

12 August 2025

Attention: The General Manager
Northern Beaches Council
725 Pittwater Road
Dee Why NSW 2099

SLR Project No.: 630.032490.00001

RE: Statement of Environmental Effects
Installation of New Signage and Minor External Works
834 Pittwater Road, Dee Why NSW 2099

1.0 Introduction

SLR Consulting Australia Pty Ltd (SLR) acts on behalf of its client the Westpac Group Property (Westpac) in preparing this Statement of Environmental Effects (SEE) in support of a Development Application to Northern Beaches Council (Council) for installation of new signage and minor external works to at the existing Westpac Dee Why branch, located at 834 Pittwater Road, Dee Why NSW 2099. This Report, including attachments, provides overall comment on the proposal. It describes the site, its environs, the proposed development and provides an assessment of the proposal in terms of the matters for consideration under Section 4.15 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

It should be noted that all other works, including internal signage, some other minor external works and internal fitout works relating to the proposed Westpac tenancy are considered either exempt or complying development under the *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008* (Codes SEPP). These alterations are excluded from the scope of this Development Application.

2.0 Site and Surrounds

The site is generally referred to as 834 Pittwater Road, Dee Why NSW 2099, and legally identified as Lot 2 in DP1146740. The Westpac tenancy forms part of the Dee Why Grand Shopping Centre and is located within the Northern Beaches Local Government Area (LGA). The Westpac branch is located along the Pacific Parade frontage of the shopping centre, which also fronts Pittwater Road and Sturdee Parade.

Development surrounding the site is predominately commercial, including several food and drink premises and retail premises within the Dee Why Grand Shopping Centre and along Pittwater Road. There is shop top housing on the site of the Westpac tenancy and surrounding residential uses, including R3 zoned land to the east and south of the site.

Figure 1 and **Figure 2** depict the site and its immediate surrounds. Refer to **Photo 1** for the street view of the site.

Westpac Branch

Pittwater Rd
Opp Pacific Pde

Pittwater Rd
After Pacific Pde

Grand Shopping Centre, Pacific Pde

Pacific Pde

Sturdee Pde

Sturdee Pde
After Pittwater Rd

Sturdee Pde

55799

//DP1109724

Port Phillip Road

Port Phillip Road

Port Phillip Road

//SP31072

A//DP397729

C//DP397729

A//DP349644

B//DP349644

1//DP217953

3//DP1146740

2//DP1146740

1//DP1146740

//SP83745

//SP83746

//SP95882

//SP93808

X//DP412584

Port Phillip Road

Port Phillip Road

Photo 1 Streetview of site from Pacific Parade (Source: Google - June 2025)



3.0 Proposal

The proposed development pertains to the external works and installation of external signage associated with the existing Westpac Dee Why branch. Specifically, the assessable works include:

- Installation of new illuminated 'Hero W' wall sign;
- Installation of new illuminated 'Hero W' sign in shopfront;
- Installation of new 65" digital screen in shopfront;
- Partial replacement of external shopfront window with tiled wall; and
- Other minor works as depicted within the Architectural Plans within **Appendix A**.

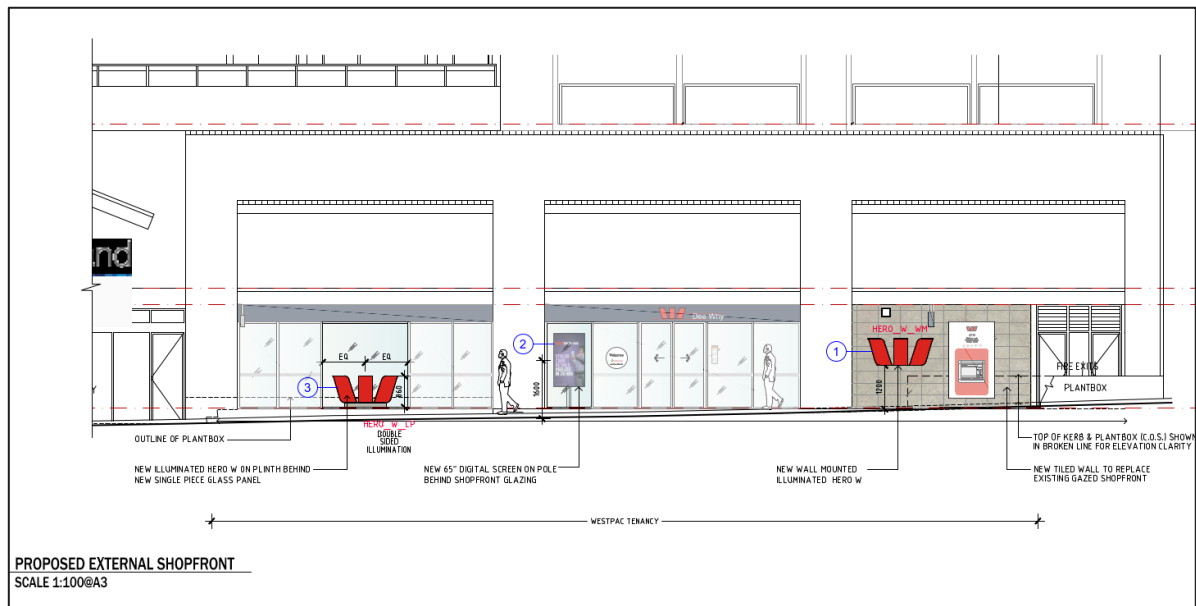
An excerpt of the assessable works is provided in **Figure 3**.

