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16th November, 2014

Penrith City Council
601 High Street
Penrith NSW 2751



Attention: The General Manager

Dear Sir/ Madam,

SUBJECT: STATEMENT OF ENVIRONMENTAL EFFECTS

This development application is prepared on behalf of 888 Catering Pty Ltd, currently running the Coco Jungle Chocolate Lounge in Suite H004 and H006 of Nepean Village Shopping Centre. The chocolate lounge was fitted out under the approval of Complying Development Certificate No. 2014/0086 dated 20 June, 2014.

The signage concept design has been approved by the Nepean Village Centre Management Federation Centres.

The proposal involves the erection of an external signage lightbox securely fixed to the existing steel structure of the awning over the covered walkway area outside of suite H006. The proposed colours of the materials and structure complement the existing brick and metal roof awning. The signage will not have a detrimental impact on the neighbouring developments and is visible primarily from within the shopping centre car park.

Should you have any further questions or require additional information, please do not hesitate to contact the undersigned.

Yours Sincerely,

A handwritten signature in black ink, appearing to be "Theresa Pan".

Theresa Pan
ARCHITECT | BDes(Arch), BArch | RAIA
NSW Board of Architects Registration 8619

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STATEMENT OF ENVIRONMENTAL EFFECTS

PREPARED FOR

888 Catering Pty Ltd

trading as

COCO JUNGLE CHOCOLATE LOUNGE

H004 / H006 NEPEAN VILLAGE SHOPPING CENTRE

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CONTENTS

INTRODUCTION

SITE SUITABILITY

ACCESS AND TRAFFIC

STREETScape AND DESIGN

SOCIAL AND ECONOMIC EFFECTS

PLANNING POLICIES AND CONTROLS

CONCLUSION

APPENDIX A – SITE PHOTOGRAPHS

INTRODUCTION

This statement of environmental effects has been prepared on behalf of 888 Catering Pty Ltd trading as Coco Jungle Chocolate Lounge by NSW registered architect Theresa Pan (registration no. 8619).

The proposal includes the erection of an external illuminated sign to be located within the Nepean Village Shopping Centre Complex. The location of the signage is proposed to be over the existing ground floor awning structure, which overlooks the shopping centre car park.

The internal fit-out of the shop has been approved and certified under a Complying Development Certificate number 2014/0086 by Lorus Building Approvals & Certification.

SITE SUITABILITY

The site is described as suite H006 (ground floor) and H004 (first floor) which is within Nepean Village Shopping Centre complex at 122 Station Street, Penrith. The shop is located within a cluster of detached buildings, which are not within the shopping centre building but connected via its on grade car park. The shops are accessed from the on grade car park via a covered walkway (refer to Figure 1).

There are no residential properties nearby and the closest street accessing the shopping centre car park is via Station Street on the west side of the complex.

The shop is located within a complex of retail premises and therefore it is considered suitable for the site.

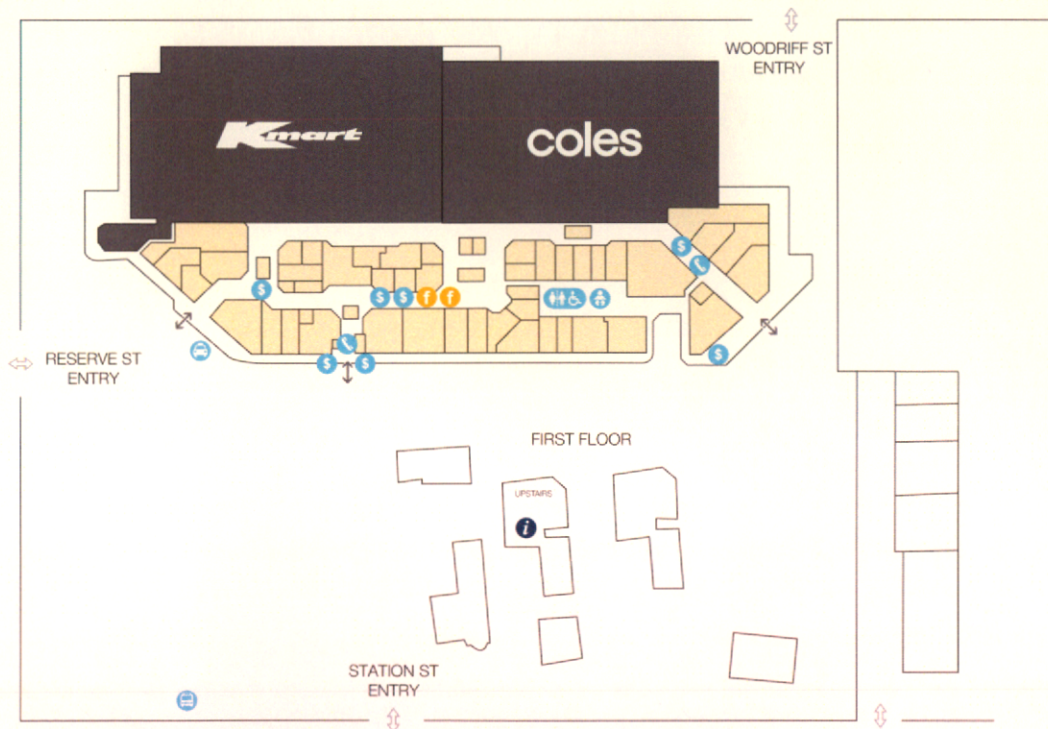


Figure 1 – Shopping centre plan (diagram retrieved from <http://www.nepeanvillage.com.au/map.php>)

