

08 August 2016

Penrith City Council
Planning Department
PO Box 60
Penrith NSW 2751

Dear Sir/ Madam,

RE: SEE for SHOP 7E, Glenmore Park, Town Centre

This letter has been prepared to support, the proposed changes to the abovementioned property in alignment with Penrith City Council guidelines and providing the least disruption to the significance of the property.

Development Approval is being sought for the above mentioned site, for the following:

1. Proposed External Signage.

SCOPE OF WORKS - Proposed External Signage

FRONT ELEVATION (ELEVATION A)

- 2 PAC Aluminium Panel in Aussie purple (matt finish) with 25 mm 3d illuminated letters.
- Concealed fixing to wall.
- Fixed to manufacturers details.

SIDE ELEVATION (ELEVATION AA)

- 2 PAC Aluminium Panel in Aussie purple (matt finish) with 25 mm 3d illuminated letters.
- Concealed fixing to wall.
- Fixed to manufacturers details.

All other aspects of the façade will remain as is.

The proposed works will be carefully installed and allow for future removal or adaption without structural damage to important fabric.

SIGNAGE DETAILS

Character of the area

We believe the above proposal is compatible with the existing character of the area in which proposed signage is to be located and is consistent with a theme for outdoor advertising in the area. Proposed signage is similar to existing signage of neighbouring tenant's.

Special areas

We believe the proposed signage does not 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.

Views and vistas

The proposed signage does not obscure or compromise important views nor dominate the skyline and reduce the quality of vistas. The proposed signage does respect the viewing rights of other advertisers.

Streetscape, setting or landscape

We believe the proposed signage is appropriate for the streetscape, setting and landscape, in terms of the scale and proportion and contribute to the visual interest of streetscape. Whilst the proposed signage is fixed above building awning, it does not protrude over other signage fixtures in the area.

Site and building

We believe the proposed signage is compatible with the scale, proportion and other characteristics of the site and building, on which the proposed signage is to be located. The proposed signage respects important features of the site and building.

Associated devices and logos with advertisements and advertising structures

All logo and lettering are made out of non-reflective material. All signs are flush mounted.

Safety

We believe the proposed signage will not reduce the safety for any public road, pedestrians or bicyclists. The proposed signage does not obscure sightlines from public areas.

WASTE

There will be no industrial waste required to be removed from this site and all waste paper will be recycled

CONCLUSION

The proposed signage for Shop 7E Glenmore Park, town Centre is consistent with the objectives of the Penrith City Council Council LEP and therefore we believe that this application should be recommended for approval.

We hope the information provided is sufficient in providing a favourable response in approving this application as submitted.

On this basis, we request that Penrith City Council support the proposed works.

Yours faithfully

Steven Mitsis
Senior Designer (Applied Science of Architecture)