



STATEMENT OF ENVIRONMENTAL EFFECTS

58 Phillip Street,
West Tamworth

West Tamworth League Club

‘New Front Entrance Pylon Signage’

December 2024

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1.0 INTRODUCTION

- 1.1 This Statement of Environmental Effects has been prepared by Andrew Martin Planning Pty Ltd on behalf of the applicant to accompany a Development Application to Tamworth Regional Council (the "Council") for the erection of a new advertising pylon sign board at the front entrance of the West Tamworth Leagues Club premises, at 58 Phillip Street, West Tamworth.
- 1.2 The subject site is located on the western side of Scully Park, with street frontages to Phillip Street, Park Street and Kent Street. The site comprises the West Tamworth Leagues Club, a longstanding Club servicing the growing regional population of Tamworth and surrounds.
- 1.3 The new sign will replace an existing pole sign located at the entrance to the Clubs car park on the western boundary to Phillip Street. The new signage is ancillary and incidental to the predominant use of the site as a *Registered Club*. Presently, the Club has limited opportunities of identifying itself to passing motorists given the location of the main facility within the site. The proposed signage has been strategically designed and positioned to address this shortcoming.
- 1.4 The sign has been assessed having regard to the relevant provisions of State Environmental Planning Policy (Industry and Employment) 2021, Chapter 3 Advertising and Signage and applicable controls for pylon signage under the Tamworth Development Control Plan (TDCP). The proposed signage is compatible with the size and character of advertising signage in the area and exhibits a high standard of design quality and materiality and will not adversely impact upon the safety of motorists or pedestrians.
- 1.5 The site is zoned RE2 Private Recreation under the Tamworth Regional LEP 2010. (TRLEP). A *Registered Club* is permissible, with Council's consent. The proposal is ancillary to the existing Club premises and the current entertainment offer provided by the Club.
- 1.6 This statement is prepared pursuant to s.78A (9) of the Act and Part 3, Division 1 of the *Environmental Planning and Assessment Regulation 2021*, and reviews the applicable environmental planning instruments and development control plans that apply to the subject property as well as the natural and built environmental impacts of the proposal with particular reference to the relevant heads of consideration listed under s.79C of the *EP&A Act 1979*. The subject proposal is not Integrated or Designated Development pursuant to the *EP&A Act 1979*.
- 1.7 This statement concludes that the proposed new signage is suitable for the site and is unlikely to create a detrimental environmental impact upon the surrounding locality that would warrant refusal of the application.
- 1.8 Therefore, it is with confidence that the subject proposal is submitted to Council for approval.

2.0 SITE AND SURROUNDS

The subject site is legally identified as being Lot 2 DP 815862, commonly known as 58 Phillip Street, West Tamworth.

The site is located on the northern side of Kent Street, eastern side of Phillip Street and southern side of Park Street, adjoining Scully Park sporting fields.

