

26 March 2012

REFERRAL RESPONSE

FILE NO: DA 531/2011/1

ADDRESS: 1 Kiaora Road DOUBLE BAY 2028

PROPOSAL: Kiaora Lands Redevelopment comprising demolition of existing buildings and structures, a new 4 storey commercial/retail building fronting New South Head Road and including a new public library, a new 3 level commercial/retail building fronting Kiaora Lane, including a supermarket and public parking (465 spaces) and public domain improvements.

FROM: M Easton, Compliance Officer

TO: Mr P Kauter

The proposal includes the following signage:

Kiaora Rd elevation

1. Flush wall sign displaying the words “Thomas Dux Grocer” and logo attached to the timber cladding.
2. Awning fascia sign displaying the words “Thomas Dux”, wrapping around the north east corner of the awning (cnr Kiaora Rd and Kiaora Lane).
3. Illuminated flush wall sign of total dimensions 12310mm x 1250mm, wrapping around the first floor façade on the north east corner of the building and displaying the words “Dan Murphy’s / Woolworths”.
4. Illuminated flush wall sign of approx. dimensions 5850mm x 1250mm located on the first floor façade at the south east end of the building and displaying the word “ Woolworths”.
5. Illuminated pylon sign of approx. dimensions 4000mm x 2000mm located adjacent to the carpark, perpendicular to the roadway, and displaying the words “Woolworths / Dan Murphy’s / Thomas Dux / Parking”.
6. Flush wall sign of approx. dimensions 3400mm x 800mm located above the carpark entrance and displaying the letter “P” in white text on a blue background.
7. Flush wall sign of approx. dimensions 930mm x 600mm located above the loading dock entry and displaying the Woolworths logo.

Kiaora Lane elevation

8. Flush wall sign displaying the words “Thomas Dux Grocer” and logo attached to the timber cladding.

9. Illuminated top hamper sign of approx. dimensions 4700mm x 700mm displaying the words “Thomas Dux”
10. Two illuminated flush wall signs of approx. dimensions 2400mm x 2600mm located on the upper north east corner of the supermarket section, one facing Kiaora Lane and one facing Kiaora Rd, both displaying the Woolworths logo.
11. Glass vertical projecting wall sign of approx. dimensions 2500mm x 940mm located at roof level and displaying the Woolworths logo.
12. Flush wall sign of approx. dimensions 4680 x 1000mm located above the supermarket entrance and displaying the word “Woolworths” as a graphic on glass.
13. Window sign of approx. dimensions 2894mm x 3208mm on the first floor elevation displaying the words “Woolworths”
14. Window sign of approx. dimensions 3101mm x 2333mm on the first floor elevation displaying the words “Dan Murphy’s”.
15. Flush wall sign of approx. dimensions 1400mm x 1300mm located at roof level on the north west corner of the building and displaying the Woolworths logo.

Kiaora Lane / Patterson St Pedestrian Link elevation

16. Three illuminated flush wall signs of approx. lengths 4960mm, 4430mm and 3447mm located on the upper façade and displaying the words “ Woolworths + logo / Dan Murphy’s / Thomas Dux”.
17. Illuminated flush wall sign of approx. dimensions 3400mm x 800mm located approx. 5m below sign 16, displaying the letter “P + left arrow” in white text on a blue background.

South elevation

18. Flush wall sign of approx. dimensions 930mm x 600mm located adjacent to the loading dock entry and displaying the Woolworths logo.
19. Flush wall sign of approx. dimensions 9000mm x 800mm located above the carpark entry and displaying the letter “P + arrows” in white text on a blue background.
20. Flush wall sign of approx. dimensions 12000mm x 800mm located above the carpark entry and displaying the letter “P + arrows” in white text on a blue background.
21. Flush wall sign of approx. dimensions 2894mm x 3208mm located adjacent to the carpark entry and displaying the word “Woolworths + logo”.
22. Flush wall sign of approx. dimensions 2330mm x 3100mm located adjacent to the carpark entry and displaying the word “Dan Murphy’s”.

New South Head Rd

23. Flush wall sign of approx. dimensions 10800mm x 1500mm displaying the word “Library” in a vertical configuration.
24. Illuminated top hamper sign of approx. dimensions 2320mm x 500mm displaying the word “Woolworths” and located over the entrance to the walk-through arcade to Kiaora Lane.

West elevation

25. Illuminated “Library” sign of approx. dimensions 7600mm x 1300mm behind the glassline.
26. Vertical projecting wall sign of approx. dimensions 6000mm x 1000mm located above the Kiaora Lane awning and displaying the word “Library” on a glass panel.

Consideration

Double Bay DCP 2002 - Part 6.4.6 Signage & Advertising

Control C1 requires signage to be integrated with the building design. Signs 11 and 26 do not comply with this control. Projecting wall signs and above awning signs are generally not encouraged. However, signs 23 and 26 are building identification signs for the library which may be permitted by Control C3. Sign 11 is a business identification sign and there will be no disadvantage if the projecting wall sign is deleted, given the number of other above awning flush wall signs on the development.

Control C9 of the Double Bay DCP states that advertising which is not related to the business being conducted from the premises is not permitted. Proposed signs 3 & 4 are not located on the part of the premises occupied by Woolworths or Dan Murphy’s. However, this is a major development encompassing the Woolworths supermarket, Dan Murphy’s Liquor and Thomas Dux Grocer within one complex. These brands are part of Woolworths Ltd. In the circumstances, the positioning of the signs is satisfactory.

Sign 24 does not strictly comply with Control C9. However, as the retail development has no exposure to New South Head Rd, with the supermarket being accessed from Kiaora Lane and the sign is located over the entrance to the walk-through arcade to the supermarket, the location of the sign is satisfactory.

Control C7 limits servicing and delivery signs to 0.35m^2 . Signs 7 and 18 do not comply at 0.55m^2 . However, given the scale of the development, the minor difference is satisfactory.

To satisfy the principles of Part 6.4.6, signs 16 and 17 (which comprise four signs of various sizes) should be integrated into one sign as depicted in photomontage 3109 DA 21-C.

Sign 5 is satisfactory subject to the sign being located wholly within the boundary of the site.

SEPP 64

Subject to the above modifications, the proposal satisfies the objectives of SEPP 64 and the assessment criteria set out in Schedule 1 of the policy.

Recommendation

Approval subject to the following conditions:

1. The illuminated pylon sign on the east elevation (Kiaora Rd) must be located wholly within the boundary of the site.
2. The vertical projecting wall sign on the Kiaora Lane elevation shall be deleted from the plans.
3. The four illuminated flush wall signs on the west elevation, advertising Woolworths, Dan Murphy's, Thomas Dux and Parking, must be integrated into one sign as depicted in photomontage 3109 DA 21-C.

M Easton
Compliance Officer