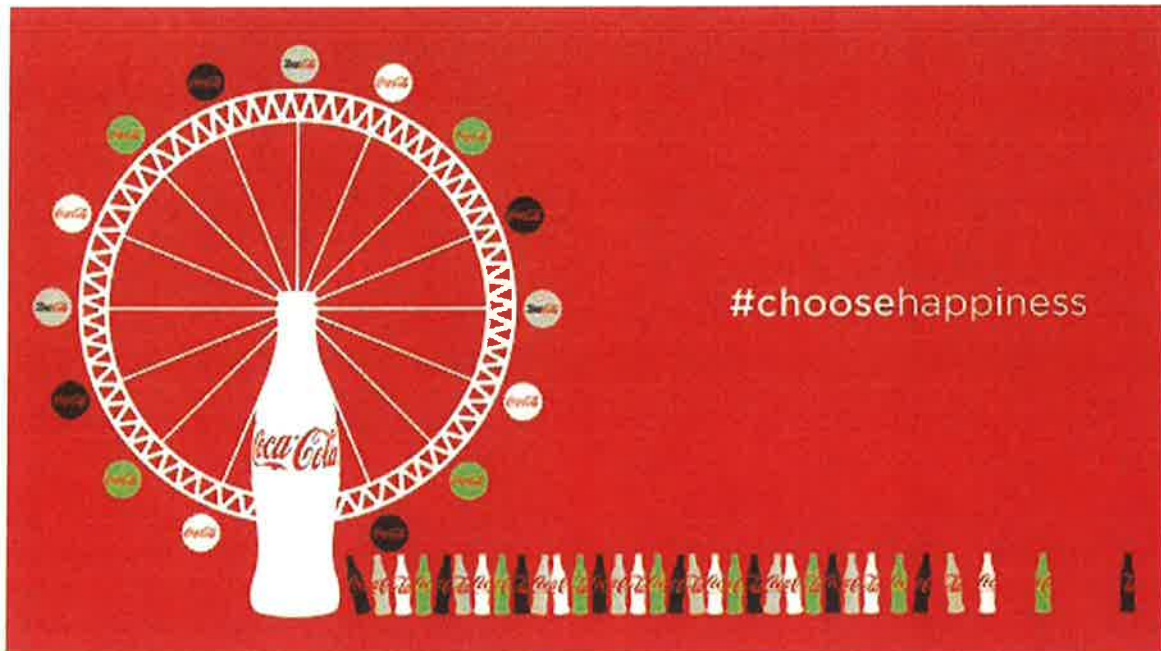
Source: AMP Capital 2015

FIGURE 3.6 - THIRD PARTY ADVERTISEMENT



Source: AMP Capital 2015

FIGURE 3.7 - THIRD PARTY ADVERTISEMENT



Source: AMP Capital 2015

FIGURE 3.8 - THIRD PARTY ADVERTISEMENT



Source: AMP Capital 2015

Appendix A

Draft SEPP 64 Digital Criteria Guidelines 2015

2.5.8 Digital signs

In addition to meeting the relevant SEPP 64 assessment criteria, design, road safety and any public benefit test requirements under the Guidelines, the consent authority must be satisfied that the digital sign meets the following criteria:

Criteria	Applies to signs less than 20sq metres	Applies to signs greater than or equal to 20 sq metres
(a) Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.		
(b) Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.		
(c) The image must not be capable of being mistaken: (i) For a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device, or (ii) as text providing driving instructions to drivers.		
(d) Dwell times for image display are: (i) 10 seconds for areas where the speed limit is below 80 km/h. (ii) 25 seconds for areas where the speed limit is 80km/h and over.		
(e) The transition time between messages must be no longer than 0.1 seconds.		
(f) Luminance levels must comply with the requirements in Table 3 below.		
(g) The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.		
(h) The amount of text and information supplied on a sign should be kept to a minimum (for example no more than a driver can read at a short glance). Text should preferably be displayed in the same font and size. Table 6 in Section 3 of these Guidelines provides further guidance.		
(i) Any sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.		
(j) Each sign proposal must be assessed on a case by case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.		
(k) At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the		

