

Document Control Table

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Foreword

This Statement of Environmental Effects has been prepared in support of a development application to Mid-Western Regional Council seeking approval for shopfront alterations and signage for the NAB branch located at 42-68 Church Street Mudgee.

It is noted that the Site is not identified as a heritage item but is located within a heritage conversation area under the LEP.

The subject application seeks development consent for:

Church Street elevation

- Installation of new illuminated 'floating star' in the shape of the NAB logo sign, positioned 150mm behind glazing (900mm x 920mm)
- Installation of new vinyl safety strip decal to glazing and entry doors
- Installation of new branch information graphic to glazing adjacent to entry doors (285mm x 500mm)
- Clean and make-good existing illuminated fascia signage
- Clean and make good existing illuminated cantilevered sign
- Paint, clean and makegood all other existing treatments where required.

Secondary Frontage (facing shopping arcade)

- Installation of new illuminated 'floating star' in the shape of the NAB logo sign, positioned 600mm behind glazing (900mm x 920mm)
- Freestanding business banking sign-in bench to be positioned internally, close to glazing
- Clean and make good existing illuminated cantilevered sign
- Existing ATM and surrounds to be cleaned and made good
- Installation of partial height vinyl privacy graphics and safety decal strips to glazing for front half of this façade fronting the arcade
- Installation of new full height vinyl privacy graphics to glazing and entry doors at rear half of this elevation fronting the arcade to screen sensitive internal areas
- Paint, clean and makegood all other existing treatments where required.

There will be no change to the use of the existing NAB branch and no changes to the building height, overall floor area, setbacks, or car parking arrangements.

Internal refurbishment works are being undertaken as complying development and are excluded from the subject application.

The subject land parcel is currently zoned "B3 Commercial Core" under the *Mid-Western Regional Local Environmental Plan 2012* within which the proposed development is permitted with consent as ancillary to the business premises use of the Site.

The proposed development does not present any significant environmental impact and favourable consideration is requested.

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1. Introduction

This Statement of Environmental Effects has been prepared in support of a development application to Mid-Western Regional Council seeking approval for shopfront alterations and signage for the NAB branch located at 62-68 Church Street, Mudgee.

This SEE provides an assessment of the proposal against the relevant matters for consideration under Section 4.15 of the *Environmental Planning and Assessment Act 1979*. The structure of this document is outlined as follows:

- Section 1 outlines this application and its structure.
- Section 2 describes the site and its context.
- Section 3 outlines the details of the proposed development.
- Section 4 provides an assessment against the relevant policies within the planning framework.
- Section 5 provides the conclusions and recommendations.

2. The Site

2.1 Location and Description

Land that is subject to this application is registered as Lot 1 in Deposited Plan 809883, known as 62-68 Church Street, Mudgee. The branch address is commonly referred to as 64-66 Church Street, Mudgee and forms part of the National Centre business complex.

The site is a rectangular shaped allotment comprises of approximately 1,160m² in area and is only one part of the National Centre which is accessible from both Church Street and Byron Place and comprises a mix of retail, business, and office premises over two storeys.

The NAB tenancy is located on ground floor with frontage to Church Street to the east, and an arcade portion of the National Centre complex to the south. The rear (west) and northern boundaries adjoin separate business premises (**Figure 1**).

The existing presentation to Church Street and the arcade is shown in **Photos 1 to 3**.

It is noted that no portion of the site or structures are listed under the *Heritage Act 1977*, and the site is not identified as a Local Heritage Item under *Mid-Western Regional Local Environmental Plan 2012*; however, the site is included within the Mudgee heritage conservation area under the LEP.

