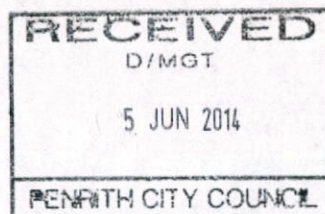


15th May 2014

Penrith City Council
PO BOX 60
PENRITH
NSW 2751



Statement of Environmental Effects – Lennox Village Shopping Centre 1 Pyramid Street, EMU PLAINS

Introduction

This Statement of Environmental Effects (SEE) has been prepared to accompany a development application on behalf of Federation Centers. The DA relates to on-site signage at the Lennox Village Shopping Centre located at 1 Pyramid Street, Emu Plains. Federation Centers is seeking council approval for the following:

- Installation of one new-illuminated sign replacing an existing illuminated sign. (refer to drawing PS_3D 01)
- Replacement of an existing single sided illuminated sign with like for like illuminated signage at a different location (refer to drawings EIS_3D_PL 01).

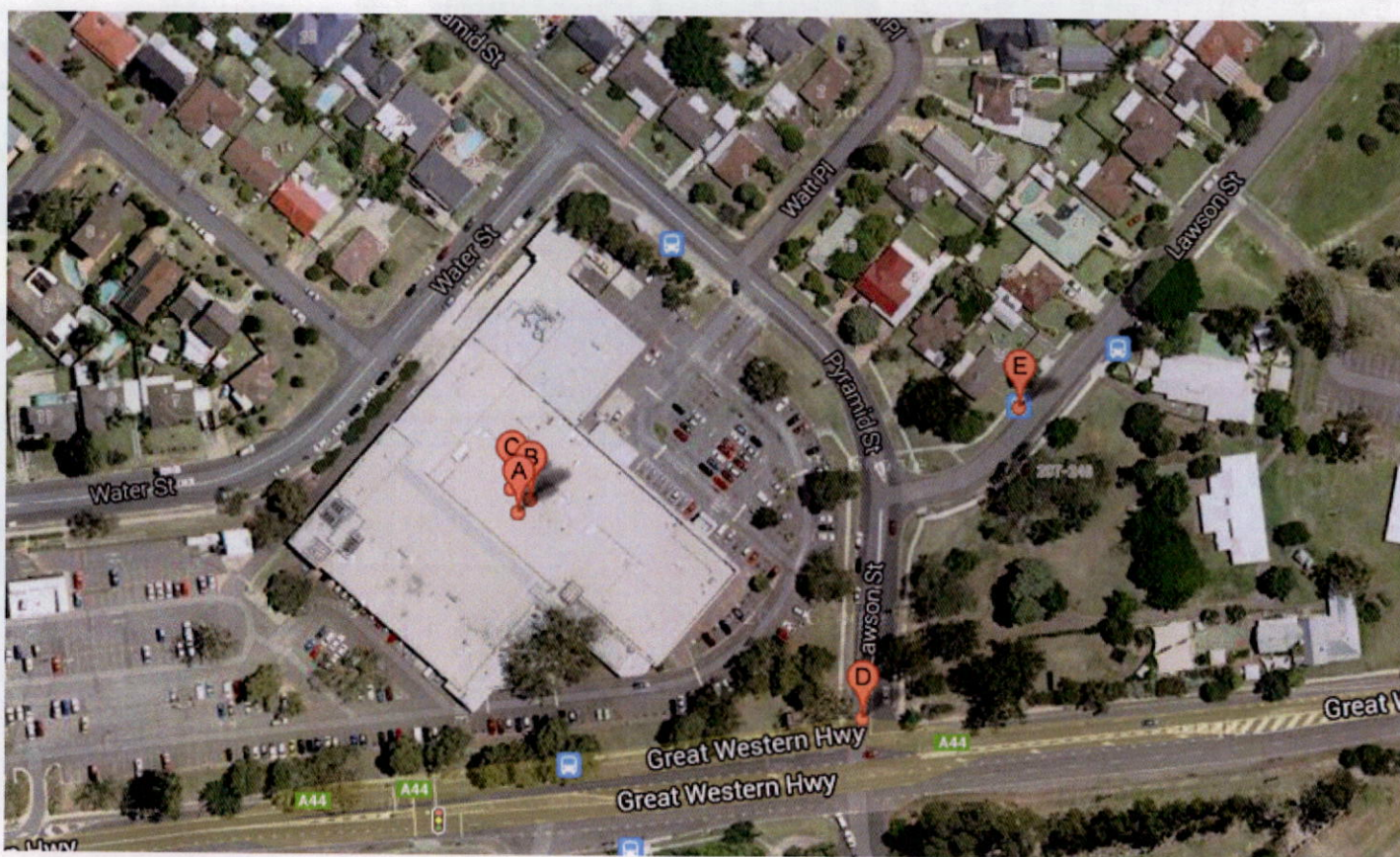
This Statement of Environmental Effects (SEE) has been prepared in accordance with the following site documentation:

Drawing No:	Description	Date
Lennox Village 1	Site location	10/02/2014
PS_3D 01	Pylon sign Illuminated	18/02/2014
PS-3D 03	3D PYLON SIGN - Solid Colour Panel Application	15/07/2013
PS-3D 04 PS-3D 05	3D PYLON SIGN - Application rule for Woodgrain Graphic Solid Colour Panel Application	20/08/2013
EIS_3D_PL_01 EIS_3D_PL_02	ENTRY IDENTIFICATION SIGN - ILLUMINATED	18.02.2014
EIS-3D-PL 02	3D ENTRANCE ID SIGN ON PANEL (ILLUMINATED) - Woodgrain Graphic Panel Application	15.08.2013
EIS-3D-PL 03 EIS-3D-PL 04	3D ENTRANCE ID SIGN ON PANEL (ILLUMINATED)	15.08.2013

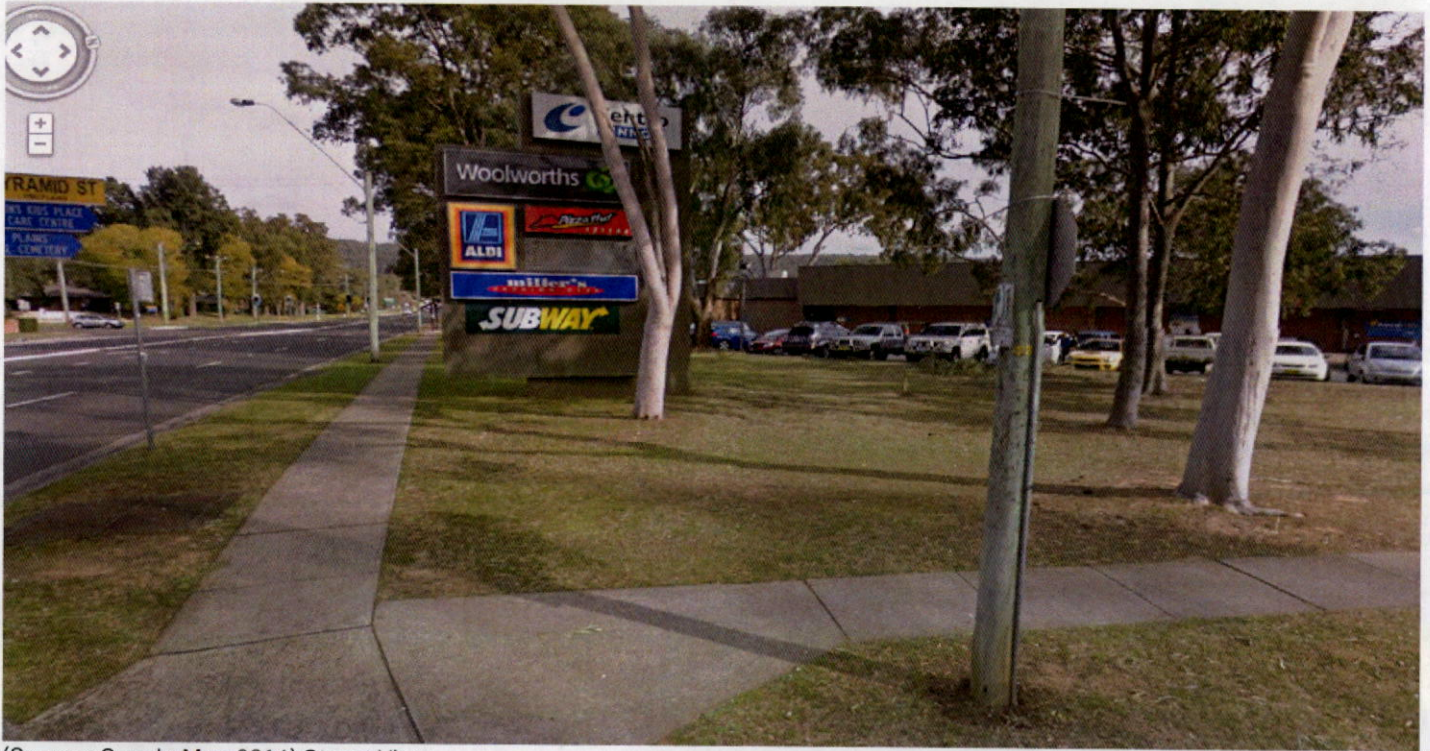
This Statement provides an assessment of the proposed development having regard to the relevant legislative context, social economic and environmental impacts, potential amenity impacts of the development on the surrounding locality and the measures proposed within the application to mitigate such impacts.