site which may result in a change to the dwell time or removal of the sign.		
(l) Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150 metres between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.		
(m) Signs greater than or equal to 20 sq metres must obtain RMS concurrence as per Section 5.2 of these Guidelines AND must ensure the following minimum vertical clearances: 2.5m from lowest point of the sign above the road surface if located outside the clear zone. 5.5m from lowest point of the sign above the road surface if located within the clear zone (including shoulders and traffic lanes) or the deflection zone of a safety barrier if a safety barrier is installed. If attached to Road Infrastructure (e.g. Overpass), the sign must be located so that no portion of the advertising sign is lower than the minimum vertical clearance under the overpass or supporting structure at the corresponding location.		
(n) An electronic log of a signs activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or RMS to allow a review of the signs activity in case of a complaint.		
(o) A road safety check which focuses on the effects of the placement and operation of all signs over 20 sq metres must be carried out in accordance with Part 3 of the RMS Guidelines for Road Safety Audit Practices after a 12 month period of operation but within 18 months of the signs installation. The road safety check must be carried out by an independent RMS accredited road safety auditor. A copy of the report is to be provided to RMS and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the applicant.		

Table 3: LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS

LUMINANCE LEVELS - Luminance means the objective brightness of a surface as measured by a photometer, expressed in candelas per square meter (cd/m²). Levels differ as digital signs will appear brighter when light levels in the area are low. Luminance levels should comply with Australian Standard AS4282 Control of the Obtrusive Effects of Outdoor Lighting which recommends the following levels:

Lighting Condition	Zone 1	Zones 2 and 3	Zone 4
Full Sun on face of Signage	No limit	Maximum Output	Maximum Output
Day Time Luminance		6000 cd/m ²	6000 cd/m ²
Morning and Evening		700 cd/m ²	500 cd/m ²
Twilight and Inclement Weather			
Night Time		350 cd/m ²	

Zone 1 covers areas with generally very high off-street ambient lighting, e.g. display centres similar to Kings Cross, central city locations

Zone 2 covers areas with generally high off-street ambient lighting e.g. some major shopping/commercial centres with a significant number of off-street illuminated advertising devices and lights.

Zone 3 covers areas with generally medium off-street ambient lighting e.g. small to medium shopping/commercial centres.

Zone 4 covers areas with generally low levels of off-street ambient lighting e.g. most rural areas, many residential areas.

2.5.9 Moving Signs

Moving or mechanical signs display images which change through movement of the sign structure only, for example, scrolling or trivision signs.

In addition to meeting the relevant SEPP 64 assessment criteria, design, road safety and public benefit test requirements under these Guidelines, moving signs that face the road reserve and are visible to drivers will also be required to meet the following criteria:

- (a) The display must be completely static from its first appearance to the commencement of a change to another display;
- (b) Dwell times for image display are to be a total of 10 seconds which includes 3 second to scroll.
- (c) The image must not be capable of being mistaken:
 - (i) for a rail or traffic sign or signal because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal, or
 - (ii) as text providing driving instructions to drivers.
- (d) Light levels are to be consistent with Section 3.2.5 and Table 5 of these Guidelines.

2.5.10 Video and animated electronic signs

Video and animated electronic signs containing animated or video/movie style advertising or messages; including live television, satellite, internet or similar broadcast; either permanent or portable; that face the road reserve and are visible to drivers; are prohibited.

Appendix B

RMS Road Safety Advisory Guidelines for Sign Content

TABLE 5 - RTA ROAD SAFETY ADVISORY GUIDELINES FOR SIGN CONTENT

1. Advertisements must not imitate a traffic control device such as traffic lights;
2. Advertisements must not instruct drivers to perform an action such as 'Stop', 'Halt' or 'Give Way';
3. Advertisements must not invite traffic to move contrary to any traffic control device or turn where there is fast moving traffic;
4. Advertisements must not contain reflectors, which at night could be mistaken for a traffic control device;
5. The permissible level of reflectance of an advertisement also applies to the content of the sign. That is, the level of reflectance is not to exceed the 'Minimum coefficients of Luminous intensity per unit area for Class 2A', set out in Australia Standard SA/NZS 1906.1:2007;
6. Advertisements should not contain messages that are distractive or otherwise inconsistent with road safety;
7. Advertisements should be legible. A clear font at least 150 millimetres high is advisable;
8. Advertisements should not contain large areas of red display if it is to be illuminated. In wet night-time conditions it may cause confusion with traffic control signals or 'stop' or 'tail lights' of moving vehicles;
9. The amount of information supplied on a sign should be minimised so that the time required to read and understand the sign's message is minimised. As a guide, each sign should be restricted to 6 units of information. The summation of units is to be calculated as follows:
 Words of up to 8 letters, inclusive = 1 unit
 Numbers up to 4 digits, inclusive = 0.5 unit
 Numbers of 5-8 digits = 1 unit
 Symbol, picture, logo or abbreviation = 0.5 unit;
10. The proposed advertising message should not spread the message across more than one adjoining point.

