STATEMENT OF ENVIRONMENTAL EFFECTS HOME BULKY GOODS CENTRE 243-261 FORRESTER ROAD, NORTH ST MARYS

7 DECEMBER 2016 SA6469 FINAL PREPARED FOR HOME CONSORTIUM URBIS

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INTRODUCTION

Urbis has prepared this Statement of Environmental Effects (SEE) on behalf of Home Consortium (the applicant) who has acquired the Masters site at 243-261 Forrester Road, North St Mary's (the site). This SEE accompanies a Development Application (DA) to Penrith City Council (Council) for a change of use from Home Improvement Centre to Bulky Goods Premises and Hardware and Building Supplies. The proposal also includes an ancillary café, enclosure of the garden centre and indicative signage zones.

In August 2016, Home Consortium acquired 61 former Masters stores across Australia. The intention of this acquisition was for the immediate re-activation of each of these sites to ensure a sustainable and successful large format bulky goods retail offering in each case.

The St Mary's site has been identified as one of the priority sites for Home Consortium in NSW. It is proposed to replace the Masters tenant with multiple bulky goods tenants within the existing Masters box. Future tenants are still being finalised, and will be subject to separate approvals.

Specifically, the proposal seeks consent for:

- Change of use and conversion of the existing single-tenant Masters Home Improvement store to a multitenancy centre incorporating multiple bulky goods premises tenancies, one hardware and building supplies tenancy and one ancillary café;
- Enclosure of the open-air garden centre at the building's northern elevation with colourbond cladding to match existing;
- Alterations and additions to reflect the new use, including:
 - Updates to main building identification signage and zone for future business identification signs.
 - Façade alterations including new openings for loading and unloading, new infill panels, feature panels and make up air louvres;
 - New rooftop mechanical plant;
 - New canopy over main entrance;
 - Concrete planter adjacent to main entrance.

Importantly, the proposal will retain employment on the site and provide for approximately 150 to 200 operational jobs, in addition to employment created during construction. This is a significant social and economic benefit for Penrith, particularly given that Masters will be vacated in December 2016.

The DA is supported by architectural plans prepared by Buchans and specialist technical assessments which are appended to this SEE. This SEE describes the subject site, its context and the proposed development, assesses the proposal against relevant planning instruments and policies, and evaluates it with reference to the matters for consideration in Section 79C(1) of the Environmental Planning and Act.

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1. SITE AND LOCALITY

1.1. THE SITE

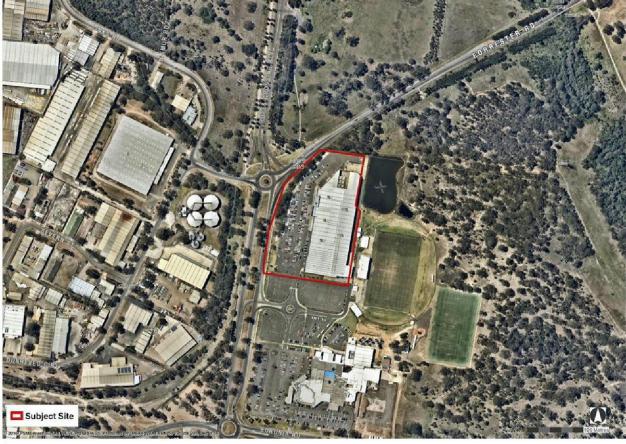
The site is located at 243-261 Forrester Road, North St Mary's, NSW. The site is located on the following lots:

- Lot 12 on DP1192443 this 3.2353ha lot contains all buildings and parking on site.
- Lot 11 on DP1192443 this 23.7ha lot is the main St Mary's Rugby League Club lot. However, parts of the surrounding access road which borders the building falls within lot 11.

An aerial view of the subject site is shown at Figure 1. The site has a 253.9m frontage to Forrester Road.

Main access to the site is via Forrester Road. The subject site has rights of carriageway over lot 11 for access to and from Forrester Road, including to the rear loading areas.

