

Addendum Report 2018/332/1 – 106-108 Woodpark Road, Smithfield

Following the completion of the assessment report that was provided to the Panel Secretariat on 9 July 2019, the signage proposed as part of DA 2018/332 has been reconsidered in light of additional information provided by the applicant.

Council staff are of the view that the size and number of signs proposed as proposed by the applicant are appropriate given the size of the site, which exceeds 49,000 m².

The applicant's signage strategy is supportable in this instance on the following grounds:

- The 3 substantial pylon signs are appropriately located at the corners/access points of the site
- The proposal incorporates a clear signage strategy, with a hierarchy of signage including smaller scale pylon signs setback from the street and business identification signs for individual tenancies
- The proposed lifestyle graphics would support the viability of this project and identify it as a homemaker centre without adversely impacting on the amenity of the locality
- The most recent amendment to the design incorporates a reduction in the height of the wall signs so as to not protrude the parapet walls. This will assist in ensuring the proposed signage does not contribute to visual clutter and will result in a clean line of the building at the skyline
- The application was referred to NSW Roads and Maritime Services (RMS) for comment. RMS did not raise any objections to the proposed development.
- The proposed signage is consistent with the objectives of State Environmental Planning Policy No. 64 (Advertising and Signage), and satisfies the relevant Schedule 1 assessment criteria