



Statement of Environmental Effects

Update of business identification signage:

Titan Ford

776 - 780 Pittwater Road, Brookvale (Lot 1, DP 1068612)

1. Introduction

This Statement of Environmental Effects (SEE) has been prepared by Jewell Partnership Pty Ltd under instructions from Camden Signage and Building Services on behalf of their property owner (AMHA Properties Pty Ltd). The SEE is submitted to Northern Beaches Council (Council) to support a Development Application (DA).

This DA seeks development consent for the installation of the various replacement signage for an existing Ford dealership (Titan Ford). The subject site is described as Lot 1 and DP 1068612.

The proposed signage relates to the existing vehicles sale premises operating within an established business corridor area, and therefore will support the continued viability of the dealership's operations.

The proposed signage makeover responds to the needs of the business and will reinforce the role of the existing vehicle sales premises as a key provider in the immediate locality. There are several like car dealerships within the immediate corridor.

This SEE has been prepared pursuant to Section 4.12 of the Environmental Planning and Assessment Act 1979 (EP&A Act) and Clause 50 and Part 1 of Schedule 1 of the Environmental Planning and Assessment Regulations 2000. Assessment against the relevant matters for consideration under Section 4.15(1) of the EP&A Act has also been carried out.

Based on the assessment undertaken the proposal has substantial merit, on this basis it is requested that approval of the Development Application be given.

2. Subject Site & Surrounds

The subject site is identified as 776 - 780 Pittwater Road, Brookvale. It is located on the south west corner of Pittwater Road and Carter Road. The respective frontages are 115m to Pittwater Road and 146m to Carter Road. The site is irregular in shape with an area of 6891m².

The site is development with a car showrooms, service areas and administration. A large portion of the site is used for the outdoor display of cars.

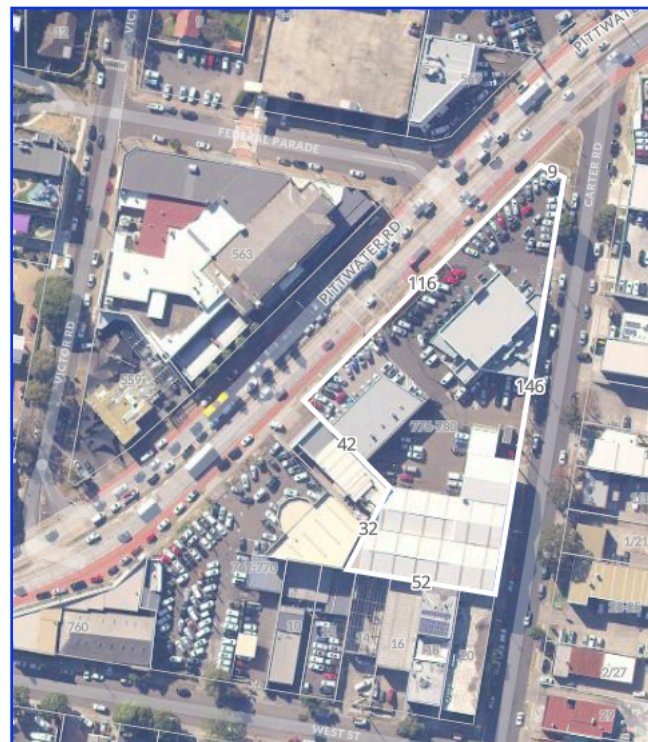
The site contains minimal vegetation. There are no heritage aspects to the site.

The site has frontage to Pittwater Road, a multi lane, major arterial connector.

The site sits within a main road commercial corridor that contains a number of other car dealerships.



