

14 April 2025

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Attention: The General Manager  
Northern Beaches Council  
725 Pittwater Road  
Dee Why NSW 2099

SLR Project No.: 630.032327.00001

**RE: Statement of Environmental Effects  
Signage Works at the Commonwealth Bank Branch  
Tenancy 2 888 Pittwater Road Dee Why 2099**

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## **1.0 Introduction**

SLR Consulting Australia Pty Ltd (SLR) acts on behalf of its client Commonwealth Bank of Australia (CBA) in preparing this Statement of Environmental Effects (SEE) in support of a Development Application to Northern Beaches (Council). This application is for signage works at the Commonwealth Bank Dee Why branch, at 888 Pittwater Road Dee Why 2099 (the site).

This SEE, including attachments, provides overall comment on the proposal. It describes the site, its environs, the proposed development and provides an assessment of the proposal in terms of the matters for consideration under Section 4.15 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

## **2.0 The Site and Surrounds**

The subject site located at 888 Pittwater Road, Dee Why, New South Wales, is part of a prominent mixed-use complex within the Dee Why Town Centre. It falls under the Northern Beaches Council Local Government Area (LGA) and is positioned between Howard Avenue and Oaks Avenue along Pittwater Road.

The area surrounding 888 Pittwater Road is characterised by commercial and retail activity, forming a vibrant hub for businesses and residents alike. Within the precinct, there are real estate agencies, health and wellness centers, and various professional services, alongside a Woolworths supermarket, BWS, restaurants, cafes, fitness hubs, beauty clinics, and childcare facilities.

**Photo 1** depicts the existing shopfront; **Figure 1** and **Figure 2** depict the site and its surrounds.

**Photo 1 Existing Tenancy Façade from Pittwater Road (Source: Google Streetview, dated August 2024)**



**Figure 1 Site Aerial (Source: Six Maps)**



**Figure 2 Site Cadastre (Source: SIX Maps)**



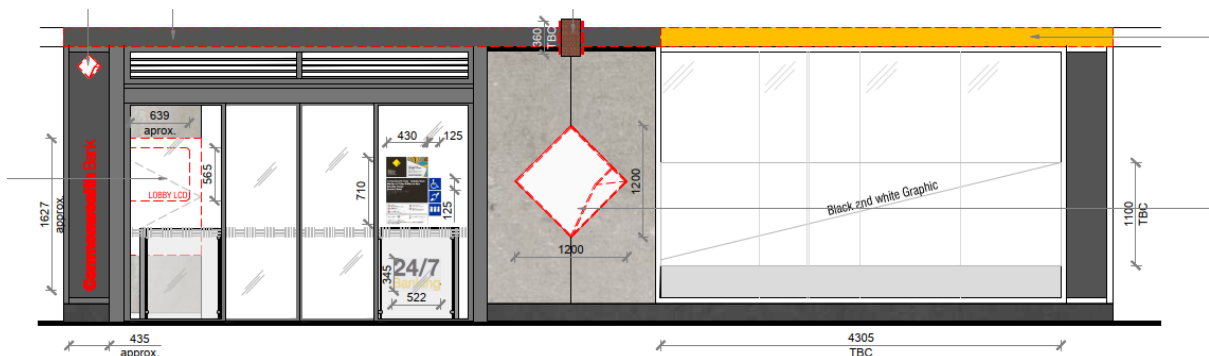
### 3.0 Proposal

The proposed development relates to the following minor works:

