



Burwood^{Inc.1874}
Burwood . Burwood Heights . Croydon . Croydon Park . Enfield . Strathfield

Attachments Excluded from Agenda
Burwood Local Planning Panel Meeting
Thursday, 17 July, 2025
6:00 PM

Table of Contents

Development Applications

DA7/25	Electric Vehicle (EV) charging station at kerbside with integrated digital advertising signage.	
Attachment 1:	Statement of Environmental Effects & letter from applicant.....	3
Attachment 2:	Plans, Details and Specifications	35
Attachment 3:	Recommended Conditions of Approval	38
DA8/25	Use of existing commercial premises as a 'neighbourhood shop' (tobacconist), minor internal building alterations (internal shop fit-out), and installation of shopfront business identification signage and fixed security bars.	
Attachment 1:	Architectural Plans	43
Attachment 2:	Heritage Impact Statement	47
Attachment 3:	Statement of Environmental Effects	64
Attachment 4:	Recommended Conditions of Approval	82



Advertising Enabled EV Charging Unit

Morwick Street, Strathfield

Statement of Environmental Effects

Prepared for
JOLT Charge Pty Ltd

April 2025

MECONE.COM.AU




Mecone acknowledges the Traditional Custodians of the land on where this project is undertaken and across the Mecone offices that this report is prepared, paying respect to the Elders past and present. We recognise the ongoing connection of Aboriginal and Torres Strait Islander peoples to land, waters, and culture.

Project Director

Paul Keywood

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Revision	Revision date	Status	Authorised: Name & Signature	
1	3 April 2025	DRAFT		
2	8 April 2025	FINAL	P Keywood	

* This document is for discussion purposes only unless signed and dated by the persons identified.
This document has been reviewed by the Project Director.

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Table of contents

1	Introduction	1
1.1	Project Documents	2
2	The Site	3
3	The Proposal	6
3.1	Advertising Enabled EV Charging Unit	6
3.1.1	Digital Signage Panel	6
3.2	Dedicated EV Charging Bay	7
4	Planning Assessment	10
4.1	Environmental Planning Instruments	10
4.1.1	State Environmental Planning Policy (Transport and Infrastructure) 2021	10
4.1.2	State Environmental Planning Policy (Industry and Employment) 2021	11
4.1.3	Transport Corridor Outdoor Advertising and Signage Guidelines	14
4.1.4	Burwood Local Environmental Plan 2012	18
4.2	Burwood Development Control Plan 2023	18
5	Environmental Assessment	19
5.1	Road Safety	19
5.2	Signage Illumination	20
5.3	Waste	22
5.4	Construction Management	22
5.5	Suitability of the site	22
5.6	Public Interest	22
6	Section 4.15 Compliance	24
7	Conclusion	26

Table of Figures

Figure 1: Site Location (marked as blue pin point)	3
Figure 2: Site View looking North	4
Figure 3: Site view looking East	4
Figure 4: Site view looking South	5
Figure 5: Site view looking West	5
Figure 6: Example of an installed EVA 3.0 Advertising Enabled EV Charging Unit	6
Figure 7: Street View of Proposed EVA 3.0 Advertising Enabled Charging Unit	7
Figure 8: Drawings of EVA 3.0 Advertising Enabled Charging Unit	8
Figure 9: Site plan	9

Table of Tables

Table 1: Supporting Documentation	2
Table 2: Schedule 5 IESEPP Assessment Criteria	12
Table 3: Transport Corridor Guidelines Criteria Assessment	14
Table 4: Luminance Levels for Digital Advertising	21
Table 5: Section 4.15 Compliance Table	24

1 Introduction

This Statement of Environmental Effects (**SEE**) has been prepared by Mecone Group Pty Limited on behalf of JOLT Charge Pty Ltd (**JOLT**) to support a Development Application (**DA**) to Burwood Council (**Council**) at Morwick Street, Strathfield (the **site**).

The proposal relates to the installation of an advertising enabled EV charging unit (referred to as an 'EVA' charging station) on the kerbside to the east of 31 Morwick Street, Strathfield.

The EVA charging station will be publicly available to provide fast electric vehicle charging for EV owners including 8 minutes of free charging per day – equivalent to seven kWh of free fast charging per day. This equates to approximately 45-50km of driving range (from less than 10 minutes of charging), which is more than the average daily commute. Customers can also pay to charge after the free charging has been completed. By charging on the JOLT charging network, EV drivers can potentially save more than \$1,300 per year.

The proposed advertising enabled EV charging unit will not obstruct vehicles, pedestrians or cyclists, will not interfere firefighting duties or equipment and is not located in a residential zone. Therefore, it can be undertaken as development permitted with consent under Section 2.124A of the *State Environmental Planning Policy (Transport and Infrastructure) 2021 (T&I SEPP)*.

This SEE undertakes an assessment of the proposal with regard to the relevant matters for consideration under Section 4.15 of the *Environmental Planning and Assessment Act 1979*. The proposal is located within a MU1 Mixed Use land use zone and is permissible with consent.

The SEE includes the following information:

- Details of the proposed site
- A description of the proposals in context;
- Explains and addresses the relevant statutory planning framework;
- Provides an assessment in respect of the statutory plans and policies insofar as relevant, including:
 - *State Environmental Planning Policy (Industry and Employment) 2021 (IESEPP)*,
 - Transport Corridor Outdoor Advertising and Signage Guidelines,
 - *Burwood Local Environmental Plan 2012*, and
 - Burwood Development Control Plan,
- Assessment of potential environmental impacts and identification of any appropriate mitigation measures.

Background to the Application

At present the coverage of publicly available EV charging units in and around the Sydney region is limited. As ownership of EVs increases, the need for owners to charge their vehicles as part of a journey or whilst parked will grow.

The benefits of EVs in terms of reduced usage of fossil fuels and low or zero emissions travel are well-established. The resulting benefit to air quality, for the environment and for health – particularly in congested areas and road corridors – is a significant positive aspect of the growing shift to EVs.

The Sustainable Burwood Plan provides a framework for sustainable planning and decision-making to achieve and improve on positive environmental sustainability in the Burwood Council area.

Council's key target is to achieve net zero by 2030. In order to achieve this, numerous targets have been established. Of relevance, one key target is to support the roll out of electric vehicle charging stations and infrastructure.

The proposal in this DA directly aligns with this key action as it will provide publicly accessible EV charging infrastructure, which will encourage and support the uptake of EVs in the Burwood LGA.



Previous JUMP installations

Since 2021, JOLT have successfully installed a number of EV charging stations across multiple LGAs within the Greater Sydney area, including, but not limited to, Northern Beaches Council, Randwick Council, Burwood Council, Strathfield Council and Canada Bay.

These have principally been through the roll out of JOLT's JUMP EV charging stations which relate to the conversion of existing Ausgrid kiosk substations to be inclusive of EV charging infrastructure. Four of which have been installed in Burwood LGA (refer to DA91.2021).

In addition, a DA (10.2022.99.1) at 302-314 Parramatta Road (Dan Murphy's), Burwood was approved on 9 September 2023 for digital advertising signage integrated with a new EV charging station.

The EVA charging station will form part of JOLT's growing EV charging network and continue to support publicly accessible EV charging infrastructure in the Burwood LGA and other LGAs.

1.1 Project Documents

This DA is supported by and should be read in conjunction with the following plans and specialist reports in Table 1.

Table 1: Supporting Documentation

Document	Source/Consultant	Appendix
Site plan, dimensions and specification of the EVA charging unit	JOLT	1
Burwood DCP Compliance Table	Mecone	2
Cost Estimate Report	JOLT	3



2 The Site

The proposal relates to an advertising-enabled EVA charging unit located on the kerbside to the east of 31 Morwick Street, Strathfield, with adjacent on-street car parking. The site is zoned as MU1 Mixed Use under the *Burwood Local Environmental Plan 2012* (BLEP).

Surrounding development includes Strathfield Sports Club (including car park and sports fields), low and mid rise housing, shop top housing, commercial area, and The Boulevard to the West. The site is located 350m from Strathfield Train Station, accessible by foot on Morwick Street.

General State heritage item – historical Trinity Uniting Church current Sydney Nepalese Fellowship Church – 62 The Boulevard Strathfield, is located on the corner of Morwick Street and The Boulevard, approximately 80 metres west of the site. General local heritage item – “Chontai”, current Chiropractor in Burwood – 59 Wentworth Road Strathfield - is located approximately 184 metres east of the site.

The location of the site is shown below in **Figure 1**.



Figure 1: Site Location (marked as blue pin point)

Source: Mecone Mosaic 2024



Refer to the **Figures 2-5** below which illustrate views of the site in each direction.

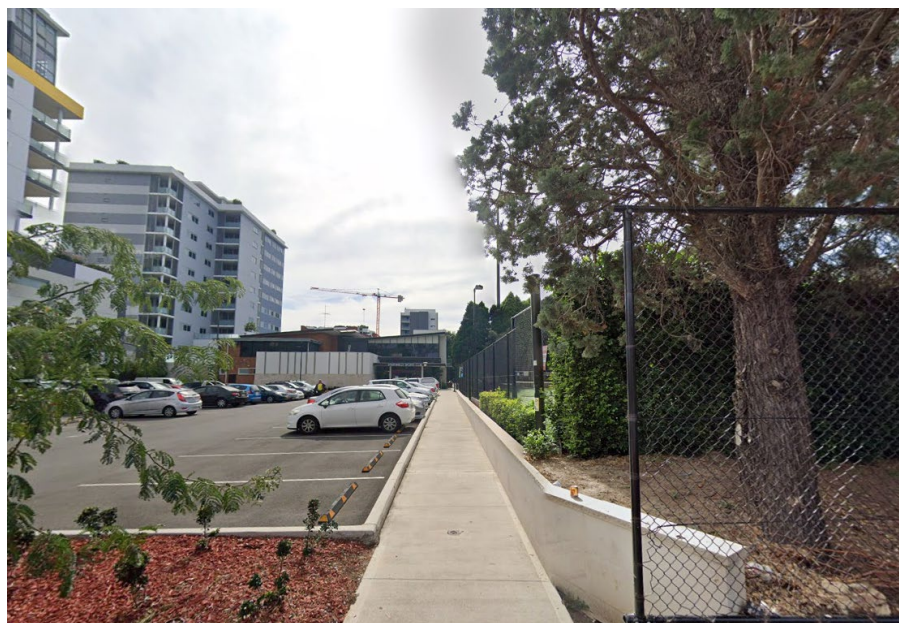


Figure 2: Site View looking North

Source: Google maps (dated 2024)

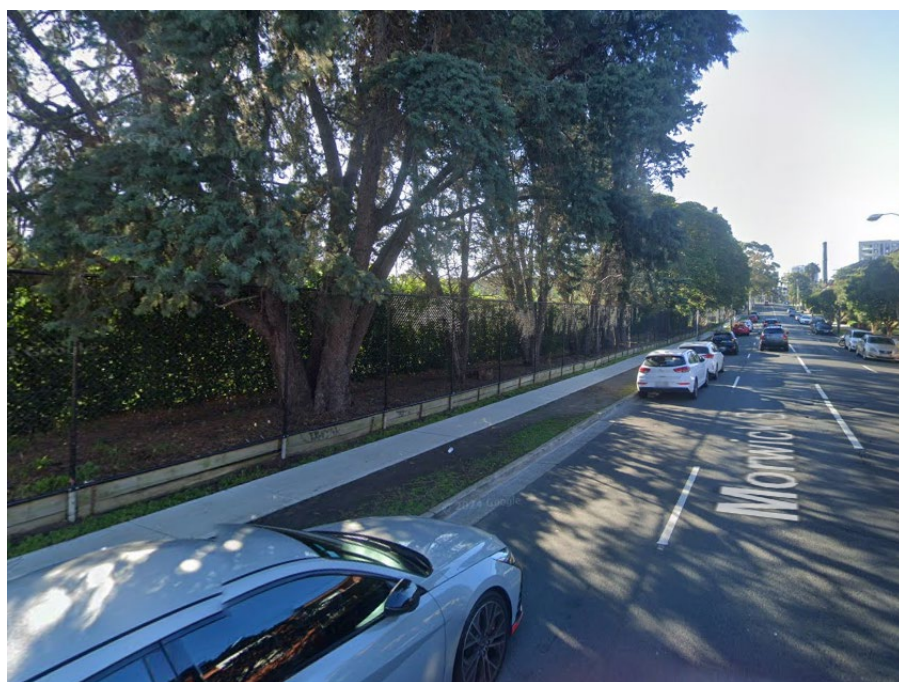


Figure 3: Site view looking East

Source: Google maps (dated 2024)



Figure 4: Site view looking South

Source: Google maps (dated 2024)



Figure 5: Site view looking West

Source: Google maps (dated 2024)



3 The Proposal

This SEE report relates to a proposal for the installation of a new advertising enabled EV charging unit; referred to as an EVA charging unit.

3.1 Advertising Enabled EV Charging Unit

The EVA charging units are electric vehicle charging stations with retractable charging cables and designed to be compatible with all Australian Standard connectors. The EVA charging units will be publicly available with real-time monitoring charging status and record of previous charging sessions available via a mobile application.

