

statement of environmental effects

site	22-23 the boulevard lakemba
proposed	installation of an illuminated wall sign to existing registered club

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Jeremy Moy	01/05/2025
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VERSION

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DATE OF ISSUE

01/05/2025

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1.0 Introduction

This Statement of Environmental Effects (SEE) is submitted to Canterbury Bankstown Council in support of a Development Application (DA) relating to the installation of an illuminated wall sign to an existing Registered Club at 22-23 The Boulevarde, Lakemba on behalf of The Lakemba Club.

The premises is positioned on the Eastern corner of The Boulevarde and Quigg Street South. The proposed signage relates to The Boulevarde frontage.

The premises legally described as Lot 1 Section 2 DP 4784 and is the site of The Lakemba Club, a Registered Club.

The DA seeks approval for:

Wall signage, including:

- An illuminated wall sign affixed to the North Western building facade,
- Signage dimensions of height 3.94m x width 5.76m,
- To replace an existing wall sign previously approved under DA-349/2013.

This SEE has been prepared by Planning Approvals on behalf of The Lakemba Club is based on Architectural Plans prepared by Altis Architecture and other supporting technical information included with the Development Application. The proposal has been designed with regard to relevant SEPPs, LEP and DCP.

This report describes the site, its environs and the proposed development, and provides an assessment of the environmental impacts and identifies the steps to be taken to protect or mitigate potential impacts on the environment.

The application is recommended for approval in its current form.

2.0 Site Analysis

2.1. Site Location and Context

The site is located at 22-23 The Boulevard, Lakemba within the Canterbury Bankstown Council LGA. The site is located on the South Eastern side of The Boulevard on a corner site. It is located within the E1 Local Centre zone and is within an area that contains a wide range of commercial uses.

The subject site is opposite a public commuter carpark.

The site's locational context is shown at Figure 1.

