

October 2023

Statement of Environmental Effects & Development Criteria

Business Identification Signage

776-780 Pittwater Road, Brookvale NSW 2100

(Lot 1 DP 1068612)

Northern Beaches Council



1300 000 367
+612 4968 1212



www.emsigns.com.au
sales@emsigns.com.au



24 Rural Dr, Sandgate NSW 2304
38 Lillie Cres, Tullamarine VIC 3043



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1.0 INTRODUCTION

This report has been prepared by EM Signs (Vic) Pty Limited (*EM Signs*) on behalf of Mitsubishi Motors Australia Limited for the application on planning permit to Northern Beaches Council for the display of business identification and associated signage.

Provided along with this report:

- Application for Development
- Owners Consent/Authority
- Brookvale Mitsubishi Plans
- Brookvale Mitsubishi Construction and Illumination Statement
- Title Search and Deposited Plans for Lot 1 DP 1068612
- Brookvale Mitsubishi Pricing Schedule

This report should be read in conjunction with the following:

- Brookvale Mitsubishi Plans
- Brookvale Mitsubishi Construction and Illumination Statement

1.1 Site Details

Lot: 1 **DP:** 1068612

Primary Address

No. 776-780

Street: Pittwater Road

Locality: Brookvale

Zoning: Productivity Support (E3)

Local Government Area: Northern Beaches Council

Coordinates: -33.760640, 151.278550 | -33° 45' 38", 151° 16' 43"

Site Description: Existing conditions and characteristics of site

The property at 776-780 Pittwater Road, Brookvale NSW is a Motor Dealership Sales and Service Facility.

Table 1: Site description

Total Site Area	Approx. 6,895sqm
Frontage	Approx. 115.6m to Pittwater Road
Existing Land Use & Structures	Sales and Service Facility
Existing Vegetation	Trees & Vegetation on and surrounding site
Existing Surrounds	Mixed Business, Productivity Support & General Industrial

The site is set out with Sales and Service Facilities along display vehicles along Pittwater Road, Brookvale NSW.



1.2 Street Frontage

Pittwater Road,
Brookvale NSW



1.3 Mapping View



Figure A: 776-780 Pittwater Road, Brookvale NSW 2100 (Lot 1 DP 1068612)

Source: <https://maps.six.nsw.gov.au/>



Figure B: 776-780 Pittwater Road, Brookvale NSW 2100 (Lot 1 DP 1068612)

Source: <https://www.planningportal.nsw.gov.au/spatialviewer/#/find-a-property/address>

1.4 Surrounding Developments

The proposed signage responds to the need and character of the area. The property is used as a Motor Dealership Sales and Service facility. The property itself has like Businesses and Colourful Signage surrounding the property and area.

Photos and Surrounds

790 Pittwater Road
(Cnr Harbord Rd)
Brookvale NSW



790 Pittwater Road
Brookvale NSW



581-583 Pittwater Road
(Cnr Warringhah Rd)
Brookvale NSW



1-3 Carter Road
(Cnr Pittwater Rd)
Brookvale NSW



571 Pittwater Road
Brookvale NSW



569 Pittwater Road
(Cnr Federal Pde)
Brookvale NSW



780 Pittwater Road
(Cnr Carter Rd)
Brookvale NSW



766-770 Pittwater Road
Brookvale NSW



2.0 PROPOSED SIGNAGE

2.1 Signage Details

Due to a redevelopment of the existing business located at 776-780 Pittwater Road, Brookvale NSW there is a need for the business to erect the following signage.

- **Sign No. 1 – Double Side, LED Illuminated Pylon**

Sign Specifications;

- 7,000mm in total height
- 2,030mm in total width
- 2.76sqm Illumination (0.98sqm p/face | 0.4sqm p/side strip)

Steel Internal Frame, clad in 4mm Black ACM.

Internally Illuminated Red Acrylic Sides and Acrylic faced Steel Can Fabricated Wordmark.



- **Sign No. 2A - Fascia Signage, LED Illuminated (North West Elevation)**

Sign Specifications;

- 25,290mm in total length
- 1,500mm in total length

Aluminium Backing Frame, Aluminium Cassette System covered in 4mm ACM

- **Sign No. 3 - Dynamic Slope, LED Illuminated**

Sign Specifications;

- 5,541mm in total width
- 4,200mm in total Height

Steel Frame clad with 4mm Black Perforated ACM Panels. Free Standing Signage fixed to building structure.

