

# STATEMENT OF ENVIRONMENTAL EFFECT

FOR PENRITH COUNCIL

PROPERTY:

54 TYRONE PLACE, ERSKINE PARK

NEW SIGNAGE



**IDEA@ACTION**

State Environmental Planning Policy No 64—Advertising and Signage  
 Schedule 1 Assessment criteria (Clauses 8, 13 and 17)  
 Penrith Development Control Plan 2014 – E6 - Erskine Park Business Park - 6.3.5

## 54 Tyrone Place, Erskine Park

Lot 22, DP 1178567

### Proposed Development:

2 x Identification sign – small freestanding pylon

2 x directional sign – small freestanding pylon

### Current activities/use:

Application number: DA16/0558

Approved use - Warehouse, Office, Truck Wash Bay & Yard Area for General Plant, Equipment & Earthmoving Equipment

Application number: DA16/0330

Approved use - Warehouse for Manufacture, Repair & Storage of Pallet Pooling Systems

### Change to activities/use:

No change to current activities or use of the site

### SEPP 64 relevant information

1. 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, this sign will not affect the character of the area
Is the proposal consistent with a theme for outdoor advertising in the area or locality?	N/A – There is no specific theme
2. 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
3. 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?	No
4. 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?	N/A
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	N/A
Does the proposal screen unsightliness?	N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No
Does the proposal require ongoing vegetation management?	No

<b>5. Site and building</b>	
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
Does the proposal respect important features of the site or building, or both?	Yes – it does not affect any features of the site
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	N/A – the signage is for brand and direction
<b>6. Associated devices and logos with advertisements and advertising structures</b>	
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
<b>7. Social and Economic Effects</b>	
Discuss whether the development will have a positive or negative social and/or economic impact on the locality.	Nil effect

<b>Penrith Development Control Plan 2014</b>	
What is the relevant section	Erskine Business Park - 6.3.5
	The signage is within the precinct, is inline with the overall precinct objections and complies with the design principles.