Site and Locality

The site is located at 1 Pyramid Street, Emu Plains.



(Source: Google Map 2014) Arial View



(Source: Google Map 2014) Street View

Land Zoning

Zone B2 Local Centre / 3a General Business

Objectives of zone

- To provide a range of retail, business, entertainment and community uses that serve the needs of people who live in, work in and visit the local area
- To encourage employment opportunities in accessible locations.
- To maximise public transport patronage and encourage walking and cycling.
- To provide retail facilities for the local community commensurate with the centre's role in the local and regional retail hierarchy.
- To ensure future housing does not detract from the economic and employment functions of a Centre.
- To ensure new development reflects the desired future character described by relevant development control plans.

Permitted without consent

Home Occupancy

Permitted with consent

Boarding houses;

Building identification signs; Business identification signs; Car parks; Child care centres; Commercial premises; Community facilities; Educational establishments; Entertainment facilities; Flood mitigation works; Function centres; Home Businesses; Home industries; Information and education facilities; Medical centres; Passenger transport facilities; Places of public worship; Public administration buildings; Recreation areas; Recreation facilities (indoor); Registered clubs; Respite day care centres; Restricted premises; Roads; Service stations; Shop top housing; Tourist and visitor accommodation;

Prohibited

Any development not specified above



Zoning map : (Source; NSLEP 2013)

