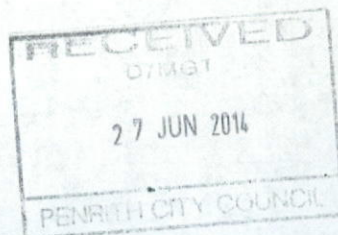


18th June 2014



Penrith City Council
PO Box 60
Penrith NSW 2750

Statement of Environmental Effects – Woolworths Limited (BWS) Werrington 1 Dunheved Street.

Introduction

This Statement of Environmental Effects (SEE) has been prepared to accompany a development application on behalf of Woolworths Limited (BWS). The DA relates to on-site signage at the BWS bottle shop located at 1 Dunheved Road, Werrington. Woolworths Limited is seeking council approval for the installation of one new-illuminated signage replacing the existing non-illuminated signage to the proposed site.

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

Architectural Plans prepared Diadem Pty Ltd, including:

Drawing No:	Description	Date
2	Site location	05/05/2014
3	Existing Condition	05/05/2014
4	Proposed Location	05/05/2014
5	Illuminated Poster Signs/ Structural	05/05/2014

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 Dunheved Road, Werrington.



(Source: Google Map 2014) Aerial View



(Source: Google Map 2014) Street View

Land Zoning

Zone B2 Local Centre

1 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.

2 Permitted without consent

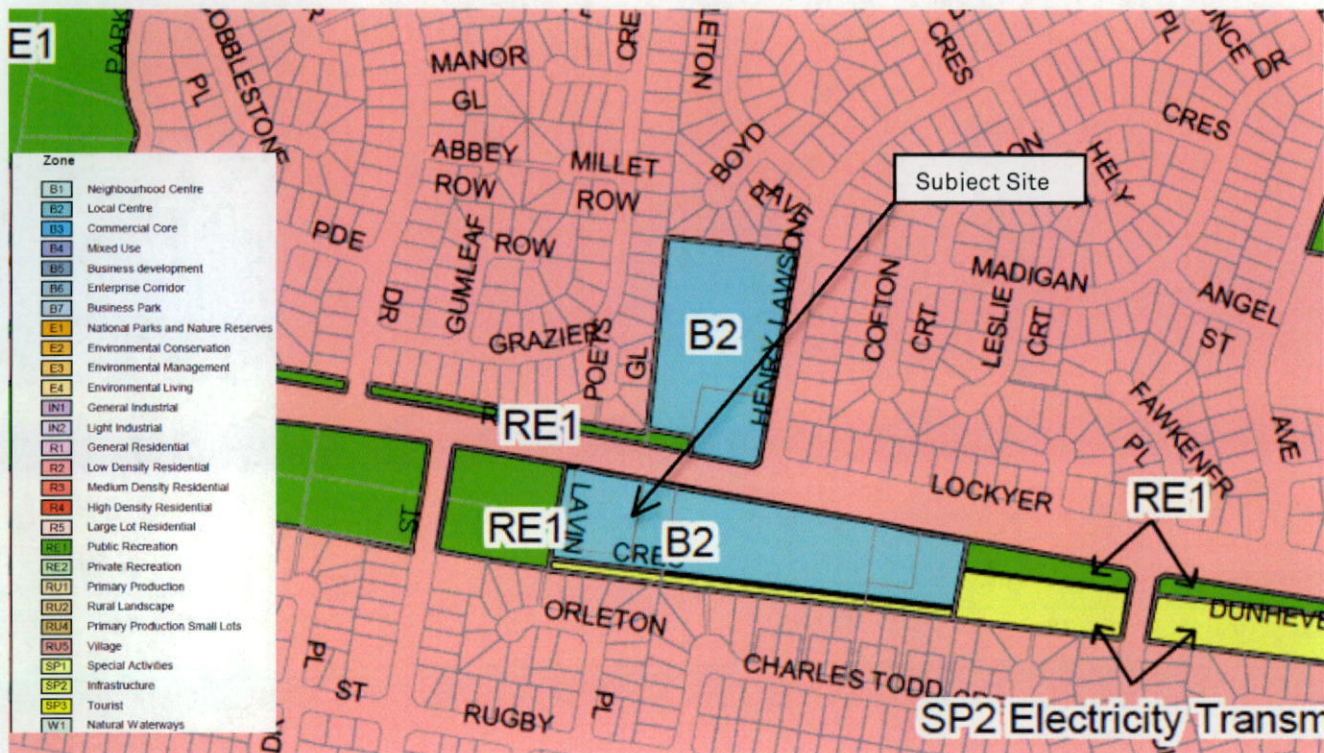
Home occupations

3 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;