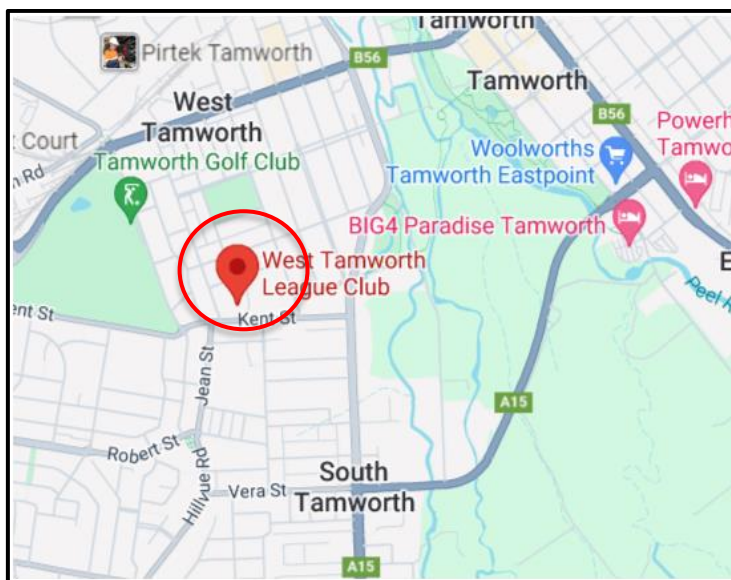


Figure 1: Location of subject site

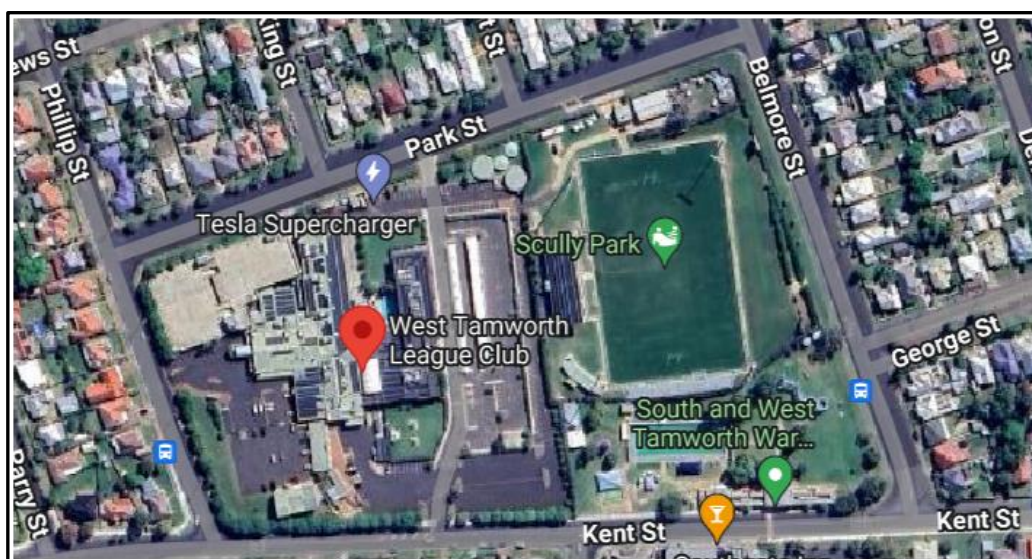


Figure 2: Aerial view of site



Figure 3: View of front entrance to the Club house from Phillip Street entry, including existing XXXX pole sign to be replaced under this application

3.0 THE PROPOSAL

This DA seeks consent for the erection of a new pylon signage board in place of the existing XXXX pole sign at the front entrance to the site from Phillip Street. The new sign board will be a free-standing pylon situated atop of the existing traffic island. The sign is illuminated and the level of illumination can be managed by the Club.

Details of the proposed sign is listed below in Table 1 and shown on the supporting plans prepared by Paynter Dixon.

Table 1 – Proposed Signage

Sign Type	Details	Location
Pylon signage board	<p>Dimensions: 5.9m H x 1.906m W x 256mm D.</p> <p>Steel subframe with aluminium cladding, 3D illuminated logo with LED screen, LED strip lighting and new footings</p>	Western site entrance to the main club carpark from Phillip Street.



