

# STATEMENT OF ENVIRONMENTAL EFFECTS

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SITE ADD: 46-48 EAST ESPLANADE, MANLY, NSW 2095

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PREPARED FOR NORTHEN BEACHES COUNCIL

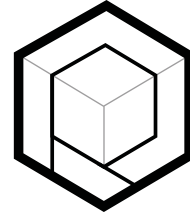
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IDENTIFICATION SIGNAGE APPLICATION

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28.08.2018

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# ORO

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Interior + Architecture

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To: NORTHERN BEACHES COUNCIL  
1 Belgrave St, Manly, NSW 2095  
Attention: Town Planner

## The Site

The site is located on the eastern side of East Esplanade between The Corso and Wentworth Street opposite the harbour.

A development application (DA150/08) was approved by Council on 4 December 2008 for a commercial development. Subsequently a Construction Certificate (29631) was approved by City Plan Services on 31 August 2009 and works commenced on site on 16 March 2010. Works were completed in February 2012.

The property is Lot 10 in DP 1207797. The original buildings at the front are classified as a local heritage item (Government Gazette 21 June 2002) (Item I151). The site is zoned B2 Local Centre under Manly Local Environmental Plan 2013. Signage is permissible with consent.

The site is also covered by Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005 and Manly DCP 2013.

## The Proposal

The proposal is to re-locate previously approved signage (DA0116/2017) to the upper level façade wall of the new office building (3.6m x 1.1m) instead of on the façade glazing of the office building. Also proposed is a new non-illuminated signage on the side entry wall (2.0m x 2.0m). Refer drawings A5.1, A5.3 and A7.1.

## Compliance

The site is subject to the following:

- Sydney Regional Environment Plan (Sydney Harbour Catchment) 2005
- State Environmental Planning Policy No. 64 - Advertising and Signage
- Manly Local Environment Plan 2013
- Manly Development Control Plan 2013

### 1. Sydney Regional Environment Plan 2005

Part 1 Clause 2 lists the aims of the plan.

(1) This plan has the following aims with respect to the Sydney Harbour Catchment:

- (a) to ensure that the catchment, foreshores, waterways and islands of Sydney Harbour are recognised, protected enhanced and maintained:
  - (i) as an outstanding natural asset, and
  - (ii) as a public asset of national and heritage significance, for existing and future generations
- (b) to ensure a healthy, sustainable environment on land and water,
- (c) to achieve a high quality and ecologically sustainable urban environment,
- (d) to ensure a prosperous working harbour and an effective transport corridor,
- (e) to encourage a culturally rich and vibrant place for people,
- (f) to ensure accessibility to and along Sydney Harbour and its foreshores,
- (g) to ensure the protection, maintenance, and rehabilitation of watercourses, wetlands, riparian lands, remnant vegetation, and ecological connectivity,
- (h) to provide a consolidated, simplified and updated legislative framework for future planning.

Comment: The proposal will not impact on these aims.

### 2. SEPP 64 - Advertising and signage

#### Part 3 Aims, objectives etc

(1) This Policy 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.

Comment: Refer DCP controls and Statement of Heritage Impact. Signage is to be of high quality finish.



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

Comment: Noted

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

Comment: Signage is considered to be for building identification rather than advertising

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

Comment: Signage is considered to be for building identification rather than advertising

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

Comment: The public benefits are to locate the facility

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

Comment: Noted

The consent authority must consider if the signage is consistent with the objective of this policy when determining the application. It must be satisfied that the proposal is acceptable in terms of its impacts and is in accordance with the assessment criteria in Schedule 1 below.

## Part 6 Signage

To which this Policy applies. The proposed signage is visible from a public place. It is not considered as an advertisement.

### Schedule 1 - 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?

Comment: It is considered it is compatible as it doesn't detract from the character of the locality

Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

Comment: There is no apparent theme in the locality. The proposal is considered to be for business identification.

#### 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?

Comment: Refer DCP controls and Statement of Heritage Impact.

#### 3. Views and vistas

Does the proposal obscure or compromise important views?

Comment: It does not obscure or compromise important views.

