



## Statement of Environmental Effects

### INTRODUCTION

This Statement of Environmental Effects (SEE) has been prepared by Signcraft Pty Ltd on behalf of our Client- Coles - and is submitted to Mid-Western Regional Council as a Development Application (DA).

This DA seeks development consent for the erection of external signage at the Site of 19-41 Church Street, Mudgee, 2850, and that is legally described as 11/-/DP719577.

LGA: Mid-West Regional Council

The proposed signage relates to the Coles Liquorland retail store at this address. Liquorland is undergoing a Corporate Identity renewal of their signage suite. Overall, the proposed development responds to the needs of the tenant and will reinforce the role within the existing marketplace premises as a key provider of vehicles in the immediate, and wider, locality.

This SEE has been prepared pursuant to the relevant State and Local Planning and Assessment Acts. Assessment against the *relevant matters* for consideration under the clauses of these acts will be demonstrated.

Based on the assessment undertaken, it is recommended that favourable consideration to the approval of the Development Application be given.

The Site is located on land zoned E2 - Commercial Centre: (pub. 10-8-2012) and is situated within the Mudgee Area Significance: Local Clause 5.10 as well as Town Centre, Store Significance area Clause 5.10

### PROPOSED DEVELOPMENT

This DA seeks development consent for a new Liquorland sign lightbox to be situated under the existing Coles lightbox at the Mortimer Street Arched entrance from the car park.

For further detail, please refer to photo montage as supplied in Drawings and Specifications, attached with this submission.



## **MID-WEST REGIONAL COUNCIL: LEP 2012**

The proposed development is based in **Zone E2- Commercial Centre**

### **Objectives of zone**

- To strengthen the role of the commercial centre as the centre of business, retail, community and cultural activity.
- To encourage investment in commercial development that generates employment opportunities and economic growth.
- To encourage development that has a high level of accessibility and amenity, particularly for pedestrians.
- To enable residential development only if it is consistent with the Council's strategic planning for residential development in the area.
- To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse and functional streets and public spaces.
- To promote the central business district of Mudgee as the major focus for retail and commercial activity in Mid-Western Regional.
- To ensure development is compatible with the historic architectural character and streetscapes of the Mudgee commercial core area.

Furthermore, this site is situated in the Summer Hill Central Heritage Conservation Area Significance: Local

### **Objective of Heritage Conservation are (but not limited to):**

- (a) to conserve the environmental heritage of the Mid-Western Regional,
  - (b) to conserve the heritage significance of heritage items and heritage conservation areas, including associated fabric, settings and views,
  - (c) to conserve archaeological sites,
  - (d) to conserve Aboriginal objects and Aboriginal places of heritage significance.
- (2) Requirement for consent Development consent is required for any of the following—
- (a) demolishing or moving any of the following or altering the exterior of any of the following (including, in the case of a building, making changes to its detail, fabric, finish or appearance)—
    - (i) a heritage item,
    - (ii) an Aboriginal object,



- (iii) a building, work, relic or tree within a heritage conservation area,
  - (b) altering a heritage item that is a building by making structural changes to its interior or by making changes to anything inside the item that is specified in Schedule 5 in relation to the item,
  - (c) disturbing or excavating an archaeological site while knowing, or having reasonable cause to suspect, that the disturbance or excavation will or is likely to result in a relic being discovered, exposed, moved, damaged or destroyed,
  - (d) disturbing or excavating an Aboriginal place of heritage significance,
  - (e) erecting a building on land—
    - (i) on which a heritage item is located or that is within a heritage conservation area, or
    - (ii) on which an Aboriginal object is located or that is within an Aboriginal place of heritage significance,
  - (f) subdividing land—
    - (i) on which a heritage item is located or that is within a heritage conservation area, or
    - (ii) on which an Aboriginal object is located or that is within an Aboriginal place of heritage significance.
- (3) **When consent not required** However, development consent under this clause is not required if—
- (a) the applicant has notified the consent authority of the proposed development and the consent authority has advised the applicant in writing before any work is carried out that it is satisfied that the proposed development—
    - (i) is of a minor nature or is for the maintenance of the heritage item, Aboriginal object, Aboriginal place of heritage significance or archaeological site or a building, work, relic, tree or place within the heritage conservation area, and
    - (ii) would not adversely affect the heritage significance of the heritage item, Aboriginal object, Aboriginal place, archaeological site or heritage conservation area, or
  - (b) the development is in a cemetery or burial ground and the proposed development—
    - (i) is the creation of a new grave or monument, or excavation or disturbance of land for the purpose of conserving or repairing monuments or grave markers, and
    - (ii) would not cause disturbance to human remains, relics, Aboriginal objects in the form of grave goods, or to an Aboriginal place of heritage significance, or
  - (c) the development is limited to the removal of a tree or other vegetation that the Council is satisfied is a risk to human life or property, or
  - (d) the development is exempt development.