The proposed works require approval via a Development Application as they are not considered to meet the requirements of either exempt or complying development under the Codes SEPP in that the proposed new signage will result in more than 6 external signs on the building and the proposed external works require approval due to the partial removal of shopfront clear glazing with a tiled wall.

As noted, some replacement external signage and internal alterations and signage are classified as exempt development under Codes SEPP and are not included in this Development Application.



Figure 3 Proposed Shopfront Elevation – Pacific Parade (Source: Architectural Plans)



4.0 Relevant Legislation and Planning Controls

The following legislation, Environmental Planning Instruments (EPI) and Development Control Plan (DCP) are relevant to the proposed development:

- *Environmental Planning and Assessment Act 1979*;
- *State Environmental Planning Policy (Industry and Employment) 2021*;
- *Warringah Local Environmental Plan 2011*; and
- *Warringah Development Control Plan 2011*.

4.1 Environmental Planning and Assessment Act 1979

The proposal is subject to the provisions of the *Environmental Planning and Assessment Act 1979* (EP&A Act). Section 4.15 of the EP&A Act provides criteria which a consent authority is to take into consideration, where relevant, when considering a DA.

4.2 State and Environmental Planning Policy (Industry and Employment) 2021

The *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP) defines assessment criteria for the proposed signage in Chapter 3.

Clause 3.6 of the Industry and Employment SEPP states the following:

A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:

- that the signage is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and*
- that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.*

The matters set out within Clause 3(1)(a) are discussed within **Table 1**.



Table 1 Industry and Employment SEPP – Clause 3(1)(a) Assessment

Matter	Comment
<i>(a) to ensure that signage (including advertising)—</i>	
<i>(i) is compatible with the desired amenity and visual character of an area, and</i>	The proposed signage to support the Westpac operation has been designed to align with the existing signage theme of the commercial centre area.
<i>(ii) provides effective communication in suitable locations, and</i>	The signage provides only business identification in appropriate locations.
<i>(iii) is of high quality design and finish.</i>	All proposed signs are of a high-quality design and finish.