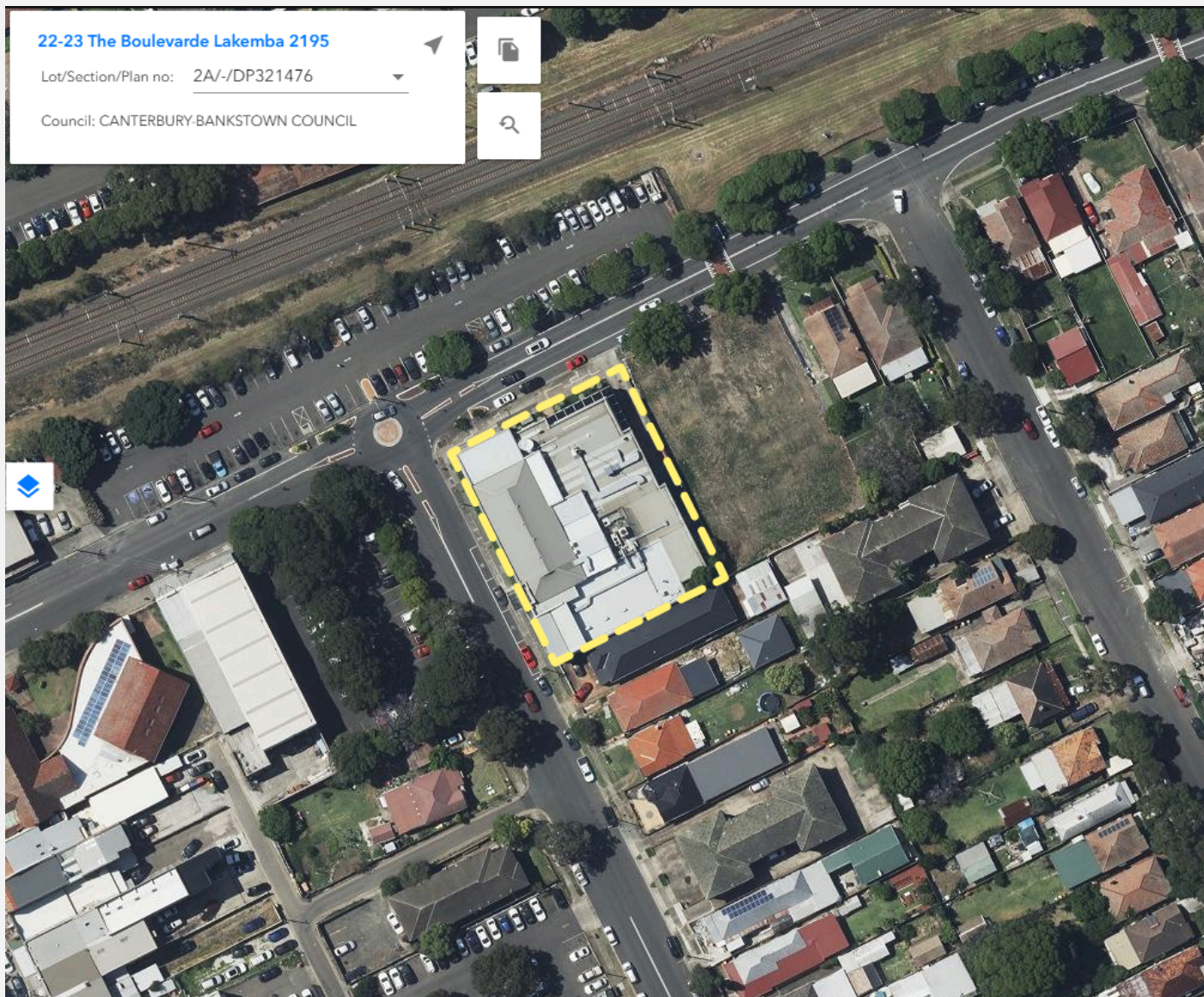


Image 1 Site Location (centre outlined in yellow dash)

Source: NSW Planning Portal Spatial Viewer

2.2. Site Description

The site is legally described as Lot 1 Section 2 DP 4784 and together with lots 2A and 2B of DP 321476, is collectively known as 22-23 The Boulevard, Lakemba. The site area is 1,910m².

The site contains a two storey building with a *Registered Club* use.



Image 2 Site Layout

Source: NSW Planning Portal Spatial Viewer



Image 2 Site as seen from The Boulevard frontage

Source: Google Earth



Image 3 Carpark opposite the subject site

Source: Google Earth

2.3. Surrounding Development / Land Uses

The subject site is at the boundary of the E1 Local Centre zone which contains a variety of land uses including shops, food and drink premises and commercial uses.

The site is adjacent to an R4 High Density Residential zone, however, the proposed signage works face towards the E1 zone, including the public carpark.

Amenity impacts on nearby residences are mitigated in the following ways:

1. The direction of the proposed signage does not face residential zones or uses,
2. The proposed development does not alter or intensify the existing and lawful use of the site.

3.0 Pre Application Preparation

As part of the design process, there was extensive collaboration between the Registered Club staff, architect, signage supplier and our firm.

Through a collective effort, the development proposal considers the environs, site context, surrounding development, amenity of adjoining and nearby properties, principal development standards and relevant development controls that apply to the site.

4.0 Description of Proposed Development

This DA seeks approval for the following development:

- Installation of an illuminated wall sign facing The Boulevarde frontage.
- No alterations are proposed to the existing building fabric or internal layout

Note,

Hours of operation and staff numbers:

- No change proposed

Car parking:

- No change proposed.

4.1. Numerical Overview of Development

The key numeric development information showing compliance with Canterbury Bankstown Council LEP and DCP controls are summarised in Table 2 below.

Table 2 Summary of compliance with key development information

Development Standard / Controls	Proposal	Compliance
LEP		
Land Use E1 Local Centre zone	Proposed development (signage) is ancillary to the existing lawful use (Registered Club).	✓
Maximum Building Height	No change proposed.	Existing
Maximum FSR	No change proposed.	Existing
DCP		
3.6 Signs		
2.2 Signs in Zones E1, E2 and MU1 <ul style="list-style-type: none">The total sign area must not exceed 0.5m² for each metre of the primary street frontage.	Proposed signage = 22.7m²	Alternative Solution See Appendix A

5.0 Planning Assessment

This section considers the key planning issues as may be relevant to the proposed development and provides an assessment of the relevant matters prescribed in section 4.15(1) of the Environmental Planning and Assessment Act 1979 (EP&A Act) with respect to the submitted DA. These are set out below.

5.1. Environmental Planning Instruments

Consistency and compliance of the development proposal with the relevant environmental planning instruments are considered in the sections below.

5.1.1. State Environmental Planning Policies (SEPPs)

The relevant SEPPs that relate to the submitted DA are summarised in Table 3 below:

Table 3 Summary of consistency with State Environmental Planning Policies.

