

## Statement Against Relevant Criteria

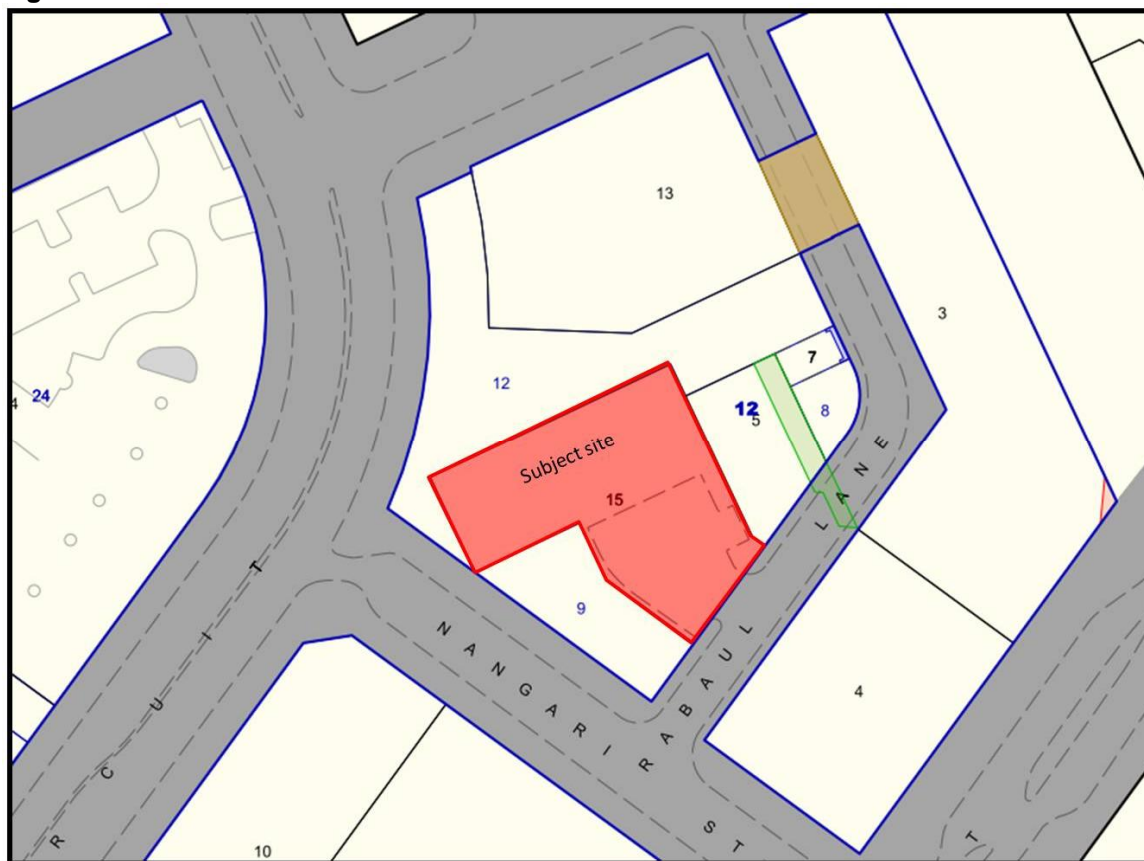
### 1. Key Facts

SITE	
Proposal	Development Application - Signage
Address of Site:	221 London Circuit Canberra City ACT 2601
Block, Section	Block 15 Section 12 CITY
Land Status:	Territory Land
Lease Administration:	Territory Land – Leased Territory Land Private Lease – Not Public Land
Owner/Lessee:	Acton Holdings (ACT) Pty Limited
Land Use:	CZ1 – Core Zone
Other Relevant Policies:	Special Requirements (CIVIC) of the National Capital Plan.

#### 1.1 Site

The subject site (Block 15 Section 12 City) is within Commercial Zone 1 (CZ1) - Core Zone. The site comprises an eleven storey commercial building, the main entrance is located on the northern boundary (immediately adjacent to the Waldorf Apartments) and vehicle access is via Rabaul Lane (refer to Figure 1).

