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Statement of Environmental Effects for PENRITH CITY COUNCIL



PROPOSED DIGITAL PANEL SIGN STRUCTURE

NEPEAN COMMUNITY & NEIGHBOURHOOD CENTRE
1-2 KINGTON PLACE
CRANEBROOK NSW 2749

19th MAY 2021

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1. INTRODUCTION

Property Details

Lot	7	Section		DP	262781
Street No.	1-2	Street	Kington Place		
Suburb	CRANE BROOK			Postcode	2749

Crown Development Application

This application is made on behalf of the Crown under the provisions of Division 4.6 Crown Development of the Environmental Planning and Assessment Act 1979 (the Act).

In accordance with Section 4.33 (1) of the Act, a consent authority (other than the Minister) must not:

- (a) refuse its consent to a Crown development application, except with the approval of the Minister, or
- (b) impose a condition on its consent to a Crown development application, except with the approval of the applicant or the Minister.

Description of Proposal

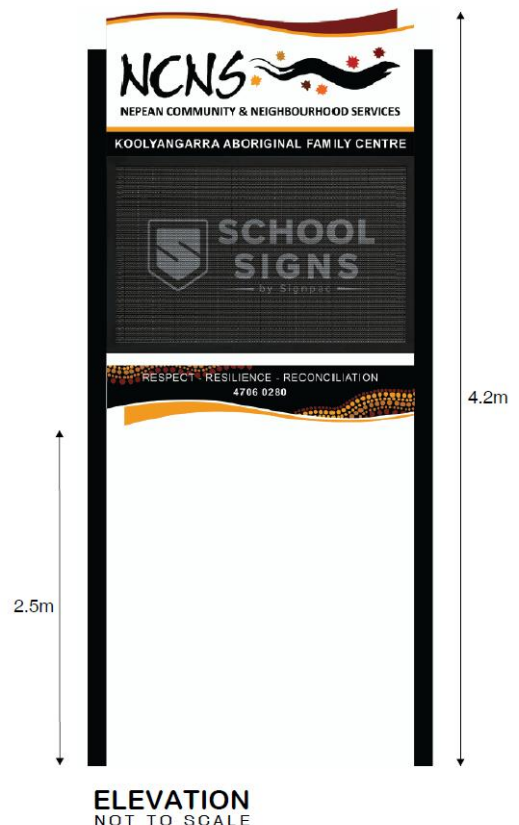
PROPOSED DOUBLE-SIDED DIGITAL SIGN STRUCTURE

DETAILED DESCRIPTION

The proposal is seeking Council approval to construct a digital sign panel pylon structure. The sign is located along Pendock Road; 1m inside the boundary fence of the Nepean Community & Neighbourhood Centre site. There is minimal construction work associated with the proposal, and the supply of power to the sign will be by a qualified electrician. Refer to the image for the proposed appearance of the sign.

It should be noted that:

- The required hours of operation are from 6am to 10pm daily, which will be programmed into the sign.
- The content is static text or images with no moving or flashing elements.
- Messages will run for 4 seconds each in a loop sequence, which is adjustable.
- The sign is fitted with a light sensor which is connected to an automatic dimmer and adjusts the brightness depending on the amount of ambient light. This can also be manually adjusted if required.
- The sign will be wholly contained within Lot 7 / DP 262781.



This Statement has been prepared with reference to the following plans and reports:

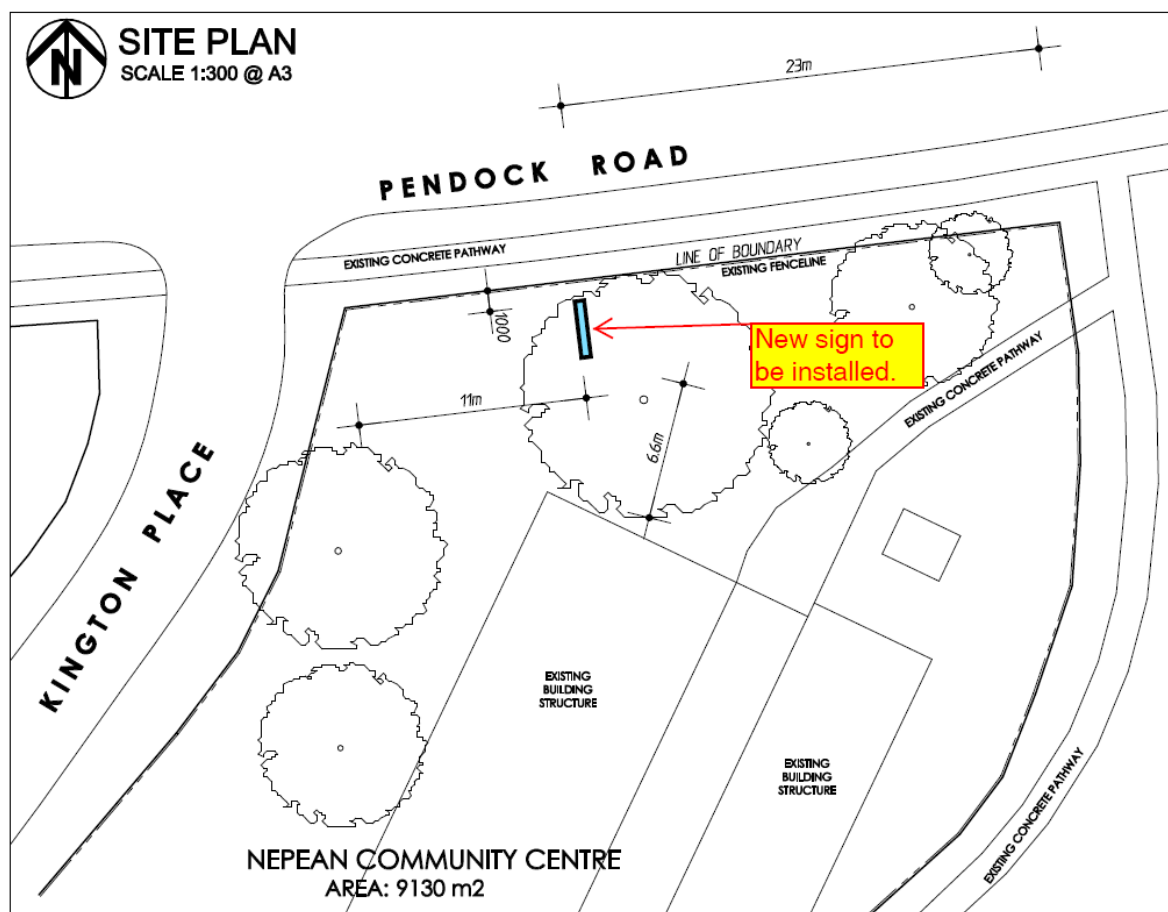
Title	Author	Date	Version
Application Plans	CEO Architectural	19.05.21	A
Waste Management Plan	CEO Architectural	19.05.21	A

Description of the Site

Area of the Site: 9130m²

DETAILED DESCRIPTION OF THE SITE

The proposed site is the Nepean Community & Neighbourhood Centre, located at Kington Place, off Pendock Road, Cranebrook. There are several established buildings located on the site together with pathways and landscaped gardens. The location for the sign is along Pendock Road. It will be located in a landscaped area clear of any buildings. Refer to the site plan below:



DESCRIPTION OF THE ADJOINING LAND USES

Surrounding land uses are Medium Density Residential housing and Recreation zones. The site is also bound by Pendock Road to the North, and public footpaths to the East and South.

Present & Previous Uses

Present Use: Residential

Previous Uses: Residential

2. PROVISION OF ANY ENVIRONMENTAL PLANNING INSTRUMENTS

State Environmental Planning Policies

SEPP 55 – REMEDIATION OF LAND

Given the historical use of this property and the nature of the proposal, it is not expected that the land contains any contaminants.

SEPP 64 – ADVERTISING AND SIGNAGE

Clause 13(1)(b) of this SEPP states that the consent authority must not grant consent to an application to display an advertisement to which the Policy applies unless the structure has been assessed in accordance with the assessment criteria contained in Schedule 1 of the SEPP. Accordingly, an assessment of the proposal against this criterion is contained in the following table:

Criteria	Response
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?	THE SIGN WILL BE LOCATED NEAR THE MAIN ENTRANCE TO THE CENTRE. THE SIGN IS USED ONLY BY THE CENTRE AND IS COMPATIBLE WITH THE CHARACTER OF THE LOCALITY
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	THE DESIGN OF THE SIGN INCORPORATES THE CENTRES LOGO AND COLOURS AND IS CONSISTENT WITH PREVIOUSLY APPROVED DIGITAL SIGNS LOCATED ELSEWHERE WITHIN THE LGA.
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?	THE SIGN DOES NOT DETRACT FROM THE AMENITY OR VISUAL QUALITY OF ANY OF THE MENTIONED ASPECTS
3. Views and vistas	
Does the proposal obscure or compromise important views?	THE PROPOSED SIGNAGE WILL NOT OBSCURE OR COMPROMISE EXISTING VIEWS
Does the proposal dominate the skyline and reduce the quality of vistas?	THE SIGN IS MINOR IN SCALE COMPARED TO OTHER FEATURES IN THE NEAR PROXIMITY AND WILL NOT DOMINATE THE SKYLINE OR REDUCE THE QUALITY OF VISTAS

Does the proposal respect the viewing rights of other advertisers?	THIS SIGN DOES NOT OPERATE FOR COMMERCIAL BENEFIT AND THEREFORE HAS NO IMPACT ON ANY NEIGHBOURING ADVERTISING IN THE AREA.
4. Streetscape, setting or landscape	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	THE SCALE AND PROPORTION OF THE ELECTRONIC SIGN IS APPROPRIATE FOR THE STREETScape AND SETTING. THE SCALE IS MINOR IN RELATION TO THE EXISTING STREET FRONTAGE.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	THE PROPOSAL PROVIDES VISUAL INTEREST THROUGH THE ILLUMINATED SIGN THAT IDENTIFIES THE CENTRES UPCOMING EVENTS AND NOTICES.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	NOT APPLICABLE AS THIS SIGN IS NOT FOR COMMERCIAL PURPOSE
Does the proposal screen unsightliness?	NO
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	THE PROPOSED SIGN IS 4.2m HIGH AND SITS WELL BELOW THE CANOPY OF NEARBY TREES.
Does the proposal require ongoing vegetation management?	NO
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?	THE PROPOSED SIGN IS COMPATIBLE WITH THE USE OF THE SUBJECT SITE AS A COMMUNITY CENTRE.
Does the proposal respect important features of the site or building, or both?	THE PROPOSED SIGN WILL BE LOCATED APPROPRIATELY. ITS LOCATION IS SEPARATED SUFFICIENTLY TO PROVIDE RESPECT TO ANY IMPORTANT FEATURES OF THE SITE.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	THE LED ILLUMINATED DIGITAL SIGN IS CONSIDERED TO BE VERY INNOVATIVE IN ITS CAPABILITIES AND FEATURES TO MEET THE CENTRES NEEDS FOR COMMUNICATING TO THE COMMUNITY.
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?	ALL LIGHTING AND LOGOS ARE INTERGRATED WITHIN THE DESIGN OF THE SIGN. A PLATFORM IS NOT REQUIRED, AS THE SIGN WILL BE ACCESSED BY LADDER WHEN MAINTENANCE IS REQUIRED. NO EXTERNAL LIGHTING IS REQUIRED.
7. Illumination	
Would illumination result in unacceptable glare?	THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT AUTOMATICALLY ADJUSTS TO AMBIENT LIGHT AND CAN ALSO BE ADJUSTED OR REDUCED MANUALLY.

Would illumination affect safety for pedestrians, vehicles or aircraft?	THE SIGN IS LOCATED INSIDE THE FENCE AND BOUNDARY. THIS ELIMINATES ANY SAFETY ISSUES RELATING TO PEDESTRIANS, VEHICLES OR AIRCRAFT.
Would illumination detract from the amenity of any residence or other form of accommodation?	THERE IS NO AMENITY LOSS TO RESIDENTIAL PROPERTIES DUE TO ILLUMINATION AS THE PROPOSED SIGN FACES ALONG THE ROAD. THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT CAN BE ADJUSTED OR REDUCED AS REQUIRED.
Can the intensity of the illumination be adjusted, if necessary?	THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT AUTOMATICALLY ADJUSTS TO AMBIENT LIGHT AND CAN ALSO BE ADJUSTED OR REDUCED MANUALLY.
Is the illumination subject to a curfew?	THE PREFERRED OPERATING HOURS OF 6.00AM TO 10.00PM, WILL BE PROGRAMMED INTO THE SIGN AND CAN BE ADJUSTED IF REQUIRED.
8. Safety	
Would the proposal reduce the safety for any public road?	THE SIGN IS LOCATED INSIDE THE FENCE AND BOUNDARY. THIS WILL ENSURE NO REDUCED SAFETY ON ANY PUBLIC ROAD.
Would the proposal reduce the safety for pedestrians or bicyclists?	THE SIGN IS LOCATED INSIDE THE FENCE AND BOUNDARY. THIS WILL ENSURE NO REDUCED SAFETY TO ANY PEDESTRIANS OR CYCLISTS USING THE PUBLIC FOOTPATH.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	THE PROPOSED SIGN IS AT A HEIGHT AND LOCATION TO NOT OBSCURE ANY SIGHTLINES FROM PUBLIC AREAS FOR PEDESTRIANS, PARTICULARLY CHILDREN.

