

Penrith Gospel Trust

ABN 54 924 219 831

26 Kingswood Road ORCHARD HILLS NSW 2748
PO Box 584 PENRITH NSW 2751

14th May 2013

Penrith City Council
High Street
PENRITH NSW 2750

**RE: Development Application for Signage at
26 Kingswood Road, ORCHARD HILLS**

Dear Sir or Madam:

It is proposed to install the following signage at the above mentioned location. We have completed all the necessary requirements to the best of our knowledge and have detailed hereunder:-

STATEMENT OF ENVIRONMENTAL EFFECTS

DETAILS OF PROPOSED SIGN LOCATION

- Sign will be installed on Kingswood Road entry

DESCRIPTION OF THE PROPOSED SIGN

- One (1) off Identify Sign
- 1200mm wide x 1000mm high
- Composite aluminium panel – 2mm thick
- Non-illuminated



OTHER

- The sign has been designed to fit into a position surrounded by trees
- There will be no effect on the environment or traffic.

ADVERTISING & SIGNAGE

Schedule 1. Assessment Criteria

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? **Yes**
- Is the proposal consistent with a particular theme for outdoor advertising in the area of locality? **Yes – will match signage previously installed**

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? **No**

3. Views and Vistas

- Does the proposal obscure or compromise important views? **No**
- Does the proposal dominate the skyline and reduce the quality of vistas? **No**

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4. Streetscape, Setting or Landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? **Yes**
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape? **Yes**
- Does the proposal screen unsightliness? **No**
- Does the proposal protrude above buildings, structures of tree canopies in the area or locality? **No**
- 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 located? **Yes**
- Does the proposal respect important features of the site or building, or both? **Yes**
- Does the proposal show innovation and imagination in its relationship to the site or building, or both? **Yes**

6. Associated devices and logos with advertisements and advertising structures

- Have any devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed? **No**

7. Illumination

- Would illumination result in unacceptable glare? **NO**
- Would illumination affect safety for pedestrians, vehicles or aircraft? **NO**
- Would illumination detract from the amenity of any residence or other form of accommodation? **NO**
- Can the intensity of the illumination be adjusted, if necessary? **YES**

8. Safety

- Would the proposal reduce the safety for any public road? **No**
- Would the proposal reduce the safety for pedestrians or bicyclists? **No**
- Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas? **No**

Waste Removal

There will be no waste generated by the installation of this sign except some soil which would be used on the gardens on site.

If any further information is required, please do not hesitate to contact us.

Yours sincerely



JAMES GREENE

Penrith Gospel Trust

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SPECIFICATIONS

Description of Sign:	Post Mounted Identity Sign
Quantity:	One (1) off
Size:	1200mm wide x 1000mm high
Material:	3mm thick Composite Aluminium Panel
Colours:	Panel - White
	Text - Black – premium cast vinyl
	Posts - Silver anodised