

STRATHFIELD COUNCIL
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136-144 Parramatta Road, Homebush

Statement of Environmental Effects for business identification and wayfinding signage

On behalf of
136 Parramatta Road Homebush Pty Ltd
January 2021



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January 2021

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*This document is for discussion purposes only unless signed and dated by the persons identified.

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1 Introduction

This Statement of Environmental Effects (SEE) has been prepared on behalf of 136 Parramatta Road Homebush Pty Ltd to support a development application (DA) to Strathfield Council (Council) for business identification and wayfinding signage at 136-144 Parramatta Road, Homebush (the site).

The proposed development generally includes the following works:

- Erection of 11 LED-illuminated business identification and wayfinding signs in support of the approved ground floor pub including:
 - 4 wall-mounted signs;
 - 3 pole signs;
 - 1 pylon sign; and
 - 3 unclassified signs.

The purpose of this SEE is to assess proposed development against relevant planning provisions and to assess the development's potential environmental impacts. This SEE addresses the matters for consideration listed under Section 4.15 of the Environmental Planning and Assessment Act (EP&A Act) and is structured as follows:

- Description of site and context (Section 2);
- Description of the proposed development (Section 3);
- Assessment of the proposed development against relevant local and State controls and policies (Section 4); and
- Assessment of potential environmental impacts resulting from the proposed development (Section 5); and
- Conclusion (Section 6).

1.1 Accompanying Plans and Reports

This SEE is accompanied by, and should be read in conjunction with, the following plans and reports:

- Architectural Drawings (Fremont, October 2020).

1.2 Planning History

DA2019/057

On 7 November 2019 the Strathfield Local planning panel granted approval to DA2019/057, facilitating:

'Demolition of existing structures and construction of a mixed use development comprising a pub, serviced apartments and residential apartments above 3 levels of basement parking.'

The proposed signage relates to the approved ground level pub.

2 The Site

2.1 Location and Context

The site is a corner site bounded by Parramatta Road to the north and by Loftus Lane to the south and east (Figure 1 below). It is located in the suburb of Homebush in the local government area of Strathfield, approximately 11km west of Sydney CBD.