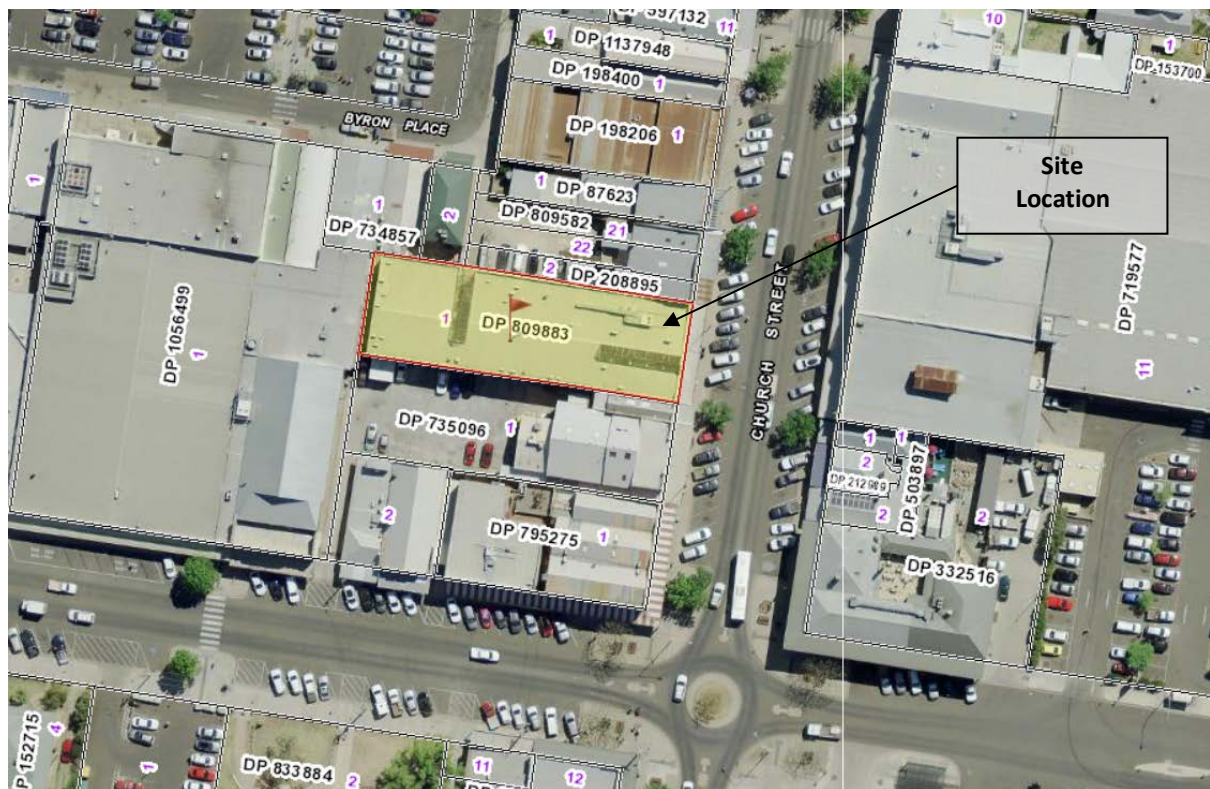


Figure 1. Site Location (Source: SIX Maps, 2022)

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Proposed Shopfront Alterations and Signage for NAB | 62-68 Church Street, Mudgee



Photo 1 – Shopfront from Church Street



Photo 2 – Shopfront from Church Street



Photo 3 – Corner of Shopfront and Arcade Frontage

2.2 Site Context

The site is located along the Church Street business spine which makes up part of the the commercial heart of the Mudgee Town Centre. The land uses in this area comprise of mostly retail, office, or business premises with low density residential land uses located to the surrounding the precinct and a large recreation areas to the north and south of the Centre.

The existing building sits within a row of buildings with similar height and alignment, the immediate buildings with a variety of eras, styles and design. The combination of varied forms, styles and periods of construction linked by cohesive height, width, awnings and alignment form the overall character of the Mudgee Town Centre.

Figure 2 and Photos 4 to 6 shows the context within which the site sits.



Figure 2. Site Context (Source: SIX Maps, 2022)



Photo 4 – View northward along Church Street

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Photo 5 – View southward along Church Street



Photo 6 – Development opposite the Site

3. Proposed Development

The proposal seeks approval for shopfront alterations and signage for the NAB branch located at 62-68 Church Street, Mudgee.

