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27 July 2022

Mr Ray Brownlee  
General Manager  
Northern Beaches Council  
PO Box 82  
Manly NSW 1655  
Attention: Planning Department

Dear Sir/Madam,

## **STATEMENT OF ENVIRONMENTAL EFFECTS| 145 OLD PITTWATER ROAD - WARRINGAH MALL**

This Statement of Environmental Effects (SEE) has been prepared by Urbis Pty Ltd on behalf of Scentre Group (the applicant) to support a development application (DA) for the addition of a signage panel on the bottom of two existing pylon signs at Warringah Mall Shopping Centre (the site) located at the corner of Old Pittwater Road and Condamine St, Brookvale. This SEE includes:

- Identification of site and locality
- Description of the proposed development
- Assessment of the relevant matters listed under Section 4.15 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

This letter is accompanied by:

- Owner's consent and Political Donations Declaration
- Cost estimate report
- Appendix A - Architectural plans prepared by Scentre Group dated 23/6/2022

## **1. SITE CONTEXT**

### **1.1. LOCALITY**

The site is located in the suburb of Brookvale in the Northern Beaches Local Government Area (LGA). Brookvale is approximately 18km from the Sydney CBD and is identified in the North District Plan as a Strategic Centre.

The site is situated at the junction of several land use zones and therefore land use in the locality is varied. Along Pittwater Road land use is characterised by low scale commercial development. Beyond the subject site to the north, to the west and to the east, land use is characterised by industrial

development. Low density residential development interspersed by public and private reserves is located at the perimeter of the above described commercial and industrial lands.

A locality diagram indicating the location of the site relative to Sydney CBD is provided in the figure below.

**Figure 1- Locality Diagram**



Source: Urbis

## 1.2. SUBJECT SITE

### 1.2.1. Site Description

The site is situated on a large irregularly shaped parcel of land known as 145 Old Pittwater Road, Brookvale with a legal description of Lot 100 in DP 1015283. The site is bound to the north by Cross Street and adjacent industrial lands, to the south by Old Pittwater Road and to the east by Condamine Street and Pittwater Road. The site area is approximately 170,600sq.m.

The site has a gradual natural slope that falls from the northwest to the southeast of the site and contains limited vegetation, with the only notable planting located along the street frontages of the site and within the open-air car parking areas. Vehicle access to the site is currently available at several locations along the Old Pittwater Road, Pittwater Road and Cross Street frontages of the site.

The first subject pylon sign is located on the corner of Condamine Street and Old Pittwater Road and the second pylon sign is located at the corner of Pittwater Road and Cross Street.

An aerial image of the site is provided in the figure below.

**Figure 2 – Aerial Image**



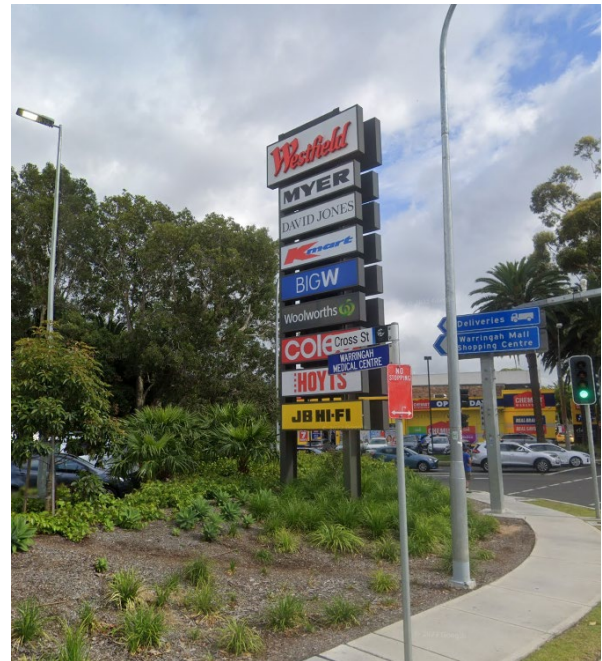
### 1.2.2. Existing Development

The site accommodates Warringah Mall which is a partially enclosed centre with provision of open-air and undercover multi-storey car parking. The existing pylon signs are shown in **Figure 3**.

**Figure 3 – Existing Pylon signs**



Picture 1 – Pylon sign located at the corner of Old Pittwater Road and Condamine Street



Picture 2 – Pylon sign located on the corner of Cross Street and Pittwater Road

Source: Google Maps (December 2021)

### 1.3. SURROUNDING CONTEXT

The surrounding land use context is characterised by a diverse mix of commercial, industrial, residential, recreational and education uses.

