

# STATEMENT OF ENVIRONMENTAL EFFECTS

For Proposed New Signage at  
No 2 Daydream Street Warriewood, Peninsula Business Complex

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# 1. Project Overview

This report accompanies a Development Application submission to Northern Beaches Council seeking Approval to carry out the following minor works;

## 1.1. Description of the works

It is proposed to have one new fascia sign installed at the exterior of the existing building, In the location allocated from Building Management along the tenancy's street face to allow identification /location of the offered services.

The new, (non-illuminated) signage is to aid in the advertising of PRP Diagnostic Imaging and to also provide way-finding for their patients to identify and access these facilities.

The Proposal is for Signage only and there is no construction or structural works proposed (Except for the fixing of the Fascia Sign to the building in accordance with the Building Managements Instructions).

The sign shall not project above the Parapet or outwards beyond the fascia to which it is to be attached and is consistent with existing signage in size and format.

## 1.2. Accompanying documentation

This statement is to be read in conjunction with the (attached) Plans "Master set" drawings and required Documentation including;

- Dwg 1523 -1 Site Plan
- Dwg 1523- 2 North Elevations – Existing and Proposed Signage Locations 1:200
- Dwg 1523- 3 North Elevations Detail– Existing and Proposed Signage Locations 1:100
- Cost Summary Report Form
- Signed Building Owners Permission
- ASIC Company Statement

