



Warringah Council

COMMERCIAL OCCUPATION/ADDITIONS/SIGNAGE/CHANGE OF USE

DEVELOPMENT APPLICATION ASSESSMENT REPORT

Assessment Officer: Phil Lane

Proposal Description: Signage

Property Address: Lot 1, DP 588603, No. 33 Oaks Avenue, Dee Why

Application No: DA2010/0489

In detail: The subject development application seeks approval for erection of the following external signs as follows:

- Sign 1 Replacement Woolworths illuminated sign 11700mm x 2500mm (29.25m²)
- Sign 2 Replacement illuminated Woolworths liquor sign 3200mm x 2500mm (8m²)
- Sign 3 New top hamper illuminated liquor sign 2920mm x 600mm (1.75m²)
- Sign 4 Replacement illuminated liquor under awning sign 600mm x 2500mm (1.5m²)
- Sign 5 New Woolworths non illuminated loading dock sign 600mm x 900mm (0.54m²)

RELEVANT BACKGROUND

- DA1999/1424, Alterations to Woolworth's Supermarket, (Approved)
- DA1999/2274, Tenancy Fitout for Liquor Shop, (Approved)
- DA2002/1761, Installation of Boom Gates and Associated Signage and Introduction of Parking Fees to Existing Carpark - Dee Why Shopping Centre (Woolworths), (Approved)
- ECDC 2006/1272, Refurbishment of Existing Woolworth's Supermarket, (Approved)
- DA2007/0051, Infill existing parapet, additional signage & associated works, (Approved)
- DA2007/1259, Installation of a lift & refurbishment of the external facade, (Approved)
- MOD2008/0184, (Modification) Relocation of lift and external facade changes, (Approved)
- DA2008/1148, Fitout and use for a shop (Fruit and vegetable market), (Approved)
- DA2008/1149, Fitout and use for a shop (Deli), (Approved)
- DA2008/1446, Fitout and use for a shop (Butcher), (Approved)
- CDC2009/0017, Fitout and use for a shop (Cafe), (Approved)
- CDC2009/0041, Fitout and use for a shop (Pizza), (Approved)
- CDC2009/0047, Fitout & use for a shop (seafood), (Approved)
- CDC2009/0049, Fitout & use for a shop (bakery), (Approved)

Report Section	Applicable	Complete & Attached
Section 1 – Code Assessment	☒ Yes ☐ No	☒ Yes ☐ No
Section 2 – Issues Assessment	☒ Yes ☐ No	☒ Yes ☐ No
Section 2A – SEPP 64	☒ Yes ☐ No	☒ Yes ☐ No
Section 2B – Schedule 17 Car parking	☐ Yes ☒ No	☐ Yes ☒ No
Section 3 – Site Inspection Analysis	☒ Yes ☐ No	☒ Yes ☐ No
Section 4 – Application Determination	☒ Yes ☐ No	☒ Yes ☐ No



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Estimated Cost of Works: \$ 40000.00

Are S94A Contributions Applicable?

☐ Yes ☒ No

Notification Required?

☒ Yes ☐ No

Period of Public Exhibition?

☒ 14 days ☐ 21 days ☐ 30 days ☐ N/A

Submissions Received?

☐ Yes ☒ No

No. of Submissions: Nil

Are any trees impacted upon by the proposed

development? ☐ Yes ☒ No



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SECTION 1 – CODE ASSESSMENT REPORT

ENVIRONMENTAL PLANNING INSTRUMENTS

WLEP 2000

Locality: E6 Oaks Avenue

“Oaks Avenue will incorporate a mix of business, community and leisure uses. Ground floor premises will be characterised by uses including shops and restaurants that create active building front and contribute to the life of the streets and other public spaces. Housing and offices will characterise upper floors.

Building design will also contribute to the life of public spaces by helping to define the streets and public spaces and create environments that are appropriate to the human scale as well as comfortable, interesting and safe. The scale of these buildings will be less than buildings in the neighbouring Howard Avenue locality in recognition of the subservient role of Oaks Avenue.

In particular, future development will be designed so that a 3 storey6 podium adjoins the sidewalk and establishes a coherent parapet line along Oaks Avenue. Above parapet line additional storeys will be set back to maintain solar access to the sidewalks and ensure that the scale of buildings does not dominate public spaces. Buildings are to be articulated in such a way that they are broken into smaller elements with strong vertical proportions and spaces are created between buildings at the upper levels and to add interest to the skyline, reduce the mass of the building and facilitate the sharing of views and sunlight.

