

**ANGEL PLACE  
LEVEL 8, 123 PITT STREET  
SYDNEY NSW 2000**

URBIS.COM.AU  
Urbis Pty Ltd  
ABN 50 105 256 228

28 May 2020

The General Manager  
Penrith City Council  
601 High Street  
Penrith NSW 2750

Dear Sir,

## **STATEMENT OF ENVIRONMENTAL EFFECTS: INSTALLATION OF A DIGITAL NOTICE BOARD AT JORDAN SPRINGS PUBLIC SCHOOL**

This Statement of Environmental Effects (**SEE**) has been prepared on behalf of NSW Department of Education (DoE) and School Infrastructure NSW (the **Applicant**) to accompany a Development Application (**DA**) to Penrith City Council (**Council**). The DA seeks consent for the installation of a digital notice board at Jordan Springs Public School, located at 14-28 Cullen Avenue, Jordan Springs.

The proposed total sign dimensions are 4.38m (height) x 1.72m (width). The digital notice board dimensions will be 1.72m (width) x 1.08m (height) and 0.15m (depth).

This SEE has been prepared in accordance with the requirements of the *Environmental Planning and Assessment Act 1979 (EP&A Act)* and the relevant provisions of the *Environmental Planning and Assessment Regulations 2000*.

In addition to this letter, the application contains:

- Completed Development Application form, including owners' consent;
- Architectural Plans prepared by CEO Architectural (**Appendix A**).
- Technical Specifications prepared by Dennis Bunt Consulting Engineers (**Appendix B**).

This SEE includes a description of the site, details of the proposed development, consideration of the proposed development against Section 4.15 of the Act, and a conclusion.

This SEE concludes that the proposal is a suitable development for the site that will not result in any unreasonable impacts. Council should therefore have no hesitation in approving the application, subject to the implementation of appropriate conditions.

## 1. THE SITE

The site is 14-28 Cullen Avenue, Jordan Springs (outlined in red in **Figure 1**). The site is irregular in shape with a total area of approximately 30,040sqm and is legally described as Lot 22 in DP 1194338. The site has frontages to Lakeside Parade to west and Cullen Avenue to the south.

Figure 1 – Aerial image of proposed site



(Source: CEO Architectural)

The proposed digital notice board will be located on the south eastern boundary of the site, at the area marked as red in **Figure 1**.

## 2. PROJECT BACKGROUND

On 5 September 2019, development consent was obtained for State Significant Development Application (**SSDA**) SSD-9354, which approved the construction of the new Jordan Springs Public School at the site. Specifically, the following was approved:

*“Construction of a new Public School at Jordan Springs comprising a two storey library, admin and staff building, two 2-storey learning hubs, single storey assembly hall, sports courts and landscaping, car parking and pick-up and drop-off zones”*

This approved development is currently under construction and due to commence operation on Day 1 Term 3 2020.

### 3. PROPOSED DEVELOPMENT

The proposal is for the installation of a single sided digital notice board at Jordan Springs Public School. The sign structure dimensions are 4.38m (height) x 1.72m (width). The digital notice board dimensions will be 1.72m (width) x 1.08m (height) and 0.15m (depth). The sign will be supported by concrete piers dug to a depth of 1.6m. The signage consists of welded aluminium.