# 2. The Site and It's Uses

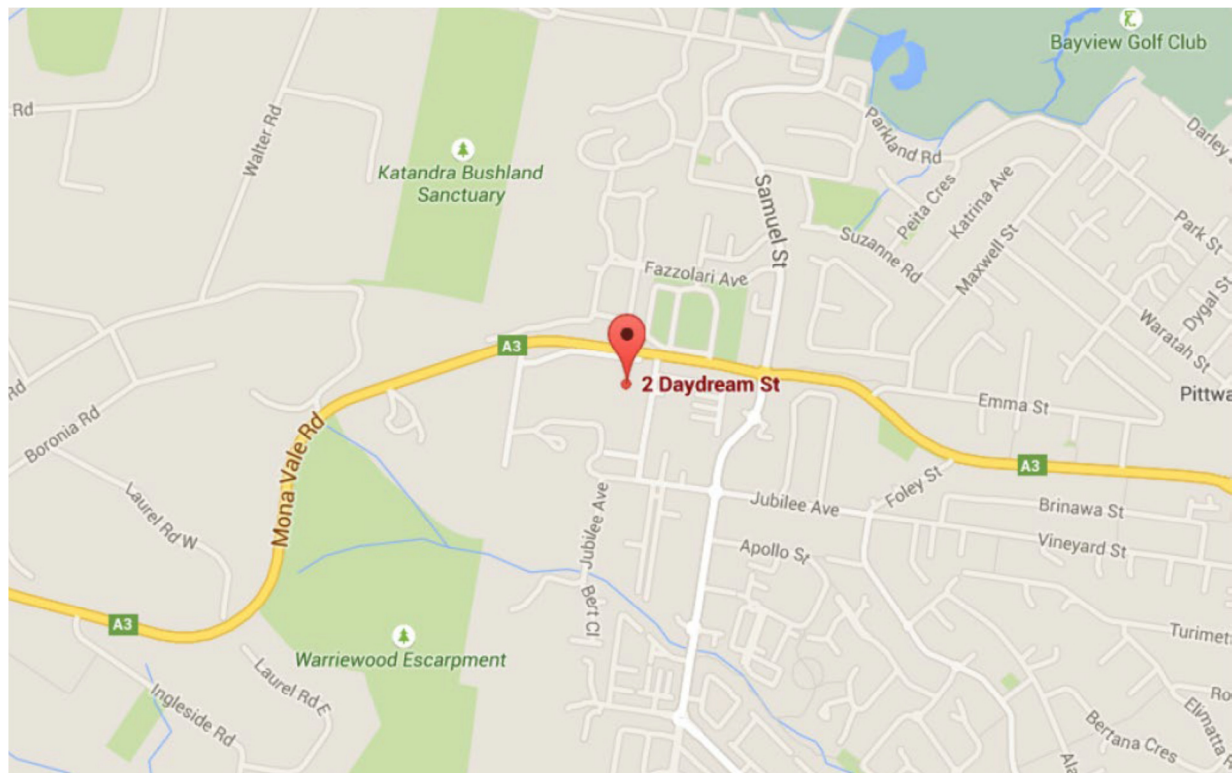


Figure 1 – the Proposed Site shown on the Locality map

### 2.1. Site details

The subject site is at Peninsula Business Complex at 2 Daydream Street, Warriewood which consist of variety of Business types.

### 2.2. Present and Proposed uses

This DA application is for new exterior signage “only” for the existing tenants PRP Diagnostic Imaging at No 9 of the Complex and no change of this use is proposed. The sign will only be used while this current Business occupies No 9 and is proposed to assist in the Identification of the Site from a distance and help in locating the exact Premises once onsite and will also aid in raising the profile of the business in the Local Area.

### 2.3. Existing development

The existing building has exterior signage of current and/or previous tenants in similar pre-allocated locations on the Building Face.



Figure 2 – Photograph of the existing exterior North Elevation of the building.

## 3. Development Standards of SEPP (Industry and Employment) 2021 Chapter 3 Advertising and Signage

The Proposal is consistent with the aims and objectives of the above named Governing Policy (SEPP) on its merits and complies with Chapter 3 .

Specifically Chapter 3's Divisions 1,2 & 3

### **Part 3.3 - Division 3** Clause 3.15

Advertisements with display area greater than 20 square metres or higher than 8 metres above ground – *(which applies to this proposal)* - States

- (1) This section applies to an advertisement—
  - (b) that is higher than 8 metres above the ground.
- (2) The consent authority must not grant consent to an application to display an advertisement to which this section applies unless—
  - (a) the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts

The next Page will address the proposal in regards to the Policy's criteria listed in Schedule 5

## **Schedule 5 - Assessment Criteria**

### **1. Character of the Area**

The locality is characterised by commercial buildings interspersed throughout the area.

The Peninsula Business complex (at 2 Daydream Street) features similar themed signage of the same dimensions and adjacent location/positioning.

### **2. Special Areas**

The proposed signage will be positioned in a commercial area and therefore will not detract from the amenity or visual quality of the surrounds. The existing site is not located on any of Councils sensitive area maps in regards to heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas.

### **3. Views and vistas**

The proposed signage does not obscure or compromise views. The proposed signage does not dominate the skyline or reduce the quality of vistas. The proposed signage does respect the viewing rights of other advertisers and is located in a predetermined part of the Facade for Signage.

### **4. Streetscape, Setting or Landscape**

The scale of the proposed sign is the same as the other adjacent sign in the complex and is Compliant with the relevant legislation.

The proposed sign contributes to the visual interest of the streetscape as it displays the company name and branding of the business to passers-by and patients to find the facilities.

The proposal for sign is a simple, uncluttered design in a single colour which does not protrude above the building.

The proposed sign does not require any vegetation management.

### **5. Site and building**

The proposed sign is the same scale and proportion as the adjacent signage on the building.

The sign respects important features of the building by mirroring existing signage in size and position.

The sign shows the innovation and imagination of the PRP Diagnostic Imaging Company branding.

### **6. Associated devices and logos**

There are no associated safety devices, platforms, lighting devices or logos on the fascia on which the sign will be displayed.

### **7. Illumination**

The proposed signs are of a non-illuminating design.

### **3.8. Safety**

The proposed signage does not have any associated devices that would present a danger and would not reduce the safety of any public road, pedestrian or bicyclist.