Figure 4: Site Plan



Figure 5: Signage elevation perspective 3D

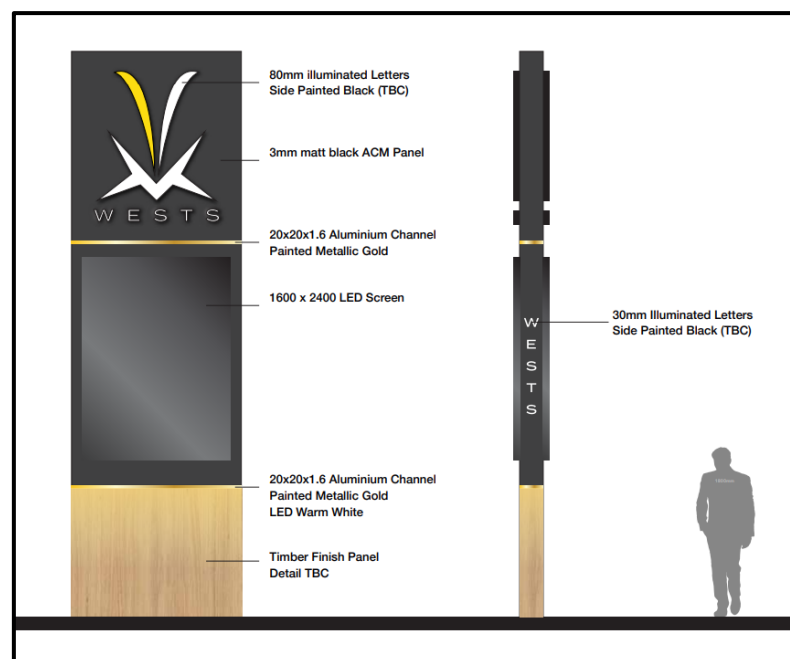


Figure 6: Signage elevations

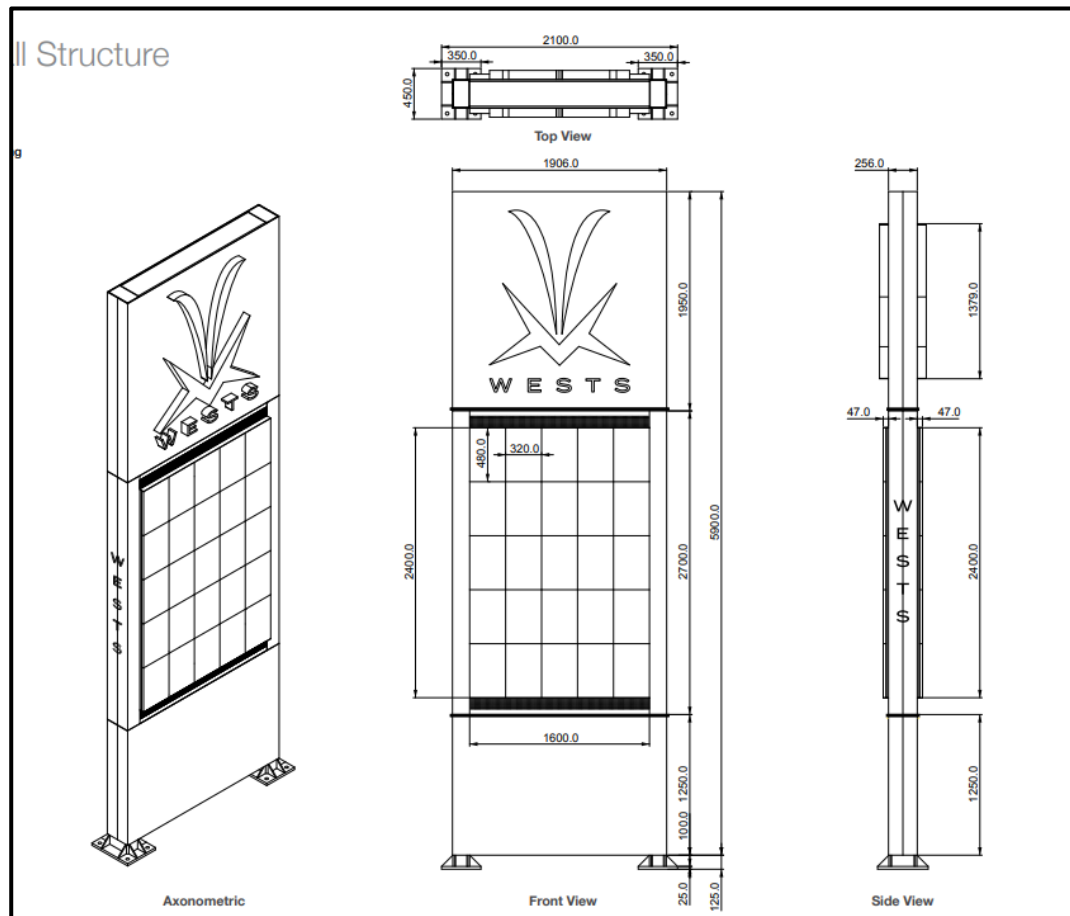


Figure 7: Signage elevations with relevant dimensions

4.0 **ASSESSMENT – SECTION 4.15 OF THE EP & A ACT 1979**

This section of the report considers the development assessed against the relevant heads of consideration of s.4.15 of the *EP&A Act, 1979*.

4.15 Evaluation

(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) the provisions of—

(i) any environmental planning instrument, and

(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 Planning Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and

(iii) any development control plan, and

(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

(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph),

(v) (Repealed)

that apply to the land to which the development application relates,

(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,

(c) the suitability of the site for the development,

(d) any submissions made in accordance with this Act or the regulations,

(e) the public interest.

4.1 Relevant Environmental Planning Instruments (EPI's)

In accordance with Section 79C(1)(A)(i) of the *EP&A Act, 1979* Council in determining a development application must take into consideration provisions of any EPI's.

4.1.1 State Environmental Planning Policy (Industry and Employment) 2021 – Chapter 3 Advertising and Signage

Cl. 3 Aims, objectives, etc

3.1 Aims, objectives etc

(1) This Chapter aims—

(a) to ensure that signage (including advertising)—

(i) is compatible with the 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 not 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 public benefits may be derived from advertising in and adjacent to transport corridors.

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

