

# MULLANE PLANNING CONSULTANTS

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*Innovation in Urban Planning & Development*

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## **STATEMENT OF ENVIRONMENTAL EFFECTS**

**IN SUPPORT OF A DEVELOPMENT APPLICATION**

**WHICH SEEKS APPROVAL TO  
EXTERNAL SIGNAGE FOR**

**STAGE 2 OF GLENMORE PARK TOWN CENTRE**

**LOT 2 DP 865459, 1-11 TOWN TERRACE**

## **1.0 INTRODUCTION**

Council, as a consequence of a hearing by the Joint Regional Planning Panel, granted consent to Stage 2 of Glenmore Park Town Centre 27/08/15.

This Statement of Environmental Effects has been prepared in support of a Developmental Application for external signage, and is in response to the need to satisfy Condition 70 of Consent 14/0765.

This condition provides as follows:

*70. Any signage proposed for the building shall not use flashing and/or bright light in order to minimise any impact on to the residential dwellings nearby. Details of any signage shall be subject to a new development application and submitted to Council separately for consideration and approval.*

## **2.0 PROPOSED SIGNAGE**

The plans at Appendix 1 indicate the location, size and extent of the proposed signage for both Coles and Aldi, the operators of the two supermarkets in Stage 2 of the Town Centre.

## **3.0 SECTION 79C CONSIDERATIONS**

### **3.1 The Provisions of Any Environmental Planning Instrument**

As this application relates to signage, it is considered that the only relevant environmental planning instrument is Penrith LEP 2010.

It is considered that the proposed signage is ancillary to the development of Stage 2 of the Town Centre and, accordingly, is deemed to comply with the Aims of the Instrument, in the same manner as does the development of Stage 2.

The Instrument zones the subject land B2 – Local Centre and while Signage is not a permissible use. Council considers that the proposed signage is ancillary to the development of Stage 2 of the Town Centre.

It is considered that the proposed signage is not inconsistent with the objectives of the zone.

### **3.2 The Provisions of Any Draft Planning Instrument**

There are no draft planning instruments with respect to the subject land.

### **3.3 The Provisions of Any Development Control Plan**

Development Control Plan 2014 applies to the site. The relevant objectives of the instrument are as follows:

### **C. General Objectives**

- a) To permit the appropriate display of information concerning the identification of premises, name of the occupier and the activity conducted on the land; and*
- b) To ensure that all the 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, landscapes and vistas.*
- c) To permit the appropriate display of information concerning the identification of premises, name of the occupier and the activity conducted on the land;*
- d) To provide a consistent approach to the control, location and design of advertisements;*
- e) To promote and encourage an integrated design approach to all signage which is in character with the locality, together with its architectural and landscape features and results in a high quality advertising sign and structure;*
- f) To ensure that all signage to be displayed on a building's façade complements the architectural features, colour scheme and external finish of the building;*
- g) To prevent the proliferation of signage;*

The proposed signage has been carefully designed so as to integrate with the architectural elements of Stage 2, as well as complementing the proposed colour scheme and reflecting community recognition of accepted signage.

To that extent, it is considered that the proposed signage satisfies the objectives of the instrument.

For the reasons outlined above, it is considered that the overall objectives of the DCP are well and truly satisfied by the design and complementarity of the signage.

### **3.4 The Likely Impacts of the Development**

#### **3.4.1 Environmental Impact - Natural**

The proposed signage has been designed to compliment the architectural elements of Stage 2 and therefore it is considered that there are no environmental impacts created by the proposed signage.

#### **3.4.2 Built Environment**

For the reasons outlined above, it is considered that there is no impact on the built environment.

#### **3.4.3 Social Environment**

It is considered that there will be no social impact from the proposed signage.

#### **3.4.4 Economic Environment**

It is considered the proposed signage is an integral component of Stage 2 of the Town Centre.

Stage 2 of the Town Centre has long been anticipated by the local community as a much needed commercial and retail balance to Stage 1.

To that extent, it is considered that there will only be positive economic benefits from the proposed signage.

#### **3.5 The Public Interest**

As stated above, it is considered that the public interest is satisfied by the proposed signage.

John Mullane