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Statement of Environmental Effects for NORTHERN BEACHES COUNCIL



PROPOSED DIGITAL SCHOOL SIGN TO REPLACE EXISTING SIGN STRUCTURE

WHEELER HEIGHTS PUBLIC SCHOOL
36 VETERANS PARADE
COLLARROY PLATEAU NSW 2097

13th AUGUST 2019

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1. INTRODUCTION

Property Details

Lot(s)	2	Section		DP	518741
Lot(s)	A	Section		DP	415957
Lot(s)	1	Section		DP	443972
Lot(s)	26-31	Section		DP	8871
House No.	36	Street	VETERANS PARADE		
Suburb	COLLARROY PLATEAU			Postcode	2097

Description of Proposal

PROPOSED DIGITAL SIGN TO REPLACE AN EXISTING SIGN STRUCTURE

DETAILED DESCRIPTION

The proposal is seeking Council approval to install an electronic digital sign panel. The proposed location is at the main school entrance on Veterans Parade. The installation requires sign installation and power connected to the sign by a qualified electrician. Refer to the photo below showing where the sign will be located in relation to the surrounding area. Please refer to attached application plans for further details.



Description of the Site and adjoining Land Uses

Wheeler Heights Public School site comprises several established buildings, shade structures, access roads and parking facilities. There are many landscaped areas with established trees and playing fields.

The school fronts Veterans Parade to the east, Rose Avenue to the north, Berith Street to the west and is surrounded by residential housing.

Present & Previous Uses

Present Use: Education Centre

Previous Uses: Education Centre

2. PROVISION OF ANY ENVIRONMENTAL PLANNING INSTRUMENTS

State Environmental Planning Policies

SEPP 55 – REMEDIATION OF LAND

Given the historical use of this property and the nature of the proposal, it is not expected that the land contains any contaminants.

SEPP 64 – ADVERTISING AND SIGNAGE

Clause 13(1)(b) of this SEPP states that the consent authority must not grant consent to an application to display an advertisement to which the Policy applies unless the structure has been assessed in accordance with the assessment criteria contained in Schedule 1 of the SEPP. Accordingly, an assessment of the proposal against this criterion is contained in the following table:

Criteria	Response
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 SIGN WILL REPLACE AN EXISTING SCHOOL SIGN. THE SIGN IS USED ONLY BY THE SCHOOL AND IS COMPATIBLE WITH THE CHARACTER OF THE LOCALITY
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	THE SIGN IS CONSISTANT WITH THE EXISTING SCHOOL SIGN LOCATED ON THE SITE AND PREVIOUSLY APPROVED DIGITAL SCHOOL SIGNS LOCATED ELSEWHERE WITHIN THE LGA.
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 SIGN DOES NOT DETRACT FROM THE AMENITY OR VISUAL QUALITY OF ANY OF THE MENTIONED ASPECTS

3. Views and vistas	
Does the proposal obscure or compromise important views?	THE PROPOSED SIGNAGE WILL NOT OBSCURE OR COMPROMISE EXISTING VIEWS
Does the proposal dominate the skyline and reduce the quality of vistas?	THE SIGN IS MINOR IN SCALE COMPARED TO OTHER FEATURES IN THE NEAR PROXIMITY AND WILL NOT DOMINATE THE SKYLINE OR REDUCE THE QUALITY OF VISTAS
Does the proposal respect the viewing rights of other advertisers?	THIS SIGN DOES NOT OPERATE FOR COMMERCIAL BENEFIT AND THEREFORE HAS NO IMPACT ON ANY NEIGHBOURING ADVERTISING IN THE AREA.
4. Streetscape, setting or landscape	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	THE SCALE AND PROPORTION OF THE PROPOSED SIGN IS APPROPRIATE FOR THE STREETScape AND SETTING, AND IS MINOR IN RELATION TO EXISTING BUILDINGS ALONG THE STREET FRONTAGE.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	THE PROPOSAL PROVIDES VISUAL INTEREST THROUGH THE ILLUMINATED SIGN THAT IDENTIFIES THE SCHOOL'S UPCOMING EVENTS AND NOTICES.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	NOT APPLICABLE AS THIS SIGN IS NOT FOR COMMERCIAL PURPOSE
Does the proposal screen unsightliness?	NO
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	THE PROPOSED SIGN IS TO BE RETROFITTED INTO THE EXISTING SIGN STRUCTURE WHICH SITS WELL BELOW THE CANOPY OF NEARBY TREES.
Does the proposal require ongoing vegetation management?	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?	THE PROPOSED SIGN IS COMPATIBLE WITH THE USE OF THE SUBJECT SITE AS AN EDUCATIONAL FACILITY.
Does the proposal respect important features of the site or building, or both?	THE PROPOSED SIGN LOCATION IS SEPARATED SUFFICIENTLY TO PROVIDE RESPECT TO ANY IMPORTANT FEATURES OF THE SITE.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	THE LED ILLUMINATED DIGITAL SIGN IS CONSIDERED TO BE VERY INNOVATIVE IN ITS CAPABILITIES AND FEATURES TO MEET THE SCHOOLS NEEDS FOR COMMUNICATING TO THEIR TARGET AUDIENCE.