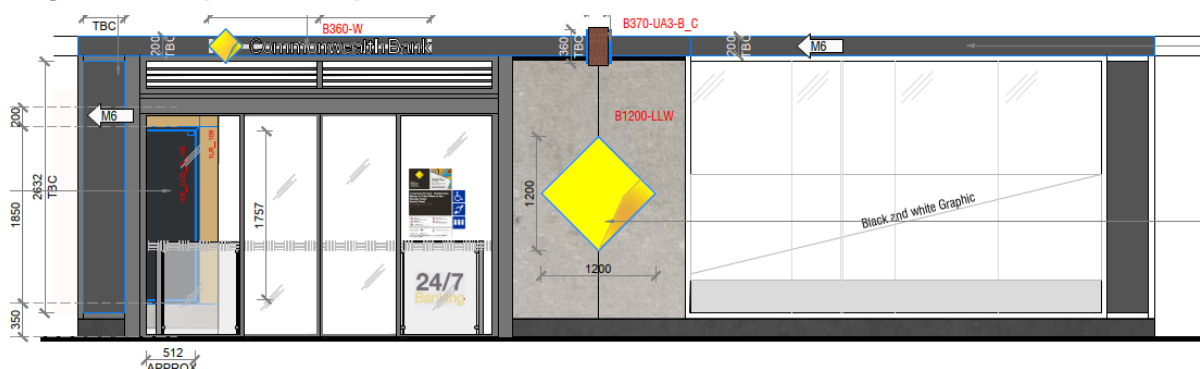
- Replacement of signage;
  - Internally illuminated wall sign;
  - Internally illuminated projecting wall sign.
- Removal of a column sign;
- Removal and replacement of existing electronic business sign (512mm x 1157mm); and
- Installation of internally illuminated top hamper sign.

Refer to the Architectural Plans at Appendix A for complete detailing of the proposed works. **Figure 3** and **Figure 4** below indicates the existing and proposed shopfront facades.

**Figure 3 Demolition Works**



**Figure 4 Proposed Shopfront Elevations**



## 4.0 Legislation & Planning Controls

The following legislation, Environmental Planning Instruments (EPIs) and Development Control Plan (DCP) are relevant to the proposed development:

- *Environmental Planning and Assessment Act 1979*;
- *State Environmental Planning Policy (Industry and Employment) 2021*;
- *Warringah Local Environmental Plan 2011*; and
- *Warringah Development Control Plan 2011*.

### 4.1 Environmental Planning and Assessment Act 1979

The proposal is subject to the provisions of the *Environmental Planning and Assessment Act 1979* (EP&A Act). Section 4.15 of the EP&A Act provides criteria which a consent authority is to take into consideration, where relevant, when considering a DA. An assessment of the subject DA, in accordance with the relevant matters prescribed under Section 4.15(1), is provided within Section 5.0 of this SEE.

### 4.2 State Environmental Planning Policy (Industry and Employment) 2021

The *State Environmental Planning Policy (Industry and Employment) 2021* [Industry and Employment SEPP] contains provisions relating to advertising and signage.

Clause 3.6 of the Industry and Employment SEPP states the following:

*A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:*

- (a) that the signage is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and*
- (b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.*

The matters set out within Clause 3(1)(a) are discussed within **Table 1**.

**Table 1 Industry and Employment SEPP – Clause 3(1)(a) Assessment**

Matter	Comment
(a)	to ensure that signage (including advertising)—





Matter	Comment
(i) is compatible with the desired amenity and visual character of an area, and	The proposed signage is considered in alignment with the existing signage amenity of Pittwater Road which is predominantly commercial.
(ii) provides effective communication in suitable locations, and	The signage communicates items of a first party nature only at street frontage.
(iii) is of high quality design and finish.	The proposed signage is of a high-quality design and finish.

It is considered that the proposed signage scheme satisfies the relevant criteria outlined within the Industry and Employment SEPP.

The proposal does not conflict with any other controls of the Industry and Employment SEPP and complies with relevant requirements as detailed in this SEE. A detailed assessment of the proposal against the Schedule 5 Assessment Criteria is provided at Appendix B.

## 4.3 Warringah Local Environmental Plan 2011

### 4.3.1 Zoning

Pursuant to the Warringah Local Environmental Plan 2011 (WLEP 2011), the site is within the MU1 Mixed Use zone – refer to **Figure 5**. The works proposed under this application are ancillary to the existing land use and permissible with consent under the provisions of the WLEP 2011.

**Figure 5 Zoning Map Extract (Source: NSW Planning Portal Spatial Viewer)**



#### Zone MU1 Mixed Use

##### 1 Objectives of zone

- To encourage a diversity of business, retail, office and light industrial land uses that generate employment opportunities.



