

**Four Towns
Planning**

Planning and property consultant

STATEMENT OF ENVIRONMENTAL EFFECTS

Advertising Sign (Business Identification Sign – Wall Sign)

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This report has been prepared to support a Development Application under the *Environmental Planning and Assessment Act 1979*.

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Report prepared for:

PADI Asia Pacific

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1. Introduction and Background Information

1.1 Introduction

This report has been prepared as supporting documentation for a Development Application for a business identification sign (wall sign) at 120 Old Pittwater Rd, Brookvale, being Lot 3 within DP 868761.

This report has been prepared following instructions from the client, PADI Asia Pacific. In preparing this application consideration has been given to the following:

- *Environmental Planning and Assessment Act, 1979* (as amended) (EP&A Act);
- Environmental Planning and Assessment Regulation 2000;
- Relevant State Environmental Planning Policies;
- Warringah Local Environmental Plan 2011 (Warringah LEP2011);
- Warringah Development Control Plan (Warringah DCP2011);
- Signage Plans prepared by Barrenjoey Designs.

This Statement of Environmental Effects describes the proposed development having particular regard to the provisions of Section 4.15 of the EP&A Act 1979 and examines any potential environmental impacts with regard to the relevant sections of the Act, State policies and requirements of Northern Beaches Council's Warringah DCP2011.

The conclusion of the Statement of Environmental Effects are that the proposed development for one business identification sign (wall sign) is permissible with consent and is consistent with the relevant statutory planning instruments including the Warringah Local Environmental Plan 2011 and planning policies of the Warringah Development Control Plan.

Accordingly, the Development Application succeeds on its merits and should be approved by Northern Beaches Council as submitted.

1.2 Background Information

The premises have an existing Development Consent: DA2020/0935 approved 6 November 2020 for alterations and additions to an existing warehouse building.

The premises has been used as a warehouse and other associated uses since 1999 (as per Council's online development records).

2. Site Profile

2.1 Property Description

The subject allotment is described as 120 Old Pittwater Road, Brookvale, being Lot 3 in Deposited Plan 868761. The site is zoned IN1 General Industrial under Warringah Local Environmental Plan 2011.

The site is not listed as a heritage item, nor is it located within a heritage conservation area.

