

STATEMENT OF ENVIRONMENTAL EFFECTS

for

Proposed new (non-illuminated) exterior building signage

At

2 Daydream Street Warriewood

20/02/2020

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1. Project Overview

This report accompanies a development application submission to Northern Beaches Council seeking approval to carry out the following works;

1.1. Description of the works

It is proposed to have one new fascia sign installed at the exterior of the existing building. The new, non-illuminated signage is to aid in advertising of Beaver Williams Pty Ltd and way-finding for their customers.

There is no proposed building or structural works. The sign shall not project, above, below or beyond the fascia which it is to be attached.

1.2. Accompanying documentation

This statement is to be read in conjunction with the attached drawings including;

- Elevations – Signage Locations, named “150601 Signage Elevations”
- Site plan names “15156_GA101_F_SITE PLAN”

2. The Site and It's Uses

2.1. Site details

The subject site is 2 Daydream Street, Warriewood.

2.2. Present and proposed uses

This DA application is for new exterior signage to raise the profile of the business and identify the site location.

2.3. Existing development

The existing building has exterior signage of current and/or previous tenants.

3. Development Standards

3.1. Character of the Area

The locality is characterised by commercial buildings interspersed throughout the area. The complex at 2 Daydream Street features similar themed signage of the same dimensions and adjacent positioning.

3.2. Special Areas

The proposed signage will be positioned in a commercial area and therefore will not detract from the amenity or visual quality of the surrounds.

3.3. Views and vistas

The proposed signage does not obscure or compromise views. The proposed signage does not dominate the skyline or reduce the quality of vistas. The proposed signage does respect the viewing rights of other advertisers.

3.4. Streetscape, Setting or Landscape

The scale of the proposed sign is the same as the other adjacent sign in the complex.

The proposed sign contributes to the visual interest of the streetscape as it displays the company name and branding of the business to passers-by.

The proposal for sign is a simple, uncluttered design in a single colour which does not protrude above the buildings.

The proposed sign does not require any vegetation management.

3.5. Site and building

The proposed sign is the same scale and proportion as adjacent signage on the building. The sign respects important features of the building by matching existing signage in size and position. The sign shows the innovation and imagination of the Beaver Williams company branding.

3.6. Associated devices and logos

There are no associated safety devices, platforms, lighting devices or logos on the fascia on which the sign will be displayed.

3.7. Illumination

The sign is a non-illuminating design.

3.8. Safety

The proposed signage would not reduce the safety of any public road, pedestrian or bicyclist.

3.9. Quality

The proposed sign is of high-quality design and finish. To be installed by a professional signage company, Signarama Pittwater. The sign will be constructed of UV digitally printed graphics on an aluminium composite panel.

4. Conclusion

The proposed development has been designed with the following factors in mind;

- The advertising needs of the company, Beaver Williams
- The surrounding context of the site and its contribution to the character of the area
- The desire to minimise impact on adjoining properties

The new proposed signage development is in general compliance with the objectives and controls of the Northern Beaches council development control plan and the NSW State Environmental Planning Policy. It will have no adverse impact on the immediate locality, the streetscape, or the amenity of adjoining residences.

It is considered that the proposal is satisfactory with regard to the objectives and performance criteria stipulated in Council's design guidelines, and will make a positive contribution to the local area.

Appendix

The subject site is Beaver Williams, 9/2 Daydream Street, Warriewood

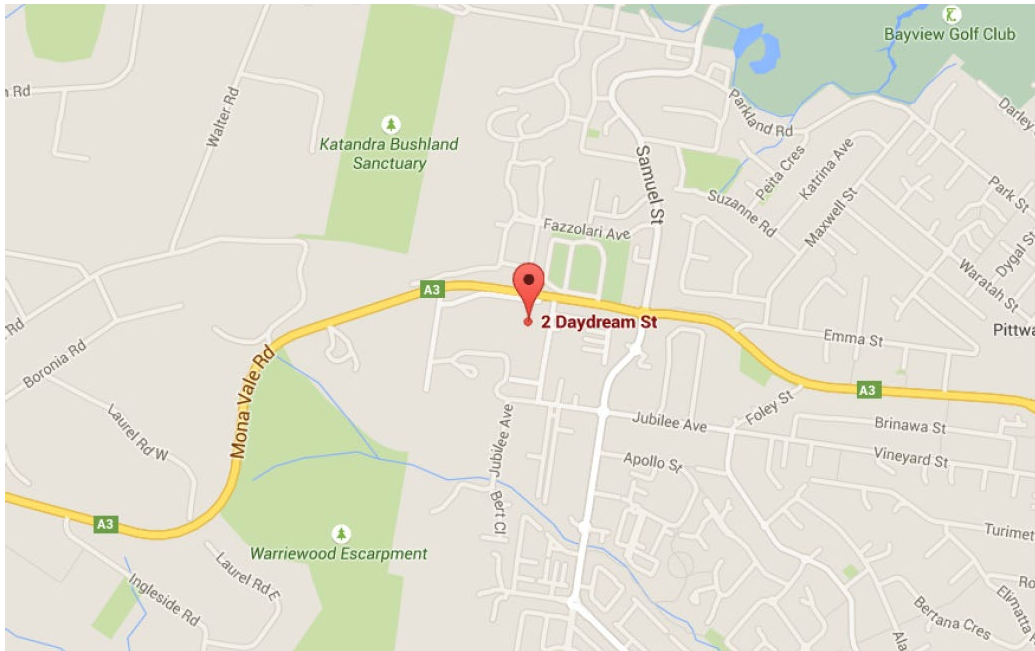


Figure 1 – Locality map



Figure 2 – Photograph of exterior of building.



Figure 3 – Photograph of Existing Signage – Only About Children Child Care Centre



Figure 4 – Photograph of position where signage is proposed.



Figure 5 – Concept Image Proposed Signage for Beaver Williams

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