- *To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse and functional streets and public spaces.*
- *To minimise conflict between land uses within this zone and land uses within adjoining zones.*
- *To encourage business, retail, community and other non-residential land uses on the ground floor of buildings.*
- *To provide an active day and evening economy encouraging, where appropriate, weekend and night-time economy functions.*

## **2 Permitted without consent**

*Home-based child care; Home businesses; Home occupations*

## **3 Permitted with consent**

*Amusement centres; Boarding houses; Car parks; Centre-based child care facilities; Commercial premises; Community facilities; Entertainment facilities; Function centres; Information and education facilities; Light industries; Local distribution premises; Medical centres; Oyster aquaculture; Passenger transport facilities; Places of public worship; Recreation areas; Recreation facilities (indoor); Registered clubs; Respite day care centres; Restricted premises; Shop top housing; Tank-based aquaculture; Tourist and visitor accommodation; Vehicle repair stations; Waste or resource transfer stations; Water reticulation systems; Any other development not specified in item 2 or 4*

## **4 Prohibited**

*Advertising structures; Agriculture; Air transport facilities; Airstrips; Animal boarding or training establishments; Boat building and repair facilities; Boat launching ramps; Boat sheds; Camping grounds; Caravan parks; Cemeteries; Charter and tourism boating facilities; Correctional centres; Crematoria; Depots; Eco-tourist facilities; Environmental facilities; Exhibition homes; Exhibition villages; Extractive industries; Farm buildings; Forestry; Freight transport facilities; Heavy industrial storage establishments; Helipads; Highway service centres; Home occupations (sex services); Industrial retail outlets; Industrial training facilities; Industries; Jetties; Marinas; Mooring pens; Moorings; Mortuaries; Open cut mining; Port facilities; Recreation facilities (major); Recreation facilities (outdoor); Research stations; Residential accommodation; Rural industries; Service stations; Sewerage systems; Sex services premises; Storage premises; Transport depots; Truck depots; Vehicle body repair workshops; Warehouse or distribution centres; Waste or resource management facilities; Water recreation structures; Water supply systems; Wharf or boating facilities; Wholesale supplies*

The existing CBA tenancy operates as a *commercial premises*, which is a permissible land use in the MU1 zone under the WLEP 2011. The proposed works are ancillary to the approved land use and do not contravene any objectives of the MU1 zone.

No other local provisions apply to the development.

## **4.4 Warringah Development Control Plan 2011**

The Warringah Development Control Plan 2011 (WDCP 2011) supports all planning instruments applying to all land subject to the WLEP 2011.

The following section of the WDCP 2011 has been deemed relevant to the proposal:

- *Part C – Siting Factors*
  - *C8 Demolition and Construction*



- C9 Waste Management
- Part D – Design
  - D10 Building Colours and Materials
  - D23 Signs

The proposal is consistent with the relevant **Table 2** of the Compliance Tables at Appendix B for assessment of these controls.

## 5.0 Assessment of Planning Issues

The following is an assessment of the environmental effects of the proposed development as described in the preceding sections of this report. The assessment considers only those matters under Section 4.15(1) of the EP&A Act which are relevant to the proposal.

### 5.1 Compliance with Planning Instruments and Controls

The proposal is compliant and consistent with all applicable legislative requirements, environmental planning instruments, development controls and guides as outlined in Section 4.0 of this SEE, and as summarised below:

- Proposed signage is consistent with the criteria contained in *SEPP (Industry and Employment) 2021*;
- The proposed works are ancillary to the existing land use, which remains permissible in the MU1 Mixed Use zone under Warringah LEP 2011; and
- The proposed development achieves the aims and objectives contained within the relevant sections of the Warringah DCP 2011.

### 5.2 Visual Impact

The proposed works will not detract from visual amenity of the site and surrounding area considering the existing built environment and commercial character of the existing use. The works involve an upgrade to existing signage and therefore do not introduce new built elements to the site.

### 5.3 Noise Impact

It is expected that the noise generated during the construction phase will be brief and not adversely affect nearby businesses given the minor scale and intensity of the works. Use of equipment during construction will be managed in accordance with the relevant NSW Construction Noise Guidelines.

### 5.4 Waste Management

The proposal will generate minimal waste during the demolition and construction phase and, operational waste will remain as existing. A Waste Management Plan (WMP) is provided at Appendix C.



## 6.0 Conclusion

The proposed works at 888 Pittwater Road Dee Why 2099 are considered minor in nature and are anticipated to improve the amenity of the area.

Overall, the proposal comprises minimal social and environmental impact on the surrounding commercial area. Furthermore, the proposal is consistent with the relevant controls of the Warringah Local Environmental Plan 2011 and Warringah Development Control Plan 2011. Through the proposal's merits and absence of any significant adverse environmental impacts, this DA is considered to be in the public interest and recommended for Council's support subject to standard conditions of consent.

