

Statement of Environmental Effects

accompanying a
Development Application for Advertising Signage
for

Jaecoo Brookvale

776-780 Pittwater Road
Brookvale NSW 2100

Lot 1 on DP1068612

17 February 2025

Statement of Environmental Effects
776-780 Pittwater Road Brookvale NSW 2100

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 at Lot 1 on DP1068612 (776-780 Pittwater Road Brookvale NSW 2100).

The application is being lodged by Hector Johnson, pursuant to Section 4.15 of the Environmental Planning and Assessment Act 1979.

The proposal has been prepared to comply with the relevant provisions of Warringah Local Environmental Plan 2011, Warringah Development Control Plan 2011 - Part D Design - D23 Signs, Schedule 5 (Assessment criteria) and Chapter 3 Advertising and Signage of the State Environmental Planning Policy (Industry and Employment) 2021, and Clause 4.15 of the Environmental Planning and Assessment Act 1979 (as amended).

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

Installation 1 x Fascia sign (1B), internally illuminated	1900mm W x 240mm H
Installation 1 x Fascia sign (1C), internally illuminated	5205mm W x 600mm H
Installation 1 x Fascia sign (1D), internally illuminated	5225mm W x 600mm H
Installation 1 x Fascia sign (2B), internally illuminated	2613mm W x 300mm H
Installation 1 x Fascia sign (2C), internally illuminated	2603mm W x 300mm H
Installation 1 x Mini Monolith sign (4A), non-illuminated	1000mm W x 1800mm H

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

1. Site Plan
2. Elevation Plan

Site description and analysis

Location and property description

Lot 1 on DP1068612
776-780 Pittwater Road
Brookvale NSW 2100

Site characteristics

The site, Jaecoo Brookvale, is located at Lot 1 on DP1068612 and known as 776-780 Pittwater Road Brookvale NSW 2100. The whole lot has an area of 6894.31 m².

The site is currently utilised as a Motor Dealership.

Surrounding development

The property is in the E3: Productivity Support Zone and is surrounded by small businesses displaying advertising signs and messages to good effect. The site is fronting Carter Rd and is surrounded by other businesses and establishments in commercial premises; primarily retail and services.

Details of proposal

1. Installation of 1 x 1900mm W x 240mm H internally illuminated Fascia sign (1B) on the building's fascia, showing the dealer location, Brookvale, on the east side elevation, as depicted in the drawings accompanying the application.
2. Installation of 1 x 5205mm W x 600mm H internally illuminated Fascia sign (1C) on the building's fascia, showing Omoda's name, on the east side elevation, as depicted in the drawings accompanying the application.
3. Installation of 1 x 5225mm W x 600mm H internally illuminated Fascia sign (1D) on the building's fascia, showing Jaecoo's name, on the east side elevation, as depicted in the drawings accompanying the application.
4. Installation of 1 x 2613mm W x 300mm H internally illuminated Fascia sign (2B) on the building's fascia, showing Jaecoo's name, on the north side elevation, as depicted in the drawings accompanying the application.
5. Installation of 1 x 2603mm W x 300mm H internally illuminated Fascia sign (2C) on the building's fascia, showing Omoda's name, on the north side elevation, as depicted in the drawings accompanying the application.
6. Installation of 1 x 1000mm W x 1800mm H non-illuminated Mini Monolith sign (4A) within the property boundary, showing the directions for Service, Show Room, Parking, and Exit, on the north side elevation, as depicted in the drawings accompanying the application.

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 Policy (Industry and Employment) 2021

Schedule 5 (Assessment Criteria)

The signs, as proposed, appear to be compliant with the provisions of SEPP (Industry and Employment) 2021, Schedule 5 Assessment criteria.

1 Character of the area

The proposal is compatible with the existing or desired future character of the area or locality in which it is proposed to be located. It is also consistent with a particular theme for outdoor advertising in the area or locality, specifically the adjacent retail building.

2 Special areas

The proposal does 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.

3 Views and vistas

The proposal does not obscure or compromise important views. It also does not dominate the skyline and reduce the quality of vistas.

The proposal respects the viewing rights of other advertisers.

4 Streetscape, setting or landscape

The scale, proportion and form of the proposal is appropriate for the streetscape, setting or landscape. The proposal contributes to the visual interest of the streetscape, setting or landscape.

The proposal reduces clutter by rationalising advertising signage under a visually coherent design.

The proposal does not screen unsightliness nor does it protrude above buildings, structures or tree canopies in the area or locality. The proposal does not require ongoing vegetation management.

5 Site and building

The proposal is compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located. The proposal respects important

features of the site or building, or both. And it shows innovation and imagination in its relationship to the site or building, or both.

6 Associated devices and logos with advertisements and advertising structures

Safety devices, platforms, lighting devices or logos have been designed as an integral part of the signage or structure on which it is to be displayed. The proposed illumination of the signs on the site is compliant with the provisions of AS4282-2019 (Control of the Obtrusive Effects of Outdoor Lighting).

7 Illumination

Illumination will not result in unacceptable glare. The proposal will not affect safety for pedestrians, vehicles, or aircraft as the internal illumination for the fascia signs have no rotating, flashing, or moving parts. The proposed internally illuminated signs are designed to be compliant with AS4282-2019 (Control of the Obtrusive Effects of Outdoor Lighting).