The EVA 3.0 charging unit is a 50kW charger which can deliver the free 7kWh in 8 minutes – approximately 45-50km worth of range. EVA 3.0 is capable of charging 2 x cars at once at 25kW each when positioned between two bays, or a single car at 50kW when centred on a single bay. For this proposal it will service one bay. It will contain CCS2 and CHAdeMO cables to service the two most prevalent plug types. Drawings of the location, dimensions and specification of the EVA charging unit are shown in **Appendix 1**. A photograph of an example of an EVA 3.0 installed elsewhere is shown below.



Figure 6: Example of an installed EVA 3.0 Advertising Enabled EV Charging Unit

Source: Jolt

3.1.1 Digital Signage Panel

The charger includes digital advertising panels on either side. These have several purposes. The signage panels enable identification of the charging station so that drivers of EVs passing it or using the car parking spaces can identify its location when their vehicle needs charging. Public benefits arise from a portion of the screen time



being capable of use by Council to promote events and provide community information. In addition, the signage panels provide the necessary funding required to deliver the EV charging infrastructure to the public. The reliable funding source from the third-party advertisements will ensure JOLT can provide a viable EV charging network in the Burwood LGA and other LGAs.

Each EVA charging station will include two digital signage panels. The digital signage panels are 75 inches (1890mm) in their diagonal dimension (1650mm x 928mm) and will each comprise 50% of the outer surface on each side of the EVA charging station.

The proposed digital signage panels are state-of-the-art low-energy usage LED screens. The screens can display images at a rate of up to six per minute (a minimum of 10 seconds per image). The images themselves will be static (i.e. no video or moving content). The transition time from one advert image to another is approximately 0.1 seconds.

See **Figures 7-9** below for street view, drawings and site plan for the proposed advertising-enabled EV charging unit.



Figure 7: Street View of Proposed EVA 3.0 Advertising Enabled Charging Unit

Source: Jolt

3.2 Dedicated EV Charging Bay

One regular parking bay will be converted to a dedicated EV charging bay. Signage and bay marking will be installed to identify the EV charging bay.

Installation of signage and bay marking will ensure the fast charger is visible and accessible to EV drivers 24/7. This element of the charging facility is subject to separate approval from Council's Local Traffic Committee.

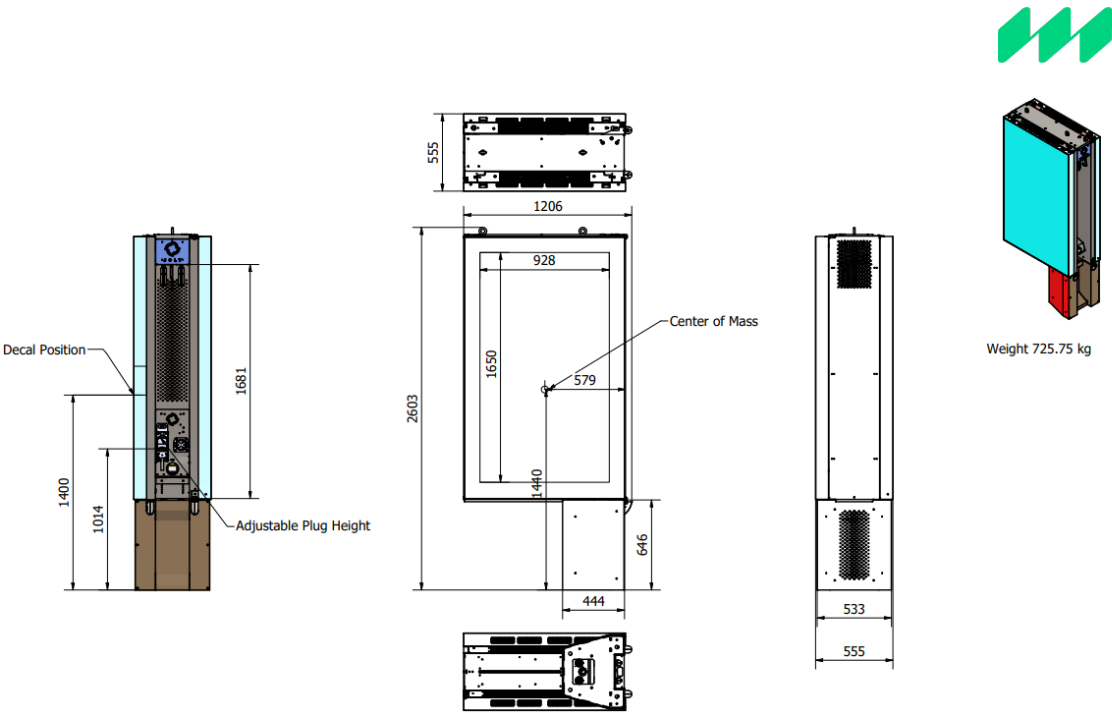


Figure 8: Drawings of EVA 3.0 Advertising Enabled Charging Unit

Source: Jolt

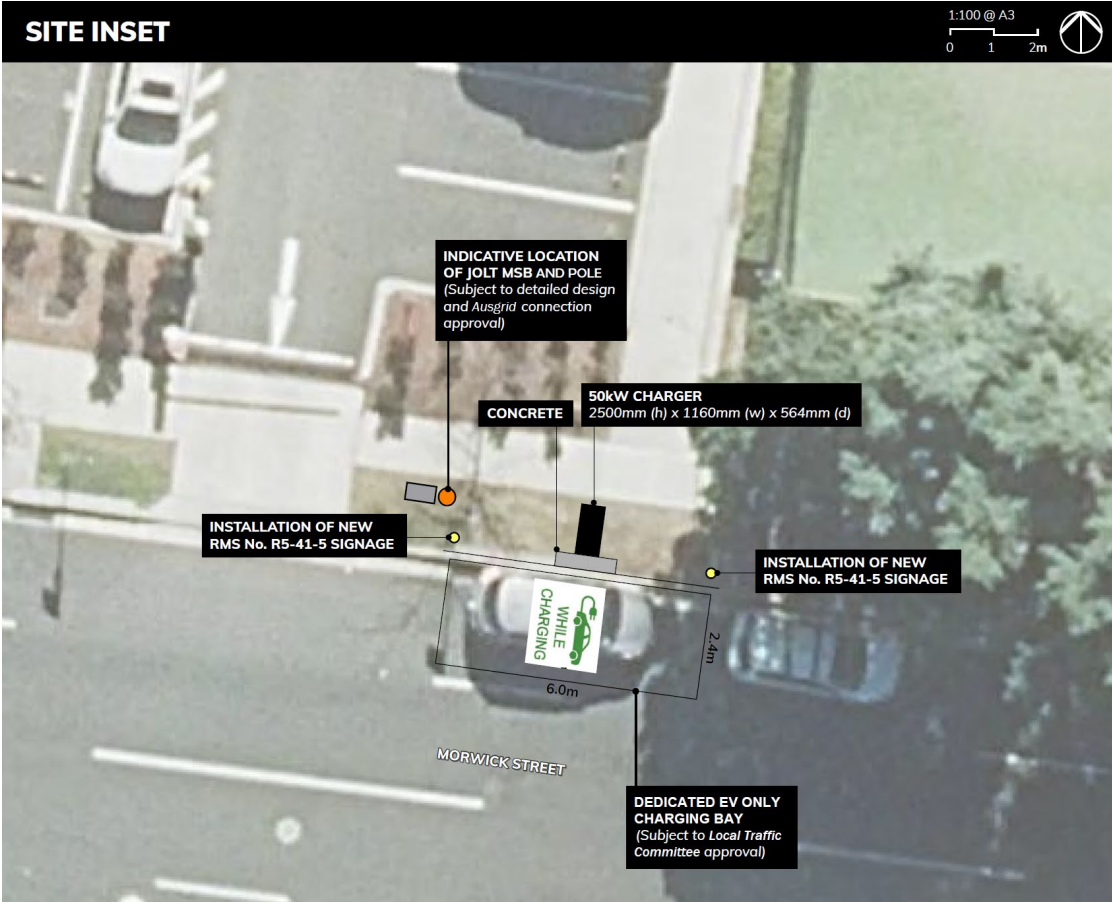


Figure 9: Site plan

Source: Jolt



4 Planning Assessment

This section provides a preliminary assessment of the proposal in relation to key relevant provisions contained in section 4.15(1)(a)(i)-(iii) in the EP&A Act, environmental planning instruments, including state environmental planning policies (SEPPs), draft environmental planning instruments, applicable development control plans and planning agreements. Where necessary, a more detailed assessment is undertaken in the following section.

4.1 Environmental Planning Instruments

The relevant State and local environmental planning instruments that apply to the site and the proposal include:

- *State Environmental Planning Policy (Transport and Infrastructure) 2021*;
- *State Environmental Planning Policy (Industry and Employment) 2021*
 - Transport Corridor Outdoor Advertising and Signage Guidelines
- *Burwood Local Environmental Plan 2012*.

4.1.1 State Environmental Planning Policy (Transport and Infrastructure) 2021

Section 2.124A of the Transport and Infrastructure SEPP enables the development of an advertising-enabled EV charging unit as development permitted with consent provided that:

(a) *the unit does not obstruct the following—*

- (i) *vehicular, cyclist or pedestrian access to or from, or entry into, a building,*
- (ii) *cyclist or pedestrian movement along a cycleway or footpath, and*

(b) *the unit does not obstruct access to, or interfere with, a structure, device, fixture or equipment used for firefighting or fire protection, including a fire hydrant, and*

(c) *for an advertising-enabled EV charging unit—*

- (i) *the unit is not installed on land in a residential zone, and*
- (ii) *each screen or display of the unit—*

(A) *complies with AS/NZS 4282:2019, Control of the obtrusive effects of outdoor lighting, and*

(B) *if illuminated—is not animated, flashing or moving.*

The proposed EVA charging unit is located on the kerbside verge; therefore it would not obstruct any type of access to a building, nor cyclist or pedestrian movement along a cycleway or footpath. It would not obstruct access to, or interfere with a firefighting or fire protection structure, devices or equipment. Additionally, as an advertising-enabled EV charging unit, it is not proposed to be installed in a residential zone. Further, the advertising content is proposed to not be animated, flashing or moving, and comply with the relevant Australian Standards. For all the reasons mentioned, the proposal can be considered development permitted with consent.



4.1.2 State Environmental Planning Policy (Industry and Employment) 2021

Section 3.1 Aims and Objectives

The objectives of Section 3.1(1) of Chapter 3 Advertising and Signage of IESEPP are provided below. The proposed advertising enabled EV charging unit is consistent with the objectives, as follows.

- Compatibility with the desired amenity and visual character of an area
 - The proposal site is located within MU1 Mixed Use zone, near Strathfield Train Station and retail and commercial hubs such as Strathfield Plaza and Burwood Plaza. Car parking infrastructure and a variety of signage for commercial purposes are evident within the surrounding locality. As such the proposed advertising display is consistent with the visual character of the local centre and existing streetscape.
- Provision of effective communication in suitable locations
 - The advertising displays have been integrated into the EV charging station and will enable EV owners to easily identify the location of the charging station. The advertising display will also enable the effective communication of advertising including public and emergency messaging without compromising road or pedestrian safety or resulting in unacceptable visual impacts.
- High quality design and finish
 - The proposal will be constructed of high-quality resilient materials, with finishes which are non-reflective, have a long lifespan and will be resistant to weathering. The high-resolution digital displays will ensure images displayed are clear and legible.
- Public benefit
 - Each EV charging station will comprise of two digital signage panels. The signage panels will enable EV owners to easily identify the charging unit. The third-party advertising enables JOLT to provide 7kWh of free charging per user per day. This equates to approximately 45-50km of driving range (from less than 10 minutes of charging), which is more than the average daily commute. Customers can also pay to charge after the free charging has been completed. By charging on the JOLT charging network, EV drivers can potentially save more than \$1,300 per year.
 - In addition, Council will receive a portion of free screen time to display details of Council events, community safety messages, or other information relating to local events. JOLT also works with local charity groups to offer free advertising campaigns or events on a regular basis.

Section 3.6 of the IESEPP states that *“a consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied –*

- (a) *that the signage is consistent with the objectives of Chapter 3 as set out in Section 3.1(1), and*
- (b) *that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5”.*

The text above addresses the objectives of Section 3.1(1). The assessment criteria in Schedule 5 are addressed further below.

Section 3.8 Prohibitions

Section 3.8 of the IESEPP outlines that the display of an advertisement may be prohibited in the following instances:

- Environmentally sensitive area
- Heritage area (excluding railway stations)
- Natural or other conservation areas



- Open space,
- Waterway,
- Residential (but not including a mixed residential and business zone, or similar zones),
- Scenic protection area,
- National Park,
- Nature reserve.

The proposal **is not** located within any of the above prohibited areas.

Schedule 5 Assessment Criteria

An assessment of the proposal against the criteria listed in Schedule 5 of the IESEPP is provided in **Table 2** below.

