

Statement of Environmental Effects

Application for advertising signs relating to the existing Petbarn premises

UNDER THE
ENVIRONMENTAL PLANNING AND ASSESSMENT ACT 1979
(AS AMENDED) AND REGULATIONS 2000



Property: Penrith Homemaker Centre,
13-23 Pattys Place,
Jamisontown NSW 2750
Lot 100 DP 826639

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1. INTRODUCTION

This report has been prepared as supporting documentation for a Development Application for advertising signage relating to the existing Petbarn premises located in the Penrith Homemaker Centre at 13-23 Pattys Place, Jamisontown (Lot 11 DP 1046110).

This report has been prepared following instructions from the current tenants Greencross Limited (the applicant).

In preparing this document, consideration has been given to the following.

- The *Environmental Planning and Assessment Act, 1979* (as amended) (EP&A Act);
- The *Environmental Planning and Assessment Regulation*;
- Penrith Local Environment Plan 2010 (Penrith LEP2010);
- Penrith Development Control 2014 (Penrith DCP2014);
- Signage Plans prepared by CV Media and Signage.

The proposed revitalisation of the existing signage scheme for Petbarn is permissible under the Penrith LEP2010 and is consistent with the provisions of the Penrith DCP2014.

In accordance with the above, the application succeeds on merit and is appropriate for the granting of consent, as submitted.

2. SITE PROFILE

The existing Petbarn premises is located on a site legally described as Lot 11 DP 1046110, being 13-23 Pattys Place, Jamisontown. The premises is located within the Penrith Homemaker Centre, a large commercial complex primarily consisting of bulky goods retail premises.

The site forms part of a large commercial complex with over 1,500 car parking spaces available over the entirety of the complex for use by customers and staff. The site is located adjacent to an exit from the Western Motorway (M4) and is east of the motorway. The site is in close proximity to public transport options in the form of bus stops however, vehicular traffic is the anticipated mode of transport for patrons.

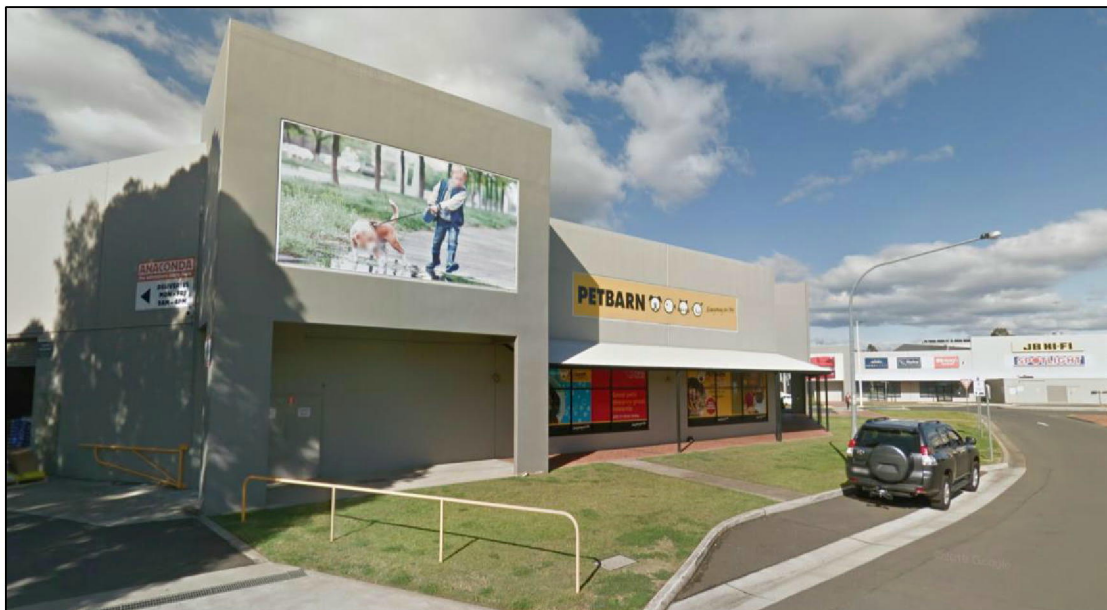
Vehicular access to the site is provided from Mulgoa Road, onto Wolseley Street. Waste services are provided at the rear of the premises with access via Pattys Place.

Retail premises within the Penrith Homemaker Centre include:

- Early Settler;
- Fantastic Furniture;
- Baby Bunting;
- Beacon Lighting;
- JB Hi-Fi;
- Spotlight;
- Supercheap Auto;
- Anaconda;
- Domayne;
- Bing-Lee;
- Harvey Norman;
- Oz Design Furniture.