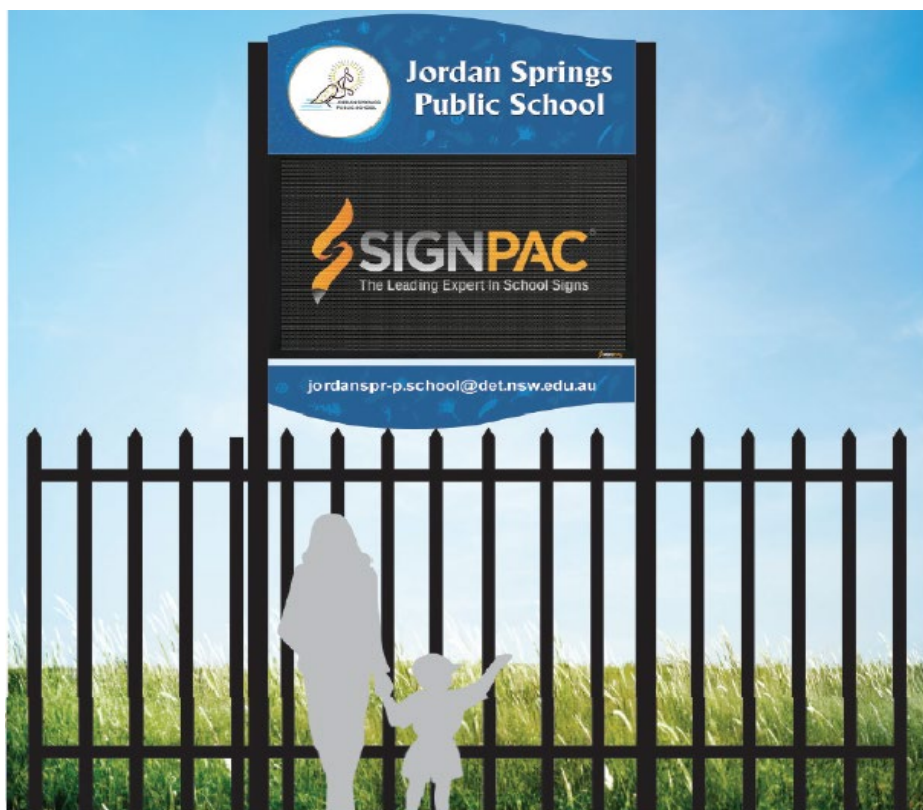
The Jordan Springs Public School Logo is located above the LED Digital Screen. Below the LED digital screen is the school email address. The digital screen will display news and announcements from Jordan Springs Public School. The digital noticeboard will be an important piece of technology to inform the local community. Jordan Springs Public School will control the content displayed on the notice board.

Dennis Bunt Consulting Engineers have certified that the proposed sign has been designed in accordance with relevant structural Australian standards and BCA standards. The proposed sign footing has been designed for an allowable bearing pressure of 150 kPa in Wind Region A, B & C, Terrain Category 3.

The proposed work is necessary to accompany the construction of the school approved under SSD-9354.

The signage package of the proposed digital notice board has been prepared by CEO Architectural (refer to Appendix A). The proposed digital notice board is shown in the figures 3 – 5 below.

Figure 2 – Proposed Signage



(Source: CEO Architectural)

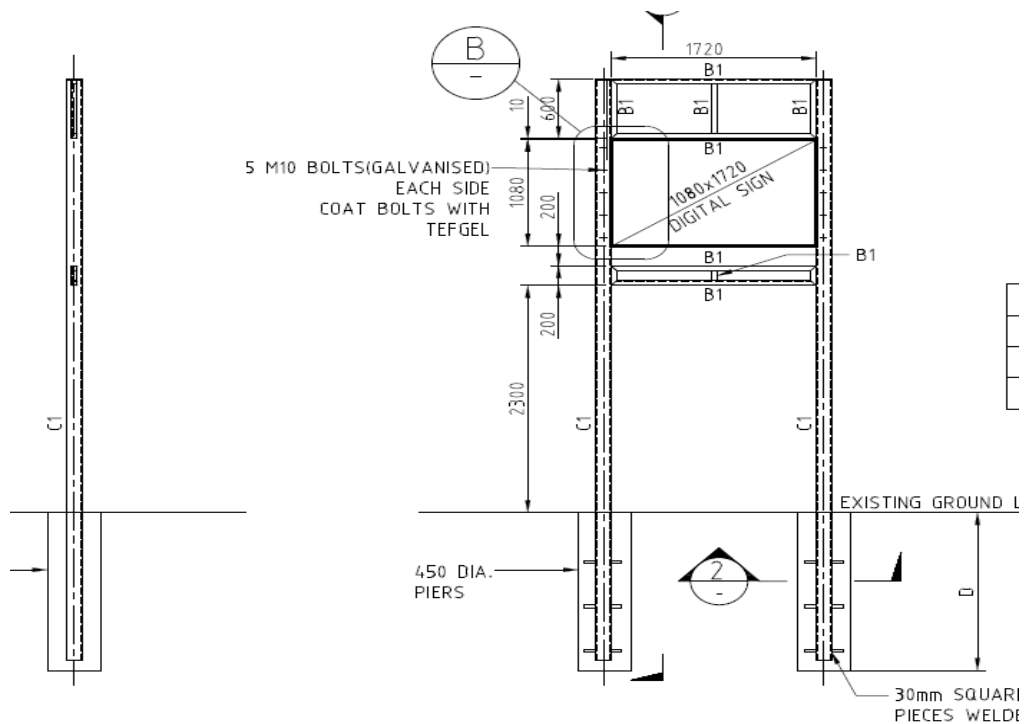


Figure 3 – Location of Proposed Signage



(Source: CEO Architectural)