4 Prohibited

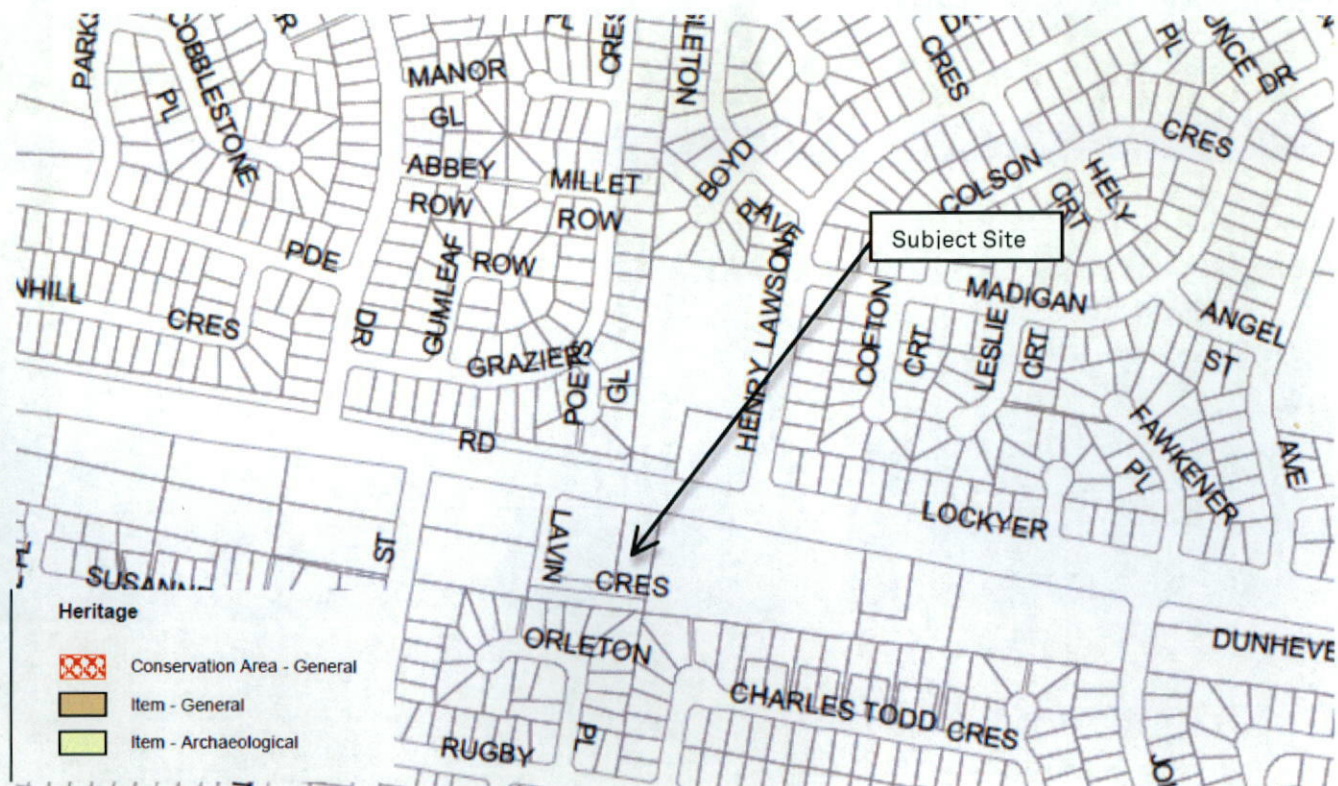
Any development not specified in item 2 or 3.



