

Statement of Environmental Effects

Development Application

13-23 Patty's Place, Jamisontown NSW 2750

3 November 2018



PREPARED BY

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PROJECT PARTICULARS

| | |
|----------------------|---|
| Project No. | 2018124 |
| Client | Calardu Penrith Pty Ltd |
| Site Address | 13-23 Pattys Place, Jamisontown NSW 2750 301-335 Mulgoa Road, Jamisontown NSW 2750 |
| Document Name | Statement of Environmental Effects |

Document

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In the event that this document is not signed, this is not representative of a final version of the document, suitable for assessment purposes.

RELIANCE ON CONSULTANT INFORMATION

As part of undertaking this project, Hamptons has relied on the professional advice provided by third party consultants. No responsibility is taken for the accuracy of the information relied upon by these consultants assisting the project. It is assumed that each of the consultants has made their own enquiries in relation to technical matters forming part of their expertise.

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1. INTRODUCTION

Hamptons Property Services (Hamptons) has been retained by Calardu Penrith Pty Ltd (the Applicant) in relation to the land known as 13-23 Pattys Place and 301-335 Mulgoa Road, Jamisontown, known as the Penrith Homemakers Centre.

This application seeks consent for the erection of a stand-alone stone wall signage with lazer-cut aluminium logo, to be located adjacent the car parking area at the entry rom Pattys Place. The proposed signage is defined as:

signage means any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

(a) an advertising structure,

(b) a building identification sign,

(c) a business identification sign,

but does not include a traffic sign or traffic control facilities.

The proposed signage is permissible within the **B5 Business Development** zone, pursuant to the Penrith Local Environmental Plan 2010 (the LEP).

The proposed works will be undertaken in accordance with the relevant Building Code of Australia requirements and Australian standards.

The proposed development is consistent with the relevant environmental planning requirements and existing signage that brands the Homemaker Centre; as such this application should be approved in accordance with standard conditions of consent, by Penrith City Council.

2. SITE DETAILS

The following table provides the relevant site details and advice as contained in the section 10.7 certificate.

Table 1: Site Details

| | |
|------------------------------|--|
| Property Address | 13-23 Pattys Place, Jamisontown 301-335 Mulgoa Road, Jamisontown |
| Legal Description | Lot 10, Deposited Plan 1046110 (13-23 Pattys Place) Strata Plan SP 72448 (301-335 Mulgoa Road) |
| Site Area | 13.86ha |
| Slope Direction | Generally flat |
| Critical Habitat | No |
| Conservation Area | No |
| Heritage Item | No |
| Coastal Protection | No |
| Mine Subsidence | No |
| Road Widening or Realignment | No - 13-23 Pattys Place is not affected by road widening plans. Yes – 301-335 Mulgoa Road – RMS has informed Council of an intention to acquire a portion of the land for future road widening purposes. Please note that the affected land is not yet zoned for future road widening purposes. |
| Hazard Risk Restriction | No Note. The land is affected by the Asbestos policy adopted by Council. |
| Flood Planning | Yes – land is subject to flood related development controls. |
| Acquisition | No |
| Biodiversity Certified Land | No |
| Bushfire Prone Land | Yes – 13-23 Pattys Place is bushfire prone land. No – 301-335 Mulgoa Road is not bushfire prone land. |
| Property Vegetation Plan | No |
| Contamination | No |
| Scenic and landscape Values | Yes – land is identified as land with Scenic and Landscape Values |

Note: the information above was taken from Planning Certificate 10.7(2) and (5), certificate number 18/04899 issued 14 September 2018 and from Planning Certificate 10.7(2) and (5), certificate number 18/04900 issued 14 September 2018.

Figure 1: Site Location of 13-23 Pattys Place and 301-335 Mulgoa Road, Jamisontown.