Above - block plan



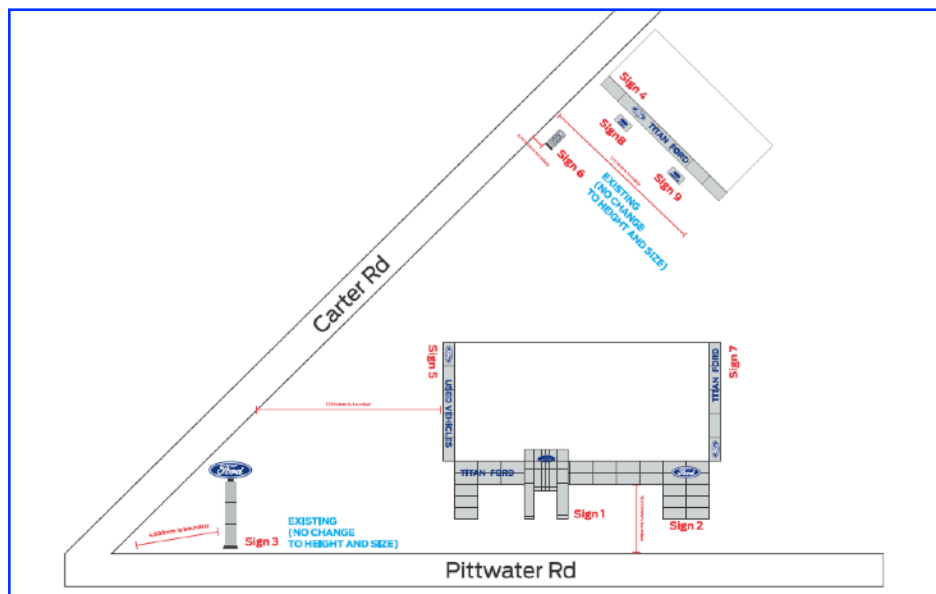
Above - aerial



3. Proposed Development

It is proposed to replace existing business identification signs. The changes are shown on the attached drawings provided by Camden.

The sign changes relate to the existing Ford logo and detailing the different parts of the business (ie. 'parts', 'service' etc.) and the dealership name 'Titan Ford'. The proposed signs are 'like for like' replacements for existing signs. They are near identical in terms of position, height, size, illumination and shape. The backing material supplied will be alucabond. The free standing existing pole sign does not alter in terms of height and position. It remains the same. It is not included in this DA request.



Above - view from Pittwater Rd showing existing signage



4. LEGISLATIVE AND POLICY FRAMEWORK

4.1 STATUTORY PLANNING FRAMEWORK OVERVIEW

This Part of the SEE assesses and responds to the legislative and policy requirements for the project in accordance with the Environmental Planning and Assessment Act 1979 (EP&A Act). The statutory planning framework relevant to the preparation of the SEE includes:

- Warringah Local Environmental Plan 2011
- Environmental Planning and Assessment Act 1979
- State Environmental Planning Policy No. 64 – Advertising and Signage 4.2.1 Section 4.15(1) of the EP&A Act

4.2 ENVIRONMENTAL PLANNING & ASSESSMENT ACT 1979

The EP&A Act is the principle planning and development legislation in New South Wales. Pursuant to Part 4, the proposal is local development.

Section 4.15(1) of the EP&A Act

Section 4.15(1) of the EP&A Act specifies the matters which a consent authority must consider when determining a DA. The relevant matters for consideration under Section 4.15(1) of the EP&A Act are provided in Table 1 below.

Table 1

Section	Response
Section 4.15(1)(a)(i) any environmental planning instrument, and	All relevant environmental planning instruments are addressed in Part ?
Section 4.15(1)(a)(ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Planning Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	No draft instruments are applicable to this application.
Section 4.15(1)(a)(iii) any development control plan, and	Warringah Local Environmental Plan 2011
Section 4.15(1)(a)(iia) any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and	N/A
Section 4.15(1)(a)(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph),	The EP&A Regulation is addressed in Section 5.
Section 4.15(1)(b)-(c)	Refer to Section 5.



4.3 STATE ENVIRONMENTAL PLANNING POLICY NO 64 - ADVERTISING AND SIGNAGE

SEPP 64 applies to all signage:

- e) *that, under another environmental planning instrument that applies to the signage, can be displayed with or without development consent, and*
- f) *is visible from any public place or public reserve.*

The proposal includes the following signage:

- replacement business signs on fascias and backing material.

