

BUILDING DESIGNERS | INNOVATIVE | AFFORDABLE | INDIVIDUAL



STATEMENT OF ENVIRONMENTAL EFFECTS

Date March 2025

CWC Ref A6024

Lot 2 DP838435 | 14 Commerce Street, Taree

Statement of Environmental Effects

Proposed Replacement Signage at 14 Commerce Street, Taree

1.0	Introduction	3
2.0	Property Details	3
2.1	Site Characteristics	4
3.0	Proposal Overview	4
4.0	General Information	4
5.0	State Environmental Planning Policy	5
5.1	Resilience and Hazards 2021	5
5.2	Industry and Employment 2021	5
5.3	Transport and Infrastructure 2021	5
6.0	Greater Taree Local Environmental Plan 2010	6
7.0	Development Control Plan	7
7.1	Greater Taree Development Control Plan 2010	7
7.2	Non-Compliances	8
8.0	Conclusion	9

1.0 Introduction

Collins W Collins Pty Ltd has been engaged to prepare a development application for proposed replacement signage at 14 Commerce Street, Taree. This Statement of Environmental Effects is to accompany the plans and specifications, and forms part of the application.

2.0 Property Details

Lot	2	Section	-	DP	838435
Address	14 Commerce Street, Taree 2430				



Figure 1: Aerial View, image from SIX Maps (sourced: March 2025)



Figure 2: Existing Signage

2.1 Site Characteristics

The subject site has an area of approximately 1800m² with north-east orientation to Commerce Street. The existing building is a community facility.

The subject site is not identified as being bushfire prone.

3.0 Proposal Overview

The proposal is to replace the existing signage at the front of 14 Commerce Street, Taree.

The front part of the building was previously used as a veterinary clinic, with existing vet signage to the front of the site. With the entire building now used as a community facility, this vet signage is proposed to be removed and replaced by new signage for the community facility.

The existing backlit signage is proposed to be replaced with new LED signage. The proposed signage is to be of the same size as the existing signage, and is to be located to the existing signage post.

4.0 General Information

Site Suitability	
Will the development:	
• Affect any neighbouring residences by overshadowing or loss of privacy?	No
• Result in the loss or reduction of views?	No
• Impact on any item of heritage or cultural significance?	No
• Result in land use conflict or incompatibility with neighbouring premises?	No
• Be out of character with the surrounding areas?	No
• Be visually prominent with the existing landscape/streetscape?	No
• Require excavation or filling in excess of 1 metre?	No
• Require the erection or display of any advertising signage?	Replacement signage proposed
Will the proposal:	
• Result in any form of air pollution (smoke, dust, odour)?	No
• Have the potential to cause any form of water pollution?	No

• Emit noise levels that could affect neighbouring properties?	No
• Be considered potentially hazardous or offensive (refer SEPP Resilience and Hazards for definitions)?	No
• Affect native or aquatic habitat?	No
• Have an impact on a threatened species or habitat?	No
• Involve the removal of any trees?	No
<u>Access, Traffic & Utilities</u>	
• Are electricity and telecommunications services available to the site?	Yes
• Is lawful and practical access available to the site?	Yes
• Will the development increase local traffic movements and volumes?	No
• Are appropriate manoeuvring, unloading and loading facilities available on site?	N/A
<u>Waste Disposal</u>	
Provide details of waste management, including reuse and recycling: N/A – proposed signage only	
• Does the proposed use generate any special wastes?	No
• Will the use generate trade wastes (ie greasy or medical wastes)?	No

5.0 State Environmental Planning Policy

5.1 Resilience and Hazards 2021

Part 2.2 Development controls for coastal management areas

The subject site is not mapped as being a Littoral Rainforest or Coastal Wetlands and is not within the proximity area for Littoral Rainforests or Coastal Wetlands.

5.2 Industry and Employment 2021

Chapter 3 Advertising and Signage

The proposal comprises removal of the existing backlit signage and replacement with new LED signage, of the same size. The proposed signage is therefore to be provided in suitable locations and is compatible with the existing amenity and visual character of the area.

5.3 Transport and Infrastructure 2021

Section 2.119 Development with frontage to classified road

The subject site has frontage to Commerce Street. The proposed signage replaces the existing signage and is to be of the same size as the existing signage. The proposal does not affect the safety, efficiency and ongoing operation of the classified road.