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SITE PHOTOS



Source: Google Maps 2019



Source: Google Maps 2019



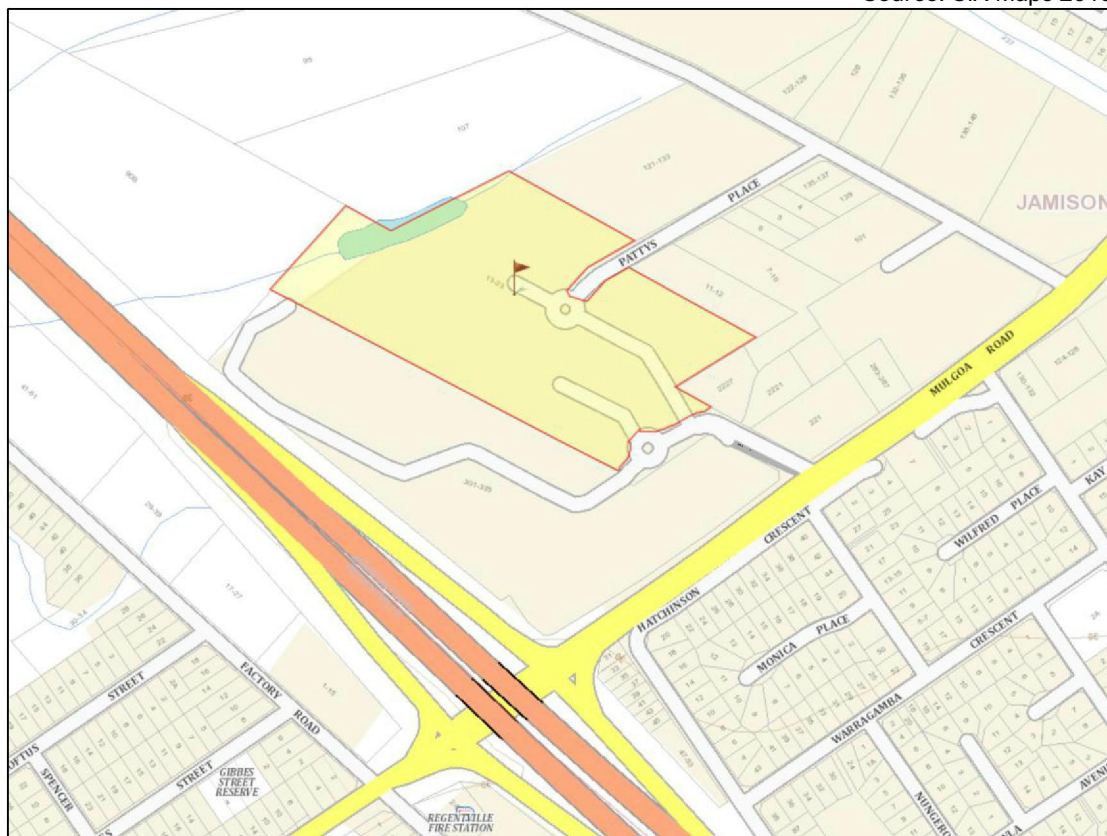
Source: Google Maps 2019

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LOCALITY MAPS



Source: SIX Maps 2019



Source: SIX Maps 2019

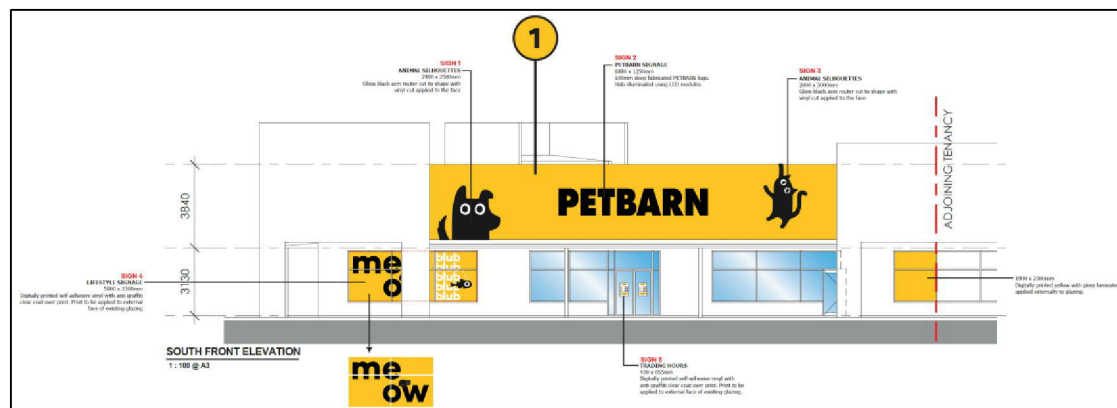
3. THE PROPOSAL

This application seeks approval for advertising signs relating to the existing Petbarn premises at 13-23 Pattys Place, Jamisontown. The proposed advertising signs represent a complete revitalisation of the existing, outdated signage scheme utilised by the premises. Petbarn is in the process of revitalising the exterior of the majority of their buildings with a more unified and minimalistic signage scheme as proposed in this application.