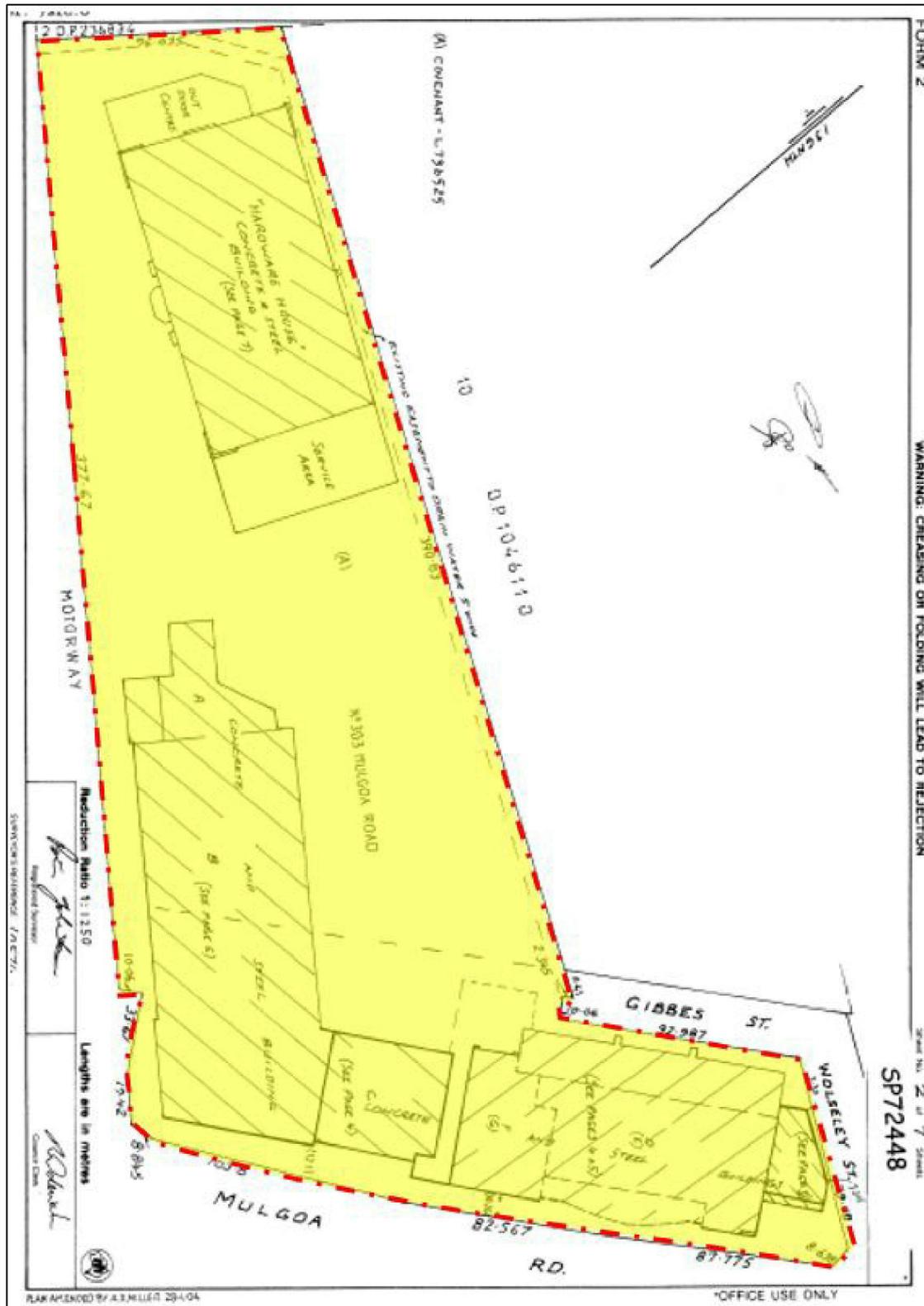
Source: <https://maps.six.nsw.gov.au/>

Figure 2: Aerial Photograph



Source: <https://maps.six.nsw.gov.au/>

Figure 4: Strata Plan for SP72448 – 301-335 Mulgoa Road, Jamisontown NSW 2750



The site is located at 13-23 Pattys Place and 301-335 Mulgoa Road, Jamisontown and the land is legally described as Lot 10 in Deposited Plan (DP) 1046110, Lot 11 of DP 1046110 and SP 72488. It is an irregular shaped allotment on the north-eastern side of Mulgoa Road, with an area of 13.86ha.

Access to the site is provided *via* two main access points, one being from the north via Pattys Place and the other from the east, via Gibbes Street. Gibbes Street provides access to the main arterial route in the vicinity of the site, being Mulgoa Road.

Existing on the site are 4 main buildings separated by car parking spaces and together, make up the Penrith Homemaker Centre. The built form along the south-eastern side of Pattys Place is of various scales (Refer to Image 1) while a vacant lot covers the north-western side of the street. (Refer to Image 2).

The current built form is generally located around the perimeter of the site, with car parking distributed throughout. Vegetation on site is sporadic, with plantings throughout the car parking areas and a lower grassed area to east of the site, incorporating a stormwater drain.

Image 1: Built form along south eastern side of Pattys Place



Source: <https://www.google.com.au/maps>

Image 2: Vacant lot on north western side of Pattys Place with site at the background.



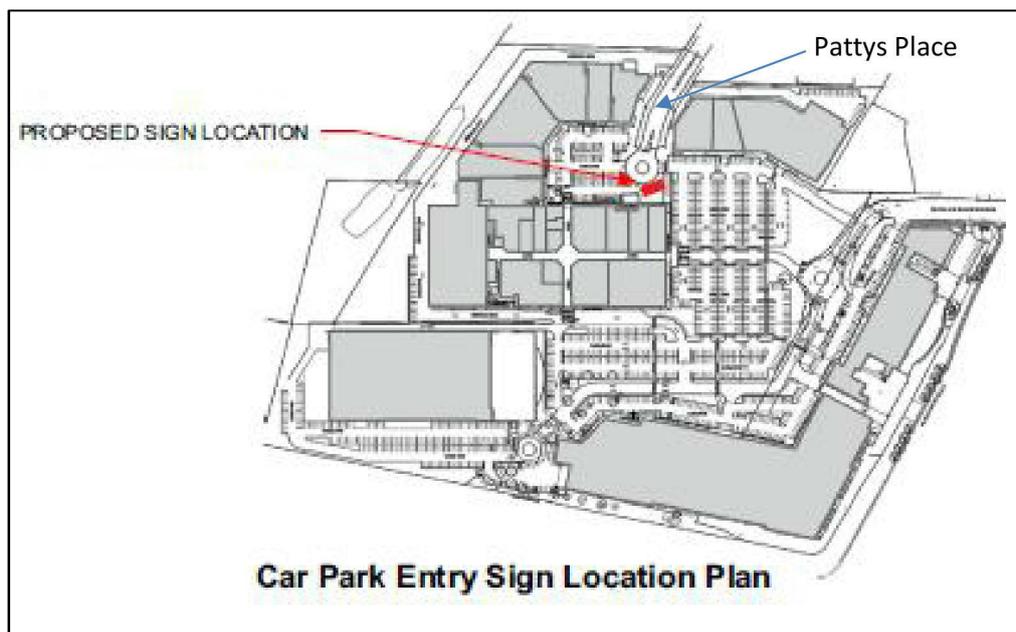
Source: <https://www.google.com.au/maps>

