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Statement of Environmental Effects

Project

Proposed Direct-to-Boot Facility Additions to Existing Woolworths Supermarket

Client

Woolworths Group Limited

Site

25-29 Park Street, Mona Vale NSW 2103
Lot 1 / DP 605804

Date

21st August 2025

For Submission to

Northern Beaches Council

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INTRODUCTION

1.1. Purpose of Statement

This statement accompanies a Development Application (DA) seeking Northern Beaches Council's approval for the proposed customer Direct-to-Boot facility addition and associated site works at 25-29 Park Street, Mona Vale NSW 2103.

The site is identified as Lot 1, DP 605804. The site currently operates as a stand-alone Woolworths supermarket with adjoining Dan Murphy's liquor store.

The objectives of this report are to:

- Describe the existing site in its context.
- Provide information on the proposed site development.
- Provide an analysis of the key issues and implications of the proposed development.

2. EXISTING CONDITIONS

2.1. Location and Site Details

The subject site comprises an approximate total area of 12,434 sqm. The site has its main street frontage to Waratah Street and secondary street frontages to Park Street, Keenan Street and Akuna Lane. The subject site contains a stand-alone Woolworths Supermarket with adjoining Dan Murphy's liquor store. The subject premises is an existing supermarket operated by Woolworths Group Limited. Vehicle access for the proposed works is via Keenan Street & Waratah Street.



Subject Site – 25-29 Park Street, Mona Vale (Image courtesy of SixMaps)



View of existing carparking area



View of existing carparking area for the proposal

2.2. Current and Previous Uses

The current building contains a stand-alone supermarket development with adjoining liquor store, associated car parking and other related amenity. The location of the proposed works is within an existing ground level undercover carparking area.

2.3. Services

All services required are currently available on the site and the proposal should place no additional load on existing infrastructure.

3. PROPOSED DEVELOPMENT

3.1. Scope of Works

The proposal is to upgrade and improve the existing Woolworths supermarket amenity by providing facilities for customers to pick up ordered products, improving customer service and convenience.

This development application proposes the following works to be carried out:

- New undercover grocery loading zone for customers in existing covered car parking area including additional line marking to assist in loading goods into customer vehicles.
- New Direct to Boot servicing hub within existing covered car parking area.
- New hoist access from existing upper-level supermarket area above to new Direct to Boot servicing hub.
- New identification signage at the new Direct to Boot location.

Refer to the following drawings for detailed plans of the proposed works.

22-028 EX01 B	Existing Basement Plan
22-028 DA01 F	Proposed Basement Plan / Key Site Plan
22-028 DA02 F	Proposed Blow-Up Basement & Ground Floor Plan
22-028 DA03 D	Proposed Elevations and Section
22-028 DA04 B	Photomontage

4. SPECIFIC CONTROLS

4.1. Statutory Context

The site is located within Northern Beaches Council Local Government Area. The related codes include:

- Northern Beaches Council – Pittwater LEP 2014
- Northern Beaches Council – Pittwater 21 DCP

4.2. Permissibility

The site is located within Northern Beaches Council Local Environmental Plan Zone B4 (Mixed Use).

The proposed works are part of an existing use and should be considered permissible.

The proposed development is consistent with the objectives of the zone because:

- The proposed development will support the intended revitalisation and growth of the existing retail and commercial offerings, which in turn should support the viability, vitality, and business activity of Mona Vale town center.

4.3. Building Height, Bulk, Scale and Setbacks

As the proposed building modifications are all internal and within an existing undercover carpark, they do not change existing main building heights, bulk, scale, or setbacks.

4.4. Hours of Operation

There is no change proposed to the existing operating hours of Woolworths at the subject site as part of this application. The proposed Direct to Boot addition will be operational within the existing operating hours of Woolworths at the subject site which is 7am – 10pm Monday to Sunday.

4.5. Staff

There should be no increase to existing staff numbers employed by Woolworths Group Limited management at this location. Over the last few years there have been less staff required on site due to the implementation of self-serve checkouts, online ordering, and more efficient working arrangements.

The construction of the proposed Direct to Boot will further reduce the requirement for employees on site as there is a higher demand for online ordering of groceries and customer's utilising the Direct to Boot arrangement to pick up their groceries rather than going in-store to shop. There should be no extra staffing resources required for the proposed Direct to Boot facility.

4.6. Pedestrian Movement and Building Access

Pedestrian access to the site and premises will not be amended by this application as the proposed works are for the use of vehicles only. Customers on foot will not be served in this area.

