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Statement of Environmental Effects for NORTHERN BEACHES COUNCIL



PROPOSED SINGLE-SIDED PYLON SIGN STRUCTURE WITH LED SCREEN

BROOKVALE PUBLIC SCHOOL
2-8 Old Pittwater Road
BROOKVALE NSW 2100
Lot 1 DP 947905

Issue A - 3 November 2023

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1. INTRODUCTION

Crown Development Application

This application is made on behalf of the Crown under the provisions of Division 4.6 Crown Development of the Environmental Planning and Assessment Act 1979 (the Act). In accordance with Section 4.33 (1) of the Act, a consent authority (other than the Minister) must not:

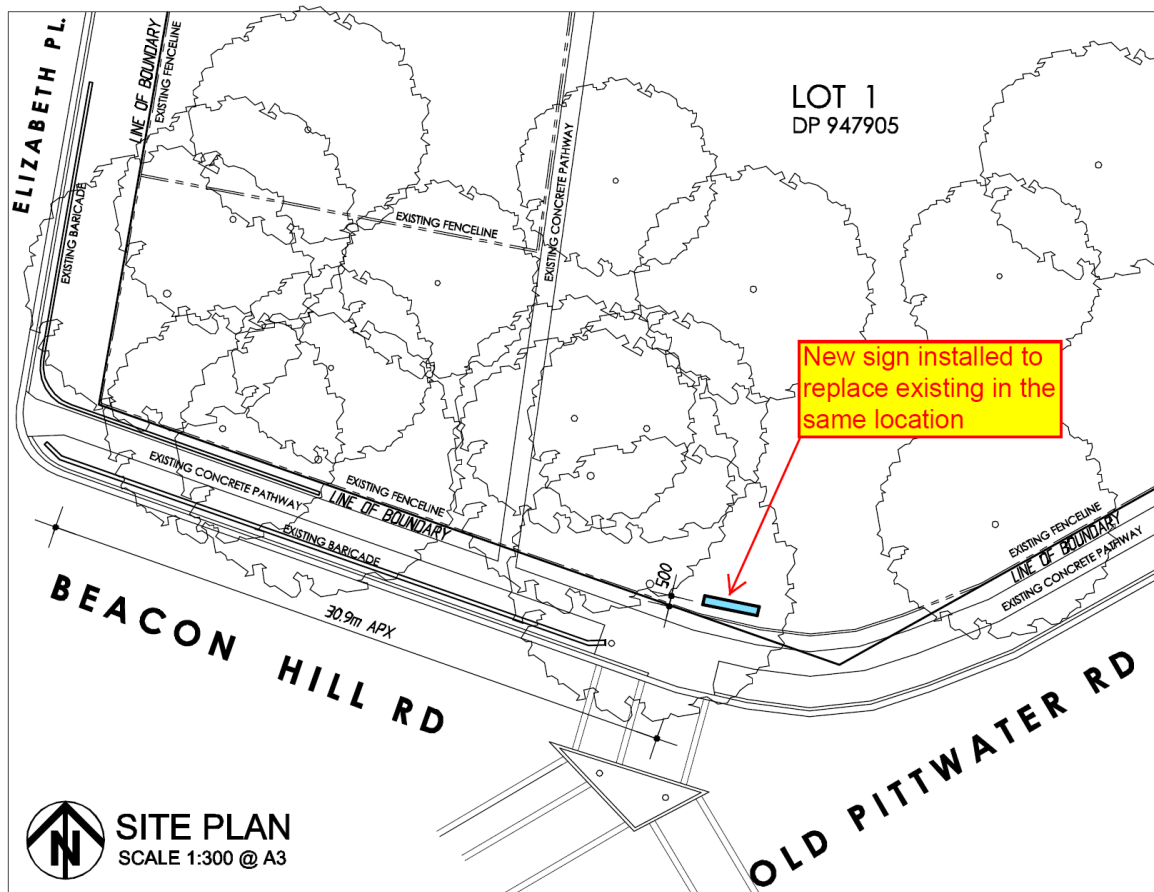
- (a) refuse its consent to a Crown development application, except with the approval of the Minister, or
- (b) impose a condition on its consent to a Crown development application, except with the approval of the applicant or the Minister.

