

PENRITH CITY COUNCIL

MAJOR ASSESSMENT REPORT

Application number:	DA17/0700
Proposed development:	Shopping Centre Signage
Property address:	1 - 11 Town Terrace, GLENMORE PARK NSW 2745
Property description:	Lot 2 DP 865459
Date received:	31 July 2017
Assessing officer	Jane Hetherington
Zoning:	Zone B2 Local Centre - LEP 2010
Class of building:	N/A
Recommendations:	Approve

Executive Summary

Council is in receipt of a development application for signage for the town centre at 1-11 Town Terrace, Glenmore Park. The subject site is zoned B2 Local Centre under the provisions of *Penrith Local Environmental Plan 2010*. The development is ancillary to a commercial premises which is a permissible land use in the B2 zone subject to Council consent.

In accordance with Penrith Development Control Plan 2014 the application did not have to be notified/advertised.

An assessment under Section 79C of the Environmental Planning and Assessment Act 1979 has been undertaken and the application is recommended for approval, subject to recommended conditions.

Site & Surrounds

The Glenmore Park Shopping Centre site is an elongated parcel running north-south and is surrounded by the Glenmore Parkway to the north, west and south and Luttrell Street to the east. The proposed signage relates to Stage 2 of the town centre complex which is located at the north of the site and is currently under construction. To the north and west of the site is existing residential development, to the east is playing fields and to the south is stage 1 of the town centre and associated car park.

Proposal

The application seeks approval for the following signage at the Glenmore Park Stage 2 development

Northern Elevation

- Aldi gable sign 3000mm (w) x 3600mm (h).
- 2 x Coles & Liquorland illuminated sign 8038mm (w) x 3300mm (h)
- Coles carpark sign 2400mm (w) x 575mm (h)

Eastern Elevation

- Coles sign illuminated flexface lightbox 4383mm (w) x 1200mm (h)
- Aldi sign 1670mm (w) x 2000mm (h)
- Glenmore Park Town Centre signage 8750mm (w) x 2700mm (h)

Southern Elevation

- "Coles & Liquorland" sign 8038mm (w) x 3300mm (h)
- Temporary Coles red vinyl window graphic 21400mm (w) x 6670mm (h)
- "Aldi" gable sign 3000mm (w) x 3600mm (h)
- Coles carpark sign 2400mm (w) x 575mm (h)
- Carpark sign 2400mm (w) x 600mm (h)
- Glenmore Park Town Centre signage 8750mm (w) x 2700mm (h)

Western Elevation

- "Coles & Liquorland" sign 8038mm (w) x 3300mm (h)

Plans that apply

- Local Environmental Plan 2010 (Amendment 4)
- Development Control Plan 2014
- State Environmental Planning Policy No 64—Advertising and Signage
- Sydney Regional Environmental Plan No.20 - Hawkesbury Nepean River

Planning Assessment

• Section 79C - Evaluation

The development has been assessed in accordance with the matters for consideration under Section 79C of the Environmental Planning and Assessment Act 1979, and having regard to those matters, the following issues have been identified for further consideration:

Section 79C(1)(a)(i) The provisions of any environmental planning instrument

State Environmental Planning Policy No 64—Advertising and Signage

In accordance with Clause 6, the provisions of SEPP 64 apply to the development as the proposal incorporates signage.

Under the policy the proposed signage is broadly defined as signage which means:

“all signs, notices, devices, representations and advertisements that advertise or promote 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:

(a) Building identification signs, and

(b) Business identification signs, and

(c) Advertisements to which Part 3 applies,

but does not include traffic signs or traffic control facilities”.

In accordance with Clause 8 (granting of consent to signage), the proposal is consistent with the aims and objectives as set out in Clause 3(1)(a) and satisfies the assessment criteria specified in Schedule 1.