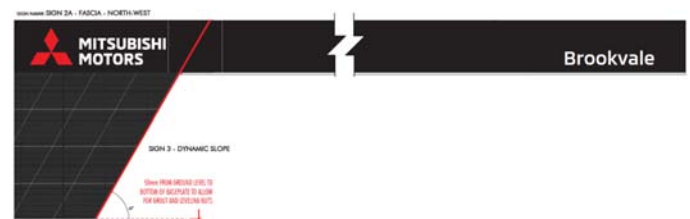
- **Total Illuminations**

- 3.16sqm Illumination

(approx. 2.76sqm Logo & Wordmark; approx. 0.4sqm Dealer Name also incl Red & White Extrusions)

Fascia - Illuminated Steel Can Fabricated Letters and Wordmark with Acrylic Faces screwed to cassette system.

Dynamic Slope – Illuminated Aluminium Light Extrusion with Red Acrylic Face.



- **Sign No. 2B - Fascia Signage, LED Illuminated (North East Elevation)**

Sign Specifications;

- 17,500mm in total length
- 1,500mm in total height
- 2.76sqm Illumination (incl Red & White Extrusions)



Aluminium Backing Frame. Aluminium Cassette System covered in 4mm ACM.

Illuminated Steel Can Fabricated Letters and Wordmark with Acrylic Faces, screwed to Cassette System.

Illuminated Aluminium Light Extrusion with Red White Acrylic Face.

- **Sign No. 4 - Entry Portal, LED Illuminated (North East Frontage)**

Sign Specifications;

- 4,110mm in total width
- 2,510mm in total height
- 0.43sqm Illumination (Red)

4mm Black ACM Clad around Internal Aluminium Frame.

Red Acrylic Light Extrusion in middle of Portal.

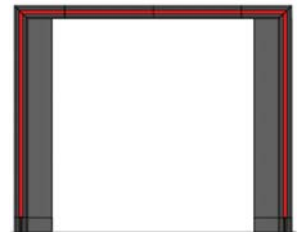


- **Sign No. 5 - Entry Portal, LED Illuminated (North West Frontage)**

Sign Specifications;

- 3,400mm in total width
- 2,872mm in total height
- 0.44sqm Illumination (Red)

4mm Black ACM Clad around Internal Aluminium Frame.



2.2 Signage Location

LEGEND:

- SIGN 1 ILLUMINATED 7M PYLON
LIKE FOR LIKE REPLACEMENT
OF EXISTING
- SIGN 2 ILLUMINATED 1500H FASCIA
- SIGN 3 ILLUMINATED DYNAMIC SLOPE
- SIGN 4 ILLUMINATED ENTRY PORTAL
- SIGN 5 ILLUMINATED ENTRY PORTAL
- SITE BOUNDARY: —



3.0 Warringah Local Environmental Plan 2011 - D23 Signs

3.1 Compliance Proposed Signage

General Location & Design: All proposed Signage complement the style and use of the buildings and are set well within the boundaries of the business.

The Design, Aesthetics and Materials are of the highest quality and has full regard to all features and fenestrations of the building.

All Cabling in relation to Illumination will be integrated within the Signs and Buildings nothing will be visible or accessible to the general public. All Illuminated Signage hours strictly between Dusk and Midnight.

Proposed Pylon is replacing the existing structure and will be installed using existing footings.

Proposed Fascia Signage, Dynamic Slope and Entrance Portal are to be located on the building directly onto the building. No portion of Signage will cover any mechanical ventilation or fenestrations nor protrude above or beyond the building.

The Signage complements the style of the building and is proportioned appropriately. The proposed sign does not detract or obscure any views or vistas for any surrounding properties.

The proposed Signage is to be located on the Business Premises and is located E3 Productivity Support Zone. Signage directly relates to the Business Identification and to the Manufacturers Identifications.

3.2 E3 Productivity Support Zone

Objectives

- To provide a range of facilities and services, light industries, warehouses and offices.
- To provide for land uses that are compatible with, but do not compete with, land uses in surrounding local and commercial centres.
- To maintain the economic viability of local and commercial centres by limiting certain retail and commercial activity.
- To provide for land uses that meet the needs of the community, businesses and industries but that are not suited to locations in other employment zones.
- To provide opportunities for new and emerging light industries.
- To enable other land uses that provide facilities and services to meet the day to day needs of workers, to sell goods of a large size, weight or quantity or to sell goods manufactured on-site.
- To create a pedestrian environment that is safe, active and interesting.
- To create employment environments of high visual quality that relate favourably in architectural and landscape treatment to neighbouring land uses and to the natural environment.
- To minimise conflict between land uses in the zone and adjoining zones and ensure the amenity of adjoining or nearby residential land uses.