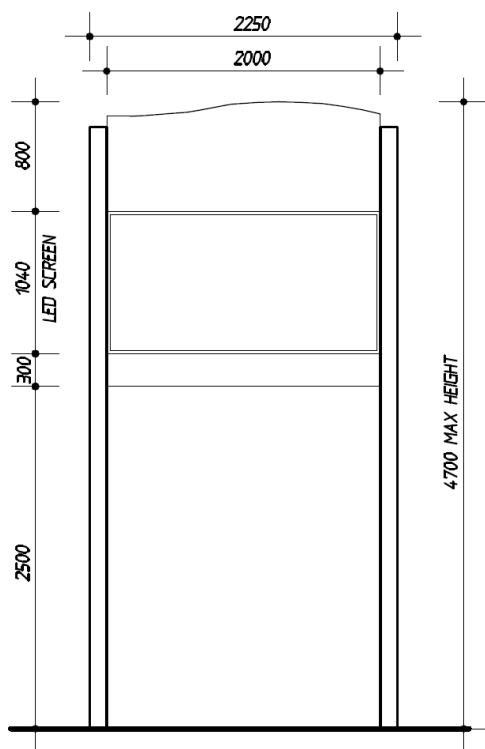
Description of Proposal

PROPOSED SINGLE-SIDED PYLON SIGN STRUCTURE WITH LED SCREEN TO REPLACE THE EXISTING SIGN IN THE SAME LOCATION

DETAILED DESCRIPTION

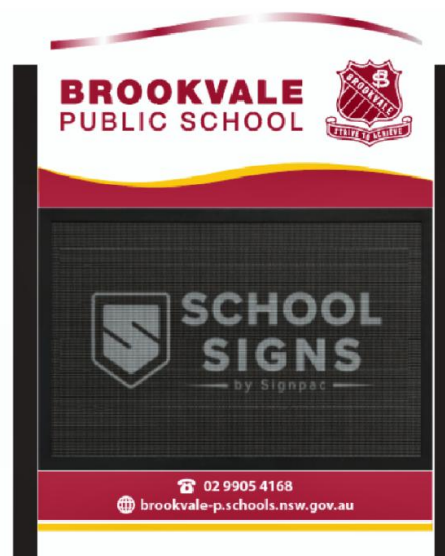
The proposal is seeking Council approval to install a new pylon sign structure with LED Screen at Brookvale Public School. The proposed sign will be replacing the existing pylon sign in the same location and orientation, at the intersection of Beacon Hill Road & Old Pittwater Road. It is located inside the boundary fence well clear of existing thoroughfares. The installation requires minor construction work involving power connected to the new sign by a qualified electrician. Refer to the images and plan below for further details below.





ELEVATION

SCALE 1:50 @ A3



SIGNAGE DESIGN

ARTISTIC DESIGN - SHOWN FOR VISUAL REPRESENTATION PURPOSES OF THE SIGNAGE ELEMENTS ONLY

It should be noted that:

- In lieu of any curfew times as stipulated in councils' DCP (addressed later in this document), the LED panel will operate between the hours of 6am-9pm.
- The content is static text or images with no moving or flashing elements and messages will run in a loop sequence in accordance with councils' conditions of consent.
- The default image outside hours of operation will be a blank screen.
- The sign is fitted with a light sensor which is connected to an automatic dimmer and adjusts the brightness depending on the amount of ambient light. This can also be manually adjusted if required.
- The sign will be wholly contained within Lot 1 DP 947905.
- The sign is ancillary to the primary use of the site.

Description of the Site

DETAILED DESCRIPTION OF THE SITE

THE PROPOSED SITE IS BROOKVALE PUBLIC SCHOOL LOCATED ALONG OLD PITTWATER ROAD, BROOKVALE. THERE ARE SEVERAL SCHOOL BUILDINGS LOCATED ON THE SITE TOGETHER WITH SHADE STRUCTURES, PLAYING FIELDS AND ESTABLISHED GARDENS.

