



STATEMENT OF ENVIRONMENTAL EFFECTS

FOR

ADDITONAL SIGNAGE FOR DEE WHY RSL CLUB

DEVELOPMENT APPLICATION

Lot 1 in DP 706230

932 Pittwater Road Dee Why NSW 2099

December 2019

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INTRODUCTION

This is the Statement of Environmental Effects for proposed new and replacement of existing signage at Dee Why RSL Club on Lot 1 in DP 706230. This is to ensure that there is a consistent message and guidance for entry and exit into the premise.

PROPOSAL – Site Suitability

The Dee Why RSL Club is bounded by Pittwater road to the West and Hawkesbury Avenue to the North. The proposal consists of:

1. New dynamic directional signage at entry to the port cochere
2. Feature blade signs within landscaping at port cochere entry
3. New dynamic directional signage at Entry to new South Carpark
4. Updating existing signage at entry stairs on Pittwater rd
5. Removal of an old sign at high level on Pittwater rd
6. Updating existing signage within a green wall on Pittwater rd to match new branding

1. DEVELOPMENT DATA

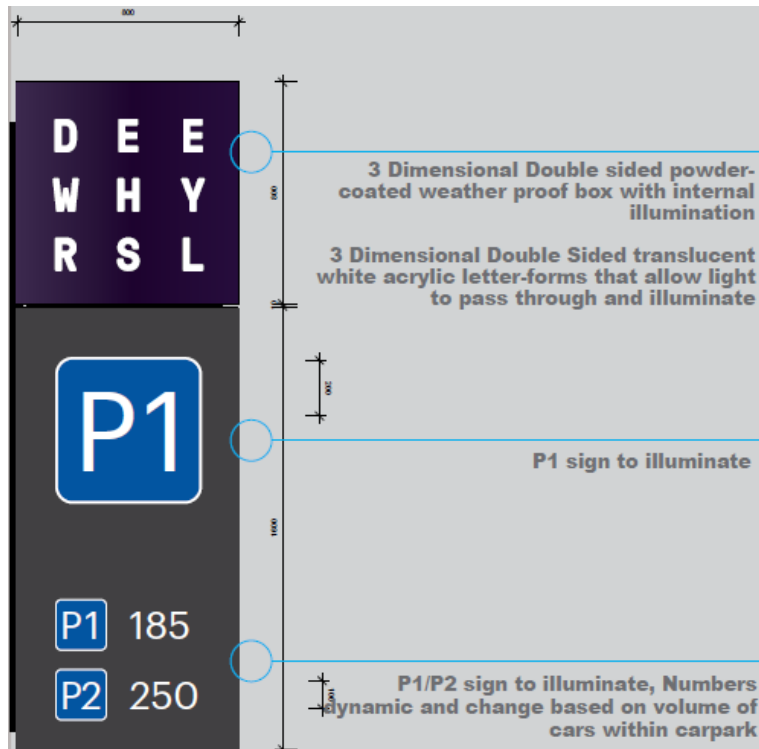
General Information

Municipality:	Warringah council
Zone	Warringah Local Environmental Plan 2011
Site Area (m2)	14,830m2
Proposed Increase in patron area	NIL

2. SIGNAGE

This Development application includes modification of existing advertising signage to deliver a consistent brand across the venue.