The proposed signage scheme includes the painting of the top of the façade of the south and western elevations in Petbarn's corporate colours, being yellow and black. The animal silhouettes featured on the proposed signage plans form part of the painting of the building and are not considered to be individual signs. Nevertheless, their size and materiality have been provided on the plans prepared by CV Media and Signage.

3.1 Schedule of Proposed Signs

South (Front) Elevation

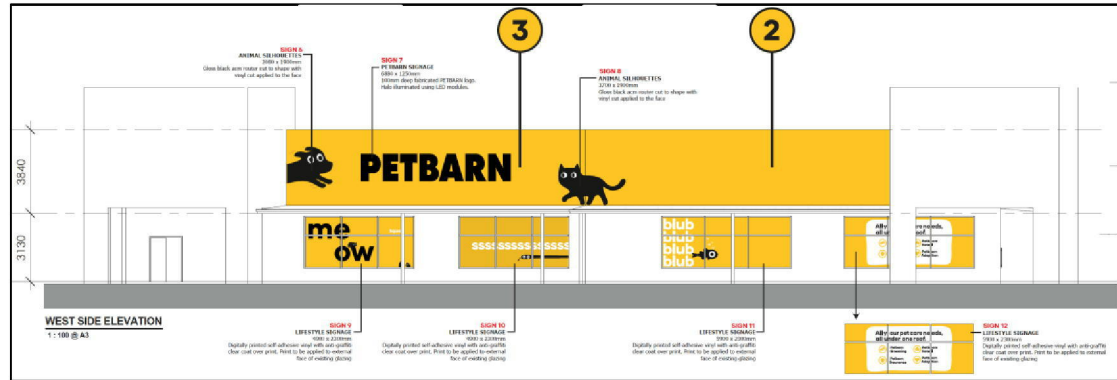


SIGN 2	
Description on elevation	Petbarn Signage
Proposed content of sign	'Petbarn'
Number of faces	1
Dimensions	6.88m x 1.25m = 8.6sqm
Device type	Wall Sign
Material	100mm deep fabricated Petbarn logo. Halo illuminated using LED modules.
Illuminated	Yes
SIGN 4	
Description on elevation	Lifestyle Signage
Proposed content of sign	'meow', 'blub'
Number of faces	1
Dimensions	5.9m x 2.3m = 13.57sqm
Device type	Window Sign
Material	Digitally printed self-adhesive vinyl with anti-graffiti clear cat over print. Print to be applied to external face of existing glazing.
Illuminated	No
SIGN 5	
Description on elevation	Trading Hours
Proposed content of sign	Trading hours, contact details, etc
Number of faces	1

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Dimensions	0.42m x 0.655m = 0.275sqm
Device type	Window Sign
Material	Digitally printed self-adhesive vinyl with anti-graffiti clear coat over print. Print to be applied to external face of existing glazing.
Illuminated	No

West (Side) Elevation



SIGN 7	
Description on elevation	Petbarn Signage
Proposed content of sign	'Petbarn'
Number of faces	1
Dimensions	6.88m x 1.25m = 8.6sqm
Device type	Wall Sign
Material	100mm deep fabricated Petbarn logo. Halo illuminated using LED modules.
Illuminated	Yes
SIGN 9	
Description on elevation	Lifestyle Signage
Proposed content of sign	'meow', 'squeak'
Number of faces	1
Dimensions	4.9m x 2.3m = 11.27sqm
Device type	Window Sign
Material	Digitally printed self-adhesive vinyl with anti-graffiti clear coat over print. Print to be applied to external face of existing glazing.
Illuminated	No
SIGN 10	
Description on elevation	Lifestyle Signage
Proposed content of sign	'ssssssssss'
Number of faces	1
Dimensions	4.9m x 2.3m = 11.27sqm
Device type	Window Sign
Material	Digitally printed self-adhesive vinyl with anti-graffiti clear coat over print. Print to be applied to external face of existing glazing.
Illuminated	No
SIGN 11	
Description on elevation	Lifestyle Signage
Proposed content of sign	'blub'
Number of faces	1

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Dimensions	5.9m x 2.3m = 13.57sqm
Device type	Window Sign
Material	Digitally printed self-adhesive vinyl with anti-graffiti clear coat over print. Print to be applied to external face of existing glazing.
Illuminated	No
SIGN 12	
Description on elevation	Lifestyle Signage
Proposed content of sign	Details of services provided
Number of faces	1
Dimensions	5.9m x 2.3m = 13.57sqm
Device type	Window Sign
Material	Digitally printed self-adhesive vinyl with anti-graffiti clear coat over print. Print to be applied to external face of existing glazing.
Illuminated	No

4. STATUTORY PLANNING CONTROLS

4.1 State Environmental Planning Policy No. 64 – Advertising and Signage

State Environmental Planning Policy No. 64 – Advertising and Signage is applicable to all development involving signage that can be displayed with or without development consent and is visible from any public place or public reserve; however, it excludes signage that is exempt development under another environmental planning instrument.

