

The General Manager  
MidCoast Council  
PO Box 482  
Taree NSW 2430

Dear Sir,

**SUBJECT: STATEMENT OF ENVIRONMENTAL EFFECTS**  
**PROJECT: USE OF EXISTING ADVERTISING SIGN**  
**22 WILLINA ROAD, COOLONGOLOOK**  
**(LOT 10 DP1002024)**

## 1. Introduction

This Statement of Environmental Effects (SEE) has been prepared to accompany a Development Application for the use of an existing advertising sign at 22 Willina Road, Coolongolook (Lot 10 DP 1002024). The site of the proposed development is shown in **Figure 1**.

### Figure 1 – Site Location

Source: MidCoast Council Online Mapping  
North ^



This SEE provides an assessment of the impacts of the proposed development. The land is zoned RU2 – Rural Landscape under the provisions of Great Lakes Local Environmental Plan 2014 (LEP 2014). The advertising sign is ancillary to the use of the land and is required to provide identification of the facility in the locality. Signage is permissible in the RU2 zone.

The decision-making process for the proposed use of the existing advertising sign falls under Part 4 of the Environmental Planning and Assessment Act 1979 (EP&A Act). The Council, in deciding whether consent should be granted, must examine and consider relevant matters for consideration. This report is intended to assist in this decision-making process and to provide information that satisfies the requirements of Section 4.15 of the EP&A Act.

The proposed use of the structure is not an integrated development.

## 2. The Development

The development is for the use of an existing advertising sign. The structure is located on the land that contains an animal training and boarding facility; and provides identification of that development and the sale of “therapy” dogs.

Plans of the proposed development are attached to the Development Application.

## 3. SEPP (Industry and Employment) 2021

Chapter 3.13 of State Environmental Planning Policy (Industry and Employment) 2021 which states:

### *3.13 Advertisements on rural or non-urban land*

*(1) This section applies to land that, under an environmental planning instrument, is within a rural or non-urban zone and on which an advertisement may be displayed with the consent of the consent authority.*

*(2) Except in a case to which subsection (3) applies, the consent authority must not grant consent to display an advertisement on land to which this section applies—*

*(a) unless a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct in consultation with—*

*(i) the advertising industry and any body that is representative of local businesses, such as a chamber of commerce, and*

*(ii) if the land to which the development control plan relates is within 250 metres of a classified road, TfNSW,*

*and the display of the advertisement is consistent with the development control plan, or*

*(b) if no such development control plan is in force, unless—*

*(i) the advertisement relates to the land on which the advertisement is to be displayed, or to premises situated on that land or adjacent land, and*

*(ii) specifies one or more of the following particulars—*

*(A) the purpose for which the land or premises is or are used,*

*(B) the identification of a person residing or carrying on an occupation or business on the land or premises,*

*(C) a description of an occupation or business referred to in sub-subparagraph (B),*

*(D) particulars of the goods or services dealt with or provided on the land or premises, or*

*(c) if no such development control plan is in force, unless the advertisement is a notice directing the travelling public to tourist facilities or activities or to places of scientific, historical or scenic interest.*

Schedule 5 of the SEPP outlines the assessment criteria to be used for analysis of the sign. As assessment against the criteria is provided below.

#### 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? **Yes, the land is proposed to remain rural and the sign could be considered to be compatible with the existing and future character of the locality.**
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? **Yes, there a number of highway frontage signs in the immediate locality.**

#### 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? **No.**

#### 3 Views and vistas

- Does the proposal obscure or compromise important views? **No.**
- Does the proposal dominate the skyline and reduce the quality of vistas? **No.**
- Does the proposal respect the viewing rights of other advertisers? **Yes.**

#### 4 Streetscape, setting or landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? **The scale, proportion and form of the sign does not adversely impact the streetscape, setting or landscape.**

- Does the proposal contribute to the visual interest of the streetscape, setting or landscape? **Yes.**
- Does the proposal reduce clutter by rationalising and simplifying existing advertising? **N/A.**
- Does the proposal screen unsightliness? **N/A.**
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality? **No.**
- 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? **Yes**
- Does the proposal respect important features of the site or building, or both? **Yes**
- Does the proposal show innovation and imagination in its relationship to the site or building, or both? **YES innovation and imagination have been used in the design of the structure and signage.**

#### 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? **Yes**

#### 7 Illumination -

- Would illumination result in unacceptable glare? **No.**
- Would illumination affect safety for pedestrians, vehicles or aircraft? **No.**
- Would illumination detract from the amenity of any residence or other form of accommodation? **No.**
- Can the intensity of the illumination be adjusted, if necessary? **Yes.**
- Is the illumination subject to a curfew? **No.**

#### 8 Safety

- Would the proposal reduce the safety for any public road? **No.**
- Would the proposal reduce the safety for pedestrians or bicyclists? **No.**
- Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? **No.**

#### 4. Development Control Plan 2010

Part 1.1.3 of DCP relates to advertising signs in isolated locations. An assessment of the proposed development against the performance criteria of Part 1.1.3 is provided below.

Council will support advertising sign proposals which promote innovation and originality in their design, style or character.

**The sign has original design, style and character.**

The use of corporate identification and colours should not take precedence over Council's streetscape objectives. Corporate identification should be carefully selected and amended where necessary to retain the character of individual buildings and the surrounding locality.

**The colours used are consistent with the tourist environment in which it is located.**

Signage which is purpose-designed for a building should reflect the bulk and scale of the building and be focussed at the primary approach route for the development.

**Not applicable.**

All advertising must relate to the uses or activities carried out on the same land or which the advertising sign is to be erected.

**The advertising is for the business that exists on the land on which the sign is located.**

Illuminated signage will not be permitted.

**The sign is proposed to be illuminated at night. It is requested that a variation to this part of the DCP be granted on the basis that illumination will not adversely affect highway users or any residents.**

#### 5. Environmental Assessment

##### Vegetation

There will be no trees removed for the proposed development.

##### Acid Sulfate Soils

There will be no disturbance of ASS soils necessary to complete the development.

##### Contamination

The subject land is identified as not potentially contaminated on Council's mapping.

##### Aboriginal Heritage

There are no known Aboriginal heritage items on the land.

### **Traffic**

The proposed development will have no adverse traffic impact.

### **Flooding**

The subject land is classified as flood prone.

### **Visual Impact**

The structure and signage is not visually obtrusive and is consistent with the environment in which it is located.

## **6. Conclusion**

Information presented in this Statement of Environmental Effects indicates that the use of an existing advertising sign at 22 Willina Road, Coolongolook (Lot 10 DP 1002024, is consistent with the relevant Local and State planning instruments. The potential impact of the development has been examined in detail and the environmental impacts have been found to be acceptable or able to be managed so that there are no detrimental impacts. The development will not adversely impact upon the surrounding environment.

Yours faithfully

**Midcoast Town Planning**

*A signed copy can be provided upon request.*

**TONY FISH**

Town Planner