Does the proposal dominate the skyline and reduce the quality of vistas?

Comment: It will not dominate the skyline or the quality of vistas.

Does the proposal respect the viewing rights of other advertisers?

Comment: It is not considered to have any impact.

#### 4. Streetscape, setting or landscape

Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?

Comment: The scale, proportion and form are considered appropriate for the site and locality.

Does the proposal contribute to the visual interest of the streetscape, setting or landscape?

Comment: It will identify the building and its uses.

Does the proposal reduce clutter by rationalising and simplifying existing advertising?

Comment: There is no existing advertising.

Does the proposal screen unsightliness?

Comment: It has no impact.

Does the proposal protrude above buildings, structures or tree canopies in the area or locality?

Comment: It doesn't protrude above any buildings or structures.

Does the proposal 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?

Comment: It is considered compatible.

Does the proposal respect important features of the site or building, or both?

Comment: It is not considered to have any impacts.

Does the proposal show innovation and imagination in its relationship to the site or building, or both?

Comment: It is a building identification sign so is limited in its content.

### 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?

Comment: No.

### 7. Illumination

Would illumination result in unacceptable glare?

Comment: No unacceptable glare.

Would illumination affect safety for pedestrians, vehicles or aircraft?

Comment: No safety impacts.

Would illumination detract from the amenity of any residence or other form of accommodation?

Comment: It is not considered it will impact on any form of residential amenity.

Can the intensity of the illumination be adjusted, if necessary?

Comment: Illumination is considered to be low level.

Is the illumination subject to a curfew?

Comment: Council consideration.

### 8. Safety

Would the proposal reduce the safety for any public road?

Comment: No reduction in safety.

Would the proposal reduce the safety for pedestrians or bicyclists?

Comment: No reduction in safety.

Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

Comment: No obstruction of sightlines from public areas.

### 3. Manly LEP 2013

#### Part 1 Clause 1.2 lists the aims of the Plan

(2) The particular aims of this Plan are as follows:

(a) in relation to all land in Manly

Comment: The proposed signage will not impact on these aims.

b) Not relevant

(c) in relation to business and the economy

Comment: The proposed signage will consolidate the use and identification of the site.

(d) Not relevant

(e) in relation to Heritage

Comment: Refer to separate Statement of Heritage Impact

(f) Not relevant



(g) in relation to Manly's unique harbour, coastal lagoon and ocean beach setting.

Comment: The signage is not considered to impact on the amenity of public places when viewed from navigable water.

#### Zoning

The site is zoned B2 Local Centre. Signage is permitted with consent.

#### Part 5 Clause 5.10 - Heritage conservation

Refer separate Statement of Heritage Impact.

#### Part 6 Clause 6.9 Foreshore scenic protection area

The site is located in a Foreshore Scenic Protection Area as shown on the relevant LEP map.

The objectives of this clause are to protect visual aesthetic amenity and views to and from Sydney Harbour, the Pacific Ocean and the foreshores in Manly.

Comment: The signage when viewed against the background of the existing buildings will not unduly impact views to or from the Harbour or Manly foreshore. It will not detract from the visual amenity or scenic qualities of the Harbour. It will not lead to potential conflicts between land-based and water-based coastal activities.

#### 4. Manly DCP 2013

##### Clause 3.2 Heritage Considerations

Refer to separate Statement of Heritage Impact.

##### Clause 4.4.3 Signage

This clause lists relevant DCP objectives which are to be met:

Objective 1) To ensure that advertising does not detract from the scenic beauty and amenity of the Municipality; harmonises with its surroundings and the buildings to which they are attached.

Comment: The signage is simple in form and represents business identification and the use of that building. It is not expected to impact on the scenic beauty or amenity of Manly.

Objective 2) to minimise the visual impact by encouraging fewer more effective signs that may otherwise degrade the exiting and likely future quality of residential environments or result in excessive, unnecessary signage, visual clutter and confusion cause by a proliferation of signs in local and neighbourhood centres.

Comment: The extent of signage is considered appropriate for the building and the site. It will not lead to a proliferation of signage in the locality. It is not considered as an advertising sign per se.