Schedule 1 (Assessment Criteria):

Criteria	Comments
Character of the area	The proposed signage provides effective and clear identification of the Glenmore Park town Centre and the two major supermarkets within the centre, Coles and Aldi. The proposed signage is compatible with the streetscape and locality.
Special areas	To the east of Luttrell Street is playing fields zoned RE1 Public Recreation. The signage is consistent to signage in the surrounding locality and not considered to detract from the amenity or visual quality of this adjoining open space area.
Views and vistas	The proposal does not detract, obscure or dominate important views or vistas.
Streetscape, setting or landscape	The scale, proportion and form of the proposed signage is relative to the use of the site.
Site and building	Given the size and location of the signage to be displayed, the proposal is consistent with the scale, proportion and form appropriate to the building and site.
Associated devices and logos with advertisements and advertising structures	This section is not applicable to the subject signage.
Illumination	A number of the signs are to be internally illuminated. It is recommended that a condition of consent be included to ensure that the illuminated signage do not contain any flashing or animated elements which would create pedestrian or traffic confusion.
Safety	The minor scale of signage is not considered likely to reduce safety for local traffic or pedestrians.

Sydney Regional Environmental Plan No.20 - Hawkesbury Nepean River

An assessment has been undertaken of the application against relevant criteria with Sydney Regional Environmental Plan No 20—Hawkesbury-Nepean River (No 2—1997) and the application is satisfactory subject to recommended conditions of consent.

Local Environmental Plan 2010 (Amendment 4)

Provision	Compliance
Clause 2.3 Permissibility	Complies
Clause 2.3 Zone objectives	Complies

Section 79C(1)(a)(iii) The provisions of any development control plan

Development Control Plan 2014

Provision	Compliance
C1 Site Planning and Design Principles	Complies
C2 Vegetation Management	N/A
C3 Water Management	N/A
C4 Land Management	N/A
C5 Waste Management	Complies
C6 Landscape Design	N/A
C7 Culture and Heritage	N/A
C8 Public Domain	N/A
C9 Advertising and Signage	Complies - see Appendix - Development Control Plan Compliance
C10 Transport, Access and Parking	N/A
C11 Subdivision	N/A
C12 Noise and Vibration	N/A
C13 Infrastructure and Services	N/A
E7 Glenmore Park controls	Complies

Section 79C(1)(b) The likely impacts of the development

Context and Setting

The proposed signage will complement the Glenmore Park Town Centre. Its scale is appropriate to the building and consistent with the signage in the stage 1 Glenmore Park Town Centre complex.

Environmental Impacts

The proposal is for minor works only and does not involve any earthworks. There are no significant land and water resources in close proximity to the site. The proposal does not require the removal of any significant biodiversity or threatened species. The amount of waste to be generated by the proposal is considered to be manageable.

Section 79C(1)(c) The suitability of the site for the development

In view of the above assessment, Council can be satisfied that the site is suitable for the development subject to conditions.

Section 79C(1)(d) Any Submissions

Community Consultation

In accordance with Clause 4.4 of Appendix F4 of Penrith Development Control Plan 2014, the proposed development did not have to be notified.

Section 79C(1)(e)The public interest

The proposed development will not generate any significant issues of public interest.

Conclusion

In assessing this application against the relevant environmental planning policies, being State Environmental Planning Policy No. 64 - Advertising and Signage, Penrith Local Environmental Plan 2010 and Penrith Development Control Plan 2014, the proposal satisfies the aims, objectives and provisions of these policies. The site is suitable for the proposed development, the proposal is in the public interest, and there is unlikely to be negative impacts arising from the proposed development. Therefore, the application is worthy of support, subject to recommended conditions.

Recommendation

1. That DA17/0700 for shopping centre signage at 1-11 Town Terrace Glenmore Park, be approved subject to the attached conditions.

General

1 [A001](#)

The development must be implemented substantially in accordance with the following plans stamped approved by Council, the application form and any supporting information received with the application, except as may be amended in red on the attached plans and by the following conditions.

