

12th June 2013

General Manager
Penrith City Council
PO Box 60
PENRITH NSW 2751

Dear Sir/ Madam,

Statement of Environmental Effects- Federation Signage Re-Branding of Nepean Village Shopping Centre – 122-144 Station Street, Penrith

Introduction

This Statement of Environmental Effects (SEE) has been prepared by Urbis to accompany a development application (DA) on behalf of Federation Centres. The DA relates to on-site signage at the Nepean Shopping Centre located at the 122-144 Station Street, Penrith on the Corner of Station & Woodriff Streets.

Centro Retail Australia has made the decision to rebrand itself as Federation Centres, affecting 24 shopping centres across Australia. An important part of this rebranding exercise is changing all of the business signage at its centres including the Nepean Village Shopping Centre, which is the subject of this application.

Part of this exercise includes providing a local feel at each centre with recognition of the centre name and location in the signage. The Centro name will be removed from each business sign in the centre and replaced with the individual centre name and the Federation logo.

The rebranding is to occur at all Federation Centres across Australia and our client is seeking Council's assistance to facilitate this change in a timely and efficient manner.

Urbis are assisting Diadem, the applicant, with the preparation of the necessary development applications. This application seeks permission for refreshed business identification signage at Nepean Village Shopping Centre.

This SEE provides for the following:

- Description of the site and surrounding development;
- Works proposed as part of this DA;
- Evaluation of the proposal under Section 79C of the *Environmental Planning and Assessment Act 1979*; and
- Consideration of the potential impacts of the proposed works.

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The SEE is accompanied by the following documents:

- **Appendix A-** Land owners consent authority letter;
- **Appendix B-** Architectural Drawings prepared by Diadem.

The Site and Surrounding Development

The subject site is located at 122-144 and 148 Station Street, Penrith, legally described as Lot 1 in Deposited Plan 715198 and Lot 11 in Deposited Plan 715161. The site is bounded by Station Street to the north and Woodriff Street to the south east. An aerial image of the shopping centre is shown in the aerial image below in Figure 1.

FIGURE 1 – AERIAL IMAGE OF THE SITE (SOURCE: NSW LAND AND PROPERTY INFORMATION)



Vehicular access to the site is located at the south west end of Station Street, south end of Woodriff Street and one entrance along Reserve Street.

A local heritage item is located within the vicinity of the site along Station Street. The item, commonly known as 'Victorian House', is located within the Centres 'Heritage Court Precinct' which Centre Management and Nandos Restaurant occupy. The item is adjoined by another heritage item known as "Kentucky" located at 146 Station Street.

The site is located within the Penrith City Centre which is characterised by mixed use development. Residential development surrounds the site and Penrith Showground is located to the sites north west. Retail and commercial development is located further north east of the site to which Penrith Train Station is located.

Proposed Development

The Nepean Village Shopping Centre seeks to rebrand itself as Federation Centres. As part of the rebranding process, signage is characterised as 'replacement business identification signs' and as a result have been classified as exempt development under the *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008*.

The following signage works do not satisfy the provisions under the *SEPP (Exempt and Complying Codes) 2008* and therefore seek consent under this Development Application:

- The existing 3 Main Car Park Entrance Signs will be replaced by 3 new illuminated Vehicular Directional Totem signs and will be characterised by the following key features:
 - Structure dimensions:
 - 2.0 metres in height
 - 0.5 metres in width
 - 150 mm in depth
 - The sign will be 2 sided with the front and rear view of the 'Totem' will include the following details:
 - 'Nepean Village' logo header panel
 - Car park panel showing direction of parking
 - Business Identification sign containing the 'Coles' logo
 - Business Identification sign containing the 'Kmart' logo
 - Text panel containing conditions of entry to the car park
 - Content free lower panel for protection of the garden beds
 - The signs will be located within the existing Nepean Village Shopping Centre at the following vehicular entry locations:
 - One sign at the entrance to the car park along Reserve Street
 - One sign at the entrance to the car park along Station Street
 - One sign at the entrance to the car park along Woodriff Street

