



STATEMENT OF ENVIRONMENTAL EFFECTS

Proposed Expansion of the Narellan Town Centre Shopping Centre

Nos. 326 and 339 Camden Valley Way, Narellan NSW 2567



PREPARED FOR NARELLAN TOWN CENTRE PTY LIMITED
and NARELLAN TOWN CENTRE No.2 PTY LIMITED

27 February 2014



Table of Contents

1.	INTRODUCTION	4
1.1	BACKGROUND	4
1.2	PURPOSE OF DOCUMENT AND OVERVIEW	5
2.	SITE AND CONTEXT ANALYSIS	6
2.1	LOCATION OF THE SUBJECT SITE	6
2.2	LEGAL DESCRIPTION	6
2.3	ASSOCIATED DEVELOPMENT CONSENTS AND DEVELOPMENT APPLICATIONS	8
2.4	DESCRIPTION OF SITE AND CONTEXT	9
2.5	SURROUNDING DEVELOPMENT	11
2.6	EXISTING VEGETATION	12
2.7	HERITAGE AND ARCHAEOLOGY	12
2.8	SOILS AND CONTAMINATION	12
2.9	TRAFFIC, ACCESS AND PARKING	13
2.10	STORMWATER AND DRAINAGE	15
3.	THE PROPOSED DEVELOPMENT	16
3.1	PLANNING & DESIGN APPROACH	16
3.2	DESCRIPTION OF PROPOSED DEVELOPMENT	17
3.3	ARCHITECT'S DESIGN STATEMENT	19
3.4	STORMWATER MANAGEMENT	28
3.5	WASTE MANAGEMENT	28
3.6	BUILDING CODE OF AUSTRALIA	28
4.	STATUTORY AND POLICY CONTEXT	29
4.1	LOCAL ENVIRONMENTAL PLAN	29
4.2	STATE ENVIRONMENTAL PLANNING POLICIES	30
4.3	CAMDEN DEVELOPMENT CONTROL PLAN 2011	30
5.	ASSESSMENT UNDER SECTION 79C(1) OF THE ENVIRONMENTAL PLANNING AND ASSESSMENT ACT, 1979	31
5.1	ANY ENVIRONMENTAL PLANNING INSTRUMENT	31
5.2	ANY DRAFT ENVIRONMENTAL PLANNING INSTRUMENT	32
5.3	ANY DEVELOPMENT CONTROL PLAN	32
5.4	ANY PLANNING AGREEMENT	40
5.5	THE REGULATIONS	41
5.6	ANY COASTAL ZONE MANAGEMENT PLAN	41
5.7	ANY NATURAL AND BUILT IMPACTS OF DEVELOPMENT	41
5.8	THE SUITABILITY OF THE SITE FOR THE DEVELOPMENT	43
5.9	ANY SUBMISSIONS MADE IN ACCORDANCE WITH THIS ACT OR THE REGULATIONS	44
5.10	THE PUBLIC INTEREST	45
6.	CONCLUSION	46

Appendices

The following documents are appended to this Statement of Environmental Effects:

Appendix 1

- Schedule of Plans of Proposed Subdivision, Easement Relinquishment and Creation prepared by Lean Lackenby and Hayward Surveyors;
- Schedule of Plans of Proposed Development prepared by Buchan Architects;
- Schedule of Plans of Proposed Roadworks prepared by Cardno Traffic and Transport;
- Schedule of Plans of Landscape Design prepared by Distinctive Landscape Design; and
- Schedule of Plans of Concept Stormwater Drainage (including Erosion and Sediment Control) prepared by Lean Lackenby and Hayward;
- Schedule of Plans of Preliminary Staging prepared by Dartwest Developments Pty Ltd.

Appendix 2

Assessment against Requirements of SEPP 64 Advertising and Signage

Reports and Information that Accompany this Statement

1. Geotechnical Investigation, Phase 1 Contamination Study (Including A Supplementary Contamination Assessment Dated October 2009), Phase 2 Assessment, April 2013, Remediation Action Plan dated September 2010, and Salinity Investigation dated August 2010 prepared by Douglas Partners Pty Limited for Land North west Of Camden Valley Way. These have previously been submitted as part of DA 430/2013;
2. Salinity Assessment for Stage 5 Building & Car park Areas dated 20 August 2010 prepared by Greg D Keighran Pty Ltd. Previously submitted as part of DA 658/2010;
3. Traffic Impact Assessment by Cardno dated 24 April 2012;
2. Mine Subsidence Board Concurrence dated 25 June 2013;
3. Heritage Impact Assessment. Prepared by GBA;
4. Acoustic Assessment. Prepared by Acoustic Logic;
5. BCA Compliance Statement. Prepared by McKenzie Group;
6. Access & Mobility Report Prepared by Morris - Goding Accessibility Consultants;
7. Narellan Town Centre Economic Impact Assessment prepared by Deep End Services 30 May 2012; and
8. Preliminary Waste Management Plan prepared by Dartwest Development.

1. INTRODUCTION

1.1 BACKGROUND

There is a long history to the proposed development. Since 1995, when the first stage of the existing Shopping Centre was completed on the south eastern side of Camden Valley Way (known as No. 326 Camden Valley Way), the shopping centre has progressively expanded in response to increasing demand for retail and commercial services in this fast growing part of the Camden LGA.

Expansion has consisted of 4 stages:

- Stage 1 – Woolworths Supermarkets & support shops – Completed 1995;
- Stage 2 - Big W department store and support shops – Completed 1999;
- Stage 3 – Coles Supermarket – Completed 2001;
- Stage 4 - Cinemas & Food Court – Completed Dec 2008. This Stage also included 3 detached commercial buildings along Elyard Street (accommodating approximately 3,293 sqm) which have not yet been constructed; and
- Additional Development consent was granted in December 2010 for an additional 8,760m² NLA including Discount Department store and associated specialty retail. Construction has not yet commenced and the consent will be superseded by this current application if approved.

Today, the centre contains a Woolworths and a Coles Supermarket, Big W Discount Department Store, GO-LO, and Best and Less stores, 86 specialty shops, and an 8 screen 1800 seat cinema multiplex. The total lettable floor area of the NTC is 34,898m². The town centre also includes two freestanding commercial / retail buildings fronting Camden Valley Way that accommodate 2,610m².

In 2011, investigations undertaken by consultants on behalf of Narellan Town Centre No.2 Pty Limited indicated that there is a significant shortfall in the provision of retail floor space to meet the needs of existing residents within Camden. Current national benchmarks suggest the provision of 1.7 sqm of retail floor space per capita. Currently Camden-Narellan has a provision of 1.39 sqm. By 2036, without any increase in floor space, the provision will have fallen to 1.05. Furthermore, in the population catchment of the Narellan Town Centre existing residents experience a provision of 1.13 sqm per capita. This shortfall will increase to 1.08sqm per capita by 2036.

A similar situation exists in the neighbouring South West Growth Centre. Investigations undertaken on behalf of the NSW Government in 2010 indicated a significant shortfall in the required retail floor space to serve the new households and businesses in the Growth Centre of 250,000 to 330,000 sqm (530,000 sqm is forecast to be required – yet only 200,000 to 280,000 sqm was the target). The planning for the Leppington Major Centre recognised that development in the centre is likely to occur in stages over a period of decades. The retail core, in particular, is forecast to be staged over a 30+ year period.

The investigations suggested that new communities and employment within the Growth Centre, anchored by a new centre at Leppington, will experience a retail floor space provision of only 1.13 sqm per capita. Only Campbelltown currently offers a retail floor space provision that matches the national benchmark (1.78 sqm per capita). However it too will be subject to increased demand from the potential achievement of housing targets within the Campbelltown LGA and a forecast increase in per capita demand for retail floor space.

In this context it was acknowledged that there is a need to provide additional floor space to serve the catchment of Narellan as well as address the shortfall in the South West Growth Centre in the vicinity of Narellan in the short to medium term. This additional floor space can be delivered with some comfort that it will support and compliment the role of the Leppington Major Centre, and be no impediment to the development of the Centre.

In response, it was recognised that the existing Narellan Town Centre Shopping Centre presents an opportunity to expand the existing shopping centre onto land adjoining the Centre on the north western side of Camden Valley Way (No. 339 Camden Valley Way) to provide new floor space to meet current and forecast need.

The zoning at the time (a 'B5 – Business Development' zoning in the Camden LEP 2010) limited the expansion potential and a rezoning application was lodged with Camden Council in late 2011 to rezone the properties comprising No.339 Camden Valley Way to 'B2 – Local Centre' to permit expansion of the Shopping Centre. The rezoning proposal was endorsed by Council at its meeting on 26 March 2013 and the amendment to the Camden LEP was published on Friday 21st June 2013.

The new zoning permits a wide range of commercial & retail uses with an allowable floor space ratio of 1:1 and maximum height limit of 25 metres. An associated amendment to the Camden DCP 2011 was also made following publication of the LEP rezoning.

This development application responds to the recent publication of the rezoning. It has been prepared in consultation with Council officers and should Council be minded to approve the application, it will supercede the Stage 5 expansion consent granted approval in 2010 as noted above. The former Stage 5 consent will be allowed to lapse and the current expansion proposal will become known, for all intents and purposes, as the new Stage 5a.

1.2 PURPOSE OF DOCUMENT AND OVERVIEW

This Statement of Environmental Effects (SEE) forms part of the documentation comprising the application for development consent. It describes the site, the surrounding area and the proposed development in detail. It proceeds to assess the proposed development against the statutory and policy context within which it needs to be considered and assesses the proposed development against the "Matters for Consideration" contained within Section 79C(1) of the Environmental Planning and Assessment Act 1979 (as amended).

This Statement of Environmental Effects should be read in conjunction with the plans of the proposed development listed in the schedule in Appendix 1 and the supporting documents that accompany this Statement (and listed in the Table of Contents).

The conclusion is reached in this Statement that the proposed development meets the planning objectives that apply to the site, satisfies the statutory requirements that apply to development imposed by Camden Council and is acceptable with respect to all relevant planning matters. As such, the proposed development is recommended for approval by Council.

2. SITE AND CONTEXT ANALYSIS

2.1 LOCATION OF THE SUBJECT SITE

The site subject of the proposed development is located within the Narellan Town Centre. A location plan is presented in **Figure 1** below.

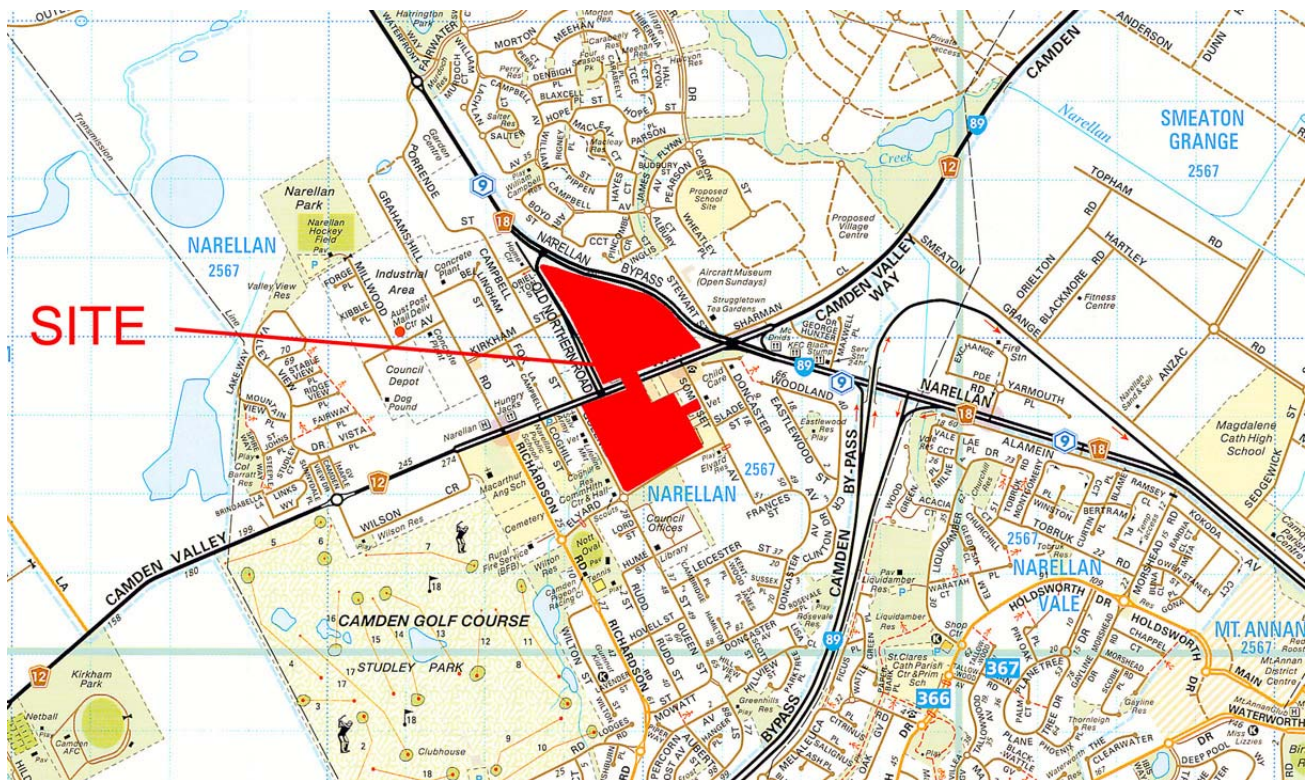


Figure 1: Location Plan (Source of Map: Sydney UBD, Universal Publishers Pty Ltd)

2.2 LEGAL DESCRIPTION

A copy of a site survey plan accompanies this Statement. The subject site is comprised of 3 zones:

- Zone 1: the grounds of the existing shopping centre, known as No. 326 Camden Valley Way. This has an area of 8.49 ha and is owned by Narellan Town Centre Pty Limited; and
- Zone 2: the properties to the north of Camden Valley Way, known as No.339 Camden Valley Way. The properties have also colloquially been referred to as 'The Triangle Site' or the "Landturn Site" (named after the properties' previous owner). This has an area of 5.9 ha and is owned by Narellan Town Centre No.2 Pty Limited; and
- Zone 3: a small part of the air space above and across Camden Valley Way comprising the above ground (proposed pedestrian retail bridge) link between No. 326 (Zone 1) and No. 339 (zone 2) Camden Valley Way. The space has an area of 1307 sqm and is subject to a proposed stratum subdivision (proposed Lot 400) and associated easements.

The subject site comprises 21 different existing / proposed titles and the lots that comprise each zone and ownership are presented in **Table 1** and **Figure 2** below.

Zone 1	Zone 2	Zone 3
Narellan Town Centre Pty Ltd	Narellan Town Centre No.2 Pty Ltd	Camden Council
Lots 20 & 21 DP 880763 Lot 50 DP1154590 Lot 10 DP863384	Lots 2, 3, 4 & 5 DP1090266 Lot 70 & 71 DP806800 Lot 2 DP 779732 Lot 1 DP 735948 Pt 4 DP 217026 Lot 1 DP 795656 Lot 61 DP1036014 Lot 8 DP744960 Lot 1 DP782191 Lot 2 DP847690 Lot 41 DP1105578 Lot 50 DP1119720	Air space above Camden Valley Way (in the area known as proposed stratum Lot 400).