The overall height of buildings is to be such that long distance views of Long Reef Headland, the top of the escarpment to the west of Pittwater Road and the Norfolk Island Pines next to Dee Why Beach are preserved.

Building layout and access are to be in accordance with Map E available from the office of the Council such that the spaces behind buildings combine to form central courts with vehicle access limited to a restricted number of places generally in the locations shown on Map E.

Site amalgamation will be encouraged to facilitate new development and enable all carparking to be provided below ground or behind buildings using shared driveways where possible.”

Development Definition: ☐ Housing ☐ Ancillary Development to Housing ☒ Other (Signage)

Category of Development: ☐ Category 1 ☒ Category 2 ☐ Category 3

Desired Future Character:

☐ Category 1 Development with no variations to BFC's (Section 2 Assessment not required)

Is the development considered to be consistent with the Locality's Desired Future Character Statement?

☒ Yes ☐ No

☐ Category 1 Development with variations to BFC's (Section 2 Assessment Required)

☒ Category 2 Development Consistency Test (Section 2 Assessment Required)

☐ Category 3 Development Consistency Test (Section 2 Assessment Required)

Draft WLEP 2009 Permissible or Prohibited Land use: Permissible

Built Form Controls:

The built form controls are not applicable to this application and the external signage is to be affixed to an approved part of the building.



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General Principles of Development Control:

CL38 Glare & reflections Applicable: ☒ Yes ☐ No	Complies: ☐ Yes ☒ Yes , subject to condition ☐ No Comments: The proposed signage will be located within the retail/commercial area of Oaks Avenue. Conditions will be incorporated in relation to the hours and intensity of illumination used for the signage.
CL39 Local retail centres Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL40 Housing for Older People and People with Disabilities Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL41 Brothels Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL42 Construction Sites Applicable: ☒ Yes ☐ No	Complies: ☐ Yes ☒ Yes , subject to condition ☐ No
CL43 Noise Applicable: ☒ Yes ☐ No	Complies: ☐ Yes ☒ Yes , subject to condition ☐ No
CL44 Pollutants Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL45 Hazardous Uses Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL46 Radiation Emission Levels Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL47 Flood Affected Land Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL48 Potentially Contaminated Land Applicable: ☐ Yes ☒ No	Complies: Based on the previous land uses if the site likely to be contaminated? ☐ Yes ☐ No



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	Is the site suitable for the proposed land use? ☐ Yes ☐ No
CL49 Remediation of Contaminated Land Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL49a Acid Sulfate Soils Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL50 Safety & Security Applicable: ☒ Yes ☐ No	Complies: ☒ Yes ☐ Yes , subject to condition ☐ No
CL51 Front Fences and Walls Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL52 Development Near Parks, Bushland Reserves & other public Open Spaces Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL53 Signs Applicable: ☒ Yes ☐ No	Complies: ☒ Yes ☐ Yes , subject to condition ☐ No Comments: Clause 53 stipulates provisions for the number, size, shape extent and placement of signage for the municipality. The applicant proposes the replacement of existing wall signage on the northern elevation of the existing building and new signage on top of the entry into the liquor store and loading dock. The existing area of signage approved on the site under existing consents is awning and wall signage. The maximum area of signage permitted on the site under Clause 53 is estimated at 9m², given the double frontage of the site. Existing signage on the site already breaches the maximum area of signage permitted under Clause 53. The proposed signage on the application is effectively to replace the existing signage, however additional signage is proposed at the loading dock which is only 0.54m² (which not illuminated) and small sign above the entry to the liquor store which is only 1.75 m² (illuminated) giving a total area of signage proposed is estimated at 41m². Notwithstanding the compliance with the numerical requirements of Clause 53, the extent of signage proposed is similar to that existing. This will be the only sign for the business and will allow responsible identification without comprising the existing streetscape or the existing building façade and on



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	balance the variation to the requirement of the General Principle is supported.
CL54 Provision and Location of Utility Services Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL55 Site Consolidation in 'Medium Density Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL56 Retaining Unique Environmental Features on Site Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL57 Development on Sloping Land Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL58 Protection of Existing Flora Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL59 Koala Habitat Protection Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL60 Watercourses & Aquatic Habitats Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL61 Views Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL62 Access to sunlight Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL63 Landscaped Open Space Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL63A Rear Building Setback Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No