Figure 1 – Aerial Photograph/ Site Plan of the Site

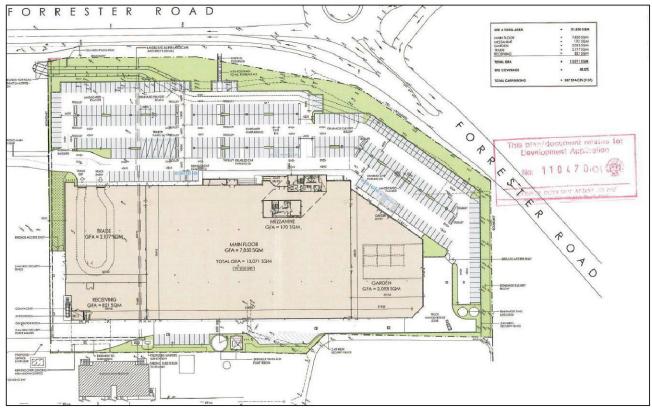


Source: Urbis

1.2. EXISTING DEVELOPMENT

Existing development on the subject site consists of a Masters Home Improvement store, with 13,071sq.m of approved GFA, and 357 car parking spaces. Figure 2 illustrates the existing approved site layout.

Figure 2 - Existing Approved Site Layout



Source: Leffler Simes Architects

1.3. SURROUNDING DEVELOPMENT

The site is located approximately 8km east of central Penrith, and 42km west of Sydney CBD. The location of the site is indicated at Figure 3. Forrester Road, which provides an arterial route into St Marys town centre from the north.

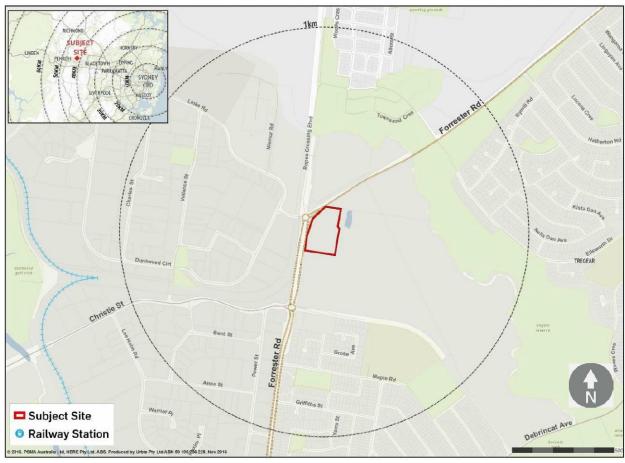
Surrounding land uses include a mix industrial, rural and recreational (registered club and facilities):

- To the north of the site, on both sides of the eastern `curve of Forrester Road is undeveloped and partially E2 Zoned land:
- To the south of the site is the St Mary's Rugby Leagues club and associated facilities including a 'Go Bananas' Play Centre and various outdoor seating areas.
- To the east of the site include two St Mary's Rugby Leagues Club playing fields and facilities including grandstand and other club buildings. A man-made catchment dam is located to the north east.
- The Dunheved/St Marys Industrial Estate is located to the west of the site on the opposite side of Forrester Road. This expansive estate stretches south along Forrester Road to meet the train Station and town centre as well as extending several hundred meters to the north west.

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Figure 3 – Location Plan



Source: Google Maps

2. BACKGROUND

2.1. APPROVAL HISTORY

Several DA's have been approved on the site and are summarised in Table 1 below. The general extent of development (including signage) already approved on-site is not proposed to be substantially altered as part of this DA.

Table 1 - DA History

DA	Summary	Impact on this DA
DA11/0470	Consent was granted on 5/7/2012 for the Masters store. The application was integrated development that required approval under s138 of the Roads Act.	The existing consent for bulky goods premises indicates that the use is appropriate for the site.
DA11/0470.01	This s96 DA was approved on 9 July 2012 and involved minor modifications to the site plan and conditions of consent.	N/A

2.2. PRE-LODGEMENT MEETING

Representatives of the applicant attended a meeting with Penrith City Council on 23 November 2016. The meeting was facilitated by Wayne Mitchell, Executive Manager, Environment & Development and Peter Wood, Development Services Manager.