- Replacement of an existing 'Pylon Sign Flat' with a new illuminated 'Branding Totem Sign' containing the following key features:
 - Structure dimensions:
 - 2.5 metres in height
 - 0.5 metres in width
 - The sign will be 2-sided with the front and rear view of the 'Totem' will include the following details:
 - 'Nepean Village' logo header panel
 - 5 building identification signs containing the logos for the 'Coles' and 'Kmart' tenancies within the Centre and 3 other co-brand tenancies.
 - The sign will be located behind the 'Heritage Court Precinct' within the sites car park
- One new illuminated Building Sign containing the 'Nepean Village' logo and replacement of an existing 'LIQUORLAND' sign to below the proposed building sign. The proposed size of the new sign is 1200mm X 2400mm and is located on the façade of the building facing south, fronting the car park.

Illumination of the above signage will be subject to the time of year and daylight savings, the signs will turn on between 6-9pm (dusk) and turn off between 10-11pm (closure of centre).

Refer to the submitted plans by Diadem located at **Appendix B** for full extent of the proposed works.

Planning Policy Considerations

The following planning controls and policies are relevant to the proposal and are discussed in further detail below:

1. *State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64)*
2. *Penrith City Centre Local Environmental Plan 2008 (LEP 2008)*
3. *Penrith City Centre Development Control Plan DCP 2007 and Penrith Development Control Plan 2006*

STATE ENVIRONMENTAL PLANNING POLICY NO. 64- ADVERTISING AND SIGNAGE

State Environmental Planning Policy No. 64 (SEPP 64) aims to ensure that advertising and signage is compatible with the desired amenity and visual character of an area, provides effective communication in suitable locations and is of high quality design and finish. It does not regulate the content of signs and advertisements.

Clauses 8 and 13 of SEPP 64 require that consent cannot be granted to signage unless the consent authority is satisfied that it is consistent with the objectives of the SEPP and has satisfied the assessment criteria specified in Schedule 1. The objectives and assessment criteria are addressed in the table below.

TABLE 1 – COMPLIANCE WITH SCHEDULE 1 OF SEPP 64- ASSESSMENT CRITERIA

| CRITERIA | ASSESSMENT |
|--|--|
| <p>1. Character of the area</p> <ul style="list-style-type: none"> ▪ <i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i> ▪ <i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i> | <ul style="list-style-type: none"> ▪ The proposal is compatible with the 'Nepean Village' Shopping Centre which seeks to update the existing signage to reflect the rebranding of the Centre. ▪ The site is located within Penrith City Centre which is characterised by mixed use commercial development. The proposed signage is consistent with the level of signage in these streetscapes. |
| <p>2. Special areas</p> <ul style="list-style-type: none"> ▪ <i>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?</i> | <ul style="list-style-type: none"> ▪ Two heritage items are located within close proximity to the site, one of which is utilised by the Centre. ▪ The proposed works are minor and in keeping with the existing character of the centre, and will not impact upon the significance of the heritage items. |
| <p>3. Views and vistas</p> <ul style="list-style-type: none"> ▪ <i>Does the proposal obscure or compromise important views?</i> ▪ <i>Does the proposal dominate the skyline and reduce the quality of vistas?</i> ▪ <i>Does the proposal respect the viewing rights of other advertisers?</i> | <ul style="list-style-type: none"> ▪ The proposed signage is provided on low scale, on-site, which does not compromise any important views from surrounding properties. |
| <p>4 Streetscape, setting or landscape</p> <ul style="list-style-type: none"> ▪ <i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i> ▪ <i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i> ▪ <i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i> ▪ <i>Does the proposal screen unsightliness?</i> ▪ <i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i> | <ul style="list-style-type: none"> ▪ The size and scale of the proposed signage is consistent with current signage on site, and have been designed to create visual interest. ▪ The proposal does not protrude above buildings, structures or tree canopies in the area. |

