

# Statement of Environmental Effects

S96 (1A) Application

884-896 Pittwater Road, 9-17 Howard Avenue, 14-16 and  
28 Oaks Avenue, Dee Why

Building Identification and Primary Pylon Sign

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## PREPARED BY

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# Contents

<b>1</b>	<b>Introduction .....</b>	<b>1</b>
<b>2</b>	<b>Site and Surroundings.....</b>	<b>2</b>
2.1	Subject Site .....	2
2.1	Surroundings .....	2
<b>3</b>	<b>Proposal .....</b>	<b>3</b>
3.1	Existing Consent .....	3
3.2	Proposed Modification.....	3
3.3	Proposed Works.....	4
<b>4</b>	<b>Environmental Planning Assessment.....</b>	<b>5</b>
4.1	Section 79C(1)(a)(i): Environmental Planning Instruments.....	5
4.2	Section 79C(1)(a)(ii): Draft Environmental Planning Instruments.....	5
4.3	Section 79C(1)(a)(iii): Development Control Plans .....	5
4.4	Section 79C(1)(a)(iia): Planning Agreements.....	5
4.5	Section 79C(1)(a)(iv): Regulations .....	5
4.6	Section 79C(1)(b): Likely Impacts .....	5
4.7	Section 79C(1)(c): Suitability of the Site .....	5
4.8	Section 79C(1)(d): Submissions .....	5
4.9	Section 79C(1)(e): The Public Interest.....	6
<b>5</b>	<b>Conclusion.....</b>	<b>7</b>

**Annexure 1: Revised Plans**

**Annexure 2: Precedent Images**

# 1 Introduction

This Statement of Environmental Effects (SEE) describes and considers a modification to Development Consent DA2017/0546 at 884-896 Pittwater Road, 9-17 Howard Street, 14-16 and 28 Oaks Avenue, Dee Why. The site is known as Dee Why Town Centre "Site B".

DA2017/0546 provides the details of the signage strategy for the approved mixed use development at the Dee Why Town Centre Site B site. The DA was approved by Council on 1 September 2017. Condition 2 of the development consent requires sign number VH01, being an illuminated building identification sign displaying the name of the new development ("Lighthouse") to be deleted from the approved plans. This modification application seeks to amend DA2017/0546 to allow for the introduction of an alternative building identification sign to be introduced to the site's Pittwater Road frontage. Additionally, an increase in the height of the primary pylon sign is proposed.

This Statement:

- Describes the site and its surrounding area;
- Details the nature of the proposed development; and
- Undertakes an assessment of the proposal under the heads of consideration in Section 79C (1) of the *Environmental Planning and Assessment Act, 1979*.

The conclusion is reached that the proposal is acceptable with regard to all relevant planning issues.

## 2 Site and Surroundings

### 2.1 Subject Site

#### 2.1.1 Property Description

The site is known as 884-896 Pittwater Road, 9-17 Howard Street, 14-16 and 28 Oaks Avenue, Dee Why. **Figure 1** shows the general location of the site and **Figure 2** shows an aerial view of the site and its boundaries. The table below provides a list of the site details and a site survey is included at **Annexure 1**.

Land Title	Address
Lot 1, DP 307937	896 Pittwater Road, Dee Why
Lot 3, DP 307937	896 Pittwater Road, Dee Why
Lot A, DP 416469	894 Pittwater Road, Dee Why
Lot 1, DP 504212	892 Pittwater Road, Dee Why
Lot 10, DP 231418	890 Pittwater Road, Dee Why
Lot 11, DP 231418	888 Pittwater Road, Dee Why
Lot A, DP 339410	884 Pittwater Road, Dee Why
Lot 7, Section 16, DP 8172	9 Howard Avenue, Dee Why
Lot 1, DP 209503	11 Howard Avenue, Dee Why
Lot 1, DP 212382	15 Howard Avenue, Dee Why
Lot 2, DP 212382	17 Howard Avenue, Dee Why
Lot A, DP 371110	14 Oaks Avenue, Dee Why
Lot B, DP 371110	16 Oaks Avenue, Dee Why
Lot 3, DP 212382	28 Oaks Avenue, Dee Why

#### 2.1.2 Existing Development

The site has been cleared of existing buildings and structures. Consent for the construction of a mixed use development including residential, retail and commercial uses has been granted under DA2016/0705. Excavation of the basement car park of the development and construction of the building structure are at an advanced stage.

The proposed signage comprises building identification, business and directional signage associated with the new development.

### 2.1 Surroundings

The surrounding area comprises the Dee Why Town Centre. It consists of a mix of land uses with a focus on small scale retail and commercial development with some emerging residential flat buildings.

On Howard Avenue, adjoining the site to the east is a residential flat development. On Pittwater Road, adjoining the site to the south is a mixed use (ground floor retail and apartments above) building. A partially completed building previously occupied land on Oaks Avenue adjoining the site to the west. This building has since been demolished under Council approval DA2013/1501. On Oaks Avenue, on adjoining land to the east is a laneway and building containing a medical centre.

### 3 Proposal

#### 3.1 Existing Consent

DA2017/0546 involves the erection of building identification, business and directional signage around the site associated with the future mixed use development approved on the site. A total of 62 individual signs were proposed comprising the following:

- Business signage for Woolworths supermarket
- Business signage for other retail tenancies
- Building identification signage
- Directional signage

The DA was approved by Council subject to conditions on 1 September 2017. Condition 2 requires an amendment to the signage plans involving the deletion of a business identification sign (displaying the building name "Lighthouse"), located on the new development's Pittwater Road frontage.