SEPP	Proposal Response
SEPP (Industry and Employment) 2021	<p>Chapter 3 Advertising and Signage</p> <p>The proposed signage is consistent with the Objectives of the Chapter in that it:</p> <ul style="list-style-type: none">- will be compatible with the desired amenity and visual character of an area, being a Local Centre zone which is to promote a range of retail, business, entertainment and community uses,- will provide effective communication in suitable locations, namely to identify the business location, and- will be of high quality design and finish in that the physical sign will be produced and installed by a professional signage provider. <p>The proposed signage satisfies the Assessment Criteria provided under Schedule 5 as follows:</p> <ul style="list-style-type: none">- Character of the area - the size, type and location of the signage will be compatible with signage relating to other businesses in the local centre.- Special areas - the signage will not detract from the amenity of visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas.- Views and vistas - the signage will not impact any important views or vistas nor will they impact the viewing rights of other advertisers.- Streetscape, setting or landscape - the scale, proportion and form of the proposed modifications are suitable for the setting. The signage will not protrude above the building or any tree canopies.- Siting and building - the signage is considered to be of an appropriate size and scale which is compatible with the existing building.- Associated devices and logos - the modified signage will continue to

SEPP	Proposal Response
	<p>integrate adequately into the colour and finish of the building. The sign will be permanently fixed to the building.</p> <ul style="list-style-type: none">- Illumination - the signage will not result in unacceptable glare or affect the safety of pedestrians, motorists or aircraft. The modified signage will have a minimal impact on oncoming traffic at night. A condition of consent requiring the illumination levels of the sign to be adjustable so as not to produce unacceptable glare that may impact on the safety of oncoming traffic is not sought to be modified (to be retained).- Safety - the sign will be positioned such that it will not reduce safety of people or roads.
SEPP (Transport and Infrastructure) 2021	<p>Chapter 2 Infrastructure</p> <p><u>Division 15 Railways</u></p> <p>The subject site is adjacent to a rail corridor.</p> <ul style="list-style-type: none">- The modified sign is not likely to increase an adverse effect on rail safety beyond that of the existing illuminated sign- The sign does not directly face the direction of oncoming trains- The existing landscape verge interface between the railway line and subject site will partially obscure the signage.

5.1.2. Canterbury-Bankstown Local Environmental Plan 2023

The DA, as submitted, has been designed to demonstrate compliance with the relevant provisions or objectives of the Canterbury-Bankstown Local Environmental Plan 2023. The full extent of DA compliance with the CB LEP 2023 is set out in Table 4 below.

Table 4 Assessment against Canterbury-Bankstown Local Environmental Plan 2023

LEP clause	Standard	Proposal / Comment	Compliance
Clause 2.3 Zone Objectives and Land Use Table	E1 Local Centre zone	<p>The proposed development is consistent with the objectives of the E1 Local Centre zone.</p> <p>The proposed wall signage is ancillary to the existing land use of the site, a Registered Club, and is a permissible land use within the E1 zone.</p>	✓
Clause 4.3 - Height of Buildings	Maximum 18m	The external building envelope will not be altered.	Existing
Clause 4.4 - Floor Space Ratio	Not applicable to the site	Gross floor area will not be altered.	N/A
Clause 4.6 - Exceptions to Development Standards	-	The proposal does not seek any exceptions to the development standards applicable to the site.	N/A
Clause 5.10 Heritage Conservation	-	<p>The subject site does not contain a heritage item or is within a conservation area.</p> <p>The subject site is not within the curtilage of heritage items or conservation areas.</p>	N/A

5.2. Zoning and Permissibility

The proposal seeks consent for the installation of an illuminated wall sign to an existing Registered Club, being ancillary to the existing lawful use of the site.

Under Part 2 of Canterbury-Bankstown Local Environmental Plan 2023, installation of an illuminated wall sign to an existing Registered Club is permissible in the E1 zone, with development consent.

5.3. Development Control Plan

The consistency of the development proposal with the Canterbury-Bankstown Development Control Plan 2023 as amended as at 17 April 2025 (CB DCP 2023) is outlined in Table 5 below.

Overall, the proposed development is consistent with both the objectives of CB DCP 2023 and the detailed controls of CB DCP 2023.

Table 5 Summary of consistency with the Canterbury-Bankstown Development Control Plan 2023 as amended as at 17 April 2025

Development Control	Assessment of Proposal	Compliance
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CHAPTER 3 GENERAL REQUIREMENTS

3.6 Signs

Location and Design	<p>The subject site is within the E1 zone.</p> <p>The proposed signage will be positioned on the building facade in place of an existing illuminated wall sign.</p> <p>The dimensions of the signage exceed the numerical control, not dissimilar to the existing signage approved under a previous development application.</p> <p>The proposed variation of the numerical signage size control is discussed in detail at Appendix A.</p> <p>The proposed development complies with the other controls in this section.</p>	Alternative Solution See Appendix A
Prohibited Signs	<p>The proposed signage will not present moving or flashing images to the public.</p> <p>The signage is a digital display and content will be</p>	

