

STATEMENT OF ENVIRONMENTAL EFFECTS

Installation of Pylon Sign Incorporating Business/Building Identification Signage

All Saints Anglican Church
18 Boyle Street, Balgowlah

January 2020

1. Introduction

This Statement of Environmental Effects (SEE) accompanies a Development Application (DA) submitted for the installation of a pylon sign incorporating one internally illuminated sign, one LED sign and one non-illuminated sign with an overall height of 4 metres above ground level.

The SEE provides a detailed description of the site and the proposal and provides an assessment of the proposal against the relevant heads of consideration set out in Section 4.15 of the *Environmental Planning and Assessment Act, 1979* (EP&A Act).

2. Development History

A DA (2019/1213) was submitted to Northern Beaches Council for erection of signage at All Saints Church Balgowlah. Council subsequently rejected the DA on 6 November 2019 for reasons pertaining to inconsistent, illegible or inadequate information and plans.

On 19 November 2019 a request for Review of Determination was lodged with Council accompanied by additional information which sought to address the previous reasons for rejection. On 11 December 2019 Council advised that the decision to reject the application was upheld noting the accompanying information still did not adequately address the following:

- Detailed assessment of the proposed signage in accordance with MLEP 2013 and MDCP. Reference is made to an incorrect LEP.
- SEPP 64 assessment lacking appropriate detail.
- Legible and accurate survey plan.
- Submitted location plan does not accurately detail boundary setbacks.

The application is now accompanied by a comprehensive assessment and detailed plans to enable the DA to proceed to assessment and determination.

3. Planning Framework and Referrals

The site is located in the Northern Beaches Local Government Area (LGA). The cost of development is less than \$30 million and, as such, the determining authority is either the Northern Beaches Council delegated officers or the Local Planning Panel dependent on the number of submissions received.

In preparation of the development, consideration has been given to the following planning instruments:

- *State Environmental Planning Policy 64 – Advertising and Signage*
- *Manly Local Environmental Plan 2013* (MLEP 2013)
- *Manly Development Control Plan* (MDCP)

4. Location and Context

All Saints Anglican Church is located at 18 Boyle Street, Balgowlah on the corner of Sydney Road and Boyle Street and is legally described as Lot A & B in DP 347673. The signage structure is proposed to be located angled towards the intersection immediately behind an existing low boundary wall. The church has occupied the site over many years and signage has previously been located in the vicinity of the signage proposed including a timber pylon sign removed when alterations and additions to the church were undertaken in 2017. Existing metal poles remain on site where, more recently banner signage has been displayed.

5. Proposed Development

The application proposes the installation of a 4 metre high x 2.4 metre wide structure set back 500mm from an existing 500mm high dwarf wall located on the boundary of the site (730mm from boundary line). The structure is proposed to contain 3 signage panels as follows:

- 2m x 1.2m internally illuminated sign stating the church name. The illumination would be programmed to turn off at 10.00pm each day.
- 2m x 1.12m LED screen with variable messaging. The sign message would change no more frequently than once per day and would not operate between 10.00pm and 6.00am the following day.
- 2m x 0.8m non-illuminated sign providing details of service times, minister's name and contact details.

The total area of signage is 6.24m².

6. Statutory Planning Framework and Compliance

An assessment of the proposal has been made against the relevant planning instruments applicable to the land and the proposal. These are:

- *State Environmental Planning Policy No. 64 – Advertising and Signage* (SEPP 64)
- *Manly Local Environmental Plan 2013* (MLEP 2013)
- *Manly Development Control Plan* (MDCP)

State Environmental Planning Policy 64 – Advertising and Advertising Structures

SEPP 64 is a state policy that ensures signage is compatible with the desired amenity and character of an area and that signage provides effective communication in suitable locations.