**Figure 1** Site location



## 2. Planning considerations

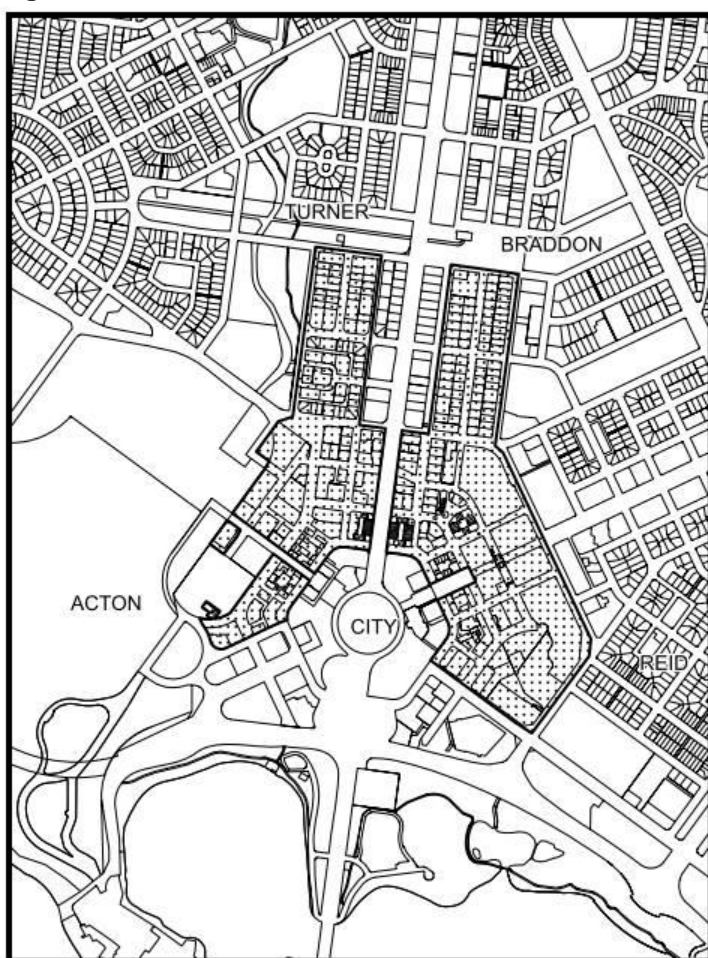
This Development Application (DA) is seeking to erect external signage consistent with the Special Requirements of the National Capital Plan and the Territory Plan.

### 2.1 National Capital Plan

#### Special Requirements for Civic

Block 15 Section 12 CITY is subject to Special Requirements for Civic (refer to Figure 2) of particular relevance to this proposal is Section 4.5.4 Civic – National interest in Civic.

**Figure 2** Area for Civic Policies



Source: Figure 21 National Capital Plan

Of particularly relevance to this proposal, is the Commonwealth's interest in Civic and its relationship to the Parliamentary Zone. The principles and policies for Civic provide the overall intent for future development. Of particular interest to this application include:

Section 4.5.4.1 (b), states the principle for Civic is for *'the design of buildings and the amenity and environmental quality of the main public spaces should result in an accessible, attractive, high quality and distinctive centre consistent with Civic's role as the major metropolitan centre*

## Statement Against Relevant Criteria

*and its location at one point of the National Triangle, Griffin's major organising element of the Central National Area'.*

The Development Application (DA) is for external signage only the proposed signage will assist in the overall refurbishment of the building bringing a fresh contemporary look consistent with the existing architectural style of the building. Furthermore, the proposed DA will maintain the future desired character of the area and assist in enforcing Civic's role as a vibrant commercial metropolitan centre.

## 2.2 Territory Plan

Outlined below is a statement of compliance against the City Centre Development Code, Crime Prevention Through Environmental Design General Code and Signs General Code.

**Table 1 City Centre Development Code**

Part B – General Development Controls				
Element 2 – Building and Site Controls				
Rule	Complies	Criteria	Complies	Statement
<i>2.3 National Capital Plan Requirements</i>				
n/a	-	C62	Complies	This development Application (DA) for external signage on a developed site there are no new buildings proposed. Refer to statement 2.1.
Element 3 – Built Form				
Rule	Complies	Criteria	Complies	Statement
<i>3.2 Crime Prevention Through Environmental Design</i>				
n/a	-	C65	Complies	Refer to Table 2.
Element 5 – Amenity				
Rule	Complies	Criteria	Complies	Statement
<i>5.3 Signs</i>				
n/a	-	C81	Complies	Refer to Table 3.