| CRITERIA | ASSESSMENT |
|---|---|
| <ul style="list-style-type: none"> Does the proposal require ongoing vegetation management? | |
| <p>5. Site and building</p> <ul style="list-style-type: none"> 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? Does the proposal respect important features of the site or building, or both? Does the proposal show innovation and imagination in its relationship to the site or building, or both? | <ul style="list-style-type: none"> The signage is a consistent scale to existing signage and building. The proposal shows information and guidance to the location of car parking areas and conditions of entry to customers. The proposal respects the heritage significance of the adjoining buildings, by not detracting from their current amenity. |
| <p>6. Associated devices and logos with advertisements and advertising structures</p> <ul style="list-style-type: none"> 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? | <ul style="list-style-type: none"> The 'Nepean Village' logo will be represented on the signage to identify the rebranding of the Centre. The logos of the co-brands within the centre will be displayed to inform of the tenancies which occupy the centre. |
| <p>7. Illumination</p> <ul style="list-style-type: none"> Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? Would illumination detract from the amenity of any residence or other form of accommodation? Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew? | <ul style="list-style-type: none"> The proposed illuminated signage is located within the site and is of a scale which will not cause any impacts to drivers, pedestrians or surrounding residences. Depending on the time of year and daylight savings, the signs will turn on between 6-9pm (dusk) and turn off between 10-11pm (closure of the centre). The Illumination will aid in way finding to the car park and shopping centre areas during night. |
| <p>8. Safety</p> <ul style="list-style-type: none"> Would the proposal reduce the safety for any public road? Would the proposal reduce the safety for pedestrians or bicyclists? | <ul style="list-style-type: none"> The proposal will not reduce the safety of users of the road, as it is proposed within the site itself and is set well back from public roads. |

| CRITERIA | ASSESSMENT |
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| <ul style="list-style-type: none"> ▪ <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i> | |

PENRITH CITY LOCAL ENVIRONMENTAL PLAN 2008

Zoning & Permissibility

The site is zoned B4 Mixed Use under the *Penrith City Centre LEP 2008*. ‘Signage’ does not satisfy the provisions of Schedule 2 Exempt Development, and therefore seeks development consent.

Zone Objectives

The B4 zone has the following objectives:

- *To provide a mixture of compatible land uses.*
- *To integrate suitable business, office, residential, retail and other development in accessible locations so as to maximise public transport patronage and encourage walking and cycling.*
- *To provide a wide range of retail, business, office, residential, community and other suitable land uses.*
- *To create opportunities to improve the public domain.*
- *To provide for the retention and creation of view corridors.*

The proposed signage seeks to respond positively to these objectives as the works will upgrade the existing signage of the retail centre, accommodating an improved visual appearance to the existing Centre.

PENRITH CITY CENTRE DEVELOPMENT CONTROL PLAN 2007 & PENRITH DEVELOPMENT CONTROL PLAN 2006

The *Penrith City Centre Development Control Plan 2007* applies to areas located within Penrith City Centre and therefore applies to the proposed works. Part 3.9 of the DCP 2007 outlines objectives and controls for advertising and signage development within the City Centre.

The *Penrith Development Control Plan 2006* is the comprehensive DCP for the Penrith LGA and provides general controls for a range of land uses within the locality. Part 3- City Wide Specific Land Uses, Section 3.1 Advertising Signs provides a range of objectives and provisions for Signage development within the Commercial zones.

Table 2 provides an assessment of the proposed works against the relevant provisions of the Penrith City Centre DCP 2007 & Penrith DCP 2006. The proposal is shown to be in compliance with the objectives and controls which apply to the development.

TABLE 2 – PENRITH CITY CENTRE DCP 2007 & PENRITH DCP 2006

| PROVISIONS | COMPLIANCE | ASSESSMENT |
|---|------------|--|
| PENRITH CITY CENTRE DCP 2007 | | |
| 3.9 Advertising and Signage | | |
| Objectives | | |
| <ul style="list-style-type: none"> ▪ To ensure that all advertising achieves a very high level of design quality in terms of graphic design, its relationship to the architectural design of buildings and the character of streetscapes. ▪ To limit the overall amount of advertising through the provision of fewer, more effective signs, to avoid the creation of visual clutter on buildings and streetscapes. ▪ To promote signs that add character to the streetscape and assist with way finding and the pedestrian useability of the city. ▪ To promote signs that complements the architectural style and use of buildings. ▪ To consider the amenity of residential development and the visual quality of the public domain. ▪ To encourage corporate logos and colours in signs that achieve a high degree of compatibility with the architecture of the building. ▪ To encourage corporate logos and colours in signs that achieve a high degree of compatibility with the architecture of the building. ▪ To ensure that the location and design of signs are consistent with road safety principles. | <p>✓</p> | <ul style="list-style-type: none"> ▪ The signs have been designed by a reputable designer to complement the existing building and area surrounds. ▪ The majority of signs proposed are replacements signs, reducing the overall amount of signs on site. ▪ The signs assist in way finding to car parking areas, building entrances and identification of the site through the use of the new rebranded 'Federation Logo'. ▪ The proposed signs are located on site and will have minimal impact on the surrounding residential neighbourhood and public domain. |