The specification and location of the proposed signage is provided on attached Architectural Drawings.

Pursuant to Clause 8 SEPP 64, a consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:

- (a) *that the signage is consistent with the aims/objectives of the Policy, and*
- (b) *that the signage the subject of the application satisfies the assessment criteria specified in Schedule 1.*

Aims and Objectives of SEPP 64

SEPP 64 aims:

- (a) *to ensure that signage (including advertising):*
 - (i) *is compatible with desired amenity and visual character of an area, and*
 - (ii) *provides effective communication in suitable locations, and*
 - (iii) *is of high quality design and finish, and*
- (b) *to regulate signage (but non content) under Part 4 of the Act, and*
- (c) *to provide time-limited consents for the display of certain advertisements, and*
- (d) *to regulate the display of advertisements in transport corridors, and*
- (e) *to ensure that the public benefits may be derived from advertising in and adjacent to transport corridors.*
- (2) *this policy does not regulate the content of signage and does not require consent for a change in the content of signage.*

The proposed signage is for the purposes of business identification and is considered to achieve the objectives of SEPP 64 as it relates directly to the use of the site for vehicle sales premises and reinforces the appearance of the property in accordance with the prevailing main road business character of the immediate area. The proposed signage will be of high-quality design and finish and will integrate with the built form on the site in terms of siting, scale and design.

Assessment Criteria.

The Assessment criteria under Schedule 1 of SEPP is addressed in Table 2.



Table 2 | SEPP 64 Assessment Criteria

	Criteria	Proposed Compliance
1. Character of the area	<i>Is the proposal compatible with the existing or desired future character of the area or locality in which is to be located?</i>	Yes, the signage is compatible with the character of the site and its immediate surrounds and will support the operation of the existing vehicle sales premises on the site.
	<i>Is this proposal consistent with the particular theme for outdoor advertising in the area or locality?</i>	Same as above.
2. Special areas	<i>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?</i>	The signage will be of high-quality design and finish and will improve the visual amenity of the site through effective business identification. The proposed signage will not be located within proximity to heritage items.
3. Views and vistas	<i>Does the proposal obscure or compromise important views?</i>	No, the proposed signage respects the scale of the existing built form. The signage will be setback from the road frontage and would not obscure or compromise any important views.
	<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	No, the signage respects the height and scale of the existing built form and streetscape. The proposal does not change the existing street form and therefore will not dominate the skyline, nor would it reduce the quality of vistas.
	<i>Does the proposal respect the viewing rights of other advertisers?</i>	Yes, the signage will not obstruct any other signage.
4. Streetscape, setting or landscape	<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	Yes, the signage has been designed to be compatible with the business character of the immediate neighbouring properties. The signage has been designed to respect the proposed built form on the site and broader streetscape.
	<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	Yes, the sign will positively contribute to the streetscape and setting by effectively distinguishing the business from others operating nearby.
	<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	Yes, the signage will seek to integrate with the existing built form of the site, remaining consistent with the existing signage pattern along Pittwater Road whilst also improving the legibility on site.
	<i>Does the proposal screen unsightliness?</i>	No, the signage is not used as a visual screen or filter.
	<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	No, the signage will not protrude above buildings, structures or tree canopy's.
	<i>Does the proposal require ongoing vegetation management?</i>	No, the signage will not require ongoing management.



5. Site and building	<i>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?</i>	Yes, the signage is of suitable scale and design for its intended purpose to effectively identify the business operating on-site. The proposed signage will integrate with the existing built form and façade design to adhere to visual coherence.
	<i>Does the proposal respect important features of the site or building, or both?</i>	Yes, the signage has been designed to integrate with the proposed built form. The proposed will not dominate the setting or be visually obtrusive.
	<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	Yes, the signage has been designed to integrate with the existing built form and to improve legibility for staff and customers alike.
6. Associated devices and logos with advertisements and advertising structures	<i>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?</i>	No, the proposed signage will not require safety devices or platforms for external access.