3. THE PROPOSED DEVELOPMENT

The proposed development involves the erection of a new business sign at the southern most part of Pattys Place, near the roundabout, as illustrated in Figure 4 & 5. The purpose of the sign in this location is to improve the entry statement into the Homemaker Centre. The structure will be freestanding, affixed to the natural ground and embedded within the existing grassed area. The stonewall structure will be 1.2m in height and 5m in depth.

The proposed works are generally in accordance with the plans prepared by The Sign Agency (TSA). All works will comply with the relevant requirements of the Building Code of Australia and the Australian Standards for Food Safety.

Figure 5: Location of sign.



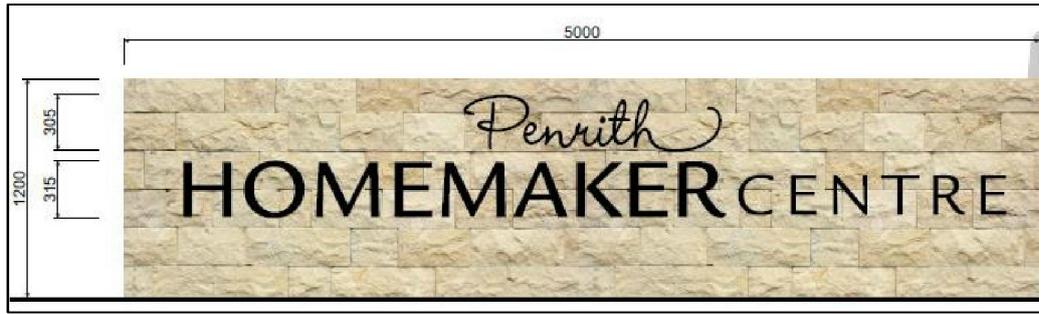
Source: The Sign Agency

Figure 6: Proposed location for the stonewall sign.



Source: The Sign Agency

Figure 7: Proposed Stonewall sign with lazercut aluminium letters.



Source: The Sign Agency

4. SECTION 4.15 ASSESSMENT

Section 4.15 of the Environmental Planning & Assessment Act 1979 (EP & A Act) sets out the matters for consideration when a consent authority is assessing a development application. These matters are addressed below.

Table 2: Clause 4.15 Evaluation

| Clause No. | Title/Clause | Comment |
|------------|--|---|
| 4.15 | Evaluation | |
| (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 | State Environmental Planning Policy No. 55 – Remediation of land (SEPP 55) State Environmental Planning Policy No. 64 – Advertising & Signage Penrith Local Environmental Plan 2010 |
| | (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 authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and | Not applicable |
| | (iii) any development control plan, and | |
| | (iiia) any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and | Penrith Development Control Plan 2014 |
| | (iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph), and | Not applicable |
| | (v) any coastal zone management plan (within the meaning of the Coastal Protection Act 1979), | Not applicable |
| | that apply to the land to which the development application relates, | |
| | (b) the likely impacts of that development, including environmental impacts on both | The likely impact of the development is extremely limited as the signage will be |

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| | the natural and built environments, and social and economic impacts in the locality, | located well within the boundaries of the site, at approximately 85m from the nearest boundary. It will assist to promote the prominence of the entry into the centre. The sign is north facing, towards Patty's Place and will assist in identifying the Centre to patrons entering the site. It will have no impact on car parking requirements, being positioned within a landscaped area on the site. The size and scale of the sign will not be visually disruptive so as to interfere with passing vehicles. |
| | (c) the suitability of the site for the development, | The site, being located in a B5 Business Development zone retails bulky goods for sale and, given the vastness of the site and the scale of the buildings, the location of the proposed signage at the entrance at Pattys Place, enables clear communication to approaching traffic, within the Centre. |
| | (d) any submissions made in accordance with this Act or the regulations, | In the event that submissions are made during the course of notification, the applicant will be pleased to respond to these accordingly. |
| | (e) the public interest. | The proposed development, being limited to stonewall signage within the boundaries of the site, is in the public interest and will not, in any manner, adversely impact the interests of the public. It will assist the prevalence of the centre and its associated identity. |

SEPP 55 – Remediation of Land

Matters pertaining to SEPP 55 are addressed below.