Figure 4 – Proposed Signage Specification



(Source: Dennis Bunt Consulting Engineers)

## 4. SECTION 4.15 ASSESSMENT

The matters referred to in Section 4.15 of the EP&A Act need to be considered in the assessment of the proposed development. Each of the matters relevant to the proposal are assessed below.

### 4.1. ENVIRONMENTAL PLANNING INSTRUMENTS

The environmental planning instruments and policies applicable to the site and development are:

- *State Environmental Planning Policy No 64 – Advertising and Signage; and*
- *Sydney Regional Environmental Plan No 30 – St Marys*

An assessment of the proposal against the relevant controls contained to the abovementioned planning instruments and policies has been undertaken within the following subsections.

#### 4.1.1. State Environmental Planning Policy No 64 – Advertising and Signage

*State Environmental Planning Policy No.64 – Advertising and Signage (SEPP64)* aims to ensure signage is compatible with the desired amenity and visual character of an area, provides effective communication in suitable locations and is of a high-quality design and finish.

Clause 8 and 13 of SEPP64 specify that consent cannot be granted to signage unless the consent authority is satisfied that the proposal has been designed to satisfy the provisions of Schedule 1. Accordingly, an assessment of the proposed signage against the relevant provisions of Schedule 1 within SEPP64 has been undertaken in **Table 1**.

Table 1 – SEPP64 Compliance Table

Control	Proposal	Compliance
<b>1 - Character of the Area</b>		
<ul style="list-style-type: none"> <li>• Is the proposal compatible with the character of the area or locality in which it is proposed to be located?</li> <li>• Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</li> </ul>	<ul style="list-style-type: none"> <li>• The digital notice board is secondary to the school building. It is not a dominant feature and is compatible with the school setting.</li> <li>• The site is in the Western Precinct of the St Mary's Urban Release Area and the surrounding area is in transition, reflecting a shift from rural landscape to low density residential, with a mix of retail and educational uses. The character of the area reflects that of a local centre and the proposed school signage is consistent with this character.</li> <li>• Within the same block of the site is a childcare centre "Little Zak's Academy". The centre features business identification signage on the building wall. The proposed</li> </ul>	Yes

Control	Proposal	Compliance
	<p>digital notice board is consistent with the signage on the childcare centre building.</p> <ul style="list-style-type: none"> <li>South west of the site are a range of business identification signs for the commercial tenants on Lakeside Parade, including Woolworths, Anytime Fitness and Terry White Chemmart. The proposed digital signage board is consistent with the business identification on Lakeside Parade.</li> </ul>	
<b>2 - Special Areas</b>		
<ul style="list-style-type: none"> <li>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?</li> </ul>	<ul style="list-style-type: none"> <li>The proposed notice board is not located near heritage areas, conservation areas or rural landscapes.</li> <li>The proposed notice board has been designed with inoffensive colours and text and does not detract from the amenity of nearby residents.</li> </ul>	Yes
<b>3 - Views and Vistas</b>		
<ul style="list-style-type: none"> <li>Does the proposal obscure or compromise important views?</li> <li>Does the proposal dominate the skyline and reduce the quality of vistas?</li> <li>Does the proposal respect the viewing rights of other advertisers?</li> </ul>	<ul style="list-style-type: none"> <li>There are no important views or vistas across the site. The proposed signage is low in scale and does not compromise any view lines from surrounding properties.</li> <li>The proposed sign is 4.38m high and will not dominate the skyline.</li> <li>The sign does not operate for commercial benefit and therefore has no impact on any neighbouring advertising in the area.</li> </ul>	Yes
<b>4 - Streetscape, Setting or Landscape</b>		
<ul style="list-style-type: none"> <li>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</li> <li>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</li> </ul>	<ul style="list-style-type: none"> <li>The size and scale of the proposed signage is consistent with the school setting and will not dominate the streetscape. The sign was designed by a reputable architect and creates visual interest with school information.</li> </ul>	Yes