The Town Centre Store is listed in the LEP as item I7 and is listed as a Heritage item.

In view of this, Signcraft's proposal to install signage at the rear of 19-41 Church Street, Mudgee – on Mortimer Street Car Park entrance archway to Coles and not on the original 1870's store, aims to incorporate the objectives of the zone by increasing by maximising the patronage in the general area and providing local opportunities for the employment of local people to a more vibrant establishment. The Coles Liquorland site will also provide a service to the local and wider community and their beverage needs.

The proposed works that will be undertaken by Signcraft (see photo montages), is considered minor and does not interfere with any of the objectives listed above for the disturbance of any heritage or aboriginal artefacts. We believe we fall under Category 3 of - When consent is not required.

## **STATE ENVIRONMENTAL PLANNING POLICY NO 64- ADVERTISING AND SIGNAGE**

SEPP 64 applies to all signage:

- (a) that, 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 specification and location of the proposed signage is provided on Architectural Drawings at Drawings and Specifications.*

SEPP 64 aims:

- (a) to ensure that signage (including advertising):
  - (i) is compatible with 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 non 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 the public benefits may be derived from advertising in and adjacent to transport corridors



(2) this policy does not regulate the content of signage and does not require consent for a change in the content of signage.

*Signcraft strongly believe that the proposed signage is for the purposes of business identification and is considered to achieve the objectives of SEPP 64 as it relates directly to the use of the Liquorland premises and reinforces the appearance of the Site in accordance with the prevailing character of the immediate area. The proposed signage will be of high-quality design and finish and will integrate with the built form on the Site in terms of siting, scale and design.*

## SEPP 64 Assessment Criteria for Advertising

Criteria	Proposal Compliance
<b>1. Character of the area</b>	
Is the proposal compatible with the existing or desired future character of the area or locality in which is to be located?	We believe the proposed signage is compatible with the character of the site and will support the operation of the existing car dealership premises on the site.
Is this proposal consistent with the particular theme for outdoor advertising in the area or locality?	As this proposal is to replace the existing branding, we believe it is.
<b>2. Special areas</b>	
The proposal detract from the amenity or any environmentally sensitive natural or other...	The signage will be of high-quality design and finish and will improve the visual amenity of the site through effective business identification. The proposed signage, will create no adverse effects to the area that is based as it is a high commercial area with similar signage.
<b>3. Views and vistas</b>	
Does the proposal obscure or compromise important views?	No, the proposed sign respects the scale of the existing built form. The signage will be setback from the road frontage and would not obscure or compromise any important views.



Does the proposal dominate the skyline and reduce the quality of vistas?	No, the signage respects the height and scale of the existing built form. The proposal seeks to replace existing signage with new corporate branding. It will not dominate the skyline, nor would it reduce the quality of vistas.
Does the proposal respect the viewing rights of other advertisers?	Yes, the signage will not obstruct any other signage.
<b>4. Streetscape, setting or landscape</b>	
Is the scale, proportion, and form of the proposal appropriate for the streetscape, setting or landscape?	Yes, the signage has been designed to respect the proposed built form on Site.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	Yes, the signage will positively contribute to the streetscape and setting by effectively distinguishing the tenancy from others.
Does the proposal reduce clutter by rationalizing and simplifying existing advertising?	Yes, the signage will seek to integrate with the existing built form of the site whilst also improving the legibility on Site.
Does the proposal screen unsightliness?	No, the signage is not used as a visual screen or filter.
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No, the sign will not protrude above buildings, structures or tree canopies.
Does the proposal require ongoing vegetation management?	No, the signage will not require ongoing vegetation management.
<b>5. Site and building</b>	
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?	Yes, the signage is of suitable scale and design for its intended purpose to effectively identify the business operating on-site. The proposed signage will integrate with the existing built form and façade design to adhere to visual coherence. Additionally, the sign will also remain consistent with the signage that is already existing on site.