DESCRIPTION OF THE ADJOINING LAND USES

LAND USES IN THE SURROUNDING AREA OF THE SIGN ARE ZONED R2 – LOW DENSITY RESIDENTIAL AND E3 – PRODUCTIVITY SUPPORT. THE SITE IS BOUND BY ELIZABETH PLACE TO THE WEST, BEACON HILL ROAD TO THE SOUTH, AND OLD PITTWATER ROAD TO THE SOUTHWEST.

2. PROVISION OF ANY ENVIRONMENTAL PLANNING INSTRUMENTS

State Environmental Planning Policies

SEPP (RESILIENCE AND HAZARDS) 2021

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

SEPP (INDUSTRY AND EMPLOYMENT) 2021

Clause 3.11 (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 5 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 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 INCORPORATES THE SCHOOLS COLOURS AND EMBLEM WHICH WILL COMPLIMENT THE THEME OF THE SITE
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 IS 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 WILL NOT IMPACT ON 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 SIGN IS APPROPRIATE FOR THE STREETScape AND SETTING.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	THE PROPOSAL PROVIDES VISUAL INTEREST THROUGH THE DIGITAL 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 WILL SIT WELL BELOW THE HEIGHT OF NEARBY TREES AND BUILDINGS
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 WILL BE LOCATED APPROPRIATELY. ITS 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 PANEL IS CONSIDERED TO BE VERY INNOVATIVE IN ITS CAPABILITIES AND FEATURES TO MEET THE SCHOOLS NEEDS FOR NOTIFYING THE COMMUNITY.
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. A PLATFORM IS NOT REQUIRED AS THE SIGN WILL BE ACCESSED BY LADDER WHEN NECESSARY. 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?	THE PROPOSED SIGN DOES NOT DIRECTLY FRONT ANY RESIDENCES AND THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT CAN BE ADJUSTED OR REDUCED AS REQUIRED.

Can the intensity of the illumination be adjusted, if necessary?	THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT AUTOMATICALLY ADJUSTS TO AMBIENT LIGHT AND CAN ALSO BE ADJUSTED OR REDUCED MANUALLY.
Is the illumination subject to a curfew?	ANY COUNCIL CURFEWS HAVE BEEN ADDRESSED IN THE DEVELOPMENT CONTROL PLAN SECTION OF THIS DOCUMENT IF APPLICABLE.
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 AND IS CLEAR OF EXISTING PATHWAYS. THIS WILL ENSURE NO REDUCED SAFETY TO ANY PEDESTRIANS OR CYCLISTS.
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.

TRANSPORT CORRIDOR OUTDOOR ADVERTISING AND SIGNAGE GUIDELINES

The NSW Government's Transport Corridor Outdoor Advertising and Signage Guidelines do apply to the site of this application. The Guidelines provide criteria for digital signs that are less than 20m² and located within 250m of, and visible from, a Classified Road.

An assessment against the criterion for Digital Signs is contained in the following table:

Criteria	Response
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.	THE DWELL TIMES CAN BE PROGRAMMED INTO THE DIGITAL SIGN TO MEET COUNCIL'S REQUIREMENTS OR CONSENT CONDITIONS.
b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	THE MESSAGES DISPLAYED ON THE SIGN WILL NOT BE SEQUENCED IN A WAY TO ENGAGE WITH MOTORISTS.
c. The image must not be capable of being mistaken: i. for a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device ii. as text providing driving instructions to drivers.	THE SIGN AND MESSAGES DISPLAYED ON THE SIGN WILL NOT USE PROHIBITED SHAPES, TEXT OR COLOUR COMBINATIONS TO ENGAGE WITH MOTORISTS IN THIS WAY.