4.7. Parking, Access, Manoeuvring Areas

The area where the proposed works are located currently has forty-six (46) car parking spaces.

The proposal utilises much of this area to create an internal servicing hub for the holding of goods ready for collection by customers via the Direct-to-Boot arrangement including the new hoist. Eight (8) dedicated spaces are provided for customers to park to collect their goods.

The eight parking bays shall be 6.0m deep and 2.7m wide and two parking bays shall be 5.4m deep and 2.7m wide with line marked 1.20m, 2.00m & 1.8m clear pedestrian areas adjacent each space. Vehicles Park in each space in a forward direction.

The average time a vehicle would be parked in this area would be under 10 minutes. Approximately 30 cars per hour are anticipated to access this area during weekday peak periods and 50 cars during weekend peak periods.

A traffic engineering assessment accompanies this application with further details including a car parking study, refer to Report project #: WGA241707 dated 21 August 2025 prepared by WGA.

4.8. Landscaping

As all proposed works are within an existing ground undercover carpark, there will be no change to the existing landscaping proposed by this application.

4.9. Waste Management

On-going waste management should not be affected by this application. The proposed facility should not generate any additional waste.

A Waste Management Plan will be submitted regarding the demolition of the existing elements required to facilitate the construction of the Direct to Boot facility.

4.10. Stormwater and Drainage

The main existing stormwater and drainage infrastructure should not be modified as part of this application.

4.11. Erosion and Sedimentation Control

Appropriate erosion and sediment control should be provided by the builder prior to construction commencing.

4.12. Site Security and Safety

Site security should be improved by the provision of the proposed direct to boot facility. The facility is proposed to be built in part of the carpark that, at present, has little casual surveillance.

Woolworths Group have proposed this location and design following consideration of the safety of their staff and customers. The following items have also been proposed regarding this:

- Proposed line-marking should create clear and easily defined areas for vehicles and pedestrian circulation around vehicles while they are loading goods into vehicles. This aims to provide a regimented approach to movements within the designated area.
- Additional lighting is proposed to be provided around the proposed direct to boot facility providing a well-lit area that should allow both vehicle and staff movements to occur with better visibility.

4.13. Noise

The proposed works should have minimal, if any, additional noise impact from what is currently generated from activities on the property.

4.14. Contamination

The proposed works are within an existing developed shopping centre. Excavation, if any, should be minimal.

4.15. Heritage and Conservation

The site is not identified as a Heritage site nor within a Heritage Conservation area.

4.16. Access and Mobility

There should be no modifications proposed to the existing accessible paths of travel for pedestrian entry into the existing supermarket and minor modifications to existing accessible car parking spaces as part of this application. An uninterrupted path of travel from the Direct to Boot hub to waiting bays shall be provided for staff and customers.

Four (4) existing accessible parking spaces will be reinstated within the existing undercover carparking area and installed in accordance with Australian Standards including shared loading zones with bollards. See Architectural drawings for further details.

4.17. Signage

New external wayfinding directional signage is proposed by this application.

New Direct to Boot signage is proposed in relation to the proposed works within the existing carparking area.

Refer to the signage package accompanying this application for further detail.

The Industry and Employment SEPP commenced on 1 March 2022. It contains provisions for the assessment of Advertising and Signage. The proposal includes signage on land that has frontage to Rembrandt Street.

Proposed signage relates to the Direct to Boot addition to the existing Woolworths Supermarket. The proposed signage is to provide customers with wayfinding directional signage to access the Direct to Boot location.

See below checklist table for further information.

SEPP (Industry and Employment) 2021	Comment
Chapter 3 Advertising and Signage	
Part 3.1 Preliminary	
3.1 Aims, objectives etc <i>(1) This Chapter aims—</i> <i>(a) to ensure that signage (including advertising)—</i> <i>(i) is compatible with the desired amenity and visual character of an area, and</i> <i>(ii) provides effective communication in suitable locations, and</i> <i>(iii) is of high-quality design and finish, and</i> <i>(b) to regulate signage (but not content) under Part 4 of the Act, and</i> <i>(c) to provide time-limited consents for the display of certain advertisements, and</i> <i>(d) to regulate the display of advertisements in transport corridors, and</i> <i>(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</i> <i>(2) This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.</i>	The proposal includes new Direct to Boot signage for the existing Woolworths Supermarket. In general terms: • The proposed Woolworths Direct to Boot sign will be visible from the public domain • The Direct to Boot sign will be single sided and non-internally illuminated. • No uplighting or external feature lighting proposed. • No roof signage, movable or flashing signage • No third party advertising Any future signage that requires development consent will be part of a separate application to Council.
3.4 Signage to which this Chapter applies <i>(1) This Chapter applies to all signage that—</i> <i>(a) can be displayed with or without development consent under another environmental planning instrument that applies to the signage, and</i>	Can apply to the subject signage.