Table 3: SEPP 55 Assessment

| Clause No. | Title/Clause | Comment |
|------------|---|---|
| 7 | (1) A consent authority must not consent to the carrying out of any development on land unless: | |
| | a) it has considered whether the land is contaminated, and | The subject land is not contaminated. Such matters were contemplated with |

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| | | the original approval for the bulky goods centre on the site. |
| | b) if the land is contaminated, it is satisfied that the land is suitable in its contaminated state (or will be suitable, after remediation) for the purpose for which the development is proposed to be carried out, and | Not applicable |
| | c) if the land requires remediation to be made suitable for the purpose for which the development is proposed to be carried out, it is satisfied that the land will be remediated before the land is used for that purpose. | Not applicable |
| | Before determining an application for consent to carry out development that would involve a change of use on any of the land specified in subclause (4), the consent authority must consider a report specifying the findings of a preliminary investigation of the land concerned carried out in accordance with the contaminated land planning guidelines. | Not applicable The land is not subject to subclause (4). |
| | The applicant for development consent must carry out the investigation required by subclause (2) and must provide a report on it to the consent authority. The consent authority may require the applicant to carry out, and provide a report on, a detailed investigation (as referred to in the contaminated land planning guidelines) if it considers that the findings of the preliminary investigation warrant such an investigation. | Not applicable |
| | (2) The land concerned is: | |
| | (a) land that is within an investigation area, | |
| | (b) land on which development for a purpose referred to in Table 1 to the contaminated land planning guidelines is being, or is known to have been, carried out, | |
| | (c) to the extent to which it is proposed to carry out development on it for residential, educational, recreational or child care purposes, or for the purposes of a hospital—land: | |

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| | (i) in relation to which there is no knowledge (or incomplete knowledge) as to whether development for a purpose referred to in Table 1 to the contaminated land planning guidelines has been carried out, and | |
| | (ii) on which it would have been lawful to carry out such development during any period in respect of which there is no knowledge (or incomplete knowledge). | |

SEPP 64 – Advertising & Signage

The proposed development is subject to the provisions of State Environmental Planning Policy No. 64 – Advertising & Signage (SEPP 64) which was published in the Government Gazette on 16 March 2001.

Table 4: SEPP 64 Assessment

| Clause No. | Title/Clause | Comment |
|------------|--|--|
| 3 | (1) This Policy aims: 1) to ensure that signage (including advertising): | |
| | (i) is compatible with the desired amenity and visual character of an area, and | The proposed signage is consistent with the existing character of signage on the site and is simplistic in design and size so as not to be visually dominant, within the context of the site. |
| | (ii) provides effective communication in suitable locations, and | The proposed signage is designed to reinforce the branding of the Centre and the sense or arrival into it. It will be constructed of similar materials to other signs located on the site which are recognisable with the character of the Centre. |
| | (iii) is of high quality design and finish, and | The proposed materials are of a high quality design and finish to present a professional and desirable appearance associated with the site. |
| 4 | Definitions (1) In this Policy: | |
| | advertisement means signage to which Part 3 applies and includes any advertising structure for the advertisement. | Not applicable |
| | advertising structure means a structure or vessel that is principally designed for, or that is used for, the display of an advertisement. | The proposed signage is not for the purpose of an advertisement, instead having the purpose of identifying the Homemaker Centre. |
| | business identification sign has the same meaning as in the Standard Instrument | The proposed sign is a business identification sign, labelling the Penrith Homemaker Centre. |

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| | <p>building identification sign means a sign that identifies or names a building and that may include the name of a building, the street name and number of a building, and a logo or other symbol but does not include general advertising of products, goods or services.</p> <p>Note.</p> <p>Building identification signs are a type of signage</p> | Not applicable |
| 8 | <p>Granting of consent to signage</p> <p>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:</p> | |
| | a) that the signage is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and | As demonstrated previously, the proposal is consistent with the Aims and Objectives of the SEPP. |
| | b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 1. | The proposal satisfies the assessment criteria specified at Schedule 1 of the SEPP as noted below. |

Table 5: SEPP Schedule 1 Assessment

| SCHEDULE 1 – ASSESSMENT CRITERIA | | |
|----------------------------------|---|--|
| | CRITERIA | 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? | <p>Yes. The type and design of the signage proposed is compatible with the direct locality of the bulky goods centre and existing signage currently installed on the site.</p> <p>In addition, the proposed signage outcome is characteristic of the signage associated with similar bulky goods centres and will therefore not be adversely perceived within the locality and will not be seen as ‘out of place’.</p> |
| | Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? | Another freestanding signage, but on a larger scale, identifying the ‘Penrith Homemaker Centre’ can be found at the corner of Mulgoa Road and Wolseley Street on the south-eastern side of the site. The proposed signage, being smaller in scale, is suitable for Pattys Place where traffic is less than Mulgoa Road, while still providing a defining entry feature. |
| 2. Special areas | Does the proposal detract from the amenity or visual quality of any | No. The subject site does not contain, nor is it within the vicinity of, any environmentally |

