

## STATEMENT OF ENVIRONMENTAL EFFECTS

### PROPOSED SIGNAGE 16 Rodborough Road 1/-/DP739578

Date

#### INTRODUCTION

The proposal is for the erection of a Business Identification Freestanding sign at 1/-/DP739578 16 Rodborough Road.

- Freestanding ID Sign.

The signage will perform 2 functions:

Provide visual identity for the property. The property is difficult to identify when travelling along Warringah Rd and effective signage is required to aid in the visual identification of the property.

As a means of wayfinding. On traveling onto Warringah Road, a mean of identifying the direction of the entrance to the property is required as the turning off Allambie Road is a decision point.

#### THE DESIGN RESPONSE

The design response and concept has been created following a thorough site analysis and was developed with reference to Northern Beaches Council Development Control Plan “*Warringah DCP 2011 – Part: Design D23*” and NSW Department of Urban Affairs and Planning SEPP64 Advertising and Signage.

This process has allowed design principles to more comprehensively address the nature of the site and area and to provide a design response which is sympathetic to local circumstances and issues.

#### SEPP 64

The proposed signage will not affect the streetscape of Warringah Road and will fit in with surrounding properties, many of which include illuminated advertising structures as part of their development. The sign will facilitate effective communication and the locations and types of signs

have been selected to provide effective communication whilst creating minimal disturbance to the local environment.

The signs will be constructed from high quality, recyclable materials and are compatible with signage identifying nearby properties.

### **Warringah DCP 2011 – as amended 28 Feb 2020**

The proposed signage is compliant to the requirements of Warringah DCP 2011 – Part: Design D23. The signage only identifies the tenant of the property and cannot be modified to display third party advertising or advertising for the primary tenant other than branding identification. The minimum number of signs required to make the solution successful have been included in the proposal

### **CONCLUSION**

The development proposal for branding signage at Lot 10 DP1002910 has been carefully designed to satisfy the requirements of Northern Beaches Council Development Control Plan “*Warringah DCP 2011 - as amended 28 Feb 2020*” and NSW Department of Urban Affairs and Planning SEPP64 Advertising and Signage and meet the needs of the client in such a way to minimise the adverse effects.

### **FURTHER INFORMATION**

For further information, please contact Simon Boldrini on 02 9545 5665 or 0450 956 460 email [simon@smsco.com.au](mailto:simon@smsco.com.au)

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