Table 2: Schedule 5 IESEPP Assessment Criteria

Assessment Criteria	Compliance
(1) Character of the area	
<ul style="list-style-type: none"> 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>Complies</p> <p>The proposal is compatible with the existing character of the local area as it is located in a mixed-use zone and within approximately 340m of Strathfield train station, 260m from Strathfield Plaza, and 175m from Strathfield Town Centre. There is also illuminated signage for Strathfield Sport Club adjacent to the proposal.</p>
<ul style="list-style-type: none"> Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	<p>N/A</p> <p>There is no particular theme for outdoor advertising in this locality.</p>
(2) Special Areas	
<ul style="list-style-type: none"> 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? 	<p>Complies</p> <p>There are no environmentally sensitive areas, natural or other conservation areas, open spaces, waterways or rural landscapes in vicinity of the site.</p> <p>Although the proposed signage is close to a Local heritage item (62 The Boulevard) and near residential, it would not detract from local amenity, heritage significance or visual quality.</p>
(3) Views and vistas	
<ul style="list-style-type: none"> Does the proposal obscure or compromise important views? 	<p>Complies</p> <p>The proposal is on ground level and will not obscure or compromise any important views where it is located.</p>
<ul style="list-style-type: none"> Does the proposal dominate the skyline and reduce the quality of vistas? 	<p>N/A</p> <p>The proposal will be on ground level therefore it will not dominate the skyline or reduce the quality of vistas.</p>
<ul style="list-style-type: none"> Does the proposal respect the viewing rights of other advertisers? 	<p>Complies</p> <p>The proposal does not obstruct any other advertisements and therefore respects the viewing rights of other advertisers.</p>



Assessment Criteria	Compliance
(4) Streetscape, setting or landscape	
<ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? 	The scale, proportion and form of the proposal is appropriate for the streetscape given it does not stand out or cause a nuisance due to its design.
<ul style="list-style-type: none"> Does the proposal contribute to the visual interest of the streetscape, setting or landscape? 	Complies The proposal contributes to the visual interest of the streetscape as it is a clean and modern design.
<ul style="list-style-type: none"> Does the proposal reduce clutter by rationalising and simplifying existing advertising? 	The advertising on the signage panel would be static in nature and would not add to clutter.
<ul style="list-style-type: none"> Does the proposal screen unsightliness? 	Complies The proposal does not screen unsightliness due to its clean and modern design which does not cause for it to stand out inappropriately.
<ul style="list-style-type: none"> Does the proposal protrude above buildings, structures or tree canopies in the area or locality? 	Complies The proposal does not protrude above buildings, structures or tree canopies in the area.
<ul style="list-style-type: none"> Does the proposal require ongoing vegetation management? 	Complies The proposal will not require ongoing vegetation management.
(5) Site and building	
<ul style="list-style-type: none"> 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? 	Complies The proposal is compatible with the scale and proportion of the site and does not detract from the other characteristics of the location.
<ul style="list-style-type: none"> Does the proposal respect important features of the site or building, or both? 	Complies The proposal does not conflict with any notable features of the site or surrounding buildings.
<ul style="list-style-type: none"> Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	Complies The proposal does show innovation and imagination in its relationship to the site, by creating an unobtrusive functional structure which is compatible with the streetscape.
(6) Associated devices and logos with advertisements and advertising structures	
<ul style="list-style-type: none"> 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? 	Complies Safety and the method and control of illumination have been considered as part of the design. Regular checking, maintenance and cleaning will be conducted.
(7) Illumination	
<ul style="list-style-type: none"> Would illumination result in unacceptable glare? 	Complies The illumination integrated into the proposal will not cause unacceptable glare and will be monitored to prevent so. See also section 5.2 below with regard to details of control of illumination.



Assessment Criteria	Compliance
<ul style="list-style-type: none"> Would illumination affect safety for pedestrians, vehicles or aircraft? 	Complies The illumination would not affect safety for pedestrians, vehicles or aircrafts.
<ul style="list-style-type: none"> Would illumination detract from the amenity of any residence or other form of accommodation? 	Complies The illumination would not detract from the amenity of any residence or other form of accommodation.
<ul style="list-style-type: none"> Can the intensity of the illumination be adjusted, if necessary? 	Complies The screen brightness will be regulated in response to ambient lighting levels and time of day
<ul style="list-style-type: none"> Is the illumination subject to a curfew? 	Complies Lower brightness settings will be used during lower ambient light periods and this will manage glare and prevent harm to residential or other amenity.
(8) Safety	
<ul style="list-style-type: none"> Would the proposal reduce the safety for any public road? 	Complies The proposal would not cause impact on the safety of any public road. See also the assessment at section 5.1 below.
<ul style="list-style-type: none"> Would the proposal reduce the safety for pedestrians or bicyclists? 	Complies The proposal would not reduce the safety for pedestrians or bicyclists.
<ul style="list-style-type: none"> Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? 	Complies The proposal will not obscure any sightlines given it is on ground level and does not block any road or footpath.

4.1.3 Transport Corridor Outdoor Advertising and Signage Guidelines

The Transport Corridor Outdoor Advertising and Signage Guidelines ('the Guidelines') outline best practice for the planning and design of outdoor advertisements in transport corridors. Several sections within IESEPP require that consideration be given to the Guidelines, which are intended to complement the provisions of IESEPP. The proposed signage panels are located within or adjacent to transport corridor land and therefore consideration is given to the Guidelines.

An assessment regarding the relevant guidelines is provided in **Table 3** below.

Table 3: Transport Corridor Guidelines Criteria Assessment

Assessment Criteria	Compliance
Land Use Compatibility Criteria – Transport Corridor Advertising	
The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant LEP	Complies The proposal is consistent with the objectives and permissibility of MU1 Mixed Use zone under the BLEP 2012, as established in the corresponding sections of this SEE.



Assessment Criteria	Compliance
<p>Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas:</p> <ul style="list-style-type: none"> • environmentally sensitive area • heritage area (excluding railway stations) • natural or other conservation area • open space (excluding sponsorship advertising at sporting facilities in public recreation zones) • waterway • residential area (but not including a mixed residential and business zone, or similar zones) • scenic protection area • national park or nature reserve 	<p>Complies</p> <p>The new signage panels are not located in a position which will significantly impact upon the amenity of these sensitive areas.</p>
<p>Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.</p>	<p>Complies</p> <p>The proposed signage will be integrated into the new EVA charging units. The signage will not dominate or protrude above the skyline or obscure or compromise any important views.</p>
<p>Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.</p>	<p>Complies</p> <p>The closest heritage item is a local heritage item (Trinity Uniting Church), located at 62 The Boulevard; 80m west of the site. However, the proposal is small-scale and will not diminish any heritage values or significance.</p>
<p>Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual landscape.</p> <p>For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.</p>	<p>Complies</p> <p>The proposed advertising enabled charging station is adjacent to the existing Strathfield Sports Club car park and will provide visual interest to the streetscape.</p>
Site Specific Structural Criteria - General	
<p>a) The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.</p>	<p>Complies</p> <p>The advertising enabled charging unit will constitute high quality design and finishes of appropriate scale and proportion which integrates well into the site and neighbourhood.</p>
<p>b) The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or</p>	



Assessment Criteria	Compliance
structure on which the proposed signage is to be located.	
c) The advertising structure should be in keeping with important features of the site, building or bridge structure.	Complies The proposal will have no additional effects on any important features of the site.
d) The placement of the advertising structure should not require the removal of significant trees or other native vegetation.	Complies No removal of trees or native vegetation is necessary or proposed.
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.	Complies The proposal does not require landscaping, however, will be in keeping with the landscaping and character of the area.
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 The digital signage panels will incorporate control and safety devices and systems to manage illuminance depending on ambient lighting and time of day. They will comply with the relevant Australian Standards, the Building Code of Australia and other statutory requirements. See section 5.2 below.
g) Illumination of advertisements must comply with the requirements in Section 3.3.3.	Complies The screen brightness will be regulated in response to ambient lighting levels and time of day. Lower brightness settings will be used during lower ambient light periods. This will manage glare and avoid light spillage which might otherwise harm residential amenity. There are no national parks or nature reserves in the locality.
h) Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	
Digital Sign Criteria	
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below	Able to comply. There will be no moving images in the advertisement displays. This operational requirement can be complied with.
b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs	Able to comply This operational requirement can be complied with.
c. The image must not be capable of being mistaken: <ul style="list-style-type: none">o or a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or	Able to comply This operational requirement can be complied with.



Assessment Criteria	Compliance
<p>patterns that may result in the advertisement being mistaken for a prescribed traffic control device.</p> <ul style="list-style-type: none"> o as text providing driving instructions to drivers. 	
<p>d. Dwell times for image display must not be less than:</p> <ul style="list-style-type: none"> o 10 seconds for areas where the speed limit is below 80 km/h o 25 seconds for areas where the speed limit is 80km/h and over. 	<p>Able to comply</p> <p>The proposed signage panels will comply with these requirements – with a dwell time of 10 seconds, as appropriate to the 50 km/h speed limit on Morwick Street.</p>
<p>e. The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen</p>	<p>Able to comply.</p> <p>This operational requirement can be complied with.</p>
<p>f. Luminance levels must comply with the requirements in Section 3 below.</p>	<p>Complies</p> <p>Section 3 luminance levels as specified in Table 6 (Luminance Levels for Digital Advertisements) of the Guidelines have been assessed and will be complied with.</p>
<p>g. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.</p>	<p>Complies.</p> <p>As a result of luminance and other controls on operation, no adverse road safety impacts are expected from the proposal.</p>
<p>h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).</p>	<p>Able to comply</p> <p>This operational requirement can be complied with.</p>
<p>i. Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.</p>	<p>Not applicable</p> <p>Although the proposal is within 250m of a classified road (The Boulevard), it is not visible from a school zone.</p>
<p>j. Each sign proposal must be assessed on a case-by-case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.</p>	<p>Noted.</p> <p>This Development Application has considered the location of the proposed signage and both digital screens. The assessment concludes that no adverse road safety or illumination impacts are expected.</p>
<p>k. At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS-accredited road safety</p>	<p>Noted.</p>



Assessment Criteria	Compliance
auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.	

Public benefit test for advertisement proposals

Part 4 of the Guidelines outlines how proposals for certain outdoor advertisements along railway corridors, classified roads and on bridges must meet a public benefit test to ensure that the advertising will result in a positive gain or benefit for the community.

Part 4.1 outlines the following criteria for which a public benefit must be applied:

- The display of the advertisement is by or on behalf of RMS or TfNSW, Sydney Trains and NSW Trains;
- The advertisement is to be displayed along a tollway;
- The advertisement is to be displayed on a bridge; or
- The advertisement requires RMS concurrence under SEPP 64 (now IESEPP).

The proposal does not trigger any of the above criteria points, and as such, is not required to provide for a public benefit.

In conclusion, the Transport Corridor Outdoor Advertising and Signage Guidelines assessment has shown the proposed works are consistent with the applicable criteria and there are no notable items of non-compliance.

4.1.4 Burwood Local Environmental Plan 2012

The Burwood Local Environmental Plan 2012 (LEP) is the comprehensive environmental planning instrument applicable to the Burwood LGA.

The proposed electric vehicle charging units and their associated digital advertising signage panels are both located on the same lot within a MU1 Mixed Use land use zone. Under this land use zone, the proposed electric vehicle charging units and digital advertising signage panels are permissible with consent. There are no development standards or other LEP provisions relevant to the proposed development in this case.

4.2 Burwood Development Control Plan 2023

The site is subject to the provisions of the Burwood Development Control Plan (BDCP) 2023.

An assessment of the application against relevant provisions of the BDCP is provided at **Appendix 2**. The assessment has found the application is generally compliant with the requirements of the BDCP with no issues or non-compliances identified.

Note: Section 4.15 (3A) of the EP&A Act provides if a development control plan contains standards with respect to an aspect of the development and the development application does not comply with those standard, the consent authority is to be flexible in applying those provisions and allow reasonable alternative solutions that achieve the objects of those standards for dealing with that aspect of the development.



5 Environmental Assessment

This SEE includes an assessment of the proposed EVA charging station in terms of the relevant matters for consideration as listed under Section 4.15 of the *Environmental Planning and Assessment Act 1979* and should be read in conjunction with information appended to this report, as outlined in the Table of Contents.

Mecone has undertaken an overarching assessment of the scope of works for the proposed EVA charging station against the relevant planning and environmental legislation and guidelines to identify potential environmental impacts and any appropriate mitigation measures.

5.1 Road Safety

It is anticipated that the EVA charging unit will result in very low to negligible road safety impacts.

The unit will be located on Morwick Street, Strathfield, which has 2 lanes on each side of the road, with one lane which permits parking shortly before and after an intersection. The EV charger parking bay is positioned in the first parking bay after a car park entrance, therefore drivers wishing to charge their car will not need to reverse into the bay – and so are less likely to disrupt traffic flow on Morwick Street. The proposal is not located at a multi road intersection, with the next intersections located 129m to the west and 216m to the east.

The signage panels will be facing the drivers on either side whether they are travelling east or west. Motorists will not be required to turn their head when observing the signage and would be able to view the road and signage simultaneously. The prospect of driver distraction from the road and any traffic signs as drivers approach them is therefore minimal.

As the digital display will cycle through several advertisements, it is relevant to further consider the potential for pedestrian and driver distraction.