Illumination will not detract from the amenity of any residence or other form of accommodation.

The internal illumination of the signs will operate only from dusk until 11:00pm and will be on an automatic timer and can be adjusted, if necessary, to reduce unnecessary light intrusion and energy consumption.

8 Safety

The proposal will not reduce the safety of any public road nor reduce the safety for pedestrians or bicyclists as the internal illumination for the fascia signs have no rotating, flashing, or moving parts. Light emission poses no hazard to passing motor traffic and is below the threshold level of 300cd/m².

The proposal also does not reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas. The proposed advertising signs are located well within the property boundary of Lots 87 & 88 on DP216304, away from pedestrian footpath.

The proposed internally illuminated signs are designed to be compliant with AS4282-2019 (Control of the Obtrusive Effects of Outdoor Lighting).

Warringah Local Environmental Plan 2011

The application of signage is compliant with the provisions of cl. 2.1 (Land Use Zones – E3: Productivity Support) of the Warringah Local Environmental Plan 2011 and meets the zone objectives outlined in cl. 2.3 for Zone E3.

Warringah Development Control Plan 2011

The signs, as proposed, appear to be compliant with the provisions of Warringah Development Control Plan 2011 - Part D Design - D23 Signs.

The proposed signs are compatible with the desired amenity and visual character of the area.

The signs are compatible in scale with the building on site, and do not dominate the profile of the buildings or the surrounding skyline. The proportion and form of the proposed signs are appropriate for the streetscape, setting and landscape. They are compatible with the architectural style of the building.

The proposed signs are unobtrusive in design, colour, height and scale and do not adversely impact the streetscape.

The design of the internal illumination of the signs are compliant with AS4282-2019 (Control of the Obtrusive Effects of Outdoor Lighting). The proposal will not reduce the safety of any public road nor affect the safety for pedestrians or motorists as the proposed signs have no rotating, flashing, or moving parts.

Light emission poses no hazard to passing motor traffic and is below the threshold level of 300cd/m². It is proposed that the illumination of the signs will operate only from dusk until 11:00pm and will be on an automatic timer.

Premium and durable materials are to be used for the signs.

The impact of the development, socially and environmentally, is negligible. The proposal is for the accordant installation of advertising signage devices under a visually coherent design and to advertise the tenant's business presence in the area.

The establishment of, and adherence to, a clear national brand for the tenant, Jaecoo, is in the interest of both the business and the public.

It is not clear whether there is will be an economic impact on the surrounding area, but it is unlikely to generate any environmental impact. It will not trigger a large influx of new staff or traffic to the area.

The development is in the public interest insofar as it improves visual accessibility of the premises.

Other considerations

Visual Impacts

Installation of new signage devices to the premises at 776-780 Pittwater Road will improve visual recognition of the automotive repair facility in the street. The signs proposed are compatible in scale with the building on site, and do not dominate the profile of the buildings or the surrounding skyline.

Open Space

There is no obvious change to the visual impact of open space, on the site.

Overshadowing and Privacy

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

Noise

The only noise associated with development might occur during the short period during which installation occurs. Noise will be kept to a minimum during construction, and works will be performed during the appropriate daytime hours, as required.

Erosion Control Measures

There is no potential erosion impact associated with the development.

Economic and Social Impacts

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

Environmental Benefits

The proposed development is considered to be environmentally sustainable. There is no requirement for demolition works or major construction work or earthworks required. There are no impacts to vegetation or natural features in the area.

Disabled Access

Access for persons with disability is provided at the site.

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.

Waste Management

All waste generated on site during the signage installation will be removed from the site and recycled in an appropriate manner. The construction phase of the proposal will not generate any ongoing waste.

Building Code of Australia

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

Traffic

Traffic, parking, and general accessibility are not affected by the proposed development.

Stormwater/flooding

The proposal will generate no effluent nor have any effect upon collection or diversion of rainwater.

Conclusion

The proposal is for the installation of advertising signage devices, including internally illuminated and non-illuminated signs.

The signs proposed are compatible in scale with the building on site and are appropriate for the streetscape, setting and landscape. The design, colour, height, and scale do not negatively impact the streetscape.

The proposed advertising signage avoids visual clutter and is complementary to the business nature of the site. There is no concern with overshadowing and privacy posed by the application of the proposed signage.

The design of the internal illumination of the signs are compliant with AS4282-2019 (Control of the Obtrusive Effects of Outdoor Lighting). The proposal will not reduce the safety of any public road nor affect the safety for pedestrians or motorists as the proposed signs have no rotating, flashing, or moving parts.

Light emission poses no hazard to passing motor traffic and is below the threshold level of 300cd/m². It is proposed that the illumination of the signs will operate only from dusk until 11:00pm and will be on an automatic timer.

The development has insignificant environmental and social impacts. It is unclear whether there is an economic impact on the surrounding area, but it is not likely to be significant.

The proposed development appears to be compliant with the relevant provisions of Warringah Local Environmental Plan 2011, Warringah Development Control Plan 2011 - Part D Design - D23 Signs, Schedule 5 (Assessment criteria) of the State Environmental Planning Policy (Industry and Employment) 2021, and Clause 4.15 of the Environmental Planning and Assessment Act 1979 (as amended).