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Statement of Environmental Effects for Mid-Coast Council



PROPOSED SINGLE-SIDED PYLON SIGN STRUCTURE WITH LED SCREEN

GREAT LAKES COLLEGE – FORSTER CAMPUS
2 Cape Hawke Drive
FORSTER NSW 2428
Lot 1 DP 857691

Issue A - 6 December 2024

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1. INTRODUCTION

Crown Development Application

This application is made on behalf of the Crown under the provisions of Division 4.6 Crown Development of the Environmental Planning and Assessment Act 1979 (the Act). In accordance with Section 4.33 (1) of the Act, a consent authority (other than the Minister) must not:

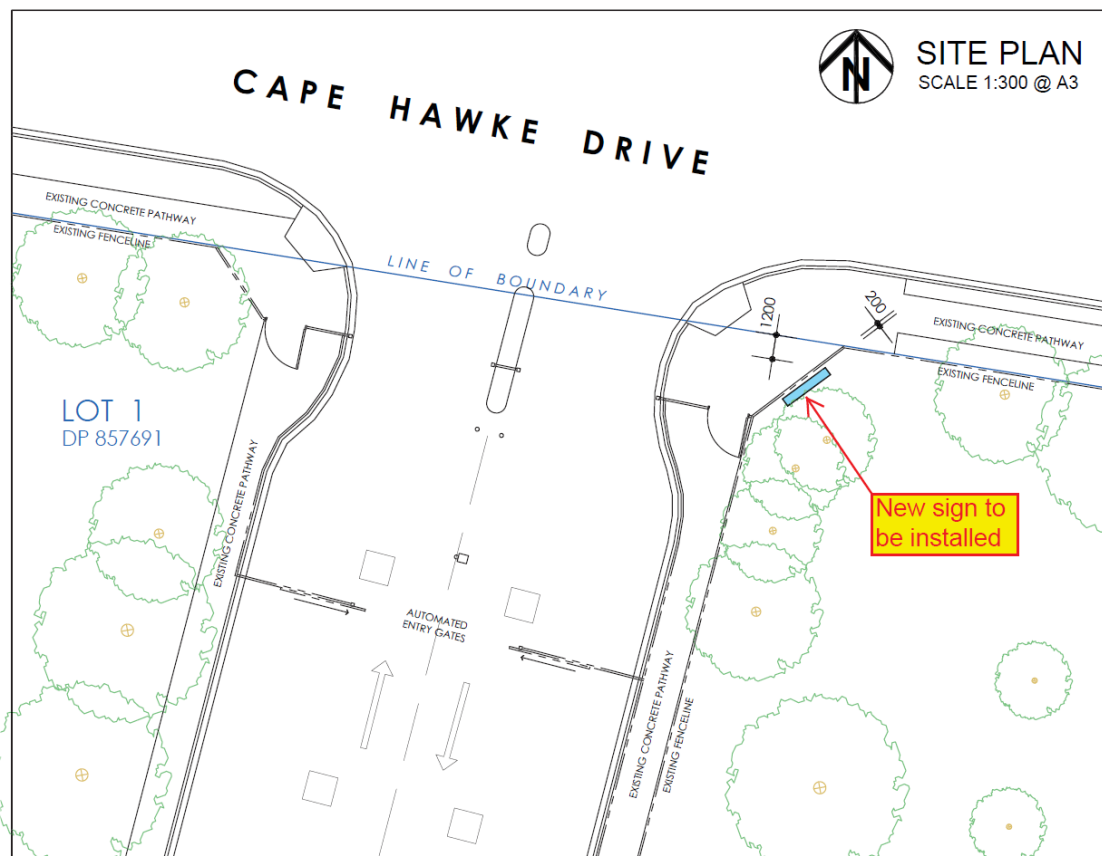
- (a) refuse its consent to a Crown development application, except with the approval of the Minister, or
- (b) impose a condition on its consent to a Crown development application, except with the approval of the applicant or the Minister.