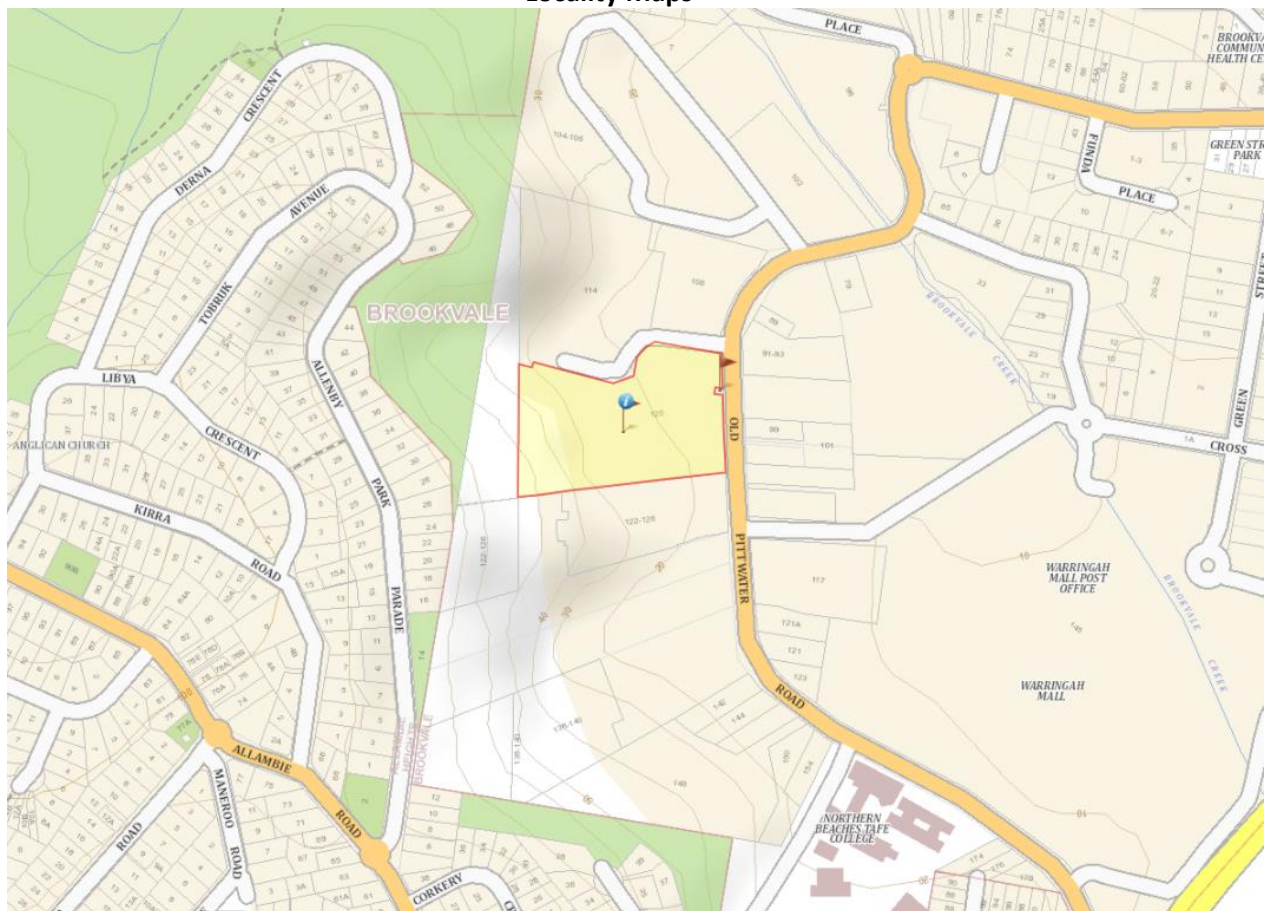
2.2 Site and Locality Description

The site is located on the western side of Old Pittwater Road. The site is irregular in shape with an approx. 110m frontage to Old Pittwater Road, with vehicular access towards the northern boundary of the frontage.

The site contains a multi-tenancy industrial complex, with the subject sign to be located on the northern elevation of the existing building to replace the previous tenants sign. The tenancy will be occupied by PADI Asia Pacific.

The locality maps below show the location and area of the site:

