

Statement of Environmental Effects – 60 Glen St Belrose 2085

Introduction

This Statement of Environmental Effects (SEE) has been prepared to accompany a development application on behalf of EG Fuelco Australia (EG). The application relates to the pylon sign located at 60 Glen St Belrose.

On behalf of Euro Garages Australia, Diadem is managing the signage rebrand of Service Stations nationally. EG arrived in Australia in 2019, having bought the 534 fuel and convenience sites previously owned by Woolworths, with fuel supplied by Caltex.

This application seeks permission for a new EG branded internally illuminated pylon sign to replace the existing illuminated pylon sign.

Sign type documented in this proposal includes:

- Sign Location 1 – Site Identification Pylon P4-N
Internally Illuminated, double sided

This SEE provides for the following:

- Description of the site and surrounding development.
- Works proposed as part of this DA
- Evaluation of the proposal against relevant planning controls and policies and
- Consideration of the potential impacts of the proposed works

The Site and Surrounding Development

The subject site is located at 60 Glen St Belrose

The site fronts Glen St.

Aerial Map of the site is shown in the image below in Figure 1.
FIGURE 1 – MAP OF THE SITE (SOURCE NEARMAP)

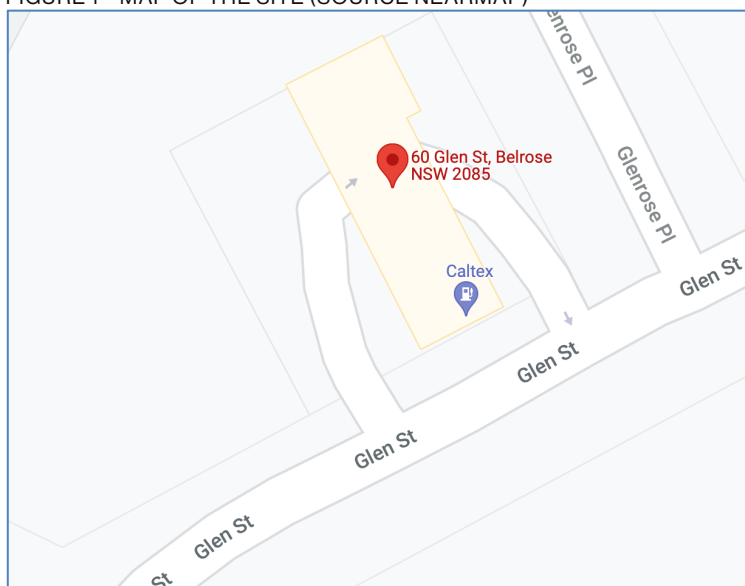


Figure 2: Existing conditions photo



Proposed Development

Development consent is sought for the installation of one new illuminated price board pylon sign to replace the existing illuminated pylon sign to identify the site and its services. EG seeks to brand the pylon sign as an EG service station

This proposed sign does not satisfy the provisions under the SEPP (Exempt and Complying Codes) 2008 and therefore seeks consent under the Development Application:

Planning Policy Considerations

The following planning controls and policies are relevant to the proposal and are discussed in further detail below:

1. State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64)
2. Warringah Local Environmental Plan 2011
3. Warringah 2011 Development Control Plan

STATE ENVIRONMENTAL PLANNING POLICY NO.64 – ADVERTISING AND SIGNAGE

State Environmental Planning Policy No. 64 (SEPP 64) aims to ensure that advertising and signage 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. It does not regulate the content of the signs and advertisements.

Clause 8 and 13 of SEPP64 require that consent cannot be granted to signage unless the consent authority is satisfied that it is consistent with the objectives of the SEPP and has satisfied the assessment criteria specified in Schedule 1. The objectives and assessment criteria are addressed in the table below.