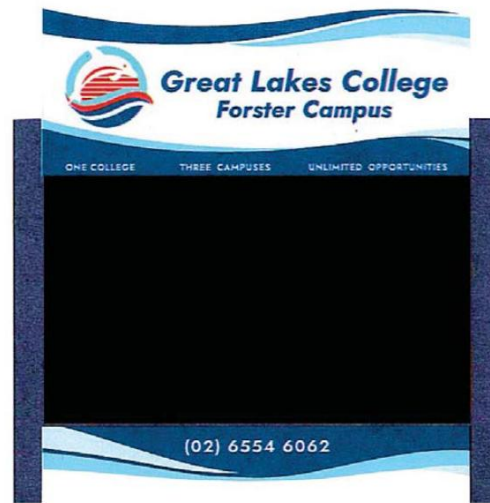
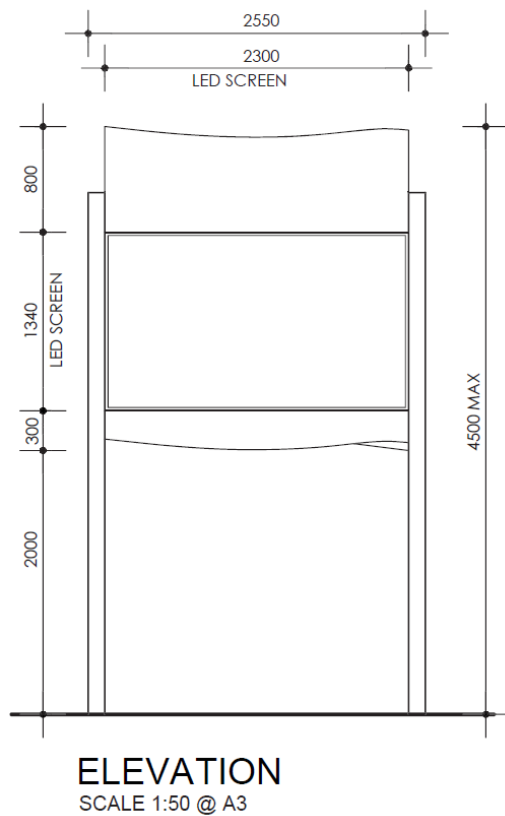
Description of Proposal

PROPOSED SINGLE-SIDED PYLON SIGN STRUCTURE WITH LED SCREEN

DETAILED DESCRIPTION

The proposal is seeking Council approval to install a new pylon sign structure with LED Screen for Great Lakes College – Forster Campus. The proposed sign will be located at the main entry gate to the campus along Cape Hawke Drive, and will be angled to face down Cape Hawke Drive. It is located inside the boundary fence well clear of existing thoroughfares. The installation requires minor construction work involving power connected to the new sign by a qualified electrician. Refer to the images and plan below for further details.





SIGNAGE DESIGN

ARTISTIC DESIGN - SHOWN FOR VISUAL REPRESENTATION PURPOSES OF THE SIGNAGE ELEMENTS ONLY

It should be noted that:

- In lieu of any curfew times as stipulated in councils' DCP (addressed later in this document), the LED panel will operate between the hours of 6am-9pm.
- The content is static text or images with no moving or flashing elements and messages will run in a loop sequence in accordance with councils' conditions of consent.
- The default image outside hours of operation will be a blank screen.
- The sign is fitted with a light sensor which is connected to an automatic dimmer and adjusts the brightness depending on the amount of ambient light. This can also be manually adjusted if required.
- The sign will be wholly contained within Lot 1 DP 857691.
- The sign is ancillary to the primary use of the site.

Description of the Site

DETAILED DESCRIPTION OF THE SITE

THE PROPOSED SITE IS GREAT LAKES COLLEGE, LOCATED AT THE INTERSECTION OF CAPE HAWKE DRIVE & THE LAKES WAY, FORSTER. THERE ARE SEVERAL SCHOOL BUILDINGS LOCATED ON THE SITE TOGETHER WITH SHADE STRUCTURES, PLAYING FIELDS AND ESTABLISHED GARDENS.