Control	Proposal	Compliance
<ul style="list-style-type: none"> <li>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</li> <li>Does the proposal screen unsightliness?</li> <li>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</li> <li>Does the proposal require ongoing vegetation management?</li> </ul>	<ul style="list-style-type: none"> <li>The proposed sign uses innovation and technology to inform the community of Jordan Springs Public School.</li> <li>The sign creates visual interest and assists with identifying the school.</li> <li>The proposed notice board will be 4.38m in height and will therefore not protrude above buildings, structures or tree canopies.</li> <li>No vegetation is proposed or proposed to be removed. Vegetation management is not required.</li> </ul>	
<b>5 - Site and Building</b>		
<ul style="list-style-type: none"> <li>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?</li> <li>Does the proposal respect important features of the site or building, or both?</li> <li>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</li> </ul>	<ul style="list-style-type: none"> <li>The proposal is typical scale for school signage and is in proportion to the school buildings under construction.</li> <li>The notice board clearly identifies the school and will not detract from the design of the school buildings.</li> <li>The proposal uses technology to effectively communicate community news and messages.</li> </ul>	Yes
<b>6 - Associated Devices and Logos with Advertisements and Advertising Structures</b>		
<ul style="list-style-type: none"> <li>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?</li> </ul>	<ul style="list-style-type: none"> <li>The Jordan Springs Public School logo will be represented on the signage to identify the school.</li> <li>Below the digital notice board on the structure features the school email address.</li> </ul>	Yes
<b>7 - Illumination</b>		
<ul style="list-style-type: none"> <li>Would illumination result in unacceptable glare?</li> <li>Would illumination affect safety for pedestrians, vehicles or aircraft?</li> </ul>	<ul style="list-style-type: none"> <li>The sign has an automatic dimming control sensor that adjusts the sign brightness according to the surrounding ambient light. This system can also be manually overridden</li> </ul>	Yes

Control	Proposal	Compliance
<ul style="list-style-type: none"> <li>• Would illumination detract from the amenity of any residence or other form of accommodation?</li> <li>• Can the intensity of the illumination be adjusted, if necessary?</li> <li>• Is the illumination subject to a curfew?</li> </ul>	<ul style="list-style-type: none"> <li>• to ensure there is no unacceptable glare from the sign.</li> <li>• The digital notice board will have static transitions, with straight page transitions with no effects like scrolling or flashing. This will minimise impacts on surrounding residents.</li> <li>• The transitions will be set to 5 seconds per slide, however this can be adjusted to meet Council's requirements.</li> <li>• The intensity of the illumination can be manually adjusted. The sign has an automatic dimming control sensor.</li> <li>• The hours of operation can be programmed into the digital sign to meet Council's requirements or conditions of consent. Usual operational hours of illumination are 6am – 9pm.</li> </ul>	
<b>8 - Safety</b>		
<ul style="list-style-type: none"> <li>• Would the proposal reduce the safety for any public road?</li> <li>• Would the proposal reduce the safety for pedestrians or bicyclists?</li> <li>• Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</li> </ul>	<ul style="list-style-type: none"> <li>• The proposed digital notice board is unobtrusive and is setback from the road. Accordingly, the notice board will not put drivers, pedestrians or cyclists at risk.</li> <li>• The proposed signage is located within the school boundary. Therefore, there is no reduced safety to pedestrians or cyclists using the foot path.</li> <li>• The proposed sign is at a height and location that does not obscure sightlines from public areas for pedestrians.</li> </ul>	Yes

Considering the above, the proposal complies with the provisions contained to Schedule 1 of SEPP64.

#### 4.1.2. Sydney Regional Environmental Plan No 30 – St Marys

The *Sydney Regional Environmental Plan No 30—St Marys* (SREP No 30 – St Marys) is a planning instrument that has guided the development of the old armed forces site at St Marys since 2001. The SREP No 30 – St Marys is the principal environmental planning instrument governing



development at the site. An assessment against the relevant controls of the SREP has been undertaken below.