Under the provisions of SEPP 64 the signage can be defined as either:

- **Building Identification Sign** – a sign that identifies or names a building, and that may include the name of a business or building, the street number of a

building, the nature of the business and a logo or other symbol that identifies the business, but that does not include general advertising of products, goods or services; or

- Business Identification Sign – a sign:
 - (a) that indicates:
 - (i) the name of the person, and
 - (ii) the business carried on by the person, at the premises or place at which the sign is displayed, and
 - (b) that may include the address of the premises or place and a logo or other symbol that identifies the business, but that does not include any advertising relating to a person who does not carry on business at the premises or place.

The proposed signage will indicate the name of the church, service times, minister's name and contact details and information on upcoming church events. The signage structure and materials will be of high quality reflective of the recent church additions undertaken and will provide permanency to what has previously been temporary banner signage.

As the signage does not constitute advertising, Part 3 of SEPP 64 does not apply. *Transport Corridor Outdoor Advertising and Signage Guidelines* have been considered in the development of the design, location and form of the proposed signage including the criteria for digital signs of less than 20m² in area. All such criteria can be satisfied and there is no objection to the inclusion of conditions to ensure this occurs in any consent issued.

An assessment of the proposed signage against Schedule 1 - Assessment Criteria of SEPP 64 follows:

1. Character of the Area

- a) Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?

Response:

The signage is compatible with the scale and nature of the church premises and the main road location and will not detract from the surrounding residential properties.

- b) Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

Response:

There is no known specific theme for outdoor advertising in the area beyond the controls specified in MDCP addressed below.

2. Special Areas

- a) 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?

Response:

The sign replaces existing banner signage and a previous timber pylon sign removed in 2017 when church alterations and additions were undertaken. The proposed signage presents in a more integrated and compatible form. It is not located within, nor compromise any natural or historic forms, features or areas. The proposed signage is visually more attractive as viewed from surrounding residential properties than the existing banner signage.

3. Views and Vistas

- a) Does the proposal obscure or compromise important views?

Response:

The 4 metre high signage does not obscure or compromise any views from or to surrounding properties and areas.

- b) Does the proposal dominate the skyline and reduce the quality of the vistas?

Response:

The 4 metre high signage is lower than the eaves height of surrounding buildings and therefore will not dominate the skyline.

- c) Does the proposal respect the viewing rights of other advertisers?

Response:

The site is located within a residential area with no other existing or likely proposed advertising structures within the vicinity.

4. Streetscape, Setting or Landscape

- a) Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?

Response:

The 4 metre by 2.4 metre signage is of an appropriate proportion for the scale and nature of use of the church building and site to which it relates.

- b) Does the proposal contribute to the visual interest of the streetscape, setting or landscape?

Response:

The signage provides clear identification for the corner location of the church and enables the church to engage more fully with the local community.

- c) Does the proposal reduce clutter by rationalising and simplifying existing advertising?

Response:

The integrated form of the signage is an improved form of messaging than the temporary nature of the banner signage currently on site and the previous timber signage structure.

- d) Does the proposal screen unsightliness?

Response:

There is no unsightliness to be screened on the site or in the area.

- e) Does the proposal protrude above buildings, structures or tree canopies in the area or locality?

Response:

The 4 metre high signage is lower than the eaves height of surrounding buildings and trees.

- f) Does the proposal require ongoing vegetation management?

Response:

No vegetation management is required.

5. Site and Building

- a) 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?

Response:

The 4 metre by 2.4 metre signage is of an appropriate proportion for the scale and nature of use of the church building and site to which it relates.

- b) Does the proposal respect important features of the site or building, or both?

Response:

The signage has been designed to reflect the scale and character of the use of the subject site.

- c) Does the proposal show innovation and imagination in its relationship to the site or building, or both?

Response:

The use of digital messaging uses up to date technology to provide current messaging to the community.

6. Associated Devices and Logos with Advertisements or Advertising Structures

- a) 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?

Response:

Lighting is proposed internally and as such does not require external devices. The 4 metre high sign does not require any associated safety devices.

