

PENRITH CITY COUNCIL

MAJOR ASSESSMENT REPORT

Application number:	DA20/0758
Proposed development:	Display of Three New Signs to Shop
Property address:	9100 Glenmore Parkway, GLENMORE PARK NSW 2745 19 - 31 Town Terrace, GLENMORE PARK NSW 2745 41 Town Terrace, GLENMORE PARK NSW 2745
Property description:	Lot 9100 DP 1022720
Date received:	12 November 2020
Assessing officer	Lauren Van Etten
Zoning:	Zone B2 Local Centre - LEP 2010
Class of building:	Class 10b
Recommendations:	Approve

Executive Summary

Council is in receipt of a development application for the installation of signage associated with The Source: Bulk Foods tenancy at Shop 7C, 19-31 Town Terrace, Glenmore Park.

Under Penrith LEP 2010 the site is zoned B2 Local Centre and business identification signs are permitted with consent in the zone.

In accordance with Appendix F4 - Notification and Advertising of the *Penrith Development Control Plan 2014*, and due to the nature and scale of the proposal, notification of the application was not required. Council received no submissions in this regard.

An assessment under Section 4.15 of the Environmental Planning and Assessment Act 1979 has been undertaken and the application is recommended for approval subject to recommended conditions.

Site & Surrounds

The subject site is part of the broader Glenmore Park Town Centre, contained generally by Town Terrace, and Glenmore Parkway. The broader site contains a large shopping centre that features a Woolworths and a number of specialty stores. The portion of the subject site that is associated with the proposal is an external tenancy located within the north-western portion of the building which fronts onto the pedestrian walkway and at grade parking areas.

The tenancy was previously occupied by Blockbuster and TAB. It is noted that this area was previously subject to a Blockbuster Sign that was approximately twice the length of the signage proposed while also featuring a banner sign, and a sign above the entry to the tenancy.

The tenancy is currently occupied by The Source: Bulk Foods, a specialised shop that sells groceries without packaging. An occupation certificate for this use was issued on December 11, 2020 in association with CDC NO. 6696/0 Fitout of Shop 7C as "The Source: Bulk Foods".

Proposal

The proposed development involves the installation of business identification signage associated with The Source: Bulk Foods.

The proposal involves the installation of signage as follows:

- Installation of a fascia sign sitting on the upper portion of the northern façade (above awning) being 5.8x 1.15m, with LED backlighting.
- Installation of 2 x top hamper signs above the tenancy windows along the northern and north-eastern facades, being 5.95m x 0.45m and 3.59m x 0.45m, with LED backlighting.
- Each sign consists of aluminum panels with acrylic logos stating 'The Source: Bulk Foods'.

Plans that apply

- Local Environmental Plan 2010 (Amendment 4)
- Development Control Plan 2014
- State Environmental Planning Policy No 64—Advertising and Signage
- Sydney Regional Environmental Plan No.20 - Hawkesbury Nepean River

Planning Assessment

• Section 4.15 - Evaluation

The proposal has been assessed in accordance with the matters for consideration under Section 4.15 of the *Environmental Planning and Assessment Act 1979*, and having regard to those matters, the following issues have been identified for further consideration.

Section 4.15(1)(a)(i) The provisions of any environmental planning instrument

State Environmental Planning Policy No 64—Advertising and Signage

An assessment has been undertaken of the proposed signage against the relevant criteria within the *State Environmental Planning Policy No. 64 - Advertising and Signage*.

The proposed signage is consistent with the aims and objectives of SEPP 64. An assessment of the proposal under Schedule 1 has been undertaken below.

Criteria	Assessment	Compliance
1. Character of the Area <ul style="list-style-type: none">• Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?• Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed signs are sympathetic to the building architecture, general built environment and surrounding character of the area. The design of the signs are complementary to the streetscape and other existing business identification signage on the building and along the street.	Yes
2. Special Areas <ul style="list-style-type: none">• 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 proposed signs do not detract from the amenity or visual quality of any heritage areas, any environmentally sensitive areas, natural/conservation areas, open space areas, waterways, landscapes or residential areas.	Yes