| PROVISIONS | COMPLIANCE | ASSESSMENT |
|---|------------|--|
| Controls | | |
| <p>a) Signs are to be designed and located to:</p> <ul style="list-style-type: none"> ▪ relate to the use of the building; ▪ be visually interesting and exhibit a high level of design quality; ▪ be integrated and achieve a high degree; ▪ of compatibility with the architectural design of the supporting building having regard to its composition, fenestration, materials, finishes, and colours, and ensure that architectural features of the building are not obscured; ▪ have regard to the view of the sign and any supporting structure, cabling and conduit from all angles, including visibility from the street level and nearby higher buildings and against the skyline; and ▪ have only a minimal projection from the building. | ✓ | <ul style="list-style-type: none"> ▪ The signs are located at the vehicle entrance to the sites, car parking entrances and building entrances to assist in way finding and identification of the building. ▪ The signs proposed are consistent with the current signage on site, complement the building façade and have been designed to a high standard to minimise unsightliness. |
| <p>b) Signs that contain additional advertising promoting products or services not related to the approved use of the premises or site (such as the logos or brands of products eg soft drinks, brewers, photographic film, etc) are not permitted.</p> | ✓ | <ul style="list-style-type: none"> ▪ The signage proposed is consistent with the rebranded 'Federation Centre' and associated logo, way finding to the centre and associated co-brand tenancies. no additional un related advertising is proposed. |
| <p>Signs painted on or applied on the roof are prohibited.</p> | ✓ | <ul style="list-style-type: none"> ▪ No signage is proposed on the roof of the building. |
| <p>Corporate colours, logos and other graphics are encouraged to achieve a very high degree of compatibility with the architecture, materials, finishes and colours of the building and the streetscape.</p> | ✓ | <ul style="list-style-type: none"> ▪ The proposed signs have been designed to complement the rebranded 'Federation Centre' logo', colours and graphics and existing building finishes. |

| PROVISIONS | COMPLIANCE | ASSESSMENT |
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| <p>In considering applications for new signs, the consent authority must have regard to the number of existing signs on the site and in its vicinity and whether that signage is consistent with the provisions of this section and whether the cumulative impact gives rise to visual clutter.</p> | ✓ | <ul style="list-style-type: none"> ▪ the signs have been designed and located in a way that minimises clutter and complements the visual and functionality of the site by assisting in way finding and building identification. |
| Illuminated signs | | |
| <p>f) Illuminated signs are not to detract from the architecture of the supporting building during daylight.</p> | ✓ | <ul style="list-style-type: none"> ▪ The signs are not proposed to be illuminated during day light and are subject to a curfew of between the approximate hours of 6om-11pm |
| <p>g) Illumination (including cabling) of signs is to be:</p> <ul style="list-style-type: none"> ▪ concealed; or ▪ integral with the sign; or ▪ provided by means of carefully designed and located remote or spot lighting. | ✓ | <ul style="list-style-type: none"> ▪ As identified in Appendix B, the cabling will be concealed and integrated within the sign. |
| <p>h) The ability to adjust the light intensity of illuminated signs is to be installed where the consent authority considers necessary.</p> | ✓ | <ul style="list-style-type: none"> ▪ If the consent authority considers necessary, light adjustability can be installed into the proposed signs. |
| <p>i) A curfew may be imposed on the operation of illuminated signs where continuous illumination may impact adversely on the amenity of residential buildings, serviced apartments or other visitor accommodation, or have other adverse environmental effects.</p> | ✓ | <ul style="list-style-type: none"> ▪ A curfew of 11pm closure of the centre currently applies to the illuminated signs. As the signs are located on site- limited impact to surrounding residents will be imposed. |
| <p>j) Uplighting of signs is prohibited. Any external lighting of signs is to be downward pointing and focused directly on the sign and is to prevent or minimise the escape of light beyond the sign.</p> | ✓ | <ul style="list-style-type: none"> ▪ no up lighting of signs are proposed. |

