

Statement of Environmental Effects

Accompanying a development application for

Kennards Self Storage, Brookvale

At

Lot 1 / DP 1031765

25 – 29 Winbourne Road
Brookvale NSW 2100

18 Feb 2020

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Statement of Environmental Effects
25 – 29 Winbourne Road, Brookvale NSW 2100

1. Introduction

This statement of environmental effects has been prepared by Hector Johnson of R.A.D. Graphics to accompany a development application for advertising signage devices at Lot 1 on DP1037165 (25-29 Winbourne Road, Brookvale NSW 2100).

The application is being lodged by Hector Johnson, pursuant to Clause 4.12 of the Environmental Planning and Assessment Act 1979.

The proposal has been prepared to comply with the relevant provisions of Manly LEP 2013, Manly DCP 2013 and State Environment & Planning Policy (SEPP) s.64, and Clause 4.15 of the Environmental Planning and Assessment Act 1979 (as amended).

The proposal is for the installation of advertising signage devices, including:

- 1 x freestanding monolith sign, internally illuminated
- 2 x wall signs

This statement has been prepared having regard to the following documentation:

1. Site Construction Plans

2. Site description and analysis

2.1 Location and property description

**Lot 1 / DP 1031765
25 – 29 Winbourne Road
Brookvale NSW 2100**

2.2 Site characteristics

The site is a flat, gently sloping (< 5 degrees) block of land of 5156 square metres in area.

It is occupied by a 5 storey (3 floors above Winbourne Rd ground level) and 2 floors below that level, taking advantage of the fall of land to the southern end of the allotment.

The soil in the area affected by this application is naturally compacted, non-reactive, cohesive ground.

2.3 Surrounding development

Development in the area is IN1 (General Industrial) and comprises a mix of automotive accessory retailers, automotive repair workshops and construction trade supply outlets. There are a number of pylon signs of similar height to that proposed, and of similar proximity to property boundaries, along both sides of 25-29 Winbourne Road.

3. Details of proposal

3.1 Proposed works

1. Installation of 1 x 6000mm H x 2400mm W internally illuminated monolith sign to the immediate right of the entry driveway and set back from the Winbourne Road boundary line as far as is practicable, to the premises at 25-29 Winbourne Road, Brookvale.
2. Installation of a Kennards' "Padlock" landmark wall sign, 2400mm H x 1740mm W, to the second storey wall, facing Winbourne Road, adjacent to the entry driveway.
3. Installation of a flat panel wall sign, 1600mmH x 15000mm W, to the western aspect of the building, at the northern, or left-hand end of the building, to be visible above the top of the neighbouring building, no. 31 Winbourne Road.

4. Clause 4.15 -Matters for consideration

The following provides an assessment of the proposal against the provisions of Clause 4.15 of the Environmental Planning and Assessment Act (as amended).

We include herewith our self-assessment against the following:

State Environmental Planning Policies

The signs, as proposed, appear to be compliant with the provisions of SEPP 64, including Schedule 1 Assessment criteria

Local Environmental Plan

1. The application of signage identifying the premises as a Storage Premises is compliant with the provisions of cl. 2.3 (Land Use Table – Zone IN1 – General Industrial) of the Warringah LEP 2011
2. In relation to cl. 6.1 of Warringah LEP 2011, there are acid sulphate soils affecting the southern end of the lot subject to this application. This fact has been taken into account, in making this application.

However, there will no disturbance or effect upon that area as a result of the groundworks proposed in installation of a pylon sign on the Winbourne Rd frontage of the property.

3. The extent of excavation required to construct a concrete pier footing for the pylon sign proposed will not exceed one tonne of soil.
4. The works proposed will have no effect upon the level of the water table in the area, or any effect upon soil stability in the area (cl. 6.2 Warringah LEP 2011) The excavation will be backfilled with reinforced concrete immediately after compliance inspection.

Coastal Zone Management Plan (Coastal Protection Act 1979)

The development does not affect coastal zone management, in any way.

Environmental, social and economic impacts in the locality

The impact of the development, socially and environmentally, is negligible. The entire development comprises the installation of two wall signs and one corporate ID pylon sign. The establishment of, and adherence to, a clear national brand is in the interest of both the business and the public. It is not clear whether there is an economic impact on the surrounding area, but it is likely to be negligible as it will not trigger an influx of new staff or traffic to the area.

Suitability of the site for the development

The site is already developed. This is merely the addition of signage, in keeping with the owner's national corporate image standards. That addition is in response to customer feedback to the effect the premises are not readily identifiable. The development improves visual accessibility of the premises.

Public interest

The development is in the public interest insofar as it is a response to customer feedback to the effect the premises are not readily identifiable. The development improves visual accessibility of the premises.

5.0 Other considerations

5.1 Visual Impacts

Addition of signage to the premises at 25-29 Winbourne Rd will improve visual recognition of the business location in the street, reducing confusion and hesitation by clients driving along Winbourne Rd in search of the Kennards Storage location. The signs proposed are compatible in scale with the buildings on site, and do not dominate the profile of the buildings or the surrounding skyline.

The design of the internal illumination for the pylon sign is compliant with AS4282.1997 (Control of the obtrusive effects of outdoor lighting), and has no rotating, flashing or moving parts. Light emission poses no hazard to passing motor traffic, and is below the threshold level of 300cd/m²

5.2 Open Space

The only potential impact we can see, in relation to open space, is the placement of the proposed pylon sign inside the Winbourne Rd boundary of the premises.

5.3 Overshadowing and Privacy

There is no concern with overshadowing and privacy posed by the application of these proposed signs.

5.4 Noise

The only noise associated with development might occur during the short period during which installation occurs. Noise will be kept to

5.5 Erosion Control Measures

There is no potential erosion impact associated with the development. The minor excavation works involved with the pylon sign will be contained to a small area and the surrounding landscaping rectified as part of the completion of the installation.

5.6 Economic and Social Impacts

It is not envisaged that there will be any social or economic impacts resultant from the completion of the installation.

5.7 Environmental Benefits

The proposed development is considered to be environmentally sustainable. There is no requirement for ongoing vegetation management

5.8 Disabled Access

The access for persons with disability is provided at the site. No changes done.

5.9 Security, Site Facilities and Safety

The development has no effect on the security, site facilities and safety of the facility. The facility has existing monitored alarm systems 24 hours, 7 days a week. The construction window is short, and adequate site safety provisions are in place and safety measures observed.

5.10 Waste Management

All waste generated on site during the installation will be removed from the site and recycled in a client site. The soil removed during excavation will be removed from site, and recycled as clean fill, by the constructor's grounds management division. All other waste has already been recycled offsite. The proposal will not generate any ongoing waste.

5.11 Building Code of Australia

All construction proposed is compliant with the BCA and the constructor is appropriately licensed.

5.12 Traffic

The proposed development will improve visual recognition of the business location in the street, therefore reducing clients driving slower along Winbourne Rd in search of the facility. There are no concerns with visibility for drivers entering and exiting the site. The parked vehicles along the curb on Winbourne Road pose a greater impediment to visibility than the pylon sign proposed.

5.13 Stormwater/flooding

It will generate no effluent, or have any effect upon collection or diversion of rainwater.

6.0 Conclusion

The proposal is to refurbish existing advertising signage and install several new signs, under a more visually coherent design than is currently in place. The development has insignificant environmental and social impacts. It is unclear whether there is an economic impact on the surrounding area, but it is likely to be insignificant.

The proposed development appears to be compliant with the provisions of the appropriate Northern Beaches LEP and Northern Beaches DCP, and with NSW SEPP 64.