3.3 Pedestrian & Traffic

The proposed signage does not obscure or interfere with road or pedestrian traffic.

There are no instructions displayed on the signage that would confuse oncoming vehicles, cyclists or pedestrians.

The Proposed Pylon is to be installed on existing footings (Pylon Replacement) and all other signage is to be fixed directly to the building. Proposed Signage is well within the boundaries of the property.

Closest major Traffic Intersection is over 270m (NNE) along Pittwater Road at Warringah Road and Harbord Road, Brookvale.

There is a designated Pedestrian Traffic Signal Crossing and Bus Stop (Stop ID210022) located directly outside the premises along Pittwater Road. Signage is located within the boundaries of the property and a garden and kerbed edging defines the property line from pedestrians.

Proposed Fascia Signage is directly fixed to the building at a Finished Floor Levels of approx. 4.0m.

There are no moving displays on any part of the Signage. No portion of the signage has instructions, nor can any portion of the signage be mistaken for traffic control devices. Signage Illumination is internal and of low intensity, there is no glare affecting any passing Vehicular or Cycle Traffic.

We believe the proposed Signage meets the objectives of the Planning Scheme given the signage directly reflects the business by using the Motor Dealer Manufacturers Corporate Colours and Logos.

The proposed signage provides business identification and certainly would not produce visual disturbance with the existing characteristics of Pittwater Road, Brookvale NSW.

3.4 Illuminations

The signage proposed contains a total of 9.55sqm of Illumination overall, with a luminance of less than 300cd/m2 there will be no impact on passing vehicle or foot traffic.

The illumination will meet the requirements of business hours operation being only illuminated between the hours of Dusk to Midnight and no illumination during Daylight Hours.

Proposed Building Signage portions of illumination:

<ul style="list-style-type: none"> • Sign #1 approx. 2.76sqm Illumination in total <ul style="list-style-type: none"> - Mitsubishi Wordmark Text & Logo - Red Light Extrusion 	<ul style="list-style-type: none"> • Sign #2A & 3 approx. 3.16sqm Illumination in total <ul style="list-style-type: none"> - Mitsubishi Wordmark Text & Logo - Dealer Name 'Brookvale' - Red & White Light Extrusions
<ul style="list-style-type: none"> • Sign #2B approx. 2.76sqm Illumination in total <ul style="list-style-type: none"> - Mitsubishi Wordmark Text & Logo - Red & White Light Extrusions 	<ul style="list-style-type: none"> • Sign 4 approx. 0.43sqm Illumination <ul style="list-style-type: none"> - Red Light Extrusion • Sign 5 approx. 0.44sqm Illumination <ul style="list-style-type: none"> - Red Light Extrusion

Illumination complies with AS 1158 Lighting for Roads and Public Spaces and AS 4282 Control of the Obtrusive Effects of Outdoor Lighting as all Lighting is internal Low Intensity LED with Luminance of less than 300cd/m2 and there are no reflective materials which cause glare or spillage to surrounding traffic and or adjacent properties.

All Cabling will be integrated within the signage and building, nothing will be visible or accessible to the general public.

4.0 ENVIRONMENTAL IMPACTS

4.1 Noise

There will be some noise impacts during installation. However, these will be very short term and controlled by standard construction hours to minimise any potential acoustic impacts.

4.2 Air Quality

The proposal will have no impacts on air quality.

4.3 Hazards

There are no known hazards or risks affecting the proposal.

4.4 Vegetation and Trees

The proposal will have no impact on native vegetation or mature trees

4.5 Soil and Water

The proposal will have no impact on soil or water.

4.6 Illumination

The proposed Sign will have a mild illumination impact, signage will only be illuminated after hours. The illumination will be low intensity LED lighting and will not be flashing, rolling, moving, or scintillating. There is no direct impact to traffic and there are no immediate residents surrounding the property.