**Table 2 Crime Prevention Through Environmental Design General Code**

Part A – General Requirements				
Element 3 – Public Realm				
Rule	Complies	Criteria	Complies	Statement
<i>3.4 Signs</i>				
R14	n/a			The DA is for awning/fascia, high rise and pylon/column signage only and does not propose directional signage.
		C15	Complies	Consideration during detailed design has been given to:
		C16	Complies	■ visibility of all proposed signage
				■ strategic positioning of signage
				■ materials, colour and consistent pattern.

## Statement Against Relevant Criteria

**Table 3 Signs General Code**

<b>Part A – General Development Controls</b>				
<b>Element 1 – Use</b>				
<b>Rule</b>	<b>Complies</b>	<b>Criteria</b>	<b>Complies</b>	<b>Statement</b>
<i>3.4 Signs</i>				
R1	Complies	C1	-	All proposed external signage meets the requirements of R1 within a Commercial Zone – CZ1.
R2	Complies	C2	-	All proposed signage above first storey and free standing is consistent with Table 2 Allowable Signage Content and Location.
R3		C3	Complies	All proposed signage is within the lease boundaries of the block.
<b>Element 2 – Built Form</b>				
<b>Rule</b>	<b>Complies</b>	<b>Criteria</b>	<b>Complies</b>	<b>Statement</b>
<i>2.13 Awning Fascia Sign</i>				
R4	Complies	C4	-	The proposed signage is contained within the fascia refer to SI.1_03 Drawing FD3750_SI1_301 and SI.1_02 Drawing No. FD3750_SI1_201.
R5	Complies	C5	-	The 3D fabricated metal letter maximum thickness of 35mm.
R6	Complies	C6	-	The proposed awning/fascia sign is not illuminated.
R7	Complies	C7	-	Signage complies.
<i>2.13 High Rise Building Sign</i>				
R54	-	C54	Complies	The proposed signage is contained within the created outline of the building appearing as a continuous ribbon like graphic which seamless forms part of the façade of the existing building.
R55	-	C55	Complies	The character of the proposed building signage contains both separate characters and symbols.
R56	Complies	C56	-	Refer to Sign type SP1_04 Drawing no. FD3750_SP1_101, DA proposes one building sign to be located on the building façade fronting London Circuit.
R57	-	C57	Complies	Five (5) Siteco A1 Mini Plus luminaries will be mounted on the approved awning of the main building frontage, illuminating the business identify (221). Illumination will be contained within the sign without having a negative effect on night sky, public safety or glare to passing motor vehicles.  For further details in relation to lighting refer to the Lighting Concept Drawings (ARUP).
<i>2.20 Pylon/Column Sign</i>				
R87	-	C87	Complies	Proposed signage is dual fronted; the finish is to be satin powder coat, consistent with black building awning. Signage will also have a clear satin anti-graffiti coating.
R88	Complies	C88	-	Refer to sign type SI.2_02 (Drawing no. FD3750_SI2_101), signage is to be 1720mm (height) by 600mm (width).  Refer to sign type SI.1_01 (Drawing no. FD3750_SI1_101), signage is to be 2,810mm (height) by 1,900mm (width).

## Statement Against Relevant Criteria

### 2.20 Pylon/Column Sign (cont.)

R89	Complies	C89	-	Refer to Sign type SI.2_02 (Drawing no. FD3750_S12_101), signage is to be no more than 1720mm above paving or footpath finish.  Refer to sign type SI.1_01 (Drawing no. FD3750_S11_101), signage is to be no more than 3000mm above paving or footpath finish.
R90	n/a	C90	Complies	The proposed car parking sign is located on Rabul Lane within close proximity to a landscaped environment (open space immediately adjacent). While the Tennant Directory is located at the main entrance of the building within the landscaped public realm.
R91	Complies	C91	-	The proposed pylon/column sign is the only sign to be erected within the lease boundary of the car park entry off Rabul Lane.
R92	n/a	C92	n/a	Not applicable – car park and tenant directory signage.
R93	Complies	C93	-	Both proposed signs are setback greater than 3 metres from the side boundary.
R94	Complies	C94	-	Both proposed signs are setback more than 1200mm from road kerb.
R95	Complies	C95	-	The proposed pylon/column signs are not illuminated.