Locality Maps



Source: Six Maps 2021

Advertising Sign

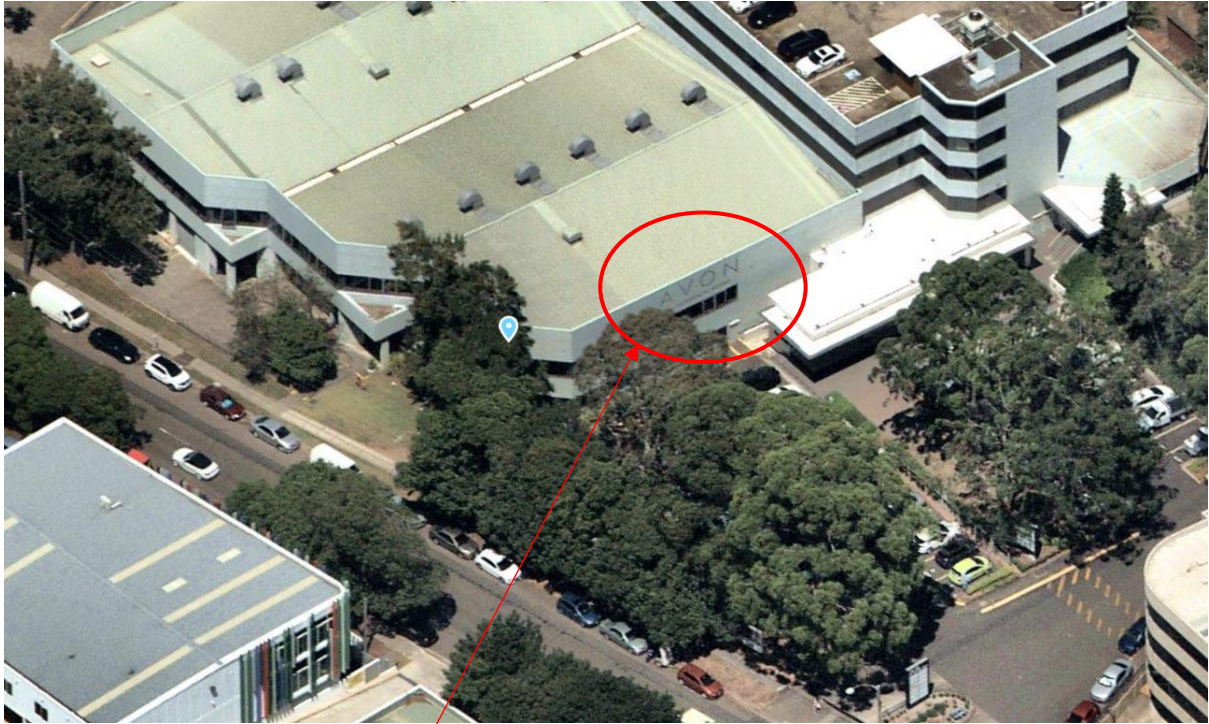


Source: Nearmaps 2021



Approximate location of sign

Advertising Sign



Replace the existing AVON sign





The proposal replaces the existing Avon sign. It is noted that the sign will be filtered to the street and will not impact drivers or pedestrians in the area.

The locality has a variety of property types and sizes. The existing surrounding development comprises a mix of industrial development and commercial precincts such as Warringah Mall. The site is serviced by local shops and is located on a major public transport network with links to Manly, north to Mona Vale and south to the City CBD.

3. Proposal

The proposed development is for one business identification sign (wall sign) for the northern elevation on the building. The sign is for PADI Asia Pacific and will replace the existing Avon sign onsite.

Maximum Sign Height: 9.05m

Sign Area: 8.57sqm

The following signage plan has been prepared by Barrenjoey Designs:



4. Statutory Planning Controls

The proposal has been assessed in accordance with the following instruments and controls:

- *Environmental Planning and Assessment Act 1979*, and Environmental Planning and Assessment Regulation 2000;
- State Environmental Planning Policies;
- Warringah Local Environmental Plan 2011; and
- Warringah Development Control Plan.

4.1 *Environmental Planning and Assessment Act 1979* (EP&A Act 1979) and Environmental Planning and Assessment Regulation 2000 (EP&A Regulation 2000)

The EP&A Act 1979 governs all environmental planning instruments within New South Wales. The proposal has been reviewed pursuant to the matters for consideration within Section 4.15 of the EP&A Act 1979.

The proposal is not Designated Development under Section 4.10 of the EP& A Act 1979 or Schedule 3 of the EPA Assessment Regulation 2000, therefore Northern Beaches Council is the Consent Authority. In addition, the proposal does not constitute an Integrated Development under the EP&A Act 1979, Section 4.46 with no further approvals from other Government agencies required.

4.2 State Environmental Planning Policies (SEPPs)

SEPP (Infrastructure) 2007

It is submitted that the proposal does not fall under the provisions of SEPP (Infrastructure) 2007 and therefore no assessment is required.

BASIX and Energy Efficiency (SEPP Building Sustainability Index: BASIX) 2004

Not applicable.

SEPP No. 55 Remediation of Land

Clause 7 of SEPP No. 55 Remediation of Land requires the consent authority to consider whether land is contaminated prior to granting of consent to the carrying out of any development on that land. The proposal is for a business identification sign and will not result in any ground disturbance.

State Environmental Planning Policy (Vegetation in Non-Rural Areas) 2017

State Environmental Planning Policy (Vegetation in Non-Rural Areas) 2017 replaces the repealed provisions of clause 5.9 of the standard instrument LEP relating to the preservation of trees and vegetation.

The aims of this Policy are to protect the biodiversity values of trees and other vegetation, and to preserve the amenity of non-rural areas of the State through the preservation of trees and other vegetation.

The development remains consistent with the provisions of the SEPP as it does not propose the removal of any significant vegetation.

State Environmental Planning Policy No 64—Advertising and Signage (2001 EPI 199)

Schedule 1 Assessment criteria

(Clauses 8, 13 and 17)

1 Character of the area

- *Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?*
- *Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?*

Comment: Complies – the proposal has been designed to maintain the existing industrial character. The designer has reviewed the area and skilfully designed the signage to be minimal while achieving the requirements of the client.