Table 1: Lots Comprising Subject Site and Ownership

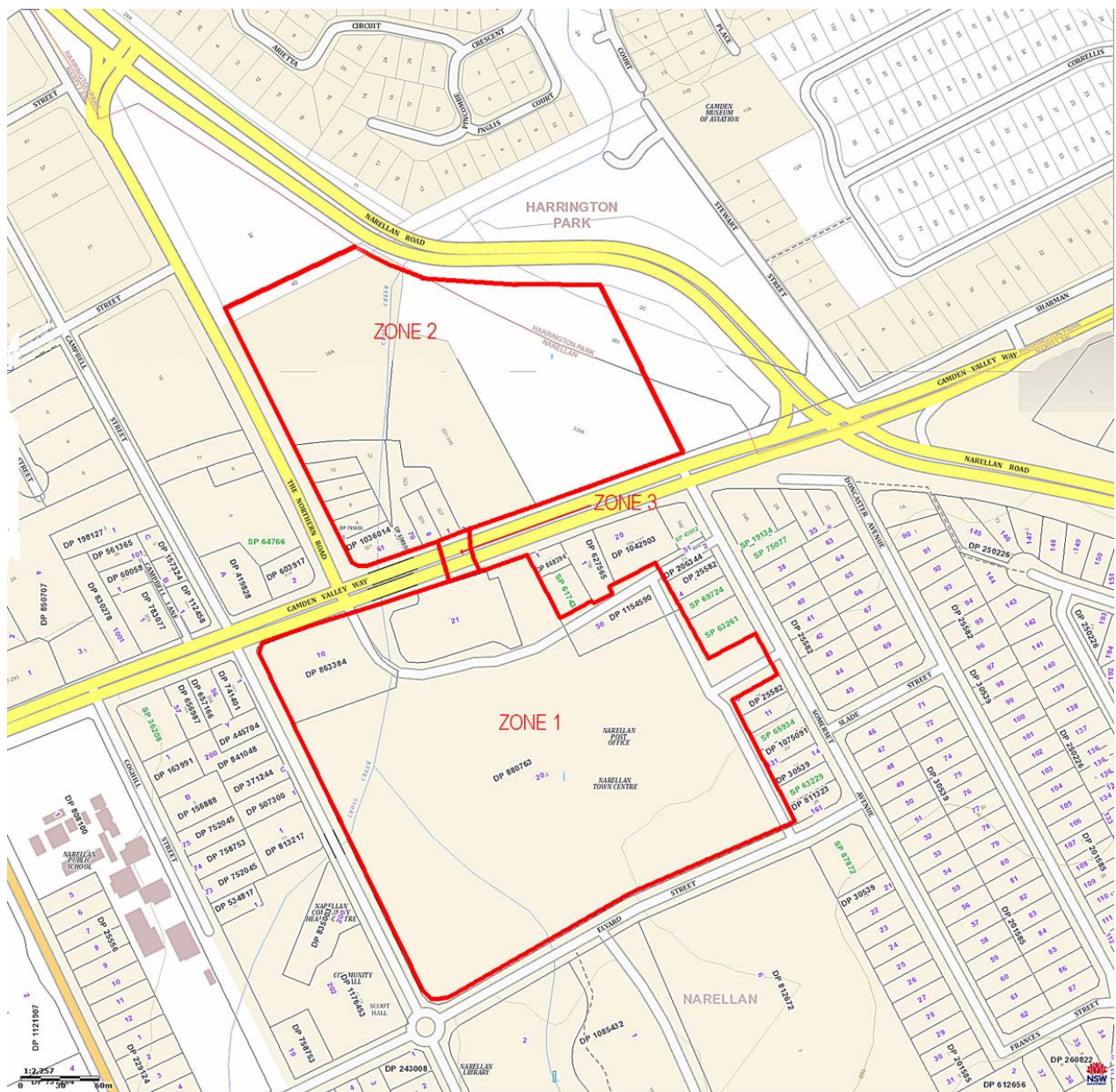


Figure 2: Cadastral Plan (Source of Map: www.maps.six.nsw.gov.au)

A number of easements, covenants and rights of carriageway exist on the titles of many of the properties. These include rights of carriageway and parking to adjoining properties (Zone 1) and easements for drainage and services (Zones 1 and 2). The easements and carriageways will be retained but are proposed to be amended as part of this development application. This is discussed in **Part 3** below.

Owners' consent to submit the application has been provided with the completed application form.

2.3 ASSOCIATED DEVELOPMENT CONSENTS AND DEVELOPMENT APPLICATIONS

There are a number of other development consents and development applications that are associated with the proposed development that is the subject of this development application. These consents and applications are listed in Table 2:

Description	Location	DA No.	Status at 26 February 2014
Demolition of redundant car wash structures, Camden Valley Way at existing shopping centre entry.	Lot 10 DP 863384 Zone 1	215/2013	Approved
Demolition of 4 dwellings within the Triangle Site addressing The Old Northern Road.	6-12 The Old Northern Road Zone 2	216/2013	Approved
Sewer Mains Relocation & Trunk Drainage within the centre of the existing Triangle Site north of Camden Valley Way.	Lot 4 DP 1090266 Zone 2	224/2013	Approved
Tree Removal (21 trees) within the Triangle Site.	Various Lots Zone 2	81/2013	Approved
Miscellaneous Demolition, Earthworks & Remediation	Various Lots Zone 2	430/20013	Approved
New Woolworths Petrol Station, Corner Camden Valley Way and Queen Street.	Lot 10 DP863384 Zone 1	TBC	Application Imminent
New Dan Murphy Liquor Store, Corner Northern Road and The Old Northern Road	Lot 50 DP1119720 Zone 2	607/2013	Approved
Existing Woolworths expansion (444sqm) & associated loading dock alterations	Lot 20 DP880763 Zone 1	TBC	Application Imminent
Roadworks, Driveways and Intersection Upgrades, Old Northern Road and Camden Valley Way	Various Lots Zone 2	1185/2008	Approved
S.96 Modification Application to DA 1185/2008	Various Lots Zone 2	1185/2008.1	Approved

Table 2: List of Associated Applications and Consents

Of particular relevance are the latter two applications. The lots within Zone 2 are the subject of Camden Council consent DA 1185/2008 to provide access to the site. The consent provides for new intersections and roadworks. This is described in detail in Part 2.9 below.

Zone 1: Existing Shopping Centre

The site has an area of 8.49 ha and is generally square in shape with a frontage of 216 metres to Camden Valley Way, 300 metres (approx.) to Queen Street, 300 metres (approx.) to Elyard Street and 34 metres to Somerset Avenue.

It experiences a fall in landform from approximately 88 metres AHD in the southern part of the site adjoining Elyard Street to 83.5 metres (approx.) AHD in the northern part of the site adjoining Camden Valley Way.

The site accommodates the buildings, car parking and loading areas of the existing Narellan Town Centre Shopping Centre. The Shopping Centre comprises:

- Woolworths and Coles Supermarkets, Big W Discount Department Store, GO-LO, and Best and Less stores, 86 specialty shops, and an 8 screen 1800 seat cinema multiplex;
- 1531 car parking spaces; and
- 11 loading spaces.

Zone 1 includes the two existing retail / commercial buildings and the existing Caltex service station on and addressing the Camden Valley Way frontage.

Collectively, the lettable floor area is 34,898 sqm (existing shopping centre) plus 2,610 sqm (two freestanding commercial / retail buildings fronting Camden Valley Way). In total, (including the 3,293 sqm within the approved (but not yet constructed) three buildings along Elyard Street), the total lettable area in Zone 1 is 40,801 sqm.

Zone 2: The Triangle Site

The part of the Triangle Site subject of this development application has an area of 5.9 ha (out of 7.28 ha). It enjoys a frontage to the Old Northern Road of 240 metres, to the Narellan Bypass of 250 metres and to Camden Valley Way of 250 metres.

The site is predominantly vacant and grassed. A view of the character of the site with the Camden Valley Way frontage of Zone 1 to the rear is presented in **Figure 4** below.



Figure 4: View of site looking south (Narellan Bypass to left of view and The Northern Road to right out of view)

Under DA 430/2013 all existing minor improvements are being demolished and the landform modified to achieve a compacted site level of approximately 83m AHD at southern part of the site adjoining Camden Valley Way, falling slightly to approximately 81 AHD at the Northern boundary of the site fronting the By-pass.

Zone 3: Camden Valley Way (Air-rights Stratum)

Camden Valley Way is part of Main Road 178 between Narellan Road at Narellan and Argyle Street at Camden. According to the RMS classified roads Map of the Greater Sydney Area, Camden Valley Way (adjacent to the site between Narellan Road and the Old Northern Road) is classified as a State Road. West of The Old Northern Road it is a Regional Road.

Camden Council is the owner and roads authority in respect of Camden Valley Way.

The development proposal is to establish a bridge stratum over Camden Valley Way in order to facilitate integrated development of lands either side of Camden Valley Way. The stratum will be limited in height and depth defining an area of approx 1,300sqm and maintaining a minimum clearance over Camden Valley Way of 5,400mm. To facilitate such development two separate and distinct arrangements are required namely:

- (1) Consent under S138 of the Roads Act for erection and maintenance of the Bridge; and
- (2) A lease of the bridge Stratum under S149 of the Roads Act.

2.5 SURROUNDING DEVELOPMENT

Development immediately adjoining the site comprises a mix of retail, community and commercial buildings adjoining Zones 1 and 3 and transport and showroom activities and residential activity adjoining Zone 2.

To the east and north east of Zone 1 is a strip of retail and commercial buildings addressing Somerset Avenue and Camden Valley Way. They range from single storey converted dwellings to 2 storey purpose built buildings. Some properties rely on an existing easement over the subject site for vehicle access and parking. This easement will be retained in a similar form in the redevelopment.

Located opposite the site to the west and south west of Zone 1 on Queen Street and Elyard Street is a collection of community facilities including the Narellan Library, Narellan Community Health Centre and Narellan Community Hall.

Located opposite the site to the north east of Zone 2, on the other side of the Narellan Bypass, is the Harrington Park Residential Estate. The road and subdivision layout of the Estate is such that no dwellings directly face or address the subject site from the opposite side of the Bypass. These are separated from the site by the Bypass itself, fencing and landscape planting. The Narellan Bypass is a new road linking Narellan Road with the Northern Road.

In light of the land uses in the immediate vicinity and the good access and exposure to the regional road network, the character of the site's context makes retail use of the property of the nature proposed herein an appropriate use.

2.6 EXISTING VEGETATION

With the exception of scattered tree plantings in Zone 2 (which are currently subject to a separate application for their removal), the site is generally devoid of any vegetation or landscaping.

There are also a number of trees within the existing car park of Zone 1 which would be removed as part of this application. These trees were planted as part of the original centre development and are therefore relatively new to the area and do not represent original stock.

2.7 HERITAGE AND ARCHAEOLOGY

There are no items listed in Schedule 5 of Camden Local Environmental Plan 2010 within the site. There are a number of items and a Heritage Conservation Area in the vicinity of the site. These comprise:

- The building of the former Burton Arms Inn on the south side of Camden Valley Way adjoining the site;
- Ben Linden cottage, 311 Camden Valley Way, west of the site;
- Historic cottages in Sharmen Street and Stewart Street to the south east of the site; and
- The Struggletown Conservation Area on Stewart Street to the south east of the site.

All items and the conservation area are identified as having local significance in Camden LEP 2010. An assessment of Heritage Impact has been prepared by GBA Architects and is provided in support of this application.

2.8 SOILS AND CONTAMINATION

Douglas Partners Pty Limited was commissioned to undertake geotechnical investigations and a Phase 1 Environmental Site Assessment, (including a Supplementary Contamination Assessment dated October 2009) and a Phase 2 Assessment, April 2013 of the lands in Zone 2. This identified minor hydrocarbon and asbestos contamination resulting in preparation of a Remediation Action Plan dated September 2010. Salinity Investigation dated August 2010 has also been completed identifying the site as moderately aggressive to concrete.

These reports have previously been provided to Council and form part of the bulk earthworks DA 430/2013.

Land in Zone 1 is currently fully developed for commercial use. Validation of the existing and proposed petrol sites will be undertaken as part of a separate development application. Salinity Assessment of the Zone 1 car park areas has previously been submitted to Council as part of DA 658/2010. (Refer Greg D Keighran Pty Ltd dated 20 August 2010); concluding that the soils in this zone are non-aggressive to concrete and steel.

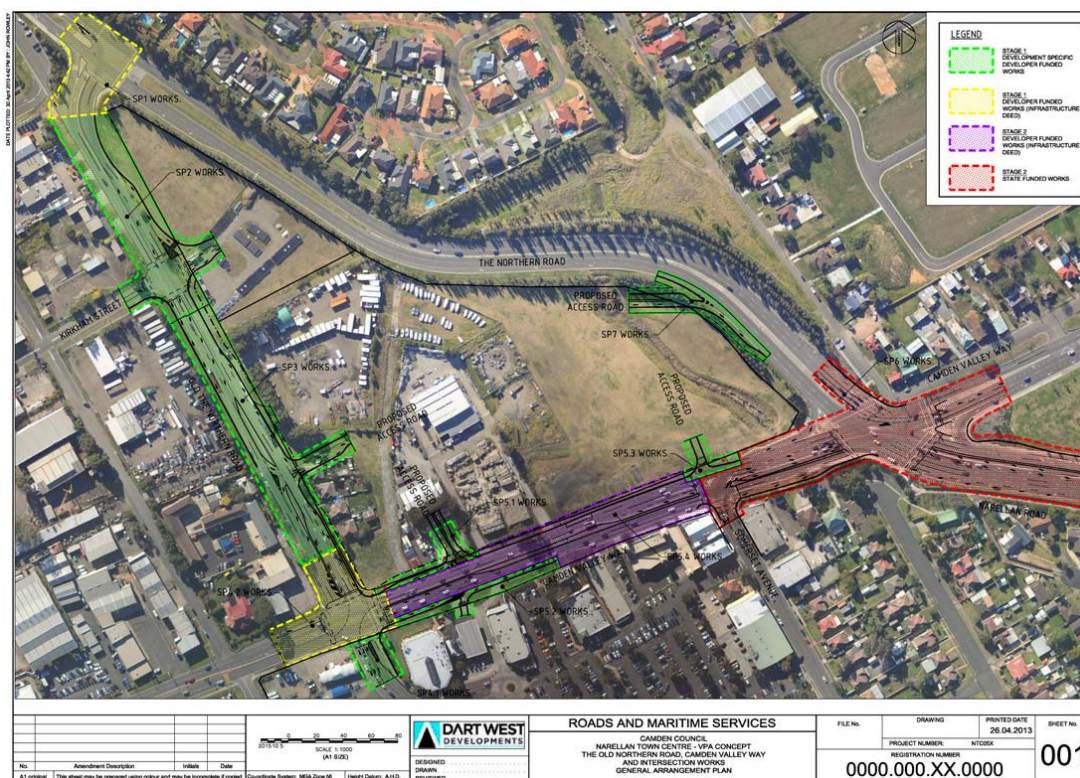
2.9 TRAFFIC, ACCESS AND PARKING

The site is, essentially, bisected / surrounded by major roads. To the north west of the site is the Narellan Bypass. It links the Northern Road with Narellan Road for eastbound traffic to the M5, Campbelltown and eastern suburbs in the Camden LGA. It, in effect, provides a 'bypass' to the north of the centre of Narellan where it joins Camden Valley Way for east and west bound through traffic. The Bypass is projected to carry increasing volumes of traffic as the existing rural areas to the north become progressively urbanised as part of the NSW State Government's South West Growth Centre planning initiative.

The Old Northern Road adjoining the site is the former route of the Northern Road. It was the original entry into Narellan from the north via its intersection with Camden Valley Way. Today it still serves this function. However, as all 'through' traffic no longer uses the road, traffic volumes have dropped markedly.

As part of the recently approved rezoning process for Zone 2, detailed discussions have been held with both Roads & Maritime Services and Council to agree a scope of road work modifications and upgrades to serve full development of the subject site to a scale of 95,000sqm. The agreed works are documented in **Figure 5** below.