Appendix C

Lighting Impact Assessment prepared by Electrolight



Belinda Barnett
Urban Concepts

2 July 2015
Ref: 1433

LIGHTING IMPACT ASSESSMENT

OUTDOOR SIGNAGE AT MACQUARIE SHOPPING CENTRE, NORTH RYDE, NSW

Lighting Impact Assessment

Outdoor Signage at Macquarie Shopping Centre, North Ryde, NSW

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1. INTRODUCTION

Electrolight have been appointed by Urban Concepts to undertake a Lighting Impact Assessment on the digital signage installed at Macquarie Shopping Centre, North Ryde. The digital sign is located on the southern elevation of the Macquarie Shopping Centre at the Waterloo Road frontage. The objective of the assessment is to report on compliance with the State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64), AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting and NSW Transport Corridor Outdoor Advertising and Signage Guidelines (2014 Draft Document).

2. DEFINITIONS

2.1 Illuminance

The physical measure of illumination is illuminance. It is the luminous flux arriving at a surface divided by the area of the illuminated surface. Unit: lux (lx); 1 lx = 1 lm/m².

(a) Horizontal illuminance (E_h) The value of illuminance on a designated horizontal plane

(b) Vertical illuminance (E_v) The value of illuminance on a designated vertical plane

Where the vertical illuminance is considered in the situation of potentially obtrusive light at a property boundary it is referred to as environmental vertical illuminance (E_{ve}).

2.2 Luminance

The physical quantity corresponding to the brightness of a surface (e.g. a lamp, luminaire or reflecting material such as the road surface) when viewed from a specified direction. SI Unit: candela per square metre (cd/m²) – also referred to as "nits".

2.3 Luminous Intensity

The concentration of luminous flux emitted in a specified direction. Unit: candela (cd).

2.4 Obtrusive Light

Spill Light which, because of quantitative, directional or spectral attributes in a given context, gives rise to annoyance, discomfort, distraction or a reduction in the ability to see essential information.

2.5 Threshold Increment

The measure of disability glare expressed as the percentage increase in contrast required between a standard object and its background (the carriageway) for it to be seen equally as well with the source of glare present as with it absent, derived in the specified manner. This metric is directly related to Veiling Luminance.

NOTE: The required value is a maximum for compliance of the lighting scheme.

2.6 AGI32 Light Simulation Software

AGI32 (by U.S. company Lighting Analysts) is an industry standard lighting simulation software package that can accurately model and predict the amount of light reaching a designated surface or workplane. AGI32 has been independently tested against the International Commission On Illumination (CIE) benchmark, CIE 171:2006, Test Cases to Assess the Accuracy of Lighting Computer Programs.

3. SITE DESCRIPTION AND SCOPE

The location of the self-illuminated digital sign is at Macquarie Shopping Centre, North Ryde. The total display area of the sign is approximately 44.8 m². Refer Appendix A for signage perspective.

The digital signage is illuminated using LEDs installed within the face of the sign. The brightness of the LEDs can be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions.

The manufacturer of the digital signage is noted as Digital Place Solutions, model number LC-108020/W with performance parameters as outlined in Appendix B.

The sign operates past 10pm and will therefore need to comply with curfewed lighting limits as outlined in AS 4282 Control of the Obtrusive Effects of Outdoor Lighting.

4. DESIGN GUIDELINES AND STANDARDS

The Lighting Impact Assessment will review the proposed signage against the follow Criteria, Design Guidelines and Standards.

- State Environmental Planning Policy No. 64 – Advertising & Signage SEPP 64 (Refer Appendix C)
- Transport Corridor Outdoor Advertising & Signage Guidelines 2014 Draft Document *
- AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting. **

* The draft Transport Corridor Outdoor Advertising and Signage Guideline (2014) reflects the latest position for roadside digital media in NSW as jointly agreed by Outdoor Media Association (OMA) and Transport for NSW (TfNSW).

Preparation of the guidelines were led by Transport for NSW (TfNSW) which consulted with a variety of interested stakeholders including the OMA, TfNSW, Roads and Maritime Services (RMS) and Department of Planning and Environment (DPE).

** Although AS 4282-1997 specifically excludes internally illuminated advertising signs in Section 1.1 Scope (b) the requirements have been considered as if the Standard's requirements had to be met.