The subject application seeks development consent for:

Church Street elevation

- Installation of new illuminated 'floating star' in the shape of the NAB logo sign, positioned 150mm behind glazing (900mm x 920mm)
- Installation of new vinyl safety strip decal to glazing and entry doors
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- Paint, clean and makegood all other existing treatments where required.

There will be no change to the use of the existing NAB branch and no changes to the building height, overall floor area, setbacks, or car parking arrangements.

Internal refurbishment works are being undertaken as complying development and are excluded from the subject application.

4. Environmental Assessment

This section examines the proposed development against the specific criteria noted in Section 4.15 of the *Environmental Planning and Assessment Act 1979*.

4.1 State Environmental Planning Policies

State Environmental Planning Policy (Industry and Employment) 2021

The provisions of Chapter 3 of *State Environmental Planning Policy (Industry and Employment)* (the Industry and Employment SEPP) apply to proposals that include signage that:

- (a) under another environmental planning instrument that applies to the signage, can be displayed with or without development consent, and*
- (b) is visible from any public place or public reserve,*

The Industry and Employment SEPP replaces State Environmental Planning Policy 64 Advertising and Signage. These changes were made as part of the reforms to the planning system by the Department of Planning. No changes to the provisions of the previous SEPP were made as part of the planning reforms rather the new SEPP reflects a consolidation of previous State Environmental Planning Policies.

The proposal involves the erection of signage that will be visible from the public domain. Pursuant to Clause 3.6 of the Industry and Employment SEPP, 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 aims/objectives of the Policy, and*
- (b) that the signage satisfies the assessment criteria specified in Schedule 5 of the SEPP.*

These matters are addressed below.

Aims and Objectives of the Industry and Employment SEPP

Chapter 3 of the Industry and Employment SEPP 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, and*
- (b) to regulate signage (but not content) under Part 4 of the Act, and*
- (c) to provide time-limited consents for the display of certain advertisements, and*
- (d) to regulate the display of advertisements in transport corridors, and*
- (e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.*

The proposed signage is considered to be consistent with the stated aims as it is compatible with the signage provided on the Site and on surrounding land. The signage will also be of high-quality finish, not create clutter and not present and safety issues for vehicles, pedestrians or cyclists.

The signage will not have any significant impact on any transport corridor, defined under the SEPP as:

- (a) land comprising a railway corridor,*
- (b) land comprising a road corridor,*
- (c) land zoned industrial under an environmental planning instrument and owned, occupied or managed by the RTA or RailCorp.*

Assessment Criteria

Chapter 3, Part 2 of the Industry and Employment SEPP provides that a consent authority must consider the matters in Schedule 5 of the SEPP prior to granting consent to development involving signage. The assessment criteria under Schedule 5 of the SEPP are addressed in **Table 1**.

Table 1 – Schedule 5 – Industry and Employment SEPP Assessment Criteria

Criteria	Proposal Compliance
1 Character of the area	
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	Yes, the proposal will be undertaken within a locality that is characterised by various land uses including, retail and commercial activities.
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	Yes, the proposal considers the existing signage in place for the Site, including consistency to avoid the creation of unsightly outcomes resulting from clutter and signage that is not integrated into the overall design of the premises.
2 Special areas	
<i>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?</i>	The site is located within a heritage conservation area; however, the site itself is not identified as a heritage item. It is not considered that the proposed signage will impact upon any nearby heritage items or the conservation area given the low-key changes and integration with the existing design.
3 Views and vistas	
<i>Does the proposal obscure or compromise important views?</i>	No, the building on which the proposed signage will not be positioned to obscure any important views.
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	No, the proposed signage will be of a size and design similar to that of existing signage in the locality. Furthermore, the signage will not be dominant on the skyline given the position of the signage located on the shopfront of the building, below the roof level.
<i>Does the proposal respect the viewing rights of other advertisers?</i>	Yes, the signage will not obstruct viewing towards any other signage.
4 Streetscape, setting or landscape	
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	Yes, the signage is appropriate for the setting provided on the site and the location of the site adjacent to existing retail and commercial development.
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	The signage is integrated with the approved development without becoming visually dominant.
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	The proposed signage is unique in nature and does will not result in signage clutter.
<i>Does the proposal screen unsightliness?</i>	No, the signage is not used as a visual screen or filter.
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	No, the signage will not be dominant on the skyline. It will be located below the roof level.
<i>Does the proposal require ongoing vegetation management?</i>	No.
5 Site and building	
<i>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?</i>	Yes, the signage is of suitable scale and design for its intended purpose and allows the main building elements to remain dominant. No major architectural features will be affected.

