

Planning Services

Gateway Determination Report

LGA	Ryde
RPA	City of Ryde Council
NAME	Amendment to permit an existing digital sign to be used as an advertising structure (0 homes, 0 jobs)
NUMBER	PP_RYDEC_004_00
LEP TO BE AMENDED	Ryde Local Environmental Plan 2014
ADDRESS	Macquarie Centre, 197-223 Herring Road, Macquarie Park
DESCRIPTION	Lot 100 and DP 1190494
RECEIVED	25 September 2017
FILE NO.	17/13540
QA NUMBER	qA419347
POLITICAL DONATIONS	There are no donations or gifts to disclose and a political donation disclosure is not required.
LOBBYIST CODE OF CONDUCT	There have been no meetings or communications with registered lobbyists with respect to this proposal

INTRODUCTION

Description of Planning Proposal

The planning proposal aims to amend Ryde Local Environmental Plan 2014, by introducing 'advertising structure' to schedule 1 as an Additional Permitted Use for 197-223 Herring Road, Macquarie Park.

This will permit digital advertising to an existing business identification sign and allow for the display of community content, Macquarie Centre promotional material and third party advertising.

Site Description

The site is located at 197-223 Herring Road, Macquarie Park (Lot 100 DP1190494) and has a total gross floor area of 170,850 square metres. The digital sign is located facing Waterloo Road, and is identified as 'Sign 45'.



Figure 1. The digital 'sign 45' located facing Waterloo Road, Macquarie Park. (Source: Google Maps)

Surrounding Area

Macquarie Shopping Centre is located within the Macquarie Park Corridor and is the significant regional shopping centre for the area, being the 8th largest shopping centre in Australia. The local and surrounding area includes Macquarie University, a business and employment hub at Macquarie.

Summary of Recommendation

The proposal represents a minor housekeeping amendment which will permit the use of an existing 'business identification sign' for Macquarie Centre, community and third party advertising material to be displayed.

PROPOSAL

Objectives or Intended Outcomes

The planning proposal accurately describes the intended outcomes of the proposal. The intended outcome of the planning proposal is to permit the display of Macquarie Centre, community and third party advertising on the existing digital sign known as 'Sign 45', facing Waterloo Road, Macquarie Park.

Explanation of Provisions

The planning proposal seeks to amend Schedule 1 Additional Permitted Uses of the Ryde Local Environmental Plan 2014 to:

- Introduce one advertising structure ('Sign 45'), as an additional permitted use at Macquarie Centre (Lot 100 DP 1190494).

Mapping

This amendment does not include any mapping.

NEED FOR THE PLANNING PROPOSAL

The subject site is currently zoned B4 Mixed Use under Ryde Local Environmental Plan 2014. Within this zone 'Business identification signs' are permitted with consent, however 'Signage' is Prohibited.

The existing 'Sign 45', currently operates as an identification sign with Development Consent granted by Council on 4 June 2014 (LDA 2013/0533).

The use of the sign for 'advertising' is currently not a permissible use. An 'Advertising structure' that permits general advertising including a billboard are prohibited through the City of Ryde.

Under Ryde Local Environmental Plan 2014, signage is defined as three forms of advertising:

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- Advertising structure – meaning a structure used or to be used principally for the display of an advertisement;
 - Advertisement – meaning 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; and
 - Building identification sign – meaning a sign that indicated the name of a person or business, and the nature of the business carried on by the person at the premises or place at which the sign is displayed.

STRATEGIC ASSESSMENT

State

The planning proposal is consistent with 'A Plan for Growing Sydney' directions 1.6 Expand the Global Economic Corridor and Direction 1.7 Grow Strategic Centres – providing more jobs close to home.

Macquarie Park is located at the northern end of the 'Global Economic Corridor' as defined within A Plan for Growing Sydney, and therefore the use of the existing sign to provide advertising will reinforce the role of Macquarie Centre as a regionally significant shopping centre.

The planning proposal is also consistent with Macquarie University Station (Herring Road Priority Precinct) by encouraging local use of the areas businesses, community cohesion and revitalisation.

Regional / District

The planning proposal is consistent with the Draft North District Plan as it will reinforce the vibrant sense of place within Macquarie Park and reinforces the regional significance of Macquarie Shopping Centre and its contribution to the growth economy.

Local

The planning proposal is consistent with the Ryde 2025 Community Strategic Plan through:

- meeting the needs of a growing population;
- addressing the needs of a changing population; and

- managing the pressure of population growth on amenity.

The planning proposal is also consistent with the City of Ryde Local Planning Study 2010 through:

- supporting the continued growth of Macquarie Park as a strategic employment centre; and
- Continuing to encourage Macquarie Park as a key anchor in the Global Economic Corridor.

Section 117(2) Ministerial Directions

The planning proposal is not inconsistent with any Section 117 Ministerial Directions.

State Environmental Planning Policies

The planning proposal is consistent with the State Environmental Plan No. 64 – Advertising and Signage.

SITE SPECIFIC ASSESSMENT

Social

The planning proposal will achieve a positive social outcome for the local community, through local business advertising and community announcements as designated by City of Ryde Council.

Environmental

The planning proposal will not affect any critical habitat or threatened species, populations or ecological communities, or their habitats, nor is it expected to have an adverse environmental effects.

Economic

The planning proposal encourages the economic prosperity of the area, by advertising local and third party businesses, and enticing further consumerism within the Macquarie Centre, boosting local employment and reinforcing Macquarie Park's location with the Global Economic Corridor.

CONSULTATION

Community

Ryde Council have proposed a 28 day consultation period. A 28 day public exhibition period is considered to be appropriate.

Agencies

Given that planning proposal will not impact any State agencies, consultation is not considered necessary.

TIMEFRAME

The proposed timeframe for completion of the LEP is 9 months. This timeframe is consider appropriate.

DELEGATION

Council have requested delegation to make the plan. The planning proposal is deemed to be a minor housekeeping amendment and Council has therefore requested authorisation to exercise delegations.

CONCLUSION

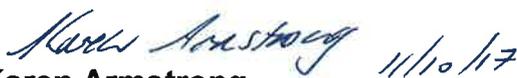
The planning proposal is supported to proceed, subject to conditions as outlined below. The planning proposal is considered to have merit as the digital advertising sign will support local businesses and the community and continue to promote and reflect Macquarie Centre as a regionally significant shopping centre.

RECOMMENDATION

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

1. The planning proposal should be made available for community consultation for a minimum of 28 days.
2. Council is not required to consult with State agencies.
3. The timeframe for completing the LEP is to be 9 months from the date of the Gateway determination.
4. Given the nature of the planning proposal, Council should be authorised to exercise delegation to make this plan.

Wayne Williamson
Team Leader, Sydney Region East


Karen Armstrong
Director, Sydney Region East
Planning Services

Contact Officer: Ellen Jones
Para Planner, Sydney Region East
Phone: 9274 6563