Comment: The proposed signage is compatible with the desired amenity and future visual character of the area in and along Phillip Street. The proposal does not represent a proliferation of inappropriate advertising, rather, it includes targeted, well-designed and strategically positioned signage to support the viability of the refurbished Club. The design, style and position of the signage proposed will not adversely impact on the visual amenity or safety of road users. The sign can in fact improve safety for motorists and pedestrians as it clearly signifies the entry and assists in way finding.

Commentary on the proposed signage against the relevant provisions of the SEPP is provided in Table 2 and an assessment of the signage against the Assessment Criteria in Schedule 5 is provided in Table 3.

Table 2 – Matters for Consideration

SEPP Provision	Comment
3.3 Area of Application of this Chapter.	This chapter of the SEPP applies to the subject land.
3.4 Signage to which this chapter applies	Chapter applies as the signage is visible from the public domain and site street frontage. The signage is not classified as exempt development.
3.5 Relationship with other environmental planning instruments	Noted.
3.6 Granting of consent to signage	The consent authority can be satisfied (based on the assessment below), that: a) The signage is consistent with the objectives of this chapter; and b) The signage satisfies the assessment criteria in Schedule 5.
3.7 Advertisements to which this Part applies.	Not applicable.
3.8 Prohibited advertisements	Not applicable.
3.9 Requirement for consent	Development consent is sought for the erection of the proposed signage.
3.10 Consent authority	The consent authority is Tamworth Regional Council.
3.11 Matters for consideration	The consent authority can be satisfied (based on the assessment below), that: c) The signage is consistent with the objectives of this chapter; and d) The signage satisfies the assessment criteria in Schedule 5.
3.12 Duration of consents	Noted, maximum 15 year consent period anticipated.
3.13 Advertisements on rural or non-urban land	N/A
3.14 Transport corridor land	N/A
3.15 Advertisements with display area greater than 20sqm or higher than 8m above the ground	N/A
3.16 Advertisements greater than 20sqm and within 250m of, and visible from, a classified road.	N/A
3.17 Advertising display area greater than 45sqm	N/A

