

24<sup>th</sup> April 2015

**Statement of Environmental Effects**  
**USG Boral – 137 Coreen Avenue, Penrith NSW 2750**

**Description of Proposal:**

To install new business identification signage that forms part of a national sign strategy. The signs clearly display the site name without visual clutter.

Please find attached documents detailing specifications and site details.

**Objectives of the proposal:**

1. Achieve a consistent corporate image across Australia.
2. Clearly identify the property to the general public via this consistent image.
3. Greatly improve the appearance of the site with the addition of the new signage along with the overall clean up of the site.

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The signage has been designed to compliment the existing building and surrounding area.

The surrounding streetscape and natural environment will be impacted but in a positive way. The proposal will identify this property to passing motorists and pedestrians. The signs have been placed in these positions to achieve maximum exposure with minimal adverse impact. This existing business is seeking to increase trade and we feel that this signage will do this for them.

The streetscape should improve with the changes that we wish to make with this application. The building will be transformed with the new signage giving it a fresh, new and up-to-date look and a clean and vibrant appearance.

Any impact will be minimal.