In relation to driver distraction, several studies have been undertaken by the Outdoor Media Association (OMA) into the impacts of advertising, including digital advertising on driver behaviour and safety. The following provides a high-level summary of the studies' findings:

In exploring the relationship between drivers' viewing behaviour towards outdoor advertising signs and their subsequent driving performance, a 2015 study of Brisbane drivers¹ found that:

- Drivers maintain their eyes on the road 78–79% of the time, regardless of what signage is present.
- 99% of fixations at advertising signs last less than 750 milliseconds, the minimum time needed by a driver to perceive and react to an unexpected event.
- There was no significant difference in the fixation duration between third party and on-premise signage.
- There was no significant difference in the fixation durations on digital and static signage; and,
- There was evidence that drivers will look for longer at signage in road conditions that required less attentional demands – for example while the vehicle was stationary.

Replicating a world-first study in 2017 in Western Australia, in 2018 OMA investigated the behaviour of Brisbane drivers in the presence of two digital billboards at complex intersections in Queensland. The study found that:

- Lane drift either improved or was unaffected by the presence of billboards.
- Stopping over the line improved at five of the six dwell time-site combinations.
- There were no incidents (crashes or red light running).

Despite no evidence of a clear link between the provision of digital advertising and adverse impacts on driver and road safety and in keeping with Transport Corridor Advertising and Signage Guidelines, the proposed digital signs are to be specified and operated as per the measures specified in this report defined in the Guidelines as 'Static Electronic Displays (Variable Message Signs)' so that the display does not use or contain:



- Flickering or flashing lights,
 - Animated displays, video or simulated movements,
 - Implied motion such as vertical or horizontal scrolling, fade, dissolve or animation within the message itself,
 - Displays of a complexity that holds drivers' attentions beyond "glance appreciation",
 - Sequencing designed to make a driver anticipate the next message across images presented on a single sign and across a series of signs,
 - Any designs that resemble traffic signs or signals by the use of colour, shape or words that can be interpreted as giving instruction to traffic, and
 - Any image or illumination that distracts or dazzles.

Furthermore:

- Each display is to have a minimum dwell time of 10 seconds,
- The transition time between messages is to be no longer than 0.1 seconds, with a default black image in the event of image or screen failure,
- Each display will adjust the screen brightness relative to daylight and twilight hour conditions,
- Luminosity and dwell times can be controlled or amended electronically,
- The visible light reflectivity from materials used on the structure will not exceed 20% and will be otherwise designed so as not to result in glare that causes discomfort or threatens safety of pedestrians or drivers.

Overall, there is no evidence to indicate there will be any harm or more than 'low risk' to road safety from the proposed signage panels.

Additionally, the advertising enabled EV charging unit will be located 500mm (minimum of 300mm) from the kerb and will not impede vehicle movements.

5.2 Signage Illumination

The proposed digital signage will operate 24 hours a day. As such, the level of illumination and potential impacts on adjoining properties, drivers, cyclists and pedestrians is considered.

In accordance with relevant Australian Standard AS 4282 Control of the Obtrusive Effects of Outdoor Lighting, the screen brightness will be regulated in response to ambient lighting levels and time of day. Lower brightness during lower ambient light periods – e.g. during overcast or poor weather or at night-time enables less energy to be used. The luminance levels will be as specified at Table 6: Luminance Levels for Digital Advertisements within the Transport Corridor Outdoor Advertising and Signage Guidelines. The table and pages 33-34 of the Guidelines refer to different luminance levels for digital signage in different notional 'zones' in urban areas, (Zones 1-4).

Part 3.3.3 of the Guidelines outlines maximum luminance limits within each zone. The site exhibits characteristics most in line with Zone 3. Zone 3 is specified as follows: *"Covers areas with generally medium off-street ambient lighting e.g. small to medium shopping/ commercial centres"*. This would normally be expected to include MU1 Mixed Use but does not exclude other land use zones.

Table 4 below demonstrates the recommended luminance levels for digital advertisements for each zone.



Table 4: Luminance Levels for Digital Advertising

Luminance means the objective brightness of a surface as measured by a photometer, expressed in candelas per square meter (cd/sqm). Levels differ as digital signs will appear brighter when light levels in the area are low. Unless provided below, luminance levels should otherwise comply with the recommended values of AS4282 Control of the Obtrusive Effects of Outdoor Lighting.

Lighting condition	Zone 1 (cd/sqm)	Zones 2 and 3 (cd/sqm)	Zone 4 (cd/sqm)
Full sun on face of signage	No limit	No limit	No limit
Daytime luminance		6000	6000
Morning and evening twilight and inclement weather	700	700	500
Nighttime	350	350	200

Each digital panel conforms to the luminance levels through the provision of two features called GeoVu and WeatherVu, which provide location-based screen optimisation, including;

- GPS location and weather data algorithm used to modify luminance parameters.
- Uses historical and real-time data to modify decision parameters (weather, time of day, sun position, etc).
- Eliminates false readings by physical light sensors that may see shadows from nearby objects (trees, buildings, vehicles, etc).

4G connectivity enables the signage to be monitored remotely and checks undertaken to verify that the parameters set are being met. Remote diagnostics can also trigger alerts to problems or outputs outside the set parameters so these can be resolved, or the screen temporarily turned to a black display pending maintenance or repair.

In keeping with Transport Corridor Advertising and Signage Guidelines, the signage will;

- Ensure appropriate luminance levels,
- Have a minimum dwell time of 10 seconds, and,
- Not display a sign that would dazzle or distract drivers or contain flickering, animated or flashing displays.

Further, glare impacts on adjacent properties and users are to be minimised through appropriate design, external finishes and operation of the display so that:

- The visible light reflectivity from materials used will not exceed 20%. It will be designed so as not to result in glare that causes discomfort or threatens safety of pedestrians or drivers,
- At no time will the intensity, period of intermittency and hours of illumination of the signs cause objectionable glare or injury to the amenity of the neighbourhood, and,
- The screen is to have a default black display when the signage is off or malfunctioning.

The above are appropriate management and mitigation measures with regard to the potential illumination impacts associated with the proposed digital signage panels installed as part of the EVA charging station.



5.3 Waste

The proposal will result in no operational waste generation. The proposed installation involves entirely prefabricated and manufactured off-site structures. Minimal excavation will be required for the footings of the proposal.

Waste generated from construction will be minimal and will likely include waste (concrete and soil) generated from excavation of the existing verge to accommodate the EV charging unit.

As the screens are digital in nature, no waste will be generated as a result in their operation. It therefore compares favourably to many existing vinyl or paper-based street furniture signs, which are replaced at frequent intervals – generating significant cumulative vinyl or paper waste.

5.4 Construction Management

The proposal may result in minor (short-term) disruption during construction, including temporary disruptions to pedestrian and traffic flow, noise generated from equipment required to install the charging unit, as well as minor impacts to air quality caused by dust generated from excavation.

Construction work will be restricted to standard work hours in line with EPA guidelines, and measures implemented to minimise noise where practical.

The proposal will be installed in accordance with the relevant Australian Standards, as well as manufacturer's specifications.

5.5 Suitability of the site

The proposed site is suitable for the following reasons:

- The proposal is permissible with consent at the site under the Transport and Infrastructure SEPP and Burwood LEP 2012.
- The proposal is located adjacent to on-street parking to facilitate provision of EV charging capability for EV owners.
- The site location is easily identifiable by EV owners to locate the EV charging infrastructure.
- The proposal is appropriately setback from Morwick Street to ensure no adverse traffic safety impacts.
- The proposal will not harm the amenity of surrounding residential properties or the significance of heritage items in the vicinity.
- The proposals have no harmful impacts on the natural and built environment, or any negative social or economic impacts on the locality.
- The proposal is consistent with the character of the Strathfield area, being located near sports facilities, commercial uses and an active mixed-use streetscape.

Accordingly, the site is suitable for the proposed development.

5.6 Public Interest

The proposal is in the public interest as it will provide publicly accessible EV charging infrastructure, enabling EV owners to charge their EVs including approximately 45-50kms worth of free charging per day.

This proposal responds to the growing market of EV owners, noting the increasing need for owners to charge their vehicles as part of their journey.



There are clear environmental and health benefits associated with low to zero emissions travel, which is a growing feature of State and Federal policies and initiatives. The proposal will support and encourage the use of EVs within Burwood and support Council's key sustainability target in achieving net zero by 2030.



6 Section 4.15 Compliance

Table 5 below provides a summary assessment of the development application in respect of all relevant provisions under Section 4.15 of the Act.

Table 5: Section 4.15 Compliance Table

Clause	Assessment
(1) Matters for consideration—general In determining a development application, a consent authority is to take into consideration such of the following matters as are of relevance to the development the subject of the development application—	
(a) the provisions of—	This SEE has assessed the proposed development against the relevant planning instruments, and it has been found that the proposal is compliant with relevant controls.
i. any environmental planning instrument, and	
ii. any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Planning Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	Not applicable, there are no known draft environmental planning instruments of relevance for the subject application.
iii. any development control plan, and	An assessment against the provisions of the Burwood Development Control Plan has been provided as part of this application.
iiia. any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and	Not Applicable.
iv. the regulations (to the extent that they prescribe matters for the purposes of this paragraph),	The proposed DA is consistent with the regulations applying to DAs of this type of development.
v. (Repealed)	Noted.
-that apply to the land to which the development application relates,	The application is generally consistent with the relevant SEPP, Guidelines and DCP controls and no unacceptable adverse environmental impacts have been identified which make the site unsuitable for the development.
(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,	The likely environmental, social and economic impacts of the development have been discussed throughout this SEE and have been shown to be minor and acceptable
(c) the suitability of the site for the development,	The application is generally consistent with the relevant SEPP, Guidelines and DCP controls and no unacceptable adverse environmental impacts have been identified which make the site unsuitable for the development.
(d) any submissions made in accordance with this Act or the regulations,	This is a matter to be addressed following the notification of the application.



(e) the public interest	<p>The proposal is in the public interest as:</p> <ul style="list-style-type: none">• The proposal is in the public interest as it will provide publicly accessible EV charging infrastructure, enabling EV owners to charge their EVs including approximately 45kms worth of free charging per day.• This proposal responds to the growing market of EV owners, noting the increasing need for owners to charge their vehicles as part of their journey.• There are clear environmental and health benefits associated with low to zero emissions travel, which is a growing feature of State and Federal policies and initiatives. The proposal will support and encourage the use of EVs within Burwood and support Council's key sustainability target in achieving net zero by 2030.
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7 Conclusion

This SEE has been prepared by Mecone on behalf of JOLT to support a DA for the installation of an 'EVA' advertising enabled EV charging unit on the kerbside verge, east of 31 Morwick Street, Strathfield.

This proposal responds to the intentions of the Federal and State Governments to commit to action on climate change and the growing market of EV owners, noting the increasing need for owners to charge their vehicles as part of their journey. The proposal will also assist the Burwood in meeting its commitment to climate change and net zero emissions by 2030.

The environmental and health benefits associated with low to zero emissions travel, are well-established. The resulting benefit to air quality, for the environment and for health – particularly in congested areas and road corridors – is a significant positive aspect of the growing shift to EVs.

An assessment of the proposals has been carried out in terms of the relevant matters for consideration as listed under Section 4.15 of the *Environmental Planning and Assessment Act 1979*. The assessment shows the proposals are generally consistent with the requirements of the relevant State Environmental Planning Policies (including the Transport and Infrastructure SEPP and Chapter 3 of the IESEPP and the associated Transport Corridor Outdoor Advertising and Signage Guidelines), the relevant land use zone objectives in the Burwood LEP 2012 and relevant details set out in the Burwood DCP.

Council has approved a DA (10.2022.99.1) at 302-314 Parramatta Road (Dan Murphy's), Burwood in September 2023 for a very similar JOLT EV charging station with integrated digital advertising signage.

Overall, the proposal is consistent with the relevant statutory framework. The environmental impacts have been considered and found to be acceptable, taking account of the measures and controls identified for the operation of the signage panels. It is therefore concluded that the proposed development is in the public interest, and it is requested this DA is approved.



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17 June 2025

Alastair Sim
2 Conder Street,
Burwood, NSW, 2134

Dear Alastair

Additional Information Response – 10.2025.32.1 – Adjacent 31 Morwick Street, Strathfield

This letter has been prepared in response to additional information requested by Burwood Council on 11 June 2025 in relation to Development Application 10.2025.32.1.

A response to the matters raised is provided in the table below. Please also refer to amended site plan in **Appendix A**.

