

STATEMENT OF ENVIRONMENTAL EFFECTS

PROPOSED NEW PYLON SIGN

For

BEACHES SEADOO & CAN-AM DEALERSHIP

At

762 -770 PITTWATER ROAD

BROOKVALE



Prepared by RF Architects

15 January 2021

Introduction

The application seeks development approval for a new pylon sign for the recently leased Beaches Seadoo & Can Am dealership already trading on the site. The operators of the dealership would like to install a pylon sign on the street boundary to provide business identification using the brands corporate pylon signage at 762 – 770 Pittwater Road.

The site is identified as Lot 101 of DP 7007178. It is a large property of 3751m² with 2 street frontages. The pylon sign is proposed to be located on the Pittwater Road frontage towards the northern boundary.

The property has been the location of various dealerships in the past and was most recently operated by a Volvo Dealership. During their period of occupation, the Volvo dealership submitted an application for alterations, additions and signage. The extension does not appear to have been carried out but there appears to be development approval for a similar pylon sign in the middle of the front boundary as a part of their application.



Site location courtesy of NB Council

A survey plan has not been provided as a part of this application however the front of the property has not changed since the approval was given on DA2019/0594 for which a survey plan prepared by RealServe Suveyors was submitted.

Warringah Development Control Plan

D23 Signs

OBJECTIVES

- *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 proposed pylon sign is the brand's standard corporate pylon sign and is to be located on the street boundary of the dealership. The sign has been well designed at a professional level to provide a standardised company pylon sign for all similar dealership located worldwide.

Whilst the sign does not meet the numerical requirements of Northern Beaches Council's DCP the proposed sign is generally similar and smaller in area than other corporate pylon signs existing along this stretch of Pittwater Road. Many of these signs do not strictly fit the DCP's height and area of maximum advertising for pylon signs. Most of these signs have greater similarities to those designated service station signs under the DCP providing a much greater area of background with signage upon. Examples of these signs are the to be found immediately to the north of the site and across the road and are illustrated below. Most of these signs provide a large expanse of coloured background with signage incorporated upon and do not fit the numerical standards of the DCP. Whilst we were unable to take accurate height measurements, we have been able to determine that the height of the Ford sign is approx. 8m and the Subaru sign appears to be approx. 6.2m above natural ground level both appearing to be significantly higher than the allowable height.

Compliance Table of Requirements (from Northern Beaches Council's Warringah DCP)

D.23 Sign	
<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>	Complies
<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>	Complies
<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>	Complies

<i>Signs should not be capable of being confused with, or reduce the effectiveness of, traffic control devices.</i>	Complies
<i>Signs are not to emit excessive glare or cause excessive reflection.</i>	Complies
<i>Signs should not obscure or compromise important views.</i>	Complies
<i>No more than one sign is to be located above the awning level for business uses.</i>	Complies
<i>Signs shall meet the following criteria:</i> Pole or Pylon Signs:	
<i>Not less than 2.6m above ground level.</i>	Complies
<i>Not higher than 6m in height.</i>	Proposed height of sign 6.7m. The proposed sign is a corporate sign already purchased and ready to be installed. The sign exceeds council's max height requirements by 0.7m but is generally in keeping with the existing car dealerships pylon signs already located along this section of Pittwater Road.
<i>Maximum area of no more than 4sqm on any single face.</i>	The proposed signage area of the two larger faces exceeds council's max area of 4m ² however the actual round emblem in the upper section and writing of the signs represents 3.7m ² being less than the max allowable area. The sign is generally similar & smaller in area than the existing car dealerships pylon signs along this section of Pittwater Road.
<i>Does not project beyond the boundary of the premises.</i>	Complies
<i>No more than one pole/pylon sign per site is permitted.</i>	Complies

SUMMARY

The proposed pylon sign provides a smaller background and visible area than the majority of the dealership signs nearby and complies with the objectives for signs in part D23 of the DCP.

The proposed pylon sign is a well designed corporate sign that will not create adverse visual impact on the streetscape or residential properties. The sign will provide a street identity to the existing Seadoo & Cam-Am retail dealership in keeping with the objectives of the DCP in a similar manner to many of the existing dealership signs along this section of Pittwater Road.

Similar dealership pylon signs located on the same side of Pittwater Road as the proposed sign.



Pittwater Rd (Cnr Harbord Rd)



786 Pittwater Rd (Cnr Carter Rd)



780 Pittwater Rd (Cnr Carter Rd)



780 Pittwater Rd

Similar dealership pylon signs located on the opposite side of Pittwater Road.



571 Pittwater Rd (Across the road)



581 Pittwater Rd (Cnr Warringah Rd)

Proposed Pylon Sign at 762 – 770 Pittwater Rd