Objective 3) To permit building and business identification signs which communicate the facilities (including tourist facilities), amenities, goods and services in local and neighbourhood centres which do not interfere with the streetscape or amenity of residents.

Comment: The proposed signage communicates the facilities and services available within the premises without interfering with the streetscape or amenity of residents.

Objective 4) Signs should enhance the distinctive urban character and scenic amenity of the Municipality and contribute to the atmosphere of the streets in local and neighbourhood centres and should be designed in sympathy with both the building to which it is attached and any adjoining buildings, taking into account the architectural styles and finishes of buildings in local and neighbourhood centres.

Comment: The signage the scale of the signage are designed so as to not detract from the building or the neighbouring buildings.

Objective 5) To prevent signage from impacting on the presentation of the heritage item or area to the general public on heritage items and conservation areas.

Comment: Refer to Statement of Heritage Impact.

Objective 6) To ensure all signage is of high standards of graphic and textural content.

Comment: The signage features the identification and logos of the College. These are recognisable features in the locality.



Objective 7) To encourage coordinated advertising in the industrial Zone by the use of appropriately sized street numbers and complex names, and the use of directory boards to identify multiple unit complexes, so as to reduce adverse impact on the streetscape and confusion to traffic.

Comment: Not relevant.

- The signage is not considered excessive or in conflict with the buildings on which they are proposed.
- It is considered building identification signage rather than advertising.
- Only the formerly approved signage will continue to be illuminated but the lighting will be discreet and will not spill over into the surrounding areas as per previously specified in DA determination (DA0116/2017) and proposed signage 1 (see signage detail 2 (A5.1 and A7.1) will not be illuminated.
- The Statement of Heritage Impact covers heritage issues.
- The signage does not impact on adjoining residential properties.

#### Clause 5.1 Manly Town Centre Heritage Conservation Area

Refer Statement of Heritage Impact.

### Conclusion

The type, size and content of the proposed signage is considered appropriate for its location within the site and the locality. The impact on the heritage significance of the building has been addressed in the Statement of Heritage Impact. It is considered appropriate in its relationship to the location of the site near Sydney Harbour and the foreshores of Manly. The signage is business identification rather than advertising. It is considered the proposed signage will have no adverse environmental impacts and is worthy of approval.

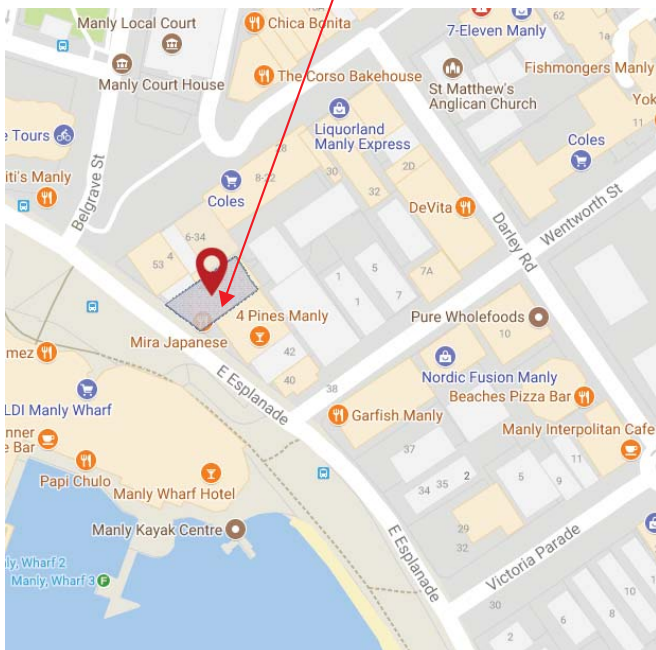
In light of the merits of the proposal and in the absence of any significant environmental impacts and is worthy of approval. we have no hesitation in recommending that the application be approved.

Should you require further clarification regarding this matter, please do not hesitate to contact the undersigned.

Yours sincerely,

Erin Faulkner  
Interior Designer  
ORO design & architecture  
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#### Location 46-48 East Esplanade





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Existing Approved Signage Location



Proposed Signage re-location