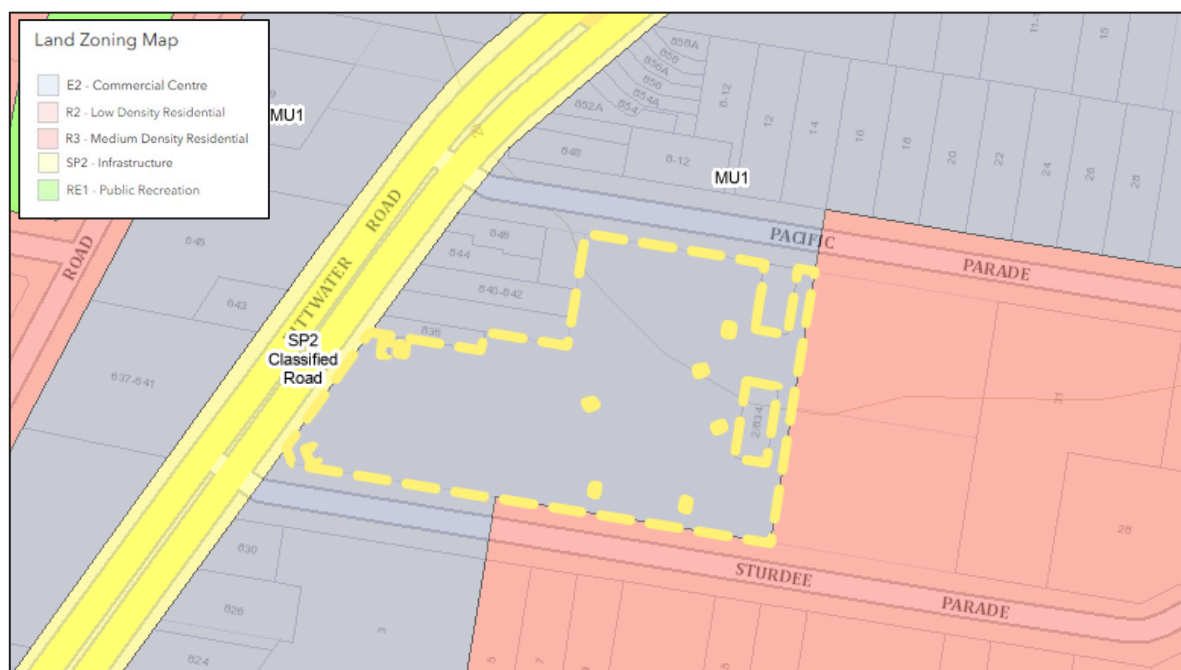
It is considered that the proposed signage scheme satisfies the relevant criteria outlined within the Industry and Employment SEPP. A detailed assessment of the proposal against the Schedule 5 Assessment Criteria is provided in **Appendix B** with further discussion of visual impacts provided in **Section 5.1** of this SEE.

4.3 Warringah Local Environmental Plan 2011

4.3.1 Permissibility and Land Zoning

Pursuant to the *Warringah Local Environmental Plan 2011* (LEP), the site is zoned MU1 Mixed Use – refer to **Figure 4**.

Figure 4 Land Zoning Extract (Source: NSW Spatial Viewer)



Zone MU1 Mixed Use

1 Objectives of zone

- To encourage a diversity of business, retail, office and light industrial land uses that generate employment opportunities.



- *To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse and functional streets and public spaces.*
- *To minimise conflict between land uses within this zone and land uses within adjoining zones.*
- *To encourage business, retail, community and other non-residential land uses on the ground floor of buildings.*
- *To provide an active day and evening economy encouraging, where appropriate, weekend and night-time economy functions.*

2 Permitted without consent

Home-based child care; Home businesses; Home occupations

3 Permitted with consent

Amusement centres; Boarding houses; Car parks; Centre-based child care facilities; Commercial premises; Community facilities; Entertainment facilities; Function centres; Information and education facilities; Light industries; Local distribution premises; Medical centres; Oyster aquaculture; Passenger transport facilities; Places of public worship; Recreation areas; Recreation facilities (indoor); Registered clubs; Respite day care centres; Restricted premises; Shop top housing; Tank-based aquaculture; Tourist and visitor accommodation; Vehicle repair stations; Waste or resource transfer stations; Water reticulation systems; Any other development not specified in item 2 or 4

4 Prohibited

Advertising structures; Agriculture; Air transport facilities; Airstrips; Animal boarding or training establishments; Boat building and repair facilities; Boat launching ramps; Boat sheds; Camping grounds; Caravan parks; Cemeteries; Charter and tourism boating facilities; Correctional centres; Crematoria; Depots; Eco-tourist facilities; Environmental facilities; Exhibition homes; Exhibition villages; Extractive industries; Farm buildings; Forestry; Freight transport facilities; Heavy industrial storage establishments; Helipads; Highway service centres; Home occupations (sex services); Industrial retail outlets; Industrial training facilities; Industries; Jetties; Marinas; Mooring pens; Moorings; Mortuaries; Open cut mining; Port facilities; Recreation facilities (major); Recreation facilities (outdoor); Research stations; Residential accommodation; Rural industries; Service stations; Sewerage systems; Sex services premises; Storage premises; Transport depots; Truck depots; Vehicle body repair workshops; Warehouse or distribution centres; Waste or resource management facilities; Water recreation structures; Water supply systems; Wharf or boating facilities; Wholesale supplies

The proposed works maintain the current land use of the tenancy, defined as a commercial premises, and are therefore permitted with consent from Council. Moreover, the proposal is consistent with the zone objectives of MU1 Mixed Use zone, encouraging diverse and active street frontages to contribute to functional streets and public spaces.

4.4 Warringah Development Control Plan 2011

The Warringah Development Control Plan 2011 (DCP) provides detailed guidelines for the design and assessment of development applications to supplement the Warringah LEP. The relevant sections of the DCP in relation to the site and proposal are identified below.