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<i>Does the proposal respect important features of the site or building, or both?</i>	Yes, the design and position integrate with the building structure and heritage context.
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	Yes, the signage will be logically positioned to avoid clutter, enable the architectural character to be prominent, and will contribute to the contemporary function of the building.
6 Associated devices and logos with advertisements and advertising structures	
<i>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?</i>	The signage includes the NAB logo and devices. No third-party advertising is proposed.
7 Illumination	
<i>Would illumination result in unacceptable glare?</i>	The proposal is not expected to result in unacceptable glare.
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	No impact on the safety of pedestrians, vehicles or aircraft is to result from any intended illumination.
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	The site is suitably oriented away from sensitive receptors.
<i>Is the illumination subject to a curfew?</i>	No curfew will apply.
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	Intensity of illumination can be adjusted where required.
8 Safety	
<i>Would the proposal reduce the safety for any public road?</i>	The sign will not be positioned to cause any hazard for any road.
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	The sign is not considered to reduce safety for pedestrians or bicyclists.
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	The sign will not cause disruption of any sightlines from public areas.

Advertisements

Part 3.3 of the Industry and Employment SEPP outlines a number of additional matters to be considered for certain signs. This Part is not applicable to the proposal.

Based on the above, the proposal is considered consistent with the provisions of the Industry and Employment SEPP 2021.

4.2 Mid-Western Regional Local Environmental Plan 2012

Mid-Western Regional Local Environment Plan 2012 (MWLEP 2012) applies to the subject site. The provisions of MWLEP 2012 as they relate to the proposed development are considered below:

Zoning and Permissibility

Under the provisions outlined in MWLEP 2012 the site is zoned as B3 Commercial Core (**Figure 3**). The objectives of the B3 zone are:

- *To provide a wide range of retail, business, office, entertainment, community and other suitable land uses that serve the needs of the local and wider community.*
- *To encourage appropriate employment opportunities in accessible locations.*
- *To maximise public transport patronage and encourage walking and cycling.*
- *To promote the central business district of Mudgee as the major focus for retail and commercial activity in Mid-Western Regional.*

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- To consolidate business development in the Mudgee town centre and avoid unnecessary or inappropriate expansion of business-related land uses into surrounding residential neighbourhoods.
- To ensure that new development is compatible with the historic architectural character and streetscapes of the Mudgee commercial core area.
- To ensure that the form and layout of new development is designed to encourage free pedestrian movement and connectivity within the commercial core.

The works are ancillary to the use of the Site as NAB, which is permitted with consent in the B3 zone under the definition of 'business premises', as follows:

business premises means a building or place at or on which—

(a) an occupation, profession or trade (other than an industry) is carried on for the provision of services directly to members of the public on a regular basis, or

(b) a service is provided directly to members of the public on a regular basis,

and includes a funeral home and, without limitation, premises such as banks, post offices, hairdressers, dry cleaners, travel agencies, internet access facilities, betting agencies and the like, but does not include an entertainment facility, home business, home occupation, home occupation (sex services), medical centre, restricted premises, sex services premises or veterinary hospital.