STATE ENVIRONMENTAL PLANNING POLICY (Exempt and Complying Development Codes) 2008

PART 2 - DIVISION 2 Subdivision 10; Community notice and public information signs

2.100 Specified development

The construction or installation of a sign that provides information on, or advertises services or activities on a site for, a public or community institution or organisation, is development specified for the purposes of this code.

2.101 Development Standards

Criteria	Response
a) not result in more than one sign facing any road frontage, and	COMPLIES - THE PROPOSAL IS FOR A SINGLE SIGN FRONTING THE ROAD
(b) not have a surface area of more than 3.5m ² , and	COMPLIES - THE SIGN IS HAS A SURFACE AREA <3.5m ²
(c) not be higher than 5m above ground level (existing), and	COMPLIES – THE SIGN HEIGHT IS <5m

(d) be located wholly within the boundaries of the site, and	COMPLIES – THE SIGN IS LOCATED WITHIN THE BOUNDARY OF THE SITE
(e) be securely fixed and installed in accordance with AS/NZS 1170.0:2002 and AS/NZS 1170.2:2011, and	COMPLIES – CONSTRUCTION WILL MEET THE REFERENCED STANDARDS. REFER TO ATTACHED PLANS
(f) if on the site of a heritage item or draft heritage item – not be attached to a building, and	COMPLIES – THE SIGN IS FREE STANDING
(g) not be illuminated	VARIATION SOUGHT - THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT CAN BE ADJUSTED OR REDUCED IF REQUIRED. THE DIGITAL SIGN CAN BE PROGRAMMED TO MEET ILLUMINATION REQUIREMENTS AS STIPULATED IN COUNCILS CONSENT.

TRANSPORT CORRIDOR OUTDOOR ADVERTISING AND SIGNAGE GUIDELINES

The NSW Government's Transport Corridor Outdoor Advertising and Signage Guidelines do NOT apply to the site of this application as it is not within 250m of, and visible from, a Classified Road.

Regional Environmental Plans

None Applicable

Local Planning Controls

RELEVANT PLANNING INSTRUMENT

PENRITH LOCAL ENVIRONMENTAL PLAN 2010

CURRENT ZONING

R3 –MEDIUM DENSITY RESIDENTIAL

OBJECTIVES OF CURRENT ZONE

- To provide for the housing needs of the community within a medium density residential environment.
- To provide a variety of housing types within a medium density residential environment.
- To enable other land uses that provide facilities or services to meet the day to day needs of residents.
- To provide for a concentration of housing with access to services and facilities.
- To enhance the essential character and identity of established residential areas.
- To ensure that a high level of residential amenity is achieved and maintained.
- To ensure that development reflects the desired future character and dwelling densities of the area.

DEFINITION OF PROPOSED DEVELOPMENT

The proposed sign is considered to be ancillary to the primary use of the land which is for a Community Centre. In accordance with the Land Use Tables contained in Part 2 of the LEP, Community Centres are permitted with consent in the Zone.

CLAUSE 2.3 ZONE OBJECTIVES AND LAND USE TABLE

Clause 2.3 (2) of the LEP states that the consent authority must have regard to the objectives for development in a zone when determining a development application in respect of land within that zone. The objectives of the Zone are listed above. The proposed sign meets the objectives of this zone as it is ancillary to the use of the land as a Community Centre and the sign is considered to be compatible with other infrastructure on the land.

CLAUSE 2.7 DEMOLITION REQUIRES DEVELOPMENT CONSENT – N/A

CLAUSE 4.3 HEIGHT OF BUILDINGS – N/A

CLAUSE 5.10 HERITAGE CONSERVATION – N/A

3. PROVISION OF ANY PROPOSED INSTRUMENTS

At the time of preparing this report, there were no proposed instruments that are or have been subject to public consultation that affect the subject.