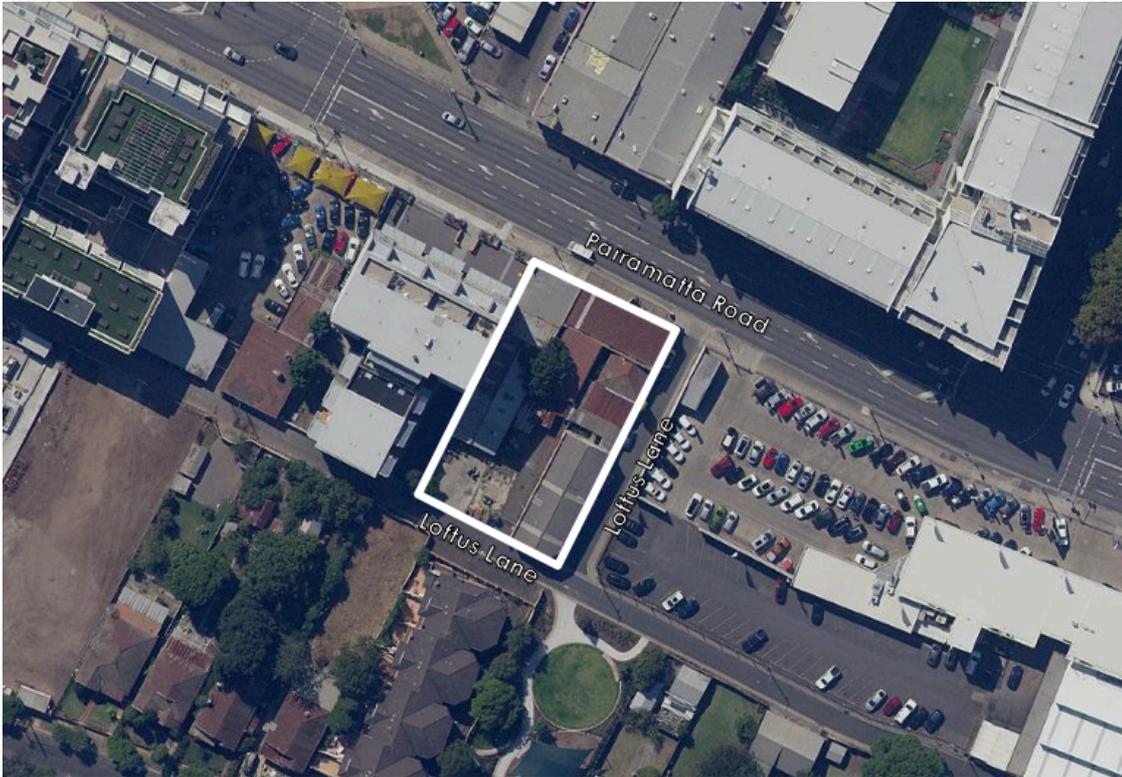


Figure 1. Site aerial image
Source: SIX Maps

2.2 Site Description

The table below provides a summary description of the site and surrounds.

Table 1 – Site Description	
Item	Details
Address	136-144 Parramatta Road, Homebush
Legal description	Lots 4, 5 & 6 DP9154
Site area	1,516sqm
Access and parking	Vehicular access to the site is via two crossovers off the rear laneway.

Table 1 – Site Description

	<p>There is restricted parking along the site's Parramatta Road frontage and unrestricted parking along the side laneway.</p> <p>Pedestrian access is via Parramatta Road or the rear laneway.</p>
<p>Existing development on site</p>	<p>Existing development on the site includes:</p> <ul style="list-style-type: none"> • 1-storey bulky goods store/showroom (located at the front of Lots 5 & 6); • 2-storey auto workshop (located at the rear of Lots 5 & 6); and • 1-storey scooter shop (sales and repairs) (located across Lot 4). <p>There are no formal parking spaces within the site. However, there are two hardstand areas at the rear capable of accommodating several vehicles each.</p> <p>The site is partly fenced and comprises virtually 100% hardstand area.</p> <p>The existing buildings on Lots 5 and 6 are currently vacant and were most recently tenanted by Autopro. The existing building on Lot 4 is currently occupied by Scooterino.</p>
<p>Adjoining development</p>	<p>Adjoining development to the east comprises a 6-storey shop top housing development.</p> <p>The site is adjoined by roads on the other three boundaries.</p>
<p>Surrounding context</p>	<p>The locality surrounding the site is generally characterised by a mix of large sites used as sales yards and showrooms, mixed use developments along Parramatta Road and walk-up flats. The Parramatta Road corridor is undergoing a transition towards more shop top housing.</p> <p>The car sale yards contain multiple pylon signs.</p> <p>Lower density detached dwellings with large rear setbacks are generally located to the south of Loftus Lane.</p> <p>The site is located approximately 13.6km from the Sydney CBD, 2km from the Homebush Sports and Events Precinct of Sydney Olympic Park, 530m from North Strathfield Centre and 1.34km from Strathfield Town Centre. Sydney's Flemington Markets are 800m to the west of the site, and Homebush Rail Station is 200m to the east.</p>



Figure 2. Site seen from Parramatta Road
Source: Mecone, April 2019



Figure 3. Loftus Lane (side boundary) looking north
Source: Mecone, April 2019



Figure 4. Loftus Lane (rear boundary) looking east
Source: Mecone, April 2019



Figure 5. Augustus Loftus Reserve (across laneway to the south)
Source: Mecone (April, 2019)



Figure 6. Neighbouring car dealership (across laneway to the east)
Source: Google maps (October, 2020)



Figure 7. Neighbouring shop top housing (across Parramatta Rd to the north)
Source: Mecone (April, 2019)



Figure 8. Adjoining shop top housing to the east
Source: Mecone (April, 2019)

3 Proposed Development

The proposed development generally comprises:

- Erection of 11 LED-illuminated business identification and wayfinding signs in support of the approved ground floor pub including;
 - 4 wall-mounted signs;
 - 3 pole signs;
 - 1 pylon sign; and
 - 3 unclassified signs.

The location of the proposed signs are shown in the figure below, with a detailed description of the proposed signage provided in Table 2.

Refer to design drawings provided under separate cover for further details.