## . Conclusion

The proposed development has been designed with the following factors in mind;

- The Legislation in regards to Advertising and Signage
- The advertising needs of the company, PRP Diagnostic Imaging
- The needs of the Patients in finding the practice, PRP Diagnostic Imaging
- The surrounding context of the site and its contribution to the character of the area
- The desire to minimise impact on adjoining properties

The new proposed signage development is in general compliance with the objectives and controls of the Northern Beaches council development control plan and the NSW State Environmental Planning Policy. It will have no adverse impact on the immediate locality, the streetscape, or the amenity of adjoining residences.

It is considered that the proposal is satisfactory with regard to the objectives and performance criteria stipulated in Council's design guidelines, and will make a positive contribution to the local area and add amenity to the area in regard to the need for the services offered.

The subject site is PRP Diagnostic Imaging, 9/2 Daydream Street, Warriewood

Due to the size and location of the Peninsula Business Complex It is hoped that the council will agree to the proposed sign to allow easier identification of the premises for members of the public that are arriving via Mona Vale Rd.

## Appendix Photos

1. Locality Map
2. Existing North Exterior
3. Existing Childcare Signage
4. Existing Beaver Williams Signage
5. Existing Location where Wall sign is Proposed
6. Image showing Proposed Wall Sign
7. Drawing of Proposed Wall Sign



Figure 3 – Photograph of Existing Signage – Only About Children Child Care Centre



Figure 4 – Photograph of position where signage is proposed to the right of Existing signs on site.





Figure 5 & 6 – Photographs of Existing Exterior and the Proposed Wall Signs where it will be located.

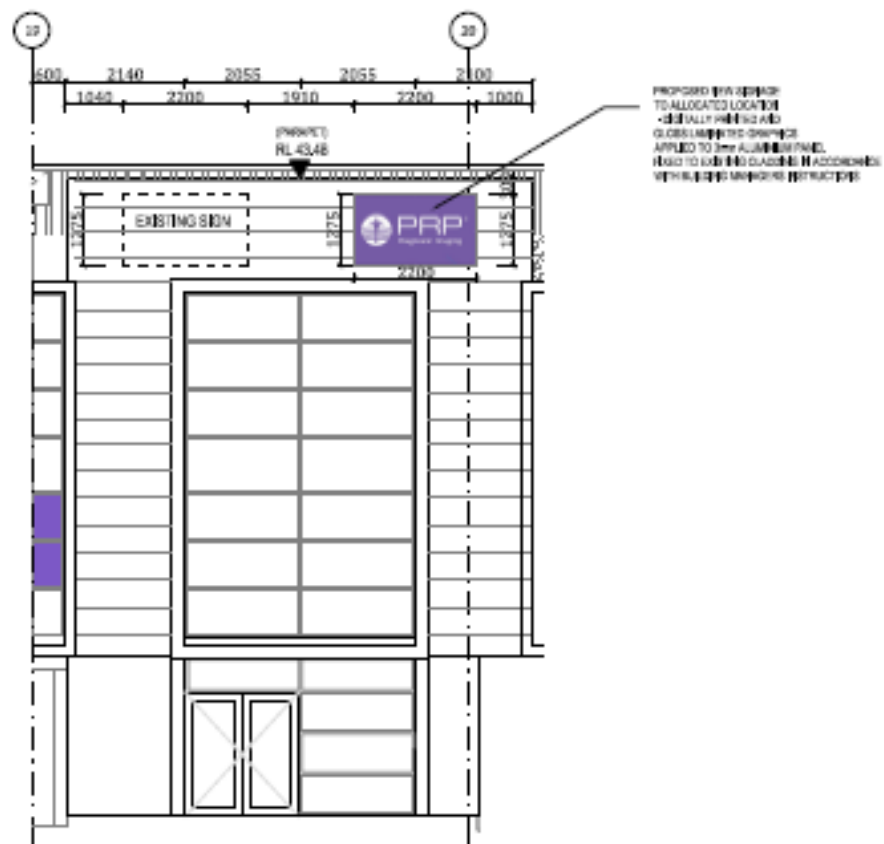


Figure 7 – Drawing of Existing Exterior showing the Proposed Wall Sign where it will be located.

The End