In the meeting Council agreed to work with the applicant on timing in recognition of the significance of the site and the desire to see a transition to the proposed use on the site as seamlessly as possible. Matters to be addressed in the application included: Council were supportive 'blanket' bulky goods DA could be dealt with by subsequent DA or CDC applications i.e. for café. The key points of the meeting are listed in Table 2 below.

Table 2 - Pre-Lodgement Meeting

Council Comment	Response	Addressed in SEE
Advertising		
to be integrated within nominated panels no bigger than existing.	The signage zones have been scaled to generally reflect the size of the existing Masters signage.	Section 4.2
Acoustic Impact	There will be minimal acoustic impacts from the proposed new roof top plant. It is anticipated that Council will impose conditions of consent to comply with relevant EPA guidelines.	Section 5.4
Waste Management		
It was agreed in the pre- lodgement meeting that a requirement for a Waste Management Plan can be conditioned.	A detailed Waste Management Plan for Construction and Operation will be submitted in accordance with Council requirements.	N/A
Traffic and Parking		
Address loading and unloading arrangements to demonstrate that the definition is met regarding bulky goods.	A traffic report has been prepared which outlines the traffic impacts of the development, and the loading arrangements for the facility.	Section 5.3 and Appendix B.

Council Comment collection by vehicle.	Response	Addressed in SEE
BCA and DDA		
Addressing toilets and accessibility and fire safety	BCA, Access and Fire Safety are addressed in the report at Appendix C and D	Appendix C & D
Economic Impact		
SEE to also address Economic Impacts	Economic impacts of the proposed change of use to Bulky Goods Premises will be minor and will not threaten the ongoing viability of the surrounding centres or precincts.	Section 5.6
Security Management		
Safety and security management in terms of all premises and hours of operation.	All car park areas will be well lit in accordance with the relevant Australian Standards.	Section 5.5

3. THE PROPOSAL

3.1. OVERVIEW

The proposal seeks consent for:

- Change of use and conversion of the existing single-tenant Masters Home Improvement store to a multitenancy centre incorporating multiple bulky goods premises tenancies, one hardware and building supplies tenancy and one ancillary Café;
- Enclosure of the open-air garden centre at the building's northern frontage to Forrester Road with Colorbond cladding to match existing.
- · Alterations and additions to reflect the new use, including:
 - Updates to main building identification signage and zone for future business identification signs, including a centre signage logo box on the western elevation;
 - Façade alterations including new openings for loading and unloading, and infill panels for where existing openings are no longer required;
 - New rooftop mechanical plant;
 - New awning over main entrance.

The external changes to the store are relatively minor. Specifically, they are limited to the enclosure of the landscape area, modifications (internal and external) to the existing building to accommodate needs of particular tenants and signage (details of which are not part of this application and will be subject to separate approval). The proposal includes:

- Approximately 12,402sqm of floor area comprising multiple tenancies, mall and ancillary cafe;
- No increase to the approved Gross Floor Area (GFA) as the garden centre was included as GFA in the original Masters development; and,
- Structural alterations to facilitate the proposed changes to accommodate bulky goods.

All new works are shown in colour on the Architectural Plans prepared by The Buchan Group and are included at Appendix A. Tenancy layouts are indicative only and will be subject to final tenancy make up. Key aspects of the proposal are provided in Table 3 and discussed in the following sections.

3.2. PROPOSAL DETAILS

Details of the proposal are outlined in Table 3 below.