<i>(b) is visible from any public place or public reserve, except as provided by this Chapter.</i> <i>(2) This Chapter does not apply to signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it, or that is exempt development under this Chapter.</i>	
Part 3.2 Signage generally	
3.6 Granting of consent to signage <i>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied—</i> <i>(a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</i> <i>(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</i>	a) Consistent. Refer to 3.1 above. b) Satisfactory. Refer to Schedule 5 assessment below.
3.7 Advertisements to which this Part applies <i>(1) This Part applies to all signage to which this Chapter applies, other than the following—</i> <i>(a) business identification signs,</i> <i>(b) building identification signs,</i> <i>(c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,</i> <i>(d) signage on vehicles.</i> <i>(2) Despite subsection (1)(d), section 3.26 applies to signage on a trailer (within the meaning of the <u>Road Transport Act 2013</u>).</i>	1) The Direct to Boot signage relates to the development as wayfinding identification for customers to reach the Direct to Boot location. 2) NA
3.8 Prohibited advertisements <i>(1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions—</i> <i>environmentally sensitive area; heritage area (excluding railway stations); natural or other conservation area; open space; waterway; residential (but not including a mixed residential and business zone, or similar zones), scenic protection area; national park, nature reserve.</i>	1) The subject signage is not prohibited. 2) NA

(2) <i>This section does not apply to the following—</i> (a) <i>the Mount Panorama Precinct,</i> (b) <i>the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.</i>	
Division 2 Control of advertisements	
3.9 Requirement for consent <i>A person must not display an advertisement, except with the consent of the consent authority or except as otherwise provided by this Chapter.</i>	This DA seeks consent for the installation of new Direct to Boot signage with new non-internally illuminated sign for the long-standing Woolworths Supermarket
3.10 Consent authority <i>For the purposes of this Chapter, the consent authority is—</i> (a) <i>the council of a local government area in the case of an advertisement displayed in the local government area (unless paragraph (c), (d) or (e) applies), or</i> (b) <i>TfNSW in the case of an advertisement displayed on a vessel, or</i> (c) <i>the Minister for Planning in the case of an advertisement displayed by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor, or</i> (d) <i>the Minister for Planning in the case of an advertisement displayed by or on behalf of RMS on—</i> (i) <i>a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or</i> (ii) <i>a bridge constructed by or on behalf of TfNSW on any road corridor, or</i> (iii) <i>land that is owned, occupied or managed by TfNSW, or</i> (e) <i>the Minister for Planning in the case of an advertisement displayed on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</i>	a) The consent authority for this development application is Northern Beaches Council. It is to be considered as part of the development application lodged specifically for the Direct to Boot addition and associated signage works.
3.11 Matters for consideration	

<i>(1) A consent authority (other than in a case to which subsection (2) applies) must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires—</i> <i>(a) is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</i> <i>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</i> <i>(c) satisfies any other relevant requirements of this Chapter.</i> <i>(2) If the Minister for Planning is the consent authority or section 3.16 or 3.22 applies to the case, the consent authority must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires—</i> <i>(a) is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</i> <i>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and in the Guidelines and the consent authority is satisfied that the proposal is acceptable in terms of—</i> <i>(i) design, and</i> <i>(ii) road safety, and</i> <i>(iii) the public benefits to be provided in connection with the display of the advertisement, and</i> <i>(c) satisfies any other relevant requirements of this Chapter.</i> <i>(3) In addition, if section 3.16 or 3.22 applies to the case, the consent authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.</i>	a) Consistent. Refer to 3.1 above. b) The subject signage satisfies the provisions of Schedule 5. Refer to the assessment below. c) Satisfactory. Refer to assessment within this table. 2) 3.16 and 3.22 do not apply in this case. 3) NA
3.12 Duration of consents <i>(1) A consent granted under this Part ceases to be in force—</i> <i>(a) on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or</i> <i>(b) if a lesser period is specified by the consent authority, on the expiration of the lesser period.</i>	1) Noted.