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CL64 Private open space Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL65 Privacy Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL66 Building bulk Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL67 Roofs Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL68 Conservation of Energy and Water Applicable: ☐ Yes ☐ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL69 Accessibility – Public and Semi-Public Buildings Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL70 Site facilities Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL71 Parking facilities (visual impact) Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL72 Traffic access & safety Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL73 On-site Loading and Unloading Applicable: ☒ Yes ☐ No	Complies: ☒ Yes ☐ Yes , subject to condition ☐ No
CL74 Provision of Carparking Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL75 Design of Carparking Areas Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No



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CL76 Management of Stormwater Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL77 Landfill Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL78 Erosion & Sedimentation Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL79 Heritage Control Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL80 Notice to Metropolitan Aboriginal Land Council and the National Parks and Wildlife Service Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL81 Notice to Heritage Council Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL82 Development in the Vicinity of Heritage Items Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No
CL83 Development of Known or Potential Archaeological Sites Applicable: ☐ Yes ☒ No	Complies: ☐ Yes ☐ Yes , subject to condition ☐ No

Schedules:

Schedule 4 Prohibited Signage (further assessment where appropriate under SEPP 64) Applicable: (i.e. are prohibited signs proposed?) ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 5 State policies Applicable: ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 6 Preservation of bushland Applicable: ☐ Yes ☒ No ☐ DAO to investigate further



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Schedule 7 Matters for consideration in a subdivision of land Applicable: ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 8 Site analysis Applicable: ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 9 Notification requirements for remediation work Applicable: ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 10 Traffic generating development Applicable: ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 11 Koala feed tree species and plans of management Applicable: ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 12 Requirements for complying development Applicable: ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 13 Development guidelines for Collaroy/Narrabeen Beach Applicable: ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 14 Guiding principles for development near Middle Harbour Applicable: ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 15 Statement of environmental effects Applicable: (Category 3 only) ☐ Yes ☒ No ☐ DAO to investigate further
Schedule 17 Carparking provision Applicable: ☐ Yes ☒ No ☐ FAR (refer Section 2B Issue Assessment)

EPA Regulation Considerations:

Clause 54 & 109 (Stop the Clock) Applicable: ☐ Yes ☒ No ☐ DAO to investigate further	
Clause 92 (Demolition of Structures) Applicable: ☐ Yes ☒ No ☐ DAO to investigate further	Addressed via condition? ☐ Yes ☐ No



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Clause 93 & 94 (Fire Safety) Applicable: ☒ Yes ☐ No ☐ DAO to investigate further BCA report supplied? ☐ Yes ☒ No	Addressed via condition? ☒ Yes ☐ No ☐ Further Assessment Required
Clause 98 (BCA) Applicable: ☒ Yes ☐ No ☐ DAO to investigate further	Addressed via condition? ☒ Yes ☐ No
Is a Construction Certificate required? Applicable: ☒ Yes ☐ No ☐ DAO to investigate further ↓ (BCA Assessment Required see Section 2)	Addressed via condition? ☒ Yes ☐ No
Disability & Discrimination Act Applicable: ☐ Yes ☒ No ☐ DAO to investigate further	Addressed via condition? ☐ Yes ☐ No ☐ Amended plans required

REFERRALS

Referral Body/Officer	Required	Response
Development Engineering	☐ Yes ☒ No	☐ Satisfactory ☐ Satisfactory, subject to condition ☐ Unsatisfactory
Landscape Assessment	☐ Yes ☒ No	☐ Satisfactory ☐ Satisfactory, subject to condition ☐ Unsatisfactory
Bushland Management	☐ Yes ☒ No	☐ Satisfactory ☐ Satisfactory, subject to condition ☐ Unsatisfactory
Catchment Management	☐ Yes ☒ No	☐ Satisfactory ☐ Satisfactory, subject to condition ☐ Unsatisfactory
Aboriginal Heritage	☐ Yes ☒ No	☐ Satisfactory ☐ Satisfactory, subject to condition