Drawing Title	Drawing No	Prepared By	Dated
External Signage	SMAC01	Benier Francis Pty Ltd	11/07/2017

2 [A019 - OCCUPATION CERTIFICATE \(ALWAYS APPLY\)](#)

The development shall not be used or occupied until an Occupation Certificate has been issued.

3 [A039 - Graffiti](#)

The finishes of all structures and buildings are to be maintained at all times and any graffiti or vandalism immediately removed/repaired.

4 [A Special \(BLANK\)](#)

The approved signage shall not be fitted with any flashing or moving lights or elements and shall not distract passing motorists or impact on visual amenity.

5 [A Special \(BLANK\)](#)

The installation of the approved signage shall be carried out strictly in accordance with the manufacturer's specifications. Any wiring or installation fixtures associated with the signage or internal illumination shall be contained wholly within the body of the signage and/or not be visible from the public domain.

6 [A Special \(BLANK\)](#)

The erection of any new signage structures shall not unduly reduce or compromise the structural integrity of the existing building/structure.

7 [A Special \(BLANK\)](#)

The Coles vinyl banner located on the south elevation is to be removed within 3 months of the issue of an Occupation Certificate.

Environmental Matters

8 [D009 - Covering of waste storage area](#)

All waste materials stored on-site are to be contained within a designated area such as a waste bay or bin to ensure that no waste materials are allowed to enter the stormwater system or neighbouring properties. The designated waste storage areas shall provide at least two waste bays / bins so as to allow for the separation of wastes, and are to be fully enclosed when the site is unattended.

9 [D010 – Appropriate disposal of excavated or other waste](#)

All excavated material and other wastes generated as a result of the development are to be re-used, recycled or disposed of in accordance with the approved waste management plan.

Waste materials not specified in the approved waste management plan are to be disposed of at a lawful waste management facility. Where the disposal location or waste materials have not been identified in the waste management plan, details shall be provided to the Certifying Authority as part of the waste management documentation accompanying the Construction Certificate application.

All receipts and supporting documentation must be retained in order to verify lawful disposal of materials and are to be made available to Penrith City Council on request.

BCA Issues

10 E01A - BCA compliance for Class 2-9

All aspects of the building design shall comply with the applicable performance requirements of the Building Code of Australia so as to achieve and maintain acceptable standards of structural sufficiency, safety (including fire safety), health and amenity for the on-going benefit of the community. Compliance with the performance requirements can only be achieved by:

- (a) complying with the deemed to satisfy provisions, or
- (b) formulating an alternative solution which:
 - complies with the performance requirements, or
 - is shown to be at least equivalent to the deemed to satisfy provision, or
- (c) a combination of (a) and (b).

It is the owner's responsibility to place on display, in a prominent position within the building at all times, a copy of the latest fire safety schedule and fire safety certificate/ statement for the building.

Certification

11 Q05F - Occupation Certificate for Class10

An Occupation Certificate is to be obtained from the Principal Certifying Authority on completion of all works.

The Certificate shall not be issued if any conditions of this consent, but not the conditions relating to the operation of the development, are outstanding.

A copy of the Occupation Certificate and all necessary documentation supporting the issue of the Certificate is to be submitted to Penrith City Council, if Council is not the Principal Certifying Authority.

Appendix - Development Control Plan Compliance

Development Control Plan 2014

Part C - City-wide Controls

C9 Advertising and Signage

The proposed signage clearly identifies the two major supermarkets within the stage 2 Glenmore Park complex. Its scale is compatible to the building on-site and the surrounding locality. Its design and materials are of a high quality and its not considered to impact on the visual amenity of the surrounding residential development.

While one sign is vinyl and of a large scale (being 21.4m x 6.67m), which is generally not supported by Council, this sign is only to be used temporarily during the opening period. A condition of consent will require that the sign is removed within 3 months of the issue of an Occupation Certificate.