Above - view from Pittwater Rd showing existing signage, looking NEE



7. Illumination	<i>Would illumination result in unacceptable glare?</i>	No, the illumination from the proposed signage will not result in unacceptable glare (remains as presently set up).
	<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	No, the illumination from the proposed signage will not affect safety for pedestrians, vehicles or aircraft.
	<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	No, the illumination from the proposed signage will not detract from any amenity of any residence. The proposed illumination is the same as existing and shall not create any adverse effect on other forms of accommodation.
	<i>Can the intensity of illumination be adjusted, if necessary?</i>	The proposed illumination can be adjusted if required. The proposed sign will be internally lit and the brightness will remain relatively low. The proposed illumination will remain consistent with the existing streetscape.
	<i>Is the illumination subject to a curfew?</i>	The proposed illumination will not create any disturbance for the surrounding properties due to its location within a main road corridor. There are no sensitive properties near the site. Due to this, the implementation of a curfew is not necessary for the proposed illumination.
8. Safety	<i>Would the proposal reduce the safety for any public road?</i>	No, the proposed signage is located within the site boundaries and is set back from both street frontages.
	<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	No, the proposed signage will not obstruct any pedestrian or cycle routes or infrastructure and therefore will not negate the safety of pedestrians or cyclists.
	<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	No, the proposed signage will not obscure any sightlines from public areas frequented by pedestrians. Neither will the proposed signs obstruct any vehicle sight lines from public roads.



4.4 WARRINGAH LOCAL ENVIRONMENTAL PLAN 2011

The Warringah Local Environmental Plan 2011 (WLEP2011) is the primary environmental planning instrument that applies to the site.

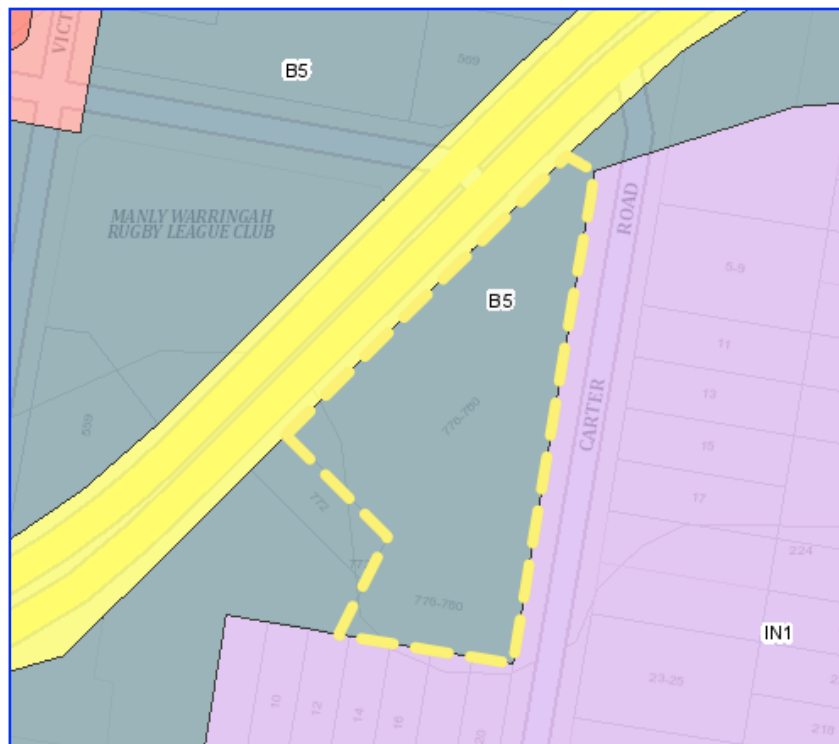
The relevant provisions of WLEP2011 as they relate to the subject site are considered below:

4.4.1 Zoning and Permissibility

The site is zoned B5 - Business Development. The Objectives of this zone are:

- *To enable a mix of business and warehouse uses, and specialised retail premises that require a large floor area, in locations that are close to, and that support the viability of, centres.*
- *To provide for the location of vehicle sales or hire premises.*
- *To create a pedestrian environment that is safe, active and interesting by incorporating street level retailing and business uses.*

The proposal is consistent with the objectives of the zone as it supports to existing and expanding operations of the premises for commercial purposes and increases employment opportunities within the locality. The Site is situated within a large main road commercial corridor and the proposal will continue to support and protect land for commercial type uses. The continued use for the site as a vehicle sales premises is compatible with the surrounding land uses and provides employment opportunities and services.



Above - zoning map extract



Table 3 outlines the developments consistency and compliance with the relevant development standards and controls under the WDCP2011.

Table 3 | Development Standards

Clause	Response
Part B: Built Form Controls Parts B1 - B14	No change to existing conditions and therefore each criteria ie. 'B1 Wall Heights' is unaffected by the proposal.
Part C: Siting Factors Parts C1 - C9	No change to existing conditions and therefore each criteria ie. 'C4 Stormwater' is unaffected by the proposal.
Part D: Design Parts D1 - D22	No change to existing conditions and therefore each criteria ie. 'D14 Site Facilities' is unaffected by the proposal. D23 relates to 'Signs' - see commentary in next Section.
Part E: The Natural Environment Parts E1 - E11	No aspects of the natural environment (ie. ground conditions or trees etc) are affected by the change in signage.
Part F: Zones and Sensitive Areas	The Site is not located within specific zones or areas and the signage has no impact upon these areas.
Part G: Special Area Controls	The Site is not located within specific zones or areas and the signage has no impact upon these areas.

4.5 DRAFT ENVIRONMENTAL PLANNING INSTRUMENTS

No Draft Environmental Planning Instruments apply to the Site.

4.6 NON-STATUTORY PLANNING FRAMEWORK OVERVIEW

The following non-statutory development control plan applies to the Site and proposed development.

- Warringah Development Control Plan 2011

Part D refers to Design. D23 refers to Signs. The Objectives of which are:

- *To encourage well designed and suitably located signs that allow for the identification of a land use, business or activity to which the sign relates.*
- *To achieve well designed and coordinated signage that uses high quality materials.*
- *To ensure that signs do not result in an adverse visual impact on the streetscape or the surrounding locality.*
- *To ensure the provision of signs does not adversely impact on the amenity of residential properties.*
- *To protect open space areas and heritage items or conservation areas from the adverse impacts of inappropriate signage.*



Requirements that are considered relevant include:

1. *Signs are to be sited and designed so that they do not adversely impact on the amenity of the streetscape and the surrounding locality. In particular, signs are not to dominate or obscure other signs or result in visual clutter.*
2. *Signs are to be compatible with the design, scale and architectural character of the building or site on which they are to be placed.*
4. *Signs are not to obscure views of vehicles, pedestrians or potentially hazardous road features or reduce the safety of all users of any public road (including pedestrians and cyclists).*
5. *Signs should not be capable of being confused with, or reduce the effectiveness of, traffic control devices.*
6. *Signs are not to emit excessive glare or cause excessive reflection.*
7. *Signs should not obscure or compromise important views.*

Sign Criteria at part 13 includes:

Awning fascia sign (attached to the fascia or return end of an awning)

Description	Criteria	Response
Awning fascia sign (attached to the fascia or return end of an awning)	Shall not project above, below or beyond the fascia or return end of the awning to which it is attached.	The signs are flush with the respective wall/ building surfaces.

In relation to the Pole or pylon sign provisions we note no change to this sign in terms of shape or size. It is not included in the DA request. We note that in any event the existing Pole sign satisfies all criteria except for its height above natural ground level (9m).

5. PLANNING ASSESSMENT

This section identifies and assesses the impacts of the development with specific reference to the heads of consideration under Section 4.15(1) of the EP&A Act.