A piped drainage system carries water through the site from the northwest to the southwest and generally follows the alignment of what was once a natural watercourse, Brookvale Creek.

The Beach School, Brookvale Public School and St Augustine's College are located within a 1 kilometre radius of the site.

Allenby Park and Manly Dam Reserve are situated to the northwest and southwest of the site. Adjacent and adjoining land uses are described as follows.

- **North:** To the north of the site is a large industrial area. Super Cheap Auto and Bunnings Warehouse is located within the site boundaries on the northern portion of the site. Freestanding retail and non-retail shopfronts as well as the Brookvale Hotel are located along the eastern and western sides of Pittwater Road to the north of the site i.e. from Orchard Road in the south to Winbourne Road in the north
- **East:** Warringah Golf Course is located on the eastern side of Condamine Road and is bound to the east by Pittwater Road and Brookvale Creek.

The Brookvale bus depot is located on the eastern side of Pittwater Road, opposite the Cross Street intersection, and the recently constructed Brookvale Community Health Centre is situated on the eastern side of Pittwater Road opposite the B-Line Bus Stop.

- **South:** The Northern Beaches TAFE is located on the southern side of Old Pittwater Road, as well as a series of detached dwelling houses.
- **West:** To the west of the site along Old Pittwater Road are several industrial and office premises uses characterised by larger scale, multi-story buildings.

## 1.4. TRANSPORT NETWORK

### 1.4.1. Pedestrian Access

Existing pedestrian access is provided at the following locations via marked pedestrian crossings and footpaths:

- Off Condamine Street at the southern portion of the site.
- Off Cross Street, via Green Street.
- Off Old Pittwater Road, via the multi-deck car parking at this location.

The subject site is bounded by pedestrian footpaths along the edges of the major roadways, however pedestrian access into the shopping centre site is adequately provided into the site. As described in Section 4, the proposed development seeks to improve some of the pedestrian access points to the subject site.

### 1.4.2. Vehicular Access and Parking

The surrounding road network provides good access to Warringah Mall for residents of the surrounding area with Pittwater Road/Condamine Street/Spit Road being the major north-south carriageway. This provides direct access to the centre for residents from Mosman in the south through to Mona Vale in the north. Warringah Road provides access to the centre from the west for residents of Forestville and Frenchs Forest.

Existing and operating vehicular access into the site is provided at various locations along Old Pittwater Road, Pittwater Road, Condamine Street, and off Cross Street. Vehicular access to the site off Pittwater Road and Condamine Street is currently not available due to the stormwater augmentation works that are being undertaken on the site.

### 1.4.3. Public Transport Access

Public Transport access to the site is provided by way of bus stops along Pittwater Road, including a B-Line stop, and an internal bus stop within the Warringah Mall site, serving local bus routes.

Public transport accessibility to the centre is relatively good at a local level, with many bus routes leading to Warringah Mall.

The site is integrated with the B-Line bus interchange on Pittwater Road.

## 2. PROPOSED DEVELOPMENT

The DA seeks approval for the addition of one panel at the bottom of both sides on two existing pylon signs located at the subject site. This is to accommodate for a new retail tenancy at Warringah Mall.

Numeric overview of the proposal is outlined below

- **Pylon sign 1**
  - The addition of a 2.48 x 0.68 metre panel at the bottom of the existing sign.
  - The additional Panel will be located 0.88 metres from the ground.
  - The height of existing pylon sign does not change.
- **Pylon sign 2**
  - The addition of a 1.9 x 0.53 metre panel at the bottom of the existing sign.
  - The additional Panel will be located 0.7 metres from the ground.
  - The height of existing pylon sign does not change.

The estimated cost of the development is \$27,500. A Cost estimate report accompanies the DA. A set of architectural plans accompanies the DA and a reduced sized extract of the plans are provided in Figure 4 below.

**Figure 4 – Proposed pylon sign addition**



Source: Scentre Group

### 3. SECTION 4.15 ASSESSMENT

The proposed development has been assessed in accordance with the relevant matters for consideration listed in Section 4.15 of the EP&A Act.

### 4. ENVIRONMENTAL PLANNING INSTRUMENTS

The proposed development has been assessed in accordance with the relevant State and local environmental planning instruments, including:

- *State Environmental Planning Policy (Transport and Infrastructure) 2021*

- *Warringal Local Environmental Plan 2011*

#### 4.1.1. State Environmental Planning Policy – Industry and Employment (2021)

Chapter 3 of the *State Environmental Planning Policy Industry and Employment 2021 (Industry and Employment SEPP)* applies to all signage, that under an environmental planning instrument, can be displayed with or without development consent and is visible from any public place or public reserve. The signage proposed is classified under Industry and Employment SEPP as “business identification signage.”

