

Landscape Referral Response

Application Number:	DA2023/0891
Date:	20/07/2023
Proposed Development:	Construction of signage
Responsible Officer:	Nick Keeler
Land to be developed (Address):	Lot 52 DP 1237461 , 80 - 82 Mona Vale Road MONA VALE NSW 2103

Reasons for referral

This application seeks consent for the following:

- Construction / development works within 5 metres of a tree or
- New residential works with three or more dwellings. (RFB's, townhouses, seniors living, guesthouses, etc). or
- Mixed use developments containing three or more residential dwellings.
- New Dwellings or

Officer comments

The submitted documents indicate that the proposed signage is located within private property as required.

Landscape Referral have assessed the application against State Environmental Planning Policy (Industry and Employment) 2021, including the provisions of Chapter 3 and Schedule 5 Assessment Criteria.

It is apparent that the height and width of the proposed signage is over and above any other such signage in the locality and across the northern beaches area, and generally it is evident that the larger signs in the area, located within the public domain are of less height and width. Typically signage is contained to an approximate 6 metre height and 1.6 metre width, and such signs are typical of petrol stations and fast food signage, including the nearby KFC and Hungry Jack's signage fronting Mona Vale Road and the service stations signs along Barrenjoey Road.

Landscape Referral consider that the visual presence of the proposed signage does not satisfy Schedule 5 Assessment criteria, of the State Environmental Planning Policy (Industry and Employment) 2021, as follows under:

- part 1 Character of the area: the proposal is not consistent with the theme for outdoor advertising in the area or locality,
- part 3 Views and vistas: the proposal is able to be viewed against the skyline and reduces the streetscape visual amenity along Mona Vale Road,
- part 4 Streetscape, setting or landscape: the proposal when viewed as a motorist travelling along Mona Vale Road is viewed to be higher than the buildings, structures and tree canopies in the area,
- part 5 Site and building: the proposal does not show innovation in relation to the site or building as a stand-alone structure that may be skilfully designed to be incorporated into the existing building structure.

The proposal is therefore unsupported.

Note: Should you have any concerns with the referral comments above, please discuss these with the Responsible Officer.

Recommended Landscape Conditions:

Nil.