- *Part C – Siting Factors*
 - *C8 Demolition and Construction*
 - *C9 Waste Management*



- *Part D – Design*
 - *D10 Building Colours and Materials*
 - *D23 Signs*
- *Part G Special Area Controls*
 - *G1 Dee Why Town Centre*

The built form of the building is not altered by the proposed works subject to this Development Application. Additionally, the proposal is predominately compliant with the applicable controls of the DCP, as demonstrated in **Appendix B**.

5.0 Assessment of Planning Issues

The following is an assessment of the environmental effects of the proposed development as described in the preceding sections of this report. The assessment considers only those matters under Section 4.15 (1) of the EP&A Act which are relevant to the proposal.

5.1 Visual Impact

The proposed building alterations will have negligible impact on the visual amenity of the site and surrounding area considering the existing built environment, commercial character, and visual qualities of the Dee Why Town Centre. Moreover, illumination of external signage will be set at a level so as to ensure that it does not impact the local amenity or dazzle pedestrians and road users.

5.2 Noise Impact

It is expected that the noise generated during the construction phase will not adversely affect nearby businesses given the minor scale and intensity of the works. Use of equipment during construction will be managed in accordance with the relevant NSW Construction Noise Guidelines.

5.3 Waste Management

The proposal will generate minimal waste during the construction phase. However, operational waste will not be altered from previous. A Waste Management Plan (WMP) has been prepared and included at **Appendix C**.

6.0 Conclusion

The proposed external signage installation and minor external works proposed for the Westpac Dee Why branch at 834 Pittwater Road, Dee Why NSW 2099, are considered minor in nature and are anticipated to have a neutral effect on the amenity of the area.

Overall, the proposal comprises minimal social and environmental impact to Dee Why and the Northern Beaches LGA as a whole. The proposal is consistent with the relevant controls of both the Warringah LEP 2011 and the Warringah DCP 2011.

Through the proposal's merits and the absence of any significant adverse environmental impacts, this DA is considered to be in the public interest and recommended for Council's support subject to standard conditions of consent.

We thank you for the opportunity to lodge this application and look forward to timely development consent. If you have any queries with any of the above, please do not hesitate to contact the undersigned.

Kind regards,



SLR Consulting Australia



David Cant
Project Consultant – Planning
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Appendices

Appendix A – *Architectural Plans*

Appendix B – *Compliance Tables*

Appendix C – *Waste Management Plan*



APPENDIX A – ARCHITECTURAL PLANS



APPENDIX B – COMPLIANCE TABLES**Table 2 Warringah Development Control Plan 2011 Compliance Assessment**

Control	Requirements	Comment	Compliance
Part C – Siting Factors			
C8 Demolition and Construction			
1.	All development that is, or includes, demolition and/or construction, must comply with the appropriate sections of the Waste Management Guidelines and all relevant Development Applications must be accompanied by a Waste Management Plan.	A Waste Management Plan is included at Appendix C.	Y
C9 Waste Management			
1.	All development that is, or includes, demolition and/or construction, must comply with the appropriate sections of the Waste Management Guidelines and all relevant Development Applications must be accompanied by a Waste Management Plan.	A Waste Management Plan is included at Appendix C.	Y
Part D – Design			
D9 Building Bulk			
2.	Large areas of continuous wall planes are to be avoided by varying building setbacks and using appropriate techniques to provide visual relief.	The proposed works involve a slight reduction in section of glazing to be replaced with a tiled wall, however it is considered that this small section of tiled wall is appropriate for the commercial setting and sufficient clear glazing will remain at the site.	Justified
6.	Use colour, materials and surface treatment to reduce building bulk.		
D10 Building Colours and Materials			
3.	The colours and materials used for alterations and additions to an existing structure shall complement the existing external building façade.	The proposed colours and materials relate to Westpac's corporate colours and complement the existing façade.	Y
D20 Safety and Security			
7.	Buildings are to be designed to allow casual surveillance of the street, for example by: a) Maximising the glazed shop front on the ground level so that views in and out of the shop can be achieved; b) Providing openings of an adequate size in the upper levels to maximise	The proposed external works include the partial replacement of a section of glazing with a tiled wall, however it is considered that views	Justified