3.18 Location of certain names and logos	All club branding and logos will be wholly contained within the proposed signage board. The name in white lettering of any logo will not exceed 0.25sqm.
3.19 Roof or sky advertisements	N/A
3.20 Wall advertisements	N/A
3.21 Freestanding advertisements	The pylon signage will not protrude above the dominant skyline, being the building line of the club and neighbouring properties when viewed from the street / ground level within a 1km visual catchment.
3.22 Advertisements of bridges	N/A
3.23 Special promotional advertisements	N/A
3.24 Building wrap advertisements	N/A
3.25 Advertisements with navigable waters	N/A
3.26 Advertisements on trailers	N/A
3.27 Application of provisions of this Division	Noted.
3.28 Advertising design analysis	Noted. Refer to DCP assessment.
3.29 Consultation with TfNSW	Not required as the signage is not located in or adjacent to TfNSW land.
3.30 Exempt development	The proposed signage cannot be classified as exempt development.
3.31 Review of Policy	Noted
3.32 Savings of draft local environmental plans not yet completed by 30 June 2023	Noted, N/A

Table 3 – Schedule 1 Assessment Criteria

Requirement	Details	Compliance / Consistency Achieved?
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 proposed signage is compatible with the existing character of established signage in surrounding area. This includes limited signage across the existing Club site/building as well as commercial signage along Kent Street to the south of the site.	Yes
• Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	No particular overarching theme for outdoor advertising in the area being a predominantly residential context. The signage is of a high-quality and with its digital interface can be easily controlled to optimise its visual appeal and negate	Yes

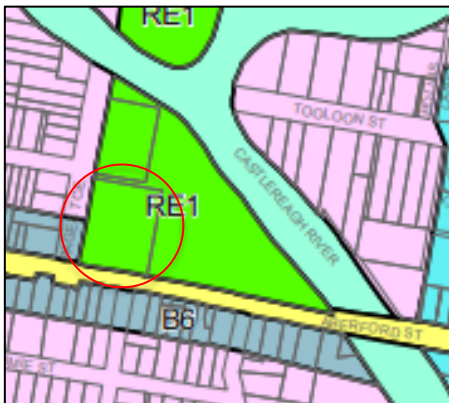
	adverse impacts such as light-spill to neighbours.	
2.Special Areas		
• Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	The signage proposed is not located within a special area of any environmental sensitivity, heritage or other natural values.	N/A
3.Views and Vistas		
• Does the proposal obscure or compromise important views?	The signage will be set entirely within the site boundaries and does not protrude above any existing skyline. Accordingly, no significant views or vistas are obscured by the signage.	Yes
• Does the proposal dominate the skyline and reduce the quality of vistas?	No, as above.	Yes
• Does the proposal respect the viewing rights of other advertisers?	The proposed signage does not block any potential advertising areas for neighbouring businesses on other sites. Accordingly, viewing rights of others is preserved.	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 signage proposed is compatible with the scale of the site and Club facilities to which the advertising relates. The total area of pylon signage does not exceed 20% of the total elevational area of the club's facade. Interface area does not exceed 12sqm.	Yes
• Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	Yes. The visual quality and design of the signage proposed is of a high standard which will positively contribute to the setting and streetscape. The existing signage to be replaced is of little visual interest and is specific in its advertising nature, whereas the newly proposed signage will help restore the visual quality of advertisements on the club building and visually contributes to the site entrance experience.	Yes