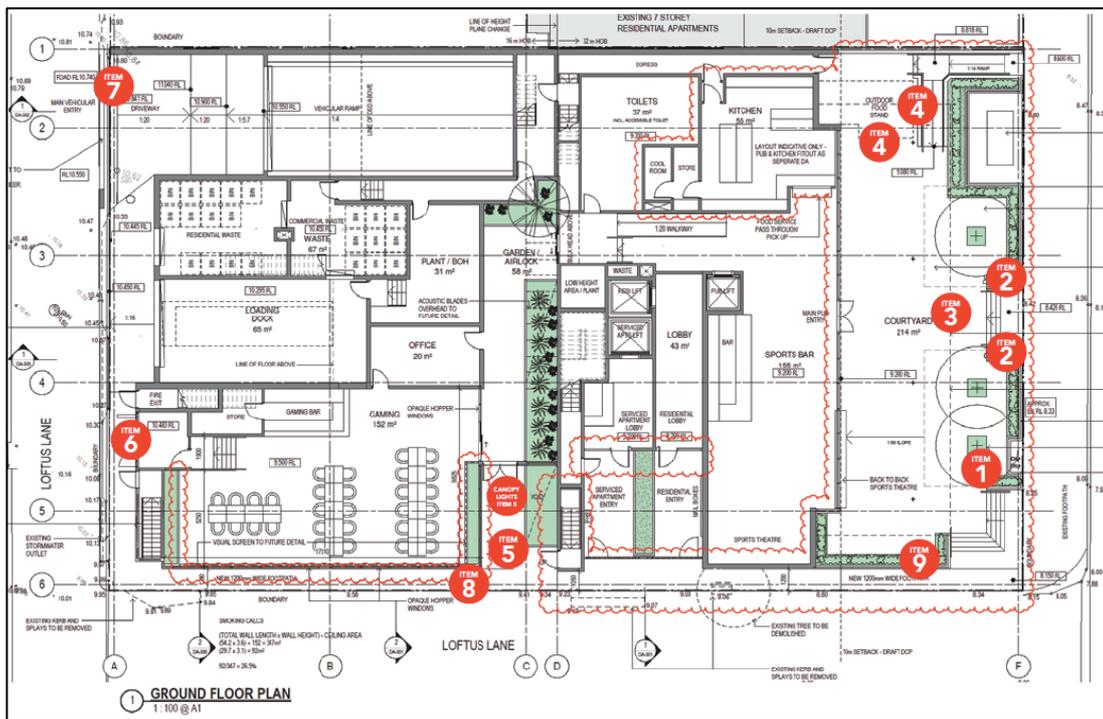


Figure 9. Signage Plan extract
Source: Fremont (October, 2020)

Table 2 - Proposed Signage

Item	Description	Image
Item 1	<p>Pylon sign located in front of the building line on the Parramatta Road frontage.</p> <p>Centre LED screen to be used for interchangeable content used to identify the building and its function.</p> <p>Dimensions: 8,000mm tall x 2,700mm wide</p> <p>Lighting details:</p> <ul style="list-style-type: none"> • 3D illuminated letters • Red LED neon highlight stripes • Internal LED lighting • Full colour LED screen by others • VIP lightbox backlit with LED's • Red perimeter LED lights 	

Table 2 - Proposed Signage

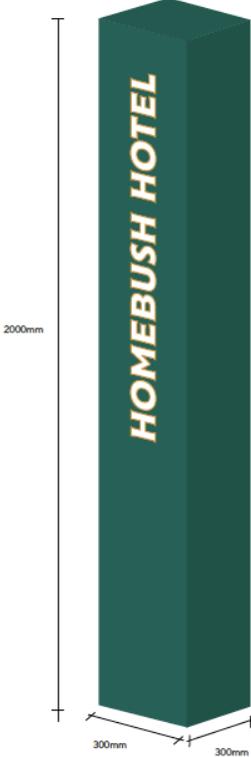
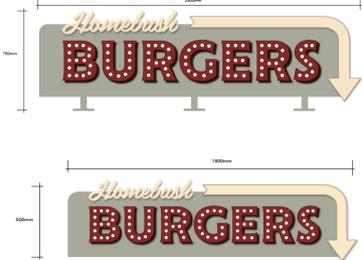
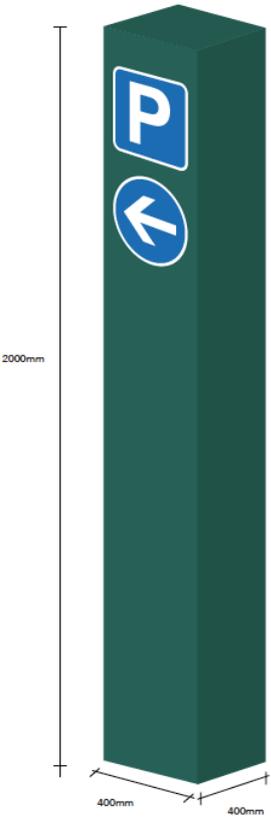
Item	Description	Image
Item 2	<p>2x entry feature pole signs located in front of the building line on the Parramatta Road frontage.</p> <p>Dimensions: 2,000mm tall x 300mm wide x 300mm deep</p> <p>Lighting details:</p> <ul style="list-style-type: none"> • Illuminated letters 	
Item 3	<p>Above awning 3D letters sign located on the awning on the building frontage to Parramatta Road.</p> <p>Dimensions: 400mm tall x 6,360mm wide</p> <p>Lighting details:</p> <ul style="list-style-type: none"> • Illuminated letters 	
Item 4	<p>2x food van identification signs located in the outdoor food stand to the Parramatta Road frontage.</p> <p>Sign 4a: Dimensions: 750mm tall x 2,400mm wide</p> <p>Sign 4b: Dimensions: 500mm tall x 1,800mm wide.</p> <p>Lighting details:</p> <ul style="list-style-type: none"> • LED illuminated signage 	