6.0 Greater Taree Local Environmental Plan 2010

Clause 2.2 - Land Zoning

The subject site is zoned R1 – General Residential. The objectives of this zoning are as follows:

- *To provide for the housing needs of the community.*
- *To provide for a variety of housing types and densities.*
- *To enable other land uses that provide facilities or services to meet the day to day needs of residents.*

The proposed replacement signage does not affect the existing community facility use of the site and is consistent with the R1 zone objectives.

Clause 4.1 - Minimum Lot Size

The minimum lot size specified on the Lot Size Map is 450m². The proposal does not affect the existing lot size of approximately 1800m².

Clause 4.3 - Height of Buildings

The maximum height of building specified on the Height of Buildings Map is 11.5m.

The proposed replacement signage does not affect the existing height of the building or the existing signage post.

Clause 4.4 - Floor Space Ratio

The floor space ratio specified on the Floor Space Ratio Map is 0.6:1.

The proposed replacement signage does not affect the existing floor space ratio.

Clause 5.10 - Heritage Conservation

The subject site is not identified as a Heritage Item and is not located within a heritage conservation area.

Clause 5.21 - Flood Planning

The subject site is mapped as being within a Flood Planning Area.

The proposal comprises replacement signage only, and does not affect the existing floor level of the building.

Clause 7.1 - Acid Sulphate Soils

The subject site is mapped as having Acid Sulphate Soils, Class 5.

7.0 Development Control Plan

7.1 Greater Taree Development Control Plan 2010

	DCP Requirements	Proposal	Complies Yes/No
O1 Business Zone Signage	Developments that incorporate signage as part of design of building not required to submit separate DAs for advertising signs	DA for proposed signage only	N/A
	Advertising signs must promote innovation and originality in their design, style or character	Proposed replacement signage for the community facility	N/A
	Corporate identification and colours should not take precedence over Council's streetscape objectives	Proposed replacement signage retains an attractive streetscape	Yes
	Council recognises that it is the shopping centre operating as a whole which attracts increased levels of customers. Individual businesses should aim to attract pedestrians by the use of below awning level signs. Above-awning signs are orientated to the longer distance perspective of pedestrians and traffic.	N/A – subject site zoned R1 with signage not related to a shopping centre	N/A
O1.1.3 Isolated Business Signage	Council will support advertising sign proposals which promote innovation and originality in their design, style or character	Proposal comprises LED signage to the existing signage post	Yes
	The use of corporate identification and colours should not take precedence over Council's streetscape objectives.	Proposed replacement signage retains an attractive streetscape	Yes
	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	Proposed replacement signage to the existing signage post at the front of the site Proposal does not increase perceptions of bulk and scale	Yes

O1.1.3 Isolated Business Signage	All advertising must relate to the uses or activities carried out on the same land or which the advertising sign is to be erected	Proposed identification signage for the community facility use of the building	Yes
	Illuminated signage not permitted	Proposal is not an isolated business sign and replaces the existing backlit sign	N/A
O1.1.4 Heritage Items	Colours should conform, where possible, with those originally used on signs on the building.	N/A – subject site not located within a heritage conservation area and the building is not a heritage item	N/A
O1.1.5 Prohibited Signage	The following signage is prohibited: 1. Any new billboard sign other than replacement of an existing billboard with demonstrated existing use rights and other than billboard signs placed on the reverse side of a promotional sign.	N/A	N/A
	2. Any change in graphics on signs which have an adverse economic effect on the Greater Taree area (e.g. by encouraging vehicles to pass through the local area to use facilities in other areas).	Proposed signage does not have an economic effect on the area	Yes
	3. Any sign advertising illegal products.	Proposed identification signage only	Yes
	4. Any sign on a vehicle (whether registered or not) which is used principally as an advertisement rather than as a vehicle.	N/A	N/A
	5. Any sign or bill poster placed within the road reserve (including but not limited to those attached to power or telecommunications poles, existing signage poles or freestanding poles etc.)	N/A	N/A

7.2 Non-Compliances

No non-complying issues have been identified.

8.0 Conclusion

The above assessment has been completed and the proposed replacement signage at 14 Commerce Street, Taree complies with:

- the State Environmental Planning Instruments;
- Greater Taree Local Environmental Plan 2010; and
- Greater Taree Development Control Plan 2010.

The proposal will not adversely impact on the natural or built environment.

The proposal will benefit the community, both socially and economically.

The proposal is suitable for the site.

This Statement of Environmental Effects is submitted to MidCoast Council for review.