TABLE 1 – COMPLIANCE WITH SCHEDULE 1 OF THE SEPP 64 ASSESSMENT CRITERIA

CRITERIA	ASSESSMENT
<p>1. Character of the area</p> <ul style="list-style-type: none"> • <i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i> • <i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i> 	<p>The proposed sign is sympathetic to the site architecture, general built environment and character of the area. The signs design and form complement the site architecture and is similar to other signage in the area.</p>
<p>2. Special areas</p> <ul style="list-style-type: none"> • <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> 	<p>The proposed sign does not detract from the amenity or visual quality of any heritage areas, environmentally sensitive areas, natural / conservation areas, open space areas, waterways, landscapes or residential areas.</p>
<p>3. Views and vistas</p> <ul style="list-style-type: none"> • <i>Does the proposal obscure or compromise important views?</i> • <i>Does the proposal dominate the skyline and reduce the quality of vistas?</i> • <i>Does the proposal respect the viewing rights of other advertisers</i> 	<p>The proposed sign will not compromise or obscure important views or vistas. The new proposed sign will not dominate the skyline and is respectful of other businesses viewing and advertising rights.</p>
<p>4. Streetscape, setting or landscape</p> <ul style="list-style-type: none"> • <i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i> • <i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i> • <i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i> • <i>Does the proposal screen unsightliness?</i> • <i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i> • <i>Does the proposal require ongoing vegetation management?</i> 	<p>The proposed sign has been carefully designed in scale, proportion and form and in keeping with the character of the streetscape.</p> <p>The proposed sign will contribute to the visual interest of the site and the local area using the well recognised simple EG logo on the header panel and clear information relevant to the fuel offerings at the site. The proposed new sign structure size and design is in keeping with the sites use and function. The sign is in proportion to the site and will provide visibility at the entrance to the service station and approaching traffic from both directions along Glen St.</p>

<p>5. Site and Building</p> <ul style="list-style-type: none"> • <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> • <i>Does the proposal respect important features of the site or building, or both?</i> • <i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i> 	<p>The proposed sign is compatible in scale and proportion with the site and is appropriately located to complement the site and vehicular entrance point.</p> <p>The new pylon structure has been carefully designed in form, structure and graphic content to provide a high quality outcome in line with the EG brand. The new sign will revitalise the service station and positively contribute to the area providing improved visibility and fuel price information to vehicular traffic.</p>
<p>6. Associated devices and logos with advertisements and advertising structures</p> <ul style="list-style-type: none"> • <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> 	<p>The proposed sign will display the “EG” logo and onsite service information.</p> <p>The pylon has been designed to provide clear and visible messaging of services and fuel prices.</p> <p>Key elements of the graphic content will illuminate at night enhancing the functionality of the sign in providing important information to the community.</p>
<p>7. Illumination</p> <ul style="list-style-type: none"> • <i>Would illumination result in unacceptable glare?</i> • <i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i> • <i>Would illumination detract from the amenity of any residence or other form of accommodation?</i> • <i>Can the intensity of the illumination be adjusted, if necessary?</i> • <i>Is the illumination subject to a curfew?</i> 	<p>The sign will be internally illuminated. The text and logo content and fuel prices on the sign will illuminate. The body of the sign will not illuminate.</p> <p>All electrical components will be contained within the sign and will not create unacceptable glare or affect safety for pedestrians, vehicles or aircraft.</p> <p>The intensity of the illumination will be controllable and will not detract from any amenity</p>
<p>8. Safety</p> <ul style="list-style-type: none"> • <i>Would the proposal reduce the safety for any public road?</i> • <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i> • <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i> 	<p>There will be no reduction in safety to public roads, pedestrians or cyclists due to the installation of the proposed sign.</p>

WARRINGAH LOCAL ENVIRONMENTAL PLAN 2011

The LEP is the primary local planning instrument guiding local environmental planning for the site. In the following section, the objectives and assessment criteria are addressed below.

Zoning and Permissibility

The site is zoned B2 – Local Centre

Zoning Aims and Objectives

The B2 zone has the following aims and objectives:

- To provide a range of retail, business, entertainment and community uses that serve the needs of people who live in, work in and visit the local area.
- To encourage employment opportunities in accessible locations.
- To maximise public transport patronage and encourage walking and cycling.
- To provide an environment for pedestrians that is safe, comfortable and interesting.
- To create urban form that relates favourably in scale and 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 any adjoining or nearby residential land uses.

The proposed sign seeks to respond positively to these objectives as the new sign will enable clear identification for the service station and its services for customers and the community as well as an improved visual appearance and function to the Service station site without impacting the surrounding environment. Building identification signs are permitted development in this zone with consent.

WARRINGAH 2011 DEVELOPMENT CONTROL PLAN

The DCP is a detailed document outlining planning and design guidelines for sustainable quality development and environmental outcomes. Part D23 Signs is relevant to this site and therefore an assessment has been undertaken below of the proposed signage against the relevant objectives.