<p>3. Views and Vistas</p> <ul style="list-style-type: none"> Does the proposal obscure or compromise important views? Does the proposal dominate the skyline and reduce the quality of vistas? Does the proposal respect the viewing rights of other advertisers? 	<p>The signs will not compromise or obscure important views or vistas. The proposed signs are mounted to the hamper and fascia and will not dominate the skyline and are respectful of other business' viewing and advertising rights.</p>	<p>Yes</p>
<p>4. Streetscape, setting or landscape</p> <ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising? Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area of the locality? Does the proposal require ongoing vegetation management? 	<p>The proposed signs are designed in a satisfactory scale, proportion and form and are in keeping with the character of the streetscape. The proposed signs will contribute to the visual interest of the building and the local area. The proposed signs do not protrude above any buildings.</p>	<p>Yes</p>
<p>5. Site and building</p> <ul style="list-style-type: none"> 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? Does the proposal respect important features of the site or building, or both? 	<p>The proposed signs are in proportion with the scale of the building, are compatible with the building's characteristics by way of colour and location, and enhance its features and appearance.</p>	<p>Yes</p>
<p>6. Associated devices and logos with advertisements and advertising structures</p> <ul style="list-style-type: none"> Have any safety devices, platforms, lighting devices or logos been design as an integral part of the signage or structure on which it is to be displayed? 	<p>The proposed business identification signs will display the Bulk Foods: The Source logo.</p>	<p>Yes</p>
<p>7. Illumination</p> <ul style="list-style-type: none"> Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? Would illumination detract from the amenity of any residence or other form of accommodation? Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew? 	<p>The proposed signs are illuminated. However, a recommended condition will ensure the lighting associated with the signage are to be limited to LED backlighting only. The lighting is not to flash or flicker to ensure that there is no distraction to motorists.</p> <p>Given the proposed location and orientation of the signage, there are no adverse impacts expected from the illuminated sign to passing pedestrians or vehicles, subject to the aforementioned condition of consent. In addition, impacts to residential properties further afield are considered negligible given the separation of at least 100 metres.</p>	<p>N/A</p>

8. Safety <ul style="list-style-type: none"> · Would the proposal reduce the safety for any public road? · Would the proposal reduce the safety for pedestrian and cyclists? · Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? 	As the proposed signs are top hamper and fascia signs, it is envisioned that the proposed signage will not reduce the safety to roads, pedestrians or cyclists on Town Terrace during the installation process and in perpetuity.	Yes
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Sydney Regional Environmental Plan No.20 - Hawkesbury Nepean River

An assessment has been undertaken of the application against relevant criteria with Sydney Regional Environmental Plan No 20—Hawkesbury-Nepean River (No 2—1997) and the application is satisfactory subject to recommended conditions of consent.

Local Environmental Plan 2010 (Amendment 4)

Provision	Compliance
Clause 2.3 Permissibility	Complies
Clause 2.3 Zone objectives	Complies
Clause 4.3 Height of buildings	Complies
Clause 7.8 Active street frontages	Complies - See discussion

Clause 7.8 Active street frontages

The proposed signs are similar to the existing signage located along the building and reflect the signage themes of the Glenmore Park Town Centre. Therefore, the proposal is considered suitable for the context of the locality. The use of signage will also improve the visual amenity of the surrounding area and promote an active street frontage appearance of the building from the street.

Section 4.15(1)(a)(iii) The provisions of any development control plan

Development Control Plan 2014

Provision	Compliance
C1 Site Planning and Design Principles	Complies
C2 Vegetation Management	N/A
C3 Water Management	N/A
C4 Land Management	N/A
C5 Waste Management	Complies
C6 Landscape Design	N/A
C7 Culture and Heritage	N/A
C8 Public Domain	N/A
C9 Advertising and Signage	Complies - see Appendix - Development Control Plan Compliance
C10 Transport, Access and Parking	N/A
C11 Subdivision	N/A
C12 Noise and Vibration	N/A
C13 Infrastructure and Services	N/A
E7 Glenmore Park controls	Complies

Section 4.15(1)(a)(iv) The provisions of the regulations

The application submitted is assessed as being capable of complying with the applicable provisions and requirements outlined within the Building Code of Australia, the relevant Australian Standards and the *Environmental Planning and Assessment Regulation 2000*. No concerns are raised in this regard and standard conditions of consent are recommended.

Section 4.15(1)(b) The likely impacts of the development

The likely impacts of the proposed development are discussed below:

Context and Setting:

The proposed signs comply with the objectives and controls outlined in the relevant planning instruments including SEPP 64 and the Penrith DCP 2014. It is considered that the hamper and fascia business identification signs are appropriately positioned on the northern and north-eastern elevations of the existing building and are similar to the existing signage already located on the building. Furthermore, the signs are compatible with the architectural design of the supporting building and are sympathetic to the existing character of the area.