4. PROVISION OF ANY DEVELOPMENT CONTROL PLANS

PENRITH DEVELOPMENT CONTROL PLAN 2014

The following Chapters of the DCP are relevant to the proposed development:

CHAPTER C9 – ADVERTISING AND SIGNAGE

A response to each of these requirements of this Chapter is set out in the table below:

Clause Reference	Response	Complies (Y/N)
9.1 General Requirements for signs C.1 Controls - General		
a) Signs are to be designed and located to: i) relate to the use of the building; ii) be visually interesting and exhibit a high level of design quality; iii) be constructed of high quality, durable materials; iv) be wholly contained within the property; v) have only a minimal projection from the building;	The location and appearance of the proposed signage compliments the character of the area by being proportionally small in size and designed to be pleasing in appearance, sleek and modern. The sign structure is painted to endure corrosion and fading.	Y

<p>vi) be integrated and achieve a high degree of compatibility with the architectural design of the supporting building having regard to its composition, fenestration, materials, finishes and colours, and ensure that architectural features of the building are not obscured;</p> <p>vii) have regard to the view of the sign and any supporting structure, cabling and conduit from all angles, including visibility from the street level and nearby higher buildings and against the skyline; and Penrith Development Control Plan 2014 C9 Advertising and Signage C9-4</p> <p>viii) be sympathetic to the existing character of the area and the particular architectural/urban design utilised in any improvements scheme.</p>	<p>All electrical conduits will either be contained inside the steel columns of the existing sign pylon or run down the rear of a column and not seen from the street.</p> <p>The design of the sign will incorporate the centres colours and logo in a professional style.</p> <p>There is no adverse impact on the amenity or safety of the community.</p>	
b) Signs that contain additional advertising promoting products or services not related to the approved use of the premises or site (such as the logos or brands of products; e.g. soft drinks, brewers, photographic film, etc) are not permitted.	The sign will not operate for commercial benefit, and all content will be purely to notify the community of the centres services, performance and events.	Y
c) Signs painted or applied on the roof are prohibited;	The sign is free standing, well clear of buildings.	Y
d) Corporate colours, logos and other graphics are encouraged to achieve a very high degree of compatibility with the architecture, materials, finishes and colours of the building and the streetscape.	The design of the sign will incorporate the centres colours and logo in a professional style.	Y
e) Flat standing signs are only permissible where the main building is set back 3 metres or more from the street alignment	The main building is >3m from the boundary.	Y
f) In considering applications for new signs, Council must have regard to the number of existing signs on the site and in its vicinity; whether that signage is consistent with the provisions of this section; and whether the cumulative impact gives rise to visual clutter.	Removal of existing signage is not part of this proposal and is subject to Councils request.	
g) Signs must not involve damage, removal or pruning to trees or other vegetation and must not result in pruning or removal for visibility purposes	No trees are required to be removed or trimmed.	Y
h) The dominant design of any sign must relate to business identification rather than product advertising.	The design of the sign will incorporate the centres colours and logo in a professional style. The sign will not operate for commercial benefit, and all content will be purely to notify the community of the centres services, performance and events.	Y

C.2 Controls – Signs and Road Safety

a) Signs are regarded as prejudicial to the safety of the travelling public and are therefore prohibited if they:

- i) Obscure or interfere with road traffic signs and signals or with the view of oncoming vehicles or pedestrians;
- ii) Obscure or interfere with the view of a road hazard or an obstruction which should be visible to drivers or other road users;
- iii) Give instructions to traffic by use of the word 'stop' or other directions, which could be confused with traffic signs;
- iv) Include variable messages or intensity of lighting sufficient to impair drivers' vision or distract drivers' attention; or
- v) Are located in places where drivers' require greater concentration, such as at major intersections or merging and diverging lanes.

The proposed sign is to be located inside the boundary fence and will therefore not be hazardous to pedestrians or obscure traffic as they pass by.

Illumination levels can be reduced to not cause discomfort to drivers or pedestrians and content can be programmed to not be detrimental or distracting to road users.

The distance from the road and angle at which the sign will be positioned will ensure no confusion for drivers or allow it to be mistaken as traffic signals.