<i>(2) The consent authority may specify a period of less than 15 years only if—</i> <i>(a) before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or</i> <i>(b) the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or</i> <i>(c) the specification of a lesser period is required by another provision of this Chapter.</i>	2) Noted.
Division 3 Particular advertisements	
3.13 Advertisements on rural or non-urban land	Not applicable to this application.
3.14 Transport corridor land	Not applicable to this application.
3.15 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground <i>(1) This section applies to an advertisement—</i> <i>(a) that has a display area greater than 20 square metres, or</i> <i>(b) that is higher than 8 metres above the ground.</i> <i>(2) The consent authority must not grant consent to an application to display an advertisement to which this section applies unless—</i> <i>(a) the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</i> <i>(b) the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies.</i>	The directional freestanding totem sign facing Keenan Street is less than 20m², being 1.5m (high) x 0.6m (wide). The remaining proposed signage is internal facing to the existing carparking area Refer to the Schedule 5 assessment below. The proposed location and size of the directional freestanding totem is considered acceptable. The directional freestanding totem is non-internally illuminated Woolworths corporate branding. NA
3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road	Not applicable to this application.

3.17 Advertising display area greater than 45 square metres	Not applicable to this application.
3.18 Location of certain names and logos <i>(1) The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.</i> <i>(2) If the advertising display area has no border or surrounds, any such name or logo is to be located—</i> <i>(a) within the advertisement, or</i> <i>(b) within a strip below the advertisement that extends for the full width of the advertisement.</i> <i>(3) The area of any such name or logo must not be greater than 0.25 square metres.</i> <i>(4) The area of any such strip is to be included in calculating the size of the advertising display area.</i>	Not applicable to this application.
3.19 Roof or sky advertisements	None. There are no roof signs.
3.20 Wall advertisements 3.21 Freestanding advertisements 3.22 Advertisements on bridges 3.23 Special promotional advertisements 3.24 Building wrap advertisements 3.25 Advertisements within navigable waters 3.26 Advertisements on trailers parked on (or visible from) roads or road related areas	Not applicable to this application.
3.27 Application of provisions of this Division <i>If more than one provision of this Division is capable of applying to the display of an advertisement, each such provision applies.</i> <i>Note—It may be, for example, that section 3.17 will apply to the display of an advertisement in addition to sections 3.15 and 3.16, or that section 3.21 will apply in addition to section 3.15, 3.16 or 3.17.</i>	Noted.
Part 3.4 Miscellaneous	
3.28 Advertising design analysis 3.29 Consultation with TfNSW	Not applicable to this application.

3.30 Exempt development 3.31 Review of Policy 3.32 Savings for draft local environmental plans not yet completed by 30 June 2023	
Schedule 5 Assessment Criteria	
1.Character of the area	
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposed Direct to Boot signage is compatible and consistent with the community expectations for a development of this type.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Generally consistent with similar retail signage in the area. Proposed is Woolworths Direct to Boot corporate signage only.
2.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 landscapes or residential areas?	No.
3.Views and vistas	
Does the proposal obscure or compromise important views?	No.
Does the proposal dominate the skyline and reduce the quality of vistas?	No.
Does the proposal respect the viewing rights of other advertisers?	NA
4.Streetscape, setting or landscape	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The proposed signage is appropriate and in keeping with the existing development
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	Not required. The proposed signage is wayfinding directional signage to assist customers
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	NA
Does the proposal screen unsightliness?	N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No
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
• Does the proposal respect important features of the site or building, or both?	Yes. The proposed signage location is within the site, safe from entering vehicles and not obtrusive within the streetscape.
• Does the proposal show innovation and imagination in its relationship to the site or building, or both?	Not specifically required. The signage is Woolworths Direct to Boot corporate branding.
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?	None required.
7. Illumination	
• Would illumination result in unacceptable glare?	No. There is no external lighting, up-lighting, flashing or moveable elements on any of the proposed signage panels that would cause unacceptable level of glare or pose a safety issue to passing traffic.
• Would illumination affect safety for pedestrians, vehicles or aircraft? • Would illumination detract from the amenity of any residence or other form of accommodation? • Can the intensity of the illumination be adjusted, if necessary?	No.
• Is the illumination subject to a curfew?	NA
8. Safety	
• Would the proposal reduce the safety for any public road?	No. The proposed signage is wholly within the subject site.
• Would the proposal reduce the safety for pedestrians or bicyclists.	No safety issues.
• Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No.

5. CONCLUSION

The proposed development provides an additional facility to serve the customers of Woolworths. This should improve the amenity of the existing shopping centre for the community.

The proposed works should not have any significant adverse impacts on the surrounding community and environment.

We conclude that the proposed development is appropriate for the site and request Northern Beaches Council grant Development Approval for the subject application.