Table 1 – Response to Additional Matters Raised

Additional Information Requested	Response
<i>The 'Site Inset' aerial plan shows the charger as 2500mm x 1160mm x 564mm in size, whereas the 'EVA 3.0 DDW' plan shows the charger is 2603mm x 1260mm x 555mm in size. Please confirm/clarify this discrepancy and confirm the size of the charger, and also amend the plans if there is an error/inconsistency.</i>	<p>The dimensions of the EV charging unit are 2603mm (H) x 1206mm (W) x 555mm (D).</p> <p>This has been corrected in the amended site plan in Appendix A.</p>
<i>Please update the 'Site Inset' aerial plan to clearly show the distance (in mm) between the charger and the adjacent public footpath. This measurement is required to be shown on the plans to ensure that the charger is installed clear of the footpath.</i>	<p>The site plan (Appendix A) has been amended to show distance between the EV charging unit and the path.</p> <p>The EV charging unit will have a 245mm clearance from the footpath and will not impact existing 1200mm wide public footpath.</p>
<i>Please update the 'Site Inset' aerial plan to show the dimensions (length, width and height) of the concrete padding to be installed next to the charger and next to the MSB.</i>	<p>The amended site plan (Appendix A) has been amended to show the dimensions of the footing around the EV charging unit and MSB as follows:</p> <ul style="list-style-type: none">• EV charging Unit footing - 1700mm (back of kerb to edge of footpath) x 1500mm (W) x 450mm (D).• MSB footing - ~800mm (L) x 400mm (W) x 250mm (D). <p>Please note that final design of the MSB is subject to Ausgrid connection approval during construction stage.</p>
<i>Please update the 'Site Inset' aerial plan to provide the distance (in mm) between the concrete padding to be installed next to MSB and the adjacent public footpath.</i>	<p>The MSB and footing will be sited directly adjacent to the existing footpath. The footing and MSB will not extend over the footpath. The footing will sit at a similar height as the adjacent footpath.</p>

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	<p>The MSB will not contain a concrete pad, only a footing suitable for installing the MSB to.</p> <p>Please note that final design of the MSB is subject to Ausgrid connection approval during construction stage.</p>
<p><i>Please upload a brief cover letter providing a written response to each point above.</i></p>	<p>This letter has been uploaded to ePlanning Portal.</p>

Plug-in Clarification

In addition to the above, we would also like to clarify that the proposed JOLT EVA3.0 fast charger will be equipped with a single CCS2 (Combined Charging System Type 2) plug and not the CHAdeMO plug as identified in the Statement of Environmental Effects (page 6) due to technical constraints.

The CCS2 plug is the prevailing international standard for DC fast charging and is supported by the vast majority of new electric vehicle (EV) models currently available in the Australian market. Its adoption continues to increase as automotive manufacturers align with global standards.

The CHAdeMO plug remains available in JOLT's existing EVA2.0 charging units of which there are 5 in the Burwood LGA.

Usage data from JOLT's existing network shows that CHAdeMO sessions account for only ~3% of total charging activity. As such, the exclusion of the CHAdeMO plug from the proposed EV charging unit is not expected to materially impact the utility or accessibility of the charger for EV users.

No other changes to the scope or performance of the proposed charger are proposed from the original approval.

We trust that the above provides sufficient detail for you to complete your development assessment and determine the development application.

Should you wish to clarify or discuss any of the proposed modifications further, please contact me on 0431 332 495 or via jrixon@mecone.com.au.

Kind regards,

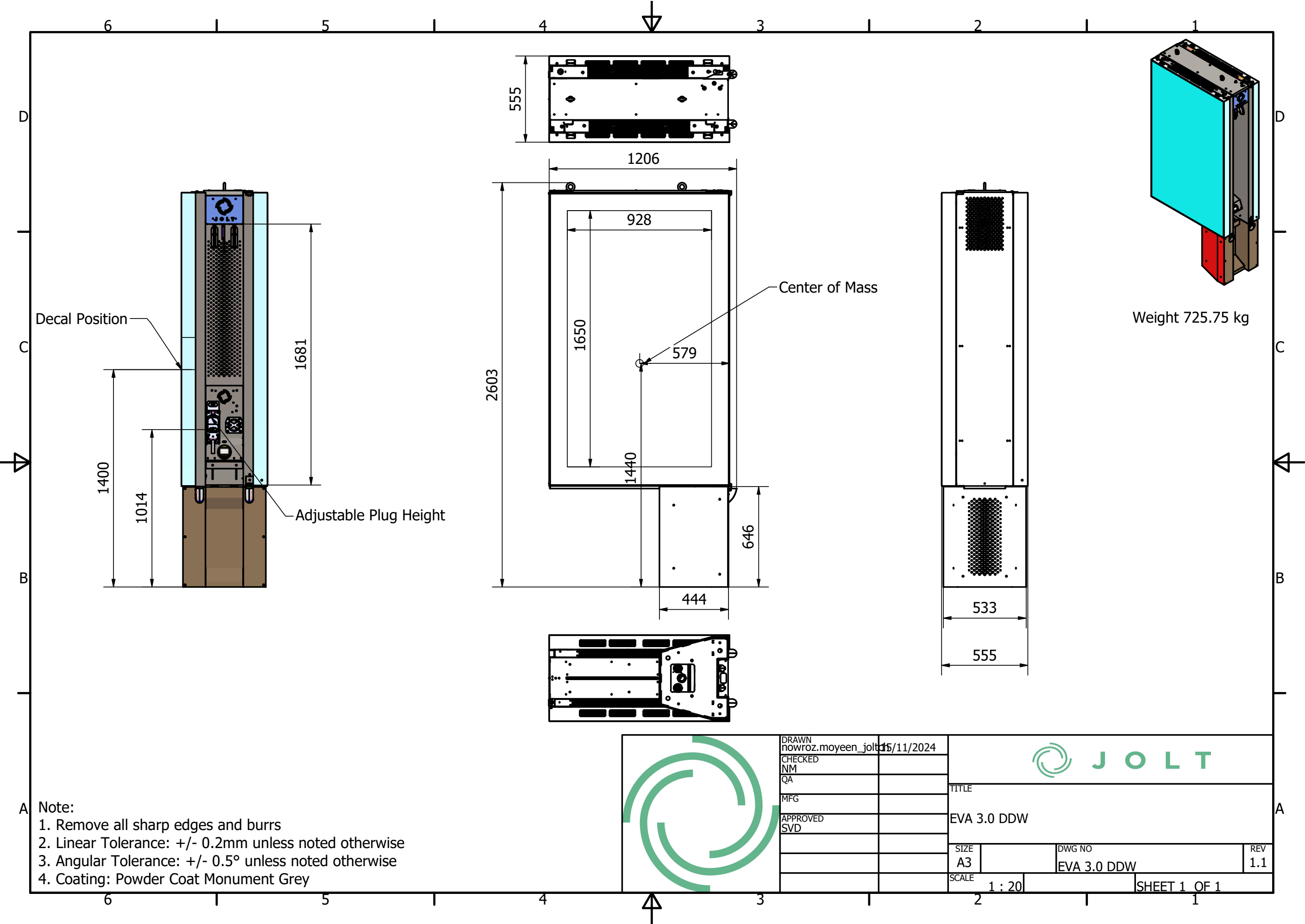
Jack Rixon
Associate

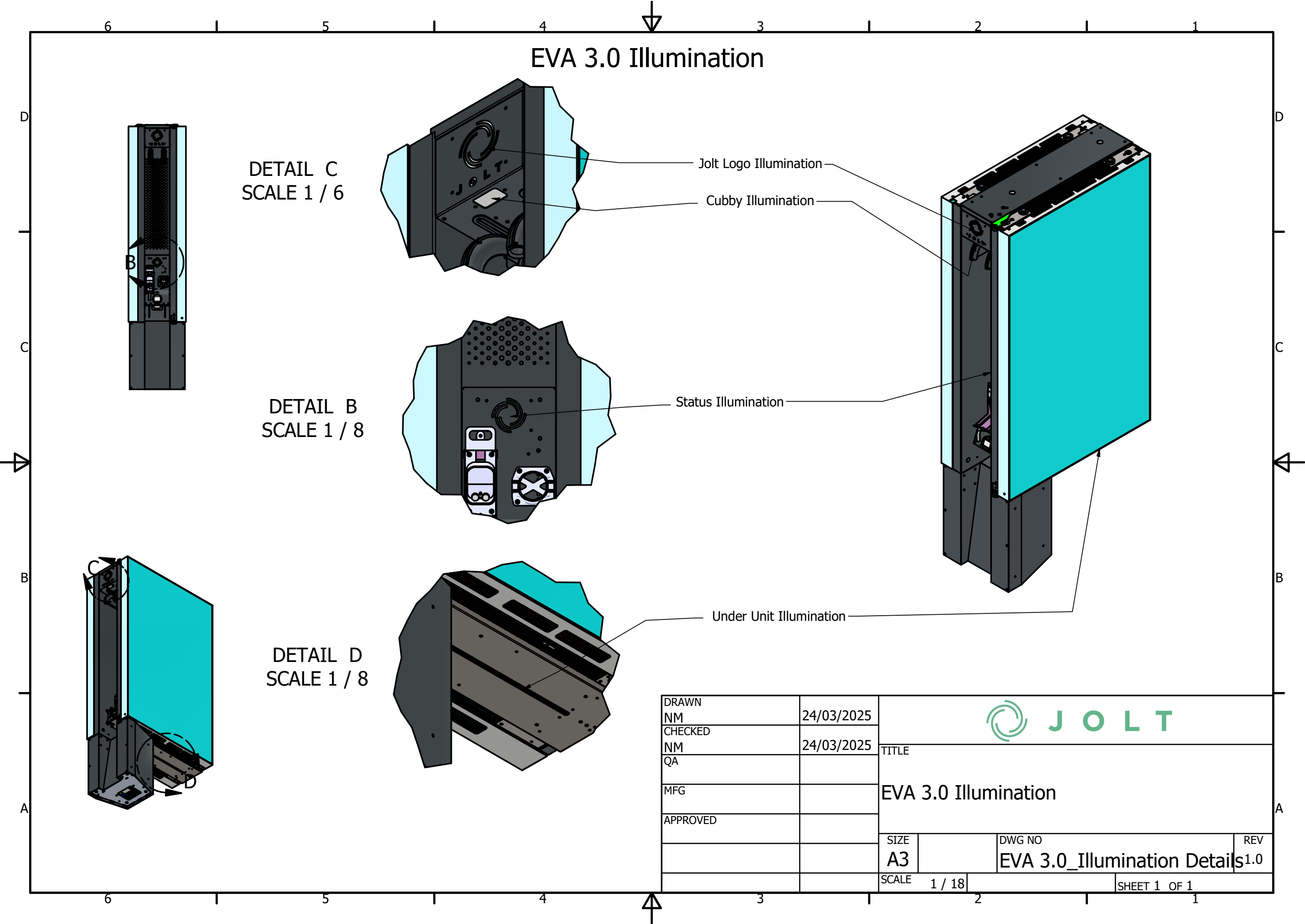


PROPOSED CHARGING BAY ROAD RESERVE
Outside 6 Lyons Street, Strathfield

JOB REF.	Burwood-007
PREPARED BY.	MP
DATE.	13.06.25
REVISION.	2
DATA SOURCE.	MetroMap (26.07.23) maps.six.nsw.gov.au







Conditions of Approval

APPROVED PLANS

- 1) Except where otherwise provided in this consent, the development is to be carried out strictly in accordance with the following plans and support documents (stamped approved by Council):

Plan/Document	Prepared by	Job Ref.	Rev.	Date
PROPOSED CHARGING BAY ROAD RESERVE	JOLT	Burwood-007	2	13.06.25
EVA 3.0 Illumination	JOLT	Scale 1/18, Sheet 1 of 1	1.0	24.03.25
EVA 3.0 DDW	JOLT	Scale 1:20, Sheet 1 of 1	1.1	15.11.24

FEES

- 2) **Damage Deposit** - security deposit against damage occurring to Council's assets (footpath, road, stormwater drainage system, kerb and gutter, etc.) during building work **\$1,000** (Payment to be made to Council as a bond prior to issue of a Construction Certificate).

This deposit is refundable if no damage occurs. Any damage caused will be repaired at Council's restoration rates, at the applicant's expense. All or part of the deposit will be forfeited to cover damage to Council's property during the course of demolition and/or construction.

The council will carry out two inspections of the Council's footpath, kerb and gutter, stormwater drainage system and roadway, prior to work commencing and at the completion of all work covered by this consent. Council is aware that damage may be caused by individual contractors that culminate in the damage inspected at Council's final inspection. The applicant is responsible for attributing any part of the damage to their individual contractors. Council will not refund any part of a damage deposit until the completion of the work covered by this consent.

The applicant shall lodge an application to council for refund of damage deposit after obtaining an occupation certificate (OC). The OC must be formally submitted to Council prior to lodging the application for refund of damage deposit.

PLANNING

- 3) Any services or utilities required to be altered in order to complete the development works are to be undertaken in accordance with the requirements of the relevant service provider (e.g. Telstra, Sydney Water, NBN, Jemena, Ausgrid, etc.) with all costs associated with this alteration to be borne by the applicant.

Our Ref: DA.2025.32
Enquiries: A. SIM
Page 2 of 5

- 4) Alterations to the natural surface contours must not impede or divert natural surface water runoff, so as to cause a nuisance to adjoining properties.

ADVERTISING SIGNAGE

- 5) The illumination of the signage shall comply with AS/NZS 4282:2019, *Control of the obtrusive effects of outdoor lighting*.
- 6) The illuminated component of the sign must be adjustable if necessary to reduce nuisance glare and/or light spillage to surrounding properties.
- 7) The signage is not to use moving, flashing or running light signage.
- 8) Advertising text displayed must be predominantly in English. Non-English text is permitted alongside corresponding English text provided that it is in smaller lettering or characters than the English text.
- 9) All electrical wiring shall be concealed within the structure.
- 10) Details of how Council may access the signage in order to provide public messages and advertise public events free of charge as offered in the Statement of Environmental Effects and in accordance with any license agreement with Council shall be submitted to Council for review and approval **prior to the issue of an Occupation Certificate**.

