

05/09/18

Statement of Environmental Effects

TO: Penrith City Council

SUBJECT: DA Application – Rooftop Advertising Balloon by Village Fair Glenmore Park Pty Ltd

Site Suitability

We do not believe that installation of a temporary Rooftop Balloon to advertise the campaign will not impact the site in any form.

Access and Traffic

The proposed installation of a temporary Rooftop Balloon to advertise the campaign, will not effect access to the site and furthermore will not affect traffic or parking to the site as the balloon will be erected on the roof of the building.

Streetscape and Design

As this is not a permanent fixture, the proposed installation will not have any effect on the design or streetscape of the facade of the building.

Privacy Views and Overshadowing

The proposed installation of a temporary Rooftop Balloon does not impact the privacy of surrounding dwellings or overshadow.

Social and Economic Effects

We believe the proposed installation of the temporary rooftop balloon will assist in advertising the promotional campaign in place. The purpose of this campaign is to drive foot traffic to the community shopping centre and in turn increase retailer sales.

Flora and Fauna

We believe the proposed installation of the temporary rooftop balloon will not have any effect on the surrounding flora and fauna

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State Environmental Planning Policy No 64—Advertising and Signage

TO: Penrith City Council

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Schedule 1 Assessment criteria

(Clauses 8, 13 and 17)

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?*

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

Yes. Rooftop Balloons in the Penrith Locality are of the same theme shape and generally the same colouring as our proposed balloon.

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?*

Whilst the balloon will be located on the roof of the building, it will not reduce the quality of vistas.

- *Does the proposal respect the viewing rights of other advertisers?*

The proposed balloon will not over shadow any other form of advertising as this is the only form of advertising that will be displayed on the roof of the building during the time of the promotion.

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?*

Yes, the proposed balloon will attract customers eye. The balloon is red in colour, to align with the brand colours of Glenmore Park Town Centre.

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

There is no existing advertising on the roof

- *Does the proposal screen unsightliness?*

No

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

Yes, the balloon will be placed on the roof of the building

- *Does the proposal require ongoing vegetation management?*

No

5 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

- *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. The proposed balloon will assist with attracting customers to the centre, the intended promotion and in turn supplement the reasoning behind the promotion.

6 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?*

Yes. The proposed balloon will feature an advertising message to entice customers to shop at Glenmore Park Town Centre.

7 Illumination

- *Would illumination result in unacceptable glare?*

N/A – The balloon is not illuminated

- *Would illumination affect safety for pedestrians, vehicles or aircraft?*

N/A – The balloon is not illuminated

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

N/A – The balloon is not illuminated

- *Can the intensity of the illumination be adjusted, if necessary?*

N/A – The balloon is not illuminated

- *Is the illumination subject to a curfew?*

N/A – The balloon is not illuminated

8 Safety

- *Would the proposal reduce the safety for any public road?*

No as the proposed balloon will be displayed on the rooftop of the building

- *Would the proposal reduce the safety for pedestrians or bicyclists?*

No as the proposed balloon will be displayed on the rooftop of the building

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

No as the proposed balloon will be displayed on the rooftop of the building.

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Design Concept

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Please refer to the below images for design concept

- **Solid Red Balloon (All aspects of the balloon will be red in colour)**
Balloon Size: 6000mm H x 4000mm W



White Banner to be featured on the front of the balloon, with a design similar to the below:
Banner Size: 2750mm W x 2150mm H



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Materials

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Material: The proposed balloon is made from UV coated PVC.

Period of signage to be on display is 29th September 2018 and will be deflated on 3rd December 2018.

Balloon Installation Procedure:

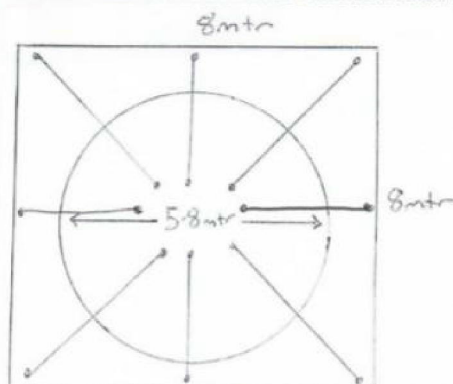
1. Stainless steel brackets are screwed to the purlins or wood beams in the roof at the centre of where the balloon will sit. The centre of the base of the balloon is attached to these brackets using D shackles.
2. Then 10-14 stainless steel brackets are tek screwed to the steel purlins or wood beams in the roof in an 8 metre -10 metre circle around the centre brackets. The top of the balloon has 9 ropes (8mm with a 1300kg break load), which are tied to all brackets.
3. The inflation fan (requires power point for 24/7 power) is attached to the balloon. This inflates the balloon and must be kept running to keep the balloon inflated.

The saddle brackets are high grade stainless steel to prevent rust and corrosion.
Silicone is applied between the brackets and the roof to prevent leaking.
After balloon removal the brackets are left in place so no holes are left in the roof.

Materials used for installation:

High grade stainless steel saddle brackets
Silicone
Rope – 8mtrs per rope x 6 Ropes

7MTR BALLOON SURFACE REQUIREMENT



STAINLESS STEEL BRACKET FIXING ANCHOR POINTS

