



Warringah Council

NOTICE OF DETERMINATION OF DEVELOPMENT APPLICATION

Development Application No: DA 2006/1145

DEVELOPMENT APPLICATION DETAILS

Applicant Name: JBA Urban Planning Consultants

Applicant Address: Level 2, 97 Pacific Highway North Sydney NSW 2060

Land to be developed (Address): Lot 1, DP 880191, 4-6 Niangala Close, Belrose

Proposed Development: Business Identification Signage

APPLICATION REFUSED

Made on (Date): 5 April 2007

Reasons for Refusal:

- 1 Pursuant to Section 79C(a)(i) of the Environmental Planning and Assessment Act 1979, the proposed signage is not consistent with General Principle of Development Control 53 - *Signs* of Warringah Local Environmental Plan 2000. The proposed signage area of 158.1sqm, when viewed in context with the existing 657.0sqm of signage, is unreasonable having regard to the maximum 5.0sqm permitted.
- 2 Pursuant to Section 79C(1)(a)(i) of the Environmental Planning and Assessment Act 1979, the proposal is not consistent with Clause 3 (1) (a) and Schedule 1 of State Environmental Planning Policy No.64 - Advertising and Signage.
- 3 Pursuant to Section 79C(1)(a)(i) of the Environmental Planning and Assessment Act 1979, the proposed development is inconsistent with the Desired Future Character Statement of the C9 - Austlink Business Park, as contained within the Warringah Local Environmental Plan 2000. The Desired Future Character Statement states "*Articulated building forms, generous landscaped spaces around buildings and building materials that blend in with the colours and textures of the natural landscape will be used to minimise the visual impact of development on long distance views of the locality.*" The area, dimensions, colours and illumination of the signage, when viewed in context with the existing 657.0sqm of signage, are not considered to blend in with the colours and textures of the natural landscape and therefore will not minimise the visual impact of the development on long distance views of the locality.



Right of Appeal

If you are dissatisfied with this decision Section 97 of the Environmental Planning & Assessment Act 1979 may give you the right to appeal to the Land and Environment Court within 12 months after the date on which you receive this notice.

Signed on behalf of the consent authority

Signature _____
Name Peter Robinson

Date 16 April 2007