• Does the proposal reduce clutter by rationalising and simplifying existing advertising?	Not relevant, however, the total area of the sign is considered appropriate given the larger scale or the site and building to which the signage relates.	N/A
• Does the proposal screen unsightliness?	The new signage visually improves the site entrance experience to the carpark and screens the broader hardstand areas beyond.	Yes
• Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No.	Yes
• Does the proposal require ongoing vegetation management?	No.	Yes
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?	As per above. The overall scale of the signage proposed will not exceed 20% of the total wall surface area of the Club façade. It is considered that the scale of the signage is appropriate given the context of the setting and area to which it is positioned within.	Yes
• Does the proposal respect important features of the site or building, or both?	Yes. The new signage improves the visual quality of the site entrance.	Yes
• Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The sign helps to frame the site entrance and car park. It incorporates a digital interface that can be easily controlled to update lettering and images and provide updates on Club events, specials, opening hours, etc.	Yes
6.Associated devices or 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. Digital interface of the signage includes an LED display which has been well integrated into the overall design of the signage.	Yes
7.Illumination		
• Would illumination result in unacceptable glare?	No. Internal illumination levels will be suitably controlled so as to limit any potential light-spill impacts to neighbouring properties. All signage has the ability to alter the illumination levels in the event there was a justified issue. Standard consent condition to be applied that illumination complies with AS 4286.	Yes

• Would illumination affect safety for pedestrians, vehicles or aircraft?	The proposed signage illumination will not impact the safety of pedestrians or vehicles in the corridor. The illumination of the sign will be set to a low lumens level to remove any potential for unsafe / excessive light spill.	Yes
• Would illumination detract from the amenity of any residence or other form of accommodation?	No. As above.	Yes
• Can the intensity of the illumination be adjusted, if necessary?	Yes.	Yes
• Is the illumination subject to a curfew?	None proposed. If required by Council, signage can be turned off outside of opening hours of the club.	Yes
8. Safety		
• Would the proposal reduce the safety for any public road?	No. The proposed signage will not obscure views or distract road users. No encroachments or signage elements into the road corridor along Phillip Street.	Yes
• Would the proposal reduce the safety for pedestrians or bicyclists?	As above. It is considered that the signage will not cause any excessive glare which would blind or otherwise impede the safe movement of pedestrians and cyclists along Phillip Street.	Yes
• Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No. The sign proposed does not obscure or block any view lines currently achieved along the Phillip Street frontage.	Yes

4.1.2 Tamworth Regional Local Environmental Plan 2010 (TRLEP 2010)

The TRLEP 2010 is the relevant local environmental planning instrument that applies to the subject site.

Relevant Provisions	Comments
<p>1.2 Aims of Plan</p> <p>(1) <i>This Plan aims to make local environmental planning provisions for land in the Tamworth Regional Council area in accordance with the relevant standard environmental planning instrument under section 3.20 of the Act.</i></p> <p>(2) <i>The particular aims of this Plan are as follows—</i></p> <p>(aa) <i>to protect and promote the use and development of land for arts and cultural activity, including music and other performance arts,</i></p> <p>(a) <i>to encourage the orderly management, development and conservation of natural and other resources within the Tamworth region by protecting, enhancing or conserving—</i></p> <p>(i) <i>important agricultural land, and</i></p> <p>(ii) <i>timber, minerals, soil, water and other natural resources, and</i></p> <p>(iii) <i>areas of significance for nature conservation, and</i></p> <p>(iv) <i>places and buildings of archaeological or heritage significance,</i></p> <p>(b) <i>to allow flexibility in the planning framework so as to encourage orderly, economic and equitable development while safeguarding the community's interests and residential amenity,</i></p> <p>(c) <i>to manage and strengthen retail hierarchies and employment opportunities, promote appropriate tourism development, guide affordable urban form and provide for the protection of heritage items,</i></p> <p>(d) <i>to promote ecologically sustainable urban and rural development and control the development of flood liable land, and</i></p> <p>(e) <i>to secure a future for agriculture by expanding Tamworth's economic base and minimising the loss or fragmentation of productive agricultural land.</i></p>	<p>The proposed development satisfies the objectives of the Plan in that the new entrance sign board improves the visual quality of the site frontage and contributes to a positive entrance experience for members and guests. The new signage forms part of broader upgrades to the Club which provides entertainment and support services through its community sponsorships for the local community and sporting groups.</p>
<p>Zone RE2 Private Recreation</p>  <p>1 Objectives of zone</p>	<p>The Leagues Club is a registered Club, as defined in the TLEP.</p> <p>The club is a permissible use with consent in the RE2 zone.</p> <p>The new signage is ancillary to the predominant use of the site as a registered Club.</p> <p>The League Club is a long-standing landuse on this site. It supports many sporting activities and community members over a number of decades, providing a local service and entertainment offer to residents</p>