Table 2 - Proposed Signage

Item	Description	Image
Item 5	<p>Curved sign over the side entrance to the gaming area to the east of the building.</p> <p>Dimensions: 315mm tall x 1,880mm wide x 315mm deep.</p> <p>Lighting details:</p> <ul style="list-style-type: none"> • Illuminated 3D letters • Red LED border lights • Canopy (lightbulb) lights behind sign 	
Item 6	<p>Wall mounted curved sign over rear entrance to the Loftus Lane entrance.</p> <p>Dimensions: 400mm tall x 2,400mm wide x 350mm deep.</p> <p>Lighting details:</p> <ul style="list-style-type: none"> • Red LED border lights 	
Item 7	<p>Flush wall mounted wayfinding sign over Loftus Lane vehicle entry to basement carpark</p> <p>Dimensions: 300mm tall x 2,400mm wide x 150mm deep.</p> <p>Lighting details:</p> <ul style="list-style-type: none"> • Internal LEDs 	
Item 8	<p>Horizontal double sided projected wall sign over the side entrance to the gaming area to the east of the building.</p> <p>Dimensions: 800mm tall x 1,000mm wide x 150mm deep.</p> <p>Lighting details:</p> <ul style="list-style-type: none"> • Red LED border lights • White illuminated letters 	

Table 2 - Proposed Signage

Item	Description	Image
Sign 9	<p>1 entry feature pole sign located in front of the building line on Parramatta Road frontage.</p> <p>Dimensions: 2,000mm tall x 400mm wide x 400mm deep</p> <p>Lighting details:</p> <ul style="list-style-type: none"> • Illuminated letters 	

4 Planning Assessment

This section provides an assessment of the proposed works against the relevant State and local planning provisions. The following plans/policies have been considered:

- State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64);
- Strathfield Local Environmental Plan 2012 (LEP);
- Strathfield Consolidated Development Control Plan (DCP) 2005; and
- Draft Parramatta Road Corridor Development Control Plan (DCP).

4.1 SEPP 64 – Advertising and Signage

SEPP No. 64 – Advertising and Signage (SEPP 64) is the primary planning instrument covering all advertising and signage throughout New South Wales. The relevant clauses are addressed within this section.

Clause 3 – Aims, objectives etc.

The proposed development's consistency with the aims of SEPP 64 is outlined below.

- *Compatibility with desired amenity and visual character*
The proposed signs are considered compatible with the visual character of the approved building, the Parramatta Road transport corridor and the surrounding mixed use locality, which includes mixed use developments and car sale yards.
- *Provision of effective communication in suitable locations*
The proposal will allow for the effective identification of the ground floor pub in the approved mixed use development and provide wayfinding for motorists accessing the site without compromising road safety or resulting in unacceptable visual impacts.
- *High quality design and finish*
The signage will be constructed out of high-quality materials and simple, minimal design. The signage will be visually integrated into the development and will not dominate the façade or architectural design.

Schedule 1 – Assessment Criteria

An assessment of the proposal against the criteria listed in Schedule 1 of SEPP 64 is provided at Appendix 1 to this SEE.

The SEPP 64 assessment has shown the proposal is consistent with the applicable criteria and there are no major items of non-compliance.