The aims and objectives of the policy are to regulate signage to ensure it is compatible with the desired amenity and visual character of an area, provide effective communication and is of a high-quality design and finish. The signage proposed with this development is expressed in the schedule above.

Clause 8 of the SEPP provisions detail that a consent authority must not grant development consent unless the following is satisfied:

- (a) *that the signage is consistent with the objectives of this policy as set out in Clause 3(1)(a), and*
- (b) *that the signage the subject of the application satisfies the assessment criteria in Section 1*

Clause 3(1)(a) of State Environmental Planning Policy No. 64 reads as follows:

3 Aims, Objectives, etc.

- (1) *This policy aims:*
 - (a) *To ensure that signage (including advertising):*
 - (i) *Is compatible with the desired amenity and visual character of an area, and*
 - (ii) *Provides effective communication in suitable locations, and*
 - (iii) *Is of high-quality design and finish.*

The proposal includes a combination of signage types including window and wall signs and along the front and side elevations of the existing premises. Both elevations have are visible from Pattys Place, and will be visible, but not distracting, to pedestrian and vehicular traffic. The proposed signage is located on a premises within a commercial complex. The proposed

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signage is consistent with the signage schemes utilised by adjoining retail premises and will consist of business identification signage and signage relating to the services offered by the retail premises.

The proposed revitalisation of the existing signage scheme results in an integrated and coordinated signage scheme that is of a high quality design and finish. The proposed signage will not visually dominate compete with or conceal the existing premises and are appropriate for the commercial complex in which they are located.

(b) *To regulate signage (but not content) under Part 4 of the Act, and*

The proposed development is not exempt development and is regulated in accordance with Part 4: Development Assessment of the *Environmental Planning and Assessment Act, 1979 (as amended)*.

(c) *To provide time-limited consents for the display of certain advertisements, and*

The subject development application does not seek consent for a time-limited display. Any illumination provided to the new signage proposed will be consistent with the proposed hours of operation.

(d) *To regulate the display of advertisements in transport corridors, and*

The proposed signage will be visible from Pattys Place. Pattys Place is primarily utilised as the road network for the Penrith Homemaker Centre. The two (2) proposed illuminated signs will not be of a brightness to be distracting to vehicle or pedestrian traffic. The proposed signage will provide appropriate business identification signage for the existing Petbarn retail premises. The signage scheme has considered the signage schemes utilised by adjoining businesses within the complex.

(e) *To ensure that public benefits may be derived from advertising in and adjacent to transport corridors.*

The proposed signage will be of a public benefit in that it provides a coordinated approach to outdoor advertising where multiple occupancy of retail premises occurs. The signage will reflect the forms and functions of the proposed use of the premises and will be compatible with the existing signage along the transport corridor, being Pattys Place.

Schedule 1: Assessment Criteria	
Control:	Assessment:
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 will be compatible with the existing signage to the adjoining commercial premises within the commercial complex, being Penrith Homemaker Centre. The development will be in keeping with the desired future character of the commercial area.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The layout and configuration of the new signage is consistent and compatible with the signage of the current commercial premises of the neighbouring premises. The proposal acts as a revitalisation of the existing signage scheme to be consistent with the new signage utilised by Petbarn Australia-wide.
2. Special areas	