Control	Requirements	Comment	Compliance
	<p><i>opportunities for surveillance;</i></p> <p><i>c) Locating high use rooms to maximise casual surveillance;</i></p> <p><i>d) Clearly displaying the street number on the front of the building in pedestrian view; and;</i></p> <p><i>e) Ensuring shop fronts are not obscured by planting, signage, awnings and roller shutters.</i></p>	<p>in and out of the shop can still be achieved through the significant amount of clear glazing.</p> <p>Additionally, the visibility in and out of the shop will not be altered, as there is currently a block out graphic applied to the section of glazing to be replaced.</p>	
D23 Signs			
1.	<i>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.</i>	The proposed signage is not considered to dominate or obscure other signs or result in visual clutter.	Y
2.	<i>Signs are to be compatible with the design, scale and architectural character of the building or site on which they are to be placed.</i>	The proposed signage is minor in nature and is considered to be compatible with the building.	Y
3.	<i>Signs on heritage items or on buildings in conservation areas should not by their size, design or colour, detract from the character or significant qualities of individual buildings, the immediate context or the wider streetscape context of the area.</i>	The site is not a heritage item or within a heritage conservation area.	Y
4.	<i>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).</i>	The proposed signage does not obscure views or create any hazardous features.	Y
5.	<i>Signs should not be capable of being confused with, or reduce the effectiveness of, traffic control devices.</i>	The proposed signage are not considered to be capable of being confused with traffic control devices.	Y
6.	<i>Signs are not to emit excessive glare or cause excessive reflection.</i>	The proposed signage is not considered to cause excessive glare or reflection.	Y



Control	Requirements	Comment	Compliance
7.	<i>Signs should not obscure or compromise important views.</i>	The proposed signage is not considered to obstruct any important views.	Y
8.	<i>Signs displayed on dwellings are to be attached to the ground floor façade of the dwelling, unless the land is located on a main road or the dwelling is not visible from the street, in which case the sign may be attached to a front fence.</i>	Not applicable.	N/A
9.	<i>For Land in the RU4 zone with frontage to both Mona Vale Road and Myoora Road: Only small, non obtrusive and non illuminated signs that identify the use of a site are to be visible from Mona Vale Road. Signs that are designed of such size, height or visual appearance so as to attract passing trade are not considered appropriate and are discouraged. All signs are to be in keeping with the colour and textures of the natural landscape.</i>	Not applicable.	N/A
10.	<i>No more than one sign is to be located above the awning level for business uses.</i>	No signage is proposed to be located above awning level.	Y
11.	<i>Tenancy boards and the like are encouraged to be in the form of consolidated signs.</i>	Not applicable.	N/A
12. & 13.	<p><i>Signs shall meet the following criteria:</i></p> <p><i>Wall sign</i></p> <ul style="list-style-type: none"> • <i>Shall not extend within 200mm of the top and sides of the wall.</i> • <i>Shall not cover any window or architectural projections;</i> • <i>Must be of a size and shape that relates to the architectural design of the building to which it is attached;</i> • <i>Where illuminated, shall not be less than 2.7 metres above the existing natural ground level ground; and</i> • <i>Shall not project more than 300mm from the wall.</i> 	The proposed illuminated wall signage is approximately 1.2 metres above ground level, however this is considered appropriate for the commercial context in which the site is located.	Justified



Control	Requirements	Comment	Compliance
	<p><i>Window sign</i></p> <ul style="list-style-type: none"> • <i>Must occupy less than 50% of the window area so as to not obstruct natural light; and</i> • <i>Shall only be permitted on ground floor windows, below awning level or equivalent.</i> 	The proposed window signage complies with the outlined controls and does not occupy 50% or more of the total window area.	Y
14.	<p><i>The following signs are not considered appropriate and are discouraged:</i></p> <ul style="list-style-type: none"> • <i>Flashing or moving signs on all land other than the carriageway of a public road</i> • <i>Pole or pylon signs, unless there is no building on the site, or the building is not visible from the street or public domain; this does not include identification, interpretive, directional and advance warning signs described as Exempt Development, or a sign erected by the Council for the display of community information;</i> • <i>Signs on or above the roof or parapet of a building.</i> • <i>A-frame and temporary signs located on public land, including:</i> <ol style="list-style-type: none"> 1. <i>Signs on motor vehicles which are not able to be driven with the sign displayed</i> 2. <i>Balloons or other inflatable objects used for the purpose of advertising which are placed on or above roof level</i> 3. <i>Illuminated signs in residential zones</i> 	The proposed signage involves only wall and window signage. This signage is not proposed to flash is considered appropriate given the context. The proposed digital screen will contain a display that includes scrolling messages, that change approximately every 30 seconds-1 minute.	Justified
Part G – Special Control Areas			
G1 Dee Why Town Centre			
Requirements – Retail Activation	<ol style="list-style-type: none"> 1. <i>Active uses must be provided adjacent to the public domain, including streets, open space, pedestrian accessways and laneways.</i> 2. <i>Active frontages are to contribute to the liveliness and vitality of the area by maximising entries or display windows to shops and/or</i> 	The built form is not being altered as part of the proposed works. The shopfront is proposed to be predominately maintained as clear glazing.	Y