Chapter 3 requires a consent authority to consider the objectives of the policy and comply with the assessment criteria within Schedule 5. **Table 1** assesses the proposed signage against the Schedule 5 assessment criteria.

**Table 1 – Schedule 5 Summary Compliance Assessment**

Provision	Comment	Compliance
Character of the area		
Is the proposal compatible with the character of the area or locality in which it is proposed to be located?	The proposed signage panels are to be added to existing pylon signs and are consistent with the surrounding signage within the locality. The pylon signs are existing structures and typical of business identification signage for the existing shopping centre.  The proposed pylon panels are located at the bottom of the existing pylon sign and do not change the height or form of the existing pylon sign and therefore remains consistent with signage in the locality.	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?		Yes
Special Areas		
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 landscape or residential areas?	The proposed signage panels are minor additions to existing pylon signs and therefore will not detract from the surrounding amenity.	Yes
Views and Vistas		

Provision	Comment	Compliance
Does the proposal obscure or compromise important views?	The proposed signage panels are minor additions to existing pylon signs along Pittwater Road, without increasing the height or bulk of the existing structure. Therefore, the proposal will not obscure or compromise important views, dominate the skyline or reduce the quality of vistas.	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?		Yes
Does the proposal respect the viewing rights of other advertisers?	The proposal seeks to add one signage panel on the bottom of both sides of the existing pylon sign, without impacting the viewing rights of other advertisers.	Yes
<b>Streetscape, setting or landscape</b>		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The proposal seeks to add one signage panel on the bottom of both sides of each existing pylon sign on the site and therefore will not increase the height or bulk of the existing structure. The pylon signs are existing structures and therefore already appropriately positioned for the streetscape, setting or landscape.	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage panel is integrated within the existing pylon signs. The future signage content will positively contribute to visual interest of the future overall site.	Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	No existing advertising is found on the site.	N/A
Does the proposal screen unsightliness?	The proposal does not screen unsightliness.	N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage panels will be added to the bottom of the pylon sign, and therefore will not increase the height of the already existing pylon signs.	Yes

Provision	Comment	Compliance
Does the proposal require ongoing vegetation management?	No- the proposal does not require any ongoing vegetation management.	Yes
Site and Building		
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?	The proposal seeks to add a signage panel to already existing pylon signs located on the site and therefore will continue to be compatible with the characteristics of the site.	Yes
Does the proposal respect important features of the site or building, or both?		Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?		Yes
Associated devices and logos with advertisement and advertising structures		
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?	All lighting and required safety devices will be concealed within the signage structure.	N/A
Illumination		
Would illumination result in unacceptable glare?	The illuminated signage within the proposed panel will not result in unacceptable glare.	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?	The existing pylon signs are facing oncoming traffic along Pittwater Road. The addition of one panel to the pylon sign to both sides of the pylon will not cause any further safety hazards for pedestrians, vehicles or aircraft from what is already existing on the site.	Yes

Provision	Comment	Compliance
Would illumination detract from the amenity of any residence or other form of accommodation?	The addition of the panel onto the already existing pylon signs will have no further impact on the amenity of nearby residential receivers.	Yes
Can the intensity of the illumination be adjusted, if necessary?	There will be no change from the existing situation.	N/A
Is the illumination subject to a curfew?	There will be no change from the existing situation.	Yes
<b>Safety</b>		
Would the proposal reduce the safety for any public road?	The existing pylon signs are facing oncoming traffic along Pittwater Road. The addition of one panel to the bottom of both sides of the pylon sign will not cause any further safety hazards for pedestrians, vehicles or cyclists from what is already existing.	Yes
Would the proposal reduce the safety for pedestrians or bicyclists?		Yes
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?		Yes

#### 4.1.2. Warringah Local Environmental Plan 2011

Warringah Local Environmental Plan (the LEP) is the primary environmental planning instrument applying to the site and the proposed development.

The site is zoned B3 Commercial Core in accordance with the LEP. The proposed development is consistent with the zone objectives as outlined below:

- *To provide a wide range of retail, business, office, entertainment, community, and other suitable land uses that serve the needs of the local and wider community.*
- *To encourage appropriate employment opportunities in accessible locations.*
- *To maximise public transport patronage and encourage walking and cycling.*
- *To recognise and support the role of Warringah Mall as a retail centre of sub-regional significance. The proposed consent conditions will not result in any new works to the site. The modification*

*seeks to amend the consent in relation to design amendments and plan inconsistency as outlined in Section 3.*

The proposed development is defined as business identification signage in accordance with the LEP. Signage is permitted with development consent in the B3 Commercial Core and is consistent with the objectives as it is ancillary to the wide range of retail and business uses at Warringah Mall that serve the needs of the local and wider community.