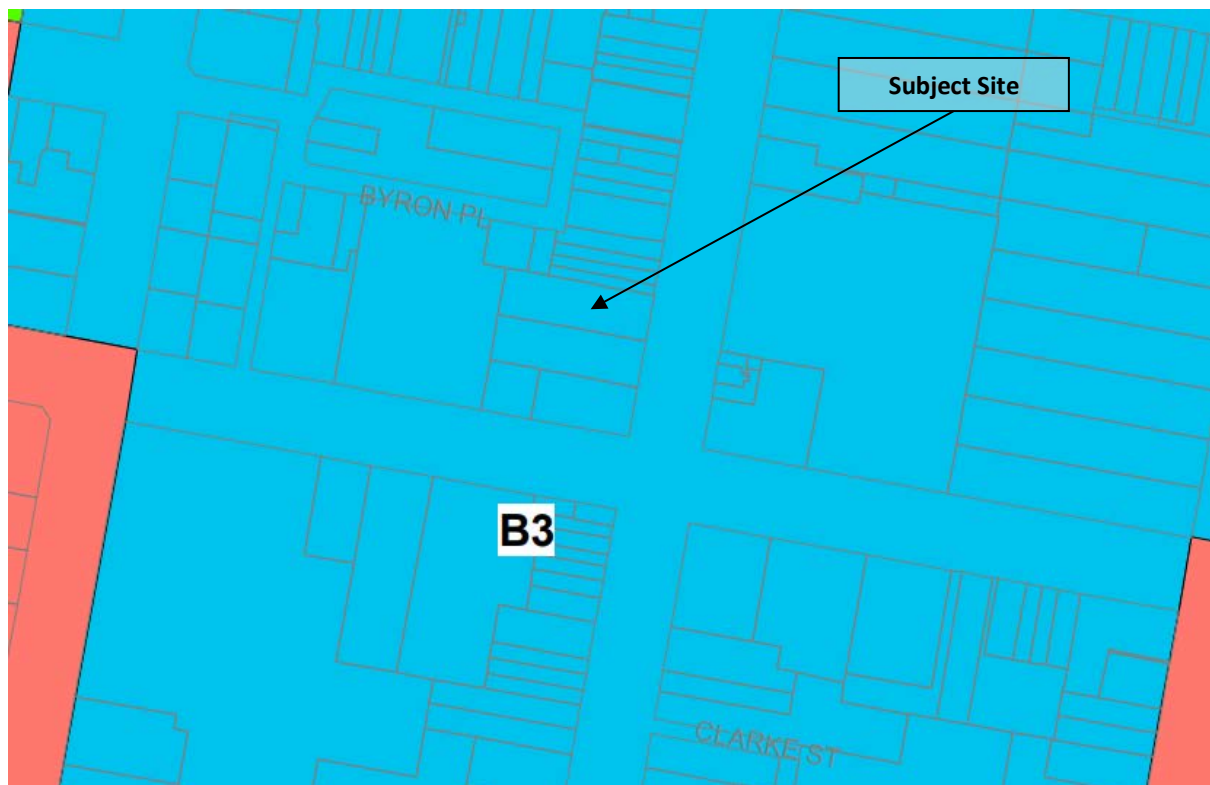


Figure 3. Mid-Western Regional Local Environmental Plan 2012 Zoning Map (Source: Planning Portal, 2022)

Height of Buildings

The proposal will not result in a change to the overall height of the building.

Floor Space Ratio

The floor space ratio of the site will not be affected by the proposed development.

Architectural Roof Features

No roof features are proposed.

Heritage Conservation

The Site is not listed as a heritage item; however, it is within a heritage conservation area. Several heritage items exist adjacent to and opposite the subject property (**Figure 4**).

A Heritage Impact Statement (HIS) has been prepared for the proposal and reproduces the following Statement of Significance from the NSW State Heritage Inventory:

Statement of Significance

The settlement of Mudgee, located along the banks of the Cudgegong River, demonstrates the principal characteristic of early government town layout in NSW. Designated land uses include the Anglican and Catholic churches in key central positions, with reserved land for law and order, education and recreation, following government practice of the day.

Initial settlement occurred in 1822 with many pioneer families still represented in the town today.

The Heritage Conservation Area of Mudgee closely follows the 1884 parish map of the town and retains many key heritage buildings especially in the central business area of Church and Market Streets. Historically significant buildings on corners include the Post Office, the Anglican and Catholic churches, hotels and banks, all of which help frame the central shopping area. Many impressive commercial, civic and religious buildings of similar late Victorian style and scale, such as the former Town Hall, banks, hotels and churches, form the core of the Conservation Area, creating an aesthetically significant NSW country town.