DESCRIPTION OF THE ADJOINING LAND USES

LAND USES IN THE SURROUNDING AREA OF THE SIGN ARE ZONED C3 – ENVIRONMENTAL MANAGEMENT & RU2 – RURAL LANDSCAPE. THE SITE IS BOUND BY CAPE HAWKE DRIVE TO THE NORTH AND THE LAKES WAY TO THE WEST & SOUTHWEST.

2. PROVISION OF ANY ENVIRONMENTAL PLANNING INSTRUMENTS

State Environmental Planning Policies

SEPP (RESILIENCE AND HAZARDS) 2021

Given the historical use of this property and the nature of the proposal, it is not expected that the land contains any contaminants.

SEPP (INDUSTRY AND EMPLOYMENT) 2021

Clause 3.11 (1)(b) of this SEPP states that the consent authority must not grant consent to an application to display an advertisement to which the Policy applies unless the structure has been assessed in accordance with the assessment criteria contained in Schedule 5 of the SEPP. Accordingly, an assessment of the proposal against this criterion is contained in the following table:

Criteria	Response
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?	THE SIGN IS COMPATIBLE WITH THE DESIRED AND FUTURE CHARACTER OF THE LOCALITY
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	THE SIGN INCORPORATES THE OWNERS COLOURS AND LOGO WHICH WILL COMPLIMENT THE THEME OF THE SITE
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?	THE SIGN DOES NOT DETRACT FROM THE AMENITY OR VISUAL QUALITY OF ANY OF THE MENTIONED ASPECTS.
3. Views and vistas	
Does the proposal obscure or compromise important views?	THE PROPOSED SIGNAGE WILL NOT OBSCURE OR COMPROMISE EXISTING VIEWS
Does the proposal dominate the skyline and reduce the quality of vistas?	THE SIGN IS MINOR IN SCALE COMPARED TO OTHER FEATURES IN THE NEAR PROXIMITY AND WILL NOT DOMINATE THE SKYLINE OR REDUCE THE QUALITY OF VISTAS
Does the proposal respect the viewing rights of other advertisers?	THIS SIGN DOES NOT OPERATE FOR COMMERCIAL BENEFIT AND WILL NOT IMPACT ON ADVERTISING IN THE AREA.
4. Streetscape, setting or landscape	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	THE SCALE AND PROPORTION OF THE SIGN IS APPROPRIATE FOR THE STREETScape AND SETTING.

Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	THE PROPOSAL PROVIDES VISUAL INTEREST THROUGH THE DIGITAL SIGN THAT IDENTIFIES UPCOMING EVENTS AND NOTICES.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	NOT APPLICABLE AS THIS SIGN IS NOT FOR COMMERCIAL PURPOSE
Does the proposal screen unsightliness?	NO
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	THE PROPOSED SIGN WILL SIT WELL BELOW THE HEIGHT OF NEARBY TREES AND BUILDINGS
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?	THE SCALE AND PROPORTION OF THE SIGN IS APPROPRIATE FOR THE STREETScape AND SETTING.
Does the proposal respect important features of the site or building, or both?	THE PROPOSED SIGN LOCATION IS SEPARATED SUFFICIENTLY TO PROVIDE RESPECT TO ANY IMPORTANT FEATURES OF THE SITE.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	THE LED PANEL IS CONSIDERED TO BE VERY INNOVATIVE IN ITS CAPABILITIES AND FEATURES TO PROVIDE NOTIFICATIONS TO THE COMMUNITY.
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?	ALL LIGHTING AND LOGOS ARE INTERGRATED WITHIN THE DESIGN OF THE SIGN. A PLATFORM IS NOT REQUIRED AS THE SIGN WILL BE ACCESSED BY LADDER WHEN NECESSARY. NO EXTERNAL LIGHTING IS REQUIRED FOR THIS PROPOSAL
7. Illumination	
Would illumination result in unacceptable glare?	THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT AUTOMATICALLY ADJUSTS TO AMBIENT LIGHT AND CAN ALSO BE ADJUSTED OR REDUCED MANUALLY.
Would illumination affect safety for pedestrians, vehicles or aircraft?	THE POSITION OF THE SIGN AND ITS ABILITY TO AUTOMATICALLY ADJUST BRIGHTNESS ELIMINATES ANY SAFETY ISSUES RELATING TO PEDESTRIANS, VEHICLES OR AIRCRAFT.
Would illumination detract from the amenity of any residence or other form of accommodation?	THE PROPOSED SIGN DOES NOT DIRECTLY FRONT ANY RESIDENCES AND WOULD NOT DETRACT FROM THE AMENITY OF ANY RESIDENCES.
Can the intensity of the illumination be adjusted, if necessary?	THE BRIGHTNESS OF THE DIGITAL SIGN ELEMENT AUTOMATICALLY ADJUSTS TO AMBIENT LIGHT AND CAN ALSO BE ADJUSTED OR REDUCED MANUALLY.