5.0 JUSTIFICATION OF PROPOSAL

The proposal is to provide Signage for Updated Corporate Image to an existing business. A business requires strong visual identification to increase awareness of their location and it is imperative that a strong business maintains not only their Corporate image but also the image of their Major International Manufacturers.

6.0 CONCLUSION

In summary, EM Signs has prepared this report in support of the Planning Permit Application for the proposed Signage located at 776-780 Pittwater Road, Brookvale NSW and that each of the permit triggers are appropriately addressed in this report.

The proposed signage is designed to create visual interest and will improve the amenity of the area. The proposal achieves the desired outcome through the provision of a high-quality design that includes a measured layout, colour variation and considered structural design that will enhance the character and economic viability of the site and wider precinct.

EM Signs consider that the proposal is consistent with relevant requirements of Northern Beaches Council Planning Scheme, and request that the application be supported, and a planning permit granted.

7.0 STATEMENT ENVIRONMENTAL PLANNING POLICY NO.64

Northern Beaches Council

Site Name: Brookvale Mitsubishi

Site Address: 776-780 Pittwater Road, Brookvale NSW 2100

The purpose of this application is for the installation of a new pylon sign				
		Yes	No	Comments
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 or located?	✓		Proposed signage is consistent with other Dealership and Business signs in the immediate area
	Is the proposed consistent with a particular theme for outdoor advertising in the area of locality?	✓		The proposed signage is in line with Motor Dealerships, with other major Motor Dealership in the immediate area using their Manufacturers signage along with signage of other business in the same locality.
2	Special areas			
	Does the proposal detract from the amenity or visual quality of any environmental sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?		✓	The proposed does not distract any visual quality to the environment. It is located in an E3 Productivity Support Zone there is nothing of any sensitive or significance environmental issue within the immediate area. The Signage Illumination is subtle and will have no adverse impact on any residential areas.
3	Views and vistas			
	Does the proposal obscure or compromise important views?		✓	No. The proposed Signage does not obscure or compromise any views.
	Does the proposal dominate the skyline and reduce the quality of the vistas?		✓	The proposed Signage is within the boundary of the business and height is below that of surrounding buildings
	Does the proposal respect the viewing rights of other advertisers?	✓		The proposed signage does not obscure any visual signage for adjacent businesses.

		Yes	No	Comments
4	Streetscape, setting and landscape			
	Is the scale, proportion and form of the proposal appropriate for the streetscape, setting and landscape?	✓		Proposed signage matches type/intent of other signs used on the site
	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	✓		The proposed Signage displaying a single Manufacturer limits the need for additional signage.
	Does the proposal screen unsightliness		✓	No 'Unsightliness' identified on the premises.
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?		✓	No portion of Proposed Signage protrudes above the building.
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 proposed signage is in keeping with the build form and character of a Motor Dealership. Signage is fixed directly to the building.
	Does the proposal respect important features of the site or building, or both?	✓		The proposed signage, colouring and design reflects that of the existing signage and Manufacturer on site
	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	✓		The proposed signage strongly reflects the Manufacturer and Dealer on site
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 displayed?	✓		The logos and letters are made from Stainless Steel with Acrylic Faces. These are screwed through the face of the sign into the supporting frame behind the text. All text and logos on the sign are sized and positioned as instructed by the Mitsubishi Motors Australia Limited Corporate Image Manual.

7	Illumination			
	Would the illumination result in unacceptable glare?		✓	No, the proposed sign has internal illumination and external materials used are less than 35% gloss with a matte/non-reflective finish.
	Would the illumination affect the safety of pedestrians, vehicles or aircraft?		✓	No, it's not bright enough to create any issues.
	Would illumination detract from the amenity of any residence or other form of accommodation?		✓	No, the illumination is subtle.
	Can the intensity of the illumination be adjusted, if necessary?		✓	No, but the illumination is subtle
	Is the illumination subject to curfew?	✓		From dusk 'til midnight
8	Safety			
	Would the proposal reduce the safety of any public road?		✓	No. The proposed signage is within the property boundaries and illumination is subtle. There is a defined garden and edging between the business and public footpath.
	Would the illumination affect the safety of pedestrians or bicyclists?		✓	No. The Proposed Illumination is not bright enough to affect any visual for pedestrians or cyclists.
	Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?		✓	No. The Proposed Signage is well within the boundaries of the Business. There is no Signage obscuring Pedestrians/Vehicles from line of sight on Pittwater Road.