

STATEMENT OF ENVIRONMENTAL EFFECTS

For Proposed New Signage at
No 2 Daydream Street Warriewood, Peninsula Business Complex

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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 minor works;

1.1. Description of the works

It is proposed to have 2 x internal window signs installed inside the Tenancy's Glazing, facing Mona Vale Rd and the associated Parking area to allow identification /location of the offered services.

The new, (non-illuminated) signage is to aid in the advertising of PRP Diagnostic Imaging and also provides way-finding for their patients to identify and access these facilities

The Proposal is for Signage only and there is no construction or structural works proposed.

The sign is internal of the outer façade and will be applied to the glazing from inside the Building.

1.2. Accompanying documentation

This statement is to be read in conjunction with the (attached) Plans Master set" drawings and required Documentation including;

- Dwg 1523 -1 Site Plan
- Dwg 1523- 2 North Elevations – Existing and Proposed Signage Locations 1:200
- Dwg 1523- 3 North Elevations Detail– Existing and Proposed Signage Locations 1:100
- Cost Summary Report Form
- Signed Building Owners Permission

2. The Site and It's Uses

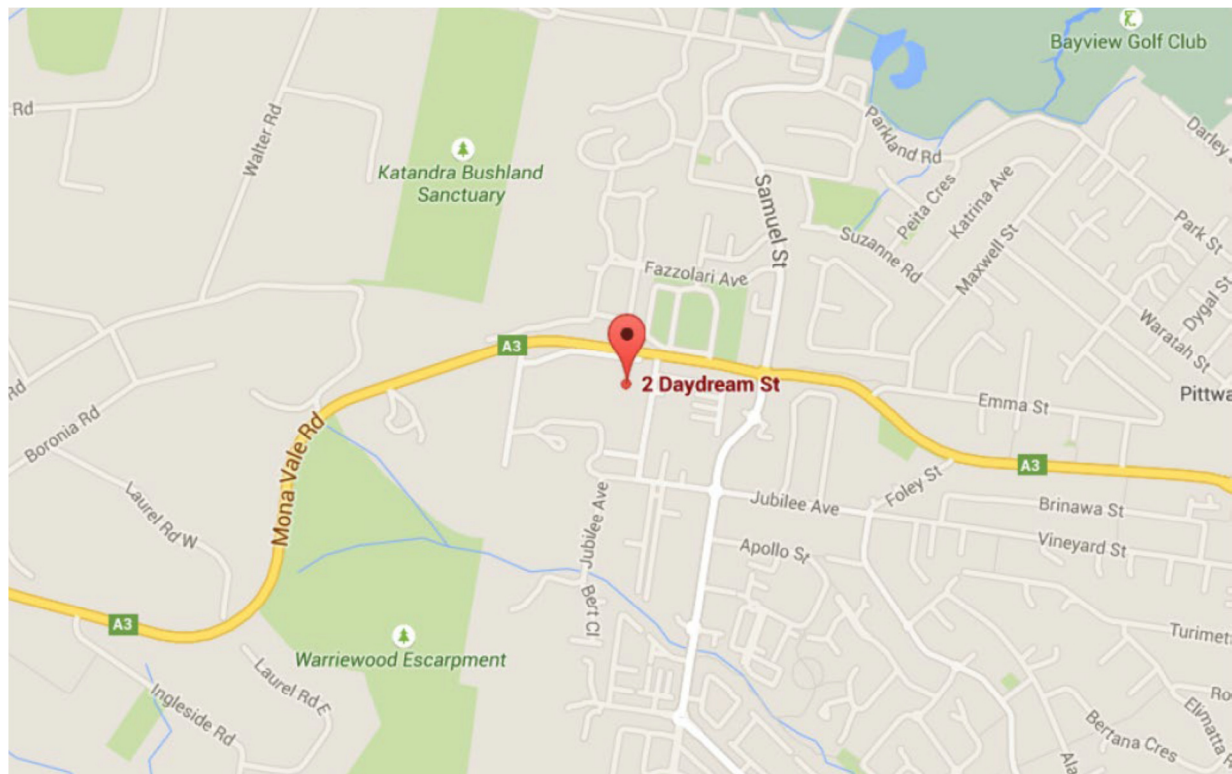


Figure 1 – the Proposed Site shown on the Locality map

2.1. Site details

The subject site is at Peninsula Business Complex at 2 Daydream Street, Warriewood which consist of variety of Business types.