Zoning Map Extract (Source: PLEP 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 Extract (Source: PLEP 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 Local Environmental Plan 2010 (PLEP 2010)
3. Penrith Development Control Plan 2010 (PDCP 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> <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> 	<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 well recognised simple logo. The proposed signs do</p>

<ul style="list-style-type: none"> • Does the proposal reduce clutter by rationalising and simplifying existing advertising? • Does the proposal screen unsightliness? • Does the proposal protrude above buildings, structures or tree canopies in the area or locality? • Does the proposal require ongoing vegetation management? <ul style="list-style-type: none"> • Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? • Does the proposal contribute to the visual interest of the streetscape, setting or landscape? • Does the proposal reduce clutter by rationalising and simplifying existing advertising? • Does the proposal screen unsightliness? • Does the proposal protrude above buildings, structures or tree canopies in the area or locality? • Does the proposal require ongoing vegetation management? 	<p>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"> • 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? • Does the proposal respect important features of the site or building, or both? • Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	<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"> • 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? 	<p>The proposed signs will display monthly specials as part of the design.</p>
<p>7. Illumination</p> <ul style="list-style-type: none"> • Would illumination result in unacceptable glare? • 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? 	<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>	<p>There will be no reduction in safety to public roads, pedestrians or cyclists due to the installation of the proposed signs.</p>

- *Would the proposal reduce the safety for any public road?*
- *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?*

PENRITH LOCAL ENVIRONMENTAL PLAN 2010

Zoning and Permissibility

Land Zoning

Zone B2 Local Centre

1 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.

2 Permitted without consent

Home occupations

3 Permitted with consent

Boarding houses; Building identification signs; Business identification signs; Carparks; 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;

4 Prohibited

Any development not specified in item 2 or 3

While the proposed advertising signage is not a permissible use within Zone B2, it is ancillary to the approved commercial use of the building, compatible with the surrounding commercial uses and sympathetic to the commercial character of the area. The proposal is also responsive to the existing built form, and it will not increase the height, bulk or scale of the subject building, and will have minimal amenity impacts upon surrounding development. Moreover, the proposal will improve the business operations of the subject site and support the economic viability of the area. As the proposed signage does not face the road, there will be no impacts in terms of road and pedestrian safety. The proposed signage seeks to respond positively to the zone objectives, as the works will upgrade the existing signage on the walls of the shop, accommodating an improved visual appearance and function to the existing BWS bottle shop site.

PENRITH DEVELOPMENT CONTROL PLAN 2010

Chapter C9 (Advertising and Signage)

Chapter C9 of PDCP 2010 relates to signage and advertising. Table 2 provides an assessment of the proposed works against the relevant provisions of the DCP. The proposal is shown to be in compliance with the objectives and controls, which apply to the development.

TABLE 2 – PENRITH DCP 2010 Chapter C9 (Advertising and Signage)

CONTROL	REQUIREMENT/ PROVISION	ASSESSMENT	Objectives
General Requirements for Signs	<p>1 a) Signs are to be designed and located to:</p> <p>i) Relate to the use of the building;</p> <p>ii) Be visually interesting and exhibit a high level of design quality;</p> <p>iii) Be constructed of high quality, durable materials;</p> <p>iv) Be wholly contained within the property;</p> <p>v) Have only a minimal projection from the building;</p> <p>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;</p> <p>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</p> <p>viii) Be sympathetic to the existing character of the area and the particular architectural/urban design utilised in any improvements scheme</p>	<p>The proposal is shown to be in compliance with the objectives and controls which apply to the development.</p>	<p>a) Recognise the legitimate need for clear business identification and promotion through appropriate advertising signs;</p> <p>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;</p> <p>c) Promote signs that add character to the streetscape and assist with direction and the pedestrian useability of the City;</p> <p>d) Consider the amenity of residential development and the visual quality of the public domain;</p> <p>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</p> <p>f) Ensure that the location and design of signs are consistent with road safety principles.</p>