Is the illumination subject to a curfew?	ANY COUNCIL CURFEWS HAVE BEEN ADDRESSED IN THE DEVELOPMENT CONTROL PLAN SECTION OF THIS DOCUMENT IF APPLICABLE.
8. Safety	
Would the proposal reduce the safety for any public road?	THE SIGNS POSITION, ORIENTATION AND ILLUMINATION FEATURES WILL ENSURE NO REDUCED SAFETY ON ANY PUBLIC ROAD.
Would the proposal reduce the safety for pedestrians or bicyclists?	THE SIGN IS CLEAR OF EXISTING THOROUGHFARES, ITS POSITION, ORIENTATION AND ILLUMINATION FEATURES WILL ENSURE NO REDUCED SAFETY TO ANY PEDESTRIANS OR CYCLISTS.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	THE PROPOSED SIGN IS AT A HEIGHT AND LOCATION TO NOT OBSCURE ANY SIGHTLINES FROM PUBLIC AREAS FOR PEDESTRIANS, PARTICULARLY CHILDREN.

TRANSPORT CORRIDOR OUTDOOR ADVERTISING AND SIGNAGE GUIDELINES

The NSW Government's Transport Corridor Outdoor Advertising and Signage Guidelines do not apply to the site of this application as it is not within 250m of, and visible from, a Classified Road.

Regional Environmental Plans

None Applicable

Local Planning Controls

RELEVANT PLANNING INSTRUMENT

GREAT LAKES LOCAL ENVIRONMENTAL PLAN 2014

CURRENT ZONING

RU2 – Rural Landscape

OBJECTIVES OF CURRENT ZONE

- To encourage sustainable primary industry production by maintaining and enhancing the natural resource base.
- To maintain the rural landscape character of the land.
- To provide for a range of compatible land uses, including extensive agriculture.
- To provide for rural tourism in association with the primary industry capability of the land which is based on the rural attributes of the land.
- To secure a future for agriculture in the area by minimising the fragmentation of rural land and loss of potential agricultural productivity.

DEFINITION OF PROPOSED DEVELOPMENT

The proposed sign is considered to be ancillary to the primary use of the land. In accordance with the Land Use Tables contained in Part 2 of LEP, the site usage is permitted with consent in the Zone.

CLAUSE 2.3 ZONE OBJECTIVES AND LAND USE TABLE

Clause 2.3 (2) of LEP states that the consent authority must have regard to the objectives for development in a zone when determining a development application in respect of land within that zone. The objectives of the Zone are listed above. The proposed sign meets the objectives of this zone as it is ancillary to the primary use of the land and the sign is considered to be compatible with other infrastructure on the land.

CLAUSE 2.7 DEMOLITION REQUIRES DEVELOPMENT CONSENT

Not applicable

CLAUSE 4.3 HEIGHT OF BUILDINGS

Not Applicable

3. PROVISION OF ANY PROPOSED INSTRUMENTS

At the time of preparing this report, there were no proposed instruments that are or have been subject to public consultation that affect the subject site.

4. PROVISION OF ANY DEVELOPMENT CONTROL PLANS

GREAT LAKES DEVELOPMENT CONTROL PLAN 2013

The following section(s) of the DCP are relevant to the proposed development.