2.2. Present and Proposed uses

This DA application is for Window signage for the existing tenants PRP Diagnostic Imaging at No 9 of the Complex and no change of this use is proposed. The signs will only be used while this current Business occupies No 9 and is proposed to assist in the Identification of the Site from a distance and is found to be helpful t for Patients Identifying the exact location especially the injured and elderly. The Sign is consistent with existing signage in size and form used at PRP's other Sites located in NSW and will also aid in raising the profile of the business in the Local Area.

2.3. Existing development

The existing building has a small amount of exterior wall signage of current tenants on the Building Face.



Figure 2 – Photograph of the existing exterior North Elevation of the building.

3. SEPP (Exempt and Complying Codes) 2008- Division 2 – Advertising and Signage - Subdivision 1

2.83 General Requirements

(1) To be exempt development under this code, development specified in this Division must—

- (a) have the consent in writing of the owner of the land on which the sign is to be located and, if the sign or part of the sign projects over adjoining land, the consent of the owner of the adjoining land, and
- (b) be approved under section 138 of the *Roads Act 1993*, if the sign or part of the sign projects over a public road, including a footway, and
- (c) not be carried out on or in relation to a building being used as restricted premises, and
- (d) not cover any mechanical ventilation inlets or outlets located on any building on which it is carried out, and
- (e) not obstruct or interfere with any traffic sign, and
- (f) not result in more than 3 business identification signs being constructed or installed in relation to a building if the building houses only one commercial tenant, and
- (g) not result in more than 6 business identification signs being constructed or installed in relation to any building and
- (h) not result in more than one business identification sign being constructed or installed in relation to a home business, home industry or home occupation in a residential zone, and
- (i) not be under or attached to an awning, unless the awning complies with the requirements set out in the *Building Code of Australia*, Volume 1, B1P1 and B1P2.

(2) This clause does not affect any other requirement of this Policy in relation to exempt development.

Subdivision 7 Window signs

2.94 Specified development

The construction or installation of a business identification sign inside any window of an existing building is development specified for the purposes of this code.

2.95 Development standards

The standards specified for that development are that the development must—

- (a) not cover more than 20% of the surface of the window in which it is displayed or 6m², whichever is the lesser, and
- (b) not be illuminated, and
- (c) if it involves a sign advertising a home business, home industry or home occupation—not result in more than one sign per premises.

Code Compliance

The Proposed window Signage is Generally compliant with the requirements of **SEPP (Exempt and Complying codes) 2008** except for the slight non-compliance of **Subdivision 7 – 2.95 (a)**

The proposed window the Signs are located is 89.64 sqm and the Proposed Signage is 17.76sqm which is 19.82% of the window surface in which they are proposed to be displayed and is compliant with the (less than 20% requirement)

But the clause (2.95 (a) states “must not cover more than 20% of the surface of the window in which it is displayed **or 6m², whichever is the lesser**” which is where the slight non-compliance lies

That is why DA Approval is sought from Council for this Window Sign proposal and is hoped that council takes this minor Exempt non-compliance into consideration when assessing for approval.

3. Development Standards of SEPP (Industry and Employment) 2021 Chapter 3 Advertising and Signage

The Proposal is consistent with the requirements of the above named Governing Policy (SEPP) on its merits and complies with Chapter 3 . Divisions 1-3 and Part 4

Part 3.2 – Signage Generally

3.6 Granting of Consent

A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied—

- (a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and
- (b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.

The next Page will address the proposal in regards to the Policy's criteria listed in Schedule 5

Schedule 5 - Assessment Criteria

1. Character of the Area

The locality is characterised by commercial buildings interspersed throughout the area.

The Peninsula Business complex (at 2 Daydream Street) features Business signage used to business locations.

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. The existing site is not located on any of Councils sensitive area maps in regards to heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas.

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.

4. Streetscape, Setting or Landscape

The scale of the proposed signage is less than 20% of the window surface where proposed.

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

The proposals signage 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.

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 and is located at either end of the Tenancy Window..

The 2 x new building street face signs maintain the same 1 colour theme and keeps within the boundaries of the tenancy. The sign shows the innovation and imagination of the PRP Diagnostic Imaging Company branding that is used at their other practices throughout NSW.

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.

7. Illumination

The proposed signs are of a non-illuminating design.

3.8. Safety

The proposed signage does not have any associated devices and would not reduce the safety of any public road, pedestrian or bicyclist.