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| | environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas? | sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas. As such, the proposed stonewall structure will not detract from any such areas, consistent with this criteria. |
| 3. Views and vistas | Does the proposal obscure or compromise important views? | No. There are no important views within the locality which will be, in any way, hindered, or altered, by the proposed stonewall structure, consistent with this criteria. |
| | Does the proposal dominate the skyline and reduce the quality of vistas? | No. The proposed height of the stonewall structure is 1.2m high, by 5m long. It will not exceed the surrounding building height which resembles 2 storey buildings. Therefore, it will not dominate the skyline or visual catchment. As such, the proposal is consistent with this criteria. |
| | Does the proposal respect the viewing rights of other advertisers? | Yes. The proposed signage will not, in any manner, impede any viewing rights of other signage within the area. The structure is well within the confines of the subject site and does not encroach upon the rights of other advertisers within the vicinity. The proposal is therefore consistent with this requirement. |
| 4. Streetscape, setting and landscape | Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? | Yes. As discussed previously, the proposed signage outcome is of a scale and proportion that is appropriate and compatible with the scale and nature of buildings on this north-eastern side of the site. The proposed signage will also not be adversely perceived from within the locality and will not be seen as 'out of place'. In addition, as the structure will not extend beyond the heights of nearby plants or buildings, the signage will not be visually dominant and is appropriate in the context of its landscaping. As such, there are no anticipated adverse visual impacts. |
| | Does the proposal contribute to the visual interest of the streetscape, setting or landscape? | Yes. The modernised design will be visually pleasing and will create a sense of arrival for customers approaching the Centre <i>via</i> Pattys Place. In addition, the proposal provides for a structured appearance that will be visually interesting, and will not result in visual clutter, |

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| | | providing consistent form and size of signage elements within the area to ensure an appropriate response to the streetscape. |
| | Does the proposal reduce clutter by rationalising and simplifying existing advertising? | Yes. The primary purpose of the proposed signage structure is to create a sense of arrival for customers at a subdued height and scale that is visually pleasing and not overbearing. In this manner, the proposal provides a simplified response to providing signage on the site, consistent with this criterion. |
| | Does the proposal screen unsightliness? | No. The purpose of the signage will not be to screen any unsightliness. |
| | Does the proposal protrude above buildings, structures or tree canopies in the area or locality? | No. As previously detailed and evident on the accompanying drawings, the proposed structure will not protrude above the nearby plants and buildings. The proposed height is 1.2m. |
| | Does the proposal require ongoing vegetation management? | No. The proposed signage will be located on natural ground and within the existing landscape setting of Pattys Place and will not involve any new plantings. As such, there will be no additional on-going vegetation management required. |
| 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? | <p>Yes. The proposed signage structure will not be perceived as out-of-place as a result of the scale and nature of land uses at the site. The proposed structure is considered typical and characteristic of bulky good centres and will provide a positive visual outcome, and a sense of identity when viewed from Pattys Place.</p> <p>Overall, the proposal is considered to be compatible with the scale and proportion of the site and the built form thereon, consistent with this criterion.</p> |
| | Does the proposal respect important features of the site or building, or both? | Yes. The signage will not alter access to the site or the visibility of the buildings, both of which are considered to be important features, given the activities undertaken at the site. |
| | Does the proposal show innovation and imagination in its relationship to the site or building, or both? | Yes. As previously discussed, the scale and design of the proposed signage is appropriate and characteristic for this type of development, being a bulky goods centre. |

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| | | <p>The design of the signage structure is of a contemporary design and will appropriately nominate the bulky goods Centre.</p> <p>In this manner, the proposed signage is considered to demonstrate a positive visual outcome and relationship to the retail site.</p> |
| 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? | Yes. The laser cut aluminium letters stating the words 'Penrith Homemaker Centre' will be pin fixed to the stonewall structure and will be displayed within the perimeter of the signage. No part of the aluminium letters will protrude past the face of the stonewall structure. Refer to plans accompanying this application. |
| 7. Illumination | Would illumination result in unacceptable glare? | No. No lighting is proposed with the signage. As such, there are no anticipated adverse light spillage impacts that may result in adverse glare conditions, consistent with this criterion. |
| | Would illumination affect safety for pedestrians, vehicles or aircraft? | No. Again, as the signage structure will have no lighting, it is considered that this will not distract pedestrians, vehicles or aircrafts in a manner which would be hazardous to their safety, particularly for vehicles approaching Pattys Place. |
| | Would illumination detract from the amenity of any residence or other form of accommodation? | No. The location of the signage will be set back approximately 85m from its north-eastern boundary at Pattys Place. No lights will illuminate the sign either internally or externally. Furthermore, the buildings along Pattys Place resemble commercial buildings with no residential dwellings along this stretch, therefore complying with this criterion. |
| | Can the intensity of the illumination be adjusted, if necessary? | Not Applicable. |
| | Is the illumination subject to a curfew? | Not Applicable. |
| 8. Safety | Would the proposal reduce the safety for any public road? | No. The proposed signage is positioned within the setback area of the site and is not physically positioned so as to impede or obscure vehicular, cyclist or pedestrian flow along Pattys Place. |
| | Would the proposal reduce the safety for pedestrians or bicyclists? | |
| | Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? | |
| | | In addition, the design and content of the proposed signage will be distinct and recognisable as part of the bulky goods centre |

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| | | and subsequently will not be confused for regulatory, road warning or directional sign. As such, the proposed position and display of the sign is suitable in terms of its impact on safety and movement interference. |
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Sydney Regional Environmental Plan No. 20 – Hawkesbury/Nepean River

The site is subject to the provisions of the Sydney Regional Environmental Plan No. 20 -Hawkesbury/Nepean River (the SREP).

The proposal is consistent with the relevant aims of the SREP as the proposed works are limited to a signage structure and therefore considered to have no bearing on the environment of the Hawkesbury/Nepean River system.