Table 3 - Proposed Development

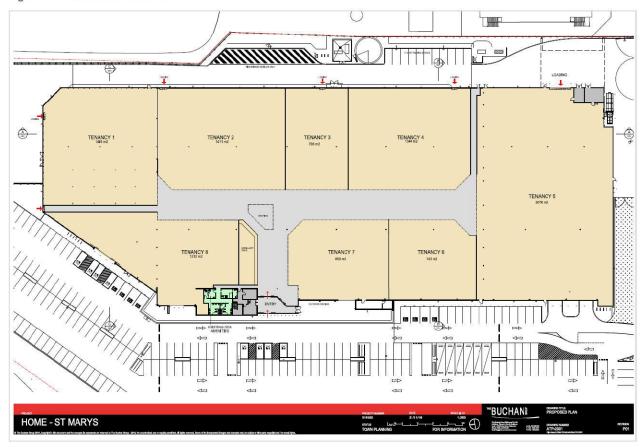
Parameter	Proposed
Proposed Land Use	The proposal is to change the use of the existing building to bulky goods premises. Bulky goods premises are listed as an additional permitted use on the site. The proposal satisfies the definition of bulky goods as it will accommodate tenancies of a sufficient size that will be capable of the sale hire and display of goods that are of such size or weight that require:
	 large area for handling, display and storage; and direct vehicular access to the site by members of the public for loading or unloading such goods after purchase or hire.
	The hardware and building supplies tenancy will offer goods such as household fixtures, timber, tools, paint, wallpaper, plumbing supplies and the like, that are used in the construction and maintenance of buildings and adjacent outdoor areas.

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Parameter	Proposed
Ancillary Land Use	The proposed café is considered an ancillary land use. This is consistent with the controls in Part D3 Section 3.1 of the Penrith DCP 2016 Bulky Goods Retailing. The café will sell hot food and drink to customers and is a place for consumers to refresh themselves during a shopping expedition. The café is only open when the store is open.
Gross Floor Area (approved)	13,071sqm (no increase to the approved GFA)
Indicative Floor Area	12,402sqm including multiple tenancies, internal mall and ancillary café (N.B. the final tenancy areas will be determined by market demand).
Car Parking	No change to existing.
Vehicular Access	Main vehicle access remains unchanged.
Loading / Servicing	The main loading activity on the property will remain at the rear of the building at its northern/eastern edge, with service and delivery vehicles ingress and egress via Regentville Road. This is consistent with the loading arrangements for the existing Masters Store.
Landscaping	No change proposed
Building Height/ Storeys	There will be a change to the overall building height to accommodate new plant and signage areas. These are shown on the plans to be within the 12m building height.
Hours of Operation	There will be no change to the approved hours of operation for the development being: 6am – 10pm and 6am to 8pm Saturday and Sunday, with delivery and service vehicles hours being the same.
Staff	Home Consortium has advised that approximately 150 – 200 jobs will be provided by the proposal. Final staff numbers will be determined by future tenants.
Materials and Finishes	Will be of a high quality and consistent with the exiting Master's building, with colours to match the Home Consortium branding.
Waste Management	Council has advised that they are prepared to condition the requirement for the preparation of a Waste Management Plan.
Signage	Refer to discussion on proposed signage in Section 3.1 below.

Figure 4 - Indicative Floor Plan



Source: Buchan Group

3.3. SIGNAGE ZONES

The proposal includes building identification signage for the Home Centre and zones for business identification signage for future tenants, with details to be subject to separate approvals. The proposed signage areas correspond generally to the approved and existing locations for signage for the Masters Building.

Signage details zones are provided below and in the Architectural Plans at Appendix A.

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4. PLANNING CONTROLS ASSESSMENT

The following assessment has been structured in accordance with Section 79C(1) of the *Environmental Planning & Assessment Act* 1979 (EP&A Act).

The proposed works are minimal and the majority of the planning controls are not relevant. Key matters for the sites were assessed and addressed in the original DA for Masters. The general site layout, access arrangements, and bulk and scale of the development have already been approved, and as such considered to have been appropriately addressed in the original Masters DA.

4.1. STATE ENVIRONMENTAL PLANNING POLICY (INFRASTRUCTURE) 2007

Clause 104 Traffic Generating Development' of *State Environmental Planning Policy (Infrastructure)* 2007 (ISEPP) requires that certain proposals are referred to RMS for traffic generation considerations. DA11/0470 was referred to RMS under the provisions of Clause 104. Considering the proposal does not relate to the construction of a new development, does not increase the approved commercial premises GFA and no additional car parking are being provided, the proposal does not trigger referral to RMS under Clause 104 of the ISEPP).