ACCESS AND TRAFFIC

Nepean Village Shopping Centre can be accessed from multiple entries including Station Street on the west, Reserve Street on the North and Woodriff Street on the east. The closest entrance is via Station Street, Penrith.

The existing pedestrian access is from the shopping centre car park to an awning covered walkway interlinking the retail premises and to the main entrance into the shopping centre building. No change is proposed to the current access routes.

STREETSCAPE & DESIGN

The proposed external illuminated sign has been considered with reference to the scale of the existing brick building. An existing Nandos sign is located on the external façade and there is no other exposed wall area remaining to allow for a second identification sign due to existing windows located on the first floor. The only elevated signage location possible is above the awning structure.

The materials of the sign are to be constructed of high quality perspex suitable for external environments on an engineered steel frame. The steel frame is proposed to be painted black to appear recessive and the colours of the Coco Jungle Chocolate Lounge logo complement the existing red and brown colours of the existing awning and brick building.

The sign will be visible predominantly from within the car park and will not have a negative impact on surrounding properties. Other illuminated signs including the existing 'Nandos' sign are visible from within the shopping centre car park to identify retail shop locations. No other identification sign exists on the same façade of the building.

SERVICES

The illuminated sign will have concealed power cables linking back into the ground floor shop in H006 where the sign will be switched. Energy efficient LED lights are proposed to be used within the light box.

SOCIAL AND ECONOMIC EFFECTS

Coco Jungle Chocolate Lounge is a café that is open from breakfast to dinner and supper. The owners of the Chocolate Lounge have acknowledged a need for an easily accessible, affordable and safe location for patrons to meet and socialize during the day as well as in the evenings. The patrons are predominantly local youth and the venue provides a positive and safe meeting location, encouraging pro-social behaviour.

The illuminated signage is primarily for identification purposes as the detached shops are located away from the main shopping centre building, and within a vast car park area. The sign will assist in the advertising of the business, which in turn will have a positive economic benefit for the local community by generating income and increasing employment opportunities.

PLANNING POLICIES AND CONTROLS

The following clauses from Penrith City Council's Development Control Plan have been considered in this proposal:

Penrith City Centre DCP 2007

Clause 3.9 Advertising and Signage

Compliance:

a) Yes, the sign is designed and located to relate to the use of the building, is visually interesting and exhibits a high level of design quality.

The sign is compatible with the existing building and the proportion of the sign complements the retail premise as well as its elevation as viewed from the shopping centre car park.

The view of the sign is predominantly from within the shopping centre car park and therefore has minimal impact from the street and nearby buildings.

The sign has minimal projection from the existing building.

b) Yes, the sign does not contain advertising material not related to the approved use of the premises.

c) Yes, the signs are to be constructed of a high quality and are not painted or applied on the roof of the building.

d) Yes, the corporate logo of the identification sign complements the existing brick building with the colour being predominantly in brown.

e) Yes, there is only one other existing sign (Nandos) on the building. The proposed sign is located in a different format and location to prevent the appearance of clutter to one side of the building.

f) Yes, the illuminated sign will not detract from the existing building during the day.'

g) Yes, the cables will be concealed and switched from inside the retail premise which is within close proximity.

h) Yes, the light intensity can be adjusted to suit a reasonable level if required by Council.

i) Yes, the illumination of the sign can be switched via a timer control to operate within times as deemed appropriate.

j) Yes, no uplighting is proposed in this proposal.

k) Yes, the sign will not have any impact on road traffic signals, confuse traffic signs, impair drivers' vision and is not located on a major intersection.

CONCLUSION

The proposed identification sign for Coco Jungle Chocolate Lounge is considered in keeping with the advertising and signage controls of the Penrith City DCP 2007. Whilst the location of an above-awning sign is not strictly within the signage zones as illustrated in figure 3.7 of the DCP, given the existing site restraints such as the existing Nandos sign, existing windows on the building façade and no vertical surface on the awning, the proposed location appears to be the most suitable place with the least impact on the existing building.

In summary, the proposed sign will improve the presentation of the existing building with the careful selection of materials and colours, assist with the advertising of this new local business which in turn will provide increased economic benefit and employment opportunities for the local community.

APPENDIX A – SITE PHOTOGRAPHS



Image 1 – View of shop suite H006 and H004 from car park



Image 2 – View of Nepean Village Shopping Centre from car park