5.1 CONTEXT AND SETTING

The proposed signage is situated in an established B5 Business Zone and relates to an existing vehicle sales premises.

The proposal is not out of character with the existing and adjoining land uses on site. The property is situated in an area that predominantly caters for vehicle sales premises along Pittwater Road. The existing vehicle sales premises that are situated along this main road corridor contain an array of signage for the purpose of business identification similar to the proposed signage. The proposal will therefore be consistent with the established advertising theme in the streetscape.

Therefore, it is evident that that proposal will be appropriate to the site context and relevant strategic and statutory controls that apply.



5.2 DESIGN AND APPEARANCE

The proposed signage has been designed to complement the existing building in shape and form. The proposed signage is very much 'like for like'. The signage changes will be positioned on existing structures as are the signs to be replaced. The proposed signs will not dominate the existing built form or immediate surrounds.

The content and colours of the sign reflect the logo and corporate colours of Ford in order to effectively identify the tenancy and enhance the visibility (site identification) for customers. The design and colours of the sign will complement the existing development (they are near identical to the existing).

Therefore, the proposed sign will enhance the overall visual amenity of the site.

5.3 PARKING, TRAFFIC & TRANSPORT

The proposed development does not seek any changes to the existing parking, traffic and access and therefore is considered acceptable in this regard.

5.4 HERITAGE

The site is not identified to be of heritage significance, nor is it located in proximity to heritage items. As such the proposed development will not create any adverse impacts on heritage places or items.

5.5 CONSTRUCTION

Construction activities will be undertaken in accordance with any conditions of consent, appropriate measures will be undertaken to mitigate any potential impacts from the construction of the proposed signage including dust, noise, odour and traffic impact.

5.6 SUITABILITY OF SITE FOR DEVELOPMENT

The proposal seeks to install replacement business signage which will enhance the site and provide better legibility for customers. The proposed signage is considered suitable for the proposed development and is compatible and consistent with the current activities being undertaken within the site. It will not comprise hazards or sensitive features which would otherwise preclude the development. The sign will achieve the objectives of the B5 zone by supporting a commercial land use.

5.7 SUBMISSIONS

The applicant will be willing to address any submissions if required should they be received by Council.

5.8 THE PUBLIC INTEREST

No environmental or amenity impacts are anticipated from the proposal and the sign will lead to an enhancement of the site and its existing operations. As such, the development is considered to be in the public interest.



6. CONCLUSION

The purpose of this SEE has been to present the proposed signage changes for 776 - 780 Pittwater Road, Brookvale and to assess its potential impacts having regards to Section 4.15(1) of the EP&A Act.

The SEE provides an assessment of the proposed against the relevant environmental planning framework, including the WLEP2011 and WDCP2011. The assessment finds that the proposal is consistent with the objectives and controls of the relevant framework. No significant adverse environmental, economic or social impacts have been identified as likely to arise from the proposed development.

The proposal has been prepared after taking into consideration the following key issues:

- *The relevant heads of consideration under Section 4.15(1) of the EP&A Act; and*
- *The aims, objectives and provisions of the relevant statutory and non-statutory planning instruments.*

The proposal is considered to warrant a favourable determination for the following reasons:

- The proposed signage is consistent with the existing land use and existing buildings on Site;
- The works will not create any adverse impacts on other businesses;
- The works will not adversely impact the streetscape amenity;
- The works will satisfy the zone objectives to support business and employment activities within the business zone; and
- The works will comply with relevant statutory and non-statutory planning instruments.

The proposed development is permissible within the zone and is compatible with the zone objectives. As identified in this Report, the matters for consideration under Section 4.15(1) of the Environmental Planning and Assessment Act 1979 have been satisfactorily addressed.

In light of the merits of the proposed development and in absence of any significant environmental impact, we respectfully submit that the proposal is worthy of support by Council and that a Development Approval is warranted.

Yours faithfully

Peter Jewell
Town Planner