4.2. STATE ENVIRONMENTAL PLANNING POLICY NO 64 – ADVERTISING AND SIGNAGE

The aims and objectives of *State Environmental Planning Policy 64 – Advertising Signage* (SEPP 64) are to ensure that signage (including 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 proposal seeks consent for a consolidated signage strategy for the site, including the location and dimensions of business identification for the future bulky goods tenants. The signage strategy is included within the architectural plans provided at Appendix A.

The detail of the signage will be via separate approvals once the tenants are confirmed. Table 4 provides a preliminary assessment of the signage strategy against the relevant provisions of Schedule 1 of SEPP 64. The table demonstrates that the proposal is consistent with the provisions of SEPP 64.

Table 4 - SEPP 64 Compliance Table

Criteria	Assessment	Compliance
1. Character of the area	The proposed signage zones utilise the existing Masters signage zones previously approved by Council and are compatible with the existing and future character of the surrounding locality.	✓
2. Special areas	This site is not within a 'special area'. The signage zones are in areas where signage is currently approved and will not detract from the visual quality the surrounding location.	✓
3. Views and vistas	The proposed signage zones are located on the facades of the existing development and therefore do not compromise or obscure any important views. The existing pylon sign will be reused. The proposal does not affect the viewing rights of other advertisers.	✓
4. Streetscape, setting or landscape	The signage zones are appropriate scaled. The signage zones proposed ensure that future tenant signage will not result in visual clutter. The proposal will add visual interest to facades	√

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Criteria	Assessment	Compliance
	of the development and assist in breaking up the facade.	
5. Site and building	The proposed signage zones appropriately scaled. The zones are largely within the existing extent of approved Masters signage zones for the site.	√
6. Associated devices and logos with advertisements and advertising structures	Details of the future business identifications signs will be subject to a separate approval.	✓
7. Illumination	All signage zones will be internally illuminated. Appropriate lux levels will be provided in accordance with the relevant Australian Standards/	✓
8. Safety	The proposal will not reduce the safety of users of adjacent roads, including cyclists and pedestrians, beyond what is existing illumination will be provided in accordance with the relevant Australian Standards.	√.

4.3. PENRITH LOCAL ENVIRONMENTAL PLAN 2010 (PLEP 2010)

Penrith Local Environmental Plan 2010 (PLEP) is the comprehensive plan for the Penrith Local Government Area (LGA). The key relevant provisions of PLEP are addressed in Table 5 below.

Table 5 - PLEP 2010 Compliance Table

Control	Provision	Note	Compliance
Zoning and Permissibility	IN2 Light Industrial	Bulky Goods Premises are listed in Schedule 1 of the LEP as an Additional Permitted Use on the site. Hardware and building supplies are permitted with consent in the Land use Table. The proposal is therefore permitted with consent. The proposed café is ancillary to the principal bulky goods land use which is consistent with the expectations for bulky goods retailing, as outlined in D3.1 in the Penrith DCP. By virtue of being ancillary, the café is permitted with consent.	✓
Objectives	 To provide a wide range of light industrial, warehouse and related land uses. To encourage employment opportunities and to support the viability of centres. To minimise any adverse effect of 	 The proposal will enable a mix of large format retailers within a bulky goods centre close to a centre and transport. The proposal will support employment the viability of the St Marys. Otherwise, Masters sites will 	✓

Control	 Provision industry on other land uses. To enable other land uses that provide facilities or services to meet the day to day needs of workers in the area. To support and protect industrial land for industrial uses. To promote development that makes efficient use of industrial land. To limit the impact of industrial development on adjacent residential areas, in terms of its built form, scale, acoustic and visual privacy and air quality. 	remain vacant and non-contributory. Does not impact on adjacent industrial land. The built form has been approved and built so there will be no amenity impacts on residential areas.	Compliance
Height	12m	All the proposed alterations including signage will be below the maximum building height of 12m.	✓
Floor Space Ratio	No maximum FSR applies to the site.	N/A	N/A

4.4. PENRITH DEVELOPMENT CONTROL PLAN 2014

As detailed in Table 6 the proposal is generally consistent with relevant controls of Penrith Development Control Plan 2014 (PDCP).