	<p>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.</p> <p>c) 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.</p> <p>d) Flat standing signs are only permissible where the main building is set back 3 metres or more from the street alignment.</p> <p>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 provisions of this section; and whether the cumulative impact gives rise to visual clutter.</p> <p>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.</p>		
Signs and Road Safety	<p>a) Signs are regarded as prejudicial to the safety of the travelling public and are therefore prohibited if they:</p> <p>i) Obscure or interfere with road traffic signs and signals or with the view of oncoming vehicles or pedestrians;</p> <p>ii) Obscure or interfere with the view of a road hazard or an obstruction which should be visible to drivers or other road users;</p> <p>iii) Give instructions to traffic by use of the word 'stop' or</p>	The proposal is shown to be in compliance with the objectives and controls which apply to the development.	Refer to objectives above.

	<p>other directions, which could be confused with traffic signs;</p> <p>iv) Include variable messages or intensity of lighting sufficient to impair drivers' vision or distract drivers' attention; or</p> <p>v) Are located in places where drivers' require greater concentration, such as at major intersections or merging and diverging lanes.</p>		
Inappropriate Signs	<p>a) Council will not support an application for an advertisement of a form, type or size described below:</p> <p>i) Sky signs controlled from the land;</p> <p>ii) Signs painted on or applied on the roof;</p> <p>iii) Flashing signs;</p> <p>iv) Signs made of canvas, calico or the like (other than a temporary sign);</p> <p>v) Signs displayed on an awning blind or external window blind;</p> <p>vi) Hoardings (excluding those required during construction);</p> <p>vii) Billboards;</p> <p>viii) Bulletin boards;</p> <p>ix) Signs in the nature of posters attached directly onto walls, roof surfaces or any street furniture;</p> <p>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;</p>	The proposal is shown to be in compliance with the objectives and controls which apply to the development.	Refer to objectives above.

	<p>xi) A-frame or sandwich board signs (except where specific controls have been prepared and adopted by Council);</p> <p>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;</p> <p>xiii) Signs that are located on land which advertises businesses that are not being conducted on that land;</p> <p>xiv) Vertical or horizontal projecting signs;</p> <p>xv) Fin signs; and</p> <p>xvi) Above awning signs.</p> <p>4. Desirable Signage Design</p> <p>a) The following signs are permitted by Council:</p> <p>i) Fascia signs;</p> <p>ii) Under awning signs;</p> <p>iii) Flush wall signs;</p> <p>iv) Top hamper signs;</p> <p>v) Painted window signs; and</p> <p>vi) Advertising panel signs.</p>		
Commercial, Mixed Use and Industrial Zones	<p>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 (see Figure C9.3 below).</p> <p>b) In the case of multiple occupancy of a building or site:</p>	The proposal is shown to be in compliance with the objectives and controls which apply to the development.	<p>a) Promote an integrated design approach to all signage in character with the locality and its architectural and landscape features; and</p> <p>b) Encourage a coordinated approach to advertising signs where multiple occupancy of buildings or sites occurs.</p>

	<p>i) Each development should have a single directory board listing each occupant of the building or site. Multiple freestanding signs will not be supported;</p> <p>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; and</p> <p>iv) The minimum distance between under awning signs shall be 3m.</p> <p>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.</p>		
Illuminated signs	<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> <p>i) Concealed; or</p> <p>ii) Integral with the sign; or</p> <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>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</p>	The proposal is shown to be in compliance with the objectives and controls which apply to the development.	Refer to objectives above.

	<p>and visitor accommodation, or have other adverse environmental effects.</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>		
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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, co-ordinated 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 BWS monthly specials.

Conclusion

This Development Application (DA) seeks development approval for the installation of one-illuminated sign on the wall of the existing BWS bottle shop at 1 Dunheved Road, Werrington.

The aims of this report have 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 Local Environmental Plan 2010*
- *State Environmental Planning Policy No 64--- Advertising and Signage*
- *Penrith 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 favorably.

Runesh Gounder

Town Planner
18th June 2014