PART 15 – ADVERTISING AND SIGNAGE

Criteria	Response	Complies (Y/N)
15.3.1 Residential Zones		
1. There is a maximum of two (2) signs per premises.	This proposed sign will be the second for the site, the other located at the intersection of The Lakes Way & Cape Hawke drive.	YES
2. The size, location and design of all signs must be compatible with the residential character of the surrounding area.	The location and appearance of the proposed signage compliments the character of the area by being proportionally small in size and designed to be pleasing in appearance, sleek and modern.	YES
3. The size of signs must be related to the length of street frontage, the scale of development on the site, and the residential streetscape.	The site has extensive street frontage (>200m), therefore the scale of the proposal is minor in relation to the streetscape.	YES

4. Illuminated signs must not be visible from residential properties and there must no spill of light beyond the site.	The distance from the road and angle at which the sign is positioned will minimise the impact on residential properties. Additionally, illumination levels adjust automatically to ambient light and can be programmed manually	YES
5. 'Free-Standing' signs shall only be permitted where it can be demonstrated that the sign will not be visually intrusive or contribute to sign clutter.	The proposed LED panel free-standing sign will reduce signage clutter as many messages can be displayed upon it.	YES
6. Signs must not be placed on walls facing adjoining dwellings.	The proposal is for a free-standing pylon sign well clear of existing buildings	YES
7. Signs must be located wholly within the boundary of the subject property. In some cases consideration may be given to a sign on the fence fronting an arterial road.	The sign is located wholly within the site boundary and fence.	YES
8. Signs must not exceed 0.75sqm in area and must be located wholly within the boundary of the subject property. However, where there are legally established commercial premises, the maximum area of signs may be in excess of 0.75sqm, provided there is no detrimental impact into the surrounding residential area.	The proposed signage will have no detrimental impact on any residential area. The size of the LED sign has been mathematically determined to allow legible conveyance of relevant community messages. The header and footer static panels display the schools colours, logo and motto.	NO – Request Variation
9. In general, signs within residential zones should be limited to commercial signs and tourist signs.	The proposed sign is not within a residential zone.	YES
10. Onsite promotional signs on buildings should be restricted to below the verandah level, where their impact on the appearance of buildings is not as great.	The proposal is for a free-standing pylon sign well clear of existing buildings.	YES
15.4.8 Free-standing Signs		
1. The area of a freestanding sign permissible without consent must not be more than 5 m2, unless specified differently in any guideline relating to the zone;	N/A – Proposed signage requires consent	N/A
2. A freestanding sign permitted without development consent must have a maximum of 1.5m above ground level;	N/A – Proposed signage requires consent	N/A
3. The sign must be located entirely within the site;	The proposed sign is located entirely within the site.	YES
4. There must only be one (1) freestanding sign on any street frontage to the site;	This proposed sign will be the only sign on the street frontage.	YES
5. The sign must not be internally illuminated or animated;	The proposed sign contains an LED Panel that can display variable messages. The programming of this panel is in accordance with SEPP (Industry and Employment) 2021, and NSW Transport Corridor Guidelines addressed previously in this document where relevant. In meeting these requirements it should be noted that any safety issues relating to the installation of the sign, have been addressed.	NO – Request Variation

