

Statement of Environmental Effects

INTRODUCTION

This Statement of Environmental Effects (SEE) has been prepared by Signcraft Pty Ltd on behalf of our Client- The Coles Group and is submitted to Inner West Council as a Development Application (DA).

This DA seeks development consent for the erection of external signage at the Site of 682 Warringah Road (1 Arthur Street), Forestville 2087, and that is legally described as 70/-/DP596378.

The proposed signage relates to the changing in branding from First Choice (Formerly DA2020/0652) to Liquorland Store at this address. The proposed development responds to the needs of the tenant and the branding of Liquorland to coincide nationally with all stores across Australia.

This SEE has been prepared pursuant to the relevant State and Local Planning and Assessment Acts. Assessment against the *relevant matters* for consideration under the clauses of these acts will be demonstrated.

Based on the assessment undertaken, it is recommended that favourable consideration to the approval of the Development Application be given.

The Site is located on land zoned as R2 – Low Density Residential (21-4-2023) of the Warringah LEP 2011





PROPOSED DEVELOPMENT

This DA seeks development consent for:

- Painting and Signage on the Liquorland Warehouse Store as a one for one replacement of the existing signage on site. Painting is considered Exempt Development per

For further detail, please refer to photo montage as supplied in Drawings and Specifications, attached with this submission.

NORTHERN BEACHES COUNCIL: WARRINGAH LEP 2011

The proposed development is based in **Zone R2 : Low Density Residential**

Objectives of zone

- To provide for the housing needs of the community within a low density residential environment.
- To enable other land uses that provide facilities or services to meet the day to day needs of residents.
- To ensure that low density residential environments are characterised by landscaped settings that are in harmony with the natural environment of Warringah.

Permitted with consent:

- Business Identification Signs

Signcraft's proposal to install an identification sign at the Liquorland store, aims to incorporate the objectives of the zone by increasing by maximising the patronage in the general area and providing local opportunities for the employment of local people to a more vibrant establishment.

NORTHERN BEACHES COUNCIL: DCP Warringah 2011

Part D – Design

D23 - Signs

States that council approval is required, however as it is a branding and a 1 for 1 change, we are applying to council.

Signcraft believe that we are not in breach of any of the conditions of the LEP. The DCP closely mirror SEPP64 and, where relevant, will be further addressed in detail below.



STATE ENVIRONMENTAL PLANNING POLICY (Industry and Employment) 2021

Division 1 General

3.1 Aims, objectives etc

(1) This Chapter aims—

(a) to ensure that signage (including advertising)—

(i) is compatible with the desired amenity and visual character of an area, and

(ii) provides effective communication in suitable locations, and

(iii) is of high quality design and finish, and

(b) to regulate signage (but not content) under Part 4 of the Act, and

(c) to provide time-limited consents for the display of certain advertisements, and

(d) to regulate the display of advertisements in transport corridors, and

(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.

(2) This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.

3.7 Advertisements to which this Part applies

(1) This Part applies to all signage to which this Chapter applies, other than the following—

(a) business identification signs,

(b) building identification signs,

(c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,

(d) signage on vehicles.

(2) Despite subsection (1)(d), section 3.26 applies to signage on a trailer (within the meaning of the Road Transport Act 2013)

Signcraft strongly believe that the proposed signage is for the purposes of business identification and is considered to achieve the objectives of this SEPP as it relates directly to the use of the Liquorland premises and reinforces the appearance of the Site in accordance with the prevailing character of the immediate area. The proposed sign will be of high-quality design and finish and will integrate with the built form on the Site in terms of siting, scale and design.



SEPP Industry and Employment 2021

Schedule 5: Assessment Criteria

Criteria	Proposal Compliance
1. Character of the area	
Is the proposal compatible with the existing or desired future character of the area or locality in which is to be located?	We believe the proposed signage is compatible with the character of the site and will support the operation of the existing premises on the site.
Is this proposal consistent with the particular theme for outdoor advertising in the area or locality?	As this proposal is to enhance the existing business already in place, we believe it is.
2. Special areas	
The proposal detract from the amenity or any environmentally sensitive natural or other...	The signage will be of high-quality design and finish and will improve the visual amenity of the site through effective business identification. The proposed signage, will create no adverse effects to the area that is based as it is a busy local area with many businesses and identification signage already within the vicinity. The sign provides identification as the store is located at the back of the building. It highlights the driveway to access the Liquorland store.
3. Views and vistas	
Does the proposal obscure or compromise important views?	No, the proposed sign respects the scale of the existing built form. The signage will be located within the boundary frontage and would not obscure or compromise any important views.
Does the proposal dominate the skyline and reduce the quality of vistas?	No, the signage respects the height and scale of the existing built form. The proposal seeks to replace existing signage with new corporate branding. It will not dominate the skyline, nor would it reduce the quality of vistas.
Does the proposal respect the viewing rights of other advertisers?	Yes, the signage will not obstruct any other signage.