The proposal recognises the importance of the objectives and Council's expectations and requirements for development within the Northern Beaches council (Warringah LGA) and seeks to respond positively. The location and size of the sign has been carefully designed for site identification and entrance visibility with an emphasis on the integration of the built environment and landscape setting. The sign is appropriately located whilst encouraging a vibrant and functional facility and is in keeping with the desired future character of the area and local environment.

Part D23 Signs

The desired outcomes of this chapter are as follows:

- 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.

The desired objectives and general controls have been acknowledged and considered in the design and siting of the proposed pylon sign.

The new sign is thoughtfully designed and will be properly maintained, encouraging high quality signage which will positively contribute to the character of the area both day and night.

The sign is suitably located (replacing the existing sign) to provide for effective communication of site identification and entrance for approaching traffic, improving the appearance and functionality of the site

The proposed sign seeks to complement the services and visual character of the area. The information content of the site has been rationalised onto this sign to avoid causing any visual clutter. There will be no offensive content and will not result in any reflection or glare.

The size of the sign has been carefully considered to provide suitable viewing from distance to approaching traffic without distracting the driver or reducing visibility or obscuring any traffic controls or devices

2.2 General Requirements

Pole or Pylon Signs / Service station signs

The monolith style pylon sign type has previously been approved for this site and is consistent with a typical petrol station operation.

The proposed pylon sign will not project over the footpath or property boundary and will not extend beyond the height of the built form at the site. The new sign will replace the existing sign in the same location and the new sign structure will not exceed 6m in height.

The new sign design will provide effective visibility to approaching traffic and accommodate the fuel offerings in line with Fair trading NSW statement relating to petrol station operators to clearly display fuel price signs. The high quality architecturally designed sign structure will complement the existing built environment without detracting from the surrounding amenity. All content on the sign relates directly to the business on the premises.

Key Assessment Issue

Suitability of the site

The proposal is suitable for the site and will not result in any unreasonable impacts or detrimental effects. The signage provides site identification and relevant information including Operator, Fuel prices and offerings at the EG Service station.

To comply with Fair Trading NSW statement all NSW petrol station operators are required to display price signs which must:

- be positioned and lit so that any price can be readily seen by motorists approaching the petrol station
- display the standard retail price
- include the price of E10, LPG and diesel
- display the price of all fuels on offer or at least 4 fuels if it sells more.

This allows for motorists to make an informed choice and helps drive competition.

The new sign design and size will allow EG to comply with these requirements.

The sign will replace the existing predominately black sign with an improved light, clean and streamlined design of the same type. The new sign's structural design, graphic content and size will improve the visibility of the service station and its function and complies with the Fair Trading standard. The sign's design incorporates a contemporary structural form and colour palette, with high quality materials and well designed clear messaging that will complement the surrounding landscape and infrastructure, without imposition or visual clutter.

Potential Impacts

The proposed pylon sign is contemporary, coordinated and well designed and is consistent with the development on the site. The pylon sign does not dominate any views or the skyline. The proposal does not detrimentally impact on the operation or appearance of any publicly accessible space, pedestrian movement paths. The proposal has no unreasonable impact on the natural and built environment or any economic impacts

on the locality. The existence of the signage and information will positively contribute to the development through identifying the site and services to users of the site.

The Public Interest

The proposal is considered to be in the public interest as it accords with the principles of relevant planning controls and will help to identify the EG Service station.

Conclusion

This Statement of Environmental Effects (SEE) has been prepared by Diadem Pty Ltd on behalf of the applicant, EG Fuelco (Australia). The development application (DA) seeks permission for new site identification pylon sign at the address of 60 Glen St Belrose

In summary, the proposed development is considered appropriate for the following reasons:

- The signage seeks to comply with the relevant requirements of the state and local planning controls and policies, including SEPP 64,
- The sign type is permissible on the site under the provisions of the Warringah Local Environmental Plan 2011
- The signage complies with the desired outcomes of Section D23 Signs of the Warringah 2011 Development Control Plan,
- The signage has been designed to serve the overall purpose of providing business/ site identification and service information for the existing Newport site,
- The pylon sign has been designed to respect the character of the locality and provide benefit to the public through identification of the Service station and clearly display the fuel offerings. The increase in height to 4.2m is considered necessary to allow for adequate and clear visibility to the community and accommodate all fuel offerings. All aspects of the signs design has been considered to enhance the visual appearance of the site as a coordinated brand approach and positively affect the surrounding amenity.

Accordingly, in the circumstances of this case it is respectfully requested that council determines the application favourably.