d. Dwell times for image display must not be less than: i. 10 seconds for areas where the speed limit is below 80 km/h ii. 25 seconds for areas where the speed limit is 80km/h and over.	THE DWELL TIMES CAN BE PROGRAMMED INTO THE DIGITAL SIGN. THESE TIMES WILL MEET THE REQUIREMENTS AS STIPULATED IN COUNCILS CONSENT.
e. The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.	THE DEFAULT IMAGE WILL BE A BLANK SCREEN. THE TRANSITION TIMES CAN BE PROGRAMMED INTO THE DIGITAL SIGN. THESE TIMES WILL MEET THE REQUIREMENTS AS STIPULATED IN COUNCILS CONSENT.
f. Luminance levels must comply with the requirements in Section 3.	THE PROPOSED SIGN MEASURES AMBIENT LIGHT LEVELS AND CAN BE PROGRAMMED TO MEET THE LUMINANCE LEVEL REQUIREMENTS AS STIPULATED UNDER SECTION 3.
g. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	THE DIGITAL SIGN CAN BE PROGRAMMED TO MEET THESE PARAMETERS AND/OR REQUIREMENTS AS STIPULATED IN COUNCILS CONSENT.
h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).	THE DIGITAL SIGN CAN BE PROGRAMMED TO MEET THESE PARAMETERS AND/OR REQUIREMENTS AS STIPULATED IN COUNCILS CONSENT.
i. Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	THE DIGITAL SIGN CAN BE PROGRAMMED TO MEET THESE PARAMETERS AND/OR REQUIREMENTS AS STIPULATED IN COUNCILS CONSENT.
j. Each sign proposal must be assessed on a case-by-case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	THE PROPOSED SIGNAGE IS CAPABLE OF MEETING THE CRITERIA OF THIS SECTION IN RELATION TO EACH DIRECTION
k. At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.	THE SCHOOL WILL COMPLY WITH ALL RMS ASSESSMENTS AS REQUIRED TO ENSURE THE SIGN WILL STILL OPERATE IN A SAFE MANNER SHOULD SPEED LIMITS BE CHANGED.

Regional Environmental Plans

At the time of preparing this report, there were no REP's that are applicable to this proposal.

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 provide facilities or services to meet the day to day needs of residents.
- To ensure that low density residential environments are characterised by landscaped settings that are in harmony with the natural environment of Warringah.

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

Refer to Heritage Report

CLAUSE 6.4 DEVELOPMENT ON SLOPING LAND

Based on Councils Landslip Risk Checklist a Geotechnical Report is not required for this proposal.

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 site.

4. PROVISION OF ANY DEVELOPMENT CONTROL PLANS

WARRINGAH DEVELOPMENT CONTROL PLAN 2011

Responses to the relevant chapters of the DCP are set out in the table below:

Clause Reference	Response	Complies (Y/N)
PART D23: SIGNS		
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 well below the height of surrounding buildings and trees.	YES
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.	YES
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.	YES
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.	YES
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.	YES

7. Signs should not obscure or compromise important views.	The sign will not compromise or obscure important views	YES
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:		
Pole or pylon sign (erected on a pole or pylon independent of any building or other structure)	Clearance from the ground is 2.5m.	NO – Request variation for 2.5m ground clearance.
Shall not be less than 2.6 metres above ground level;	Request variation for ground clearance as the sign is not located in a trafficable area and will not be a safety hazard as proposed.	
Shall not exceed 6 metres in height above the existing natural ground level, and have a maximum area of no more than 4sqm on any single face;	Height above natural ground level is <5m.	YES
	Surface area is <4m2	YES
Shall not project beyond the boundary of the premises; and	The sign is to be located entirely inside the boundary line.	YES
No more than one pole/pylon sign per site is permitted.	The sign is to replace the existing sign.	YES

5. OTHER LOCAL ISSUES

Temporary development

Description of any temporary uses:

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

Erosion and sediment control

Description of erosion and sediment control measures:

N/A - MINIMAL EXCAVATION REQUIRED

Flood prone land

Is the land flood affected?

N/A – MINOR COUNSTRUCTION PROPOSAL

Bushfire considerations

Is the site classed as bushfire prone?	N/A – MINOR CONSTRUCTION PROPOSAL
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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?	N/A - MINIMAL EXCAVATION REQUIRED
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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.