5. LUMINANCE ASSESSMENT

Based on an assessment of the surrounding area, the sign is classified as being within a Zone 2 Area under the draft Transport Corridor Outdoor Advertising & Signage Guidelines. Zone 2 is described as an area with generally high off-street ambient lighting e.g. major shopping/commercial centres.

The Digital Place Solutions digital signage has a maximum brightness capacity of 5,000 cd/m2, meaning the maximum allowable day time and night time dimming levels to comply with the guideline's luminance requirements for Zone 2 are:

LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS			
Lighting Condition	Max Dimming Level to achieve compliance #	Max Permissible Luminance (cd/m2)	Compliant
Full Sun on face of Signage	100%	5000	✓
Day Time Luminance	100%	5000	✓
Morning and Evening Twilight and Inclement Weather	14%	700	✓
Night Time Before 10pm	7%	350	✓
Night Time After 10pm	5%	250	✓

For the basis of this Report, it is assumed that the dimming level is directly related to the luminance level via a linear relationship.

It is our opinion that a digital advertising sign that is illuminated to the maximum luminances outlined above would be visually consistent with the existing ambient lighting and suitable for the local area. A more detailed night time lighting assessment is provided in Section 6.0.

The operator of the screen must not exceed the maximum dimming levels above to comply with the draft Transport Corridor Outdoor Advertising & Signage Guidelines. To maintain constant visibility of the signage, the dimming value may increase to the maximum level at certain times of the day (such as in direct sunlight as noted above). This is to compensate for high levels of light striking the front the face of the sign, which would otherwise dull the image and make it difficult to view.

6. AS4282 ASSESSMENT

The digital sign has been assessed against AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting as outlined in Section 4.

As it is intended that the sign be illuminated after 10pm, the requirements for curfewed operation under the standard will be applied. The sign is located in a mixed residential and commercial area, therefore the maximum illuminance in the vertical plane of habitable rooms for adjacent residential properties is limited to 25 lux before 10pm and 4 lux after 10pm (as outlined in Table 2.1 of AS4282 for curfewed operation). Under the standard, a value of less than 25 lux before 10pm and less than 4 lux after 10pm is deemed to not affect the visual amenity of local residents.

The nearest development with habitable windows facing the sign is the apartment block at 16 Cottonwood Crescent. And as such this development will form the basis of the obtrusive lighting assessment. The sign (and surrounding environment) were modelled in lighting calculation program AGI32 to determine the effect (if any) of the light spill from the sign.

Photometric data for the screens was based on a diffused light panel (approximating a lambertian emitter) with a luminance corresponding to the night time limit outlined in Section 5. Appendix D shows the lighting model and the results of the calculations.

It can be seen from the lighting model that the maximum vertical illuminance on habitable windows at 16 Cottonwood Crescent is 3.9 lux after 10pm (curfewed), which is below the allowable maximum of 4 lux. The maximum vertical illuminance on habitable windows at 21 Cottonwood Crescent before 10pm is 5.5 lux, which is below the allowable maximum of 25 lux (pre curfew).

The Threshold Increment was also calculated for traffic on Waterloo Road. The calculation grid was located at 1.5m above ground level, with a minimum approach viewing distance of 250m to the sign, and a windscreen cutoff angle of 20 degrees (as outlined in AS1158). Appendix D shows the 3D lighting model as well as the results of the calculations. The calculation results of the model show that the Threshold Increment does not exceed 5.33% along the approach during pre curfew and post curfew operation (the allowable maximum under the standard is 20%).

The luminous intensity limits nominated in the AS4282-1997 are only applicable to point sources such as floodlights and are therefore not relevant for illuminated signage.

It can therefore be seen that the illuminated signage complies with all relevant requirements of AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting.

7. SUMMARY

- The sign at Macquarie Shopping Centre, North Ryde, has been assessed as being located in a Zone 2 area under the Transport Corridor Outdoor Advertising & Signage Guidelines 2014 Draft Document
- The maximum luminance and dimming levels of the lighting to the sign are as follows:

LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS			
Lighting Condition	Max Dimming Level to achieve compliance #	Max Permissible Luminance (cd/m2)	Compliant
Full Sun on face of Signage	100%	5000	✓
Day Time Luminance	100%	5000	✓
Morning and Evening Twilight and Inclement Weather	14%	700	✓
Night Time Before 10pm	7%	350	✓
Night Time After 10pm	5%	250	✓

For the basis of this Report, it is assumed that the dimming level is directly related to the luminance level via a linear relationship.