Development Control	Assessment of Proposal	Compliance
	<p>updated infrequently.</p> <p>The location of the signage is not in the line of sight of any traffic signals and will not directly face oncoming traffic.</p>	✓
Design	<p>The proposed signage will:</p> <ul style="list-style-type: none">– Relate to architectural lines of the building– Integrate to design of building– Will not dominate scale, proportion and form of building.– Not have a significant cumulative impact compared to existing and approved signage.– Will not have any detrimental impact on residential properties.	✓
Illumination	<p>The proposed signage, a digital sign, will have a brightness adjustment function that can be programmed to required specifications.</p> <p>It is noted the sign will be illuminated with LED bulbs and therefore, not subject to Table 3b of the control.</p>	✓

5.4. Likely Impacts of the Proposed Development

5.4.1. Impacts on the Natural Environment

The proposed development will not impact the natural environment.

5.4.2. Impacts on the Built Environment

The proposed development will not significantly increase adverse impacts on the built environment from that previously approved, in that the external building envelope will remain the same. The proposed wall sign will be a direct replacement of the existing wall sign, with changes to signage dimensions, but will remain appropriately proportioned to the overall building facade.

5.4.3. Social and economic impacts in the locality

The proposed development will remain compatible with the existing use of the land and with surrounding development or land uses in the locality.

5.5. Suitability of the site for the development

There are no constraints from surrounding land uses that would make the proposed modifications unsuitable and no impact on critical habitats and threatened species, populations, ecological communities and habitats.

The application adequately addresses the relevant impacts of the proposed modifications and is considered to be suitable to the site.

5.6. Public Interest

The proposed modifications will remain consistent with the overall objectives of the zone and relevant plans and policies which apply. The proposed modifications will not significantly increase adverse impacts beyond that previously approved and will remain in the public interest.

6.0 Conclusion

This report considers the development in line with Section 4.15(1) of the EP&A Act and the application is consistent in regard to the relevant environmental planning instruments and regulations which apply to the development.

We recommend the consent authority not hesitate in supporting the modification application in its current form.

Appendix A - Alternative Solutions to DCP Controls

In consideration of s4.15(3A)(b) of Environmental Planning and Assessment Act 1979, it is our opinion that the consent authority is in a position to allow flexibility in applying certain provisions in that objects are achieved by the proposal.

The particular provisions where flexibility is sought and a reasonable alternative solution is provided relate to:

- 1. Size (area) of signage within the E1 Local Centre zone.

An alternative solution to the numerical control is discussed below.

Alternative Solution - Size of Signage

Development Control

Canterbury-Bankstown DCP 2023

Chapter 3 - 3.6 Signs

- *Control 2.2 Business and building identification signs must integrate with the building form and architectural features of the building to which the signs are attached as follows:*
 - (a) *The total sign area must not exceed 0.5m² for each metre of the primary street frontage.*

The calculated numerical control for maximum signage facing the primary frontage is 19.7m².

Development Proposal

- The proposal will result in total signage of 26.0m² facing the primary frontage. The non compliance with the numerical control is 6.3m² (32% variation).

Objectives of the Control

The objectives of the control are to:

1. *To ensure signs provide effective communication in suitable locations.*
2. *To ensure signs are of high quality design and finish.*

Objectives Achieved

The proposed modifications achieve the objectives in that:

1. The proposal involves replacing an existing illuminated sign with another illuminated sign in the same location and position on the building.

The sign will be an LED digital sign that will provide information to the public about the registered club and will assist visitors to easily locate the premises.

2. The proposed signage will be a digital sign. Latest electronic technology will be used to display content and will be of very high quality. The proportions of the signage is commensurate with the surface area of the existing building facade which it will be affixed to.

Conclusion

The proposed development incorporating the alternative solution to the numerical development control relating to signage size, is reasonable in that objectives of the location and design controls are achieved.

In addition to achieving the control objectives, the alternative solution presented for the proposed signage will not significantly impact the streetscape or public amenity beyond the existing (and approved) signage that is to be replaced.

Whilst we acknowledge that the proposed signage seeks a greater variation, the location of the signage being opposite a public car park and not visible from any residential, impact of the increased variation is considered to be very minor.

The signage device will have an adjustable brightness function and can be programmed to accommodate the public domain to avoid any nuisance or unacceptable impacts.

We support the scheme given the minor impact that may result from the proposed development and recommend the consent authority not hesitate in supporting the alternative solution to the signage size control as presented.