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?	ALL LIGHTING AND LOGOS ARE INTERGRATED WITHIN THE DESIGN OF THE SIGN. THE SIGN WILL BE ACCESSED BY LADDER WHEN REQUIRED. NO EXTERNAL LIGHTING IS REQUIRED
7. Illumination	
Would illumination result in unacceptable glare?	THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT CAN BE ADJUSTED OR REDUCED IF REQUIRED.
Would illumination affect safety for pedestrians, vehicles or aircraft?	THE SIGN IS LOCATED INSIDE THE SCHOOL FENCE AND BOUNDARY. THIS ELIMINATES ANY SAFETY ISSUES RELATING TO PEDESTRIANS, VEHICLES OR AIRCRAFT.
Would illumination detract from the amenity of any residence or other form of accommodation?	THERE IS NO AMENITY LOSS TO RESIDENTIAL PROPERTIES DUE TO ILLUMINATION AS THE SCALE IS MINOR IN RELATION TO EXISTING BUILDINGS ALONG THE STREET FRONTAGE.THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT CAN BE ADJUSTED OR REDUCED.
Can the intensity of the illumination be adjusted, if necessary?	THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT CAN BE ADJUSTED OR REDUCED IF REQUIRED.
Is the illumination subject to a curfew?	THE OPERATING HOURS CAN BE PROGRAMMED INTO THE DIGITAL SIGN TO MEET COUNCIL'S REQUIREMENTS OR CONSENT CONDITIONS.
8. Safety	
Would the proposal reduce the safety for any public road?	THE SIGN IS LOCATED INSIDE THE SCHOOL FENCE AND BOUNDARY. THIS WILL ENSURE NO REDUCED SAFETY ON ANY PUBLIC ROAD.
Would the proposal reduce the safety for pedestrians or bicyclists?	THE SIGN IS LOCATED INSIDE THE SCHOOL FENCE AND BOUNDARY. THIS WILL ENSURE NO REDUCED SAFETY TO ANY PEDESTRIANS OR CYCLISTS USING THE PUBLIC FOOTPATH.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	THE PROPOSED SIGN IS AT A HEIGHT AND LOCATION TO NOT OBSCURE ANY SIGHTLINES FROM PUBLIC AREAS FOR PEDESTRIANS, PARTICULARLY CHILDREN.

Regional Environmental Plans

None Applicable

Local Planning Controls

RELEVANT PLANNING INSTRUMENT

WARRINGAH LOCAL ENVIRONMENTAL PLAN 2011

CURRENT ZONING

R2 – LOW DENSITY RESIDENTIAL

OBJECTIVES OF CURRENT ZONE

- To provide for the housing needs of the community within a low density residential environment.
- To enable other land uses that provides facilities or services to meet the day to day needs of residents.
- To maintain and enhance the residential amenity and character of the surrounding area.
- To provide a residential character commensurate with a low density residential environment.

DEFINITION OF PROPOSED DEVELOPMENT

The proposed sign is considered to be ancillary to the primary use of the land which is for an Educational Establishment. In accordance with the Land Use Tables contained in Part 2 of the LEP, Educational Establishments are permitted with consent in the zone.

CLAUSE 2.3 ZONE OBJECTIVES AND LAND USE TABLE

Clause 2.3 (2) states that the consent authority must have regard to the objectives for development in a zone when determining a development application in respect of land within that zone. The objectives of the zone are listed above. The proposed sign meets the objectives of this zone as it is ancillary to the use of the land as an educational establishment and the sign is considered to be compatible with other infrastructure on the land.

CLAUSE 2.7 DEMOLITION REQUIRES DEVELOPMENT CONSENT

Not applicable

CLAUSE 4.3 HEIGHT OF BUILDINGS

Not Applicable

CLAUSE 5.10 HERITAGE CONSERVATION

Not Applicable

3. PROVISION OF ANY PROPOSED INSTRUMENTS

At the time of preparing this report, there were no proposed instruments that are, or have been subject to public consultation that affect the subject.

4. PROVISION OF ANY DEVELOPMENT CONTROL PLANS

WARRINGAH DEVELOPMENT CONTROL PLAN 2011

The following Chapters of the DCP are relevant to the proposed development.