Works will be separated into two stages. Stage 1 as documented in Figure 5A has been approved under Camden DA 1185 /2008 (as modified by Section 96 application dated May 2013) and involves provision of four designated access points to Zone 2. Stage 2 as documented in Figure 5B involves provision of additional capacity within Camden Valley Way and an additional Zone 2 site entry from Somerset Ave. Stage 2 works are directly related to the Shopping Centre expansion and form part of this current application. (Refer to Traffic Impact Assessment prepared by Cardno)



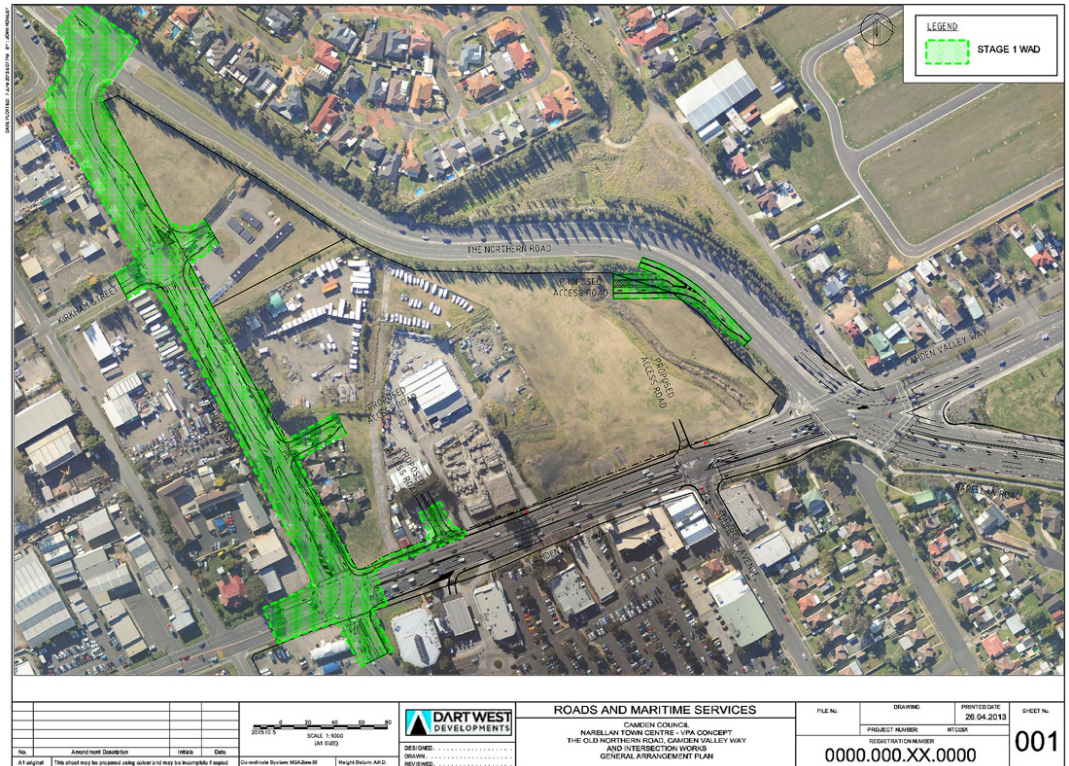


Figure 5A: - Stage 1 Roadworks approved under DA1185/2008 as modified by Section 96 application dated May 2013.



Figure 5B: Stage 2 Roadworks subject of this application

2.10 STORMWATER AND DRAINAGE

The site is located on the north side of a gently sloping valley that falls to Narellan Creek to the north east. It incorporates a constructed drainage line that extends from the south east corner of Zone 1 at Queen Street under the existing shopping centre northward and exits the site at the Narellan bypass in Zone 2.

There is also a vegetated open drainage channel located in the northeast of Zone 2 which captures the piped drainage from Camden Valley Way and Somerset Ave catchment and discharges under the Northern Road to Narellan Creek through a headwall on the northern boundary of the site. This will be upgraded to a fully piped drainage system under DA225/2013 to facilitate the proposed development that is the subject of this application.

The site area within Zone 1 is fully developed and includes a number of overland flow paths and on site detention systems which will be incorporated in the proposed works. Zone 2 is largely undeveloped and will require stormwater detention and water quality management to maintain pre and post development flows. (Refer 3.4 for further detail).

3. THE PROPOSED DEVELOPMENT

3.1 PLANNING & DESIGN APPROACH

The site offers a number of opportunities for development including connections with neighbouring activities and a size that enables the provision of new public domain places for public enjoyment. The presence of adjoining retail, commercial and community uses also provides the opportunity for new uses to connect, complement and support the existing uses in the centre.

The Vision for the site seeks to extend the existing Narellan Town Centre Shopping Centre northwards, across Camden Valley Way, to establish an integrated and connected centre that encompasses both sides of the road. The total retail floor space (lettable area) in the site would be approximately 68,500 sqm (+33,500 sqm compared to current), together with the provision of an additional 1730 new car spaces approximately (there are 1531 existing car parking spaces).

The Vision responds to the site's opportunities, constraints and Camden Council's known urban design objectives embodied in the Camden LEP 2010 and Part D of DCP 2011 as follows:

- It aims to establish a development that is neighbourly and contributes to the economic vibrancy and townscape character of Narellan and the streetscape character of Camden Valley Way. It offers new public domain places that residents of, and visitors to, Narellan may enjoy;
- It accommodates a mix of uses that complement and are connected to the existing retail and commercial "heart" of the Narellan on the southern side of Camden Valley Way;
- Building siting and setbacks seek to emphasise the role of Camden Valley Way in the structure of Narellan by:
 - > Placing buildings at the frontage that reinforce and promote the pedestrian crossing points at Somerset Avenue and the Old Northern Road in order to attract pedestrian movements into the site;
 - > concealing car parking areas with built form to reinforce streetscape enclosure, activation and sense of place;
 - > Providing opportunities for tenancies to address Camden Valley Way in an economically viable manner, thus encouraging a genuine response by businesses to the presence of the road;
 - > Placing buildings that lead and extend activities and pedestrian paths into the centre of the site, so that the centre of the site becomes an integral part of the structure of the town centre;
 - > Establishing a landmark civic space containing high quality landscape and public domain works that enhance the streetscape and improve the comfort and attractiveness for pedestrians who may wish to use the space;
- It capitalises on the presence of the slip lane on the Narellan Bypass for servicing the site and locates service zones and places of significant truck movements away from public domain areas and the Camden Valley Way frontage of the site to reduce pedestrian and vehicle conflicts and visual impact;

- Buildings on the Camden Valley Way frontage exhibit human scale built form, variety and interest in facades and avoid excessive lengths of unarticulated wall along the northern side of the road to complement the existing buildings on the southern side of the road;
- It establishes building envelopes that reinforce the landmark status of the site by way of a concentration of building mass and height in the Narellan Road /Camden Valley Way / Old Northern Road corners that can incorporate architectural features and design elements that accentuate the presence of the development;
- It establishes comprehensive, connected and legible pedestrian and vehicular path networks throughout the site to facilitate access, way finding and comfort of use;
- It responds to the presence of the heritage building on Camden Valley Way by providing a curtilage and new public domain space within its surrounds; and
- It encourages public transport use by integrating the Camden Valley Way bus stops into the built form, public domain and pedestrian path network of the site.

3.2 DESCRIPTION OF PROPOSED DEVELOPMENT

A site plan of the proposed development is included in **Figure 6** below.

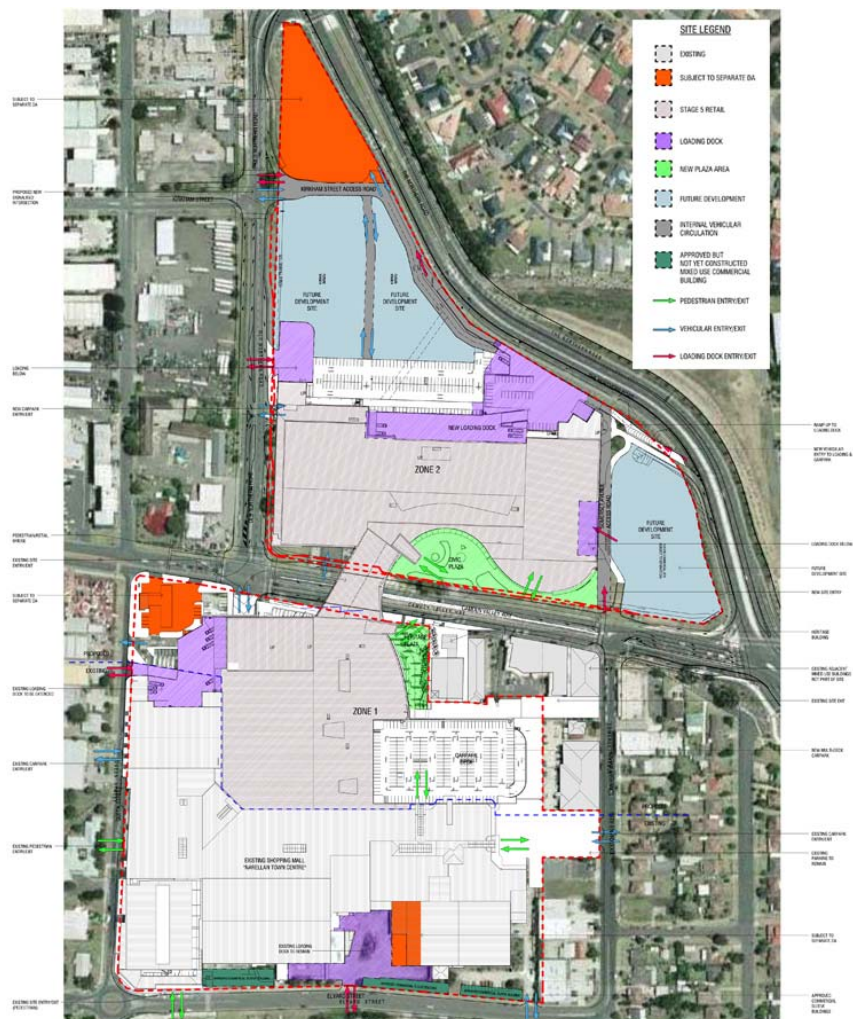


Figure 6: Site Plan Showing Key Elements of Proposed Development.

Consent is sought for the following:

1. Construction of Stage 2 roadworks as detailed in the engineering plans listed in **Appendix 1**;
2. Demolition of existing structures including the Gateway Building, Commercial Building and existing Woolworths Petrol Station (the Petrol Station is proposed to be relocated to the corner of Camden Valley Way & Queen Street as part of a separate development application. The commercial tenants will be accommodated within new premises in the upper level of Shopping Centre expansion);
3. Excavation and earthworks in Zone 1 to affect the construction site in Zone 1;
4. Construction of new buildings and associated internal roadways and parking structures as shown in the architectural plans listed in **Appendix 1**;
5. Staged development and occupation of premises broadly in accordance with Staged Plans included in Appendix 1;
6. Construction of a pedestrian retail Bridge over Camden Valley Way approx. 35 metres wide and 35 metres long with a minimum clearance of 5.4 metres above the Camden Valley Way roadway;
7. A minimum parking rate of 4.2 car parking spaces (including accessible spaces) per 100sqm GLFA (refer to Section 3 of Cardno Traffic Impact Assessment that accompanies this Statement);
8. Use of tenancy spaces indicated on the architectural plans for 'Commercial Premises' as defined by the Standard Instrument (Local Environmental Plans) Order 2006 and the Dictionary appended to Camden LEP 2010;
9. Hours of operation 24 hours per day, 7 days per week and delivery hours of 6.00am to 12.00am;
10. Construction of plaza areas as detailed in the landscape plans listed in **Appendix 1**;
11. Construction of landscaping, footpath & precinct signage works within the public road reserve in accordance with the Landscape Plans;
12. Erection of Building façade and exterior signage, and town centre gateway identification/ theming signage in accordance with the details shown in the architectural and landscape plans;
13. Stratum subdivision over Camden Valley Way in accordance with the subdivision plans listed in **Appendix 1**; and
14. Approval of proposed property amalgamations, boundary adjustments and easement modifications / extinguishment as documented in subdivision plans listed in appendix 1 and summarised in **Figure 7** below. Final subdivision plans and easements to be surveyed and registered upon completion of the respective Zones 1, 2 & 3.

The building form continues in a northerly direction and replaces the existing Gateway and Commercial buildings and petrol station premises which will be demolished. The building form utilises the natural fall in the land to achieve a single floor plate spanning over Camden Valley Way. The bridge is specifically designed to achieve a critical mass of retail activity and create an internal spine seamlessly connecting Zone 1 and Zone 2.

The area that the new building occupies is currently a decked car park. To replace and enlarge this essential element, the unexcavated portion of the site will be lowered to form a new multi-level parking area. It will be a logical extension of the current undercover and retail car parking levels, as well as include a new roof top parking deck.

Existing ground level tenancies will also be demolished to rationalise and extend the undercover parking towards Camden Valley Way and simplify vehicular access into the site.

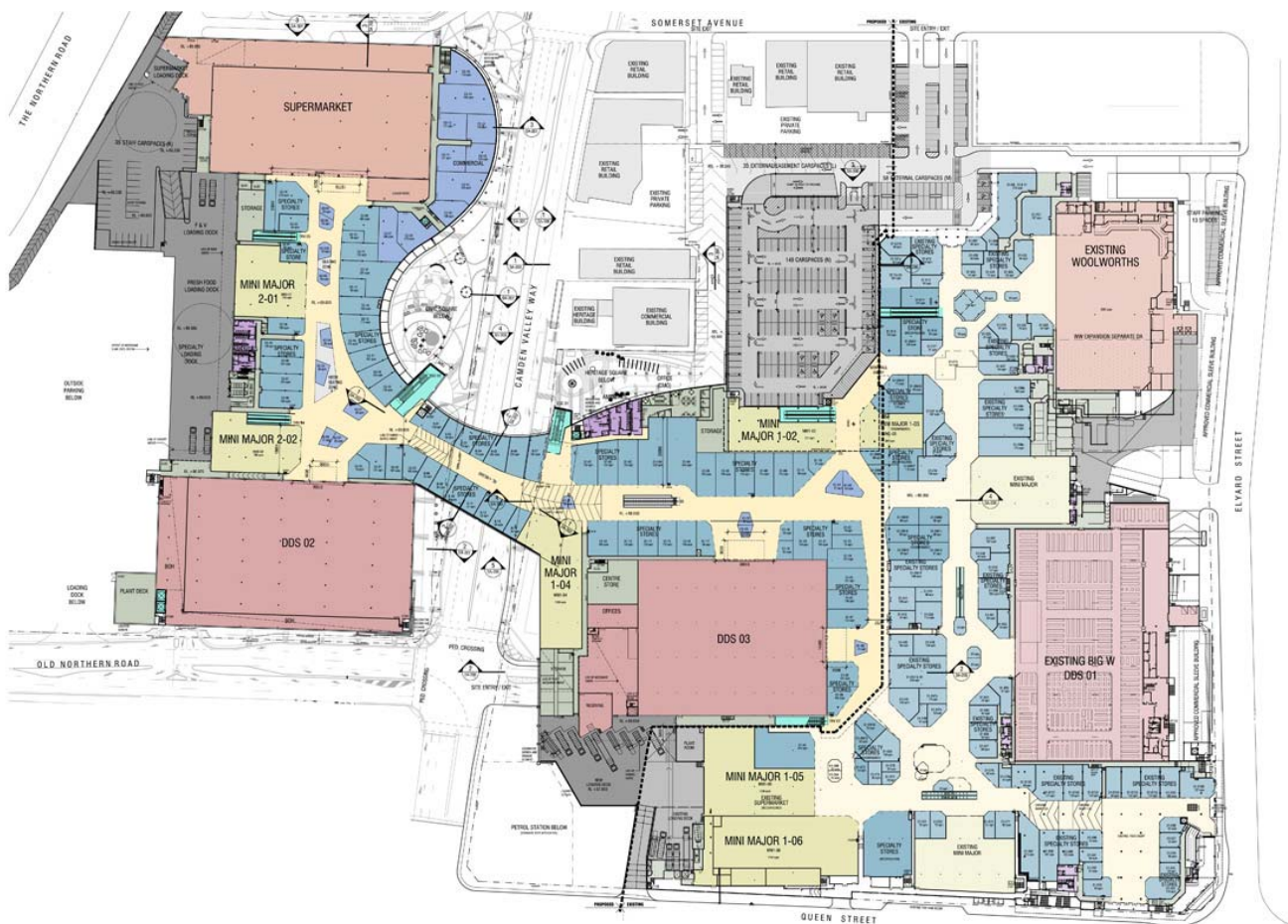


Figure 8: Site Plan Showing Proposed Layout of Centre.