2 Special areas

- *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?*

Comment: Complies – the proposal signs do not 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.

3 Views and vistas

- *Does the proposal obscure or compromise important views?*
- *Does the proposal dominate the skyline and reduce the quality of vistas?*
- *Does the proposal respect the viewing rights of other advertisers?*

Comment: Complies – the proposal includes one flush wall sign that will be affixed to an existing wall and will not obstruct any views or vistas and will not dominate the skyline. The viewing rights of other advertisers will not be impacted.

4 Streetscape, setting or landscape

- *Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?*
- *Does the proposal contribute to the visual interest of the streetscape, setting or landscape?*
- *Does the proposal reduce clutter by rationalising and simplifying existing advertising?*
- *Does the proposal screen unsightliness?*
- *Does the proposal protrude above buildings, structures or tree canopies in the area or locality?*
- *Does the proposal require ongoing vegetation management?*

Comment: Complies – the proposed signage is compatible with the industrial precinct, does not create visual clutter, contributes to adequate visual interest of the streetscape, maintains existing landscaping and does not protrude above buildings.

5 Site and building

- *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?*
- *Does the proposal respect important features of the site or building, or both?*
- *Does the proposal show innovation and imagination in its relationship to the site or building, or both?*

Comment: Complies – the proposed development is for a business identification sign that will be affixed to an existing building wall. The proposed sign will be of a similar size and minimalistic design of the existing Avon sign. The proposed sign respects the architectural features of the building and is compatible with the scale of the industrial building in which it is located.

6 Associated devices and logos with advertisements and advertising structures

- *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?*

Comment: No applicable. The proposed sign is not illuminated.

7 Illumination

- *Would illumination result in unacceptable glare?*
- *Would illumination affect safety for pedestrians, vehicles or aircraft?*
- *Would illumination detract from the amenity of any residence or other form of accommodation?*
- *Can the intensity of the illumination be adjusted, if necessary?*
- *Is the illumination subject to a curfew?*

Comment: Not applicable. The proposed sign is not illuminated.

8 Safety

- *Would the proposal reduce the safety for any public road?*
- *Would the proposal reduce the safety for pedestrians or bicyclists?*
- *Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?*

Comment: Complies – the signs are minimal and simplistic in nature. The signs do not clutter the site and retain the visual representation of the industrial area. The signs have been designed to be direct which reduce any safety impacts to public roads, pedestrians and bicyclists.

4.3 Warringah Local Environmental Plan 2011 (WLEP2011)

The relevant matters to be considered under the WLEP2011 are outlined below in the LEP summary compliance table.

Part 1: Preliminary		
Standard	Control	Comments
1.2 Aims of Plan	(e) in relation to non-residential development, to— (i) ensure that non-residential development does not have an adverse effect on the amenity of residential properties and public places, and (ii) maintain a diversity of employment, services, cultural and recreational facilities,	Complies – the proposal is for a business identification sign which will not impact residential or adjoining land uses.

Part 4: Principal Development Standards			
Standard	Permitted	Proposed	Comments
4.1 Minimum subdivision lot size	4000sqm	N/A	N/A - No change to existing lot size.
4.1AA Minimum subdivision lot size for community title schemes	N/A	N/A	N/A
4.2 Rural subdivision	N/A	N/A	N/A
4.2A Minimum subdivision lot size for strata subdivision of residential or tourist and visitor accommodation in certain zones	N/A	N/A	N/A
4.3 Height of buildings	11m	N/A	N/A – business identification sign to existing façade only.
4.3A Special height provisions	N/A	N/A	N/A
4.4 Floor space ratio	N/A	N/A	N/A
4.5 Calculation of floor space ratio and site area	Noted	N/A	Noted
4.6 Exceptions to development standards	Noted	N/A	N/A – no breaches to development standards proposed.