| PROVISIONS | COMPLIANCE | ASSESSMENT |
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| Signs and Road Safety | | |
| <p>k) Signs are regarded as prejudicial to the safety of the travelling public if they:</p> <ul style="list-style-type: none"> ▪ obscure or interfere with road traffic signs and signals or with the view of a road hazard, oncoming vehicles, or any other vehicle or person, or an obstruction which should be visible to drivers or other road users; ▪ give instructions to traffic by use of the word 'stop' or other directions, which could be confused with traffic signs; ▪ are of such a design or arrangement that any variable messages or intensity of lighting impair drivers' vision or distract drivers' attention; and ▪ are situated at locations where the demands on drivers' concentration due to road conditions are high such as at major intersections or merging and diverging lanes. | ✓ | <ul style="list-style-type: none"> ▪ The signs are proposed on site, and will have minimal impact upon drivers. ▪ The 3 signs proposed at the vehicle entrance points, will aid in way finding, reducing traffic impacts to customers entering the centre. ▪ No signs are proposed which indicate traffic signs or signals or provide variable messages. |
| PENRITH DCP 2006 | | |
| Part 3 Section 3.1 Advertising Signs | | |
| Part B- Controls: Commercial and Industrial Zones | | |
| Objectives | | |
| <ul style="list-style-type: none"> ▪ To promote an integrated design approach to all signage in character with the locality and it's architectural and landscape features. ▪ To prevent the proliferation of advertising signs. ▪ To permit the adequate display of | ✓ | <ul style="list-style-type: none"> ▪ The proposed signage is consistent with the 'rebranded' Federation Logo and associated colours and finishes. ▪ The Totem Signs provide an innovative approach to multiple occupancy advertising. |

| PROVISIONS | COMPLIANCE | ASSESSMENT |
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| <p>information concerning the identification of the premises, the name of the occupier and the activity conducted on the land.</p> <ul style="list-style-type: none"> ▪ To encourage a coordinated approach to advertising signs where multiple occupancy of building/s occur. ▪ To prevent distraction to motorists and road users, and minimise the potential for traffic conflicts. ▪ To ensure signage does not create conflicts or safety problems for pedestrians. | | <ul style="list-style-type: none"> ▪ The signs have been designed and strategically located to minimise impact to traffic, road users and pedestrians. |
| Provisions | | |
| <p>2. All advertising is to be -</p> <p>(a) constructed of high quality, durable materials;</p> <p>(b) considered in conjunction with design and construction of buildings;</p> <p>(c) restricted to one sign identifying the name of the occupants and/or products manufactured or produced on the site; and</p> <p>(d) contained wholly within the site.</p> | ✓ | <ul style="list-style-type: none"> ▪ The signage has been designed by a reputable company specialising in signage applications. ▪ More than one sign is proposed which is consistent with the City Centres DCP 2007. ▪ Signage is consistent with the use of the building. ▪ The signage is wholly contained within the site. |
| <p>3. Signs should generally be confined to the ground level of the building, awning or fascia.</p> | ✓ | <ul style="list-style-type: none"> ▪ The signage is proposed at ground level at the entrance to the site, and placed on the buildings façade to identify the site. |
| <p>4. The sign is to be contained fully within the confines of the wall or awning to which it is mounted.</p> | ✓ | <ul style="list-style-type: none"> ▪ One sign is contained on the façade of the wall of the building. |
| <p>5. Projecting wall signs, generally, will not be supported unless it can be demonstrated to be of an architectural style which is particularly suited to that building in relation to its design.</p> | ✓ | <ul style="list-style-type: none"> ▪ Projection of the signage is minimal and will not pose any impacts. |