The HIS finds the following impact assessment for the proposed works:

Impact on the Heritage Conservation Area

The proposed internal fitout has no impact on the Heritage Conservation Area and the minor changes to the external shopfront will have no additional impact on the significance or heritage character of the Conservation Area. The design of the work includes no excessive or inappropriate colours or finishes.

The external graphics do not detract from the architecture of the base building. The exterior colours and graphics are essentially similar to the existing building.

Impact on heritage items in the vicinity

Several heritage items of local significance are located in the vicinity of the NAB site, including:

- EMH Building 56- 62 Church Street: adjacent building
- Town Centre Store: opposite in Church Street
- Kellys Irish Pub: at the corner of Church and Mortimer Streets

The internal fitout work and external graphics at the NAB have no potential for impact on heritage items in the vicinity.

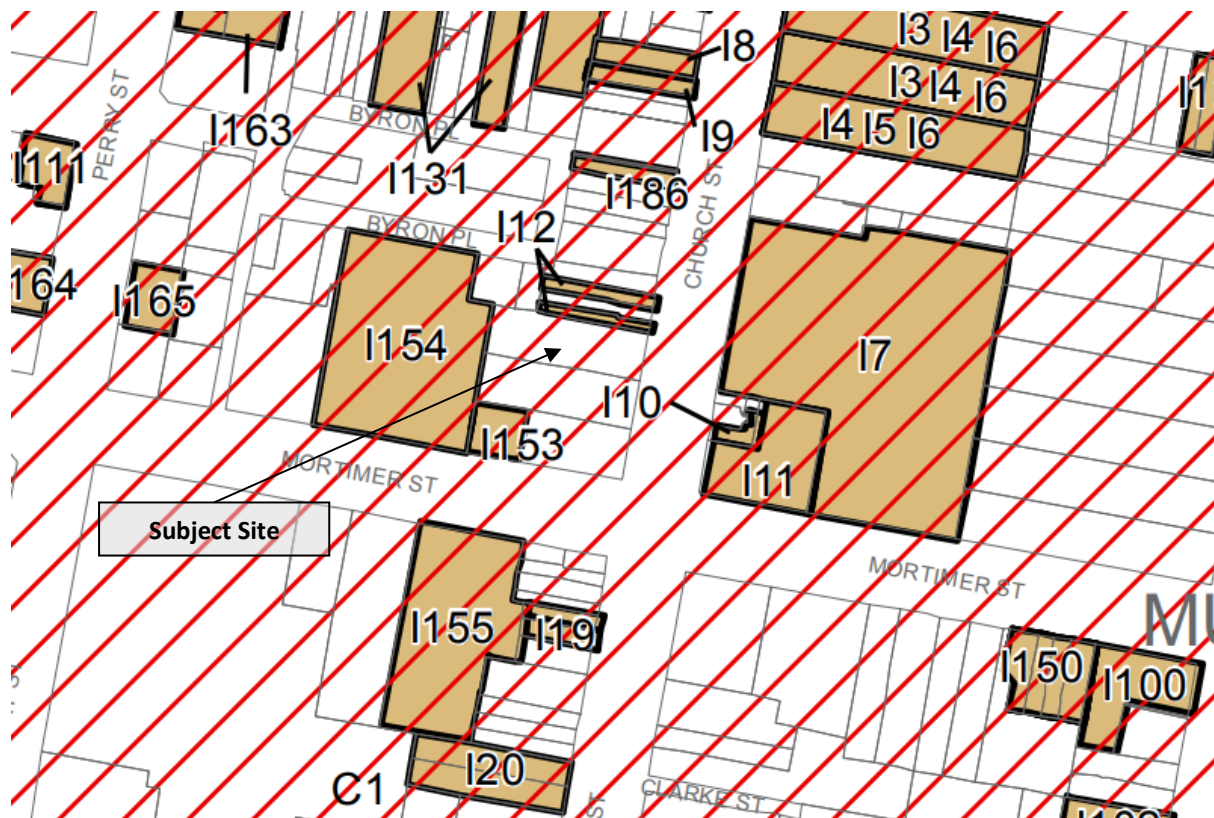


Figure 4. Mid-Western Regional Local Environmental Plan 2012 Heritage Map (Source: Planning Portal, 2022)

Earthworks

No earthworks are proposed.