The proposed signage works will not result in any outcomes that would constitute non-compliance with the requirements of the SREP.

Penrith LEP

The proposal is subject to the provisions of the Penrith Local Environmental Plan 2010 (the LEP).

Table 6: Penrith LEP Assessment

| Development Standard | Controls | Comment |
|----------------------|---|--|
| Clause 1.2: Aims | The relevant Aims to the subject application have been reproduced and addressed below. | |
| | (a) to promote development that is consistent with the Council's vision for Penrith, namely, one of a sustainable and prosperous region with harmony of urban and rural qualities with a strong commitment to environmental protection and enhancement; | The proposal is limited to signage works for the 'Penrith Homemaker Centre', and will therefore, not compromise the site's consistency with Council's vision for Penrith. Therefore, the proposal is considered to be consistent with this Aim. |
| | (e) to provide for an urban environment that is active, attractive and safe for residents and visitors; | As the proposed works are limited to a signage structure, there will be no change to the bulk, scale nor height of the existing buildings. The proposed signage structure is compatible with the visual context of the site, as well as the type of land-use, being for the purpose of a bulky-goods centre. In |

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| | | this respect, the subject development will further enhance the visual attractiveness of the site, through the provision of high-quality contemporary signage, which will, in no way, adversely impact upon the environment, nor the safety of the public |
| | (g) to protect views and vistas from main roads and other public vantage points; | As previously detailed, the proposed development does not include any changes to the bulk, scale or height of the existing buildings and will not protrude above the height of nearby trees. As such, the proposal will not alter any existing views or vistas, to, or across, the site. |
| Clause 1.3: Deferred Matter | Clause 1.3 stipulates that the LEP is applicable to all land which is not identified as being a 'Deferred Matter' on the Land Application Map. | As evidenced by the Land Application Map (Refer to Figure 07 below) no part of the site, including any part of the proposed signage works is within lands identified as being a 'Deferred Matter'. Therefore, the LEP applies. |
| Clause 1.6: Relevant Authority | Penrith City Council is the consent authority for the purpose of this application. | Noted. |
| Clause 2.2: Zoning of Land | Clause 2.2 identifies the site as being in the B5 Business Development Zone and the proposed signage works is located within the zone. | Noted. Signage is permissible in the zone with development consent. |
| B5 Business Development Zone Objectives | <ul style="list-style-type: none"> o 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 | As a result of the nature of the works, being limited to signage, the proposal is considered to maintain the site's overall consistency with these Objectives. |
| | <ul style="list-style-type: none"> o To maintain the economic strength of centres in Penrith by limiting the retailing of food, groceries and clothing. | No food, groceries and clothing retail change of use is proposed with this application. |

The Land Use Table also details the permissible uses within B5 Business Development Zone. In accordance with this table, development for the purposes of 'signage' is permissible with development consent from the Council within the B5 Business Development Zone.

The **Dictionary** to the LEP provides the following definition of 'signage':

signage means any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

(a) an advertising structure,

(b) a building identification sign,

(c) a business identification sign,

but does not include a traffic sign or traffic control facilities.

As such, the proposed stonewall signage, being a business identification sign, is permissible with development consent within the subject zone.

Overall, the proposal is consistent with the relevant requirements of the LEP and is therefore suitable in environmental terms.

The Penrith DCP

The proposed development is subject to the provisions of the *Penrith Development Control Plan 2014* (the DCP) which came into force on 17 April 2015.

As the proposed works are limited to signage, only the relevant sections of the DCP have been addressed below.

Part C, Chapter C9 pertains to Advertising and Signage.

Section B provides the General Objectives, which have been reproduced below, along with a response to each:

Permit the appropriate display of information concerning the identification of premises, name of the occupier and the activity conducted on the land; and

As described earlier, the proposed signage provides appropriate identification of the 'Penrith Homemaker Centre', as the occupier of the site, therefore, consistent with this objective.

Ensure that all advertising achieves a very high level of design quality in terms of graphic design, its relationship to the architectural design of buildings and the character of streetscapes, landscapes and vistas.

As described earlier in this Report, the proposed signage is of a modern, contemporary nature and includes a combination of quality materials and finishes which will result in a visually pleasing outcome.

In addition, the proposed structure will not protrude above the dominant height of nearby trees and, as such, the structure will be appropriately integrated with the existing landscape and streetscape setting of Pattys Place. As such, there will also be no impairment to any existing vistas.

Overall, the proposal is consistent with this Objective.

Section 9.1 provides a number of additional **Objectives** which have been reproduced below, along with a response to each:

a) Recognise the legitimate need for clear business identification and promotion through appropriate advertising signs;

As detailed previously, the purpose of this DA is to construct a signage structure to identify the Centre and create a sense of arrival for patrons entering the site *via* Pattys Place.

As such, there is a legitimate need for the proposed business identification signage which will promote the centre in an appropriate and consolidated manner.

