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Statement of Environmental Effects – Uniting Wesley Gardens - Belrose

Introduction

This Statement of Environmental Effects (SEE) has been prepared to accompany a development application on behalf of Uniting. The application relates to on-site signage at the Uniting Church Belrose, Uniting Wesley Gardens Residential Aged Care facility and Uniting Forest Preschool located at 2 Morgan Road, Belrose.

On behalf of Uniting, Diadem is managing the signage rebrand of Uniting Sites across NSW. An important part of this rebranding exercise is changing all of the identification signage at its sites including Uniting Wesley Gardens, which is the subject of this application.

This application seeks permission for refreshed site identification and wayfinding signage at the Uniting Wesley Gardens site.

Sign types documented in this proposal include:

Sign Location 2 – Site Identification plinth sign 1575mm H x 1950mm W x 196mm D non-illuminated
Sign Location 3 – Site Identification plinth sign 1575mm H x 1950mm W x 196mm D non-illuminated
Sign Location 5 – Site Identification pylon sign 4000mm H x 1400mm W x 275mm D illuminated
Sign Location 6 – Freestanding pole sign 1400mm H x 800mm W x 3mm D non-illuminated
Sign Location 7 – Freestanding pole sign 400mm H x 760mm W x 3mm D non-illuminated
Sign Location 8 – Freestanding pole sign 2000mm H x 800mm W x 3mm D non-illuminated
Sign Location 9 – Freestanding pole sign 600mm H x 540mm W x 3mm D non-illuminated
Sign Location 11 – Freestanding pole sign 760mm H x 400mm W x 3mm D non-illuminated
Sign Location 12 – Freestanding pole sign 600mm H x 400mm W x 3mm D non-illuminated
Sign Location 15 – Freestanding pole sign 1400mm H x 800mm W x 3mm D non-illuminated
Sign Location 124 – Freestanding pole sign 600mm H x 540mm W x 3mm D non-illuminated
Sign Location 125 – Freestanding pole sign 600mm H x 540mm W x 3mm D non-illuminated
Sign Location 126 – Freestanding pole sign 600mm H x 540mm W x 3mm D non-illuminated

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 2 Morgan Road, Belrose.

The site is bound by Forest Way and Morgan Road adjoining properties.

An aerial image of the site is shown in the image below in Figure 1.

FIGURE 1 – AERIAL IMAGE OF THE SITE (SOURCE MAPS.SIX.NSW.GOV.AU)



Proposed Development

The Uniting Wesley Gardens site seeks to rebrand itself with the new Uniting logo. The proposed signage is all non-illuminated, except for Sign Location 5, the single sided pylon sign. The proposed illuminated sign size is 4000mm H x 1400mm W x 275mm D. The sign contains the Uniting Church logo, address, telephone number and Uniting service name at the site (Uniting Wesley Gardens – Residential Aged Care).

The following proposed signs do not satisfy the provisions under the SEPP (Exempt and Complying Codes) 2008 and therefore seek consent under the Development Application:

- Sign Location 2 – Site Identification plinth sign 1575mm H x 1950mm W x 196mm D non-illuminated
- Sign Location 3 – Site Identification plinth sign 1575mm H x 1950mm W x 196mm D non-illuminated
- Sign Location 5 – Site Identification pylon sign 4000mm H x 1400mm W x 275mm D illuminated
- Sign Location 6 – Freestanding pole sign 1400mm H x 800mm W x 3mm D non -illuminated
- Sign Location 7 – Freestanding pole sign 400mm H x 760mm W x 3mm D non -illuminated
- Sign Location 8 – Freestanding pole sign 2000mm H x 800mm W x 3mm D non-illuminated
- Sign Location 9 – Freestanding pole sign 600mm H x 540mm W x 3mm D non-illuminated
- Sign Location 11 – Freestanding pole sign 760mm H x 400mm W x 3mm D non-illuminated
- Sign Location 12 – Freestanding pole sign 600mm H x 400mm W x 3mm D non-illuminated
- Sign Location 15 – Freestanding pole sign 1400mm H x 800mm W x 3mm D non-illuminated
- Sign Location 124 – Freestanding pole sign 600mm H x 540mm W x 3mm D non-illuminated
- Sign Location 125 – Freestanding pole sign 600mm H x 540mm W x 3mm D non-illuminated
- Sign Location 126 – Freestanding pole sign 600mm H x 540mm W x 3mm D non-illuminated