### Element 3 – Sign Construction

Rule	Complies	Criteria	Complies	Statement
<i>3.1 Traffic safety</i>				
R132	Complies	C132	-	The signage is strategically placed to complement the urban fabric and reinforce Civic as a commercial centre. All signage will be located to avoid visual clutter to both pedestrians and motor vehicle drivers.  Proposed sign will assist with way finding for the pedestrian and motor vehicle drivers, reducing the likelihood of confusion for motor vehicle drivers within the City Centre.
<i>3.2 Installation fixings</i>				
R133	Complies	C133	Complies	All supports or fixing for the installation of proposed signage is concealed from public view.
R134	Complies	C134	-	This DA does not propose to affix signage to tree(s).
<i>3.3 Animated or flashing signs</i>				
R135	n/a	C135	-	Not applicable – the DA for signage does not propose animated or flashing elements.

### Element 4 – Environment

Rule	Complies	Criteria	Complies	Statement
<i>4.1 National Capital Plan</i>				
R136	Complies	C136	Complies	This development Application (DA) is for external signage on a developed site there are no new buildings proposed.  Refer to statement 2.1.
<i>4.2 Heritage</i>				
R137	n/a	C137		Not applicable.
<i>4.3 Trees</i>				
R138	n/a	C138		Not applicable.
<i>4.4 Environmental Control</i>				
R139	n/a	C139		Not applicable – the DA does not propose to affix signage to tree(s).

### 3. High rise signage

Signs that identify or name business related activities including building and business identification signs are ever present elements of today's urban environment.

Signage can contribute to the overall enjoyment of the public domain by helping to identify businesses, communicate a message and assist with wayfinding.

Both the National Capital Plan and Territory Plan seek to reinforce Civic's role as a vibrant and active centre. A City Centre with a commitment to a high level of urban design. It is considered that the proposed high rise signage for 221 London Circuit will provide an innovative, attractive and legible identification for the building, consistent with the desired future character of Civic and its role as a City Centre.

Overall the proposed high rise signage does not detract or compromise important views or vistas. The signage does respect the viewing rights of other commercial signage within the vicinity of 221 London Circuit, but avoids the visual blight of a multitude of small signs.

It's noted that signage today takes on many functions and thus takes many forms, the design proposed through this DA has taken into consideration the architectural character of the building, its setting within the urban environment and has paid meticulous attention to the design ensuring careful integration of the proposed signage with the building fabric.

While the proposed signage does take on a different form to other high rise signage within Civic, it contributes to the overall streetscape and visual interest of the area. Similar to the public art located outside of the Waldorf Apartments (refer to photograph below).



Image: Public Art located corner of Akuna Street and London Circuit.

As the proposed signage is essentially a building identifier it does not protrude above the building or existing skyline in the area, in fact the signage is reducing clutter by rationalising and simplifying signage through innovative design. Because it is large and legible, it will improve traffic safety when compared to the alternative of a larger number of small signs.



## Statement Against Relevant Criteria

The illumination of the high rise sign will not result in unacceptable levels of glare (refer to Lighting Concept). The floodlights will be directed onto the sign and will be baffled to prevent any light spillage elsewhere. It is therefore considered that the illumination will not affect the safety for pedestrians or distract motor vehicle drivers.

Multiply signage is visible along sightlines from Bailey's Corner to 221 London Circuit. Signage can contribute to the legibility of commercial buildings as demonstrated in photographs below although if there is too much signage clutter it can be a distraction to drivers and pedestrians trying to find a particular building or business.



Image: Business signage located at Bailey's Corner, London Circuit.



Image: Varying forms of business signage along London Circuit (southbound).

## **Statement Against Relevant Criteria**

As demonstrated it is considered that the strategic placement and size of the proposed signage and the quality of design will contribute to the urban fabric and promote life within the public domain. It should be noted that Frost Design, who have designed the signage, have worked closely with the building owners and their architects (Architectus), to develop a signage concept that enhances the role, character and location of the building within its Civic context.