

## **Statement of Environmental Effects**

For Signage

Accompanying plans

### **1) Property Details**

Address: 54 Henry Street Penrith NSW 2750

Phone: 02 4721 3076

### **2) Description of the Proposal**

- a. How many signs will be erected?
  - 2 signs
- b. What type of signs are they?
  - Business Identification Sign
- c. What are the dimensions of the proposed signs?
  - Sign 1: 2200mm W x 800mm H
  - Sign 2: 1200mm W x 700mm H
- d. How will the sign be fixed in place?
  - Nylon Anchors
- e. What is the distance between the ground level and the lowest edge of each sign?
  - Sign 1: 103mm
  - Sign 2: 110mm
- f. Will people be able to walk underneath the sign?
  - No
- g. Will the sign be illuminated?
  - No
- h. Will the sign be a moving sign?
  - No
- i. Will the sign be an electronic variable message sign?
  - No

### 3) Description of the site

- a. What structure exist onsite?
  - Office Building consisting of two suites
- b. Does the Development involve the demolition of an existing structure?
  - No
- c. Describe the use of land adjoining the site.
  - Penrith Court House, Sydney Region Aboriginal Corporation, Autobarn Penrith

### 4) Present and Previous Uses

What is the present use of the site and when did this use commence?

- Salvation Army - Freedom Centre June 2018
- Barnardos – February 2018

List any known previous uses of the site.

- Court House
- Penrith Library

Have any potentially contaminating activities been undertaken on the property?

- No/Unsure

### 5) Threatened Species, populations and Ecological Communities and their habitats

Is the development likely to significantly affect threatened species, populations or ecological communities, or their habitats?

- No

Will the development involve direct or indirect impacts on existing vegetation?

- No

### 6) Penrith Local Environmental Plan

What is the Land Zoned?

- Commercial

Is this use permissible within the zone?

- Yes

#### Flood Prone Land

Is your land identified as flood prone land?

- No

#### Bushfire Considerations

Is your land identified as being bushfire prone?

- No

#### Heritage

Is the proposal a heritage item?

- No

Is the proposal within the vicinity of a heritage item?

- No

Is the proposal within a heritage conservation area?

- No

Will your development cause known potential harm and/or disturbance to Aboriginal objects?

- No

## 7) State Environment Planning Policies (SEPP)

State Environmental Planning Policy 64 – Advertising and Signage applies to all developments relating to signage and advertising. There are two (2) parts that apply, Part 2 Signage Generally and Part 3 Advertisements. Part 2 applies to all types of signage and can be addressed below. Part 3 applies to signage that is not Business Identification signs and Building identification signs only and can be address as an attachment to this statement by going to:

### Part 2 - Signage Generally

Signage shall be compatible with the desired amenity and visual character of an area, and provides effective communication in suitable locations, and is of high quality design and finish.

### Schedule 1 Assessment criteria

Please address the following questions, expanding on how it does or does not meet the question.

#### *Character of the area*

Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?

- Yes

Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

- Yes

#### *Special areas*

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?

- No

#### *Views and vistas*

Does the proposal obscure or compromise important views?

- No

Does the proposal dominate the skyline and reduce the quality of vistas?

- No

Does the proposal respect the viewing rights of other advertisers?

- Yes

#### *Streetscape, setting or landscape*

Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?

- Yes

Does the proposal contribute to the visual interest of the streetscape, setting or landscape?

- Yes

Does the proposal reduce clutter by rationalising and simplifying existing advertising?

- No

Does the proposal screen unsightliness?

- No

Does the proposal protrude above buildings, structures or tree canopies in the area or locality?

- No

Does the proposal require ongoing vegetation management?

- Yes
  - Due to the vegetation in front of the placement of the proposed sign management of the vegetation will be required regularly by the council.

#### *Site and building*

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?

- Yes
  - The signage will be the same size and similar material as the other organisation within the building; Barnardos

Does the proposal respect important features of the site or building, or both?

- Yes

Does the proposal show innovation and imagination in its relationship to the site or building, or both?

- Yes

#### *Associated devices and logos with advertisements and advertising structures*

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?

- No
  - There is already lighting devices available on the building

#### *Illumination*

Would illumination result in unacceptable glare?

- No
  - The choice of material of signage was chosen so there will be limited glare.

Would illumination affect safety for pedestrians, vehicles or aircraft?

- No
  - The choice of material of signage was chosen so there will be limited glare.

Would illumination detract from the amenity of any residence or other form of accommodation?

- No
  - The choice of material of signage was chosen so there will be limited glare.

*Safety*

Would the proposal reduce the safety for any public road?

- No

Would the proposal reduce the safety for pedestrians or bicyclists?

- No

Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

- No