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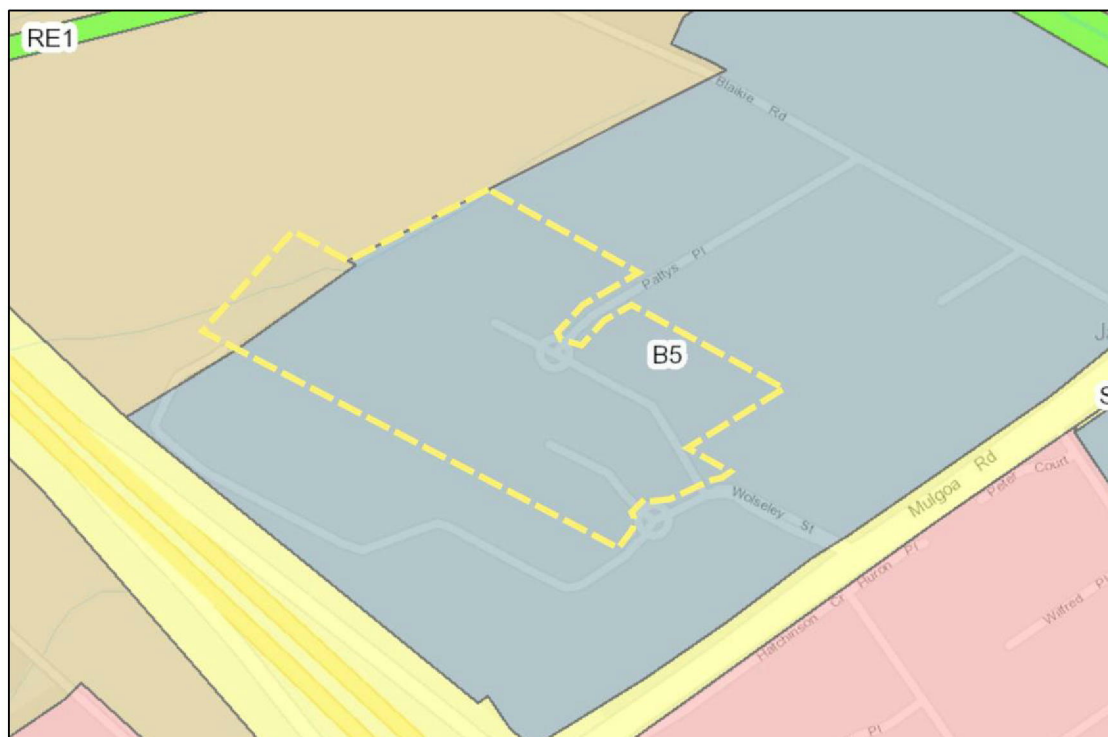
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	<p>The site is not located in close proximity to environmentally sensitive areas including heritage areas, conservation areas, open space areas, waterways or natural and rural landscapes.</p> <p>A portion of the site is zoned RU4 Primary Production Small Lots under the Penrith LEP2010. This portion of the site is not visible to the subject premises and the proposal will have no adverse impact on this area.</p>
3. Views and vistas	
Does the proposal obscure or compromise important views?	The proposed signage does not obscure any existing water or iconic views from the public domain.
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage does not visually dominate the skyline or impact any existing views.
Does the proposal respect the viewing rights of other advertisers?	The proposed signage will not obscure or conceal any existing approved signage.
4. Streetscape, setting or landscape	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposed signage will be compatible with the quality and quantity of the existing signage within the Homemaker Centre. The adjoining bulky goods retail premises have similar signage schemes to that which is proposed, and the proposal is consistent with the character of the immediate area.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The existing Petbarn premises is located in the corner tenancy near the entrance into the complex. The proposed revitalised signage scheme creates visual interest into the premises by creating a bright and visually interesting façade that is compatible with adjoining buildings. The wall and window signs proposed are consistent with the types of signage employed by surrounding commercial premises.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The revitalisation of the existing signage scheme on the site results in a more minimalistic design than that which is currently on the premises. The proposed signage has been carefully designed to create an integrated and coordinated signage scheme that substantially reduces and eliminates any visual clutter.
Does the proposal screen unsightliness?	The new signs do not contribute to unsightliness.
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage is located at street level and does not protrude above any buildings, structures or tree canopies.
Does the proposal require ongoing vegetation management?	The proposed signage does not contribute to any requirements for any ongoing vegetation management.
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 is in keeping with the scale, character and architectural style of the building.

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Does the proposal respect important features of the site or building, or both?	The proposed signage has been designed to complement and integrate with the existing architectural features of the building.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signage does not dominate the architectural character of the building or the site.
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?	Safety devices affixed to the new signage will not be visible from the existing streetscape setting.
7. Illumination	
Would illumination result in unacceptable glare?	The proposal involves the provision of halo illuminated lettering for each of the 'petbarn' signs. This form of illumination does produce any glare from the building and will not affect the safety of pedestrians, vehicles or aircrafts, nor will it have any impact on the amenity of neighbouring properties. The intensity of the illumination cannot be adjusted; however, the proposed level of illumination is not such that it will not cause any adverse impact to pedestrian or vehicular traffic or neighbouring properties and businesses.
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?	
8. Safety	
Would the proposal reduce the safety for any public road?	The new signs will not compromise safety of the adjoining public roads.
Would the proposal reduce the safety for pedestrians or bicyclists?	The new signs will not compromise safety of pedestrians or bicyclists.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The new signs will not conceal or obscure any existing visual sightlines of vehicles entering and exiting the premises.

4.2 Penrith Local Environmental Plan 2010

The subject site is zoned B5 Business Development and RU4 Primary Production Small Lots under the Penrith Local Environmental Plan 2010:



Source: NSW Planning Portal 2019

Zone B5 Business Development

1 Objectives of zone

- To enable a mix of business and warehouse uses, and specialised retail premises that require a large floor area, in locations that are close to, and that support the viability of, centres.
- To maintain the economic strength of centres in Penrith by limiting the retailing of food, groceries and clothing.