PENRITH
CITY COUNCIL

Penrith Local Environmental Plan

Subject Site

Land Zoning Map - Sheet LZN-006

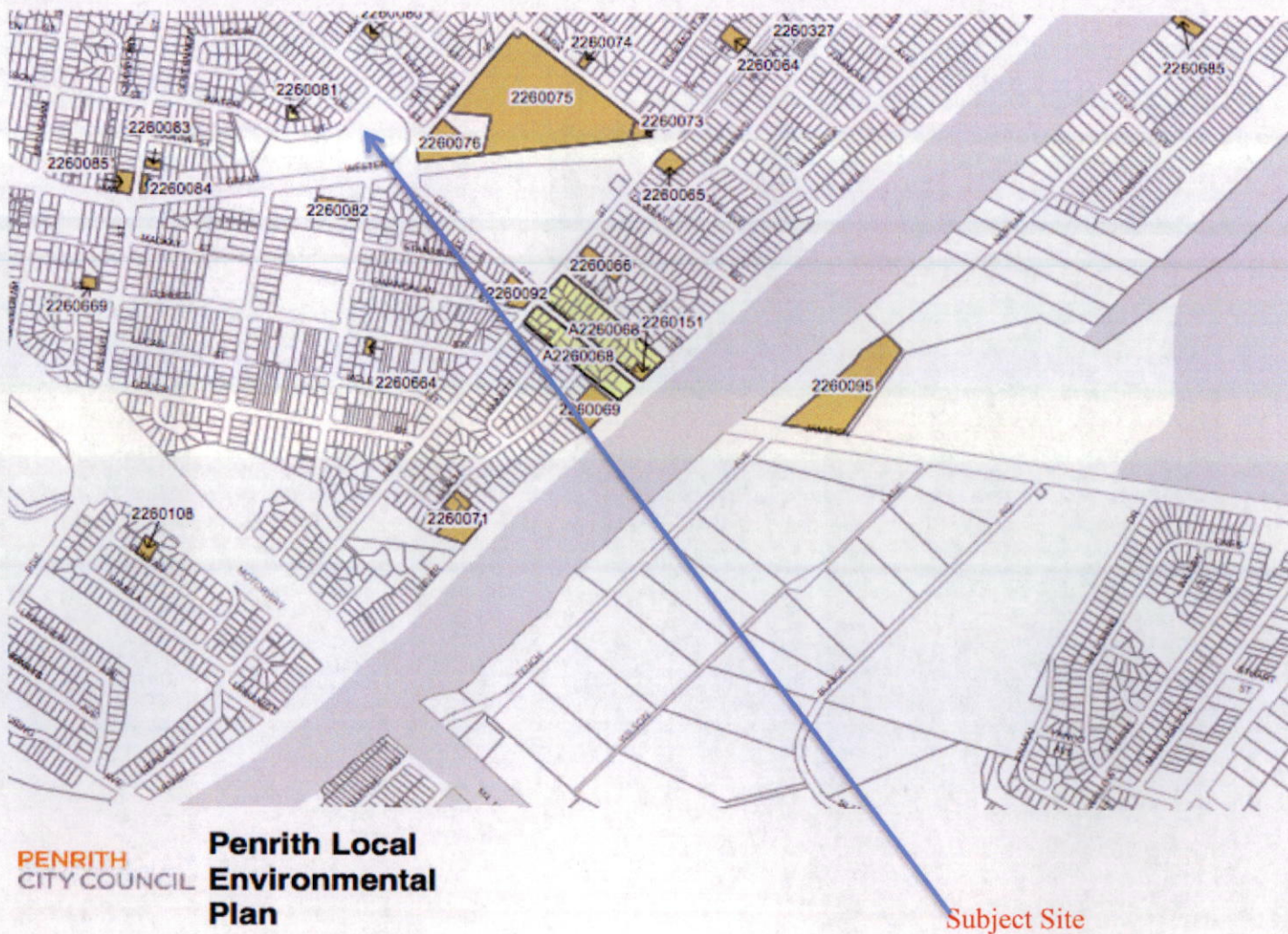
Zone

B1	Neighbourhood Centre
B2	Local Centre
B3	Commercial Core
B4	Mixed Use
B5	Business development
B6	Enterprise Corridor
B7	Business Park
E1	National Parks and Nature Reserves
E2	Environmental Conservation
E3	Environmental Management
E4	Environmental Living

(Source; PCCLEP 2010)




Environmental Heritage

The subject site is not listed as an item of environmental heritage under the provisions of the Penrith Local Environmental Plan 2010.




Heritage Map - Sheet HER-006

Heritage

-  Conservation Area - General
-  Item - General
-  Item - Archaeological

Cadastre

-  Cadastre 01/05/2013 © Penrith City Council

(Source; PCCLEP 2010)

Planning Policy Considerations

The following planning controls and policies are relevant to the proposal and are discussed in further detail below:

1. State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64)
2. Penrith City Local Environmental Plan (LEP) 2010
3. Penrith City Development Control Plan (DCP) 2010

STATE ENVIRONMENTAL PLANNING POLICY NO.64 – ADVERTISING AND SIGNAGE

State Environmental Planning Policy No. 64 (SEPP 64) aims to ensure that advertising and signage is compatible with the desired amenity and visual character of an area, provides effective communication in suitable locations and is of high quality design and finish. It does not regulate the content of the signs and advertisements.

Clause 8 and 13 of SEPP64 require that consent cannot be granted to signage unless the consent authority is satisfied that it is consistent with the objectives of the SEPP and has satisfied the assessment criteria specified in Schedule 1. The objectives and assessment criteria are addressed in the table below.

TABLE 1 – COMPLIANCE WITH SCHEDULE 1 OF THE SEPP 64 ASSESSMENT CRITERIA

CRITERIA	ASSESSMENT
<p>1. Character of the area</p> <ul style="list-style-type: none"> • <i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i> • <i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i> 	<p>The proposed signs are sympathetic to the building architecture, general built environment and character of the area. The signage design and form complement the buildings architecture and are similar to other business signage in the street.</p>
<p>2. Special areas</p> <ul style="list-style-type: none"> • <i>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?</i> 	<p>The proposed signs do not detract from the amenity or visual quality of any heritage areas, environmentally sensitive areas, natural / conservation areas, open space areas, waterways, landscapes or residential areas.</p>
<p>3. Views and vistas</p> <ul style="list-style-type: none"> • <i>Does the proposal obscure or compromise important views?</i> • <i>Does the proposal dominate the skyline and reduce the quality of vistas?</i> • <i>Does the proposal respect the viewing rights of other advertisers?</i> 	<p>The proposed signs will not compromise or obscure important views or vistas. The new signs proposed will not dominate the skyline and are respectful of other businesses viewing and advertising rights.</p>
<p>4. Streetscape, setting or landscape</p>	<p>The proposed signs have been carefully designed in scale, proportion and form and are in keeping with the character of the streetscape.</p> <p>The proposed signs will contribute to the visual interest of the building and the local area using the</p>