4. Streetscape, setting or landscape	
Is the scale, proportion, and form of the proposal appropriate for the streetscape, setting or landscape?	Yes, the signage has been designed to respect the proposed built form on Site.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	Yes, the signage will positively contribute to the streetscape and setting by effectively distinguishing the tenancy from others as this particular tenancy is located at the rear of the site.
Does the proposal reduce clutter by rationalizing and simplifying existing advertising?	Yes, the signage will seek to integrate with the existing built form of the site whilst also improving the legibility on Site.
Does the proposal screen unsightliness?	No, the signage is not used as a visual screen or filter.
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No, the sign will not protrude above buildings, structures or tree canopies.
Does the proposal require ongoing vegetation management?	No, the signage will not require ongoing vegetation management.
5. 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?	Yes, the signage is of suitable scale and design for its intended purpose to effectively identify the business operating on-site. The proposed signage will integrate with the existing built form and façade design to adhere to visual coherence. Additionally, the sign will also remain consistent with the signage that is already existing on site.
Does the proposal respect important features of the site or building, or both?	Yes, the signage has been designed to integrate with the proposed built form. The proposed will not dominate the setting or be visually obtrusive.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	Yes, the signage has been designed to integrate with the existing built form and to improve legibility for staff and customers alike.



6. Associated devices and logos with advertisements 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?	No, the proposed signage will not require safety devices or platforms for external access.
7. Illumination	
Would illumination result in unacceptable glare?	No, the illumination from the proposed signage will not result in unacceptable glare. The signage is fitted with LED bulbs and will not exceed light spill beyond 200 candula per m2.
Would illumination affect safety for pedestrians, vehicles or aircraft?	No, the illumination from the proposed signage will not affect safety for pedestrians, vehicles or aircraft. As it is opaque and then has a black face, the light spill will not affect safety.
Would illumination detract from the amenity of any residence or other form of accommodation?	No, the illumination from the proposed signage will not detract from any amenity of any residence. The proposed illumination is very minor and shall not create any adverse effect on other businesses or residential tenants in the area.
Can the intensity of illumination be adjusted, if necessary?	Any proposed illumination can be adjusted if required. The signage will be internally LED lit and the brightness will remain relatively low. The proposed illumination will remain consistent with the existing streetscape.
Is the illumination subject to a curfew?	Any proposed illumination will not create any disturbance for the surrounding properties due to its location within the relevant zone/area. Due to this, the implementation of a curfew is not necessary for the proposed illumination.
8. Safety	
Would the proposal reduce the safety for any public road?	No, the proposed signage is located within the Site boundaries and is set back from the curb as well as the main road.



Would the proposal reduce the safety for pedestrians or bicyclists?	No, the proposed sign will not obstruct any pedestrian or cycle routes or infrastructure and therefore will not negate the safety of pedestrians or cyclists.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No, the proposed sign will not obscure any sightlines from public areas frequented by pedestrians. Neither will the proposed signs obstruct any vehicle sight lines from public roads.

CONSTRUCTION

Construction activities will be undertaken in accordance with any conditions of consent. Appropriate measures will be undertaken to mitigate any potential impacts from the construction of the proposed signage including dust, noise and traffic impact.

SUITABILITY OF SITE FOR DEVELOPMENT

The proposal seeks to replace existing signage which will enhance the site and provide better legibility for customers. The Site is therefore considered suitable for the proposed development and is compatible and consistent with the current activities being undertaken within the Site and does not comprise hazards or sensitive features which would otherwise preclude the development. The sign will achieve the objectives of the zone as it has no impacts on the objectives of the zone specifications.

CONCLUSION

The purpose of this SEE has been to present the proposed new signage at 1 Arthur Street, Forestville, and to assess its potential impacts having regards to the relevant legislation and local laws. The assessment finds that the proposal is consistent with the objectives and controls of the relevant framework. No significant adverse environmental, economic or social impacts have been identified as likely to arise from the proposed development.

The proposal has been prepared after taking into consideration the following key issues:

- The context of the site and locality; and,
- The aims, objectives and provisions of the relevant statutory and non-statutory planning instruments.

The proposal is considered to warrant a favourable determination for the following reasons:

- The proposed works are consistent with the existing land use and existing buildings at this address;
- The works will not adversely impact the streetscape amenity;
- The works will satisfy the zone objectives to support business and employment activities within the zone; and
- The works will comply with relevant statutory and non-statutory planning instruments.



The proposed development is permissible within the zone and is compatible with the zone objectives. In light of the merits of the proposed development and in absence of any significant environmental impact, the proposed development warrants support from the Council.

SUBMISSION FOR SIGNAGE

The applicant will be willing to address any submissions if required should they be received by Council.