Table 2 – SREP No 30 – St Marys Compliance Table

Provision	Comment	Compliance
<b>Zoning and Permissibility</b>  The site is identified as part of the Western Precinct and shaded 'Urban' area as shown in on the SREP No 30 Zoning Map.  The SREP states that in the Urban zone, educational establishments are permitted with consent.	The DA seeks consent for a digital notice board which is ancillary development to the permitted and approved educational establishment. The signage is therefore permitted with consent as ancillary development.	Yes
<b>Zoning Objectives</b>  The relevant objectives of the Urban zone are as follows: <ul style="list-style-type: none"> <li>to ensure that buildings and works within the zone are primarily used for residential purposes and associated facilities, and</li> <li>to limit the range and scale of non-residential uses to ensure that they are compatible with residential amenity and primarily serve local residents, and</li> <li>to ensure that development adjacent to the Regional Park zone does not have a negative impact on biodiversity or conservation within that zone.</li> </ul>	The proposal is consistent with these objectives as the proposed signage is ancillary development for the approved school.  The Jordan Springs Public School will satisfy the educational and recreational needs of current and future students in the area and will provide significant employment opportunities through construction and operation jobs.	Yes
<b>Clause 25 – Heritage</b>  Development is not to adversely affect the heritage significance of items of environmental heritage and their settings.  The Aboriginal community is to be given the opportunity to comment regarding any potential impacts of development on, and proposals for mechanisms for the management of, items of Aboriginal heritage significance.	The site does not contain any items of heritage significance nor is it located adjacent to any items or within a conversation area.  Site-wide aboriginal heritage was addressed in the original SSD.	Yes
<b>Clause 31 – Urban Form</b>  Development of the land to which this plan applies is to result in an attractive and safe built	<ul style="list-style-type: none"> <li>The proposed sign uses innovation and technology to inform the community of Jordan Springs Public School news and activities,</li> </ul>	Yes

Provision	Comment	Compliance
environment which satisfies a diverse range of community needs.	supporting the needs of the community.	
<b>Clause 36 – Zoning</b>  Urban Zone	'Educational establishments' are permitted with consent in the 'Urban' zone under SREP 30. The DA seeks consent for a digital notice board which is ancillary development to the approved educational establishment.	<b>Yes</b>

#### 4.1.3. Penrith Local Environmental Plan 2010

*Penrith Local Environmental Plan 2010* (PLEP) is not the principle environmental planning instrument governing development at the site. As the site is located within the Western Precinct of the St Marys area, the primary planning instrument is the SREP No 30 – St Marys and the accompanying Western Precinct Plan and Development Control Strategy.

Accordingly, the proposal is not required to be assessed against the provision of the PLEP.

## 4.2. DRAFT ENVIRONMENTAL PLANNING INSTRUMENTS

No draft environmental planning instruments are relevant to this proposal.

## 4.3. DEVELOPMENT CONTROL PLAN

The Penrith Development Control Plan 2014 (PDCP) provides the design guidance for future developments within the Penrith LGA. The sections of the PDCP relevant to the proposed development are addressed in the table below.

Table 3 – PDCP Compliance Table

Provisions	Comments	Compliance
<b>C9 Advertising and Signage</b>		
<b>9.1 General Requirements for Signs</b>  <b>1. General</b>  Signs are to be designed and located to: <ul style="list-style-type: none"> <li>relate to the use of the building;</li> <li>be visually interesting and exhibit a high level of design quality;</li> <li>be constructed of high quality, durable materials;</li> <li>be wholly contained within the property;</li> </ul>	<ul style="list-style-type: none"> <li>The proposed notice board is consistent with the character of Jordan Springs Public School, as the notice board will display school information and news.</li> <li>The proposal is suitably located within a primary school. The notice board is of high design quality and clearly identifies the school.</li> <li>The sign is located within the site and does not project</li> </ul>	<b>Yes</b>