The retail bridge is a critical component of the building function and presentation. It specifically incorporates a range of varied design elements such as reduced height, light weight form, curved envelope, and glazed finishes to reflect its intended function as an aerial bridge connection and differentiate it from the remainder of the built form. The bridge design includes two feature glazed abutments providing visual connectivity to the ground and all weather escalators for vertical integration. The Camden Valley Way frontages are renewed with landscaped urban spaces providing access and activity at street level as well as a point of arrival for bus stops on either side of Camden Valley Way.

The urban plaza on the southern side of Camden Valley Way provides a respectful curtilage to the Heritage listed Burton Arms Inn adjacent, while the proposed restaurant and banking precinct fringing the northern plaza provides screening to the two levels of car parking behind (ground and mezzanine). The landscape design enables activation of each of these spaces and visual integration of the development into its setting. Specific reference has been made to the Narellan Town Centre palette document in the development of the design and selection of materials.

The multiple vehicular access points proposed, internal car parking configuration and dedicated loading areas integrate with the existing (or previously approved) street networks and provides good distribution of traffic generation either side of Camden Valley Way.

External materials and colour schemes will reflect the high quality of the centre. As a result of Building Code of Australia Section J requirements, and as an acknowledgement of the elevated prominence of the new facade, prefinished sandwich panels and coloured boards are to be used externally. With varying texture and colour the facade creates a dramatic back drop the redefined streetscape and public space.

The facade design also incorporates coordinated signage which is intended to integrate the signage panels within the architecture and built form, consolidate tenant signage on multi panels and reduce visual clutter by providing fewer more effective signs at high level.

Floor Space Ratio

The proposed Floor Space Ratio is shown in **Table 3** below

	Land Area (sqm)	GFA	FSR
Zone 1*	84,900	67,021	0.79:1
Zone 2	59,000	31,517	0.54:1
Bridge	1,307	1,307	1:1

* includes proposed Elyard Commercial Buildings & Woolworths Supermarket expansion

Table 3: Floor Space Ratio

Building Height

The height of the proposed roof parapet ranges from 15 to 20 metres approximately.

Façade and Public Domain Character

The façade and public domain character exhibit the following principles (refer extract of building elevations architectural plans for Camden Valley Way and the Old Northern Road in **Figure 9** below):

- The existing fall of the land allows a single floor plate to extend from the existing RL and project across Camden Valley Way achieving the necessary clearance and enabling two levels of parking to be accommodated between ground and retail levels;
- Parking behind the northern plaza is screened by an active restaurant and banking precinct which benefits from a glazed awning providing weather protection from the key pedestrian access points;

- The envelop incorporates sweeping facades with varying texture and colour to create a dramatic back drop to the redefined streetscape and public space;
- Feature fenestration is provided at the key corners to establish an identifiable urban marker; and
- Winter & Solar access and shadow diagrams are assessed and presented in the architectural plans.

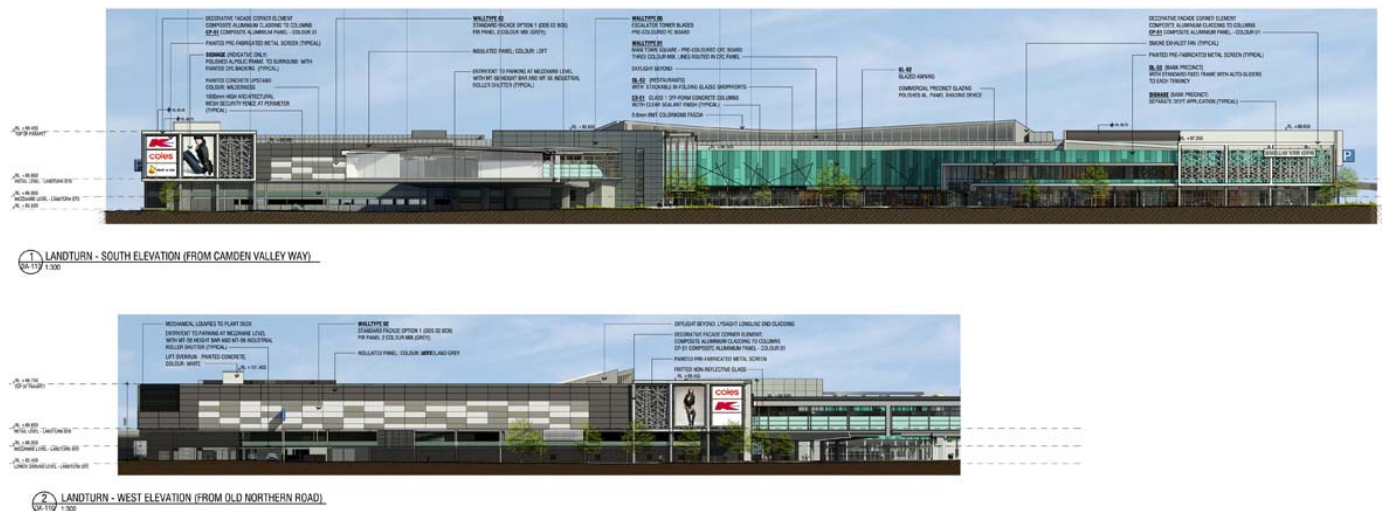


Figure 9: Camden Valley Way and Old Northern Road Elevations.

Pedestrian Bridge Articulation

The retail bridge is a critical component of the design and specifically incorporates a range of varied elements such as reduced height, light weight form, curved envelope, and glazed finishes to reflect intended function as an aerial bridge connection and differentiate it from the remainder of the built form. The bridge design includes two feature glazed abutments providing visual connectivity to ground and all weather escalators for vertical integration.

The external facade treatment reflects the need to maintain continuity of retail space transitioning from one side of the road to the other and concealment of 'Back of House' (BOH) retail functions (including stock storage, change rooms and uncontrolled advertising etc). Translucency is provided in key areas and high level to reduce the overall height bulk, increase natural light and increased external depth perception through visible internal finishes and lighting, (refer to **Figure 10** below).

The bridge structure proposed is based on a clear span from boundary to boundary and is specifically designed to minimise road disruption during construction. The resultant envelope maintains a minimum clearance of 5.4m over the roadway.



Figure 10: Artists Impression of Day and Night-time View Illustrating Translucency

Access and Movement – Vehicle Movement Network, Pedestrian and Cycle Movement & Public Transport

This summary should be read in conjunction with DA1185/2008, the Traffic Impact Assessment prepared by Cardno and the site analysis plans (DA008-010 inclusive) prepared by Buchans Architects listed in **Appendix 1**.

Vehicular Traffic

Traffic demand, road network capacity and required improvements associated with full development of the subject site have been assessed in detail as part of the recent site rezoning process. The parametrics modelling undertaken by Cardno and the agreed package of road works negotiated between the applicant and the RMS validates minor amendments to the roadworks previously approved under DA1185/2008 and identifies the following additional roadworks to be considered and approved as part of this application;

- Fourth leg extension to Camden Valley Way / Somerset Avenue intersection including left turn only from Camden Valley Way and left / thru/ right and dedicated right turn markings from northbound Somerset Avenue leg;
- Additional north bound lane to Camden Valley Way between The Old Northern Rd and Somerset Avenue; and
- Modified site entry points mid block from Camden Valley Way westbound.

Public Transport

Kerbside bus stops and shelters are incorporated within plaza designs on either side of Camden Valley Way with direct connection to street level pedestrian circulation routes and vertical circulation options. These will augment the existing bus stops in Elyard Street, and Somerset Avenue.

A Taxi rank is provided within Queen St and dedicated short stay private passenger drop off and pick up is incorporated within Heritage plaza design.

Pedestrian & Cycle Movements

2.5 metre wide shared pedestrian and cycle paths are proposed on the eastern side of Old Northern Road and northern side of Camden Valley Way.

Clearly identified pedestrian routes are provided throughout the site at both ground and elevated retail level with ample options for vertical circulation via lifts, travelators and escalators dispersed throughout the site.

New cycle parking and lockup facilities are provided within the two plazas either side of Camden Valley Way.

Parking

Demand

The current DCP provides for assessment of Shopping Centre parking rates to be based on merit argument taking into consideration the proposed mix of uses within the Shopping Centre, whilst the RTA Guide to Traffic Generating Developments suggests a rate of 4.1 spaces / 100sq.m is acceptable for shopping centres with greater than 30,000 m² GLFA.

Assessment of the supply rates across a number of similarly sized shopping centres has been undertaken by Cardno which also identifies a rate of between 3.76 – 4.64 spaces/ 100sq.m and an average supply of 4.15 spaces /100sq.m

Based upon this, a minimum design rate of 4.2 spaces per 100sqm GLFA has been proposed for the Narellan Town Centre (NTC) expansion.

Accessible parking is to be provided in accordance with the requirements of the BCA and DDA Premises Standards.

Supply

Zone 1

The existing sloped NTC carpark is to be excavated to provide a new multideck carpark with a lower ground level integrated with the existing, a retail level and an upper roof level. Minimum clearance of 3000 mm will be maintained to all levels.

Existing ground level tenancies (Dick Smith, Curves, Ken's Furniture & Ultratune) will also be demolished to rationalise and extend the undercover parking towards Camden Valley Way and simplify vehicular access into the site.

By straightening and extending the main north / south entry driveway from Camden Valley Way to intersect with the primary east/ west aisle from Queen Street circulation is improved.

Although the alignment is slightly adjusted, the existing right of way is maintained with a minimum 4.5 metre clearance providing clear access for all loading and waste collection vehicles serving neighbouring tenancies and the 66 easement parking spaces associated with Lot 50 are maintained and repositioned.

Pedestrian access to the upper and lower car parking areas in Zone 1 is via 4 new travelators, 1 new escalator and 1 new lift.

Zone 2

Car parking to the Zone 2 side of the development is achieved via a ground level carpark linked to the various site entries and internal circulation roadways with a mezzanine deck over. Minimum clearance of 3,000mm will be maintained to all levels.

Pedestrian access between the retail and parking levels on Zone 2 side will be achieved via 2 new travelators, 1 new escalator and 2 new lifts.

Right of Ways will be established to maintain access for the Dan Murphy development and the future commercial site on the corner of Camden Valley Way and Northern Road.

	Zone 1	Zone 2	Total
Lower Ground	1,406	753	
Retail	255	35	
Mezzanine		583	
Roof	228		
Sub Totals	1,889	1,371	3,260

Table 4: Car Park Summary

Loading Docks

The proposed Shopping Centre expansion incorporates the following additional loading dock provisions.

Zone 1

- An extension to the existing loading dock accessed from Queen Street, providing two new dedicated dock faces and a compactor for the Target DDS and three new raised dock faces and three commercial compactors for specialty tenancies.

Zone 2

- New ground level loading dock accessed from Somerset Avenue intersection and serving banking and restaurant precinct with two truck parking bays and one compactor bay;
- New dedicated low level loading dock accessed from Old Northern Road to serve Kmart premises above. Two raised dock faces and one compactor;
- An elevated loading dock accessed from Northern Road with one way circulation to Kirkham Street intersection. Two dedicated faces and one compactor for Coles. Multiple parking bays and two compactors serving specialty tenancies;

Loading docks have been strategically planned to facilitate future potential expansion;

All swept paths and turning circles are verified within Cardno's Traffic Impact Assessment.

Public Domain – Street Trees, Landscaping, Public Art and Water Elements

The focus of the Development exists around two major new civic spaces one on the north side and one on the south of Camden Valley Way. Both spaces create a new community heart and recognizable street face to Narellan Town with linkages at multiple levels.

These are illustrated in the Public Domain Master Plan in Figure 11.

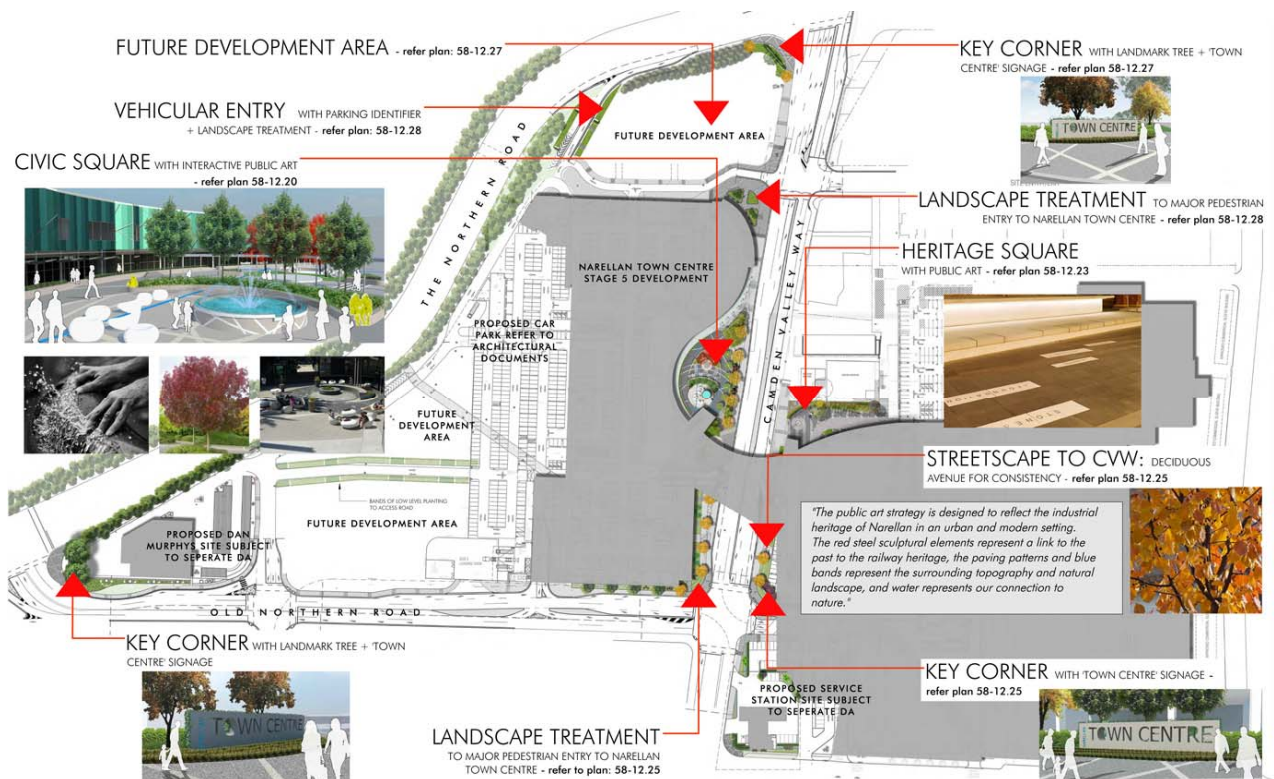


Figure 11: Public Domain Master Plan.

The Northern plaza focuses on being an interactive and contemporary vision of the past, present and future of Narellan. It is fringed by restaurant and banking precinct with external dining, play sculptures and interactive fountain. The design also accommodates potential performance and community event space and is intended to be prosperous and vibrant day and night.

The southern plaza provides a respectful setback to neighbouring street level businesses including Burton Arms Inn. It provides a sense of openness and space but maintains clear pedestrian connection between bus stops, new vehicular drop off /pick up zone, carpark, and various vertical transport options. The layering of soft and hard landscaping including deciduous trees and good solar access serves as contemplative seating area or pocket park for shopping centre staff and general public.

Concept landscape plans and materials palette have been prepared by Distinctive Living Design for both plazas and surrounding footpath zones. Feature pavement and low level precinct signage has been proposed at the key corners to tie together the plazas and provide an identifiable urban character to the precinct. Safety by design (CPTED) principles and accessibility have been considered throughout the design in determining a functional layout. The concept plans consider all the design elements, including public art, in a form and manner that will create a unique and identifiable character for the Narellan Town Centre precinct.

Signage

Given the objective of integrating the signage into the building architecture, generic signage approval is sought as part of the application.