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		☐ Unsatisfactory
Env. Health and Protection	☐ Yes ☒ No	☐ Satisfactory ☐ Satisfactory, subject to condition ☐ Unsatisfactory
NSW Rural Fire Service	☐ Yes ☒ No	☐ Satisfactory ☐ Satisfactory, subject to condition ☐ Unsatisfactory
Energy Australia	☒ Yes ☐ No	☒ Satisfactory ☐ Satisfactory, subject to condition ☐ Unsatisfactory

Applicable Legislation/ EPI's /Policies:

- ☒ EPA Act 1979
- ☒ EPA Regulations 2000
- ☐ Disability Discrimination Act 1992
- ☐ Local Government Act 1993
- ☐ Roads Act 1993
- ☐ Rural Fires Act 1997
- ☐ RFI Act 1948
- ☐ Water Management Act 2000
- ☐ Water Act 1912
- ☐ Swimming Pools Act 1992;
- ☐ SEPP No. 55 – Remediation of Land
- ☐ SEPP No. 71 – Coastal Protection
- ☒ SEPP No. 64 – Advertising & Signage
- ☒ SEPP Infrastructure
- ☐ SEPP BASIX
- ☒ WLEP 2000



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- ☒ WDCP
- ☐ S94 Development Contributions Plan
- ☐ S94A Development Contributions Plan
- ☐ NSW Coastal Policy (cl 92 EPA Regulation)
- ☒ Other (Draft WLEP 2009)

SECTION 79C EPA ACT 1979

Section 79C (1) (a)(i) – Have you considered all relevant provisions of any relevant environmental planning instrument?	☒ Yes ☐ No
Section 79C (1) (a)(ii) – Have you considered all relevant provisions of any provisions of any draft environmental planning instrument	☒ Yes ☐ No
Section 79C (1) (a)(iii) – Have you considered all relevant provisions of any provisions of any development control plan	☒ Yes ☐ No
Section 79C (1) (a)(iia) - Have you considered all relevant provisions of any Planning Agreement or Draft Planning Agreement	☐ Yes ☐ No ☒ N/A
Section 79C (1) (a)(iv) - Have you considered all relevant provisions of any Regulations?	☒ Yes ☐ No
Section 79C (1) (b) – Are the likely impacts of the development, including environmental impacts on the natural and built environment and social and economic impacts in the locality acceptable?	☒ Yes ☐ No
Section 79C (1) (c) – Is the site suitable for the development?	☒ Yes ☐ No
Section 79C (1) (d) – Have you considered any submissions made in accordance with the EPA Act or EPA Regs?	☒ Yes ☐ No
Section 79C (1) (e) – Is the proposal in the public interest?	☒ Yes ☐ No

DRAFT ENVIRONMENTAL PLANNING INSTRUMENTS:

Draft Warringah Local Environmental Plan 2009 (Draft WLEP 2009)

Definition: Signage

Land Use Zone: B4 Mixed Use

Permissible or Prohibited: Permissible with consent, being developments not identified as permissible without consent or prohibited.

Principal Development Standards:

Development Standard	Required	Proposed	Complies
Height of Buildings:	21 metres	Sign 1: 8.4 metres Sign 2: 8.4 metres Sign 3: 3.5 metres Sign 4: 3.5 metres Sign 5: 2.7 metres	YES

In summary, the proposed development is consistent with the aims and objectives of the Draft WLEP 2009.



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SECTION 2 – ISSUES

SEPPs

Other Relevant Environmental Planning Instruments:

SEPPs: Applicable? ☒ Yes ☐ No

SEPP Basix: Applicable?

☐ Yes ☒ No

If yes: Has the applicant provided Basix Certification?

☐ Yes ☐ No

SEPP 55 Applicable?

☐ Yes ☒ No

Based on the previous land uses if the site likely to be contaminated?

☐ Yes ☐ No

Is the site suitable for the proposed land use?

☐ Yes ☐ No

SEPP Infrastructure

Applicable?

☒ Yes ☐ No

Is the proposal for a swimming pool:

Within 30m of an overhead line support structure?

☐ Yes ☒ No

Within 5m of an overhead power line ?

☐ Yes ☒ No

Does the proposal comply with the SEPP?

☒ Yes ☐ No

OTHER MATTERS FOR FURTHER CONSIDERATION:

Section 2A - SEPP No. 64 – Advertising and Signage

Is SEPP 64 Applicable to the proposal? ☒ Yes ☐ No

Clauses 8 and 13 of SEPP 64 require Council to determine consistency with the objectives stipulated under Clause 3(1) (a) of the aforementioned SEPP and to assess the proposal against the assessment criteria of Schedule 1.