We thank you for the opportunity to lodge this application and look forward to timely development consent. If you have any queries with any of the above, please do not hesitate to contact the undersigned.

Kind regards,

**SLR Consulting Australia**



**Melanie Dow**

Project Consultant - Planning  
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**Appendix A** Architectural Plans  
**Appendix B** Compliance Tables  
**Appendix C** Waste Management Plan





## Appendix A – Architectural Plans



## Appendix B – Compliance Tables

**Table 2 Warringah DCP 2011 Compliance Assessment**

Control	Requirements	Comment	Compliance
<b>Part C – Siting Factors</b>			
<b>C8 Demolition and Construction</b>			
1.	<i>All development that is, or includes, demolition and/or construction, must comply with the appropriate sections of the Waste Management Guidelines and all relevant Development Applications must be accompanied by a Waste Management Plan.</i>	A Waste Management Plan is included at <b>Appendix C.</b>	Y
<b>C9 Waste Management</b>			
1.	<i>All development that is, or includes, demolition and/or construction, must comply with the appropriate sections of the Waste Management Guidelines and all relevant Development Applications must be accompanied by a Waste Management Plan.</i>	A Waste Management Plan is included at <b>Appendix C.</b>	Y
<b>Part D – Design</b>			
<b>D23 Signs</b>			
1.	<i>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.</i>	The proposed signage is not considered to dominate or obscure other signs or result in visual clutter.	Y
2.	<i>Signs are to be compatible with the design, scale and architectural character of the building or site on which they are to be placed.</i>	The proposed signage is minor in nature and is considered to be compatible with the building.	Y
3.	<i>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.</i>	The site is not a heritage item or within a heritage conservation area.	Y
4.	<i>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).</i>	The proposed signage does not obscure views or create any hazardous features.	Y



Control	Requirements	Comment	Compliance
5.	<i>Signs should not be capable of being confused with, or reduce the effectiveness of, traffic control devices.</i>	The proposed signage are not considered to be capable of being confused with traffic control devices.	Y
6.	<i>Signs are not to emit excessive glare or cause excessive reflection.</i>	The proposed signage is not considered to cause excessive glare or reflection.	Y
7.	<i>Signs should not obscure or compromise important views.</i>	The proposed signage is not considered to obstruct any important views.	Y
8.	<i>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.</i>	Not applicable.	N/A
9.	<i>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.</i>	Not applicable.	N/A
10.	<i>No more than one sign is to be located above the awning level for business uses.</i>	No signage is proposed to be located above awning level.	Y
11.	<i>Tenancy boards and the like are encouraged to be in the form of consolidated signs.</i>	Not applicable.	N/A



Control	Requirements	Comment	Compliance
12. & 13.	<p><i>Signs shall meet the following criteria:</i></p> <p><b>Top hamper sign</b></p> <ul style="list-style-type: none"> <li>• Shall not extend beyond any building alignment or below the level of the head of the doorway or window within the building upon which it is attached.</li> <li>• Shall not exceed 600mm in height; and</li> <li>• Shall not have an advertising area greater than 5sqm.</li> </ul>	The proposed wall signage complies with the outlined controls.	Y
	<p><b>Under awning sign</b></p> <ul style="list-style-type: none"> <li>• Shall not exceed 2.5m in length or 0.3m in height;</li> <li>• Shall be no less than 2.7 m above the ground and at right angles to the property boundary to which the awning is attached;</li> <li>• Shall not project beyond the awning; and</li> <li>• No more than one under-awning sign may be erected per business/shop.</li> </ul>	The proposed under-awning sign is to be 1.5m in length and 0.36m in height. The dimensions of the existing sign are not being altered, only the signage plates. Additionally, the sign does not project beyond the awning and there is only 1 under-awning sign at the site.	N,Justified
	<p><b>Wall sign</b></p> <ul style="list-style-type: none"> <li>• Shall not extend within 200mm of the top and sides of the wall.</li> <li>• Shall not cover any window or architectural projections;</li> <li>• Must be of a size and shape that relates to the architectural design of the building to which it is attached;</li> <li>• Where illuminated, shall not be less than 2.7 metres above the existing natural ground level ground; and</li> <li>• Shall not project more than 300mm from the wall.</li> </ul>	The proposed wall signage complies with the outlined controls.	Y
14.	<p><i>The following signs are not considered appropriate and are discouraged:</i></p> <ul style="list-style-type: none"> <li>• Flashing or moving signs on all land other than the carriageway of a public road</li> <li>• Pole or pylon signs, unless there is no building on the site, or the building is not visible from the street or</li> </ul>	The proposed signage involves only top hamper, wall and under-awning signage. The proposal involves the replacement of the existing electronic business sign. This sign is not proposed	Y



