

7th November 2022 2022

Northern Beaches Council
Via – NSW Planning Portal

Attention: Planning Department

RE: DA2022/1794 – PAN - 274028

I refer to council's RFI letter dated 1st November and now supply statement of environmental Effects for the below property:

Charter Hall at 8 Rodborough Road Frenchs Forest NSW 2086 – Lot 1 on DP 220769

See below the proposal:

<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Complies, this pylon is engineered designed in accordance with charter hall guidelines, and is suitably location for business identification for the site • Complies, the pylon is well designed with high quality materials • Complies, the sign is only 4120mm high and non-illuminated and will not have an adverse visual impact on the streetscape or the surrounding locality • Complies this is an industrial area and there are no residential properties • Not applicable – this is not a heritage site
<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 1. Complies, this sign will not adversely impact on the amenity of the streetscape and surrounding locality, this signs is only 4120mm high and will not dominate or obscure other signs 2. Complies – this is a large site with various tenants, this pylon sign will be valuable for public wayfinding in identifying the tenants on the site. – This sign fits in with the architectural character of the building and the site 3. Not Applicable – not heritage 4. Complies, this sign will not obscure the views of vehicles or pedestrians and will not be hazardous or reduce safety. 5. Complies – this sign predominantly white, blue and tenant graphics and is non illuminated 6. Complies – sign is non illuminated, and is not using any reflective material -

www.albertsmithgroup.com

<p>7. Signs should not obscure or compromise important views.</p> <p>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.</p> <p>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.</p> <p>10. No more than one sign is to be located above the awning level for business uses.</p> <p>11. Tenancy boards and the like are encouraged to be in the form of consolidated signs.</p> <p>12. Signs shall meet the following criteria:</p>	<p>7. Complies – this sign will not obscure or compromise important views</p> <p>8. Not applicable</p> <p>9. Not Applicable</p> <p>10. Not applicable</p> <p>11. Complies – this one pylon sign is for the tenants of the site – this is the only tenant sign</p> <p>12. See below</p>
<p>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;</p> <p>Shall not have an area greater than 4sqm;</p> <p>Shall not project beyond the boundary of the premises; and</p> <p>Shall not be illuminated.</p> <p>Pole or pylon sign (erected on a pole or pylon independent of any building or other structure)</p> <p>Shall not be less than 2.6 metres above ground level;</p> <p>Shall not exceed 6 metres in height above the existing natural ground level;</p> <p>Must have a maximum area of no more than 4sqm on any single face;</p> <p>Shall not project beyond the boundary of the premises; and</p> <p>No more than one pole/pylon sign per site is permitted.</p>	<ul style="list-style-type: none"> • Complies • Complies • Complies – all this sign will be in the site boundary <p>Pylon</p> <ul style="list-style-type: none"> • complies – sign is non illuminated • Complies • Complies – the pylon sign is only 4120mm high • Complies • Complies • Complies • Complies – this is the only pylon sign on the site



We trust you will view this application with favour and look forward to your prompt approval.

Please contact me at your earliest convenience if you require any other documentation regarding this property.

Kind regards,

Sally Greer

Sally Greer

Permit Officer

Albert Smith Group

e: sgreer@asgroup.com.au | p: 07 3395 9844