Matters for Consideration	Comment	Complies
1. Character of the area Is the proposal compatible with the existing	The subject site is located within the E6 Oaks Avenue locality under WLEP 2000.	YES



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or desired future character of the area or locality in which it is proposed to be located?	This locality is primarily comprised of commercial/retail premises and residential uses within the vicinity, which provide advertising signage for the premises, including wall, window and pylon signs. The proposed development seeks new identification signage on the building facades, which is consistent with existing surrounding signage.	
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The subject site is located within an existing commercial/retail land uses area with varying signage and building form. The proposed signage is considered to be satisfactory with regard to the advertising theme for the commercial/retail uses within the localities.	YES
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?	The subject site is not located within the vicinity of any environmentally sensitive area, heritage item, waterway or rural landscape.	YES
3. Views and vistas Does the proposal obscure or compromise important views?	The proposed signage is designed to be fitted onto the existing building parapet and will not obscure or compromise important views. In addition, the proposed signage will not result in the obscuring of views from any public or private domain.	YES
Does the proposal dominate the skyline and reduce the quality of vistas?	The replacement signs are located on the facade fronting Oaks Ave and do not in any way extend above the building so as to block or interfere with a vista. The under awning sign is consistent with other under awning signs in the area.	YES
Does the proposal respect the viewing rights of other advertisers?	Due to the buildings unique design and locality no existing or proposed signage will interfere with the viewing right of other advertisers.	YES
4. Streetscape, setting or landscape Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportioning and form of the signage is considered appropriate for the locality and sympathetic to the overall form of the building.	YES
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The signs support and compliment the uses associated with day to day requirements offered by a Woolworths supermarket. The signs represent an improvement over the existing signage. Signs are integrated and stylish and made from high quality materials. Illuminated area are reduced.	YES
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The site will be improved by virtue of an integrated signage package. The signs are proportionate to the floor area of the Woolworths supermarket and the services/goods available in the store.	YES



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Does the proposal screen unsightliness?	The site will be integrated into the design of the façade. Overall the new signage will be proportionate to the significant floor area and the shop frontage to Oaks Avenue.	YES
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The sign is proportionate to the existing building and are affixed flush to the external façade of the building.	YES
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?	The proposed signage is effectively replacement signage and therefore is consistent with the characteristics of the existing building.	YES
Does the proposal respect important features of the site or building, or both?	The dominant features of the façade are not hidden or detracted from as a result of the proposed signage. The signs are integrated into the existing architectural features of the building and a scale that is compatible with the building.	YES
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signage is standard in design, it is consistent with that of surrounding development and is considered satisfactory for the proposed use.	YES
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?	The graphics are designed to be in accordance with the company logo of the company. The colours are acceptable and not overwhelming in this position.	YES
7. Illumination Would illumination result in unacceptable glare, affect safety for pedestrians, vehicles or aircraft, detract from the amenity of any residence or other form of accommodation?	The illumination is provided internal to the sign and is simply to highlight the backgrounds. Conditions will be incorporated to ensure the any possible glare does not affect the nearby residents along Oaks Avenue.	YES
Can the intensity of the illumination be adjusted, if necessary?	Yes, the illumination is proposed is minimal but in the unlikely event that light spillage and illumination issues arise, the intensity of the illumination can be modified to suit the locality. A condition will be incorporated to ensure compliance.	YES
Is the illumination subject to a curfew?	Yes, the sign will be illuminated whilst the centre is open for trade and must be operated during the night or on days with poor daylight.	YES, subject to condition
8. Safety Would the proposal reduce the safety for any public road, pedestrians or bicyclists?	The proposed signage is unlikely to reduce the safety of the public roads, pedestrians or cyclists.	YES
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	Due to the location of the proposed signage it is considered that the signage will not result in the obscuring of any views.	YES



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The objectives of the policy aim to ensure that the proposed signage is compatible with the desired amenity and visual character of the locality, provides effective communication and is of high quality having regards to both design and finishes.