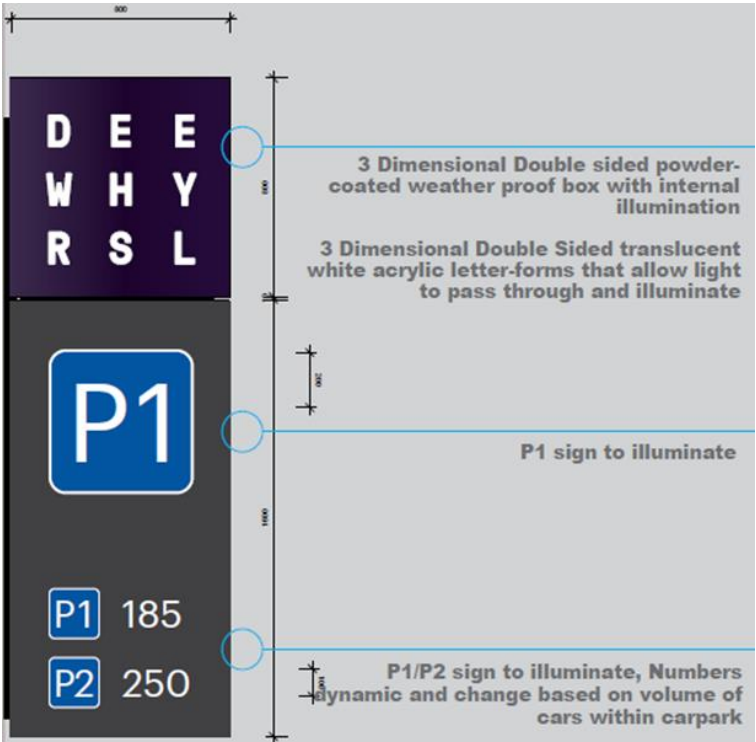
1. And new dynamic signage to guide visitors to the site to the correct carpark.



2. Feature blade signs within landscaping at port cochere entry



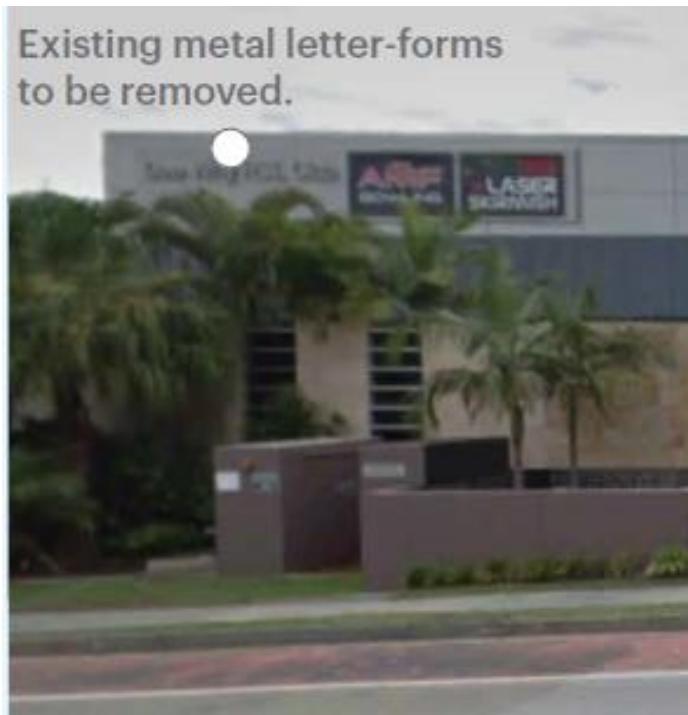
3. New dynamic directional signage at Entry to new South Carpark