<ul style="list-style-type: none"> • <i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i> • <i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i> • <i>Does the proposal reduce clutter by rationalizing and simplifying existing advertising?</i> • <i>Does the proposal screen unsightliness?</i> • <i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i> • <i>Does the proposal require ongoing vegetation management?</i> 	<p>well recognized simple logo. The proposed signs do not protrude above any buildings, structures or tree canopies in the area.</p>
<p>5. Site and Building</p> <ul style="list-style-type: none"> • <i>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?</i> • <i>Does the proposal respect important features of the site or building, or both?</i> • <i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i> 	<p>The proposed signs are compatible in scale and proportion with the building and are appropriately located to complement the building and pedestrian/vehicular entrance points.</p>
<p>6. Associated devices and logos with advertisements and advertising structures</p> <ul style="list-style-type: none"> • <i>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?</i> 	<p>The proposed signs will display name of the site as part of the design.</p>
<p>7. Illumination</p> <ul style="list-style-type: none"> • <i>Would illumination result in unacceptable glare?</i> • <i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i> • <i>Would illumination detract from the amenity of any residence or other form of accommodation?</i> • <i>Can the intensity of the illumination be adjusted, if necessary?</i> • <i>Is the illumination subject to a curfew?</i> 	<p>All associated cables are going to be concealed or integrated within the frame of the sign. The signage will not be animated, flashing or moving and it complies with AS 4282 – 1997, Control of the obtrusive of outdoor lighting. The hours of operation to be according to condition of consent.</p>
<p>8. Safety</p> <ul style="list-style-type: none"> • <i>Would the proposal reduce the safety for any public road?</i> • <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i> • <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i> 	<p>There will be no reduction in safety to public roads, pedestrians or cyclists due to the installation of the proposed signs.</p>

PENRITH CITY LOCAL ENVIRONMENTAL PLAN 2010

Zoning and Permissibility

The site is zoned B2 – Local Centre / 3a General Business under the Penrith City Local Environmental Plan 2010. 'Signage' is not identified as prohibited under the zone and is therefore permissible subject to development consent.

Zoning Aims and Objectives

Objectives of zone

- To provide a range of retail, business, entertainment and community uses that serve the needs of people who live in, work in and visit the local area
- To encourage employment opportunities in accessible locations.
- To maximise public transport patronage and encourage walking and cycling.
- To provide retail facilities for the local community commensurate with the centre's role in the local and regional retail hierarchy.
- To ensure future housing does not detract from the economic and employment functions of a Centre.
- To ensure new development reflects the desired future character described by relevant development control plans.

Permitted without consent

Home Occupancy

Permitted with consent

Boarding houses; Building identification signs; Business identification signs; Car parks; Child care centres; Commercial premises; Community facilities; Educational establishments; Entertainment facilities; Flood mitigation works; Function centres; Home Businesses; Home industries; Information and education facilities; Medical centres; Passenger transport facilities; Places of public worship; Public administration buildings; Recreation areas; Recreation facilities (indoor); Registered clubs; Respite day care centres; Restricted premises; Roads; Service stations; Shop top housing; Tourist and visitor accommodation;

Prohibited

Any development not specified above

The proposed signage seeks to respond positively to these objectives as the works will upgrade the existing signage by rebranding it, accommodating an improved visual appearance and function to the existing Lennox Village site.

PENRITH CITY DEVELOPMENT CONTROL PLAN 2010

Section 9.2.1: Locality Statements (B2 Local Centre / 3a General Business Zone)

Industrial, commercial and mixed-use areas vary greatly in architectural expression, scale of buildings, siting of buildings, landscaping and mix of uses.

Industrial and commercial zones can easily be dominated by signage due to the large number of businesses and a competitive environment. Buildings and sites with limited street frontage and multiple occupants are common, and poor coordination of signage can result in profuse and irregular signage. Too much advertising can be less effective as messages are lost through visual clutter and excessive information. It can also result in an area with poor visual aesthetics and pedestrian amenity. Managing the design and location of signs is one way that individual businesses, as well as the area, can be more effectively advertised, and the visual quality and amenity enhanced.

Section 9.4: General Provisions – Signage and Advertising

Section 9.4 of the DCP relates to signage and advertising. Table 2 provides an assessment of the proposed works against the relevant provisions of the signage DCP. The proposal is shown to be in compliance with the objectives and controls, which apply to the development.

