

STATEMENT OF ENVIRONMENTAL EFFECTS

Level 1, 79 Church Street, Mudgee NSW 2850
Proposal: New Business Signage

This proposal will result in new business wall signage to the side of an existing commercial building.

DEVELOPMENT CONTROL PLAN

Business wall signage is permissible on commercial building with consent in this location. Both neighbouring buildings are of commercial nature. The proposed business wall signage is consistent with other styles of signage on the same existing building and neighbouring business advertising and will meet the permissions within the MWRC DCP part 4.4, Signs.

PREVIOUS SITE USE

The only known previous use of the site, many years ago, was residential, moving into commercial use in the last decade or so.

GENERAL REQUIREMENTS

As per the dimensioned elevation of the existing building provided within this submission. The colours of the wall sign proposed are as follows: Burn Orange, Night Sky Black and Charcoal Grey with White feature also.



HERITAGE CONSERVATION AREA

Acknowledging the heritage conservation area within the streetscapes of the business area within the CBD of Mudgee, we are respectfully positioning our wall sign to the side of the existing commercial building and avoiding what could be a very consuming position on the top, front of Level 1, 79 Church Street as we feel the possible impact on the streetscape is unnecessary.

We have a number of different designs for the Lynch Building Group logo, however this design is softened and will add a nice interest to the commercial space, keeping in character of the surrounding buildings, with McGrath on the ground level of this same commercial building, having quite dominant, black signage surrounding the perimeter of the building currently.

BUSINESS AREAS

With a very large frontage to the building (including side elevations) the total signage for the entire commercial exterior is under the maximum 25% permitted.

The proposed wall sign, to the side of Level 1, 79 Church Street, is to be printed onto a powder coated flat metal sheet and will be of a similar nature to the existing surrounding commercial signs present on the current and neighbouring buildings.

The wall sign will be mounted to the existing building, positioned above the 2x main side windows, towards the back section, close to the upstairs entry door.

The sign will be fixed to the existing external wall cladding, using 8x fixing points. This will give the wall sign as flat of a mounted appearance as possible, not protruding off of the wall with any attention whatsoever.

BUSINESS ACTIVITY CENTRE / RESIDENTIAL AREA / RURAL AREA

Given the location of the proposed wall signage, Level 1, 79 Church Street Mudgee, the CBD location of the existing commercial building is not within the business activity centre positions, a residential area nor a rural area.

TOURIST SIGNAGE

The proposed sign is not by any means, tourist related. It is to advertise an already very prominent and well-known existing business in Mudgee and surrounding areas.

MAINTENANCE & ILLEGAL SIGNS

The proposed wall sign will be of the utmost quality and sophistication. The material and logo design is highly professional and will only use the most appropriate quality products on hand.

The installation of the wall sign will be completed by our qualified builder and manufactured by a qualified and highly experienced local sign writer.

TEMPORARY SIGNAGE

Our application is for permanent wall signage. Temporary signage is not applicable.

Mid-Western Regional Council

DCP – Part 4.4 SIGNS COMPLIANCE

REQUIREMENT	COMPLIANCE	EXPLANATION
Types	Yes	
Prohibited Signs	N/A	
Signs in Towns & Villages	Yes	
Business Areas	Yes	
Industrial Areas	N/A	
Business Activity Centres	N/A	
Residential Areas	N/A	
Rural Areas	N/A	
Tourist Signage	N/A	
Maintenance & Illegal Signs	Yes	
Temporary Signage	N/A	