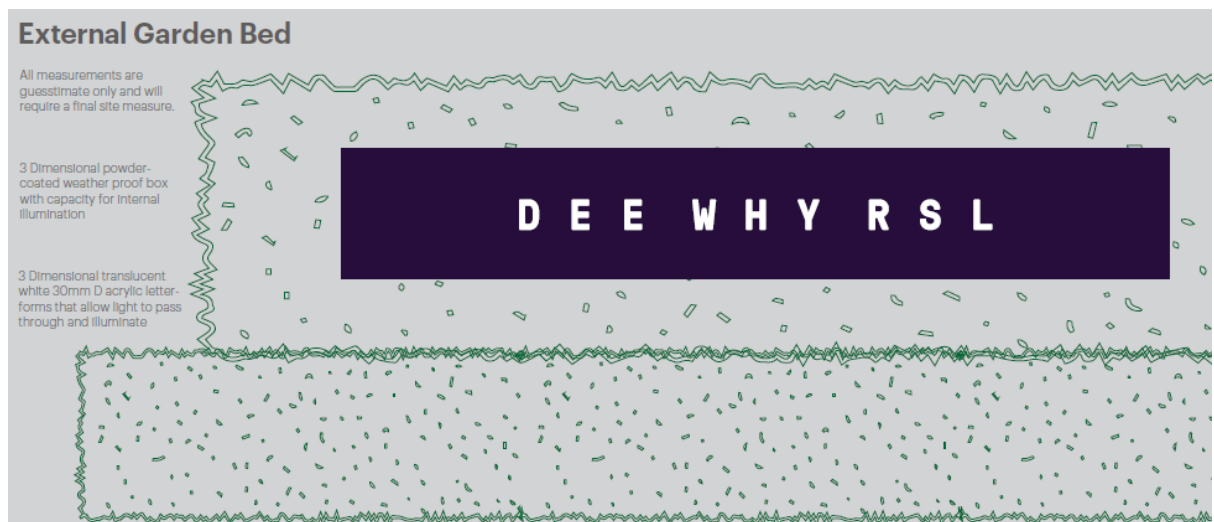
4. Updating existing signage at entry stairs on Pittwater rd



5. Removal of an old sign at high level on Pittwater rd



6. Updating existing signage within a green wall on Pittwater rd to match new branding



3. SEPP 64

Criteria assessment of Sepp 64 are satisfied as follows:

Character of the area

The signs have been designed specifically to suit the part of the Garden and facade that it backs onto, so that the signage is integral with the overall design of the club premises and surrounding area.

Special Areas

The proposed signs are located within gardens or on building facades and 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.

Views and vistas

The sign have been positioned within the gardens or on the building facade and do not obscure or compromise important views, dominate the skyline or reduce the quality of any vistas.

Streetscape, setting or landscape

The signs have been sized to suit the requirement of the sign and the proportion of the building that it relates to. Refer to DA0001/2/3 for sign sizes and graphic relationship of the building and existing signage to the proposed signage.

The two new dynamic signs have been carefully positioned on façade structure so that they can be viewed by vehicles intending to enter the carpark. By notifying drivers which carpark has vacant spaces this will reduce potential cueing time and minimise congestion. The signs do not protrude above buildings, structures or tree canopies in the area but some ongoing vegetation management will be required to ensure signs remain visible to incoming traffic.

Site and building

The signs sizes, locations and type is suited to its required purpose and to integrate with the club building and existing signage.

The blade sign on Pittwater road stairs is proposed to be viewed by pedestrian and vehicular traffic from both north and south direction of Pittwater road. This is so that visitors arriving by foot or transport can clearly see the Pittwater road entry to the Club Facilities.

The blade signs flanking the entrance to the port cochere are proposed to be viewed by pedestrians and vehicular traffic from both north and south directions on Clarence avenue. It is so these visitors to the premis can clearly see where the entrance and port cochere drop off location is.

The two dynamic parking guidance signs

Associated devices and logos with advertisements and advertising structures

Not applicable

Illumination

Signs 2,4 & 6 - Blade signs, New garden signs and green wall signs

Signs are to be illuminated. The halo/backlit individual letters will be constantly lit. Glare will be controlled by reflectors and diffusers, and the resulting illumination will not affect the safety for pedestrians, vehicles or aircraft. Light output will not affect the residences directly opposite the Club as it will be less bright than the existing street lights.

Signs 1 & 3 - Dynamic parking guidance signs

Signs are to be illuminated. The halo/backlit individual letters will be constantly lit. Glare will be controlled by reflectors and diffusers, and the resulting illumination will not affect the safety for pedestrians, vehicles or aircraft.

The numbers will be in the form of a small LED display panel which will list the available spaces in each carpark. Light output will not affect the residences directly opposite the Club as the sign faces perpendicular to the residents and it will be less bright than the existing street lights.

Safety

The proposed sign is setback from the site boundary and pedestrian paths and will not affect the safety for any public road, pedestrians or bicyclists, and do not obscure sightlines from public areas.