Provisions	Comments	Compliance
<ul style="list-style-type: none"> <li>have only a minimal projection from the building;</li> <li>be integrated and achieve a high degree of compatibility with the architectural design of the supporting building;</li> <li>have regard to the view of the sign and any supporting structure; and</li> <li>Signs that contain additional advertising promoting products are not permitted.</li> <li>Signs painted or applied on the roof are prohibited;</li> <li>Corporate colours, logos and other graphics are encouraged to achieve a very high degree of compatibility with the building;</li> <li>Flat standing signs are only permissible where the main building is set back 3 metres</li> <li>Council must have regard to the number of existing signs on the site and in its vicinity.</li> <li>Signs must not involve damage, removal or pruning to trees or other vegetation</li> <li>The dominant design of any sign must relate to business identification rather than product advertising.</li> </ul>	<ul style="list-style-type: none"> <li>beyond the boundary of the premises.</li> <li>The sign will not contain external advertising material.</li> <li>The sign will not be located on the roof.</li> <li>The Jordan Springs Public School logo will be incorporated on the sign.</li> <li>The sign is not a flat standing sign.</li> <li>The proposed sign will be the only sign in the Cullen Avenue vicinity.</li> <li>The sign does not involve the damage or removal of trees</li> <li>No advertising is proposed.</li> </ul>	
<p><b>2. Signs and Road Safety</b></p> <p>Signs are regarded as prejudicial to the safety of the travelling public and are therefore prohibited if they:</p> <ul style="list-style-type: none"> <li>Obscure or interfere with road traffic signs and signals or with the view of oncoming vehicles or pedestrians;</li> <li>Obscure or interfere with the view of a road hazard or an obstruction which should be visible to drivers or other road users;</li> <li>Give instructions to traffic by use of the word 'stop' or other directions, which could be confused with traffic signs;</li> <li>Include variable messages or intensity of lighting sufficient to impair drivers' vision or distract drivers' attention; or</li> </ul>	<ul style="list-style-type: none"> <li>The proposed digital notice board is unobtrusive and is setback from the road. Accordingly, the notice board will not put drivers, pedestrians or cyclists at risk.</li> <li>The proposed sign is at a height and location that does not obscure sightlines from public areas for pedestrians.</li> <li>The digital notice board will have static transitions, with straight page transitions with no effects like scrolling or flashing. This will avoid any distractions to drivers.</li> </ul>	<b>Yes</b>

Provisions	Comments	Compliance
<ul style="list-style-type: none"> <li>Are located in places where drivers' require greater concentration, such as at major intersections or merging and diverging lanes.</li> </ul>	<ul style="list-style-type: none"> <li>The sign is not located near a major intersection or merging lanes.</li> </ul>	
<b>3. Inappropriate Signs</b>  Council will not support the following signs: roof signs, sky signs, flashing signs, billboards, bulletin boards above awning signs, hoardings, signs displayed on an awning sign.	The proposed digital notice board is not listed as an inappropriate sign.	Yes
<b>9.2 Signs in the Vicinity of Heritage Items</b>	The site does not contain any items of heritage significance, is not located near surrounding heritage items and is not located within a heritage conservation area.	N/A
<b>9.4. Commercial, Mixed Use and Industrial Zones</b>  The proposed sign is located in an 'urban zone' pursuant to the SREP No 30 – St Marys. Therefore, the provisions relating to mixed use areas were examined for the proposal.  All advertising is to be – <ul style="list-style-type: none"> <li>constructed of high quality, durable materials;</li> <li>considered in conjunction with design and construction of buildings;</li> <li>restricted to one sign identifying the name of the occupants and/or products manufactured or produced on the site; and</li> <li>contained wholly within the site.</li> </ul>	<ul style="list-style-type: none"> <li>The notice board is of high design quality and clearly identifies the school.</li> <li>Dennis Bunt Consulting Engineers have certified that the proposed sign has been designed in accordance with relevant structural Australian standards and BCA standards.</li> <li>The proposed sign identifies one business, Jordan Springs Public School.</li> <li>The sign is located within the site and does not project beyond the boundary of the premises.</li> </ul>	Yes
<b>Illuminated signs</b> <ul style="list-style-type: none"> <li>Illuminated signs are not to detract from the architecture of the supporting building during daylight.</li> <li>Illumination (including cabling) of signs is to be: Concealed; Integral with the sign; or provided by means of carefully designed and located remote or spot lighting.</li> <li>The ability to adjust the light intensity of illuminated signs is to be installed where Council considers it necessary.</li> </ul>	<ul style="list-style-type: none"> <li>The sign has an automatic dimming control sensor that adjusts the sign brightness according to the surrounding ambient light.</li> <li>The sign will run full brightness for daytime visibility and will reduce to low brightness at night.</li> <li>The digital notice board will have static transitions, with straight page transitions with no effects like scrolling or</li> </ul>	Yes