Table 6 - PDCP 2014 Compliance Table

Control	Provision	Comment	Compliance
Principal 2	Achieve long term economic and social security.	This DA will facilitate the repurposing of the Masters site, and will ensure that 150-200 jobs are retained in the locality.	✓
C1 Site Planning and Design Principles	1.1.2 Key Areas with Scenic and Landscape Values are to submit a Visual Impact Assessment.	N/A	N/A
	1.2.3 Building Form – Height Bulk and Scale	Minimal changes to the built form as such no significant impacts to have been identified. Refer to Section 5.1 and 5.2 of this report.	✓
	1.2.5 Safety and Security	The proposal will not change the existing lighting and security arrangements other than to provide new internally illuminated light	✓

Control	Provision	Comment	Compliance
		boxes to the proposed signage zones. Hours of operation will be consistent with existing Masters Approval.	
C3 Water Management	Alterations/additions to existing non- residential buildings should provide for water saving devices and rainwater storage or otherwise justify why it is not feasible to do so.	Existing on site rainwater tanks will be retained. Stormwater and drainage system will remain as per approved.	✓
C5 Waste Management	Applications for changes of use for commercial developments are to provide a Waste Management Plan upon lodgement of a DA.	Given the minimal changes to the existing development Council has confirmed that the requirement to submit an updated WMP can be included as a condition of consent.	✓
C9 Advertising and Signage	Limit signage to business identification .	Signage has been addressed in Section 4.2	✓
C10 Transport Access and Parking	Bulky Goods Premises are required to provide 1 car bay per 50sq.m of GFA. Major DA's should provide an appropriate Traffic Report upon lodgement.	The proposal retains the existing 354 spaces and complies. Refer to Traffic Report has been provided at Appendix B.	√
C12 Noise and Vibration	A Noise Impact Statement should be provided where a development has the potential to cause excessive noise and vibration impacts.	It is considered that any potential noise impacts from the development can be adequately mitigated by standard conditions of consent to comply with EPA guidelines.	✓
D3 Commercial and Retail Development. D3.1 – Bulky Goods Retailing	Where an ancillary café is provided, it should be located where it can generate activity and interest at street level.	There will be minimal changes these elements of the existing building. A new awning is proposed over the primary entrance.	✓

5. KEY IMPACT ASSESSMENT

Our assessment of the potential impacts of the proposal, site suitability and the public interest are addressed under separate headings below.

5.1. BUILT FORM

The built form of the existing building was comprehensively considered in the development application for the Masters development on the site and found to be acceptable by Council and the JRPP.

There will minimal changes to the existing built form on the site. The enclosure of the Garden Centre will slightly change the overall built form. The enclosure to this area will not increase the GFA as this area was included in the GFA for the Masters Building. The proposed change to the façade and roofline will positively enhance the building and streetscape by providing a more uniform and traditional building appearance.

The alterations to the built form will not significantly change the existing streetscape and as such no significant adverse impacts are expected.

5.2. VISUAL IMPACT

The site is not identified in the DCP as a 'Gateway of Visual Sensitivity' as having 'Scenic and Landscape Values'. Visual impacts associated with the proposed conversion of Masters Home Improvement Centre will be minimal for the following reasons:

- The character, height and scale of the proposed alterations and additions will not change and blend in with the existing building.
- The built form and design is appropriate in context with nearby industrial sites.
- The proposal will utilise a combination of similar building materials and elements which will further enhance the industrial character of the area.
- The proposal will have no impact on the overall look and appearance of the building to Forrester Road the enclosure of the garden centre will be on the northern elevation fronting E2 zoned land which is predominantly screened by existing mature vegetation from Forrester Road.
- Existing landscaping across the street frontages and side boundaries as well as the car park areas will continue to enhance the visual presentation of the proposal to the streetscape and neighbouring properties
- The retention of the existing Masters colour scheme and the locations of the proposed business identification signage will assist in breaking up the façade.

5.3. **PARKING, TRAFFIC AND ACCESS**

A traffic and parking assessment has been prepared and is included at Appendix B. In summary, the Traffic Report concludes:

- "parking provision satisfies the DCP requirement;
- access and parking layouts are not proposed to change;
- provision for service vehicles is appropriate;
- the proposed bulky goods development would have a lower traffic generation than that assessed for the existing Masters; and
- therefore, the road network will cater for the traffic from the proposed development."

