

STATEMENT OF ENVIRONMENTAL EFFECTS KRISPY KREME 123 MULGOA ROAD PENRITH NSW



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INTRODUCTION

This Statement of Environmental Effects (SoEE) is produced by Richmond + Ross on behalf of Krispy Kreme Australia Pty Ltd and accompanies a Development Application for the remodel of the existing Krispy Kreme Penrith store as detailed in this SoEE and in the plans submitted herewith.

S4.15 of the ENVIRONMENTAL PLANNING AND ASSESSMENT ACT 1979 requires consideration of:

- a) the provisions of environmental planning instruments, controls, regulations that apply to the land to which the development application relates;
- b) the likely impacts of that development;
- c) the suitability of the land for the development;
- d) any submissions made in accordance with this Act or regulations;
- e) the public interest.

The planning instruments and controls relevant to the subject site and this application are:

Penrith Local Environmental Plan 2010
Penrith Development Control Plan 2014
SEPP 64 – Advertising and Signage



SOURCE:  ePlanning Spatial Viewer

SOURCE: PLEP 2010

THE SITE

The site is located at 123 Mulgoa Road, part Lot 55 DP 1246141 and is zoned SP3 Tourist as per the Penrith Local Environmental Plan 2010.

Objectives of the SP3 Tourist zone are:

- To provide for a variety of tourist-oriented development and related uses.
- To provide for diverse tourist and visitor accommodation and activities that are compatible with the promotion of tourism in Penrith.
- To create an appropriate scale that maintains important views to and from the Nepean River as well as to the Blue Mountains escarpment, while also improving important connections to the Penrith City Centre and the Nepean River.

The development is in keeping with the objectives of the zone.

THE DEVELOPMENT

The development proposed is as follows:

- Removal of existing damaged paving to crosswalk and removal of tiles, replace with pavers to match crosswalk;
- Remove tree at loading dock and replace with new 100L mature tree in landscaping at Panthers Place frontage;
- New kerb alignment in drive-thru;
- New terrace cover, planter, tiling, heaters and blade wall;
- New outdoor bench and stools;
- External painting, replace capping, relocate existing signage;
- New Hot Now sign to east elevation and new Graphics to south elevation
- Relocate existing drive-thru window and internal remodel.

The proposed development does not alter the use of the site and no change to the footprint of the building is proposed. A new graphic to an otherwise bland façade, creates visual interest and is in keeping with a contemporary appearance and the character of the area. The development retains consistency with the streetscape of the locality. The site is appropriately lit and well attended, creating an environment conducive to crime prevention.

There are no changes proposed to operations at the site - no change to opening hours, staff numbers, parking or traffic generation. The proposed development does not impact any item of heritage or obscure any views or vistas, nor does it impact the safety of vehicles or pedestrians.

The proposal is compatible with the character of the locality and does not detract from any theme. The proposal does not reduce the amenity or visual quality of any neighbouring area or sensitive, heritage, conservation or open space areas. It does not compromise views or reduce the quality of vistas, nor dominate the skyline or interfere with viewing rights of other advertisers. The proposal is appropriate for the setting and contributes to the visual interest without cluttering the site. It is compatible with the characteristics of the building and the site and does not reduce safety for road users, pedestrians or bicyclists. It does not obscure sight lines from public areas. The signage does not result in reduced safety for the public or the amenity of neighbouring sites. The proposed development will have minimal impact on its surrounds but will provide an improved offering to customers in this SP3 Tourist area.

In Summary - the proposed updated decor, new sign and graphic and minor alterations will provide an aesthetic improvement to the Krispy Kreme site without adverse effect on the environment. The proposed wall graphic has a contemporary appearance and adds visual interest to the facade and is in keeping with its surrounds and the minor alterations proposed, retain compatibility with the neighbouring buildings and is consistent with the existing character of the locality. The proposed development enhances the appearance of the existing site in accordance with the applicable objectives. The proposed development will improve customer satisfaction, without adverse effect on the environment and is considered to improve the current use and to be appropriate for this site.