BUILDING

- 11) **Prior to the commencement of any works**, the following is to be carried out:
- a) Submit to Council a "Notice of Intention to Commence Building Work and Appointment of a Principal Certifier" via the NSW Planning Portal.
 - b) Ensure detailed plans and specifications of the building are endorsed with a Construction Certificate by an Accredited Certifier.
- (Vide Section 6.6 *Environmental Planning & Assessment Act 1979*)
- 12) **Prior to the commencement of any works**, a sign must be erected and maintained in a prominent position on the site, which contains the following details:
- a) name, address, contractor licence number and telephone number of the *principal contractor*, including a telephone number at which the person may be contacted outside working hours, or *owner-builder* permit details (as applicable);
 - b) name, address and telephone number of the *Principal Certifier*;
 - c) a statement stating that 'unauthorised entry to the work site is prohibited'.
- 13) Hours of construction work shall be from 7:00am to 6:00pm Mondays to Fridays inclusive and from 7:00am to 4:00pm on Saturdays. No work shall be carried out

Our Ref: DA.2025.32
Enquiries: A. SIM
Page 3 of 5

on Sundays or Public Holidays. The owner/builder shall be responsible for the compliance of this condition by all sub-contractors, including demolishers.

- 14) All building work must be carried out in accordance with the National Construction Code (NCC) and applicable Australian Standards.
- 15) Dial Before You Dig is a free national community service designed to prevent damage and disruption to the vast pipe and cable networks which provides Australia with the essential services we use everyday – electricity, gas, communications and water.

Before you dig call “Dial Before You Dig” on 1100 (listen to the prompts) or register on line at www.1100.com.au for underground utility services information for any excavation areas.

The Dial Before You Dig service is also designed to protect Australia’s excavators. Whether you are a backyard renovator, an individual tradesman or a professional excavator, the potential for injury, personal liability and even death exists everyday. Obtaining accurate information about your work site significantly minimises these risks.

Reason: To ensure that essential services such as electricity, gas, communications and water are not affected by excavation or construction works.

- 16) The builder shall erect and maintain in good order all necessary hoardings, barricades, warning signs, and night warning lamps required to ensure public safety in and around the construction site. This includes ensuring that any affected footpaths, roads, or public places are kept safe, well-lit between sunset and sunrise if hazardous, and prevent damage to Council property.
- 17) The building works are to be inspected during construction by the Principal Certifier (PC) or an appropriate Accredited Certifier authorised by the Principal Certifier. The Principal Certifier must be satisfied that the construction satisfies the standards specified in the National Construction Code (BCA) before proceeding beyond the relevant stage of construction.
- 18) Structural Engineer details prepared and certified by a practicing Structural Engineer for all footings and foundations, reinforced concrete and structural members or design with engineering principles being submitted to the Principal certifier for approval **prior to the issue of a Construction Certificate.**
- 19) The Structural Engineer is to supervise the construction where required. All certificates from the supervising Structural Engineer are to be submitted to the Principal Certifier before an Occupation Certificate is issued stating that all works have been erected in accordance with their certified engineering design drawings.

Our Ref: DA.2025.32
Enquiries: A. SIM
Page 4 of 5

- 20) No materials are to be stored on Council's roads, footpaths, nature strips or parks during building works.
- 21) Building operations such as excavation, brick cutting, mixing mortar and the washing of tools, paint brushes, formwork, concrete trucks, must not lead to the discharge of materials into Council's stormwater drainage system.
- 22) The approved development must not be utilised until an Occupation Certificate (OC) as referred to in Section 6.4 (c) of the *Environmental Planning and Assessment Act 1979* is issued by the Principal certifier (PC). Copies of all documents relied upon for the issue of the OC must be attached to the OC and registered with Council. A final Occupation Certificate shall not be issued until all conditions relating to demolition, construction and site works of this development consent are satisfied.

ENGINEERING

- 23) In accordance with the Council's draft flood study report, **the subject site is flood affected**. Any electrical or mechanical equipment shall be installed in consideration of the flood plain level, which is 1% Annual Exceedance Probability (AEP) plus freeboard. **Prior to the issue of a Construction Certificate** the flood planning level (FPL) shall be obtained from Council by lodging a 'Flood Level Inquiry Application' via Council's website, www.burwood.nsw.gov.au.
- 24) Spoil and building materials shall not be placed, stored, thrown or caused to fall on any public roadway or footpath. Waste containers shall be placed in accordance with Council's Rubbish Skips Policy. Contact Council for a list of approved skip bin suppliers.
- 25) All activities and works external to the site, or that affect public roads, are to be carried out in accordance with Council's Policies including but not limited to the Works on Council's Road Reserve Assets Policy, Rubbish Skips Policy, Work Zone Policy and Temporary Road Closure (Including Standing Plant) Policy.
- 26) A Road Opening Permit and/or Construction Permit shall be obtained for all works carried out on public or Council controlled lands. Restoration of landscaping, roads and paths shall be carried out by Council at the applicant's expense in accordance with Council's **Schedule of Fees and Charges**. The applicant or any contractors carrying out works in public or Council controlled lands shall have public liability insurance cover to the value of \$20 million, and shall provide proof of such cover to the Principal Certifier prior to carrying out the works. Please see **Burwood Council's web site** www.burwood.nsw.gov.au - Go to Rates and Payments/ Works on Council Property/ Works on Council Property.
- 27) All demolition, excavation and construction materials are to be removed from the site or disposed of on-site using methods that comply with relevant environmental protection legislation.

Our Ref: DA.2025.32
Enquiries: A. SIM
Page 5 of 5

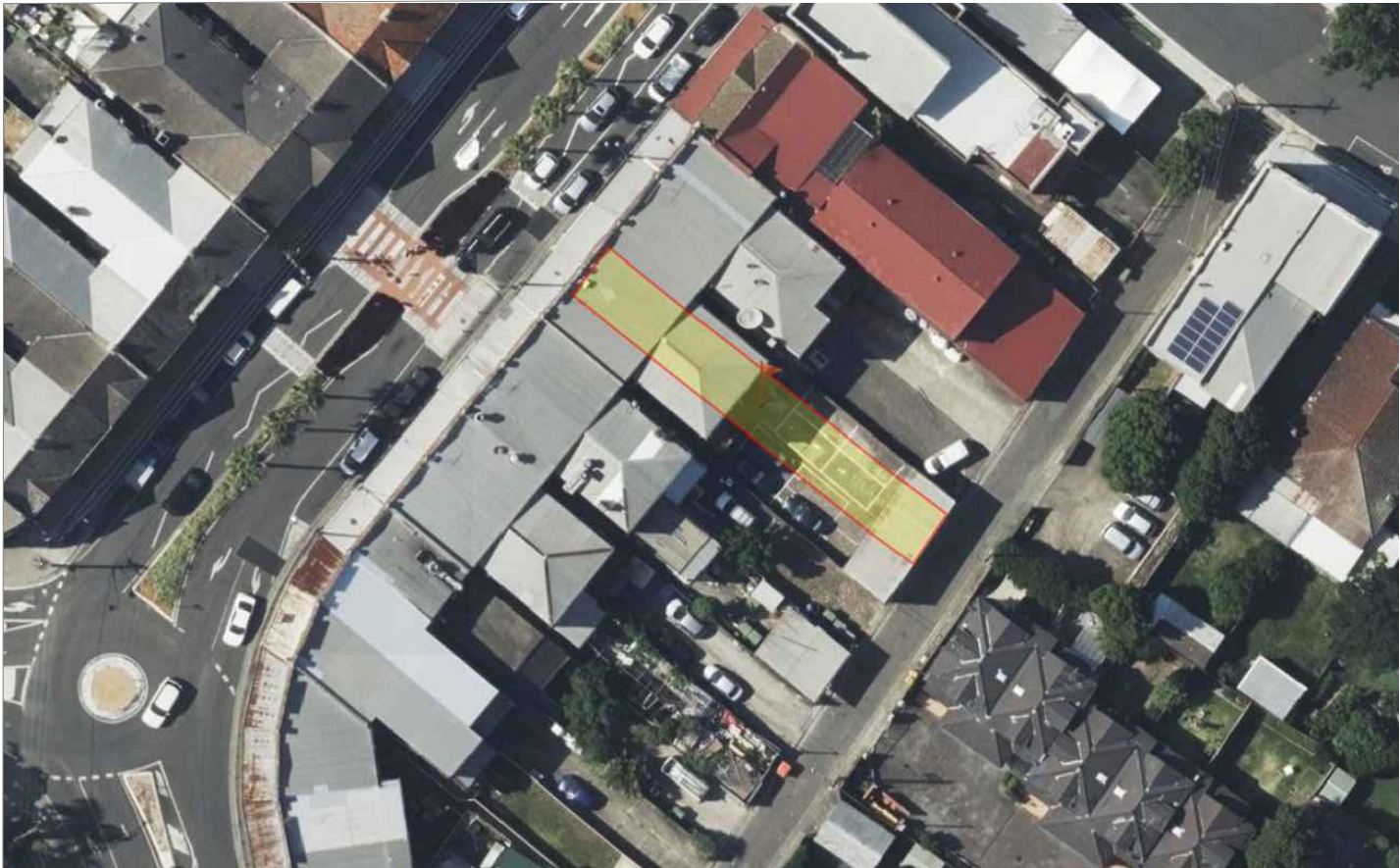
TRAFFIC

- 28) Any proposals for alterations to the public road, involving traffic facilities and/or parking restrictions, excluding the construction of a vehicular crossing, must be designed in accordance with RMS Technical Directives and must be referred to and agreed to by the Burwood Local Traffic Committee **prior to the commencement of any works.**
- 29) Any line marking, signposting and traffic management measures needs to be requested through Council and will be implemented by Council with all associated costs to be borne by the applicant.

END OF CONDITIONS

PROPOSED INSTALLATION OF WINDOW BARS, BUSINESS SIGNAGE AND COMMERCIAL CHANGE OF USE FROM RETAIL SHOP TO NEIGHBOURHOOD SHOP (TOBACCONIST)

16 The Strand, Croydon, NSW 2132

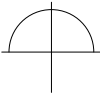


DRAWING INDEX	
Sheet Number	Sheet Name
A101	COVER PAGE
A102	SITE PLAN
A103	EXISTING FLOOR PLAN & ACTUAL FLOOR PLAN
A104	EXISTING FRONT ELEVATION AND PROPOSED FRONT ELEVATION

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DATE
27/01/25
PROJECT NUMBER
SL317
SCALE

CLIENT
Abdallah Sulayh
PROJECT ADDRESS
16 The Strand, Croydon, NSW 2132

DRAWING ISSUE
1

REVISION

DATE ISSUED
27/01/25

DRAWING
COVER PAGE

PROJECT
PROPOSED INSTALLATION OF WINDOW BARS, BUSINESS SIGNAGE AND COMMERCIAL CHANGE OF USE FROM RETAIL SHOP TO NEIGHBOURHOOD SHOP (TOBACCONIST)