Flood Planning

The site is not located within the flood planning area as outlined within the MWLEP 2012.

Active Street Frontages

The proposed development maintains the existing active street frontage provided along Church Street.

4.3 The Provisions of any Draft Environmental Planning Instruments

No draft environmental planning instruments are relevant to the proposal at the time of writing this SEE.

4.4 Mid-Western Development Control Plan 2013

Mid-Western Development Control Plan 2013 (DCP) supports the objectives of *Mid-Western Regional Local Environmental Plan 2012*, providing more specific controls to protect and enhance the public domain and to contribute to the prosperity and character of the Local Government Area.

Part 4.4 - Signs

The proposal does not involve the erection of any prohibited signage.

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The Heritage Impact Statement prepared for the proposal does not raise any significant issue in relation to heritage impact on the conservation area or surrounding items.

The signage coverage will remain less than 25% of the frontage of the building in which the tenancy is located.

The height of the existing cantilevered signs over the pedestrian areas will not be altered.

All signage will be of high quality make and design.

Part 4.5 Commercial Development

The proposal does not alter the setbacks, height, or gross floor area of the existing building.

The tenancy will maintain an active street front to Church Street and half of the frontage oriented towards the arcade. The rear half of the arcade fronting is to be provided with graphics that will screen sensitive internal areas of the bank. This design is separated from the public domain.

The main architectural features of the building will be retained and will continue to be the dominating streetscape features.

4.5 The Likely Impacts of the Development

Context and Setting

The subject site is located in the heart of the Mudgee Town Centre, a locality that is characterised by a strip of commercial land uses fronting Church Street.

The proposal consistent and compatible with surrounding development and contribute to the variety and economic viability of the Mudgee Centre without significant impact.

The proposal will have no adverse impact on the streetscape or on any heritage qualities of the locality.

Access and Car parking

The proposed works will not impact current access to the building. The buildings existing entrance provisions will not be altered as a result of this proposal.

No alteration to the approved car parking is required or proposed as no increase to gross floor area is to result or a change of use.

Heritage

The proposed work is consistent with the aims and objectives of the Mid-Western Regional LEP 2012. The work is minor in extent, it is reversible, and has no impact on any heritage items in the vicinity or any Heritage Conservation Area.

The Heritage Impact Statement prepared for the development concludes:

The proposed design of the shopfront and exterior colour scheme is consistent with the aims and objectives of the Heritage provisions of the Mid-Western Regional LEP, and will have no negative impact on the Mudgee Heritage Conservation Area or individual heritage items in the vicinity.

Social, Environmental and Economic Impacts

An objective of the Local Centre zone is to encourage local employment, provide a range of retail, business, entertainment and community uses. This proposed development is consistent with the objectives of this zone.

Construction

The proposal is capable of satisfying the requirements of the BCA.

4.6 The Suitability of the Site for the Development

The site is zoned, and utilised, for the purpose of a commercial activity. The proposal is consistent with this zone and the sites surrounding context and is therefore suitable for the development.

4.7 Any Submissions made in Accordance with the Act

No submissions are apparent at the time of writing.

4.8 The Public Interest

The proposed development will have no adverse impact on the public interest.

5. Conclusion

The proposed shopfront alterations and signage for the NAB branch at 62-68 Church Street, Mudgee is permissible with consent. The design has been developed to address the building design and the existing signage of the locality.

No significant adverse environmental, economic or social impacts have been identified as likely to arise from the proposed development which has been favourably assessed against the relevant provisions of Section 4.15 of the *Environmental Planning and Assessment Act 1979*.

It is therefore requested that Council grant development consent to the proposal, subject to appropriate conditions.