<ul style="list-style-type: none"> • To enable land to be used for private open space or recreational purposes. • To provide a range of recreational settings and activities and compatible land uses. • To protect and enhance the natural environment for recreational purposes. <p>2 Permitted without consent <i>Environmental protection works; Moorings; Roads</i></p> <p>3 Permitted with consent <i>Aquaculture; Community facilities; Environmental facilities; Food and drink premises; Garden centres; Kiosks; Medical centres; Recreation areas; Recreation facilities (indoor); Recreation facilities (outdoor); Shops; Any other development not specified in item 2 or 4</i></p> <p>4 Prohibited <i>Advertising structures; Agriculture; Air transport facilities; Amusement centres; Animal boarding or training establishments; Boat building and repair facilities; Caravan parks; Cemeteries; Commercial premises; Correctional centres; Depots; Eco-tourist facilities; Educational establishments; Exhibition homes; Exhibition villages; Extractive industries; Farm buildings; Forestry; Freight transport facilities; Health services facilities; Heavy industrial storage establishments; Highway service centres; Home-based child care; Home businesses; Home occupations; Home occupations (sex services); Industrial retail outlets; Industrial training facilities; Industries; Local distribution premises; Marinas; Mooring pens; Mortuaries; Passenger transport facilities; Places of public worship; Pubs; Research stations; Residential accommodation; Restricted premises; Rural industries; Service stations; Sex services premises; Storage premises; Transport depots; Vehicle body repair workshops; Vehicle repair stations; Veterinary hospitals; Wharf or boating facilities; Wholesale supplies</i></p> <p>registered club means a club that holds a club licence under the Liquor Act 2007.</p>	<p>of Tamworth and the surrounding region.</p> <p>There are no known significant impacts associated with the proposal that would degrade the natural environment and its use for recreational purposes.</p> <p>A club has a quazi public use given that it is open to all of the community/members and their guests. Council has specifically allowed for a Club use in the RE2 zone.</p>
<p>Clause 4.3 Building Height</p> <p><i>Not adopted in the LEP</i></p>	<p>NA</p>
<p>Clause 4.4 Floor Space Ratio</p> <p><i>Not adopted for this site</i></p>	<p>NA</p>
<p>Clause 5.10 Heritage conservation</p>	<p>The site is not heritage listed, is not located within a heritage conservation area and is not in proximity to any heritage item such that the proposed works would have any impact on the heritage significance or thematic reading of that heritage item.</p>
<p>5.21 Flood planning</p>	<p>No requirements.</p>

The site is not flood prone.

4.2 Relevant Development Control Plans

Tamworth Regional DCP 2010 applies to all land within the Tamworth Regional LGA.