4.2 Strathfield LEP 2012

The proposed development is subject to the provisions of Strathfield LEP 2012. The table below provides an assessment of the development against key relevant LEP provisions.

Strathfield LEP 2012 Assessment

Clause	Provision	Compliance
2.3 Zone Objectives and Land Use Table	<p>The site is zoned B4 Mixed Use</p> <p>The objectives of the zone are:</p> <ul style="list-style-type: none"> • To provide a mixture of compatible land uses. • To integrate suitable business, office, residential, retail and other development in accessible locations so as to maximise public transport patronage and encourage walking and cycling. • To facilitate mixed use urban growth around railway stations and transport nodes and corridors, commercial centres and open space. • To provide local and regional employment and live and work opportunities. 	<p>Complies</p> <p>The proposed business identification signage is associated with an approved use and does not inhibit the ability of the approved development to meet the objectives of the B4 zone.</p>
4.3 Height of buildings 4.3A Exceptions to height of buildings (Parramatta Road Corridor)	<p>The front portion of the site forms part of Key Site 70 and is subject to a maximum height of 32m. The rear portion of the site is subject to a maximum height of 16m.</p>	<p>Complies</p> <p>The proposed signage is located on the ground floor level and will not project above the maximum building height.</p>
4.4 Floor space ratio 4.4A Exceptions to height of buildings (Parramatta Road Corridor)	<p>The site forms Key Site 70 and is therefore subject to a maximum FSR of 3.15:1.</p>	<p>NA</p>
5.10 Heritage conservation	<p>The site is not a heritage item and is not located in a heritage conservation area, and there are no heritage items in the near vicinity.</p>	<p>NA</p>

<p>6.6 Erection and display of signage</p>	<p>Before granting development consent for development that involves the erection or display of signage, the consent authority must be satisfied that the signage—</p> <p>(a) is compatible with the desired amenity and visual character of the area, and</p> <p>(b) provides effective communication in suitable locations, and</p> <p>(c) is of a high quality design and finish.</p>	<p>Complies</p> <p>As further discussed in the DCP assessment table (Appendix 2), the proposed high quality signage is consistent with the urban, mixed use character of the Parramatta Road corridor and provides effective business identification and wayfinding communication.</p>
<p>6.9 Additional provisions for development in Parramatta Road Corridor</p>	<p>Given its location along the Parramatta Road Corridor, the development must satisfy certain special provisions under cl. 6.9, specifically:</p> <p><i>(3) Development consent must not be granted for development on land to which this clause applies unless the consent authority is satisfied that the development will contribute to:</i></p> <p><i>(a) the general mix of residential and non-residential land uses in the area, and</i></p> <p><i>(b) the vertical and horizontal integration of land uses in the area.</i></p>	<p>Complies</p> <p>The proposed development does not inhibit the ability of the approved development to meet the provisions of this clause.</p>

4.3 Strathfield Consolidated DCP 2005

The site is subject to the controls of Strathfield Consolidated DCP 2005. An assessment against key relevant controls is provided in Appendix 2. Overall, it has been found that the proposed development is generally consistent with the controls, with sufficient justification provided for any variations.

4.4 Draft Parramatta Road Corridor DCP

The site falls within the area covered by the draft Parramatta Road Corridor DCP. This plan has been publicly exhibited; however, it has not been adopted by Council, and therefore it is not required to be considered as part of the assessment under Section 4.15 of the EP&A Act.

5 Environmental Impacts

This section addresses the potential environmental impacts resulting from the proposed development. It should be read in conjunction with the compliance tables and architectural plans submitted as part of the application.

5.1 Visual Impacts

The surrounding locality is diverse in nature, characteristic of its location within a high density mixed use road corridor currently undergoing urban renewal. The built environment is characterised by high density mixed use developments located opposite and adjacent to the site, the Parramatta Road Corridor, and the existing caryards and low rise commercial buildings located opposite and east of the site.

The size, design and materials of the proposed signage are considered consistent with the approved building and surrounding context. The sleek and minimal design of the signage and its content integrates the proposal into its surrounding, ensuring it does not dominate the building or obstruct key sightlines.

The proposed pylon sign will contribute the mixed use character of the locality and is considered not dissimilar to the existing pylon signs located immediately south of the site at the car-sale yards.

The signage fronts the heavily trafficked, urban mixed-use Parramatta Road corridor on an approved multi-storey mixed-use development, where it is not unreasonable to expect business identification signs to be erected.