Proposal is satisfactory ☒ Yes ☐ No

WLEP 2000 Clause 53 Signs

CL53 Signs	The number, size, shape, extent, placement and content of signs are to be limited to the extent necessary to: • allow the reasonable identification of the land use, business, activity or building to which the sign relates, and • ensure that the sign is compatible with the design, scale and architectural character of the building or site upon which it is to be placed, and • ensure that the sign does not dominate or obscure other signs or result in visual clutter, and • ensure that the sign does not endanger the public or diminish the amenity of nearby properties.	☒ Yes ☐ No ☒ Yes ☐ No ☒ Yes ☐ No ☒ Yes ☐ No
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Is there existing signage on site? ☒ Yes ☐ No

Will the existing signage be retained? ☐ Yes ☒ No – upgraded & replaced



SECTION 3 – SITE INSPECTION ANALYSIS



Site area 5074sqm

Detail existing onsite structures:

- ☐ None
- ☐ Dwelling
- ☐ Detached Garage
- ☐ Detached shed
- ☐ Swimming pool
- ☐ Tennis Court
- ☐ Cabana
- ☒ Other (shops & gymnasium)

Site Features:

- ☒ None
- ☐ Trees
- ☐ Under Storey Vegetation
- ☐ Rock Outcrops
- ☐ Caves

- ☐ Overhangs
- ☐ Waterfalls
- ☐ Creeks / Watercourse
- ☐ Aboriginal Art / Carvings
- ☐ Any Item of / or any potential item of heritage significance

Potential View Loss as a result of development

- ☐ Yes ☒ No

If Yes where from (in relation to site):

- ☐ North / South
- ☐ East / West
- ☐ North East / South West
- ☐ North West / South East

View of:

Ocean / Waterways

- ☐ Yes ☐ No



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Headland

☐ Yes ☐ No

District Views

☐ Yes ☐ No

Bushland

☐ Yes ☐ No

Other:

Have you reviewed the DP and s88B instrument?

☒ Yes ☐ No

Bushfire Prone?

☐ Yes ☒ No

Flood Prone?

☐ Yes ☒ No

Affected by Acid Sulfate Soils

☐ Yes ☒ No

Located within 40m of any natural watercourse?

☐ Yes ☒ No

Located within 1km landward of the open coast watermark or within 1km of any bay estuaries, coastal lake, lagoon, island, tidal waterway within the area mapped within the NSW Coastal Policy?

☐ Yes ☒ No

Located within 100m of the mean high watermark?

☐ Yes ☒ No

Located within an area identified as a Wave Impact Zone?

☐ Yes ☒ No

Any items of heritage significance located upon it?

☐ Yes ☒ No

Located within the vicinity of any items of heritage significance?

☐ Yes ☒ No

Located within an area identified as potential land slip?

☐ Yes ☒ No

Is the development Integrated?

☐ Yes ☒ No

Does the development require concurrence?

☐ Yes ☒ No

Is the site owned or is the DA made by the "Crown"?

☐ Yes ☒ No



Site Inspection / Desktop Assessment Undertaken by:

Does the site inspection <Section 3> confirm the assessment undertaken against the relevant EPI's <Section's 1 & 2>?	☒ Yes ☐ No
Are there any additional matters that have arisen from your site inspection that would require any additional assessment to be undertaken?	☐ Yes ☒ No If yes provide detail:

Signed

Date 3 June 2010

Phil Lane, Senior Development Assessment Officer

SECTION 4 – APPLICATION DETERMINATION

Conclusion:

The proposal has been considered against the relevant matters for consideration under Section 79C of the EP&A Act 1979. This assessment has taken into consideration the submitted plans, Statement of Environmental Effects, all other documentation supporting the application and does not result in any unreasonable impacts on surrounding, adjoining, adjacent and nearby properties subject to any conditions contained within the Recommendation.

- ☒ Satisfactory
☐ Unsatisfactory

Recommendation:

That Council as the consent authority

- ☒ **GRANT DEVELOPMENT CONSENT** to the development application subject to:
- (a) the conditions detailed within the associated notice of determination; and
 - (b) the consent lapsing within five (5) years from operation

"I am aware of Warringah's Code of Conduct and, in signing this report, declare that I do not have a Conflict of Interest"

Signed

Date 3 June 2010

Phil Lane, Senior Development Assessment Officer

The application is determined under the delegated authority of:

Signed

Date 3 June 2010

Rodney Piggott, Team Leader, Development Assessment