



Statement of Environmental Effects

Narrabeen Lakes Public School

1299 Pittwater Rd Narrabeen NSW 2101

Description:

Double Sided Variable Message Sign incorporating School Branding.

Overall size of sign will be 4300mm in height x 2000mm in width, framing will be Galvanized RHS epoxy sprayed in colour of choice,

Sign will be installed wholly within the school boundary on the corner of Goodwin Street and Pittwater Road.

Assessment Criteria as per:

- * Northern Beaches Council DCP:
- * Transport Corridor Outdoor Advertising & Signage Guidelines SEPP 64 Section 3.2.2
- * The proposal is in keeping with the existing character of the area and will not adversely impact on the amenity of the streetscape and the surrounding locality.
- * The sign will not obscure or compromise any views.
- * The sign will be compatible with the existing use, scale and architecture of the building.
- * Sign will be installed wholly within the school boundary.
- *The level of illumination will be adjusted to ensure that the sign is not visually overpowering, there will be no excessive glare, and that safety is not effected for vehicles, cyclists or pedestrians.
- * The proposed sign will not be confused with or reduce the effectiveness of traffic lights.
- * The proposed sign will display School Identification and information for pupils and families as well as community awareness.
- * The LED screen will provide clear, concise and uncluttered graphics with no flashing of animation and will have a dwell time of 20 seconds per image with an instant transition time (< 0.1 sec).
- *The proposal is for a visual sign only, It will not create any noise.
- *Installation will require 2 men for approx. 4 hrs, with no disruption to traffic, no noisy machinery.
- *Any waste will be taken away and disposed of as per council requirement leaving area in original condition.



Traffic Safety and Visual Amenity:

Allpride Signs maintains membership of the Outdoor Media Association (OAM) and the Australian Association of National Advertisers (AANA) and abides by all decisions made by the Advertising Standards Board (ASB). Traffic Safety in particular has been assessed in accordance with strict adherence to data and guidelines provided by these organisations, combines with the Transport Corridor outdoor Advertising and Signage Guidelines under SEPP64 as listed above.

Particular attention has been given to the following:

- Clear graphics with no animation
- Image dwell time and instantaneous transition
- The level of illumination can be preset and reduced remotely to ensure there is no excessive glare
- Situated in an area compatible with illuminated signage
- Mounted at a height of 3 metres above ground level to ensure it does not obscure sightlines for traffic or pedestrians.