Given the nature of the consolidated building mass each elevation is of significant scale and the 20% limitation on combined display area will not be breached. Careful consideration has been made to ensure the signage contributes positively to the building expression. Given the size of the shopping centre the proposed signs do not appear out of character or dominating on the facade.

In order to reduce the visual clutter it is proposed to limit facade signage to major tenancies and coordinate such signage in standardised signage zones. These zones are strategically located at high level to benefit from key approach vistas and utilise feature fenestration as a backdrop. Lifestyle graphics are positioned within nominated signage zones on the Zone 2 side are intended to provide provisioning for future major tenants resulting from expansion. Such expansion would require further approvals however incorporation in the current facade design ensures a coordinated future signage response at key locations.

In addition to the major tenancies various hamper signs are proposed for external restaurants and banks surrounding the plaza at street level.

The signage package also proposes a number of parking entry identifier signs. In order to maximise effectiveness and visibility for approaching vehicles from multiple directions it is proposed to install such signs at high level and perpendicular to the prevailing adjacent street. This may result in said signs projecting beyond the boundary however we would submit that the positioning and form of these signs will not obstruct or negatively impact on public safety of pedestrians or motorists.

One single pylon sign (6.0 metres high) is proposed at the new intersection with Kirkham Street in order to identify the Shopping Centre and primary parking access pending future expansion and building form.

As noted above, a number of precinct identifier signs are also proposed within key approaches to the precinct. These signs are generic in content, robust in form and have been coordinated within the landscape and streetscape design. As such these signs are positioned to be installed on or slightly outside the private property boundary. However they provide overall public benefit to the presentation of the area.

3.4 STORMWATER MANAGEMENT

The subject site is not located within a flood precinct. Stormwater drainage concepts have been prepared by Lean Lackenby & Hayward and are listed in **Appendix 1**. They include the following key elements:

- New trunk stormwater works through Lot 10 to resolve an existing issue with low point in Queen Street and reduced overland flow requirements;
- Relocation and amalgamation of existing detention tanks on Zone 1 to accommodate construction of the new multi-deck car park; and
- Provision of new detention tanks and GPT (for gross litter and hydrocarbons) for the 3 different catchments within Zone 2. (Note, detention tanks have been sized to accommodate future Stage 6 expansion of car parking area).

3.5 WASTE MANAGEMENT

A Preliminary Waste Management Plan accompanies the development application documentation.

3.6 BUILDING CODE OF AUSTRALIA

The proposed development is considered to have the ability to comply with the BCA. Refer to the BCA Compliance Statement prepared by McKenzie Group. This will be addressed in the detailed design for the Construction Certificate.

4. STATUTORY AND POLICY CONTEXT

4.1 LOCAL ENVIRONMENTAL PLAN

Zoning and Uses

The Site is zoned 'B2 – Local Centre.' An extract of the zoning map is presented in Figure 11.

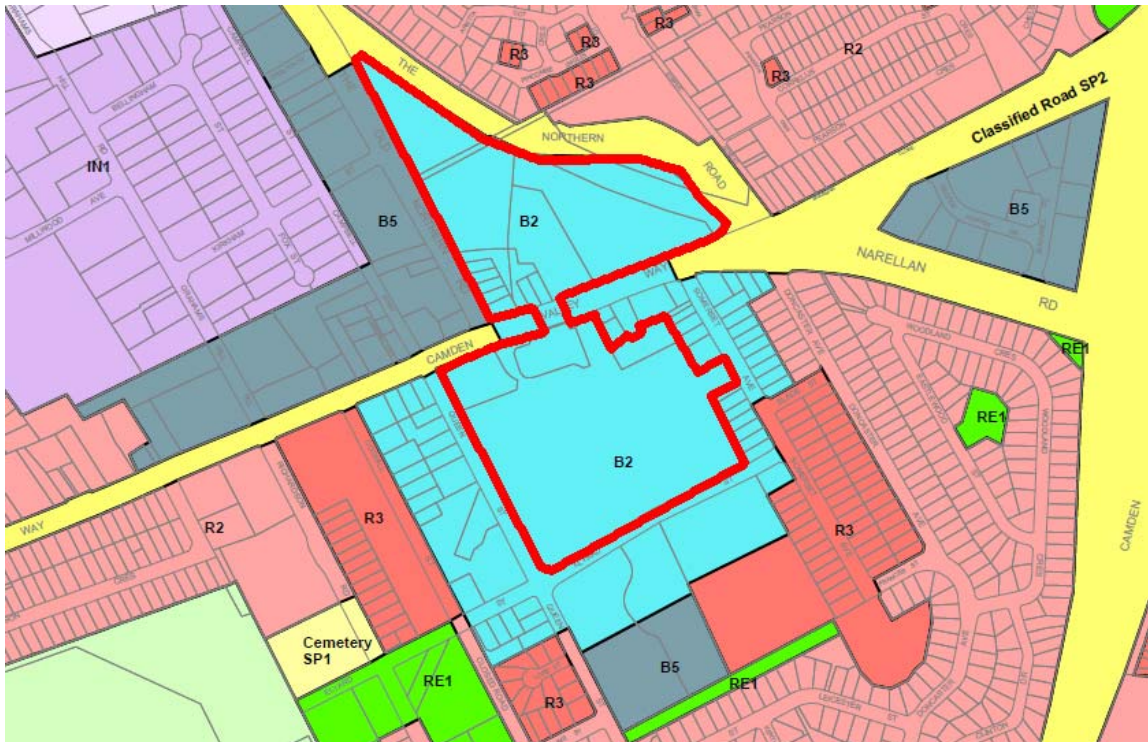


Figure 11: Camden LEP 2010 Zoning Map Indicating Location of Site.

The objectives of the B2 zone are:

- To provide a range of retail, business, entertainment and community uses that serve the needs of people who live in, work in and visit the local area;
- To encourage employment opportunities in accessible locations;
- To maximise public transport patronage and encourage walking and cycling;
- To ensure that mixed use developments present an active frontage to the street by locating business, retail and community uses at ground level;
- To minimise conflict between land uses within the zone and land uses within adjoining zones;
- To enable other land uses that are complementary to and do not detract from the viability of retail, business, entertainment and community uses within the zone.

The zoning of the Triangle Site (Zone 2) was recently subject to amendments to the Camden LEP 2010 that rezoned the property from 'B5 – Business Development' to 'B2 – Local Centre.' The amendment to the zoning also included a rezoning of Camden Valley Way adjoining the site (Zone 3) to 'B2 – Local Centre.' (with accompanying amendments to the height and floor space ratio maps) to facilitate the proposed extension of the town centre northwards across Camden Valley Way.

Other Relevant Clauses

Other relevant clauses of the LEP comprise:

Clause 2.3 Development Control Table

The LEP adopts the "Exclusion Method" to the listing of permissible uses (that is, it generally identifies what uses are not permitted, rather than what uses are).

In the B2 zone 'Commercial Premises' are identified as a use that is permitted with consent.

Clause 4.3 Height of Buildings

The height map applies a height limit of 20 metres.

Clause 4.4 Floor Space Ratio

The floor space ratio map applies a floor space ratio of 1:1 to the site.

4.2 STATE ENVIRONMENTAL PLANNING POLICIES

There are two potentially relevant State Environmental Planning Policies (SEPPs). They are SEPP 64 – Advertising and Signage and SEPP (Infrastructure) 2007, (regarding traffic generating developments). The traffic generating characteristics of the proposed development also trigger the RMS referral requirements of Schedule 3 of the Infrastructure SEPP.

4.3 CAMDEN DEVELOPMENT CONTROL PLAN 2011

There are five relevant parts of the Camden DCP 2011 that apply to the land or the proposed development within the land. They are:

- Part B1 Environmental Management;
- Part B2 Landscape Design;
- Part B4 Advertising and Signage;
- Part B5 Access and Parking; and
- Part D3 Commercial and Retail Development.

Of relevance, Part D3.6 'Narellan – B2 Local Centre' has recently been subject to amendments that reflect the rezoning of the Triangle Site from B5 to B2 – Local Centre' discussed above. These aspects are discussed in Part 5.3 of this Statement of Environmental Effects below.

5. ASSESSMENT UNDER SECTION 79C(1) OF THE ENVIRONMENTAL PLANNING AND ASSESSMENT ACT, 1979

The matters for consideration set out in Section 79C(1) of the Environmental Planning and Assessment Act, 1979 as follows:

(a) *The provisions of:*

(i) *any environmental planning instrument, and*

(ii) *any draft environmental planning instrument ..., and*

(iii) *any development control plan, and*

(ilia) *any planning agreement that has been entered into under section 93F, or any draft planning agreement that a developer has offered to enter into under section 93F, and*

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

(v) *any coastal zone management plan (within the meaning of the Coastal Protection Act 1979) that applies 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.*

5.1 ANY ENVIRONMENTAL PLANNING INSTRUMENT

5.1.1 Camden Local Environmental Plan 2010

The proposed development is considered to comply with the objectives of the current B2 zone as described in Table 5 below.

B2 Zone Objective	Comment	Compliance
<i>To provide a range of retail, business, entertainment and community uses that serve the needs of people who live in, work in and visit the local area.</i>	The proposal comprises a convenience oriented retail use intended to meet the needs of the local community.	✓
<i>To encourage employment opportunities in accessible locations.</i>	Extension of the centre and the ongoing business within it, will provide a range of employment opportunities within Narellan.	✓
<i>To maximise public transport patronage and encourage walking and cycling.</i>	The location of the development in the Narellan Town Centre will contribute to an agglomeration of activities and services that facilitate service by, and patronage of, public transport as well as encourage walking and cycling as viable transport modes. This is discussed in the accompanying traffic impact report.	✓
<i>To ensure that mixed use developments present an active frontage to the street by locating business, retail and community uses at ground level.</i>	The development is not mixed use. That said, attention to boundary treatment landscaping, building elevations and the location of retail use at ground level are intended to facilitate attractive and active frontages and an inviting and memorable public domain, particularly to Camden Valley Way	✓
<i>To minimise conflict between land uses within the zone and land uses within adjoining zones.</i>	The analysis in this Statement of Environmental Effects identifies no conflicts with adjoining land uses.	✓

B2 Zone Objective	Comment	Compliance
<i>To enable other land uses that are complementary to and do not detract from the viability of retail, business, entertainment and community uses within the zone.</i>	The analysis of potential economic impact that was undertaken during the rezoning of Zones 2 and 3 found that the proposal will not detract from the viability of surrounding businesses. This is discussed in more detail in Part 5.7 below.	✓

Table 5: Assessment of Proposal Against Zone Objectives

Clause 4.3 Height of Buildings

The proposed height is below the height limit of 20 metres applicable to the site.

Clause 4.4 Floor Space Ratio

The floor space ratio of the development is below the floor space ratio control of 1:1.

5.1.2 SEPP 64 – Advertising and Signage

The SEPP applies to any signage visible from a public place. Clause 13 of the SEPP raises matters that must be considered in the assessment of any signage; while Division 3 presents requirements for particular types of signage. The character of the proposed signage is such that it falls within the following signage categories identified in Division 3:

- Clause 17: Advertisements with display area greater than 20 square metres or higher than 8 metres above ground;
- Clause 18: Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road; and
- Clause 22: Wall Advertisements

An assessment against the requirements of the Clauses and Schedule 1 is presented in the tables in **Appendix 2**.

5.2 ANY DRAFT ENVIRONMENTAL PLANNING INSTRUMENT

There are no known draft Environmental Planning Instruments that apply to the land or the proposed development within the land.

5.3 ANY DEVELOPMENT CONTROL PLAN

The relevant parts of the Camden DCP 2011 that apply to the land are addressed in the table below.

Relevant DCP 2011 Clause	Comment	Compliance
B.1.1 Erosion and Sediment Control. <i>An erosion and sediment control plan is to be included in the application documentation.</i>	An erosion and sediment control plan accompanies the development application documentation.	✓
B.1.2. Earthworks. <i>Subdivision and building work should be designed to respond to the natural topography of the site wherever possible, minimising the extent of cut and fill.</i>	The finished levels of the development respond to natural ground level with minimal cut and fill. Minor site regrading and re-compaction of Zone 2 is proposed under DA430/2013. Localised excavation of approximately 10,000 m3 is proposed in Zone 1 to	✓

Relevant DCP 2011 Clause	Comment	Compliance
	construct the multi-deck above ground car park and integrate with existing street levels surrounding the site. No significant basement excavation is proposed.	
B.1.4 Water Management. Reference shall be made to Camden Council's Engineering Specifications for controls relating to detention, drainage and water sensitive urban design.	A stormwater concept plan accompanies the development application documentation.	✓
B.1.9 Waste Minimisation and Management. A WMP shall be submitted with any development application seeking consent for development that is likely to generate waste during construction and/or during the ongoing operation of the development.	A waste management plan accompanies the development application documentation.	✓
B.1.16 Acoustic Amenity. Noise from industrial and commercial development must be assessed in accordance with Council's Environmental Noise Policy to determine if an acoustic assessment is required. Any required acoustic assessment must be submitted with the development application.	A noise impact assessment accompanies the development application documentation.	✓
B2 Landscape Design. Landscaping is to be designed to integrate new development with the existing landscape character of the street and be sensitive to site attributes, existing landscape features, streetscape view and vistas, Landscaping is to enhance the visual setting and accentuate the design qualities of the built form. Landscaping solutions are to be used to create a screening effect for visually obtrusive land uses or building elements. A landscape plan is to be submitted for all development that, in Council's opinion, will significantly alter the existing and intended landscape character of the land.	The landscape design has adopted a thoughtful response to the presentation of the development, particularly in this gateway location into the Narellan Town Centre. The placement of landscaping is intended to visually screen 'back of house' elements from adjoining roads. A landscape plan accompanies the development application documentation.	✓
B4.1 Advertising Signage The location, number, type, colour, design and size shall not detract from the amenity and character of the land to which it relates. All advertising signs must relate directly to an approved or exempt land use being conducted on the land on which the sign is displayed. All advertising signs are to be displayed in the English language but may include a direct or near direct translation into another language using smaller lettering or characters The size and nature of outdoor advertising shall relate to the scale of the development on the site and in the vicinity. All outdoor advertising shall reflect and relate the land use and building design, colour and style. It shall also be in keeping with the design of associated buildings and the character of the area.	The proposed signage location and strategy is considered appropriate for the commercial / semi industrial context within which the site is located. The content of the signage identifies the proposed tenant of the building. Where the site offers a visual gateway role into the town centre special consideration has been given to the provision of identification signage for the town centre as indicated in the landscape and architectural drawings. The proposed signage is provided in the English language. The scale of the signage is appropriate for the commercial and main road context of the site and the scale and character of the building. Signage integrates with the colour scheme of the building (refer to architectural plan DA 700).	✓
B.4.4 Commercial and Mixed Use Zone Signage The total combined display area of all signage on the land shall not exceed 20% of visible wall area. The number of advertising signs permitted shall not exceed two per elevation that is visible from a public place. All Illumination must comply with AS 1158 - Lighting for Roads and Public Spaces and AS 4282 - Control of the obtrusive effects of outdoor lighting. A maximum of one pole or pylon sign per street frontage, not exceeding 6m above natural ground level is permitted.	The extent of signage area complies with the 20% limitation and only one pylon sign is proposed. In places there are more than two signs per elevation. However, the following advice is provided below in support. The signage proposal is considered to have the following positive attributes: <ul style="list-style-type: none"> • There is good design integration of signage panels within the architecture and built form, in keeping with the scale of the buildings and character of the business / commercial area; • The signage is limited to major tenants only (>1000sqm) and its consolidation on multi panels is intended to avoid visual clutter; • Illumination is elevated, negating significant light spill; • Similarly, installation is elevated, so as not to obscure or 	Partly Complies