As such, the proposal is considered to be consistent with this Objective.

b) Limit the overall amount of advertising through the provision of fewer, more effective signs, to avoid the creation of visual clutter on buildings and streetscapes;

As evident on the accompanying drawings, the stonewall signage proposed will only display the 'Penrith Homemaker Centre' identifying the site to patrons approaching the Centre *via* Pattys Place. The only other existing ground level signage on this side of the site is car parking signage in the car park, which stand separate from the proposed signage and therefore will not contribute to any visual clutter, nor cause distraction to motorists.

c) Promote signs that add character to the streetscape and assist with direction and the pedestrian useability of the City;

As detailed previously, the scale of the proposed signage structure will not protrude above the height of nearby trees. As such, the structure will not be visually dominating, nor appear to be out-of-place within the context of the streetscape.

In addition, the signage provides directional assistance, as well as identification of the site as a whole for approaching traffic, including pedestrians along Pattys Place. In this manner, the proposal is complementary to the streetscape and assists with direction within the area, consistent with this Objective.

d) Consider the amenity of residential development and the visual quality of the public domain;

As previously detailed, there will be no lights illuminating the sign either internally or externally and therefore will not create visual nuisance to the public domain.

In addition, the built form along Pattys Place is of business buildings and no residential dwellings. Therefore, it will not affect residential development as these are not located within the vicinity. As such, the proposal will have no adverse impacts on the amenity of residential development nor the visual quality of the public domain, consistent with this Objective.

- e) Promote signs, including corporate logos and colours, that achieve a high degree of compatibility with the architectural features, colour scheme and external finish of the building; and*

The proposed signage structure will not be perceived as out-of-place and achieves a high quality design outcome. In doing so, the proposal will be compatible with the built form on the site, including its architectural features, colour schemes and finishes, consistent with this Objective.

- f) Ensure that the location and design of signs are consistent with road safety principles.*

The proposed signage structure will not be lit, nor illuminated, ensuring that there is no adverse light spillage or excessive illumination which may potentially create traffic safety hazards. In addition, the design and content of the proposed signage will be distinct and recognisable as part of the bulky goods centre and subsequently will not be confused for regulatory, road warning or directional sign.

In this manner, the proposal is considered to achieve this Objective.

Section 9.1 also details a number of **Controls** pertaining to signage, which have been reproduced in the following table, along with an assessment of the proposal's compliance.

Table 7: Section 9.1 Assessment

| Control | Compliance Assessment |
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| 1. General | |
| a) Signs are to be designed and located to: | Yes. The proposed stonewall structure is business identification signage that will identify the 'Penrith Homemaker Centre' itself and create a sense of arrival for patrons seeking the Centre. As such, the proposed signage relates to identifying the Centre at the site. |
| i. Relate to the use of the building; | |
| ii. Be visually interesting and exhibit a high level of design quality; | Yes. The design outcome of the signage structure will be of a modern, contemporary nature and is considered to be visually interesting. |
| iii. Be constructed of high quality, durable materials; | Yes. The materials and finishes are of a high quality and have been selected to be durable and require low-maintenance. They are also consistent with the existing |

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| | signage on the site, therefore creating consistency in branding. |
| iv. Be wholly contained within the property; | Yes. The subject structure will be contained wholly within the property boundaries of the site. |
| 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; | Yes. Although the proposal relates to a stand-alone stone wall structure and is not attached to the existing buildings the proposal is complementary to the buildings nonetheless. In addition, the position of this structure will be integrated into the existing landscape treatment to the site's Pattys Place frontage. |
| 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; and | Yes. No cables and/or wires are included as part of the design. In addition, as the proposed structures will not protrude above the height of nearby trees, the structures will not be visually dominating nor alter the current skyline features. |
| viii. Be sympathetic to the existing character of the area and the particular architectural/urban design utilised in any improvements scheme. | Yes. As previously noted, the proposal is characteristic of the types of signage expected for bulky goods centres and will therefore not be visually perceived as out-of-place. As such, the signage is sympathetic and compatible with the existing character of the area. |
| 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. | Yes. The proposed signage will only display the name of the Centre on the site, being the 'Penrith Homemaker Centre'. |
| d) Corporate colours, logos 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. | Yes. The logos contained within the display area of the proposed signage will not be perceived as out-of-place and the structure as a whole will be compatible with the Pattys Place streetscape. |
| e) Flat standing signs are only permissible where the main building is set back 3 metres or more from the street alignment. | Not applicable. |
| e) 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 | Noted. Apart from signs located in the car park at Pattys Place, there are very limited free-standing advertisement signs in the vicinity of the proposed signage and will therefore not create a sense of visual clutter. |

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| provisions of this section; and whether the cumulative impact gives rise to visual clutter. | Overall, the proposal is consistent with the DCP and will have no cumulative impacts. |
| f) Signs must not involve damage, removal or pruning to trees or other vegetation and must not result in pruning or removal for visibility purposes. | Yes. The proposal will not require the pruning, removal or damage to any existing trees or other substantial plantings as there are no existing trees or plants on the grass area where the proposed sign is to be erected. |
| 2. Signs and Road Safety | |
| a) Signs are regarded as prejudicial to the safety of the travelling public and are therefore prohibited if they: | Yes. The proposed signage will not obscure or interfere with road traffic signs and signals or with the view of oncoming vehicles or pedestrians. As such, the proposed sign is not prejudicial to road safety. |
| 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; | Yes. The proposed signage will not obscure or interfere with the view of a road hazard which would otherwise need to be visible to drivers and other road users. |
| iii) Give instructions to traffic by use of the word 'stop' or other directions, which could be confused with traffic signs; | Yes. The proposed signage does not include the word 'stop' or other directional material which could potentially be confused with traffic signs. The design and appearance of the signs will be distinctive and easily recognisable as signage pertaining to the site. |
| iv) Include variable messages or intensity of lighting sufficient to impair drivers' vision or distract drivers' attention; or | Yes. The proposal does not include any variable messages or excessive illumination capable of impairing the vision of drivers. |
| v) Are located in places where drivers' require greater concentration, such as at major intersections or merging and diverging lanes. | Yes. The position of the signage is not considered to be a location where drivers require greater concentration, such as at a major intersection or the like. |
| 3. Inappropriate Signs | |
| a) Council will not support an application for an advertisement of a form, type or size described below: | |
| i. Sky signs controlled from the land; | Yes. The proposal does not include any of these types of signs. |
| ii. Signs painted on or applied on the roof; | |
| iii. Flashing signs; | |
| iv. Signs made of canvas, calico or the like (other than a temporary sign); | |