2 Permitted without consent

Nil

3 Permitted with consent

Car parks; Centre-based child care facilities; Environmental protection works; Flood mitigation works; Food and drink premises; Function centres; Garden centres; Hardware and building supplies; Hotel or motel accommodation; Industrial retail outlets; Landscaping material supplies; Light industries; Neighbourhood shops; Oyster aquaculture; Passenger transport facilities; Recreation areas; Recreation facilities (indoor); Respite day care centres; Roads; Self-storage units; Signage; Specialised retail premises; Tank-based aquaculture; Timber yards; Vehicle sales or hire premises; Warehouse or distribution centres

4 Prohibited

Pond-based aquaculture; Restaurants or cafes; Any other development not specified in item 2 or 3

Zone RU4 Primary Production Small Lots

1 Objectives of zone

- To enable sustainable primary industry and other compatible land uses.
- To encourage and promote diversity and employment opportunities in relation to primary industry enterprises, particularly those that require smaller lots or that are more intensive in nature.
- To minimise conflict between land uses within this zone and land uses within adjoining zones.
- To ensure land uses are of a scale and nature that is compatible with the environmental capabilities of the land.
- To preserve and improve natural resources through appropriate land management practices.
- To maintain the rural landscape character of the land.
- To ensure that development does not unreasonably increase the demand for public services or facilities.

2 Permitted without consent

Extensive agriculture; Home occupations

3 Permitted with consent

Agricultural produce industries; Agriculture; Animal boarding or training establishments; Aquaculture; Building identification signs; Business identification signs; Cellar door premises; Cemeteries; Community facilities; Crematoria; Dual occupancies; Dwelling houses; Environmental facilities; Environmental protection works; Farm buildings; Flood mitigation works; Home-based child care; Home businesses; Home industries; Intensive plant agriculture; Information and education facilities; Places of public worship; Plant nurseries; Recreation areas; Recreation facilities (outdoor); Roads; Roadside stalls; Rural supplies; Schools; Secondary dwellings; Tourist and visitor accommodation; Veterinary hospitals

4 Prohibited

Dairies (restricted); Feedlots; Hotel or motel accommodation; Serviced apartments; Any other development not specified in item 2 or 3

Comment: The site is zoned both B5 Business Development and RU4 Primary Production Small Lots. The premises is located on the B5 Business Development zone portion of the site. There is no proposed change of use or alterations to the premises that would render the premises inconsistent with the objectives of the zone. The proposal for advertising signage is permissible with consent from Council.

Consideration has been given to remaining sections of the Penrith LEP2010. It has been noted that none of the controls within these provisions are relevant to the subject site or the subject proposal.

4.3 Penrith Development Control Plan 2014

In preparing this application, consideration has been given to the Penrith Development Control Plan 2014 (Penrith DCP2014). Accordingly, any relevant controls have been assessed in detail below. Note, a number of controls have deliberately omitted from this report as they are deemed to not be applicable to the application.

C9 Advertising and Signage

9.1 GENERAL REQUIREMENTS FOR SIGNS	
1) General	
Controls	Comment
a) Signs are to be designed and located to: (i) relate to the use of the building; (ii) be visually interesting and exhibit a high level of design quality; (iii) be constructed of high quality, durable materials; (iv) be wholly contained within the property; (v) have only a minimal projection from the building; (vi) be integrated and achieve a high degree of compatibility with the architectural design of the supporting building having regard to its composition, fenestration, materials, finishes and colours, and ensure that architectural features of the building are not obscured; (vii) have regard to the view of the sign and any supporting structure, cabling and conduit from all angles, including visibility from the street level and nearby higher buildings and against the skyline; (viii) be sympathetic to the existing character of the area and the particular architectural/urban design utilised in any improvements scheme.	(i) Complies. The proposed signage relates to the occupant of the premises; Petbarn. (ii) Complies. The proposed signage is of a high design quality that responds to the architectural features of the building and the appearance of the surrounding retail tenancies. (iii) Complies. The signage will be constructed of high-quality durable materials. (iv) Complies. (v) Complies. The maximum a sign protrudes from a building is 100mm. (vi) Complies. The proposed signage has been skilfully designed to be compatible with the existing features of the building and the surrounding retail buildings. (vii) Complies. No support structures are required for the proposed signage. (viii) Complies. The Petbarn premises is located within a commercial complex that features a large amount of retail tenancies with a diverse range of signage schemes and corporate colours.
b) Signs that contain additional advertising promoting products or services not related to the approved use of the premises or site (such as the logos or brands of products; e.g. soft drinks, brewers, photographic film, etc) are not permitted.	Complies. The proposed signage relates only to the use of the premises being Petbarn and the services offered by the store (Sign 12).
c) Signs painted or applied to the roof are not permitted.	Complies. No signage is proposed on the roof of the premises.
d) Corporate colours, logo and other graphics are encouraged to achieve a very high degree of compatibility with the architecture, materials, finishes and colours of the building and the streetscape.	Complies. The proposal represents a skilfully designed signage scheme that responds to the architectural features of the building to create a vibrant but minimalistic signage scheme.

