

Statement of Environmental Effects – 25 Frenchs Forest Rd Frenchs Forest

Introduction

This Statement of Environmental Effects (SEE) has been prepared to accompany a development application on behalf of Pro AV Solutions. The application relates to the business signs located at 25 Frenchs Forest Rd Frenchs Forest.

On behalf of Pro AV Solutions, Diadem is managing the construction and installation of signage at the Forest Rd Property. Pro AV Solutions are a national organisation delivering professional audiovisual, collaboration and unified communications solutions in Australia and internationally.

This application seeks permission for new business signs at the Frenchs Forest property.

Sign types documented in this proposal include:

- ID1w wall mounted sign
- ID2w wall mounted sign
- ID3w wall mounted sign
- 1D4w wall mounted sign

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 25 Frenchs Forest Rd E Frenchs Forest and is formally known as Lot 1 DP1210327

The site is a corner block that fronts Warringah Rd and Allambie Rd with the rear of the building facing Frenchs Forest Rd

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

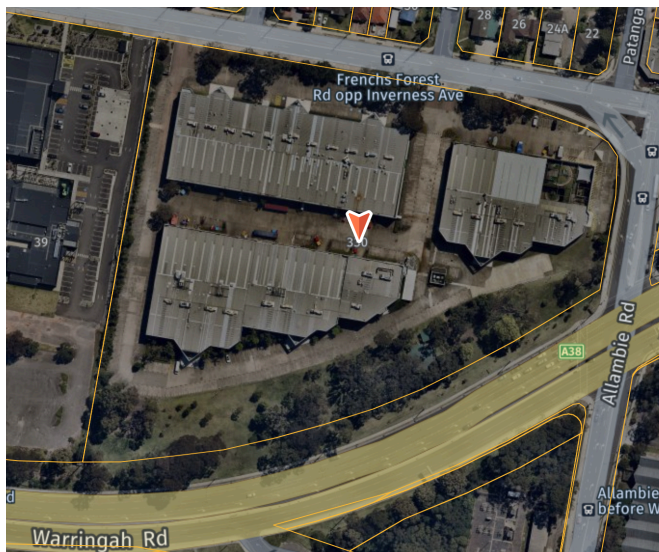


Figure 2: Existing conditions photo



Proposed Development

Development consent is sought for the installation of business signs to identify the site and its services for customers and suppliers.

The proposed signs do 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 signs are sympathetic to the site architecture, general built environment and character of the area. The signs design and form complement the site architecture and are 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 signs do 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 signs will not compromise or obscure important views or vistas. The new proposed signs will not dominate the skyline and are 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 signs have been carefully designed in scale, proportion and form and in keeping with the character of the streetscape.</p> <p>The proposed signs will contribute to the visual interest of the site and the local area using the well designed sign with simple graphics and text in a clean and coordinated colour palette. The proposed new signs structure, size and design is in keeping with the site's use and function. The signs are in proportion to the site and will provide visibility on the approach and at the entrance to the business as well as providing effective communication at the rear of the building and identifying the business' rear access.</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 signage is compatible in scale and proportion with the site and is appropriately located to complement the site. The new signs have been carefully designed in form, structure and graphic content to provide a high quality outcome in line with the Pro AV Solutions brand. The new sign will revitalise the building and positively contribute to the business park providing improved visibility and business identification.</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 signage will display the Pro AV Solutions text and logo only. There will be no third party advertising.</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 signs will be non-illuminated.</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 signs.</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 B7 – Business Park.

Zoning Aims and Objectives

The B7 zone has the following aims and objectives:

- To provide a range of office and light industrial uses.
- To encourage employment opportunities.

- To enable other land uses that provide facilities or services to meet the day to day needs of workers in the area.
- To create business park 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.

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

WARRINGAH DEVELOPMENT CONTROL PLAN 2011

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 signs have 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 wall signs.

The new signs are thoughtfully designed and will be properly maintained, encouraging high quality signage which will positively contribute to the character of the area.

The signs are suitably located to provide for effective communication of the site identification and entrance for approaching traffic. 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.

The proposed signage seeks to complement the site and visual character of the area. The information content of the site relates directly to the business and has been located appropriately to avoid causing any visual clutter. There will be no offensive content and will not result in any reflection or glare.

General Requirements

Wall signs

The proposed signs meet the criteria set out in the table for this sign type:

The signs will not extend over the top of the building and wholly sited within the property boundary. The signs will not cover any windows or architectural features. The size and shape of the signs have been designed and located to complement

the design of the building it is attached. The signs will not be illuminated. The signs will be made from 3mm aluminium flush mounted to the wall. They will not project from the building

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 business information

The new signs will be a light, clean and streamlined design with a contemporary colour palette. The new sign's structural design, graphic content and size will improve the visibility of the building and its function. The signs will be manufactured with high quality materials and will complement the surrounding area 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 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 or 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 business.

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 Pro AV Solutions business

Conclusion

This Statement of Environmental Effects (SEE) has been prepared by Diadem Pty Ltd on behalf of the applicant, Pro AV Solutions. The development application (DA) seeks permission for new site identification pylon sign at the address of 25 Frenchs Forest Rd E Frenchs Forest

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 Signage of the Warringah Development Control Plan 2011,
- The signage has been designed to serve the overall purpose of providing business/ site identification for Pro AV Solutions
- The business signs have been designed to respect the character of the locality and provide benefit to users of the business.

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