Transport and Traffic:

It is envisioned the business identification signs will not result in unacceptable flare or detract from the amenity or safety of pedestrians and vehicles. The traffic access and parking arrangements will not be impacted by the proposal.

Noise and Vibration:

The proposed development is not expected to create an acoustic nuisance during the installation and ongoing use of the signs.

Natural Environment:

The proposed signs are located flush on the northern and eastern facade of an existing building and will therefore have no impacts to water, soil or air quality.

Social and Economic Impacts:

The proposed signs will have minimal impacts on, and will maintain the current social and economic conditions of the site and surrounding area.

Section 4.15(1)(c) The suitability of the site for the development

The site is suitable for the following reasons:

- The site is zoned to permit the proposed use
- The use is compatible with surrounding/adjoining land uses
- The signage is appropriate for the scale of the building.

Section 4.15(1)(d) Any Submissions

Community Consultation

In accordance with Appendix F4 of the *Penrith Development Control Plan 2014*, notification of the proposed development was not required. No submissions were received in this regard.

Section 4.15(1)(e) The public interest

Given the nature and scale of the proposal, the proposed development is not considered to generate any significant issues of public interest. In this regard, the public interest is best served by the orderly and economic use of land for purposes permissible under the relevant planning provisions and in accordance with the prevailing planning controls, which is considered to be achieved in this instance.

Section 94 - Developer Contributions Plans

Section 7.11 Development Contributions do not apply to this proposal.

Conclusion

In assessing this application against the relevant environmental planning policies, the proposal satisfies the aims, objectives and provisions of these policies.

The proposed design is site responsive, complies with key development standards and is in the public interest.

The site is suitable for the proposed development, the proposal is in the public interest, and there is unlikely to be negative impacts arising from the proposed development.

Therefore, the application is worthy of support, subject to recommended conditions.

Recommendation

That DA20/0758 for Business Identification Signage at 19 - 31 Town Terrace, Glenmore Park, be approved subject to the attached conditions.

General

1 [A001](#)

The development must be implemented substantially in accordance with the stamped approved signage plan, drawn by AjayVisual, dated 16/11/20 and any supporting information received with the application, except as may be amended in red on the approved plans and by the following conditions.

2 [A039 - Graffiti](#)

The finishes of all the signage is to be maintained at all times and any graffiti or vandalism immediately removed/repaired.

3 [A Special \(BLANK\)](#)

The lighting associated with the signage is to be limited to LED backlighting only. The lighting is not to flash or flicker to ensure that there is no distraction to motorists.

4 [A Special \(BLANK\)](#)

All signage is to be wholly contained within the site and shall not extend beyond the property boundaries.

5 [A Special \(BLANK\)](#)

Erection of the signs shall not unduly reduce or compromise the structural integrity of the existing building.

BCA Issues

6 [E001 - BCA compliance](#)

All aspects of the building design shall comply with the applicable performance requirements of the Building Code of Australia so as to achieve and maintain acceptable standards of structural sufficiency, safety (including fire safety), health and amenity for the on-going benefit of the community. Compliance with the performance requirements can only be achieved by:

(a) complying with the deemed to satisfy provisions, or

(b) formulating an alternative solution which:

- complies with the performance requirements, or
- is shown to be at least equivalent to the deemed to satisfy provision, or
- (c) a combination of (a) and (b).

Appendix - Development Control Plan Compliance

Development Control Plan 2014

Part C - City-wide Controls

The proposal generally complies with the development controls for commercial signage with the following exceptions noted.

In accordance with the controls for signage within commercial zones (Section 9.4 of Chapter C9 of Penrith Development Control Plan 2014), only one sign is to be placed on the face of each premises. The proposed signage along the northern facade, including a fascia and top hamper sign, does not comply. However, the two adjacent premises also similarly have 2 signs per facade, one being a fascia sign and one being a hamper sign. Given this context, it is considered the variation to signage is worthy of support as it is consistent with the sign locations of surrounding tenancies, as the objectives require.

Further, in accordance with the DCP, multiple tenancies in the same building should use consistent sign size and design to avoid visual clutter and promote business identification. The proposed signs are wider than the adjoining Domino's signs. However, the surrounding tenancies do not have identical signage sizes given they do not have identical shapes, i.e. the difference between the Dominos and Aussie Home Loans signs. Moreover, the proposed signage, being a cool grey, is a neutral tone that blends with the colour of the building itself. Therefore while the proposed signage is not identical in size to the surrounding tenant's signs, the visual impact is comparable and is not considered to result in visual clutter.