



STATEMENT OF ENVIRONMENTAL EFFECTS

Signage Associated with the Plus Fitness 24/7 Fitness Studio

Glenmore Park Town Centre

Shop C1 / 1-11 Town Terrace, Glenmore Park
Lot 2 DP 865459

November 2017

Version 1.0





Approved by

Name

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Bachelor of Science
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Version

1.0

Date

30 November 2017

Signed

A handwritten signature in black ink, appearing to read "Schulman", written over a white rectangular background.

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1 Introduction

This Statement of Environmental Effects has been prepared to accompany a development application for the signage associated with the Plus Fitness 24/7 Studio at Shop C1 / 1-11 Town Terrace, Glenmore Park within the Glenmore Park Town Centre.

A Plus Fitness 24/7 Studio is designed to operate differently to a traditional gym whereby the premises are generally smaller in nature and do not offer services such as group fitness classes, child minding, pool facilities, steam or sauna rooms or any other services typically associated with a traditional gym. Overall, the nature of its operation is to service those who are unable to attend typical gyms during regular business hours or those with strict time constraints.

Using world class state of the art security systems, members are able to come and go whenever they please. Members simply let themselves in with a Personal Access Card with the peace of mind that outside of standard staffed hours, a 24 hour audio and visual remote guard monitoring and communication system is there for their safety and security.

Plus Fitness currently operate more than 150 fitness studios around Australia including Cremorne, Bondi Junction, Chatswood, Hurstville, Engadine, Alexandria, Bankstown, Gordon, Campbelltown, Maroubra, Moorebank, Granville, Katoomba, Leichhardt, Carlingford and various other locations around NSW, Victoria, Western Australia and Queensland.

2 Background

The proposed signage is in relation to an approved 24 hour gym included in Stage 2 Development of the Glenmore Park Town Centre approved 29/07/2017 (DA14/0765.02).

3 Proposal

3.1 Signage

The proposed signage will include a frosted band approximately 1.285m wide that includes several coloured graphics within the banding.

The site is located within a new town centre that will be characterised by a mix of uses and associated variety of signage. The proposed signage is part of the national Plus Fitness signage that has been approved on similar types of premises in a variety of locations.

The proposed signage does not adversely impact upon amenity and safety of the mixed-use area. In addition, the proposed signage has been designed to address the matters of consideration in SEPP 64. Overall, the signs are integrated into the building facades and provide visual vibrancy to the area in general.

4 Assessment

This section provides an assessment of the environmental effects of the proposed development in accordance with the following heads of consideration listed under Section 79C(1) of the EP&A Act.

4.1 Section 79C (1)(A)(I) Environmental Planning Instruments

The following environmental planning instruments apply to the subject site as a result of the proposed development.

4.1.1 State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64)

State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64) aims to ensure that outdoor advertising 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.

The nature of the proposed signage associated with the development will identify the Plus Fitness 24/7 name and logo being the business associated with the proposed use of the premises, and as such is considered to be defined as a “business identification sign”.

Clause 8 requires that all signage be consistent with the objectives of SEPP 64 and satisfies the assessment criteria specified in Schedule 1. The proposed signage is considered to be consistent with the objectives of the SEPP as:

- the signage is compatible with the commercial character of the area;
- effectively communicates the purpose and nature of the proposed business; and
- is of high quality design and finish.

The signage satisfies the criteria of Schedule 1 as outlined below:

| Assessment Criteria | Response |
|--|---|
| Character of the area | The proposed signage is compatible with the character of the new town centre and mixed use area. |
| Special Areas | The proposed signage does not intrude into the surrounding visual catchment as the area is characterised by a variety of signage types including illuminated signs. |
| Views and Vistas | The proposed signage does not obscure or compromise any significant views or vistas or viewing of other advertisers, and is integrated appropriately into the overall design. |
| Streetscape, setting or landscape | The signage is of a scale, proportion and form appropriate to the streetscape. The signage has been designed as an integral part of the building design, creating visual interest, through the use of colour and light appropriate to the centre. |
| Site and building | The signage is designed as an integral part of the proposed development. Individual signs are incorporated into architectural elements, such as windows, awnings and corner features. |
| Associated devices and logos with advertisements and advertising structures | No signage devices or logos are proposed. |

| Assessment Criteria | Response |
|---------------------|---|
| Illumination | No illumination is proposed. |
| Safety | The proposed signage will not obscure sightlines from public areas. It will not have a negative impact on the safety of any public roads. Pedestrian and bicycle safety will not be compromised as all signage will be constructed appropriately. |

4.2 Site Suitability

The site and surrounding locality do not present any significant physical, ecological, technological or social constraints on the proposed development. In summary, there are limited constraints on the development of the site and minimal conflicts will occur with surrounding land uses.

4.3 Public Submissions and the Public Interest

The proposed development will not significantly impact on the environment and is consistent with the applicable planning controls for the site. It will provide positive social benefits and is therefore considered to be in the public interest.

5 Conclusion

This SEE has been prepared to assess the proposed signage associated with the approved Plus Fitness 24/7 studio at Shop C1 / 1-11Town Terrace, Glenmore Park.

The proposed signage has planning merit in that it is compatible with neighbouring properties and land uses, and will not generate any unacceptable visual impacts.

Having regard to the analysis and assessment within this report, it is therefore recommended that the application be supported and granted consent.