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 (LEP) 2000
3. Warringah Development Control Plan (DCP) 2011

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 building architecture, general built environment and character of the area. The signage design and form complement the buildings architecture and are similar to other business signage in the street.</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 signs proposed 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 are in keeping with the character of the streetscape.</p> <p>The proposed signs will contribute to the visual interest of the building and the local area using the well recognised simple logo. The proposed signs do not protrude above any buildings, structures or tree canopies in the area.</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 signs are compatible in scale and proportion with the building and are appropriately located to complement the building and pedestrian/vehicular entrance points.</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 signs will display the text Uniting Church text/logo and the Uniting Wesley Gardens text/logo and will not include any other tenant logos as part of the design.</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 proposed signage for Sign Location 5 will be internally illuminated. The illumination will be of the front panels.</p> <p>The illumination will have dimming capabilities, if required, and will not affect any nearby residents or motorists with light spill. All other proposed 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 2000

Zoning and Permissibility

The site is zoned “Deferred Matter” under the Warringah Local Environmental Plan 2011, hence the review under WLEP 2000. ‘Signage’ is not identified as prohibited under the zone and is therefore permissible subject to development consent.

Objectives

The proposed signage works will provide clear Business Identification and Wayfinding into the site which will aid vehicular traffic navigation when approaching the site. The signage will provide an improved visual appearance and function to the existing Uniting site.

WARRINGAH DEVELOPMENT CONTROL PLAN 2011

D23 Signs

The objectives here are:

- 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 requirements here are:

1. 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.
2. Signs are to be compatible with the design, scale and architectural character of the building or site on which they are to be placed.
3. Signs on heritage items or on buildings in conservation areas should not by their size, design or colour, detract from the character or significant qualities of individual buildings, the immediate context or the wider streetscape context of the area.
4. 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).
5. Signs should not be capable of being confused with, or reduce the effectiveness of, traffic control devices.
6. Signs are not to emit excessive glare or cause excessive reflection.
7. Signs should not obscure or compromise important views.
8. Signs displayed on dwellings are to be attached to the ground floor façade of the dwelling, unless the land is located on a main road or the dwelling is not visible from the street, in which case the sign may be attached to a front fence.



9. For Land in the RU4 zone with frontage to both Mona Vale Road and Myoora Road: Only small, non obtrusive and non illuminated signs that identify the use of a site are to be visible from Mona Vale Road. Signs that are designed of such size, height or visual appearance so as to attract passing trade are not considered appropriate and are discouraged. All signs are to be in keeping with the colour and textures of the natural landscape.

10. No more than one sign is to be located above the awning level for business uses.

11. Tenancy boards and the like are encouraged to be in the form of consolidated signs.

12. Signs shall meet the following criteria:

13.

Sign	Criteria
Freestanding signs (not being a sign elsewhere listed in this table, and includes a bulletin board, tenancy board, and the like)	Shall not exceed 2 metres in height above the existing natural ground level; Shall not have an area greater than 4sqm; Shall not project beyond the boundary of the premises; and Shall not be illuminated.
Pole or pylon sign (erected on a pole or pylon independent of any building or other structure)	Shall not be less than 2.6 metres above ground level; Shall not exceed 6 metres in height above the existing natural ground level; Must have a maximum area of no more than 4sqm on any single face; Shall not project beyond the boundary of the premises; and No more than one pole/pylon sign per site is permitted.

The proposed signage complies with these controls.

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 relates to an approved land use of the site and provides Business and Site Entry identification for 2 Morgan Road, Belrose.

Potential Impacts

The proposed signage package is contemporary, coordinated and well designed and is consistent with the current signage and development on site.

The site signage 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, circulation areas or any traffic impacts. The proposal has no unreasonable impact on the natural and built environment as well as any economic impacts on the locality. The existence of the signage and information will however positively contribute to the development through identifying the site and its business opportunity offering.

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 Uniting site and provide wayfinding for vehicular traffic around the site.

Conclusion

Based on the above, the proposed development:

- Is permissible on the site under the provisions of the Warringah Local Environmental Plan 2000
- Complies with the relevant requirements of the state and local planning controls and policies.
- Has been designed to serve the overall purpose of providing business identification and site entry signage for the existing Uniting site.
- The signage suite has been designed to respect the character of the locality and provide benefit to the public through identification of the Uniting site.

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