. Conclusion

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

- The advertising needs of the company, PRP Diagnostic Imaging
- The needs of the Patients in finding the practice , PRP Diagnostic Imaging
- 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's guidelines for Window Signage and NSW State Environmental Planning Policy. The Signage would be eligible for Exempt Development apart from the one slight non-compliance , noted under "Code Compliance" on page 4 of this statement. There will be 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 the relevant Codes, and will make a positive contribution to the local area and add amenity in regard to the need for the services offered.

The subject site is PRP Diagnostic Imaging, 9/2 Daydream Street, Warriewood

Due to the size and location of the Peninsula Business Complex It is hoped that the council will agree to the proposed window signs to allow easier identification of the premises on site for members of the public that are arriving via Mona Vale Rd and when viewing from the provided Parking area.

Appendix Photos

1. Locality Map
2. Existing North Exterior
3. Existing Childcare Signage
4. Existing Beaver Williams Signage
5. Photograph of Exterior where the proposed Window Signs are located
6. Image of how the Proposed Window Signs will look
7. Drawing of Proposed PRP Window Signs and Locations
8. North Elevation Drawing showing all Signage after Proposed signs are Installed



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



Figure 4 – Photograph of other Existing signs on site.



Figure 5 – Photograph of Existing exterior where the Proposed Window Signs will be located.



Figure 6 – Image of Proposed Exterior where the Proposed Window Signs will be located.

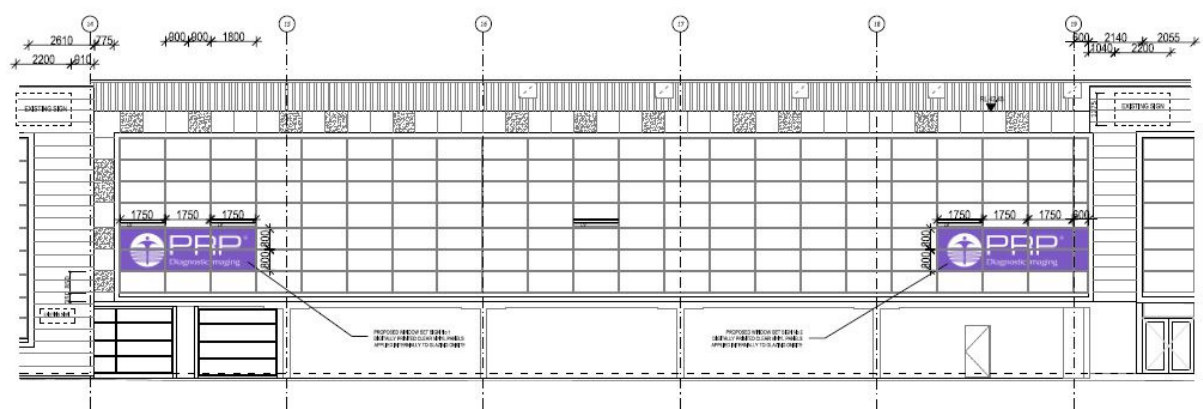


Figure 7 – North Elevation Drawing showing where the Proposed Window Signs will be located.

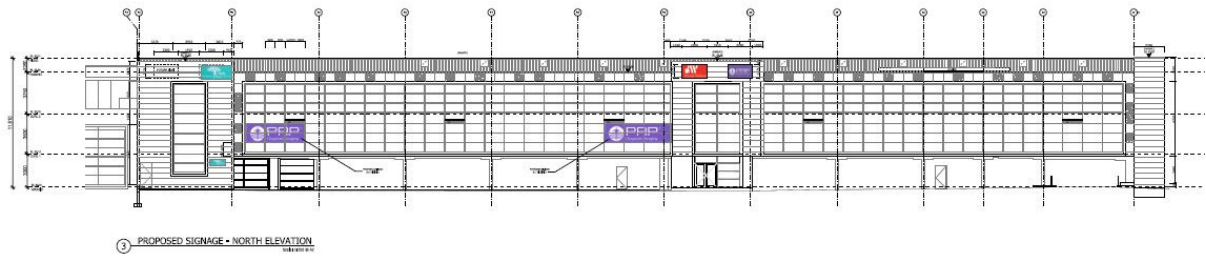


Figure 8 – North Elevation Drawing showing All Existing and Proposed Signs when completed.

The End