#### 3.2 Proposed Modification

The proposed modification is to amend DA2017/0546 to allow for the reinstatement of the building identification sign. An alternative design has been developed which better responds to Council's controls for signage.

An increase in the height of primary pylon sign VH02 is also proposed.

Amended plans are provided at **Annexure 1**.

The following conditions are proposed to be modified as follows:

~~Strikethrough~~ denotes text to be deleted, new text shown in **bold**:

##### 1. Approved Plans and Supporting Documentation

The development must be carried out in compliance (Except as amended by any other condition of consent) with the following:

##### a) Approved Plans

Architectural Plans – Endorsed with Council's Stamp		
Drawing No.	Dated	Prepared By
Signage Locations 2 / <del>30 Issue 6</del> <b>31 Issue 8</b>	<del>18 August 2017</del> <b>17 October 2017</b>	The Blue Print
External Signage Suite 3 / <del>30 Issue 6</del> <b>31 Issue 8</b>	<del>18 August 2017</del> <b>17 October 2017</b>	The Blue Print
West Building Elevations 8 / <del>30 Issue 6</del> <b>31 Issue 8</b>	<del>18 August 2017</del> <b>17 October 2017</b>	The Blue Print
<b>High Level Development ID 14 / 31 Issue 8</b>	<b>17 October 2017</b>	<b>The Blue Print</b>
VH02 Primary Pylon Sign 14 / <del>30 Issue 6</del> <b>15 / 31 Issue 8</b>	<del>18 August 2017</del> <b>17 October 2017</b>	<b>The Blue Print</b>

### 3.3 Proposed Works

The proposed signs are illustrated in the plans at **Annexure 1**. The design of the signs complements the signage already approved for the Dee Why Site B site. A summary is provided below.

Reference	Sign Type	Details	No. Signs
<b>Wayfinding Signage (Vehicular)</b>			
<b>VH01</b>	<b>Building identification sign</b> Sign consists of individual letters mounted directly onto the face of the building. Sign is illuminated	4200mm x 1040mm illuminated	<b>1</b>
<b>VH02</b>	<b>Primary pylon sign</b> Single sided information sign including details of anchor stores. Sign is illuminated	2350mm x 8000m	<b>1</b>

The design of the primary pylon sign is consistent with that approved under DA2017/0546 but the sign is proposed to be increased in size from 1275mm to 4250mm to 2350mm x 8000m. The increase in the scale of the sign is considered to be desirable as follows:

- It is more consistent with the scale of the buildings to which it is associated.
- It reflects the significance of the site, being the principle shopping centre within the Dee Why Town Centre.
- It improves visibility for passing motorists.
- It is entirely consistent with the scale of signage approved within the immediate locality (refer to **Annexure 2**).

## 4 Environmental Planning Assessment

### 4.1 Section 79C(1)(a)(i): Environmental Planning Instruments

#### 4.1.1 State Environmental Planning Policy No. 64 – Advertising and Signage

The proposed modification does not affect compliance with the provisions of SEPP64.

#### 4.1.2 Warringah Local Environmental Plan 2011

Part 2 of the Warringah Local Environmental Plan 2011 (LEP) identifies that the subject site is zoned B4 Mixed Use.

There are no clauses of the LEP that are particularly relevant in the assessment of the proposal.

### 4.2 Section 79C(1)(a)(ii): Draft Environmental Planning Instruments

Not applicable.

### 4.3 Section 79C(1)(a)(iii): Development Control Plans

#### 4.3.1 Warringah Development Control Plan 2011

Warringah Development Control Plan 2011 applies to the subject site. The proposed modification does not affect compliance with the provisions of the DCP.

### 4.4 Section 79C(1)(a)(iiia): Planning Agreements

None relevant.

### 4.5 Section 79C(1)(a)(iv): Regulations

The modification has been made in accordance with the requirements contained in Clause 50(1A) of the *Environmental Planning and Assessment Regulation 2000*.

### 4.6 Section 79C(1)(b): Likely Impacts

The modification will not have any adverse impacts than considered by Council with the parent DA approval. The variation continues to satisfy the relevant standards and existing mitigation measures.

### 4.7 Section 79C(1)(c): Suitability of the Site

There are no environmental constraints on the site that would impede the modification or render it unsuitable for the site.

### 4.8 Section 79C(1)(d): Submissions

Council will consider submissions at the close of the exhibition period.

#### 4.9 Section 79C(1)(e): The Public Interest

For the reasons set out in this Statement, it is considered that the public interest would be best served by approval of the modification under consideration.



## 5 Conclusion

The modification is to allow for the reinstatement of a building identification sign to the Pittwater Road frontage of the approved Dee Why Town Centre "Site B" development. An alternative design is submitted for Council consideration. Additionally, the proposal seeks to increase the size of the approved primary pylon sign.

The proposal satisfies the relevant heads of consideration under Section 79(C) of the *Environmental Planning & Assessment Act, 1979*.

Accordingly, the application should be recommended for approval.

## **Annexure 1: Revised Plans**

## **Annexure 2: Precedent Images**