PART D23: SIGNS

A response to each of the requirements of this Chapter are set out in the table below:

Clause Reference	Response	Complies (Y/N)
1. Signs are to be sited and designed so that they do not adversely impact on the amenity of the streetscape and the surrounding locality. In particular, signs are not to dominate or obscure other signs or result in visual clutter.	The proposed sign is compatible with the use of the subject site as an educational facility and is to replace an existing sign. The overall height of the sign is approx. 4.5m, this is well below the height of surrounding buildings and trees.	Y
2. Signs are to be compatible with the design, scale and architectural character of the building or site on which they are to be placed.	The proposed sign is compatible with the use of the subject site as an educational facility and is to replace an existing sign.	Y
3. Signs on heritage items or on buildings in conservation areas should not by their size, design or colour, detract from the character or significant qualities of individual buildings, the immediate context or the wider streetscape context of the area.	n/a	n/a
4. Signs are not to obscure views of vehicles, pedestrians or potentially hazardous road features or reduce the safety of all users of any public road (including pedestrians and cyclists).	The sign is to be located inside the boundary line and will therefore not interfere with oncoming vehicles or pedestrians.	Y
5. Signs should not be capable of being confused with, or reduce the effectiveness of, traffic control devices.	The sign is to be located inside the boundary line and will therefore not interfere with oncoming vehicles or pedestrians. The sign can be programmed to not display messages that are hazardous, confusing or impair drivers.	Y

6. Signs are not to emit excessive glare or cause excessive reflection.	The sign is non-reflective and can be programmed to not display messages that are hazardous, confusing or distract drivers.	Y
7. Signs should not obscure or compromise important views.	There is no amenity loss to residential properties due to illumination, as the scale is minor in relation to existing structures along the street frontage.	Y
8. Signs displayed on dwellings are to be attached to the ground floor façade of the dwelling, unless the land is located on a main road or the dwelling is not visible from the street, in which case the sign may be attached to a front fence.	n/a	n/a
9. For Land in the RU4 zone with frontage to both Mona Vale Road and Myoora Road:	n/a	n/a
10. No more than one sign is to be located above the awning level for business uses.	n/a	n/a
11. Tenancy boards and the like are encouraged to be in the form of consolidated signs.	n/a	n/a
12. Signs shall meet the following criteria:		
<p>13. Pole or pylon sign (erected on a pole or pylon independent of any building or other structure)</p> <p>Shall not be less than 2.6 metres above ground level;</p> <p>Shall not exceed 6 metres in height above the existing <u>natural ground level</u>;</p> <p>Must have a maximum area of no more than 4sqm on any single face;</p> <p>Shall not project beyond the boundary of the premises; and</p> <p>No more than one pole/pylon sign per site is permitted.</p>	<p>Clearance from the ground is 2.3m.</p> <p>Height above natural ground level is <5m.</p> <p>Surface area is <2m²</p> <p>The sign is to be located entirely inside the boundary line.</p> <p>The sign is to replace the existing sign.</p>	<p>No – Request variation for 2.3m ground clearance.</p> <p>Sign is not located in a trafficable area.</p>

5. OTHER LOCAL ISSUES

Temporary development

Description of any temporary uses:

NOT APPLICABLE

Covenants, agreements or instruments

Description of any covenants, agreements or instruments:

NOT APPLICABLE

Control of pollution

Does the proposal result in air, noise or water pollution?	NO POLLUTION WILL RESULT FROM THE INSTALLATION OF THE SIGN PANEL
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Erosion and sediment control

Description of erosion and sediment control measures:	N/A. MINIMAL EXCAVATION REQUIRED
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Flood prone land

Is the land flood affected?	NO
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Bushfire considerations

Is the site classed as bushfire prone?	NO
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Trees and native vegetation

Does the proposal involve any clearing?	NO
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Acid sulphate soils

Will the proposal disturb any acid sulphate soils?	NO
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Heritage

Is the proposal a heritage item?	NO
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Is the proposal in the vicinity of a heritage item?	NO
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Is the proposal within a heritage conservation area?	NO
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Does the land contain any known Aboriginal sites or places?	NO
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6. LIKELY IMPACTS OF THE DEVELOPMENT

ENVIRONMENTAL IMPACTS ON BOTH NATURAL & BUILT ENVIRONMENTS

As outlined above, there are not expected to be any adverse impacts on the natural or built environments as a result of the development. The applicant understands that Council may impose conditions of consent seeking to control the impact of the construction works on the surrounding environment.

SOCIAL IMPACTS

The proposal is for a new digital school sign. The new sign will have a positive social impact as it will ensure that the school (and wider) community are better informed of the activities of the school.

ECONOMIC IMPACTS

The proposed development represents a minor investment in the area and will result in local firms being utilised during the construction phase. The proposal will therefore have a minor positive economic impact.

7. SUITABILITY OF THE SITE FOR THE DEVELOPMENT

The site is well suited to accommodate the proposed development. The centre is well established and meets the character of the surrounding area. The size and location of the sign meets the objectives of council's DCP and will have no adverse impact on the streetscape, neighbouring residents, local traffic or pedestrians.

8. THE PUBLIC INTEREST

The public interest is best served by continuing to utilise the land in an efficient and economical way that provides for the development of the land for educational purposes.

9. CONCLUSION

The proposed development is a permissible use within the Local Government Area and complies with the requirements of State legislative instruments and Council's Development Control Plan. The proposal will not result in any adverse amenity impacts on the surrounding area and meets the objectives of Council's controls for this type of development. It is recommended that Council approve the application as submitted.