Part 5: Miscellaneous Provisions	
Provisions	Comments
5.1 Relevant acquisition authority	N/A
5.1A Development on land intended to be acquired for a public purpose	N/A
5.2 Classification and reclassification of public land	N/A
5.3 Development near zone boundaries	N/A
5.4 Controls relating to miscellaneous permissible uses	N/A
5.5 (Repealed)	N/A
5.6 Architectural roof features	N/A
5.7 Development below mean high water mark	N/A
5.8 Conversion of fire alarms	N/A
5.9, 5.9AA (Repealed)	N/A
5.10 Heritage conservation	N/A
5.11 Bush fire hazard reduction	N/A
5.12 Infrastructure development and use of existing buildings of the Crown	N/A
5.13 Eco-tourist facilities	N/A
5.14 Siding Spring Observatory – maintaining dark sky	N/A
5.15 Defence communications facility	N/A
5.16 Subdivision of, or dwellings on, land in certain rural, residential or environmental protection zones	N/A
5.17 Artificial waterbodies in environmentally sensitive areas in areas of operation of irrigation corporations	N/A
5.18 Intensive livestock agriculture	N/A
5.19 Pond-based, tank-based and oyster aquaculture	N/A

Part 6: Relevant Additional Local Provisions	
Provisions	Comments
6.1 Acid sulfate soils	N/A – the site is not identified as Acid Sulfate Soils.
6.2 Earthworks	N/A – no proposed earthworks.
6.3 Flood Planning	Complies – no change to existing building footprint or floor height.
6.4 Development on sloping land	N/A
6.5 Coastline hazards	N/A

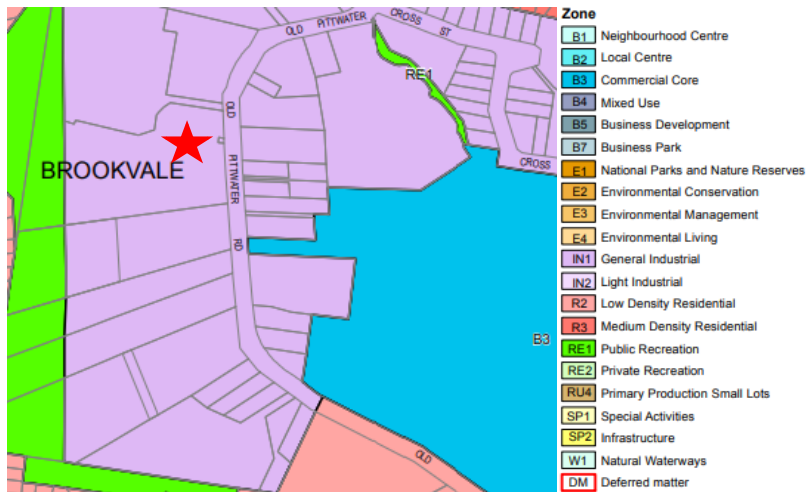
Advertising Sign

6.6 Erection of dwelling houses in Zone E3 Environmental Management	N/A
6.7 Residential flat buildings in Zone B4 Mixed Use	N/A
6.8 Subdivision of certain land	N/A
6.9 Location of sex service premises	N/A
6.10 Development for the purposes of secondary dwellings in zones R2 and R3	N/A

Part 7: Dee Why Town Centre	
Provisions	Comments
7.1 to 7.14	N/A – the site is not located within Dee Why Town Centre.

Relevant Schedules	
Schedule	Comments
Schedule 1 – Additional permitted uses	N/A
Schedule 2 – Exempt development	N/A
Schedule 3 – Complying development	N/A
Schedule 4 – Classification and reclassification of public land	N/A
Schedule 5 – Environmental heritage	N/A
Schedule 6 – Pond-based and tank-based aquaculture	N/A

Zoning Provisions



Zone IN1 General Industrial

1 Objectives of zone

- To provide a wide range of industrial and warehouse land uses.
- To encourage employment opportunities.
- To minimise any adverse effect of industry on other land uses.
- To support and protect industrial land for industrial uses.

- To enable other land uses that provide facilities or services to meet the day to day needs of workers in the area.
- To enable a range of compatible community and leisure uses.
- To maintain the industrial character of the land in landscaped settings.

