

Statement of Environmental Effects – 93-97 Angus Ave Kandos

Introduction

This Statement of Environmental Effects (SEE) has been prepared to accompany a development application on behalf of RSL LifeCare. The application relates to the identification and wayfinding signs located at 93-97 Angus Ave Kandos

RSL LifeCare are one of the largest Aged Care providers in Australia, providing a range of services and care to seniors and veterans for over 110 years across NSW, ACT and QLD. Empowering veterans, seniors and their families navigating life transitions to make confident decisions and live their best lives through the provision of effortless, integrated wellness and care solutions. Facilities offered range from Retired living to Residential aged care and Home care options.

As part of the ongoing commitment to excellence and innovation RSL LifeCare's new brand identity reflects who they are and where we are heading. The new brand is a symbol of the dedication to evolving and meeting the needs of veterans and their families, seniors, residents, and their families, as well as the broader community of today and tomorrow.

The new brand has been developed to be modern and distinctive ensuring it resonates with both current residents and future generations. Capturing the forward thinking approach while honouring the rich history of supporting veterans and seniors.

RSL LifeCare are currently undertaking an upgrade and rebrand of their facilities throughout NSW to implement this new identity. Diadem in conjunction with RSL LifeCare have designed a suite of signs to align with the new identity and to positively and cohesively brand their properties.

The purpose of the new signs is to identify the property and its services. The sign proposed for this site will clearly identify the property providing a quality experience for workers, residents and visitors. This will positively contribute to the amenity and add to the security and safe use of the property.

Updating the main identification sign at Ada Cottage residential aged care is the subject of this application.

Sign details of the documented in this proposal are:

- **Location 1** – Freestanding pylon sign
Sign panel size 2000mm x 700mm
Double sided, Non illuminated
*existing sign to be removed
- **Location 2**- Remove existing sign freestanding sign
- **Location 3**- remove existing wall fascia sign

This SEE provides for the following:

- Description of the site and surrounding development.
- Works proposed as part of this DA
- Evaluation of the proposal against relevant planning controls and policies and

- Consideration of the potential impacts of the proposed works

The Site and Surrounding Development

The subject site is located at 93-97 Angus Ave Kandos

The site fronts Angus Ave and is formally known as Lot 1 DP1134336

An aerial image of the site is shown in the image below in Figure 1.

FIGURE 1 – AERIAL IMAGE OF THE SITE (SOURCE NEARMAP)



Proposed Development

Development consent is sought for the installation of Business identification sign to identify the site and its services.

The proposed sign does not satisfy the provisions under the SEPP (Exempt and Complying Codes) 2008 and therefore seeks consent under the Development Application:

Planning Policy Considerations

The following planning controls and policies are relevant to the proposal and are discussed in further detail below:

1. State Environmental Planning Policy (Industry and Employment) 2021

2. Mid Western Local Environmental Plan 2012
3. Mid Western Development Control Plan 2013

STATE ENVIRONMENTAL PLANNING POLICY (Industry and Employment)2021

Chapter 3 – Advertising and Signage of the State Environmental Planning Policy (Industry and Employment) aims to ensure that advertising and signage is compatible with the desired amenity and visual character of an area, provides effective communication in suitable locations and is of high-quality design and finish. It does not regulate the content of the signs and advertisements.

Division 2 Control of Advertisements require that consent cannot be granted to signage unless the consent authority is satisfied that it is consistent with the objectives of the SEPP and has satisfied the assessment criteria specified in Schedule 5. The objectives and assessment criteria are addressed in the table below