Relevant DCP 2011 Clause	Comment	Compliance
	<p>interfere with visibility of road traffic signs or signals or impact on public safety of both pedestrians and motorists; and</p> <ul style="list-style-type: none"> The approach seeks to reduce the visual complexity exhibited by signage in the streetscape by providing fewer, but more effective signs. <p>Given the nature of the consolidated building mass it should be noted that each elevation is of significant scale therefore the 20% limitation on combined display area will not be breached.</p> <p>Whilst the intent of the control to reduce visual clutter is acknowledged and accepted, the specific limitation of two signs per elevation is inappropriate given the number of major tenants represented within a Regional Shopping Centre, the significant area and length of elevations resulting from the building mass of a consolidated Regional Shopping Centre, and the different classification of signage (i.e. Centre Branding, Tenant Identification and Car park Entry Identification) proposed.</p> <p>Given the design, we submit that the proposed signage will actually assist in providing articulation to large elevations.</p> <p>Given the above the controls have been interpreted by adopting a maximum of 2 signs of like classification on a given facade and maximum of 2 signage panels or zones on a given facade, within which multiple tenancies may be represented so long as the total area does not exceed the 20% control.</p> <p>This excludes proposed hamper signs to external restaurants and banks proposed at street level in which case each premises will require their own identification signage to be limited to 20% of their given premises shopfront.</p>	
<p>B5 Access and Parking <i>In the circumstances where the car parking and / or other requirements are not defined by this chapter for a particular land use in the Camden LEP 2010, a detailed Car Parking and Traffic Impact Assessment Study may be required to be prepared for the proposed development.</i></p> <p><i>For the purposes of this chapter of the DCP, the provision of the following standards and guidelines shall be complied with:</i> (a) AS 2890.1 Part 1: Parking Facilities: Off-street Car Parking; (b) AS 2890.2 Part 2: Parking Facilities: Off-street Commercial Vehicle Facilities; (c) AS 2890.3 Part 3: Bicycle Parking Facilities; (d) AS 2890.5 Part 5: On-street parking; and (e) AS 2890.6 Part 6: Disabled parking. (f) AUSTROADS Guide to Traffic Management. (g) Building Code of Australia (BCA)</p>	<p>A traffic and access impact assessment report accompanies the development application documentation that addresses the requirements of this part.</p> <p>It concludes that the design of the development, the proposed provision of car parking spaces and the potential traffic impact are acceptable.</p>	✓
<p>D3.6 Narellan Town Centre D.3.6.1 Desired Future Character.</p>	<p>The desired future character for Narellan seeks, among other things, a centre anchored by a large shopping centre, but that achieves a sense of place and attractive streetscapes founded upon a contemporary interpretation of Narellan's existing character and history, high amenity, human scale and a people focus. The proposal achieves this as:</p> <ul style="list-style-type: none"> It comprises an integrated retail and commercial facility with strong linkages to surrounding developments, uses and activities; It does not turn its back on the town centre. Rather, for the first time, it establishes new inviting pedestrian links and landmark public domain areas; and It respects the remnant historical features of the town centre 	✓

Relevant DCP 2011 Clause	Comment	Compliance
	and promotes a human scale, people focussed public domain along Camden Valley Way.	
D3.6.2.1 Town Centre Structure. Development should be generally in accordance with the principles set out in Figure D48.1 - Town Centre Structure Plan	The plan identifies the site as 'retail.'	✓
D3.6.2.2 Land Uses. Achieve a large scale focus of retail premises within the B2 Local Centre Zone, limited by <ul style="list-style-type: none"> a maximum floor space ratio (FSR) of 1:1. Incorporate a variety of retail, commercial, entertainment, recreation, accommodation, and community uses to serve the needs of the wider community and promote an active and vibrant town centre. Maximise employment opportunities within Narellan Town Centre. 	The proposed development can contribute to a large scale focus of retail activities that may incorporate a variety of uses to serve the needs of the wider community, promote activity and vibrancy and provide employment.	✓
D3.6.2.3 The Town Squares. <ol style="list-style-type: none"> Development must include the provision of two Town Squares generally in accordance with the principles for Special Places – Town Squares. The two Town Squares should not be over scaled but should have a minimum useable area in the order of 2,000sqm (Northern Square) and 1,000sqm (Southern Square) clear of covered circulation areas or colonnades. The Town Squares must contain appropriate public art elements. 	<p>The proposed development achieves these requirements. The northern square has an area of 2,094 sqm; while the southern square has an area of 1,320 sqm.</p> <p>Significant attention has been paid to the quality of the public domain and public art, as illustrated in the landscape plans</p>	✓
D3.6.2.4 Views, Vistas and Gateways. Development should protect key sight lines. Refer to Figure D48.2 Views.	<p>The corners of the site are identified as focal opportunities and key corners. The proposed development responds to this requirement by:</p> <ul style="list-style-type: none"> Proposing town centre identification signage at the corners to announce the presence of the town centre; Providing a feature architectural screen element strategically positioned to provide a point of reference to each key corner of the building facade; Proposing a high quality treatment to the public domain, far in excess of its expected use, to establish the visual theme of the centre; Proposing landmark trees (<i>Ficus macrophylla</i>) in the landscape treatment; and Lowering and screening of loading area so that it is visually recessive within the streetscape. 	✓
D3.6.2.5 Interaction with Surrounding Land Uses. Detailed design of Narellan Town Centre should take into consideration proposed adjoining land uses and ensure provision for a high level of pedestrian connectivity between Narellan Town Centre and the surrounding development	<p>The proposed development provides two measures to achieve this:</p> <ul style="list-style-type: none"> Land mark public squares addressing Camden Valley Way; and Comprehensive, safe, legible and connected pedestrian access across all zones and including adjoining uses and buildings outside the site. 	✓
D3.6.3.1 Vehicle Movement Network. Traffic management measures are to be utilised within and surrounding Narellan Town Centre to produce a low speed pedestrian friendly traffic environment. Principles of CPTED (Crime Prevention through Environmental Design) to be incorporated in the design of the access and movement system.	<p>The proposed development utilises the approved intersections to the site (DA 1185/2008).</p> <p>The access and movement system supports CPTED principles by:</p> <ul style="list-style-type: none"> Maintaining site lines through the car park and driveway to building and site entries; Sensitive selection of vegetation to avoid areas of potential personal concealment and other opportunities to obscure / obstruct sightlines; Appropriate design and treatment to building facades at ground level, creating activation where possible, to negate opportunities for personal concealment in the built form adjoining the public domain; promoting territoriality by clearly demarcating the entrance to the car parking area; and Providing a high level of night lighting during operation. 	✓

Relevant DCP 2011 Clause	Comment	Compliance
D.3.6.3.2 Pedestrian and Cycle Movement. <i>Narellan Town Centre is to be designed to provide clear and legible pedestrian and cycle connections as identified in Diagram B Transport and Access.</i>	The proposed development satisfies the requirements of Diagram B. Loading docks, car park access, building access and bus and cycle facilities are located generally in accordance with the locations nominated in the diagram.	✓
D.3.6.4.1 Public Domain 1. <i>Town Square areas are to be designed by a Registered Landscape Architect and located generally in accordance with Figure D48. Town Centre Structure Plan.</i> 2. <i>Two main Public Town Squares are to be designed to provide an urbanised, vibrant, interactive public space, which incorporates outdoor seating areas associated with retail tenancies, which will open onto the Town Squares and opportunities for informal seating and gathering places.</i> 3. <i>External lighting is to be provided within the Town Square and must provide ample lighting for night use throughout the year. Lighting is to be provided in accordance with Australian Standards AS 4282 - Control of the Obtrusive Effects of Outdoor Lighting and AS 1158 - Lighting for Roads and Public Spaces;</i> 4. <i>Any Development Application, which seeks approval for the design of a Town Square must include a statement outlining how the design addresses the objectives outlined under Clause D3.6.2.3;</i> 5. <i>The Southern Square should include a means of vertical connection to achieve a seamless pedestrian link between the retail podium level and ground level on Camden Valley Way.</i> 6. <i>All paving materials must conform to relevant standards for durability, non-slip textures, strength and surface treatment to withstand use by light automobiles, service vehicles, pedestrians and bicycles.</i> 7. <i>Public art elements that reflect the history of Narellan are to be incorporated into the design of public spaces.</i>	<p>The town square is designed by Distinctive Landscape Planning (Distinctive Living Design). registered staff are:</p> <ul style="list-style-type: none"> • Dean Boone – Director; • Jessica McWilliams (B. Land. Arch.); and • Nathan Lynch (B. Land. Arch). <p>The town squares both provide spaces for passive seating, passive recreation and passive surveillance of the areas and engage through interactive public art, provision of designated and informal seating areas, spill out and meeting zones and focal points within each town square. Each town square accommodates pedestrian movements as well as more passive pedestrian interaction within the public spaces. The northern square is specifically designed to interface with retail tenancies and the internal / external dining environment of adjacent café/restaurant areas.</p> <p>There will be a combination of functional and aesthetic lighting to achieve a desired urbanised, vibrant and interactive public space. External lighting will be provided in accordance with the Australian Standards.</p> <p>Clause D.3.6.2.3 is addressed above;</p> <p>The southern square includes a vertical connection via escalators and lift to the retail level above. Open space areas adjoining the base of the escalators has been designed to provide natural connection and flow paths between each nominated zone.</p> <p>All paving materials will comply with the relevant Australian standards, being suitable for pedestrian and or vehicular traffic as required within the design. Tactile indicators and mobility grades will also be complied with</p> <p>A public art strategy for the Narellan Town Centre Precinct and the content of each precinct form part of the palette document being submitted as part of the development application. The document specifically lists how local cultural and heritage people / places and events are to be referenced through informative and interactive public art.</p>	✓
D3.6.4.2 Street Trees. <i>Each Development Application must include a landscaping plan that demonstrates how they address Crime Prevention through Environmental Design (CPTED) principles.</i> <i>Plant and Tree selection must take into account the following:</i> <ul style="list-style-type: none"> • <i>Species that complement remnant native vegetation.</i> • <i>Level of on-going maintenance.</i> • <i>Potential impacts on road and footpath pavements.</i> • <i>Focus on hardy, drought tolerant, easily maintained species.</i> • <i>Scale in relation to the function of the area.</i> • <i>Contribution to the character of the Town Centre.</i> <i>Street trees and open space planting is to provide generous shade for pedestrians in summer and allow for</i>	<p>Distinctive Landscape Planning provides the following advice.</p> <p>Crime prevention is considered within the design (see plans) and annotations relating to passive surveillance and visual prominence are provided for review.</p> <p>The landscape species are considered in terms of the cultural landscape, remnant native landscape and endemic species of the local area with the design reflecting a referencing physically and symbolically the clusters of trees within the local natural landscape.</p> <p>The landscape plans address the maintenance of the proposed landscape and has considered specifically the lands to be dedicated to council in terms of maintenance and level of design detail to be provided.</p> <p>The design caters for a 3.65 metre setback to any planting from the</p>	✓

Relevant DCP 2011 Clause	Comment	Compliance
<p><i>sunlight penetration to street level in winter.</i></p> <p>The town square must incorporate a sufficient density of trees, incorporating placement of medium to large deciduous trees, in order to provide seasonal amenity for pedestrians in the public domain places. All landscaping throughout the town square must not obstruct the heritage significance of heritage items and view lines.</p>	<p>RMS road and all other roads for clearances and maintenance and species selected beyond this are considered in terms of any potential impact on paving and maintenance.</p> <p>Only hardy and drought tolerant species are to be selected and are the only species suitable for urban environments.</p> <p>Scale and a layered design approach has been made to provide visual amenity and contrast to the built form.</p> <p>The design sets the tone for the local character of the town centre character and has been particularly focused on elevating and developing a recognisable and socially engaging landscape and public art strategy.</p> <p>Elements of shade and sun penetration are considered throughout the design with opportunities created for walking under, sitting and resting in the shade of trees in summer throughout the landscape as well as seasonal change for sunlight penetration in winter.</p> <p>Heritage lines and views are well considered in the design and the design aims to provide a backdrop and setting to these items.</p> <p>Provision of large trees is provided for summer shade and winter sun in clusters and key locations within the design.</p>	
<p>D.3.6.5.1 Built Form Articulation and .3.6.5.2 Architectural Character</p> <ol style="list-style-type: none"> <i>Articulation and Corners: Buildings within Narellan Town Centre are to generally align with street edges, be articulated in their façade treatments and express corners in design. (Refer Figure D48.4 Built Form).</i> <i>Corners are to be visually prominent and may be reinforced by one and two story verandahs / balconies which turn the corner in a contemporary manner.</i> <i>Building Interface: The interface between the building and the public domain is to be designed to create active safer streets, to encourage flexibility in design for changing uses at ground level and provide weather protection for pedestrian amenity.</i> <i>Building facades are to be designed to accentuate key architectural features and clearly delineate points of interest such as building entries, vertical and horizontal elements.</i> <i>Building facades are to incorporate a variety of finishes and materials which provide visual relief to the built form and be of a robust construction to withstand constant use and interface with the public.</i> <i>A diverse palette of durable and cost efficient external materials exploring a contemporary urban character is to be used. A range of materials is to introduce a fine grain façade treatment along street edges.</i> 	<p>Buchan Architects provides the following advice.</p> <p>Building facades have been articulated both in form and colour along their overall building length. The expressed zones of the facades also dissect the built form scale which is also assisted by variable colour selection. Civic and more Public zones have a more sophisticated façade system and level of finish which relates and interacts with the streetscape.</p> <p>Corners and key visual markers of the built form are expressed with articulated decorative metallic screens that form an artistic filigree which contain place markers, lifestyle graphics and tenant signage (refer to the Old Northern Road corner on sheet A-DA-604). The filigree elements are framed in high-quality mirrored alpolc metallic panelling to further give a more prominent level of expression to the key corners.</p> <p>The most prominent corner in the project is on Camden Valley Way and the Somerset Avenue access road (refer to sheet A-DA-602). The filigree screen forms a two storey colonnade that links to the banking and restaurant precinct.</p> <p>The commercial/restaurant tenancies facing the Civic Plaza have deep colonnaded awning protection which allows both sheltered pedestrian & eating zones.</p> <p>The precinct is visible from the street to assist in passive surveillance to accentuate safety and create an active edge.</p> <p>The civic square is intended to contain public interactive artwork and activities which create a vibrant and exciting public precinct for Narellan Town.</p> <p>The primary building structure adopts a concrete and steel frame construction which allows future flexibility and a built form that allows flexibility in terms of the long term use.</p> <p>The focal entry points anchor each side of the bridge at both public squares (north and south) allowing direct access into the centre via escalators and lifts. The two street facing glazed boxes are primarily transparent allowing a distinct interaction of the public and retail spaces.</p>	✓

Relevant DCP 2011 Clause	Comment	Compliance
	<p>Other entries are also appropriately treated in a hierarchical means to both delineate entries to commercial zones, car parks and secondary vertical circulation zones.</p> <p>The overall building is primarily of a horizontal nature, therefore key areas have been expressed vertically to maintain variety in the built form. This particularly relevant at the corners and approach markers to the Town Centre.</p> <p>The design and development team have put in a considerable effort to select materials that are modern, robust, durable and aesthetically appropriate for the new face of Narellan Town.</p> <p>This included managing the commercial functionality and viability so that the team can deliver a realistic and considered result.</p> <p>Façade construction methodology has also been considered to cope with long term maintenance and vandal proofing.</p> <p>The public spaces adopt a combination of glass, steel and cladding components with the primary cladding being Swiss Pearl (homogeneously coloured through Austrian cement composite panels). The Swiss Pearl forms the main façade as a monochromatic green back drop. Panels are staggered to add another layer of articulation. The façade is further supplemented by the glazed windows and entry zones to form a high quality façade treatment to the main street.</p> <p>The remaining facades are primarily composed of metal-finished insulated panel selected for its Section J energy-usage credentials. These panels are assembled in zones that are recess and protrude to articulate the horizontal plain and reduce the scale of the elements. This is also further accentuated by the variable use of colour.</p>	
<p>D3.6.5.3 Safety and Surveillance. Buildings should be designed to overlook streets, lanes and other public or communal areas to provide casual surveillance. In the case of corner lots tenancies windows are also to be oriented to overlook the side street.</p>	<p>The architectural and landscape designs support CPTED principles by:</p> <ul style="list-style-type: none"> • Maintaining site lines through the car park and driveway to building and site entries; • Sensitive selection of vegetation to avoid areas of potential personal concealment and other opportunities to obscure / obstruct sightlines; • Appropriate design and treatment to building facades at ground level, creating activation where possible, to negate opportunities for personal concealment in the built form adjoining the public domain; • promoting territoriality by clearly demarcating the entrance to the car parking area; and <p>Providing a high level of night lighting during operation.</p>	✓
<p>D3.6.5.4 Pedestrian Retail Bridge Articulation</p> <ol style="list-style-type: none"> 1. The pedestrian retail bridge should be single level only and may incorporate retail uses to activate the pedestrian connection across Camden Valley Way and achieve a connected, vibrant link between the retail precincts on either side of Camden Valley Way. 2. The façade design of the pedestrian retail bridge must have a high level of architectural finishes and be consistent to the main building façade treatments along the Camden Valley Way frontages. 3. The eastern façade of the pedestrian retail bridge must be fully integrated with the two vertical circulation (escalators) elements that link street level to the retail 	<p>Buchan Architects provides the following comments to supports these requirements.</p> <p>A high level of architectural finish has been applied to the bridge façade which complements the main buildings either side of Camden Valley Way. The bridge finishes are more elevated or a higher standard with white colour back / patterned glass, polished metallic trim and aluminium/ steel exposed framing forming a very modern and key element of the townscape</p> <p>The eastern and western facades have been considered to integrate with the bridge element and relate a classically modernist approach to the Town Centre that can also be called uniquely Narellan.</p>	✓