7. Illumination

- a) Would illumination result in unacceptable glare?

Response:

The intensity of illumination would not result in unacceptable glare for motorists or surrounding residents. The signage would not be illuminated between 10.00pm and 6.00am the following morning.

- b) Would illumination affect safety for pedestrians, vehicles or aircraft?

Response:

The clear identification of the church premises would assist motorists and pedestrians seeking its location as their destination thereby improving road safety.

- c) Would illumination detract from the amenity of any residence or other form of accommodation?

Response:

The signage would not be illuminated between 10.00pm and 6.00am the following morning and being a main road location would not result in unacceptable amenity impacts to surrounding residences.

- d) Can the intensity of the illumination be adjusted, if necessary?

Response:

The intensity of the illumination can be adjusted as necessary.

- e) Is the illumination subject to a curfew?

Response:

The signage would not be illuminated between 10.00pm and 6.00am the following morning.

8. Safety

- a) Would the proposal reduce the safety for any public road?

Response:

The signage has the potential to improve road safety by providing clear destination identity for those seeking to find the site.

- b) Would the proposal reduce the safety for pedestrians or bicyclists?

Response:

The signage is angled in alignment with the splayed boundary at the corner of the intersection maintaining sight lines for pedestrians, motorists and cyclists. It is not within close proximity of any driveway.

- c) Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

Response:

The signage is located within the site boundary angled in alignment with the splay corner maintaining sight lines for pedestrians using the public footpath.

The proposed signage is, therefore considered consistent with the controls contained within SEPP 64 and, as such is assessed as acceptable.

Manly Local Environmental Plan 2013

The site is located within Northern Beaches LGA in what was previously Manly LGA prior to the amalgamation of Manly, Warringah and Pittwater Councils. It is subject to the provisions of *Manly Local Environmental Plan 2013* (MLEP 2013). The site is zoned SP2 Place of Public Worship. Permitted with Consent within the SP2 zone is the purpose shown on the Land Zoning Map (in this instance being Place of Public Worship), including any development that is ordinarily incidental or ancillary to development for that purpose. The proposed signage is ordinarily incidental or ancillary to the use of the site as a church and as such permissible with consent.

The site is not identified as a heritage item or within a heritage conservation area. An Item of Local Heritage significance is located to the east of the site and is identified in MLEP 2013 as I24 - Group of Houses at 303-307 Sydney Road, Balgowlah. The proposed signage, at the corner of Sydney Road and Boyle Street is a considerable distance from the Local Heritage Items with other buildings between. It will not detract from the heritage significance of the Items.

Manly Development Control Plan

The signage has been assessed against the objectives and controls contained in Part 4.4.3 of *Manly Development Control Plan* (MDCP) addressed as follows:

Objective 1) To ensure that advertising does not detract from the scenic beauty and amenity of the municipality; harmonises with its surroundings and the buildings to which they are attached.

Response:

The integrated nature of the signage of the 4 metre by 2.4 metre signage structure is appropriate to the scale of surrounding buildings and will not detract from the amenity of the Municipality. It is not proposed to be located within the vicinity of any significant trees or vegetation.

Objective 2) To minimise the visual impact by encouraging fewer more effective signs that may otherwise degrade the existing and likely future quality of residential environments or results in excessive, unnecessary signage, visual clutter and confusion caused by a proliferation of signs in local or neighbourhood centres.

Response:

The replacement of the temporary, and generally unsightly banner signage on site with the integrated signage contained within a permanent structure improves the visual impact of signage on the site. The site is not located within a local or neighbourhood centre.

Objective 3) To permit building and business identification signs which communicate the facilities (including tourist facilities), amenities, goods and services in local and neighbourhood centres which do not interfere with the streetscape or amenity of residents.

Response:

The signage clearly identifies and communicates the church use and activities. It is not located within a local or neighbourhood centre.