TABLE 1 – COMPLIANCE WITH SCHEDULE 1 OF THE SEPP (Industry and Employment) 2021

CRITERIA	ASSESSMENT
<p>1. Character of the area</p> <ul style="list-style-type: none"> • <i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i> • <i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i> 	<p>The proposed sign is sympathetic to the site architecture, general built environment and character of the area. The signs design and form complement the site architecture and is consistent with the use of the land as a Residential Care facility</p>
<p>2. Special areas</p> <ul style="list-style-type: none"> • <i>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?</i> 	<p>The proposed sign does not detract from the amenity or visual quality of any heritage areas, environmentally sensitive areas, natural / conservation areas, open space areas, waterways, landscapes or residential areas.</p>
<p>3. Views and vistas</p> <ul style="list-style-type: none"> <i>Does the proposal obscure or compromise important views?</i> • <i>Does the proposal dominate the skyline and reduce the quality of vistas?</i> • <i>Does the proposal respect the viewing rights of other advertisers</i> 	<p>The proposed sign will not compromise or obscure important views or vistas. The new proposed signs will not dominate the skyline and are respectful of other</p>

	businesses viewing and advertising rights.
<p>4. Streetscape, setting or landscape</p> <ul style="list-style-type: none"> • <i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i> • <i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i> • <i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i> • <i>Does the proposal screen unsightliness?</i> • <i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i> • <i>Does the proposal require ongoing vegetation management?</i> 	<p>The proposed sign has been carefully designed in scale, proportion and form and is in keeping with the character of the streetscape.</p> <p>The proposed sign will contribute to the visual interest of the site and the local area using the RSL LifeCare logo and information relevant to the site, rationalising graphic content onto the sign and reducing any visual clutter</p>
<p>5. Site and Building</p> <ul style="list-style-type: none"> • <i>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?</i> • <i>Does the proposal respect important features of the site or building, or both?</i> • <i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i> 	<p>The proposed signage is compatible in scale and proportion with the site and is appropriately located to complement the site and vehicular entrance/ exit points.</p> <p>The sign structure has been carefully designed in form, structure and graphic content to provide a high quality outcome in line with the RSL LifeCare brand.</p> <p>The new sign will revitalise the property and positively contribute to the area providing improved visibility to vehicular traffic.</p>
<p>6. Associated devices and logos with advertisements and advertising structures</p> <ul style="list-style-type: none"> • <i>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?</i> 	<p>The proposed signage will display the "RSL LifeCare" logo and on site wayfinding information.</p> <p>The sign has been designed to provide clear and visible messaging relevant to the site.</p>
<p>7. Illumination</p> <ul style="list-style-type: none"> • <i>Would illumination result in unacceptable glare?</i> • <i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i> • <i>Would illumination detract from the amenity of any residence or other form of accommodation?</i> • <i>Can the intensity of the illumination be adjusted, if necessary?</i> • <i>Is the illumination subject to a curfew?</i> 	<p>There will be no illumination</p>

<p>8. Safety</p> <ul style="list-style-type: none"> • <i>Would the proposal reduce the safety for any public road?</i> • <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i> • <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i> 	<p>There will be no reduction in safety to public roads, pedestrians or cyclists due to the installation of the proposed sign.</p>
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MID WESTERN LOCAL ENVIRONMENTAL PLAN 2012

The LEP is the primary local planning instrument guiding local environmental planning for the site. In the following section, the objectives and assessment criteria are addressed below.

Zoning and Permissibility

The site is zoned RU5 Village
Building identification and business identification signs are permissible in the zone

Zoning Aims and Objectives

The RU5 zone has the following aims and objectives:

- To provide for a range of land uses, services and facilities that are associated with a rural village.
- To promote development that is sustainable in terms of the capacity of infrastructure within villages.

The proposed sign seeks to respond positively to these objectives as it is consistent with the approved land use providing Residential Aged Care. The sign relates directly to the property and will enable clear identification for the property and its use for the community as well as an improved visual appearance and function through effective site specific information.

MID WESTERN DEVELOPMENT CONTROL PLAN 2013

The DCP 2013 is a detailed document outlining planning and design guidelines for sustainable quality development and environmental outcomes. The general objectives of the Mid western DCP below have been considered.

4.4 Signs

Residential areas

- a) The sign shall only display the name and nature of the business, including address, hours of business, telephone number and the like;
- b) The sign shall not be larger than one metre long and 300mm high;
- c) The sign shall not be erected higher than one metre above ground level;

- d) The above provisions apply to signage on the building or site of the business. Advertising signage on other land will not be permitted.
- e) Council will not approve the use of flashing lights, bunting and other devices to attract attention to a business.
- f) Any other signs to be erected on a property shall be considered in accordance with the type of business and whether there are any "existing-use" rights for signage.
- g) Generally, only one sign will be allowed for home industries and home occupations.