PROJECT STATUS
PROJECT PROPOSAL

DRAWING ID
A101 REVISION

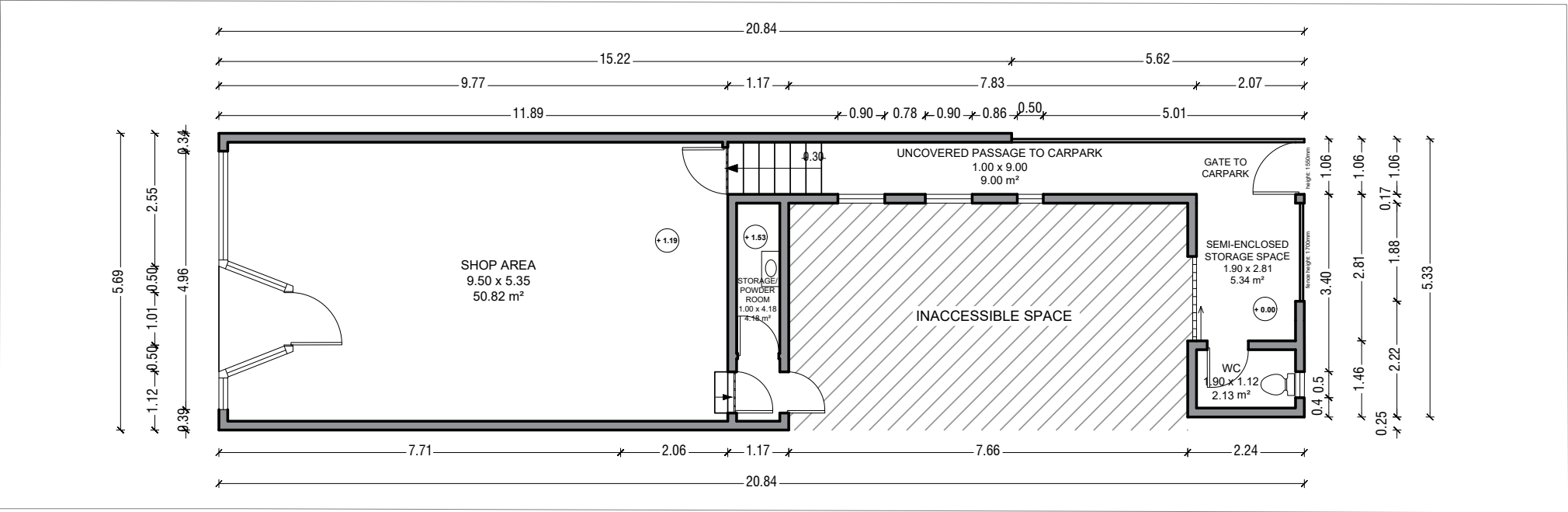


SITE PLAN

1 : 200

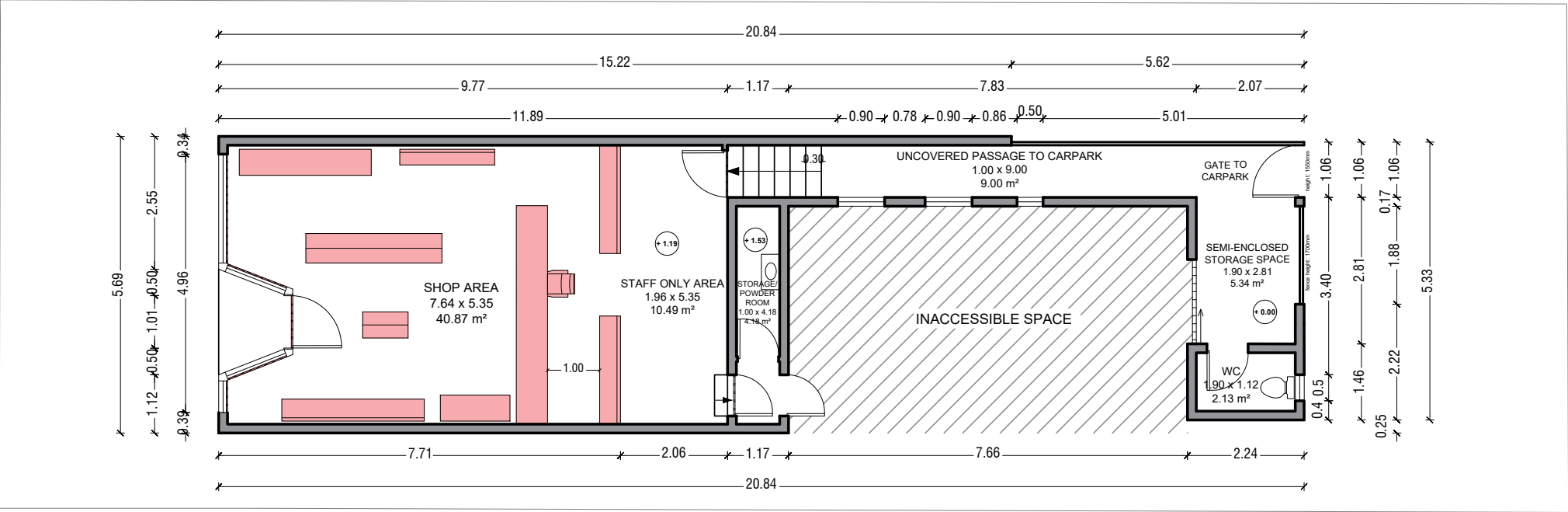
Note: The margins and distances shown on this plan are estimates based on measurements taken from Six Maps.

<div>A: 2R Brett St, Revesby NSW 2212, Australia P: (02) 7228 0013 E: PROJECTS@STRAIGHTLINEPLANNING.COM.AU W: WWW.STRAIGHTLINEPLANNING.COM.AU</div> <div><div>StraightLine Planning</div><div></div></div>		<div>The Builder shall check all dimensions and levels on site prior to construction. Notify any errors, discrepancies or omissions to the Architect. Refer to written dimensions only. Do not scale drawings. Drawings shall not be used for construction purposes until issued for construction. This drawing reflects a design by StraightLine Town Planning and is to be used only for work when authorised in writing by StraightLine Town Planning.</div> <div>All boundaries and contours are subject to detailed site survey. All levels to Australian Height Data. It is the contractors responsibility to confirm all measurements on site and locations of any services prior to work on site.</div> <div>All documents here within are subject to Australian Copyright Laws.</div>		<div></div> <div>DATE 27/01/25</div> <div>PROJECT NUMBER SL317</div> <div>SCALE 1 : 200</div>		<div>CLIENT Abdallah Sulayh</div> <div>PROJECT ADDRESS 16 The Strand, Croydon, NSW 2132</div>		<table><tr><th>DRAWING ISSUE</th><th>REVISION</th><th>DATE ISSUED</th></tr><tr><td>1</td><td></td><td>27/01/25</td></tr></table>			DRAWING ISSUE	REVISION	DATE ISSUED	1		27/01/25	<div>DRAWING SITE PLAN</div> <div>PROJECT PROPOSED INSTALLATION OF WINDOW BARS, BUSINESS SIGNAGE AND COMMERCIAL CHANGE OF USE FROM RETAIL SHOP TO NEIGHBOURHOOD SHOP (TOBACCONIST)</div>		<div>PROJECT STATUS PROJECT PROPOSAL</div> <div>DRAWING ID A102</div> <div>REVISION</div>	
DRAWING ISSUE	REVISION	DATE ISSUED																		
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EXISTING FLOOR PLAN

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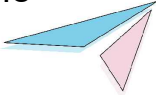


ACTUAL FLOOR PLAN

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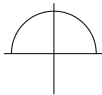
StraightLine
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SL317

SCALE
1 : 100

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Abdallah Sulayh

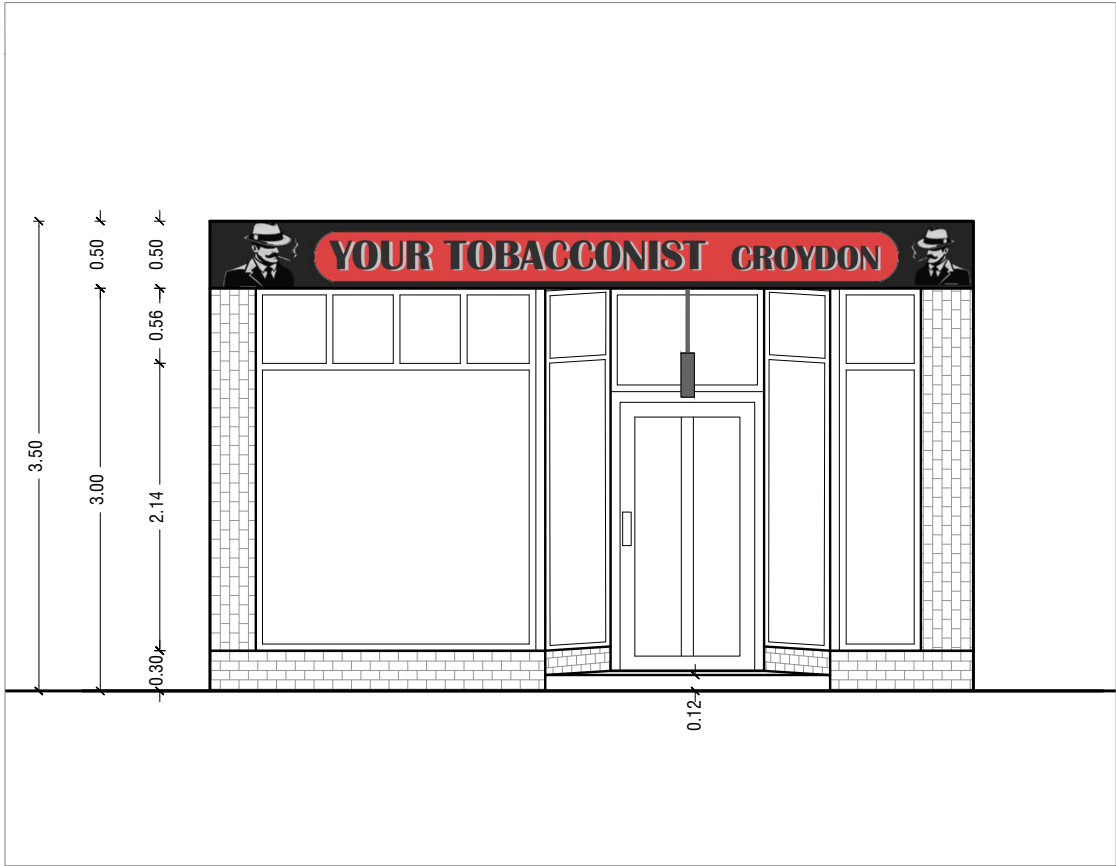
PROJECT ADDRESS
16 The Strand, Croydon, NSW 2132

DRAWING ISSUE	REVISION	DATE ISSUED
1		27/01/25

DRAWING
EXISTING FLOOR PLAN & ACTUAL FLOOR PLAN

PROJECT
PROPOSED INSTALLATION OF WINDOW BARS, BUSINESS SIGNAGE AND COMMERCIAL CHANGE OF USE FROM RETAIL SHOP TO NEIGHBOURHOOD SHOP (TOBACCONIST)

PROJECT STATUS	DRAWING ID	REVISION
PROJECT PROPOSAL	A103	



EXISTING FRONT ELEVATION

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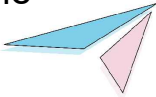


PROPOSED FRONT ELEVATION

1 : 50

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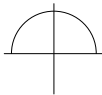
StraightLine
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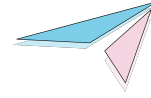
CLIENT
Abdallah Sulayh
PROJECT ADDRESS
16 The Strand, Croydon, NSW 2132

DRAWING ISSUE	REVISION	DATE ISSUED
1		27/01/25

DRAWING
EXISTING FRONT ELEVATION AND
PROPOSED FRONT ELEVATION
PROJECT
**PROPOSED INSTALLATION OF WINDOW
BARS, BUSINESS SIGNAGE AND
COMMERCIAL CHANGE OF USE FROM
RETAIL SHOP TO NEIGHBOURHOOD SHOP
(TOBACCONIST)**

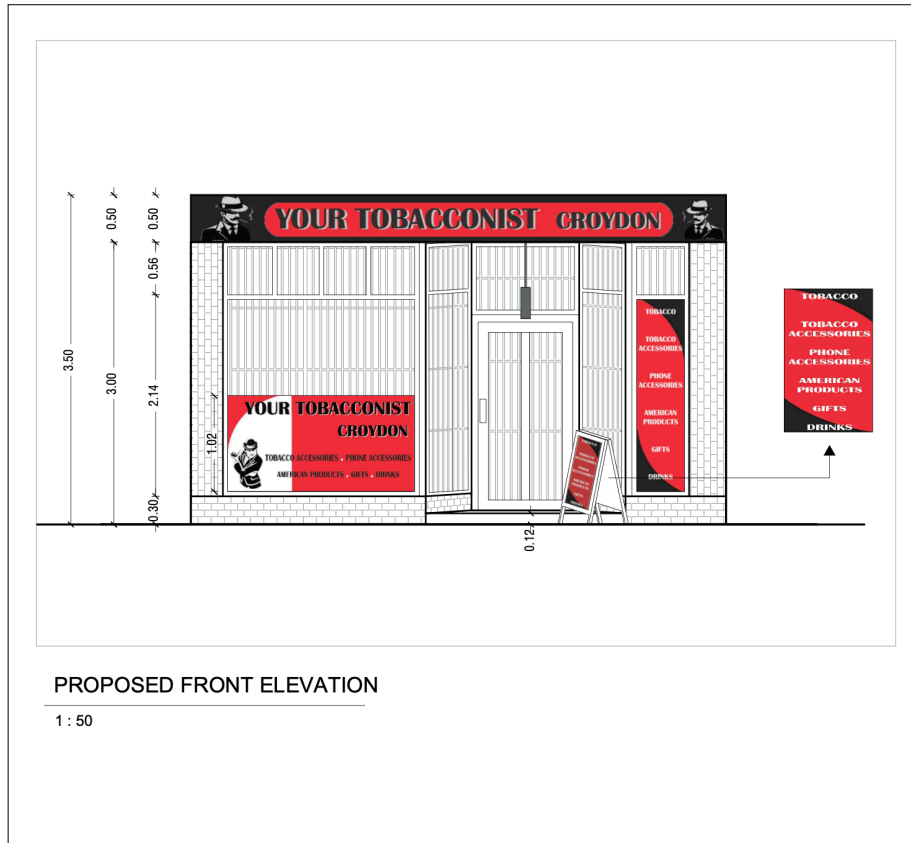
PROJECT STATUS
PROJECT PROPOSAL
DRAWING ID
A104
REVISION

STRAIGHTLINE PLANNING



Heritage Impact Statement

Prepared for Abdallah Sulayh, business owner



Prepared: 3 February 2025

SL317 - 16 The Strand, Croydon

Proposal: Change of use from retail to neighbourhood shop: tobacconist; addition of security bars, signage

Development Type: Commercial Change of Use; Additions and Alterations

Heritage Layer: Malvern Hill Conservation Area | Significance: Local

STRAIGHTLINE PLANNING**TABLE OF CONTENTS**

Item	Page Number
Executive Summary	3
Introduction	4
Site Analysis	5
Proposed Development	8
Compliance with Heritage Controls	10
Precedence	12
Impact Assessment	13
Mitigation Measures	14
Recommendations	15
Further Attachments	16

Referred documents:

- Conservation Areas for Web
- Gads Hill Croydon Heritage Conservation Area ASH
- Guidelines for Preparing a Statement of Heritage Impact
- The Burra Charter (2013)
- Heritage Map
- Burwood Local Environmental Plan 2012 - Schedule 5 Environmental Heritage
- Local Government Heritage Guidelines

EXECUTIVE SUMMARY

This Heritage Impact Statement (HIS) assesses the proposed development at 16 The Strand, Croydon, a property located within the Malvern Hill Conservation Area of local significance.