2 Permitted without consent

Nil

3 Permitted with consent

Boat building and repair facilities; Depots; Freight transport facilities; Garden centres; General industries; Hardware and building supplies; Industrial retail outlets; Industrial training facilities; Light industries; Liquid fuel depots; Neighbourhood shops; Oyster aquaculture; Places of public worship; Roads; Storage premises; Take away food and drink premises; Tank-based aquaculture; Timber yards; Vehicle body repair workshops; Vehicle repair stations; Vehicle sales or hire premises; Warehouse or distribution centres; Any other development not specified in item 2 or 4

4 Prohibited

Advertising structures; Agriculture; Air transport facilities; Amusement centres; Animal boarding or training establishments; Boat sheds; Camping grounds; Caravan parks; Cemeteries; Charter and tourism boating facilities; Commercial premises; Correctional centres; Crematoria; Eco-tourist facilities; Educational establishments; Entertainment facilities; Environmental facilities; Exhibition homes; Exhibition villages; Extractive industries; Forestry; Function centres; Health services facilities; Heavy industrial storage establishments; Heavy industries; Highway service centres; Home-based child care; Home businesses; Home occupations; Home occupations (sex services); Information and education facilities; Marinas; Mooring pens; Moorings; Open cut mining; Passenger transport facilities; Pond-based aquaculture; Port facilities; Recreation facilities (major); Recreation facilities (outdoor); Registered clubs; Research stations; Residential accommodation; Restricted premises; Rural industries; Tourist and visitor accommodation; Veterinary hospitals; Water recreation structures; Wharf or boating facilities

business identification sign means a sign—

(a) that indicates—

(i) the name of the person or business, and

(ii) the nature of 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 contain any advertising relating to a person who does not carry on business at the premises or place.

Comment: The site is zoned IN1 General Industrial. Business identification signage is a permissible use within the zone, as per the above definition. The development meets the objectives by maintaining the industrial character of the area and maintain the industrial land use.

4.4 Warringah Development Control Plan (WDCP)

In designing the proposed changes to the built form, due consideration has been given to the respective sections and objectives of WDCP, in particular:

- Part B Built Form Controls
- Part C Siting Factors
- Part D Design
- Part E Natural Environment

Key components of the DCP have been detailed below. The proposal is compliant with relevant provisions of the WDCP.

Part A – Introduction

A.5 Objectives

The overriding objective of the DCP is to create and maintain a high level of environmental quality throughout Warringah. Development should result in an increased level of local amenity and environmental sustainability. The other objectives of this plan are:

Objectives

- *To ensure development responds to the characteristics of the site and the qualities of the surrounding neighbourhood*
- *To ensure new development is a good neighbour, creates a unified landscape, contributes to the street, reinforces the importance of pedestrian areas and creates an attractive design outcome*
- *To inspire design innovation for residential, commercial and industrial development*
- *To provide a high level of access to and within development.*
- *To protect environmentally sensitive areas from overdevelopment or visually intrusive development so that scenic qualities, as well as the biological and ecological values of those areas, are maintained*
- *To achieve environmentally, economically and socially sustainable development for the community of Warringah*

Comment: Complies – the proposed development for one business identification sign will have no adverse impact on the site or the amenity of neighbouring properties and the community as a whole.

Part B – Built Form Controls

Part B Built Form is not applicable to the proposed business identification sign.

Part C – Siting Factors

Part C Siting Factors is not applicable to the proposed business identification sign.

Part D - Design

D12 Glare and Reflection

Objectives

- *To ensure that development will not result in overspill or glare from artificial illumination or sun reflection.*

- *To maintain and improve the amenity of public and private land.*
- *To encourage innovative design solutions to improve the urban environment.*

Requirements

- 1. The overspill from artificial illumination or sun reflection is to be minimised by utilising one or more of the following: Selecting an appropriate lighting height that is practical and responds to the building and its neighbours;*
 - *Minimising the lit area of signage;*
 - *Locating the light source away from adjoining properties or boundaries; and*
 - *Directing light spill within the site.*
- 2. Any glare from artificial illumination is to be minimised by utilising one or more of the following:*
 - *Indirect lighting;*
 - *Controlling the level of illumination; and*
 - *Directing the light source away from view lines.*
- 3. Sunlight reflectivity that may impact on surrounding properties is to be minimised by utilising one or more of the following:*
 - *Selecting materials for roofing, wall claddings and glazing that have less reflection eg medium to dark roof tones;*
 - *Orienting reflective materials away from properties that may be impacted;*
 - *Recessing glass into the façade;*
 - *Utilising shading devices;*
 - *Limiting the use of glazing on walls and glazed balustrades and avoiding the use of highly reflective glass; and*
 - *Selecting windows and openings that have a vertical emphasis and are significantly less in proportion to solid massing in walls.*

Comment: Not applicable. The proposal does not involve any illuminated signage.