6. The support structure for the sign must not detract from the appearance of the sign and should either be incorporated into the sign design or, apart from the supports below the sign, hidden from view.	The design of the sign will incorporate the support structure, owners' colours and logo in a professional style. Refer to the design images shown previously in this document for reference.	YES
15.5.1 Development Assessment		
1. The need for appropriate and effective identification of businesses.	The proposed sign will be for site identification, and exhibit the colours and logo of the owner and will display community relevant notices and events.	YES
2. The need to reduce sign clutter in order to maximise the effectiveness of business identification signs.	This proposed sign incorporates an LED Panel that will reduce the need for future signage, thus reducing clutter	YES
3. The need to encourage signs that are effective and legible.	The proposed sign will improve the effectiveness and legibility of site identification and community notices.	YES
4. The effect of the proposed sign on existing signs in the area.	The proposed sign will have no impact, as there is no existing signage in the area.	YES
5. The need to avoid visual disorder and sign clutter.	This proposed sign incorporates an LED Panel that will reduce the need for future signage, thus reducing clutter	YES
6. The effect of the proposed sign on the amenity and landscape character of the area.	The position of the proposed sign at the main entry gate will greatly improve the amenity of the area, while having no impact on landscape character.	YES
7. The effect of the proposed sign on the architecture of the building on which it will be displayed and the surrounding streetscape.	N/A – The proposal is for a free-standing sign, well clear of existing buildings.	N/A
8. The relationship of the area and height of the proposed sign to the scale of the building on which it will be displayed; the surrounding buildings; the space in which it will be located; the size of other signs in the area; and the surrounding townscape/ streetscape.	N/A – The proposal is for a free-standing sign, well clear of existing buildings. The sign is minor in scale to existing nearby trees.	N/A
9. Any advertising pattern or theme that has been developed for the area.	The proposed sign will be for site identification, and exhibit the colours and logo of the owner and will display community relevant notices and events.	YES
10. The effect of the proposed sign on road traffic signs and signals, through the creation of background clutter.	The proposed sign is a considerable distance from any traffic signs. Refer to SEPP (Industry and Employment) 2021, and NSW Transport Corridor Guidelines addressed previously in this document where relevant.	YES
11. The distraction that could be caused by the proposed sign in an area requiring high driver concentration.	Refer to SEPP (Industry and Employment) 2021, and NSW Transport Corridor Guidelines addressed previously in this document where	YES

12. The views of the Roads Traffic Authority if the sign is an animated, floodlit, internally illuminated, panel, reflective or sky sign to be displayed within 60 metres of a main road that is a freeway, state highway or other road declared under the Roads Act 1993.	relevant. The sign can be programmed to meet any requirements specified in the consent conditions.	YES
13. Whether the proposed sign complies with the guidelines that have been prepared for the zone in which it is to be located, and specifications for the particular type of sign.	The sign can be programmed to meet any requirements specified in the consent conditions.	YES

5. OTHER LOCAL ISSUES

Temporary development

Description of any temporary uses:

NOT APPLICABLE

Control of pollution

Does the proposal result in air, noise or water pollution?

NO POLLUTION WILL RESULT FROM THE INSTALLATION OF THE SIGN PANEL

Erosion and sediment control

Description of erosion and sediment control measures:

N/A - MINIMAL EXCAVATION REQUIRED

Flood prone land

Is the land flood affected?

N/A – MINOR COUNSTRUCTION PROPOSAL

Bushfire considerations

Is the site classed as bushfire prone?

N/A – MINOR COUNSTRUCTION PROPOSAL

Trees and native vegetation

Does the proposal involve any clearing?

NO

Acid sulphate soils

Will the proposal disturb any acid sulphate soils?

N/A - MINIMAL EXCAVATION REQUIRED

6. LIKELY IMPACTS OF THE DEVELOPMENT

ENVIRONMENTAL IMPACTS ON BOTH NATURAL & BUILT ENVIRONMENTS

As outlined above, there are not expected to be any adverse impacts on the natural or built environments as a result of the development. The applicant understands that Council may impose conditions of consent seeking to control the impact of the construction works on the surrounding environment.

SOCIAL IMPACTS

The proposal is for a new digital sign. The new sign will have a positive social impact as it will ensure that the wider community are better informed of the activities of the owner.

ECONOMIC IMPACTS

The proposed development represents a minor investment in the area and will result in local firms being utilised during the construction phase. The proposal will therefore have a minor positive economic impact.

7. SUITABILITY OF THE SITE FOR THE DEVELOPMENT

The site is well suited to accommodate the proposed development, being well established and fundamental to the surrounding area. The size and location of the sign meets the objectives of council's DCP and will have no adverse impact on the streetscape, neighbouring residents, local traffic or pedestrians.

8. THE PUBLIC INTEREST

The public interest is best served by continuing to utilise the land in an efficient and economical way that provides for the development of the land for educational purposes.

9. CONCLUSION

The proposed development is a permissible use within the Local Government Area and complies with the requirements of State legislative instruments and Council's Development Control Plan. The proposal will not result in any adverse amenity impacts on the surrounding area and meets the objectives of Council's controls for this type of development. It is recommended that Council approve the application as submitted.