Based on the above, it is considered that the proposal complies with the relevant provisions within the LEP.

#### 4.1.3. Warringah Development Control Plan 2011

Part G4 of the Warringah Development Control Plan 2011 (**WDCP 2011**) contains the site-specific development controls for Warringah Mall. The proposed signage has been assessed against the relevant provisions of Part G4 in **Table 2**.

**Table 2** – DCP Compliance table

Clause	Provision	Proposed	Complies
Part G4 Warringah Mall			
Advertising and Signage	31. A 'Signage Strategy' is to be submitted with all development applications proposing a significant increase in floor area or change to external façades of the building. A Signage Strategy must also be submitted with any development application for the provision of signs. The Signage Strategy shall identify the number and location of proposed signs, and demonstrate how the signs will be integrated into the design of the development.	The proposal does not seek to increase the floor area of change to external facades of the building and therefore does not require a signage strategy.	Yes
	32. All illuminated signs are to comply with any relevant Australian Standards	The proposed signage panel will be consistent with the existing signage and comply with the relevant Australian Standards.	Yes

Based on the above, it is considered that the proposal complies with the relevant provisions within the DCP.

## **4.2. DRAFT ENVIRONMENTAL PLANNING INSTRUMENTS**

No draft environmental planning instruments are relevant to this proposal.

## **4.3. PLANNING AGREEMENT**

No planning agreements are relevant to this proposal.

## **4.4. REGULATIONS**

This application has been prepared in accordance with the relevant provisions of the *Environmental Planning and Assessment Regulations 2021*.

## **4.5. LIKELY IMPACTS OF THE PROPOSAL**

The proposed development has been assessed considering the potential environmental, economic and social impacts as outlined below:

- The proposal seeks to add one signage panel on the bottom of both sides of each existing pylon sign and therefore does not increase the overall height or bulk and scale of the pylon sign.
- The proposed signage panel will facilitate the communication of a new retail tenant within Warringah Mall and will therefore have a positive impact on wayfinding and legibility.
- The proposed signage panels are integrated within the existing pylon signs and therefore will not dominate the skyline or protrude above existing structures.
- The proposed signage panel is consistent with the existing signage panels located on the pylon signage is therefore designed to complement the existing and future character of the site and surrounding locality.
- The pylon signs are facing oncoming traffic along Pittwater Road. The proposed addition of one panel to the bottom of both sides of the pylon sign will not cause any further safety hazards for pedestrians, vehicles or cyclists from what is already existing.

## **4.6. SUITABILITY OF THE SITE**

The site is considered highly suitable for the proposed development for the following reasons:

- The site is zoned B3 Commercial Core under the LEP. The proposed business identification signage is consistent with the zone objectives as it is ancillary to the wide range of retail and business uses at Warringah Mall that serve the needs of the local and wider community.
- The proposed signage panel has been designed to be consistent with the existing signage panels located on the pylon sign and therefore will remain consistent with the character of the site.
- The proposed signage is consistent with the surrounding land uses.
- No adverse environmental, social or economic impacts will result from the proposal

## **4.7. SUBMISSIONS**

It is acknowledged that submissions arising from the public notification of this application will need to be assessed by Council.

## **4.8. PUBLIC INTEREST**

The proposed development is considered in the public interest as it will facilitate the communication of a new retail tenant within Warringah Mall, having a positive impact on wayfinding and legibility. Additionally, the proposed addition of one panel to the both of both sides of the pylon sign will not cause any further safety hazards for pedestrians, vehicles or cyclists from what is already existing.

## **5. CONCLUSION**

The proposed signage has been assessed in accordance with section 4.15 of the EP&A Act and is considered appropriate for the site and the locality as summarised below:

- The proposal satisfies the applicable planning controls and policies.
- The proposal will not result in any adverse environmental impacts.
- The proposal will result in positive social and economic impacts.
- The proposal is highly suitable for the site: the proposal is permitted within the B3 Commercial Core zone and is consistent with the zone objectives.
- The proposal is in the public interest.

Having considered all relevant matters, we conclude that the proposed development is appropriate for the site and approval is recommended, subject to appropriate conditions of consent.

Please do not hesitate to contact me should you wish to discuss our application in greater detail.

Kind regards,

A handwritten signature in black ink, appearing to read "Kate Riley".

Kate Riley  
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