Does the proposal respect important features of the site or building, or both?	Yes, the signage has been designed to integrate with the proposed built form. The proposed will not dominate the setting or be visually obtrusive.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	Yes, the signage has been designed to integrate with the existing built form and to improve legibility for staff and customers alike.
<b>6. Associated devices and logos with advertisements and advertising structures</b>	
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?	No, the proposed signage will not require safety devices or platforms for external access.
<b>7. Illumination</b>	
Would illumination result in unacceptable glare?	No, the illumination from the proposed signage will not result in unacceptable glare.
Would illumination affect safety for pedestrians, vehicles or aircraft?	No, the illumination from the proposed signage will not affect safety for pedestrians, vehicles or aircraft.
Would illumination detract from the amenity of any residence or other form of accommodation?	No, the illumination from the proposed signage will not detract from any amenity of any residence. The proposed illumination is very minor and shall not create any adverse effect on other forms of accommodation.
Can the intensity of illumination be adjusted, if necessary?	Any proposed illumination can be adjusted if required. The signage will be internally LED lit and the brightness will remain relatively low. The proposed illumination will remain consistent with the existing streetscape. The lighting will emit no more than 300 candela p/m2 and is consistent with AS4282: Control of Obtrusive Effects of Outdoor Lighting.
Is the illumination subject to a curfew?	Any proposed illumination will not create any disturbance for the surrounding properties due to its location within the relevant zone/area. Due to this, the implementation of a curfew is not necessary for the proposed illumination.
<b>8. Safety</b>	



Would the proposal reduce the safety for any public road?	No, the proposed signage is located within the Site boundaries and is set back from the curb as well as the main arterial road.
Would the proposal reduce the safety for pedestrians or bicyclists?	No, the proposed sign will not obstruct any pedestrian or cycle routes or infrastructure and therefore will not negate the safety of pedestrians or cyclists.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No, the proposed sign will not obscure any sightlines from public areas frequented by pedestrians. Neither will the proposed signs obstruct any vehicle sight lines from public roads.

## CONSTRUCTION

Construction activities will be undertaken in accordance with any conditions of consent. Appropriate measures will be undertaken to mitigate any potential impacts from the construction of the proposed signage including dust, noise and traffic impact.

## SUITABILITY OF SITE FOR DEVELOPMENT

The proposal seeks to replace existing signage which will enhance the site and provide better legibility for customers. The Site is therefore considered suitable for the proposed development and is compatible and consistent with the current activities being undertaken within the Site and does not comprise hazards or sensitive features which would otherwise preclude the development. The sign will achieve the objectives of the zone as it has no impacts on the objectives of the zone specifications.

## CONCLUSION

The purpose of this SEE has been to present the proposed new signage at 19-41 Church Street Mudgee, and to assess its potential impacts having regards to the relevant legislation and local laws. The assessment finds that the proposal is consistent with the objectives and controls of the relevant framework. No significant adverse environmental, economic or social impacts have been identified as likely to arise from the proposed development.

The proposal has been prepared after taking into consideration the following key issues:

- The context of the site and locality; and,
- The aims, objectives and provisions of the relevant statutory and non-statutory planning instruments.

The proposal is considered to warrant a favourable determination for the following reasons:



- The proposed works are consistent with the existing land use and existing buildings at this address;
- The works will not adversely impact the streetscape amenity;
- The works will satisfy the zone objectives to support business and employment activities within the zone; and
- The works will comply with relevant statutory and non-statutory planning instruments.

The proposed development is permissible within the zone and is compatible with the zone objectives. In light of the merits of the proposed development and in absence of any significant environmental impact, the proposed development warrants support by Council.

## **SUBMISSION FOR SIGNAGE**

The applicant will be willing to address any submissions if required should they be received by Council.