Provisions	Comments	Compliance
<ul style="list-style-type: none"> <li>A curfew may be imposed on the operation of illuminated signs where continuous illumination may impact adversely on the amenity of residential buildings.</li> </ul>	<p>flashing. This will minimise impacts on surrounding residents.</p> <ul style="list-style-type: none"> <li>The intensity of the illumination can be manually adjusted. The sign has an automatic dimming control sensor.</li> <li>The hours of operation can be programmed into the digital sign to meet Council's requirements or conditions of consent.</li> </ul>	

#### 4.4. PLANNING AGREEMENT

The proposed works do not impact the terms of any Voluntary Planning Agreement.

#### 4.5. REGULATIONS

The application has been prepared in accordance with the relevant provisions of the *Environmental Planning and Assessment Regulations 2000*.

#### 4.6. LIKELY IMPACTS OF THE PROPOSED DEVELOPMENT

As outlined above, there are not expected to be any adverse impacts on the natural or built environments as a result of the development.

##### 4.6.1. Built Form

The size and scale of the proposed signage is consistent with the school setting and will not dominate the streetscape. The sign was designed by a reputable architect and creates visual interest with school information.

There are no important views or vistas across the site. The proposed signage is low in scale and does not compromise any view lines from surrounding properties. The new sign will be located 5m from the site boundary and 7m from the school building. Therefore, the proposed sign will not create any overshadowing impacts.

##### 4.6.2. Illumination

The digital notice board features an LED screen which will illuminate school information. Details of the technical specification is found at Appendix B. The proposed digital notice board has been assessed by the controls in *SEPP 64 Advertising and Signage; Penrith LEP 2010* and *Penrith DCP 2011*. The assessment found that:

- Digital notice boards are a typical form of signage, consistent with the school setting.
- The sign has an automatic dimming control sensor that adjusts the sign brightness according to the surrounding ambient light.

- The digital notice board will have static transitions, with straight page transitions with no effects like scrolling or flashing. This will minimise negative impacts on surrounding residents.
- The intensity of the illumination can be manually adjusted. The sign has an automatic dimming control sensor.
- The hours of operation can be programmed into the digital sign to meet Council's requirements or conditions of consent.

Therefore, there will be no unreasonable or significant impacts from the proposed illumination.

#### **4.7. SUITABILITY OF THE SITE**

The proposed works do not change the land uses on the site and are in a suitable location with consideration of the following:

- Education Establishments are permitted with consent in the 'urban' zone, pursuant to SREP No. 30 – St Marys. The proposed signage will enable the future development and use of the site for a new school.
- The proposed digital notice board informs the community of local news and announcements.
- The design of the digital notice board is compatible with the approved site use, a primary school.

#### **4.8. SUBMISSIONS**

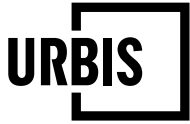
It is acknowledged that any submissions arising from the public notification of this application will need to be assessed and appropriately responded to.

#### **4.9. PUBLIC INTEREST**

The proposed development is considered in the public interest for the following reasons:

- The proposed notice board will inform the community of the school's announcements and news.
- The digital notice board is of high quality design and is consistent with the school environment.
- The signage will not detract from the amenity of surrounding residents or will be dangerous to vehicle drivers/ pedestrians.





## 5. CONCLUSION

This DA has been prepared on behalf of School Infrastructure NSW to support the installation of a digital notice board at Jordan Springs Public School. The proposed digital notice board is of high quality design and uses technology to effectively communicate community news and messages.

Based on the content contained throughout this letter and each accompanying appendix, it is considered that the proposal is an appropriate development for the site and should be approved, subject to appropriate conditions.

If you have any questions, please don't hesitate to contact me on (02) 8233 9927.

Kind regards,

A handwritten signature in blue ink, reading "Elaine Roff". The signature is written in a cursive, flowing style.

Elaine Roff  
Associate Director  
+61 2 8233 9927  
aroff@urbis.com.au