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.*

Requirements

- 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:

<p>Wall sign (painted onto a wall of a building or attached to the wall of a building, not being a sign elsewhere listed in this table)</p>	<p>Shall not extend within 200mm of the top and sides of the wall. Shall not cover any window or architectural projections; Must be of a size and shape that relates to the architectural design of the building to which it is attached; Where illuminated, shall not be less than 2.7 metres above the existing <u>natural ground level</u> ground; and Shall not project more than 300mm from the wall.</p>
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Comment: Complies – the proposed signage relates to the identification of the business within the building. The sign is suitably located at the top of the northern elevation to allow for easy business identification. The sign is of a similar size, location, and simplistic design to the existing Avon sign.

The proposed signage is similar to that used by other businesses within the multi-tenancy industrial complex. The signage does not dominate the façade of the building and is in character with the industrial area in which it is located. The signage will not obscure any views and will not result in any adverse impacts to pedestrian and vehicular safety.

The proposed signage will not contribute to any visual clutter and will have no adverse impact on the streetscape of Old Pittwater Road. The signage will face inwards towards the vehicular access to the premises, not directly to Old Pittwater Road.

The site does not abut any residential development and is not identified as an item of heritage significance or being within a heritage conservation area. SEPP No. 64 is addressed earlier in this document.

Wall Sign: The proposed signage does not protrude above the top or sides of the wall. The signage is suitable and compatible with the existing building. The signage is not illuminated.

Part E – The Natural Environment

Part E The Natural Environment is not applicable to the proposed business identification sign.

Bushfire Map



Location of proposed sign

The site is identified as bushfire prone land – buffer zone. The proposed business identification sign is in an area of the site that is not affected by bushfire considerations.

5. Matters for Consideration Pursuant to Section 4.15 of the Environmental Planning & Assessment Act 1979

The following matters are to be taken into consideration when assessing an application pursuant to Section 4.15 of the *Environmental Planning and Assessment Act 1979* (as amended). Guidelines (in *italic*) to help identify the issues to be considered have been prepared by the Department of Planning and Environment. The relevant issues are:

(a) The provisions of:

(i) The provision of any Environmental Planning Instrument

Comment: The proposed signage is permissible and consistent with the intent of the Warringah Local Environmental Plan and Development Control Plan as they are reasonably applied to the proposed works given compliance with the controls.

(ii) Any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and

Comment: Not applicable.

(iii) Any development control plan

Comment: The proposal has been reviewed and assessed under Warringah Development Control Plan 2011.

(iiia) Any Planning Agreement that has been entered into under section 7.4 or any draft planning agreement that a developer has offered to enter into under Section 7.4, and

Comment: Not applicable.

(iv) The Regulations (to the extent that they prescribe matters for the purposes of this paragraph), and

Comment: Not applicable.

(v) (repealed)

(b) The likely impacts of that development, including environmental impacts on both the natural and built environments and social and economic impacts in the locality,

Context and Setting:

i. What is the relationship to the region and local context in terms of:

- *The scenic qualities and features of the landscape*
- *The character and amenity of the locality and streetscape*
- *The scale, bulk, height, mass, form, character, density and design of development in the locality*
- *The previous and existing land uses and activities in the locality*

Comment: The proposal relates to a business identification sign. The sign is compatible with the signage in the immediate area and will not dominate the streetscape, nor will it contribute to any visual clutter. The architectural features of the building and the character of the area have been considered in the design of the signage.

ii. What are the potential impacts on adjacent properties in terms of:

- *Relationship and compatibility of adjacent land uses?*
- *sunlight access (overshadowing)*
- *visual and acoustic privacy*
- *views and vistas*
- *edge conditions such as boundary treatments and fencing*

Comment: The proposed signage will not impact any views or vistas to/from adjoining properties and is compatible with the adjoining land uses and signage schemes used in the area.