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ACOUSTIC IMPACTS 5.4.

There will be no unreasonable acoustic impacts because:

- The site is not located within proximity to sensitive land uses and is some distance from residential.
- The site is in a suitably zoned area and surrounded by existing bulky goods uses, industrial tenancies and land uses.
- The site is located along a busy road, which accommodates significant traffic volumes. Noise from the proposal will be absorbed by the traffic noise.
- Loading and hours of operation are similar to the existing approved development.

Any potential acoustic impacts can be mitigated by the imposition of appropriate conditions of consent to comply with relevant EPA guidelines.

SECURITY AND LIGHTING 5.5.

The previous development application for Masters undertook significant analysis to ensure that the development met CETED principles and the relevant Australian Standards for lighting.

The proposal will not change the existing lighting and security arrangements other than to provide new internally illuminated light boxes to the proposed signage zones. Light spill associated with the proposal to nearest sensitive land uses will remain minimal. Hours of operation will remain as per the existing Masters approval.

5.6. SOCIAL AND ECONOMIC IMPACTS IN THE LOCALITY

The proposal will have the following positive social and economic impacts:

- Without the proposal, the Masters building would likely remain vacant for an extended period, and would likely detract from the vibrancy and vitality of the area.
- It will provide for approximately 150 to 200 jobs upon completion, in addition to employment created during construction.
- Increased competition within the bulky goods sector which should result in greater choice for consumers.
- The timely re-activation of the Masters site will support consumer and business confidence in the locality.

5.7. SUITABILITY OF THE SITE

The site is suitable for the proposal for the following reasons:

- The proposal is permitted with consent on the site and is consistent with the applicable objectives and provisions of the applicable state and local planning controls.
- The site is of a sufficient size to accommodate large format bulky goods retail that are not appropriate in centres
- The proposal seeks to utilise the existing building and site arrangements, which requires minimal physical alterations to the existing built form.
- The site represents a logical location for bulky goods premises given the synergies with surrounding uses and built forms. Bulky goods retailers require large floor plates and must provide accessible, convenient and safe spaces for the handling of bulkier items.
- Such requirements are generally not suited to general shopping centres. It is considered that the subject site and existing development can readily accommodate these requirements.
- The proposed use is one of only several uses that can be easily accommodated within the existing Masters Building without the requirement for significant alterations and additions.

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5.8. THE PUBLIC INTEREST

The proposal is in the public interest for the following reasons:

- It will have positive social and economic impacts both locally and throughout the broader regional economy of the Penrith LGA.
- It will provide approximately 150 to 200 jobs upon completion, in addition to employment created during construction. The generation of significant employment aligns with several of the objectives of the Penrith Community Plan and the Penrith DCP.
- It will result in greater choice for consumers.
- There are no built form or traffic impacts than those previously assessed by Council and the JRPP during the assessment of the original Masters' DA.

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6. CONCLUSION

The proposal is consistent with the requirements on the PLEP 2010 and PDCP 2014 in relation to its proposed land use, and development form, layout and features.

The proposal is appropriate for the location and should be supported because:

- It results in minimal changes to the site layout, bulk and scale, extent of signage, and access and egress
 arrangements. The impact on the community and the environment has generally already been deemed
 acceptable by way of the previous consent.
- It will support approximately 150 to 200 jobs in the locality, and provide new retailers and expanded choice for consumers and will provide a positive social and economic benefit to the locality.
- It is a change of use from one permissible retail use to another permissible retail use. It is permissible with consent as an additional permitted use.
- It maintains the approved built form, hours, car parking and will have minimal environmental impacts.

The proposal will not result in any unreasonable environmental impacts and it should be approved by Council.

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18 DISCLAIMER

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APPENDIX A ARCHITECUTRAL PLANS

APPENDIX B TRAFFIC REPORT

APPENDIX C BCA REPORT

APPENDIX D FIRE LETTER



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