Control	Requirements	Comment	Compliance
	<p><i>food and drink premises or other uses, customer service areas and activities which provide pedestrian interest and interaction and casual surveillance of the public domain.</i></p> <p>3. <i>Large retail tenancies are to be bound by smaller retail tenancies to reduce continuous frontages of the same tenancy to the public domain (refer Figure 4).</i></p> <p>4. <i>Internalised, enclosed shopping malls are discouraged.</i></p> <p>5. <i>Where possible, retail premises and food and drink premises are to open onto the public domain.</i></p> <p>6. <i>Active frontages are to maximise transparent glazing with a predominantly unobstructed view from the adjacent footpath to a depth of 6m within the building.</i></p> <p>7. <i>Security grills, where provided, are to be fitted internally behind the shop front, fully retractable and at least 50% transparent when closed.</i></p> <p>8. <i>Except where required by flood planning level provisions, ground floor uses are to be at the same level as the footpath at the entry to the individual tenancies.</i></p>		

Table 3 SEPP (Industry and Employment) Schedule 5 Assessment Criteria

Assessment Criteria		Comment	Compliance
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?	The proposed signage is compatible with the scale of the existing building and consistent with the character of the area.	Y
	Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Yes, the proposed works are consistent with the theme of the area and allows for the continuation and growth of the area.	Y
2) Special areas	Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other	The proposed signage is not of a scale to cause any significant detract from the amenity and visual quality of the area.	Y



Assessment Criteria		Comment	Compliance
	conservation areas, open space areas, waterways, rural landscapes or residential areas?		
3) Views and vistas	Does the proposal obscure or compromise important views?	The proposed signage does not obscure or compromise important views.	Y
	Does the proposal dominate the skyline and reduce the quality of vistas?	As above. The signage will not dominate the skyline or reduce the quality of vistas.	Y
	Does the proposal respect the viewing rights of other advertisers?	The proposed signage does not obscure any advertising.	Y
4) Streetscape, setting or landscape	Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale of the signage is proportionate to the building and existing on-site signage. It is appropriate for the commercial character of the area.	Y
	Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage will contribute to the visual interest of the site in context of its mixed-use setting.	Y
	Does the proposal reduce clutter by rationalizing and simplifying existing advertising?	The proposed signage will not cause proliferation or clutter, as it has been designed to be located in a compatible manner that integrates into the existing building.	Y
	Does the proposal screen unsightliness?	The proposal does not screen unsightliness.	N/A
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No, proposed signage does not extend beyond the built form.	Y
	Does the proposal require ongoing vegetation management?	No.	N/A
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?	The signage has been designed to be compatible with the existing built form and site characteristics.	Y
	Does the proposal respect important features of the site or building, or both?	The proposed signage does not detract in any way from important features of the building or site.	Y



Assessment Criteria		Comment	Compliance
	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed business identification signage is of a modern high-quality design.	Y
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?	The proposed signage is affixed to the building. All fixtures have been designed to be compatible with the proposed signage.	Y
7) Illumination	Would illumination result in unacceptable glare?	No, the proposed signage will not result in excessive glare. The brightness of the signs is configurable.	Y
	Would illumination affect safety for pedestrians, vehicles or aircraft?	As above. The signage does not raise safety concerns relating to excessive illumination or light spill.	Y
	Would illumination detract from the amenity of any residence or other form of accommodation?	No, the proposed signage will not detract from amenity of any residence or form of accommodation.	Y
	Can the intensity of the illumination be adjusted, if necessary?	The brightness level of the display can be adjusted if necessary.	Y
	Is the illumination subject to a curfew?	The signs will only operate in conjunction with the premises.	Y
8) Safety	Would the proposal reduce the safety for any public road?	The signage will not affect road safety on any public road.	Y
	Would the proposal reduce the safety for pedestrians or cyclists?	No, the signage will not affect the safety of pedestrians or cyclists.	Y
	Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No, sightlines are not affected by the proposal as signage at an appropriate scale.	Y



APPENDIX C – WASTE MANAGEMENT PLAN