Access, transport and traffic:

Would the development provide accessibility and transport management measures for vehicles, pedestrians, bicycles and the disabled within the development and locality, and what impacts would occur on:

- *Travel Demand*
- *dependency on motor vehicles*
- *traffic generation and the capacity of the local and arterial road network*
- *public transport availability and use (including freight rail where relevant)*
- *conflicts within and between transport modes*
- *Traffic management schemes*
- *Vehicular parking spaces*

Comment: Not applicable.

Public Domain

Comment: The proposed development will have no adverse impact on the public domain.

Utilities

Comment: Existing utility services will remain connected to service the premises.

Flora and Fauna

Comment: The proposal is for a business identification sign and will not have an adverse impact to flora or fauna.

Waste Collection

Comment: Normal waste collection applies to the existing site.

Natural hazards

Comment: Part of the site is identified as bushfire prone land – buffer zone. The sign is located in a part of the site that is not subject to bushfire considerations. The proposal has considered the bushfire characteristics of the site.

Economic Impact in the locality

Comment: The proposed development will not have any significant impact on economic factors within the area notwithstanding that it will generate additional employment opportunities through the construction of the sign, and the submission of this development application.

Site Design and Internal Design

i) Is the development design sensitive to environmental considerations and site attributes including:

- *size, shape and design of allotments*
- *The proportion of site covered by buildings*

- *the position of buildings*
- *the size (bulk, height, mass), form, appearance and design of buildings*
- *the amount, location, design, use and management of private and communal open space*
- *Landscaping*

Comment: Not applicable - the proposal is for a business identification sign for an existing building.

ii) How would the development affect the health and safety of the occupants in terms of:

- *lighting, ventilation and insulation*
- *building fire risk – prevention and suppression*
- *building materials and finishes*
- *a common wall structure and design*
- *access and facilities for the disabled*
- *likely compliance with the Building Code of Australia*

Comment: Not applicable - the proposal is for a business identification sign for an existing building.

Construction

i) What would be the impacts of construction activities in terms of:

- *The environmental planning issues listed above*
- *Site safety*

Comment: Not applicable - the proposal is for a business identification sign for an existing building. All relevant safety precautions will be employed during the placement of the sign.

(c) The suitability of the site for the development

- *Does the proposal fit in the locality*
- *Are the constraints posed by adjacent development prohibitive*
- *Would development lead to unmanageable transport demands and are there adequate transport facilities in the area*
- *Are utilities and services available to the site adequate for the development*
- *Are the site attributes conducive to development*

Comment: The site is located in an established industrial area. The development involves the replacement of an existing Avon sign and is suitable for the locality.

(d) Any submissions received in accordance with this act or regulations

Comment: No submissions are available at this time.

(e) The public interest

Comment: The proposed works are permissible and consistent with the intent of WLEP2011 and WDCP controls as they are reasonably applied to the proposed business identification sign. The development would not be contrary to the public interest.

The proposal is acceptable when assessed against the heads of consideration pursuant to Section 4.15 of the *Environmental Planning and Assessment Act, 1979* (as amended), and is appropriate for the granting of consent and accordingly, is in the public interest.

6. Summary and Conclusion

The proposal is for a business identification sign relating to PADI Asia Pacific at 120 Old Pittwater Road, Brookvale. The development is permissible with consent and is consistent with the intent of the built form controls and signage scheme of the multi-tenancy complex in which it is located. It is considered that the proposal is appropriate on merit and is worthy of the granting of development consent for the following reasons:

- The merits of the application have been assessed in accordance with the provisions of the relevant requirements of WLEP 2011 and the provisions of Section 4.15 of the *Environmental Planning and Assessment Act 1979* (as amended). There is no evidence that the impacts of the development would warrant amendment to the subject proposal or justify refusal. Where a variation is proposed, adequate documentation has been provided to support the application.
- The proposed development is consistent with the signage in the immediate area and will have no adverse impacts on the locality. The proposal will not contribute to any visual clutter is compatible with the existing industrial building.

Accordingly, the proposal for a business identification sign at 120 Old Pittwater Rd, Brookvale, being Lot 3 DP 868761, is acceptable from environmental, social, and planning perspectives and approval should therefore be granted by Council.