| PROVISIONS | COMPLIANCE | ASSESSMENT |
|---|------------|---|
| <p>6. In the case of multiple occupancy of building or sites -</p> <p>(a) each development should have a single directory board listing each occupant of the building. Multiple freestanding signs will not be supported;</p> <p>(b) only one sign is to be placed on the face of each premises either located on or over the door of the shop, unit, office, suite etc.;</p> <p>(c) one under awning sign shall be permitted for each shop, unit, office, suite etc. In the case where the shop, office, suite etc. has more than one street frontage, one under awning sign may be permitted to each street frontage; and</p> <p>(d) the minimum distance between under awning signs shall be 3m.</p> | <p>✓</p> | <ul style="list-style-type: none"> ▪ 3 directional Totem Signs are proposed at the entrances to the site to support the multiple vehicular entrances. ▪ The site is large and located within the City Centre and therefore more than one directional board and wall sign is acceptable. ▪ The proposed signage is consistent with the current signage on site. |
| <p>Advertising on or in the vicinity of Heritage Items</p> | | |
| <p>Objectives</p> | | |
| <ul style="list-style-type: none"> ▪ To permit the adequate display of information concerning the identification of premises, name of the occupier and the activity conducted on the land. ▪ To ensure that the design, form, siting and size of the sign does not detract from the heritage significance of the item or the scenic quality of the area. | <p>✓</p> | <ul style="list-style-type: none"> ▪ The proposed 'Branding Totem' Sign which is located in close proximity to the sites 'Heritage Precinct' is consistent with these objectives as the sign is a replacement sign, and is of smaller scale than the current sign. ▪ The sign is limited to the 'Federation Logo' and Co-Brand Tenancy advertising. |
| <p>Provisions</p> | | |
| <p>2. The sign, generally, should not be fixed to the building unless the building had traditionally displayed an advertisement.</p> | <p>✓</p> | <ul style="list-style-type: none"> ▪ The sign is not fixed to the building and is located within the sites car parking area. |

| PROVISIONS | COMPLIANCE | ASSESSMENT |
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| 3. The sign should be appropriately designed and located to ensure that the architectural details of the building and/or the heritage character of the site are not obscured or diminished. | ✓ | <ul style="list-style-type: none"> ▪ The proposed sign is consistent with the 'Federation Centre' advertising and will not detract from the heritage significance of the site. |

Key Assessment Issues

SUITABILITY OF THE SITE

The proposal is suitable for the site and will not result in any unreasonable impacts or detrimental effects. The signage relates to an approved retail use on the site, and provides building identification and directional signage to the 'Nepean Village' Shopping Centre.

POTENTIAL IMPACTS

- The proposed signage package is contemporary, coordinated and well designed and is consistent with the current signage and development on site.
- The site does not form part of a view of particular quality or importance, and the signage does not dominate any views or the skyline. The logos are at street level and are acceptable in terms of its context.
- The proposal does not detrimentally impact on the approved operation or appearance of any publicly accessible space, pedestrian movement paths, circulation areas or any traffic impacts.
- The proposed works are minor and are not considered to impact upon the heritage significance of the adjoining heritage items.
- The proposed illumination of the signage is restricted to a set curfew of between 6-9pm (dusk) and turn off between 10-11pm (closure of the centre) which limits impacts to surrounding development, vehicles and pedestrians.
- The proposal has no unreasonable impact on the natural and built environment as well as any economic impacts on the locality. The existence of the signage and information will however positively contribute to the development through identifying the site and its retail offering.

SUBMISSIONS

Any submissions received by Council in response to this proposal will be considered by the applicant as part of the application process.

THE PUBLIC INTEREST

The proposal is considered to be in the public interest as it accords with the principles of relevant planning controls and will help to identify the rebranded 'Nepean Village' Shopping Centre and associated retail tenancies.

Summary & Conclusions

Based on the above, the proposed development:

- Is permissible on the site under the provisions of *Penrith City Centre LEP 2008*.
- Complies with the relevant requirements of the state and local planning controls and policies.
- Has been designed to serve the overall purpose of rebranded building identification signage for the existing 'Nepean Village' Shopping Centre.
- The signage logos have been designed to respect the character of the locality and provide benefit to the customers through way finding and general entry information.

Overall, the assessment of the proposal has demonstrated that the proposed signage is satisfactory and it is recommended that approval be granted.

Yours sincerely,



Jessica Ford
Consultant

Appendix A Land Owners Consent