Y

C.3 Controls – Inappropriate Signs

a) Council will not support an application for an advertisement of a form, type or size described below:

- xiii) Pole or pylon signs, except for industrial, business park, service station or shopping centre uses which are permitted one pole or pylon signs with the maximum height not in excess of 7.0m;

The location and appearance of the proposed signage compliments the character of the area by being proportionally small in size and designed to be pleasing in appearance, sleek and modern.

The overall height is 4.2m. It is setback from the boundary fence by 1m.

9.3 General Requirements for signs

C.1 Controls

1) A sign that is erected on a property must relate to an approved activity being conducted on that property.

The sign will not operate for commercial benefit, and all content will be purely to notify the community of the centres services, performance and events.

Y

2) A sign that is erected on the property must be located wholly within the property and positioned so as not to impede pedestrian access or result in a traffic hazard.

The proposed sign is to be located inside the boundary fence and will not be hazardous to pedestrians or road traffic.

Y

3) The siting and design of the sign on the property should ensure that amenity and visual impacts to adjoining properties are kept to a minimum.

The location and appearance of the proposed signage compliments the character of the area by being proportionally small in size and designed to be pleasing in appearance, sleek and modern.

Y

4) The siting and design of the sign on the property should be sympathetic to the existing character of the area.	The location and appearance of the proposed signage compliments the character of the area by being proportionally small in size and designed to be pleasing in appearance, sleek and modern.	Y
5) Only one building identification sign is to be erected on the property in association with the approved business or activity being conducted on the land.	Removal of existing signage is not part of this proposal and is subject to Councils request.	
8) In residential zones, the business identification sign is not to exceed 3m ² and must not be illuminated.	The sign is proportionally small in comparison to existing structures and trees along the streetscape. The digital sign panel is only 1.53m ² in area.	Y
14) Illuminated signs are generally not permitted. External lighting of a sign, however, will be considered where it can be demonstrated that no adverse impact will result.	The sign is a new high quality LED screen fitted to a freestanding sign structure. No external lighting is required for this sign.	

5. OTHER LOCAL ISSUES

Temporary development

Description of any temporary uses: NOT APPLICABLE

Covenants, agreements or instruments

Description of any covenants, agreements or instruments: NOT APPLICABLE

Control of pollution

Does the proposal result in air, noise or water pollution? NO POLLUTION WILL RESULT FROM THE INSTALLATION OF THE SIGN

Erosion and sediment control

Description of erosion and sediment control measures: N/A. MINIMAL EXCAVATION REQUIRED

Flood prone land

Is the land flood affected? NO

Bushfire considerations

Is the site classed as bushfire prone? NO

Trees and native vegetation

Does the proposal involve any clearing? NO

Acid sulphate soils

Will the proposal disturb any acid sulphate soils? NO

Heritage

Is the proposal a heritage item?	NO
Is the proposal in the vicinity of a heritage item?	NO
Is the proposal within a heritage conservation area?	NO
Does the land contain any known Aboriginal sites or places?	NO

6. LIKELY IMPACTS OF THE DEVELOPMENT

ENVIRONMENTAL IMPACTS ON BOTH NATURAL & BUILT ENVIRONMENTS

As outlined above, there are not expected to be any adverse impacts on the natural or built environments as a result of the development. The applicant understands that Council may impose conditions of consent seeking to control the impact of the construction works on the surrounding environment.

SOCIAL IMPACTS

The proposal is for a new digital school sign. The new sign will have a positive social impact as it will ensure that the school (and wider) community are better informed of the activities of the school.

ECONOMIC IMPACTS

The proposed development represents a minor investment in the area and will result in local firms being utilised during the construction phase. The proposal will therefore have a minor positive economic impact.

7. SUITABILITY OF THE SITE FOR THE DEVELOPMENT

The site is well suited to accommodate the proposed development. The centre is well established and meets the character of the surrounding area. The size and location of the sign meets the objectives of council's DCP and will have no adverse impact on the streetscape, neighbouring residents, local traffic or pedestrians.

8. THE PUBLIC INTEREST

The public interest is best served by continuing to utilise the land in an efficient and economical way that provides for the development of the land for educational purposes.

9. CONCLUSION

The proposed development is a permissible use within the Local Government Area and complies with the requirements of State legislative instruments and Council's Development Control Plan. The proposal will not result in any adverse amenity impacts on the surrounding area and meets the objectives of Council's controls for this type of development. It is recommended that Council approve the application as submitted.