DCP Provision	Proposal	Complies
Step 3: Type of Development		
Outdoor Advertising / Signage		
Where there is potential for light spill to adjoining properties, all illuminated signage shall be fitted with a timer switch to dim or turn off by 11pm each night.	Capable of complying. The signage board will be internally illuminated using an LED interface which can be remotely controlled by the Club staff to ensure lighting is dimmed or turned off at 11pm.	Yes
Signage must comply with <i>State Environmental Planning Policy (Industry and Employment) 2021</i> Chapter 3 and Schedule 5 Assessment Criteria. "Special promotional advertisements" may be installed in accordance with clause 25 of <i>SEPP 64 – Advertising and Signage</i> provided that the sign does not compromise any Public Art or the integrity of the space in which it is located in the main streets, public parks and gardens and major venues across the region's city, towns and villages.	Refer to SEPP assessment in Tables 2 and 3 above.	Yes
<ul style="list-style-type: none"> Advertising in rural zones may only: <ul style="list-style-type: none"> o advertise a facility, activity or service located on the land; or • direct travelling public to a tourist facility or building or place of scientific, historical or scenic interest within the area. Cannot include names of proprietary products or services or sponsoring businesses. Each sign must be sited a minimum distance of 1km from each other. 	The proposed signage is not within a rural zone. Controls do not apply.	N/A
External illumination to signs must be top mounted and directed downwards.	As above, the internal illumination comprising a digital interface of LED lighting can be remotely controlled by staff and will comprise a low level of lumens to mitigate any light-spill impacts to neighbours.	Yes
<ul style="list-style-type: none"> The following types of signs are not acceptable: <ul style="list-style-type: none"> o Portable signs within public footways and road reserves including variable message signs, A 	Noted. The digital interface will not include any flashing lights component.	Yes

<p>Frame and Sandwich Boards;</p> <ul style="list-style-type: none"> o Outdoor furniture (including chairs, bollards and umbrellas) advertising products such as coffee, alcohol or soft drink; o A roof sign or wall sign projecting above the roof or wall to which it is affixed; o Flashing or intermittently illuminated signs; o Advertisements on parked motor vehicles or trailers (whether or not registered) for which the principal purpose is for advertising; o Signs fixed to trees, lights, telephone or power poles; o Signs which could reduce road safety by adversely interfering with the operation of traffic lights or authorized road signs; o Any sign which would in the opinion of Council, be unsightly, objectionable or injurious to the amenity of the locality, any natural landscape, public reserve or public place; o Numerous small signs and advertisements carrying duplicate information; and o Overhead banners and bunting, except in the form of temporary advertisement. 	<p>The assessment has confirmed no adverse impacts to road users.</p>	
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4.3 Section 4.15 – Heads of Consideration - likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality. Suitability of the site for the development

4.3.1. Environmental Impacts

There are no known site specific or locational environmental matters to be considered as part of this application. In this regard there is no tree removal, no flood impacts, no drainage or servicing requirements to be resolved.

The new advertising signage will visually enhance the sites' entrance from Phillip Street and assist in improving the overall amenity of the area as part of the club's broader refresh works.

4.3.2. Natural and Built Environment Impacts

No adverse impacts arising from the proposed signage.

4.4 Any submissions made in accordance with this act or the regulations

Council is responsible for the referral of the application to relevant Government bodies and to adjoining owners. Any submissions will be reviewed by the applicant and Council during the assessment process, and duly considered.

4.5 The Public interest

The relevant issues have been addressed with regard to the public interest as reflected in the relevant planning policies and codes. The development is unlikely to result in any adverse impact to the public interest in the circumstance of the case.

5.0 CONCLUSION

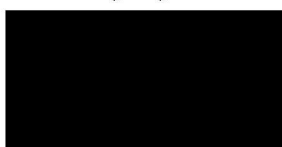
The proposal for a new pylon signage board at the site entrance to the West Tamworth League Club forms a further component of the Club's general upgrade to maintain and service its membership. The proposal will vastly improve the visual quality of the frontage to Phillip Street and enhance the entrance experience for members and guests.

The West Tamworth League Club will continue to provide the Tamworth community with sport and leisure activities and a meeting place aimed at servicing the members and visitors of the district.

The proposed new signage complies with the relevant provisions of the SEPP (Industry and Employment) 2021, Council's LEP and DCP objectives and relevant controls. The predominant use of the land as a registered club is not altered by the proposal and the development is permissible with consent.

Any potential adverse impacts from light-spill have been addressed and are capable of being suitably mitigated throughout the course of the operations of the new signage board.

Having regard to the above the proposal is recommended for approval.



Andrew Martin *MPIA*
Planning Consultant