TABLE 2 – Penrith City DCP 2013 Chapter 9 General Provisions (Signage and Advertising)

CONTROL	REQUIREMENT/ PROVISION	ASSESSMENT	Objectives
9.4 Commercial, Mixed use and Industrial zone	<ul style="list-style-type: none"> Signs should generally be confined to the ground level of the building, awning or fascia, unless it can be demonstrated that the building is of a scale, architectural style and in a location that would be enhanced by signage at different elevations In the case of multiple occupancy of a building or site: <ol style="list-style-type: none"> Each development should have a single directory board listing each occupant of the building or site Only one sign is to be placed on the face of each premises either located on or over the door of the shop, unit, office, suite, etc.; One under awning sign shall be permitted for each shop, unit, office, suite, etc. In the case where the shop, office, suite etc. has more than one street frontage, one under awning sign may be permitted to each street frontage; and The minimum distance between under awning signs shall be 3m Where possible, multiple tenancies in the same building 	The proposal complies with all the provisions or requirements	<ul style="list-style-type: none"> Promote an integrated design approach to all signage in character with the locality and its architectural and landscape features; and Encourage a coordinated approach to advertising signs where multiple occupancy of buildings or sites occurs

	should use consistent sign size, location and design to avoid visual clutter and promote business identification.		
9.10 Illumination	<p>a) Illuminated signs are not to detract from the architecture of the supporting building during daylight.</p> <p>b) Illumination (including cabling) of signs is to be:</p> <ul style="list-style-type: none"> i) Concealed; or ii) Integral with the sign; or iii) Provided by means of carefully designed and located remote or spot lighting. <p>c) The ability to adjust the light intensity of illuminated signs is to be installed where Council considers it necessary.</p> <p>d) A curfew may be imposed on the operation of illuminated signs where continuous illumination may impact adversely on the amenity of residential buildings, serviced apartments or other tourist and visitor accommodation, or have other adverse environmental effects.</p> <p>e) Up lighting of signs is prohibited. Any external lighting of signs is to be downward pointing and focused directly on the sign and is to prevent or minimize the escape of light beyond the sign.</p>	The proposal complies with all the provisions or requirements	<p>To ensure that the local amenity is preserved with appropriate levels of illumination.</p> <p>To minimize increases in sky glow that can impact on astronomical observations.</p>

Key Assessment Issue

Suitability of the site

The proposal is suitable for the site and will not result in any unreasonable impacts or detrimental effects. The signage relates to an approved land use of the site.

Potential Impacts

The proposed signage package is contemporary, coordinated and well designed and is consistent with the current signage and development on site.

The site signage does not dominate any views or the skyline.

The proposal does not detrimentally impact on the operation or appearance of any publicly accessible space, pedestrian movement paths, circulation areas or any traffic impacts.

The proposal has no unreasonable impact on the natural and built environment as well as any economic impacts on the locality. The existence of the signage and information will however positively contribute to the development through identifying the site and its business opportunity offering.

The Public Interest

The proposal is considered to be in the public interest as it accords with the principles of relevant planning controls and will help to identify the Lennox Village Centre.

Conclusion

This Development Application (DA) seeks development approval for the installation of one new-illuminated signage replacing the existing illuminated signage to the proposed site (refer to drawing PS_3D 01) and replacing existing single sided illuminated signage with like to like illuminated signage at a different location (refer to drawings EIS_3D_PL 01) at the Lennox Village Shopping Centre located at 1 Pyramid Street, Emu Plains.

The aim of this report has been to:

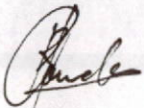
- Describe the proposal;
- Detail the background investigations that have been carried out prior to the preparation of the Development Application (DA);
- Illustrate compliance of the proposal with relevant statutory considerations;
- Provide an assessment of the likely environmental effects of the proposal.

The proposed development has been assessed above in accordance with the provisions of:

- *Penrith City Local Environmental Plan 2010*
- *State Environmental Planning Policy No 64---Advertising and Signage*
- *Penrith City Development Control Plan 2010*
- *Section 79C of the Environmental Planning and Assessment Act 1979*

Having regard to the aforementioned assessments it is considered that the proposed development is acceptable and that it should be approved.

Accordingly, in the circumstances of the case it is respectfully requested that council determines the application favourably.



Díadem | Runesh Gounder