It is considered that adverse lighting impacts would be negligible given all signs will feature internally lit LED lights as opposed to flood lights, producing a light 'glow'. These signs will minimise potential light spill, whilst providing appropriately lit vehicular and pedestrian business identification and wayfinding signage to improve access to the approved mixed-use development.

Overall, it is considered that the proposed signage will not result in any adverse visual impacts but rather will contribute positively to the setting of surrounding land uses by providing effective business identification along a heavily trafficked road corridor. The scale and form of the proposal is consistent with and appropriate to the existing streetscape.

5.2 Road Safety

All proposed signs have been designed to ensure that they cannot be confused with road safety signs or cause excessive distractions for passing drivers. All signs, except for the LED screen featured on Sign 1, will consist of internally LED-illuminated static signage that will not cause undue distraction and are not unreasonable given their

function as business identification and wayfinding signage on a heavily trafficked road corridor.

The LED screen on the pylon sign will feature interchangeable content and will be designed in accordance with relevant Australian Standards in relation to road safety and illumination levels. These requirements are expected to form a condition of consent. Furthermore, the proposed sign is not uncharacteristic of the locality, with several similar sized pylon signs located immediately south of the site at the car sale yards located along Parramatta Road. The proposed pylon is not expected to cause undue distraction along the low speed corridor and is not expected to result in any adverse road safety impacts for vehicles travelling along Parramatta Road. Furthermore, the pylon sign has been assessed against, and found to comply with, the relevant controls and matters for consideration within the Strathfield DCP, particularly not obstructing any key sightlines and not contributing to 'cluttering' of the streetscape.

Overall, the proposed signage is considered acceptable from a road safety perspective and is not considered to result in any adverse impacts for vehicles using Parramatta Road.

5.3 Economic Impacts

The proposed signage will effectively identify the approved pub and therefore encourage patronage, which will contribute to the activation of the Parramatta Road corridor, a key strategic direction of local and State planning authorities.

6 Conclusion

This SEE has provided an assessment of proposed mixed use development in terms of the matters for consideration under Section 4.15 of the EP&A Act. A summary assessment against Section 4.15 is provided in the table below.

Section 4.15 Summary Assessment		
Clause No.	Clause	Assessment
(1)	Matters for consideration—general In determining a development application, a consent authority is to take into consideration such of the following matters as are of relevance to the development the subject of the development application:	
(a)(i)	The provision of: Any environmental planning instrument, and	This SEE has considered and provided an assessment against the relevant environmental planning instruments, including SEPP 64 and Strathfield LEP 2012. It has been shown that the proposed development is generally compliant with the provisions of these instruments.
(ii)	Any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Director-General has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	No draft instrument applies to the development.
(iii)	Any development control plan, and	This SEE has considered the controls of Strathfield Consolidated DCP 2005, and it has been shown that the application generally complies with the key relevant controls, with sufficient justification provided for any variation.
(iiia)	Any planning agreement that has been entered into under Section 7.4, or any draft planning agreement that a developer has offered to enter into under Section 7.4, and	Not applicable.

Section 4.15 Summary Assessment

Clause No.	Clause	Assessment
(iv)	The regulations (to the extent that they prescribe matters for the purposes of this paragraph), and	The proposal is consistent with the regulations applying to development applications.
(v)	Any coastal zone management plan (within the meaning of the Coastal Protection Act 1979), that apply to the land to which the development application relates,	Not applicable.
(b)	The likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	The likely impacts of the development have been considered within this SEE, including (but not limited to) visual, road safety and economic impacts. The proposed development has been shown to result in minor and acceptable environmental impacts.
(c)	The suitability of the site for the development,	The development is consistent with the relevant SEPP, LEP and DCP provisions and has no unacceptable adverse environmental impacts. The site is therefore considered suitable for the development.
(d)	Any submissions made in accordance with this Act or the regulations,	This is a matter for to be addressed following the notification of the application.
(e)	The public interest.	<p>The proposal is in the public interest as:</p> <ul style="list-style-type: none"> • It is generally consistent with the relevant planning provisions; • The environmental impacts have been considered and have been shown to minor and acceptable subject to mitigation; and • The development will help to further activate Parramatta Road.

Given the development's compliance with key controls and lack of unacceptable adverse environmental impacts, we recommend that the development be granted approval.

APPENDIX 1: SEPP 64 COMPLIANCE TABLE

APPENDIX 2: DCP COMPLIANCE TABLE