The proposal recognises the importance of each of these objectives and Council's expectations and requirements for development within Mid Western Regional Council and seeks to respond positively. The sign relates to the approved use of the land as Residential Aged Care. The location and size of the sign has been carefully considered for site identification and entrance visibility with an emphasis on the integration of the built environment and landscape setting. The sign is a free standing sign which will replace the existing sign with a new sign of improved (reduced) proportions. The sign is required to be larger than the size outlined in the policy as it is not for a home business. The sign is essential identification of the facility for visitors, workers and emergency services. The sign is appropriately located whilst providing functional information. The sign will provide effective communication for the public of site identification and entrance / exits, the content is limited to the name of the property and address details. The proposed signage is thoughtfully designed and will be properly maintained, encouraging a high quality outcome which seeks to complement the services at the site and reinforce the desired residential aged care amenity, avoiding visual clutter and without creating a hazard. The signs' design and form and location will complement the existing site creating a consistent approach for identification and wayfinding. Existing signs on the site will be removed as shown on the relevant plans.

The sign will be located wholly within the property boundary and set back sufficiently from the road while still providing optimum visibility for identification of the site entry. This is in keeping with desired character of the locality. The sign will not dominate the streetscape, protrude over buildings or tree lines and will not obscure any important views or vistas. The sign will be contemporary with improved functionality providing essential information to the public whilst complementing the architecture, landscaped areas and amenity. The height of the sign panel is 2m and sits on sandstone treated base to integrate into the landscaped environment. The signs' function is to provide identification, gateway entry information including the name of the property and address details for residents, visitors and emergency services. This is consistent with the residential lifestyle offering at RSL LifeCare properties and the commitment to providing a safe and welcoming community living facility

Key Assessment Issue

Suitability of the site

The proposal is suitable for the site and will not result in any unreasonable impacts or detrimental effects. The signage provides site identification and relevant information to the properties at 93-97 Angus Ave Kandos. The new sign will update the existing sign with an improved sign for better visibility and communication. The new sign's structural design, graphic content and size will improve the use of the site. The sign's design incorporates a contemporary structural form and colour palette, with high quality materials and well designed clear messaging that will complement the surrounding landscape and infrastructure, without imposition or visual clutter.

Potential Impacts

The proposed sign is contemporary, coordinated and well designed and is consistent with the development and approved land use at the site. The sign does not dominate any views or the skyline. The proposal does not detrimentally impact on the operation or appearance of any publicly accessible space, pedestrian movement paths, circulation areas or have any traffic impacts. The proposal has no unreasonable impact on the natural and built environment or any economic impacts on the locality. The existence of the signage and information will positively contribute to the development through identifying the site and services to users of the site.

The Public Interest

The proposal is considered to be in the public interest as it accords with the principles of relevant planning controls and will help to identify the RSL LifeCare facility for workers and visitors. Confirmation of clear messaging on the signs will improve safe use of the site and direct traffic to correct entry and exit points. This is particularly important at a Residential Aged care facility as users and visitors are often elderly and may have impaired mobility. It is also important for the site to be clearly signed for emergency services.

Conclusion

This Statement of Environmental Effects (SEE) has been prepared by Diadem Pty Ltd on behalf of the applicant, RSL LifeCare. The development application (DA) seeks permission for new site identification and wayfinding signs to a revitalise the site.

In summary, the proposed development is considered appropriate for the following reasons:

- The signage complies with the relevant requirements of the state and local planning controls and policies, including SEPP 64,
- The signage is permissible on the site under the provisions of the Mid Western Environmental Plan 2012
- The signage complies with the objectives of Mid Western Development Control Plan 2013
- The signage has been designed to serve the overall purpose of providing site identification and wayfinding information for the existing site
- The signs have been designed to respect the character of the locality and provide benefit to the public through clear and effective identification and wayfinding

Accordingly, in the circumstances of the case it is respectfully requested that council determines the application favourably.