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| v. | Signs displayed on an awning blind or external window blind; | |
| vi. | Hoardings (excluding those required during construction); | |
| vii. | Billboards; | |
| viii. | Bulletin boards; | |
| ix. | Signs in the nature of posters attached directly onto walls, roof surfaces or any street furniture; | |
| x. | 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; | |
| xi. | A-frame or sandwich board signs (except where specific controls have been prepared and adopted by Council); | |
| xii) | 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 7.0 metres; | Not applicable. |

Section 9.2 deals with **Signs in the Vicinity of Heritage Items**. However, the subject site is not considered to be in the vicinity of any heritage significant items and as such, **Section 9.2** is not relevant to the subject DA.

Section 9.4 provides specific requirements in relation to **Commercial, Mixed Use and Industrial Zones** and details additional **Objectives** which have been reproduced below, along with a response to each:

- a) Promote an integrated design approach to all signage in character with the locality and its architectural and landscape features; and*

As detailed previously, the proposed signage structures are reflective of the scale and nature of activities being undertaken at the site and will not protrude above the height of nearby trees. As such, the signage is considered to be consistent with the character of the locality and appropriately integrated into the landscape setting of the streetscape.

Overall, the proposal is considered to achieve this Objective.

- b) Encourage a coordinated approach to advertising signs where multiple occupancy of buildings or sites occurs.

The proposed signage pertains to an existing bulky goods centre, known as the Penrith Homemaker Centre, which consists of multiple tenancies across a number of buildings within the site.

As such, through the provision of this structure, which will display the name of the Centre, patrons will be able to identify Pattys Place as part of the Centre.

Section 9.4 also details a number of **Controls**, which have been reproduced in the following table, along with an assessment of the proposal's compliance.

Table 8: Section 9.4 Assessment

| Control | Compliance Assessment |
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| a) 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. | Yes. The signage will be located on natural ground level and facing north towards Pattys Place where patrons will enter the site. Therefore, this control is met. |
| b) In the case of multiple occupancy of a building or site: i) Each development should have a single directory board listing each occupant of the building or site. Multiple freestanding signs will not be supported; | Yes. the sign reflects the name of the Centre and does not list tenancies with the buildings. |
| ii) 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.; | Not Applicable. The proposal does not relate to signage attached to the buildings on the site. As such, these Controls are not applicable. |
| iii) 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; | |
| iv) The minimum distance between under awning signs shall be 3m. | |
| v) Where possible, multiple tenancies in the same building should use consistent sign size, location and design to avoid visual clutter and promote business identification. | |
| Illuminated Signs | |
| a) Illuminated signs are not to detract from the architecture of the supporting building during daylight. | Yes. The stonewall signs will not include any internal illumination lights. |
| b) Illumination (including cabling) of signs is to be: i) Concealed; or ii) Integral with the sign; or | Yes. No cabling will be required for this signage. |

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| <p>iii) Provided by means of carefully designed and located remote or spot lighting.</p> | |
| <p>c) The ability to adjust the light intensity of illuminated signs is to be installed where Council considers it necessary.</p> | <p>Yes. There will be no lights, internal nor external, that will illuminate or enhance the signage.</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>Yes. There will be no lights, internal nor external, that will illuminate or enhance the signage.</p> |
| <p>e) Uplighting 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.</p> | <p>Not Applicable. The proposed signage will not include any lights that may illuminate it internally nor externally.</p> |

Overall, the proposal is considered to be generally consistent with the applicable requirements of the DCP.

5. CONCLUSIONS & RECOMMENDATIONS

Hamptons has been retained by Calardu Penrith Pty Ltd in relation to the land known as 13-23 Pattys Place and 301-335 Mulgoa Road, Jamisontown, known as the Penrith Homemakers Centre. This development application seeks development consent for the construction of stonewall signage at the southern-most part of Pattys Place, facing the roundabout.

As demonstrated by this Report, the proposal generally satisfies the statutory and non-statutory planning controls that apply to the site and is therefore suitable in environmental terms.

The site is located in the B5 Business Development zone pursuant to the LEP and the proposed signage is permissible with development consent from the Council (Clause 1.6).

The proposal is consistent with the zone objective and will not compromise the desired outcomes under the various planning instruments.

This being the case, it is recommended that the development application be approved in accordance with the accompanying plans and the Council's standard conditions of development consent.