Relevant DCP 2011 Clause	Comment	Compliance
<p>podium level in terms of material resolution and ease of pedestrian use.</p> <p>4. Both facades of the pedestrian retail bridge need to be treated in a similar manner in terms of materials and proportions selected.</p> <p>5. Equal consideration of materials and façade treatment need to be shown to the underside of the pedestrian retail bridge including the night time experience for pedestrians and vehicles.</p> <p>6. The vertical pedestrian circulation entries are to be provided at an appropriate scale to maximise the open air transparency of the pedestrian retail bridge abutments and encourage visible connectivity between plazas and retail levels.</p> <p>7. The pedestrian retail bridge is comprised of the span and abutments to differentiate it from the remainder of the built form. Detailed consideration must be given to material selection of the pedestrian retail bridge with materials to reflect a lightweight feel to the pedestrian retail bridge structure. Solid, non transparent or reflective materials are to be minimised and transparent/translucent glazing panels with detailed fenestration should be encouraged.</p> <p>8. No advertising on the pedestrian retail bridge will be permitted.</p>	<p>Both east and west bridge facades are effectively identical in their treatment.</p> <p>The underside of the bridge has also been considered proposing a Class 1 off form concrete finish and high grade precast to form a more articulated expression and form expression than traditional concrete work, (similar to that used under the Sydney Opera House).</p> <p>The structure will also be up lit at night to emphasize the monumentality of the concrete structure and give a more indirect light to the surroundings below. All lighting will be considered with lighting specialists to maintain both the aesthetic qualities and the RMS minimum requirements.</p> <p>The vertical pedestrian circulation entries (or the two major glass boxes) allow pedestrians to engage with the interior retail space and exterior plaza zones forming a more extroverted retail façade. These are the most prominent features of the project, and are designed to accentuate the openness and contemporary design of the Centre. At night they take the form of two enormous lanterns that also allow a complete view internally and spill light below onto the street.</p> <p>The bridge adopts glass materials throughout its length in both solid white colour back glass, patterned and fully transparent. The materials and overall composition of the bridge give it a sense of transparency and elegance.</p> <p>The upper section of the entire bridge façade is clear glass and gives an impression of the roof floating over the bridge length. The steel support structure is regularly spaced and aligns with glazing to ensure all beams and supports are subtle and light weight visually. This is contrasted by "T" polished metal roof edge and vertical mid bridge break which gives the façade bold and expressive feature.</p> <p>No signage is proposed.</p>	
<p>D.3.6.5.5 Building Envelopes / Bulk & Scale. <i>Prominent street corners should be reinforced in a visual context through concentrating building height and built form.</i></p> <p><i>Buildings are to be designed to ensure a human scale is maintained at street level.</i></p> <p><i>Minimum floor to finished ceiling heights are as follows:</i></p> <p>a. 3.6m for the ground floor of all buildings (applies only to commercial and retail uses)</p> <p>b. 3.3m for the first floor for retail and/or commercial uses.</p> <p>c. 3.3m for all other retail and/or commercial floors.</p> <p>d. 2.7m for all other residential floors.</p>	<p>The proposed development achieves these controls by:</p> <ul style="list-style-type: none"> • Providing a building at the corner with an elevated height; • Linking the building entries to adjoining footpaths that, together with landscaping provide a human scale relationship between the built form within the site and the public domain; • Minimising setbacks to the public domain and extending the tenancy windows at the footpath links to address the public domain, establishing a human scale character within the streetscape. 	✓
<p>D.3.6.5.6 Weather Protection. <i>Weather protection must maintain a feeling of openness and enhance both the public function of the specific space and /or street. (Refer Figure D48.4 Built Form).</i></p> <p><i>Continuous awnings and colonnades are required to be provided along the ground floor street frontage on active street frontages in accordance with Figure D48.4 Built Form.</i></p>	<p>Weather protection is provided to the building entry and along key frontages as required.</p>	✓
<p>D.3.6.5.7 Setbacks. <i>The urban character is achieved by adopting zero setback conditions to create street walls and introduce different types of streets. The main building facades are to be built to the block edge with allowances for insets and projections and to create stronger corner edges.</i></p>	<p>The proposed development maintains a zero setback to roads where key public domain areas are not provided.</p>	✓

Relevant DCP 2011 Clause	Comment	Compliance
<p>D.3.6.5.8 Streetscape Activation. Buildings are to maximise areas of street activation through a mixture of ground floor retail/commercial suites.</p> <p>As far as practical, retail and commercial development is to be built to the street alignment to achieve active street frontages.</p> <p>Large format retail such as supermarkets and parking areas are to be sleeved or hidden by retail, commercial uses and detailed architectural features where appropriate.</p> <p>Restaurants, cafes and the like are to consider providing openable shop fronts.</p> <p>No external security shutters to be permitted.</p> <p>On corner sites, shop fronts are to wrap around the corner.</p>	<p>The proposed development generally achieves these controls within the constraints of the site and the scale of the development (where some inactive frontages are inevitable) by:</p> <ul style="list-style-type: none"> Focussing on the relationship between the built form within the site and the public domain along Camden Valley Way; Minimising setbacks to the public domain and extending the tenancy windows around corners, establishing a human scale character within the streetscape; and No roller doors addressing the public domain are proposed. 	✓
<p>D.3.6.5.9 Solar Access. Any Development Application is required to submit detailed solar access diagrams for between 9am and 3pm mid-winter to demonstrate sufficient solar access is maintained to public and private spaces and streets.</p> <p>Building envelopes are to allow for east-west streets to receive 1 hour of sunlight between 9am-3pm on 21 June on a minimum of 50% of the southern footpaths.</p> <p>Building envelopes are to allow for north-south streets to receive 2 hours of sunlight between 9am-3pm on 21 June on a minimum of 50% of the eastern or western footpaths.</p> <p>Building envelopes are to allow for east-west streets to receive 1 hour of sunlight between 9am-3pm on 21 June on a minimum of 50% of the southern footpaths.</p>	<p>Refer to the architectural plans that accompany the development application documentation. Solar access is achieved as required.</p> <p>In particular, good solar access is delivered to the two squares at lunchtime on the 21st June.</p>	✓
<p>D.3.6.6.1 Vehicle Parking and Storage. Access, parking and loading areas must be provided in accordance with the requirements of Chapter B5.</p>	<p>A traffic and access impact assessment report accompanies the development application documentation that addresses the requirements of this part.</p> <p>It concludes that the design of the development, the proposed provision of car parking spaces and the potential traffic impact are acceptable.</p> <p>The location of all car parking areas, coupled with the treatment of building elevations minimises visual impact from car parking areas on the streetscape and townscape character of the centre.</p>	✓
<p>D3.6.6.2 Loading Docks. Loading docks are to be developed in accordance with Section B5 of Camden DCP 2011.</p>	<p>A traffic and access impact assessment report accompanies the development application documentation that addresses the requirements of this part.</p>	✓
<p>D3.6.7 Signage and Graphics. All signage (advertising, business identification, environmental graphics and the like) must be provided in accordance with Chapter B4 'Advertising and Signage' except where otherwise stated by the following controls of this section.</p>	<p>This is addressed in this Table above.</p>	✓

5.4 ANY PLANNING AGREEMENT

There are no known draft or adopted Planning Agreements that apply to the land or the proposed development within the land.

5.5 THE REGULATIONS

There are no known relevant matters contained in the clauses in the Regulation that apply to the proposed development of the land.

5.6 ANY COASTAL ZONE MANAGEMENT PLAN

The subject site is not declared in any Coastal Zone shown in the Metropolitan Region Coastal Zone Maps pursuant to the provisions of the Coastal Protection Act 1979.

5.7 ANY NATURAL AND BUILT IMPACTS OF DEVELOPMENT

Potential impacts generated by the proposed development can be distilled into a number of elements:

- Visual Impact and Streetscape
- Building Scale
- Landscape and Scenic Quality
- Hydrology and Water Quality
- Noise Generated by Proposed Development
- Traffic and Car Parking
- Accessibility
- Social and Economic Impact

Visual Impact and Streetscape

The adoption of the design philosophy for the proposed development is intended to breakdown the apparent bulk, scale and height of the building when viewed from the public domain surrounding the site and particularly at the gateways into Narellan. The result is a more interesting, better-articulated and less monotonous building form than would normally be observed for this scale and character of development. Thus a varied and interesting streetscape will be achieved through a combination of complimentary design elements, facade modulation and quality landscaping.

The development addresses the surrounding streets in a meaningful way within the limitations of its scale, activating the site's street frontages and enhancing the streetscape character within the constraints of commercial design. The result is development that addresses its streetscape context with minimal visual impact.

No established views or vistas within Narellan will be obstructed or impacted by the proposed development.

Building Scale

The scale of the proposed development is consistent with surrounding commercial and development and with the emerging building scale within the area and thus will have minimal impact in this regard.

Landscape and Scenic Quality

The attention to building design and landscape described in this Statement is intended to enhance the contribution of the built form to the landscape and scenic quality of the area. Thus it is considered that the proposed development will not adversely impact on the locality's landscape and scenic qualities, but will, it is considered, enhance those qualities.

Hydrology and Water Quality

No new activities will be undertaken within the site which will generate any new potential sources of pollution within run off. The existing stormwater detention in Zone 1 will be adapted to suit the proposed development works and a new stormwater management system, incorporating provision of new detention tanks and GPT (for gross litter and hydrocarbons) that currently does not exist within each of the 3 different catchments in Zone 2, will be implemented within Zone 2.

Noise Generated by Proposed Development

An acoustic report prepared by Acoustic Logic Consultancy accompanies this Statement. The report concludes that its predictions for noise generation as a result of the proposed activities within the site indicate that compliance with relevant EPA and Camden Council criteria is possible and practical, subject to the implementation of recommended treatments and management controls.

Traffic, Access and Car Parking

The Traffic and Parking Impact study prepared by Cardno, accompanies this Statement. It documents agreed modifications and improvements to the surrounding road network which have been developed in consultation with Council and Road and Maritime Services. In terms of car parking, it concludes that an assessment of car parking provision demonstrates that the proposed number of spaces meets and exceeds the Camden DCP requirements, and that the layout of spaces meets the Australian Standards requirements.

An assessment of pedestrian safety, both within the site and from the nearby intersection has not highlighted any issues.

Overall there are no significant detrimental traffic impacts expected to arise as a result of operation of the proposed development.

Accessibility

An Access & Mobility Report prepared by Morris - Goding Accessibility Consultants accompanies this Statement. The report concludes that the development can achieve the relevant standards and requirements, subject to the implementation of recommended treatments and management controls.

Building Code of Australia

The plans of the proposed development have been assessed against the requirements of the Building Code of Australia by Mackenzie Group Consulting. Its report accompanies this Statement.

The proposed development is considered to have the ability to comply with the BCA. The report makes notes and recommendations that will be required to be addressed in the detailed design for the Construction Certificate.

Social and Economic Impact

Economic impact was addressed as part of Council's consideration of the rezoning of the lands comprising Zones 2 and 3 and found to be acceptable.

The proposed development generates a number of positive social and economic impacts. The proposed development will:

- Enable Narellan to continue to meet the needs of local residents. The applicant wishes to create a modern facility that can provide additional retail and commercial choice in the locality, that in turn, will contribute towards enhancing the well-being of residents;
- Promote enhanced neighbourhood safety and security through casual surveillance generated by the presence of a permanent new development and activity within the site;
- Improve patronage to local retail businesses and services through synergies in agglomeration of commercial activities in the heart of Narellan;
- Provide short-term economic benefits through construction expenditure and employment; and
- Provide improvements to streetscape appearance, character, amenity and access to retail services enhancing resident quality of life and satisfaction.

Analysis accompanying this statement by Deep End Services specifically considered the economic impacts of the development on other Retail Centres within the primary trade catchment and concluded that the estimated impact on centres within the catchment will be -7% and -5.1% impact on identified competing centres outside the catchment. This represents a slowing of anticipated turnover growth. It does not represent a net reduction in existing turnover.

The economic assessment impact concludes that impacts on surrounding centres are reasonable and will not undermine long term viability of competing centres.

5.8 THE SUITABILITY OF THE SITE FOR THE DEVELOPMENT

An analysis of the suitability of the site for the development can be distilled into a number of elements:

- Relationship with Adjoining Development
- Size and Shape of the Land
- Flooding and Drainage
- Utility Services
- Waste
- Soil and Contamination
- Mine Subsidence

Relationship with Adjoining Development

The proposed development within the site is similar to activities and development undertaken in adjoining sites and thus will be similar in many respects to surrounding development.

Size and Shape of the Land

The site of the proposed development is considered to be a satisfactory size and configuration to accommodate the development as it generates minimal environmental impacts as demonstrated in this Statement of Environmental Effects.

Flooding and Drainage

A stormwater concept plan accompanies the development application. While a stormwater drain and overland flow path exist through the site, adequate drainage has been provided for in the site's planning.

Utility Services

The development is proposed to be located within an established area. As such the site is adequately serviced by utility services. The proposed development will not generate any unexpected or unreasonable increases in loads or demands on services.

Waste

Waste generated by the development will be of a non-hazardous nature. Arrangements to collect waste will be made with private contractor and will include opportunities to recycle materials where feasible. All waste generated by the development will be collected by conventional means.

Soil and Contamination

The geotechnical and Contamination investigations undertaken by Douglas Partners have noted geotechnical conditions that will have implications for construction and concludes by making recommendations for site preparation measures to ensure appropriate sub grade conditions. The results of the soil contamination analysis indicate soils are within acceptable limits for commercial and industrial use, subject to implementation of the Remediation Action Plan submitted as DA430/2013.

Mine Subsidence

Advice has been received from the Mines Subsidence Broad dated 25 June 2013 that confirms that it has no objection to the proposed development. This advice accompanies this Statement.

5.9 ANY SUBMISSIONS MADE IN ACCORDANCE WITH THIS ACT OR THE REGULATIONS

Not relevant to this application.

5.10 THE PUBLIC INTEREST

The site in which the development is proposed to be located is within a rapidly developing part of the Camden LGA and is surrounded by a mix of existing urban uses and activities. Therefore the proposed development is a suitable and appropriate use for the site and will have minimal environmental impact on the surrounding area.

This, together with the economic and social benefits described above (and in the documents that accompany this Statement), indicate that the proposed development is considered to be in the public interest.

6. CONCLUSION

The material in this Statement of Environmental Effects, and other attached specialist material, demonstrates that there will be no unacceptable adverse impact on the amenity or environment of the locality as a consequence of the proposed development.