- When commissioned to the maximum dimming levels above, the illuminated signage will comply with the Transport Corridor Outdoor Advertising & Signage Guidelines 2014 Draft Document
- The illuminated signage complies with all relevant requirements of AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting. In complying with these requirements, the proposed signage will not result in unacceptable glare nor will it adversely impact the safety of pedestrians, residents or vehicular traffic. The proposed signage will also not cause any reduction in visual amenity to nearby residences or accommodation.

8. DESIGN CERTIFICATION

The digital sign at Macquarie Shopping Centre, North Ryde, if commissioned according to this report, will comply with the following criteria, guidelines and standards:

- State Environmental Planning Policy No. 64 – Advertising & Signage SEPP 64 (Refer Appendix D)
- Transport Corridor Outdoor Advertising & Signage Guidelines 2014 Draft Document
- Relevant Sections of AS 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting.



Donn Salisbury MIES

Director
Electrolight

2/07/15

APPENDIX A DIGITAL SIGNAGE PERSPECTIVE



Waterloo Rd

This display is a 12.8 m x 3.5m landscape display adjacent to the Waterloo Rd Car park entrance.

// 1

APPENDIX B DIGITAL SIGNAGE SPECIFICATION



Digital Place Solutions International Pty Limited
25, Box 255, Collins Street West, Victoria
A2016-733-778
digitalplace@urbanconcepts.com

UNLOCKING DIGITAL OPPORTUNITY

1. Light Emitting Diode (LED) Pitch 10mm Full Colour Screen

Model number: LC-100020/W

Specifications

Pitch (mm)	10 mm
System Supplier	Panasonic
Application	Outdoor
Screen Size (Width x Height) Meters	12.8 by 3.2 / 1280 by 320 LED dots
Dimension (mm)	4096
Screen Configuration	3m ² white body SMD LED / 16 modules x 4 modules
Pixel per sqm	10000
Power Consumption approx. (Kw)	38.4Kw Maximum - Based on 5000 nits full brightness
Brightness at 6500 deg K (nits)	5000 Nits
Visible Angle (Horizontally)	+ 80° (Brightness reduced to 50% of full brightness)
Visible Angle (Vertical)	+ 60° (Brightness reduced to 50% of full brightness)
Processing Bit	16 bit
Grey Scale	16bit
Dimming Level	16 levels
Brightness Control (m/n)	256 levels (Could be decided)
Pixel Configuration	1R 1G 1B LED SMD
Frames Rate	60Hz
Colour	2.01 billion
Refresh Rate	4,000Hz
LED Panel Uniformity Adjustment	Adjustment by software
Lifetime	100,000 hours (50% brightness)
Gradation	65,536 Levels
Housing Material	Aluminium

APPENDIX C

State Environmental Planning Policy No. 64 - Advertising and Signage

Schedule 1 Assessment criteria

(Clauses 8, 13 and 17)

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?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

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?

3. Views and vistas

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?

4. Streetscape, setting or landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- Does the proposal require ongoing vegetation management?

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?
- Does the proposal respect important features of the site or building, or both?

- Does the proposal show innovation and Imagination in its relationship to the site or building, or both?

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?

7. Illumination

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?
- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

8. Safety

- Would the proposal reduce the safety for any public road?
- Would the proposal reduce the safety for pedestrians or bicyclists?
- Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

APPENDIX D



-Before 10pm

Calculation Summary				
Label	Description	CalcType	Units	Max
ObtrusiveLight_T1	Waterloo Road	Obtrusive Light - T1	1	0.55
ObtrusiveLight_T1_1	Waterloo Road to carpark	Obtrusive Light - T1	1	0.33
Residential Development	21 Cottonwood Crescent	Illuminance	Lux	2.9
Residential Development_1	16 Cottonwood Crescent	Illuminance	Lux	5.5

-After 10pm

Calculation Summary				
Label	Description	CalcType	Units	Max
ObtrusiveLight_T1	Waterloo Road	Obtrusive Light - T1	1	0.40
ObtrusiveLight_T1_1	Waterloo Road to carpark	Obtrusive Light - T1	1	0.30
Residential Development	21 Cottonwood Crescent	Illuminance	Lux	2.1
Residential Development_1	16 Cottonwood Crescent	Illuminance	Lux	3.9

Image: Lighting model - Threshold increment calculations

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