

# Statement of Environmental Effects

## Beaurepaires – Penrith

### 24 Woodriff Street Penrith NSW 2750

1. What are the details of the Property?

Beaurepaires Palmerston is situated at 24 Woodriff Street Penrith NSW 2750

2. What are the Proposed Changes to the property?

Removal of existing signage and the installation of a replace signage package see attached Montage

The new signs hours of illumination will be controlled by a timer that will illuminate the sign for the same hours as existing signage 7am to 10pm

Illumination will be by LEDs that produce a Daylight White light at 75w/sqm.

This light will be defused further by the colored Opal Acrylic lettering.

3. Total List Signs to be installed

1 x New Flush Wall Mounted Illuminated Business Identification Sign

5 x Non-Illuminated Flush Wall Mounted Business Identification Sign

Re-skinning of existing Double sided pylon sign

4. What is the proposed property use?

No changes to the use of the premises is envisaged by this proposal. Premises will continue to be a Commercial Retail Tyre Service Centre

5. What is the surrounding land use for?

The Beaurepaires Store is situated within the existing Commercial district surrounded by a mixture of Commercial properties (See Montage).

6. Previous and Present use of property?

Commercial Retail Tyre Service Centre, Class 6 Commercial Retail

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7. Are any potential contaminating activities envisaged with this proposal?  
No
8. Is the building Heritage Listed or of Significant Cultural importance?  
No
9. What are the existing structures on the property?  
A6 - Commercial Retail Tyre Service Centre
10. Which existing structures to be demolished?  
None
11. Does the proposal alter traffic flow or access?  
No
12. Does the proposal have an adverse impact on Utilities or Waste?  
No
13. Does the proposal have an adverse impact on surrounding properties (Privacy Views or Overshadowing)?  
No
14. Does the proposal have an adverse impact on Flooding or Drainage?  
No

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15. Does the proposal need Erosion or Sediment Controls?

No

This Statement of Environmental Effects was prepared for the Scream Visual by:

Name Glenn Hain

Signature 

Date 17 / 01 / 2018

## SEPP 64 Assessment

Assessment Criteria		Comment	Compliance
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 proposed signage is compatible with the character of the area. As the signage updates the store and area with the new modern design.	Yes
	Is the proposal consistent with a theme for outdoor advertising in the area or locality?	The proposed signage does not involve advertising as they are business identification signs.	N/A
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 proposed signage is consistent with the surrounding signage and is not in an area designated as being environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas.	Yes

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Assessment Criteria		Comment	Compliance
3) Views and vistas	Does the proposal obscure or compromise important views?	The proposed signage does not obscure or compromise any important views.	Yes
	Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage will not dominate the skyline or reduce the quality of vistas as all the signs are within the building envelop or designated signage structure	Yes
	Does the proposal respect the viewing rights of other advertisers?	The proposed signage does not obscure any other signs.	Yes
4) Streetscape, setting or landscape	Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The proposed signage will be consistent with the scale, proportion and form of the area and surrounding signage.	Yes
	Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage would contribute to visual interest of the streetscape as the Beaurepaires brand is well known and immediately recognised.	Yes
	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposed signage is proportional, to prevent clutter, and to keep signage simple and conducive to the requirements of SEPP 64.	Yes
	Does the proposal screen unsightliness?	The proposal does not screen unsightliness.	Yes
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage is contained within the building and existing structures envelop	Yes
	Does the proposal require ongoing vegetation management?	The proposed signage does not require ongoing vegetation management.	Yes

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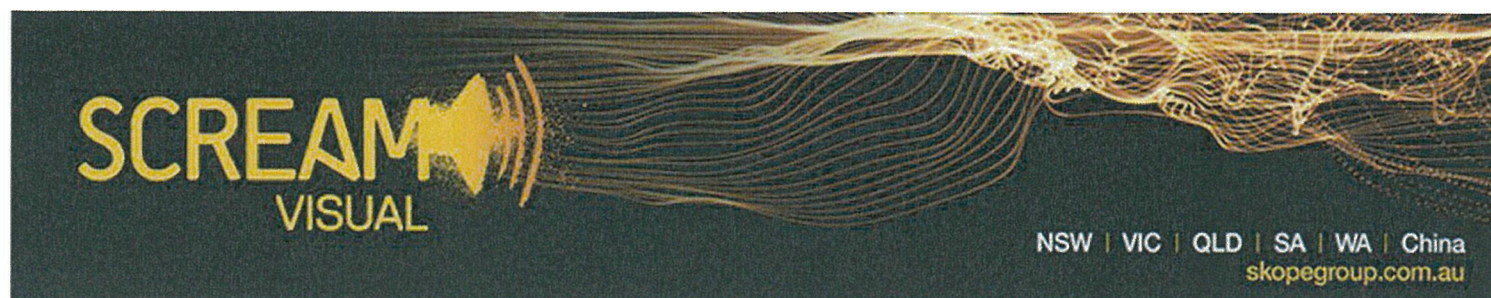
### 24 Woodriff Street Penrith NSW 2750

Assessment Criteria		Comment	Compliance
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 signage has been designed to be compatible with existing and future signage.	Yes
	Does the proposal respect important features of the site or building, or both?	Proposed signage does not detract from important features of the site or building.	Yes
	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signage is consistent with the Beaurepaire branding and modern store design. The placement of signage has been considered the most appropriate given the site and layout of the building while incorporating existing building characteristics.	Yes
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?	The proposed signage will be appropriately internally illuminated.	Yes
7) Illumination	Would illumination result in unacceptable glare?	Illuminated signage will not result in unacceptable glare.	Yes
	Would illumination affect safety for pedestrians, vehicles or aircraft?	The illuminated signage does not raise any safety concern.	Yes
7) Illumination	Is the illumination subject to a curfew?	The existing Business Identifications Signs are controlled by a Timer and the replacement signs will operate for the same hours as the existing Business Identifications Signs.	Yes
	Would illumination detract from the amenity of any residence or other form of accommodation?	The proposed signage does not detract from any residential properties as none are within sight of the proposed signage	Yes

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Assessment Criteria		Comment	Compliance
8) Safety	Would the proposal reduce the safety for any public road?	The proposed signage will not adversely impact safety as sightlines will not be affected and there will be no distractions for drivers.	Yes
	Would the proposal reduce the safety for pedestrians or cyclists?	The proposed signage will not adversely impact safety for pedestrians and cyclists.	Yes
	Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signage does not obscure sightlines from public areas.	Yes

This State Environmental Planning Policy No. 64 Assessment was completed for Scream Visual by:

Name Glenn Hain

Signature 

Date 17 / 01 / 2018

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