Objective 4) Signs should enhance the distinctive urban character and scenic amenity of the Municipality and contribute to the atmosphere of the streets in local and neighbourhood centres and should be designed in sympathy with both the building to which it is attached and any adjoining buildings, taking into account the architectural styles and finishes of buildings in local and neighbourhood centres.

Response:

The integrated form of the signage is an improvement to the temporary nature of the banner signage currently on site. It will sit comfortably within its surrounds identifying the church's corner location and contributing to the urban character of the area. The site is not located within a local or neighbourhood centre.

Objective 5) To prevent signage from impacting on the presentation of the heritage item or area to the public on heritage items and conservation areas.

Response:

The signage is not within the vicinity of a heritage item or conservation area.

Objective 6) To ensure all signage is of high standard of graphic and textural content.

Response:

The black colour coated sign structure together with the non-illuminated, internally illuminated and LED sign boards will be of a high quality and standard suitable to its suburban context. Details of the pixilation are contained in the technical detail document supporting this application.

Objective 7) To encourage co-ordinated advertising in the Industrial Zone by the use of appropriately sized street numbers and complex names, and the use of directory boards to identify multiple unit complexes, so as to reduce adverse impact on the streetscape and confusion to traffic.

Response:

The site is not within an Industrial Zone.

4.4.3.1 Controls for all Development Types

a) Maximum number of Signs

Not applicable as the signage is not proposed in relation to shop frontage.

b) Excessive Signage

The provision of the signage in one integrated structure provides clear, identifiable information avoiding clutter and confusion.

c) Advertising Content

The information relates directly to the nature of the use of the site being a church.

d) Design Integration

The signage is proposed in one integrated and attractively designed structure appropriate to the site and context.

e) Streetscape

The signage is well designed providing clear identification of the church and its activities in one integrated form. It is appropriate to the size of the site, scale and form of the building, and use of the premises. It will not detract from the streetscape and is preferable to the existing temporary banner signage used on the site.

f) Maintenance

Electrical conduits will be contained within the structure and concealed from view. The signage is located entirely within the site and setback from the public footpath.

g) Safety

The signage is in a prominent location on the corner of Sydney Road and Boyle Street. It will provide clear identification assisting motorists looking for the church premises. Illumination will not occur between 10.00pm and 6.00am the following day and intensity can be adjusted to suit the main road location.

The integrated signage structure is not prone to deterioration and will be regularly maintained in a clean and tidy state.

h) Illumination

Illumination will be time clocked to be switched off between 10.00pm and 6.00am the following day and the intensity of the illumination can be adjusted as necessary.

4.4.3.2 Signage on Heritage Listed Items and in Conservation Areas

Not applicable as the signage is not located on a site identified as a Heritage Item nor is it within a Heritage Conservation Area.

4.4.3.3 Controls for Particular Development Types

k) Pole or Pylon Signs

The sign does not project over the road alignment and is not located within the B6 Enterprise Corridor zone.

7. Social and Economic Impacts

The signage will have the potential for positive social impacts noting churches provide for social interaction contributing to a sense of community within an area. The signage will assist in communicating with the community upcoming activities and events and contact details for those wanting to participate or contact the minister.

8. Site Suitability

The church has been a longstanding use of the site. The provision of signage to clearly identify the church and its activities is appropriate.

9. Public Interest

The proposed signage is considered to be in the public interest as it will provide appropriate identification of the church, its functions and activities.

10. Conclusion

The proposed pylon sign incorporating 3 signage panels at the corner of Sydney Road and Boyle Street, Balgowlah is of attractive design and form, appropriately identifying the use of the premises as a church and advising of contact details for the church and minister as well as details of upcoming activities and events on site.

It is designed and located to minimise any adverse impact to surrounding residential properties including time limiting illumination to turn off at 10.00pm each night. The provision of clear identification of the church will assist destination finding and thereby assist in improving motorist behaviour.

The integrated signage within one pylon form is an improvement on the existing temporary banner signage currently on site. Approval of the application is respectfully requested.