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e) Flat standing signs are only permissible where the main building is set back 3m or more from the street alignment.	Not applicable.
f) In considering applications for new signs, Council must have regard to the number of existing signs on the site and in its vicinity; whether that signage is consistent with the provisions of this section; and whether the cumulative impact gives rise to visual clutter.	Complies. The proposal will remove all existing signage from the premises. The signage will be replaced with a new signage scheme that is of a more minimalistic and coordinated nature.
g) Signs must not involve damage, removal or pruning to trees or other vegetation and must not result in pruning or removal for visibility purposes.	Complies.
h) The dominant design of any sign must relate to business identification rather than product advertising.	Complies. The dominate signs on each façade relate to the identification of Petbarn.
2) Signs and Road Safety	
a) Signs are regarded as prejudicial to the safety of the travelling public and are therefore prohibited if they: (i) obscure or interfere with road traffic signs and signals or with the view of oncoming vehicles or pedestrians; (ii) obscure or interfere with the view of a road hazard or an obstruction which should be visible to drivers or other road users; (iii) give instructions to traffic by use of the word stop or other directions, which could be confused with traffic signs; (iv) include variable messages or intensity of lighting sufficient to impair drivers' vision or distract drivers' attention; or (v) are located in places where drivers' require greater concentration, such as at major intersections or merging and diverging lanes.	<p>The proposal consists purely of wall and window signs that will not protrude more than 100mm from the façade of the building. The proposed signage cannot be confused as traffic signals or directions. The proposed illumination of two signs will not be of a strength that it will impair the vision of drivers or be a distraction to vehicular traffic.</p> <p>The proposed signage will have no adverse impact on pedestrian and vehicular traffic in and around the commercial complex.</p>
3) Inappropriate Signs	
a) Council will not support an application for an advertisement of a form, type or size described below: i) roof signs; ii) sky signs painted on or applied to the roof; iii) signs painted on or applied on the roof; iv) flashing signs; v) signs made of canvas, calico or the like (other than a temporary sign); vi) signs displayed on an awning blind or external window blind;	Complies. None of the proposed signs are mentioned in the associated inappropriate sign list. The proposal consists of wall and window signs only.

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<p>vii) hoardings (excluding those requirement during construction); vii) billboards; ix) Bulletin boards; x) Signs in the nature of posters attached directly onto walls, roof surfaces or any street furniture; xi) Signs mounted on parked or stationary motor vehicles, trailers (both registered and unregistered) where the principal purpose of the vehicle or trailer is not for the transportation of goods or people but is parked in a location and position as an advertising medium; xii) A-frame or sandwich board signs (except where specific controls have been prepared and adopted by Council); xiii) Pole or pylon signs, except for industrial, business park, service station or shopping centre uses which are permitted one pole or pylon signs with the maximum height not in excess of 7.0m; xiv) Signs that are located on land which advertises businesses that are not being conducted on that land; xv) Vertical or horizontal projecting signs; xvi) Fin signs; and xvii) Above awning signs.</p>	
4) Desirable Signage Design	
<p>a) The following signs are permitted by Council (see Figure C9.2 for example illustrations): i) Fascia signs; ii) Under awning signs; iii) Flush wall signs; iv) Top hamper signs; v) Painted window signs; and vi) Advertising panel signs.</p>	<p>Complies. The proposed signage consists wall signs and window signs as depicted in the accompanying signage plans.</p>
9.4 COMMERCIAL, MIXED USE AND INDUSTRIAL ZONES	
<p>1) Applicants intending to erect a sign (advertisement) should first consult the relevant environmental planning instrument applying to the subject property to determine whether or not an advertisement requires development consent.</p>	<p>The Penrith LEP2010 has been reviewed as a part of the preparation of this report. It is noted that the type and amount of signage proposed does require development consent from Penrith Council.</p>
<p>2) All advertising is to be – a) constructed of high quality, durable materials; b) considered in conjunction with design and construction of buildings; c) restricted to one sign identifying the name of the occupants and/or products</p>	<p>a) Complies. The proposed signage will be constructed of durable materials of a high design quality.</p> <p>b) Complies. The proposed signage scheme has adequately responded to the architectural features of the existing building.</p>

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manufactured or produced on the site; and d) contained wholly within the site.	c) Complies. The premises is located within a corner tenancy and, hence, has one identifying sign on each elevation. d) Complies.
3) 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 (see Figure C9.3 below).	The proposed business identification signage is located above the awning. This location is considered appropriate for the subject development considering its location in a commercial complex and the consistency of the sign location with the majority of other retail tenancies within the premises.
4) The sign is to be contained fully within the confines of the wall or awning to which it is mounted.	Complies. No proposed signage protrudes above the wall in which it proposed to be located.
5) In the case of multiple occupancy of a building or site: a) Each development should have a single directory board listing each occupant of the building or site (see Figure C9.4 below). Multiple freestanding signs will not be supported; b) 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.; c) One under awning sign shall be permitted for each shop, unit, office, suite, etc. (see Figure C9.5). 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; d) The minimum distance between under awning signs shall be 3m (see Figure C9.6); and e) Where possible, multiple tenancies in the same building should use consistent sign size, location and design to avoid visual clutter and promote business identification.	a) Not applicable. b) Complies. Only one business identification sign is to be located on each façade. c) Not applicable. d) Not applicable. e) Complies. The proposed signage is consistent with that used by other retail tenancies in the commercial complex.
6) Projecting wall signs, generally, will not be supported unless it can be demonstrated to be of an architectural style which is particularly suited to that building in relation to its design.	Not applicable.
Illuminated Signs	
7) Illuminated signs are not to detract from the architecture of the supporting building during daylight.	Complies. The proposed halo illumination of the proposed signage will not detract from the architectural features of the building.
8) Illumination (including cabling) of signs is to be: a) Concealed; or b) Integral with the sign; or	Complies. The proposed illumination will be in the form of halo illuminated signage. No cabling or lights will be able to be seen and the illumination is of a level that will not be distracting.