Control	Requirements	Comment	Compliance
	<p><i>public domain; this does not include identification, interpretive, directional and advance warning signs described as Exempt Development, or a sign erected by the Council for the display of community information;</i></p> <ul style="list-style-type: none"> <li>• <i>Signs on or above the roof or parapet of a building.</i></li> <li>• <i>A-frame and temporary signs located on public land, including:</i> <ol style="list-style-type: none"> <li>1. <i>Signs on motor vehicles which are not able to be driven with the sign displayed</i></li> <li>2. <i>Balloons or other inflatable objects used for the purpose of advertising which are placed on or above roof level</i></li> <li>3. <i>Illuminated signs in residential zones</i></li> </ol> </li> </ul>	<p>to flash or move and is considered appropriate given the context.</p>	





**Table 3 SEPP (Industry and Employment) 2021 Schedule 5 Assessment Criteria**

Assessment Criteria		Comment	Compliance
1) Character of the area	<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	The proposed signage and works are compatible with the scale of the existing building and consistent with the character of the area.	Y
	<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	There is no apparent advertising theme in the area.	N/A
2) Special areas	<i>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?</i>	The proposed signage is not of a scale to cause any significant detracting from the amenity and visual quality of the area.	Y
3) Views and vistas	<i>Does the proposal obscure or compromise important views?</i>	The proposed signage does not obscure or compromise important views.	Y
	<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	As above. The signage will not dominate the skyline or reduce the quality of vistas.	Y
	<i>Does the proposal respect the viewing rights of other advertisers?</i>	The proposed signage does not obscure any existing advertising.	Y
4) Streetscape, setting or landscape	<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	The scale of the signage is proportionate to the building and existing on-site signage. It is appropriate for the commercial character of the area.	Y
	<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	The proposed signage will contribute to the visual interest of the site in context of its commercial setting.	Y
	<i>Does the proposal reduce clutter by rationalizing and simplifying existing advertising?</i>	The proposed signage will not cause proliferation or clutter, as it has been designed to be located in a compatible manner that integrates into the existing building.	Y
	<i>Does the proposal screen unsightliness?</i>	The proposal does not screen unsightliness.	N/A
	<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	No, proposed signage is located within the shopfront. It does not extend beyond the built form.	Y



Assessment Criteria		Comment	Compliance
	<i>Does the proposal require ongoing vegetation management?</i>	No.	N/A
5) Site and building	<i>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?</i>	The signage has been designed to be compatible with the existing built form and site characteristics.	Y
	<i>Does the proposal respect important features of the site or building, or both?</i>	The proposed signage does not detract in any way from important features of the building or site.	Y
	<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	The proposed signage is of a modern high-quality design.	Y
6) Associated devices and logos with advertisements and advertising structures	<i>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?</i>	The proposed signage is affixed to the building. All fixtures have been designed to be compatible with the proposed signage.	Y
7) Illumination	<i>Would illumination result in unacceptable glare?</i>	No, the proposed signage will not result in excessive glare.	Y
	<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	As above. The signage does not raise safety concerns relating to excessive illumination or light spill.	Y
	<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	No, the proposed signage will not detract from amenity of any residence or form of accommodation.	Y
	<i>Can the intensity of the illumination be adjusted, if necessary?</i>	The brightness level of the display can be adjusted if necessary.	Y
	<i>Is the illumination subject to a curfew?</i>	The illumination is not subject to a curfew.	Y
8) Safety	<i>Would the proposal reduce the safety for any public road?</i>	The signage will not affect road safety on any public road.	Y
	<i>Would the proposal reduce the safety for pedestrians or cyclists?</i>	No, the signage will not affect the safety of pedestrians or cyclists.	Y
	<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	No, sightlines are not affected by the proposal as signage is internal to building and at an appropriate scale.	Y



## **Appendix C – Waste Management Plan**