Furthermore the proposed development is considered to be acceptable having regard to the planning objectives in the zone as specified in the Camden Local Environmental Plan 2010 and Camden DCP 2011. The proposed development is also considered to enhance the character and economy of, and range of services offered by Narellan to surrounding suburbs and communities.

In this regard the proposal is considered to be acceptable with regard to all relevant town planning and environmental issues.

Under these circumstances Camden Council's consent is requested.

Appendix 1: Schedule of Plans of Proposed Development

Plans of the proposed development that accompany this Statement comprise:

Architectural Plans prepared by the Buchan Group Architects:

A-DA-000	Cover Sheet And Drawing List
A-DA-001	Location And Aerial
A-DA-002	Survey Plan
A-DA-003	Site Plan- Existing
A-DA-004	Site Plan- Proposed
A-DA-005	Site Plan- Demolition And Excavation Overview
A-DA-006	Site Plan- L01 (Lower Ground Level)
A-DA-007	Site Plan- L04 (Roof And Car Park)
A-DA-008	Urban Analysis Diagrams- Site And Location Plan
A-DA-009	Urban Analysis Diagrams- Pedestrian Circulation
A-DA-010	Urban Analysis Diagrams- Vehicular Circulation
A-DA-011	Existing Plan - L01 (Lower Ground Level)
A-DA-012	Existing Plan - L03 (Retail Level)
A-DA-021	Demolition And Site Works Plan -L01 (Lower Ground Level)
A-DA-022	Demolition Plan- L03 (Retail Level)
A-DA-110	Floor Plan L01 Zone 'Two Site Connections'
A-DA-111	Overall Floor Plan L01 (Lower Ground Level)
A-DA-112	Overall Floor Plan L02 (Z2 Mezzanine Car park)
A-DA-113	Overall Floor Plan L03 (Retail Level)
A-DA-114	Overall Floor Plan L04 (Roof And Car park)
A-DA-200	Building Sections • Sheet 01
A-DA-201	Building Sections • Sheet 02
A-DA-202	Building Sections • Sheet 03
A-DA-300	Building Elevations NTC (Zone 1)
A-DA-301	Building Elevations Landturn (Zone 2)
A-DA-302	Building Elevations Bridge
A-DA-500	Shadow Diagrams Summer
A-DA-501	Shadow Diagrams Winter
A-DA-520	Parking Schedule
A-DA-501	Area Schedule
A-DA-800	Building Perspective • Site
A-DA-601	Building Perspective • Heritage Plaza And Civic Square
A-DA-802	Building Perspective • Camden Valley Way And Somerset Avenue
A-DA-603	Building Perspective • Heritage Plaza
A-DA-804	Building Perspective • Camden Valley Way Looking North-West
A-DA-806	Building Perspective • Heritage Plaza
A-DA-806	Building Perspective • Bridge View East Day and Night
A-DA-807	Building Perspective • Bridge View West Day and Night
A-DA-610	Civic Plaza Plan- Detail
A-DA-700	External Finishes Board
G-1000/B	Signage Master Plan
G-2001/C	Zone 1 Elevations - Corporate Signage Proposal
G-2002/C	Zone 2 Elevations (East & West) - Corporate Signage Proposal
G-2003/C	Zone 2 Elevations (North & South) - Corporate Signage Proposal

Plans of Proposed Roadworks prepared by Cardno Traffic and Transport

Narellan Town Centre VPA Concept, The Old Northern Rd, Camden Valley Way and Intersection Works General Arrangement Plan NTC05X dated 26.04.2013.

Landscape Concept Plans prepared by Distinctive Pty Limited, Landscape Architects:

58_12.00 Coversheet	Issue G
58_12.10 Master plan	Issue G
58_12.20 Civic Square A	Issue G
58_12.21 Civic Square B	Issue G
58_12.22 Civic Square C	Issue G
58_12.23 Heritage Square A	Issue G
58_12.24 Heritage Square B	Issue G
58_12.25 Streetscape A	Issue G
58_12.26 Streetscape B	Issue G
58_12.27 Future Development Site	Issue G
58_12.28 Key Corner B	Issue G

Earthworks, Stormwater and Erosion and Sediment Control Plans, prepared by Lean Lackenby & Heyward Liverpool Pty Ltd:

- Sheet 1 of 1

Subdivision Plans, prepared by Lean Lackenby & Heyward Liverpool Pty Ltd:

- 59517 0101: Plan of Easements to be Released (Zone 1)
- 59517 0101: Plan of Proposed Subdivision and Easement Creation (Zone 1)
- 59517 0101: Plan showing Proposed Bridge Stratum
- 59517 0101: Plan of Easements to be Released (Zone 2)
- 59517 0101: Plan of Proposed Subdivision and Easement Creation (Zone 2)
- 59517 0101: Plan Showing Proposed Boundary Adjustment

Plans of Preliminary Staging prepared by Dartwest Developments Pty Ltd.

Narellan Town Centre - Design Development Floor Plan - Lower Ground Level Phase 1-7
Floor Plan - Retail Level Phase 1-7

Appendix 2: Assessment Against SEPP 64

1. Applicability of the SEPP

Clause 13 (1) of the SEPP requires Council, where clause 18 applies to the proposal (see below), to not grant consent to the application unless the advertisement or the advertising structure:

- (a) is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and
- (b) has been assessed by Council in accordance with the assessment criteria in Schedule 1 and in the Transport Corridor Outdoor Advertising and Signage Guidelines April 2007 and the Council is satisfied that the proposal is acceptable in terms of:
 - (i) design, and
 - (ii) road safety, and
 - (iii) the public benefits to be provided in connection with the display of the advertisement, and
- (c) satisfies any other relevant requirements of this Policy.

Clauses 17 and 18 require that, Where an advertising structure is within 250 metres of, and visible from, a classified road and is greater than 20 square metres or higher than 8 metres above the ground, the local council must obtain concurrence from the RMS prior to issuing consent. The referral process for DAs requiring RMS concurrence is outlined in Section 5 of Transport Corridor Outdoor Advertising and Signage Guidelines April 2007 and comprise:

- the impact of the display of the advertisement on road safety;
- an impact statement that addresses the assessment criteria in Schedule 1;
- the Guidelines.

As Camden Valley Way a classified Road, the proposed development requires the concurrence of the RMS.

The proposed development is assessed against each item below.

2. Objectives of Policy

SEPP Objective	Comment
(a) to ensure that signage (including advertising):	
(i) is compatible with the desired amenity and visual character of an area, and	<p>The desired future character for Narellan is identified in Part 3.6.1 of the Camden DCP 2011. It seeks, among other things, a centre anchored by a large shopping centre, but that achieves a sense of place and attractive streetscapes founded upon a contemporary interpretation of Narellan's existing character and history, high amenity, human scale and a people focus. The signage achieves this objective as:</p> <ul style="list-style-type: none"> • Careful consideration has been made to ensure the signage contributes positively to the building expression. Given the size of the shopping centre the proposed signs do not appear out of character or dominating on the façade; • Only One single pylon sign is proposed at the new intersection with Kirkham St in order to identify the Shopping Centre and primary parking access pending future expansion and building form; and • Key signage is located away, and is generally shielded, from landmark public domain areas.
(ii) provides effective communication in suitable locations, and	<p>This objective is achieved as:</p> <ul style="list-style-type: none"> • it is proposed to strategically locate signage zones at high level to benefit from key approach vistas and utilise feature fenestration as a backdrop;

SEPP Objective	Comment
	<ul style="list-style-type: none"> In addition to the major tenancies, various hamper signs are proposed for external restaurants and banks surrounding the plaza at street level; and The signage package also proposes a number of parking entry identifier signs.
(iii) is of high quality design and finish	<p>This objective is achieved as:</p> <ul style="list-style-type: none"> In order to reduce the visual clutter it is proposed to limit facade signage to major tenancies and coordinate such signage in standardised signage zones. These zones utilise feature fenestration as a backdrop as noted above; and Lifestyle graphics are positioned within the nominated signage zones in Zone 2 side in order to provide provisioning for future major tenants resulting from expansion. Such expansion would require further approvals however incorporation in the current facade design ensures a coordinated future signage response at key locations.

3. Schedule 1 Assessment Criteria

Criteria	Comment
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?	<p>Yes, it is located in an established commercial area and will offer a higher standard of presentation and quality than that exhibited by many surrounding businesses.</p> <p>In order to reduce the visual clutter it is proposed to limit facade signage to major tenancies and coordinate such signage in standardised signage zones. These zones are strategically located at high level to benefit from key approach vistas and utilise feature fenestration as a backdrop.</p>
Is the proposal consistent with a particular theme for outdoor advertising in the area or 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, the subject site is not located in any of these areas.
3 Views and vistas	
Does the proposal obscure or compromise important views?	No. key vistas along surrounding roads are retained.
Does the proposal dominate the skyline and reduce the quality of vistas?	No. the signage is located below the roof line.
Does the proposal respect the viewing rights of other advertisers?	Yes. No other signage is obscured.
4 Streetscape, setting or landscape	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<p>Yes, it is consistent with the scale of the building (refer to Architect's statement in Part 3.3).</p> <p>Further, the site is located at the intersection of two major roads and the character of the signage is consistent with this context.</p>
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	Yes, it substantially improves the visual quality of the streetscape compared to what is existing.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	No, not relevant.
Does the proposal screen unsightliness?	No, not relevant.
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, it has been integrated with the design of the buildings as described in this Statement.
Does the proposal respect important features of the site or building, or both?	Yes, the building's gateway corner location and key public domain areas on Camden Valley Way as described in this Statement.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	<p>Yes, it seeks to maximize opportunities to enhance the contribution of the building to the streetscape as sought by the desired future character for Narellan in the Camden DCP 2011.</p> <p>It also seeks to assist opportunities to enhance the contribution of the building to the streetscape at this gateway location as a 'signpost' to the commercial activity in the Narellan Town Centre.</p>

Criteria	Comment
	In this regard, it is not a conventional approach to the design and placement of 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?	No, not relevant.
7 Illumination	
Would illumination result in unacceptable glare?	No. Lighting levels will be within Australian Standards
Would illumination affect safety for pedestrians, vehicles or aircraft?	No. the signage is located above and beyond key public domain areas and the centre is not located in any significant flight path.
Would illumination detract from the amenity of any residence or other form of accommodation?	No. It is distant from residential uses.
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. it does not obscure views / sightlines and is not of a form or character that may distract drivers / motorists.
Would the proposal reduce the safety for pedestrians or bicyclists?	As above.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	As above.

4. Transport Corridor Outdoor Advertising and Signage Guidelines

Section 2 Design

Criteria	Comment
<i>In assessing advertising proposals, the consent authority is to have regard to clutter:</i>	
(a) Multiple advertisements on a single block of land, structure or building should be discouraged as they contribute to visual clutter.	Complies, signage integrated into building façade.
(b) Where there is advertising clutter, consideration should be given to reducing the overall number of individual advertisements on a site. Replacement of many small signs with a larger single sign is encouraged if the overall advertising display area is not increased.	Complies, the proposal replaces multiple signage currently present within the site.
(c) In rural areas, and along freeways and tollways, no more than one advertising structure should be visible along a given sightline.	Not relevant.
<i>In addition to being consistent with macro-scale and anti-clutter criteria above, advertising structures should meet the following site-specific criteria:</i>	
(a) The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located.	Complies, the signage has been designed to marry with the architectural styling and built form and scale of the building.
(b) The advertising structure should be in keeping with important features of the site, building or bridge structure.	Complies, signage respects building's frontage and presentation to Camden Valley Way, The Narellan Bypass and the Old Northern Road.
(c) The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	As above.
(d) The placement of the advertising structure should not require the removal of significant trees or other native vegetation.	Complies. Area will be landscaped, which represents an improvement on the current situation.
(e) The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor. • The development of a landscape management plan may be required as a condition of consent. • Landscaping outlined within the plan should require minimal maintenance.	Complies.
(f) Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	Complies.
(g) Illumination of advertisements must not result in unacceptable glare or reduce safety for pedestrians, vehicles or aircraft.	Complies.
(h) Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	Complies.

Criteria	Comment
(i) Illumination of advertisements must be consistent with road safety criteria in Section 3.3.	Complies.

Section 3 Road Safety

Criteria	Comment
3.2.1 Sign location and design	
<i>a) An advertisement must not obstruct the driver's view of the road particularly of other vehicles, bicycle riders or pedestrians at crossings.</i>	Complies.
<i>b) The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</i>	
(i) to a road hazard,	Complies.
(ii) to an intersection,	Complies.
(iii) to a traffic control device (such as traffic signals, stop or give way signs or warning signs) or	Complies.
(iv) to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher. For example, approval to place an advertisement behind a traffic control device such as in Figure 28 would be subject to a safety assessment.	Complies.
<i>c) The advertisement must not distract a driver from or reduce the visibility and effectiveness of directional signs and traffic signals or other traffic control devices or to obscure information about the road alignment.</i>	Complies.
<i>d) The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of sign structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment.</i>	Complies.
<i>e) A sign should not be located:</i>	
(i) less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves.	Complies.
(ii) less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment.	Complies.
(iii) so that it is visible from the stem of a T-intersection.	Complies.
<i>f) The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a traffic control device. For example:</i>	Complies.
(i) Could the advertisement be construed as giving instructions to traffic such as 'Stop' or imitate a traffic control device?	
(ii) If the sign is in the vicinity of traffic lights, does the advertisement use flashing lights?	
<i>g) The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</i>	
(i) The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view.	Complies.
(ii) The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.	Complies.
<i>h) The advertisement must not create a physical obstruction or hazard. For example:</i>	
(i) Does the sign obstruct the movement of pedestrians or bicycle riders?	No.
(ii) Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?	No.
(iii) Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?	No.
3.2.5 Illumination	
a) Advertisements must comply with the luminance rules.	Will comply.
3.4. Road Safety Guidelines For Sign Content	

Criteria	Comment
1. Advertisements must not imitate a traffic control device such as traffic lights;	Complies.
2. Advertisements must not instruct drivers to perform an action such as 'Stop', 'Halt' or 'Give Way';	Complies.
3. Advertisements must not invite traffic to move contrary to any traffic control device, or turn where there is fast moving traffic;	Complies.
4. Advertisements must not contain reflectors, which at night could be mistaken for a traffic control device;	Complies.
5. The permissible level of reflectance of an advertisement also applies to the content of the sign. That is, the level of reflectance is not to exceed the 'Minimum coefficients of Luminous intensity per unit area for Class 2A', as set out in Australian Standard AS/NZS 1906.1:1993.	Will comply.
6. Advertisements should not contain messages that are distractive or otherwise inconsistent with road safety;	Will comply.
7. Advertisements should be legible. A clear font at least 150mm high is advisable;	Complies.
8. Advertisements should not contain large areas of red display if it is to be illuminated. In wet night-time conditions it may cause confusion with traffic control signals or 'stop' or 'tail lights' of moving vehicles.	Will comply.
9. The amount of information supplied on a sign should be minimised so that the time required to read and understand the sign's message is minimised. As a guide, each sign should be restricted to 6 units of information. The summation of units is to be calculated as follows:	Will comply.
Words of up to 8 letters, inclusive = 1 unit	
Numbers up to 4 digits, inclusive = 0.5 unit	
Numbers of 5-8 digits = 1 unit	
Symbol, picture, logo or abbreviation = 0.5 unit	Will comply.
10. The proposed advertising message should not spread the message across more than one adjoining sign.	
	Complies.

Section 4. Public Benefit Test for Advertisement Proposals

Possible Criteria	Comment
(iii) corridor landscaping, litter removal or similar improvement works;	The proposed signage and landscaping enhances the appearance and quality of the Camden Valley Way road corridor in this location.

5. Other Relevant Requirements

Clause 10 Prohibits advertisements on land that is within any of the following zones or descriptions:

- environmentally sensitive area
- heritage area (excluding railway stations)
- natural or other conservation area
- open space
- waterway
- residential (but not including a mixed residential and business zone, or similar zones)
- scenic protection area
- national park
- nature reserve

The proposed development is not located in any of these areas.