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c) Provided by means of carefully designed and located remote or spot lighting.	
9) The ability to adjust the light intensity of illuminated signs is to be installed where Council considers it necessary.	The illumination will not be able to be dimmed once installed, however, the proposed illuminated sign is not of a level that will be distracting or hazardous to drivers.
10) 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.	A curfew is not deemed to be necessary for the subject development. The premises is a part of a large commercial complex that does not contain any residential accommodation and will not have any adverse environmental impacts.
11) 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 minimise the escape of light beyond the sign.	Complies.

5. OTHER MATTERS UNDER SECTION 4.15 OF THE ENVIRONMENTAL PLANNING AND ASSESSMENT ACT, 1979

5.1 Matters for Consideration – General

In determining a development application, a consent authority is to take into consideration such of the following matters as are of relevance to the development, the subject of the Development Application:

- (a) the provisions of:
 - (i) any environmental planning instrument, and
 - (ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent, and
 - (iii) any development control plan, and
 - (iiia) any planning agreement that has been entered into under section 93F, or any draft planning agreement that a developer has offered to enter into under section 93F, and
 - (iv) the regulations that apply to the land to which the development application relates

Comment: The proposal for the erection of advertising signage for Petbarn in Penrith Homemaker Centre at 13-23 Pattys Place, Jamisontown is permissible with consent from Penrith Council. The proposed signage is considered to be consistent with the relevant planning policies applicable to the site and is consistent with the objective of the B5 Business Development zone and the current use of the site.

The proposed signage is considered to be consistent with the fundamental objectives and provisions of the governing instruments and accordingly, the proposal as details in this application is considered to be appropriate for the site and compatible with the signage

schemes used by surrounding retail premises. The proposed revitalisation of the existing signage for Petbarn will have a positive impact on the commercial complex in which is located.

5.2 Likely Impacts of the Development (Section 4.15 (1)(b))

An assessment of the likely impacts of the proposed development, including environmental impacts on both the natural and built environment, social and economic impacts in the locality has been undertaken and it is noted that there will be no adverse impacts from the proposed development.

The proposed signage is minimalistic and nature and will not result in a proliferation of signage nor will it contribute to any visual clutter on the premises. The signage forms part of an integrated and coordinated signage scheme that has considered the architectural features of the premises and the complex as a whole.

The proposal will have no adverse impact on pedestrian or vehicular safety, nor will it have any adverse environmental impacts. The proposal will not alter the character of the area and represents a proposal consistent and compatible with the immediate area.

In accordance with the above, the proposal will have no adverse environmental, social or economic impacts on the surrounding area.

5.3 Suitability of the Site (Section 4.15 (1)(c))

The premises is located within a commercial complex known as Penrith Homemaker Centre at 13-23 Pattys Place, Jamisontown. The signage proposed is appropriate for the site in which it is located and is consistent with the signage schemes utilised by the surrounding retail premises.

5.4 Submissions (Section 4.15 (1)(d))

No submissions are available at this time.

5.5 The Public Interest (Section 4.15 (1)(e))

The proposal will not have any adverse effects on the environment and the existing amenity of the area. The public interest will be served positively through the provision of a revitalised exterior of the existing Petbarn premises that is compatible with the surrounding retail premises.

6. CONCLUSION

- The merits of the proposal have been assessed in accordance with the provisions of the relevant clauses of Penrith LEP2010 and Penrith DCP2014 and the provisions of Section 4.15 of the *Environmental Planning and Assessment Act, 1979*.
- The proposed signage will have no environmental, social or economic impacts and there will be no adverse impact on the surrounding area in terms of amenity.
- The proposed signage will have negligible impact on the immediate locality, will not promote any visual cluttering and is consistent with the existing signage on the subject premises and the signage schemes utilised by businesses in the Penrith Homemaker Centre.
- Accordingly, the application for signage relating to the existing Petbarn premises within the Penrith Homemaker Centre is acceptable from environmental, social and planning perspectives and therefore warrants the support and approval by Penrith City Council.