The proposal involves a commercial change of use from retail to a neighbourhood shop (tobacconist), the installation of vertical security bars on the interior side of the shopfront windows, and the addition of standard shopfront signage designed in accordance with the historical theme of The Strand. The signage will feature basic black, white and red, easy-to-read font and basic icon/imagery reflective of the 1920s-1940s era and an under-awning LED sign which is designed to have minimal visual impact from the street, primarily serving to attract pedestrians using the footpath on the eastern side.

No structural changes, alterations to the shopfront facade, or internal fitouts are proposed beyond non-permanent strip-adherent additions. The interior will include typical neighbourhood furniture such as shelving units, a drinks fridge and a servery counter space.

This proposal aligns with statutory requirements and conservation principles outlined in the Burwood Local Environmental Plan 2012, Burwood Development Control Plan, and has been prepared with reference to the Burra Charter (2013) and Guidelines for Preparing a Statement of Heritage Impact (2023).

The proposed development respects the historical and architectural significance of the Malvern Hill Conservation Area by maintaining key heritage elements, ensuring minimal visual and structural impacts and adopting sympathetic design strategies that contribute to the area's cultural continuity.

INTRODUCTION

The purpose of this Heritage Impact Statement (HIS) is to evaluate the heritage implications of the proposed works at 16 The Strand, Croydon, located within the Malvern Hill Conservation Area of local heritage significance. This document aims to ensure compliance with relevant heritage conservation frameworks and planning instruments, including the Burwood Local Environmental Plan 2012 and associated heritage guidelines.

The HIS identifies potential impacts on the heritage significance of the site and provides strategies to mitigate any adverse effects, ensuring the proposal aligns with established conservation principles.

Scope

This assessment encompasses:

- Analysis of the historical and architectural significance of 16 The Strand within the context of the Malvern Hill Conservation Area.
- Evaluation of the proposed commercial change of use, installation of interior security bars, and addition of shopfront signage against applicable heritage controls and guidelines.
- Recommendations to mitigate potential adverse impacts on the site's heritage value.
- Alignment with conservation principles from the Burra Charter (2013), Guidelines for Preparing a Statement of Heritage Impact (2023), and local heritage policies outlined in the Burwood LEP 2012.

Methodology

The assessment follows a systematic approach, incorporating:

A site review using existing site plans and heritage maps to understand the physical context of 16 The Strand.

Investigation of historical and architectural records, including reference to the Conservation Areas for Web, Gads Hill Croydon Heritage Conservation Area ASH, and the Burwood Local Environmental Plan 2012 - Schedule 5 Environmental Heritage.

Analysis of statutory and non-statutory heritage guidelines, including the Local Government Heritage Guidelines.

Integration of best practice advice from the Burra Charter (2013) and Guidelines for Preparing a Statement of Heritage Impact to ensure the proposal supports heritage conservation objectives.

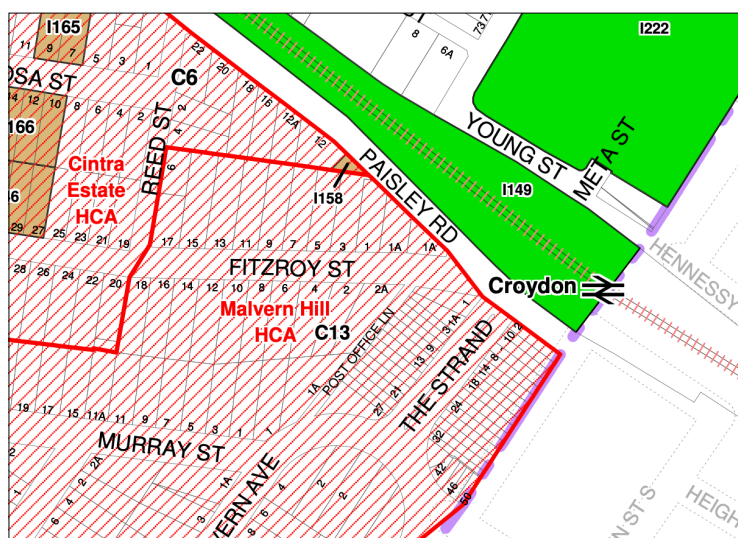
THE SITE

Heritage Context

Listing: 16 The Strand, Croydon is located within the Malvern Hill Conservation Area, which holds local heritage significance as identified in the Burwood Local Environmental Plan 2012 - Schedule 5 Environmental Heritage.

Attributes: The Malvern Hill Conservation Area is characterised by its Federation and Interwar architectural styles, tree-lined streets and cohesive streetscape.

The Strand serves as a principal commercial strip within this conservation area, contributing to its historical urban fabric with consistent shopfront designs, traditional signage bands and pedestrian-friendly environments.



Snippet taken from BLEP2012 Heritage Map showing the subject site situated within Malvern Hill HCA

Historical Significance

The historical significance of 16 The Strand is tied to its role within the broader development of the Malvern Hill Estate, a model suburb established in the early 20th century.

The Strand was designed to provide a transition from the Croydon railway station to surrounding residential streets, embodying early town planning principles that emphasised aesthetic harmony and functional design.

Its commercial character has historically supported local businesses, contributing to the community's economic and social vitality.

Existing Building

Architecture: The building at 16 The Strand features a traditional shopfront design typical of early 20th-century commercial architecture.

It includes large display windows, a recessed entry and original brickwork, complemented by green ceramic tiles around the base. The facade is framed by an awning that integrates with the neighbouring properties, contributing to the cohesive streetscape.

Condition: The structure retains a high degree of architectural integrity with minimal alterations to its original form. The proposed changes, including signage and interior security bars are designed to be non-intrusive and reversible, ensuring the preservation of the building's heritage character.

Setting: Positioned within a vibrant commercial precinct, 16 The Strand is flanked by similarly styled shopfronts which present with varying styles and intensity of signage and security installations, and it fits with the cohesive aesthetic of the conservation area.

The building faces a pedestrian-friendly streetscape with public amenities, including traditional street lamps and floral planters reinforcing its historical urban setting.

Locality Analysis

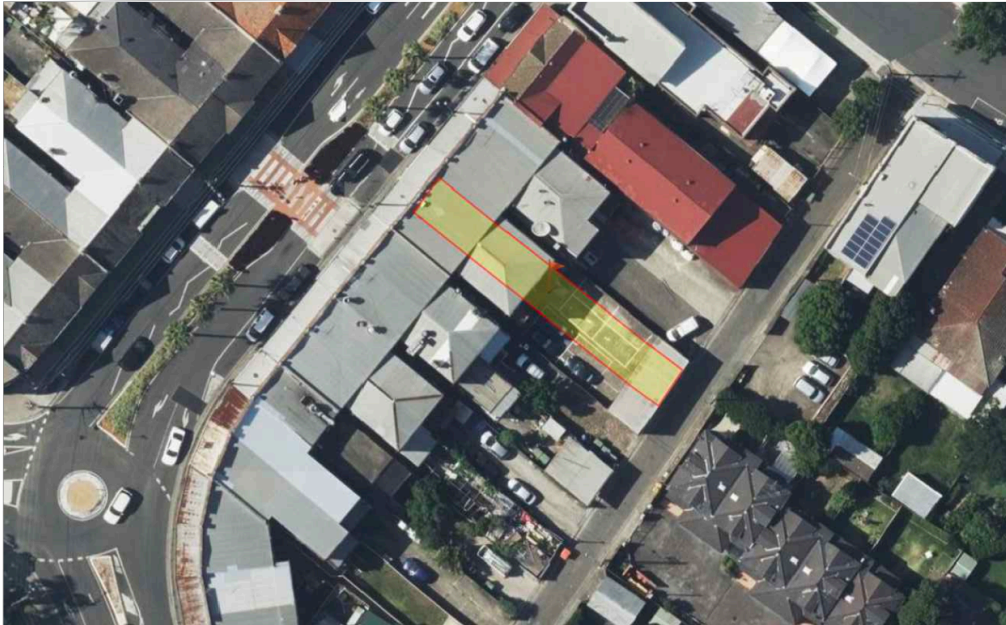
Croydon is a suburb with rich historical roots, reflecting Sydney's suburban expansion during the early 20th century.

The Malvern Hill Conservation Area where 16 The Strand is located showcases a blend of residential and commercial heritage elements that highlight the area's architectural and cultural evolution.

Proximity to the Croydon railway station and key transport routes has historically influenced the area's growth.

The site's location within The Strand's commercial strip positions it within a dynamic environment that balances historical preservation with contemporary urban needs.

The proposed development at 16 The Strand seeks to maintain this balance, respecting the area's heritage significance while supporting its ongoing vitality as a neighbourhood centre.



16 The Strand, Croydon is positioned in the centre of the commercial hub with active street frontage and just metres from the strip's pedestrian crossing.

PROPOSED DEVELOPMENT

Description of Works

Commercial Change of Use:

The proposal includes a change of use from a general retail space to a neighbourhood shop (tobacconist). This change is permitted with consent under the Burwood Local Environmental Plan 2012 (Zone E1 Local Centre, Clause 5.10(2)(a)).

The proposed neighbourhood shop aligns with the historical commercial character of The Strand, contributing to the area's continued role as a vibrant local centre within the Malvern Hill Conservation Area (Local Government Heritage Guidelines, Section 4.2).

The change of use maintains compatibility with surrounding businesses, supporting the mixed-use nature of the precinct while preserving the heritage fabric of the building.

Shopfront Signage:

Installation of standard shopfront signage designed to reflect the historical theme of The Strand. The signage will feature black, white, and primary red colours with standard font and simple imagery reminiscent of the 1920s-1940s era. Additionally, an under-awning LED sign is proposed, designed to have minimal visual impact from the street, primarily serving to attract pedestrians using the footpath on the eastern side (Burwood LEP 2012, Schedule 5 Environmental Heritage; Local Government Heritage Guidelines, Section 7.2.10).

The signage is proposed to be non-permanent/reversible and strip-adherent, ensuring minimal impact on the original fabric of the building and maintaining visual harmony with the heritage streetscape (Guidelines for Preparing a Statement of Heritage Impact, Section 3.1).

Security Measures:

Installation of vertical security bars on the interior side of the shopfront windows. This approach ensures that the external facade remains unaffected, preserving the historical visual integrity from the street (Burra Charter, Article 15; Local Government Heritage Guidelines, Section 7.2.8).

The security bars are designed to be reversible and non-intrusive, providing necessary security measures while minimising visual impact (Guidelines for Preparing a Statement of Heritage Impact, Section 4.1).

Internal Layout:

Introduction of typical neighbourhood shop furniture, including shelving units, a drinks fridge, and a servery counter space (Burwood LEP 2012, Clause 5.10(2)(e)).

No structural changes or internal fitouts are proposed beyond the placement of non-fixed furniture, ensuring the preservation of the building's original interior layout and architectural features (Burra Charter, Article 3).

Compliance with Statutory Controls:

The proposed development complies with the requirements of the Burwood LEP 2012, which identifies the site within Zone E1 Local Centre where a neighbourhood shop is 'permitted with consent.'

The works align with the objectives of the Burwood Development Control Plan (DCP), ensuring that new uses and alterations respect the heritage significance of the Malvern Hill Conservation Area (Burwood DCP, Heritage Controls Section).

The proposal is consistent with the conservation principles outlined in the Burra Charter (2013) and the Guidelines for Preparing a Statement of Heritage Impact (2023), focusing on minimal intervention, reversibility and respect for heritage significance.

The proposed development has been carefully designed to respect the heritage character of 16 The Strand and its contribution to the Malvern Hill Conservation Area. All works are consistent with statutory heritage controls and best practice conservation principles, supporting the continued vibrancy and heritage integrity of The Strand.

COMPLIANCE WITH HERITAGE CONTROLS

Relevant Policies

Burwood Local Environmental Plan 2012 (Burwood LEP 2012)

- **Clause 5.10: Heritage Conservation:** The proposal aligns with Clause 5.10 by ensuring the preservation of the shopfront's architectural features, including original brickwork and facade elements. The proposed non-permanent signage and internal security bars maintain the visual integrity of the heritage setting while allowing for reversible interventions (Burwood LEP 2012, Clause 5.10(2)(a)). There is strong precedence in the strip for style and intensity of signage, as well as security measures including bars, full-window shutters and alarm systems.
- **Schedule 5 - Environmental Heritage:** The proposal complies with the conservation objectives of Schedule 5 by maintaining the building's heritage significance within the Malvern Hill Conservation Area. The scale, form and use of materials for the proposed works respect the historical character of The Strand.

Burwood Development Control Plan (Burwood DCP)

- **Heritage Controls Section:** The design respects key heritage attributes, including the retention of the principal facade, traditional awning and window configurations. The internal security bars are designed to be visually unobtrusive, ensuring compliance with heritage conservation objectives.

Local Government Heritage Guidelines

- **Section 4.2: Commercial Heritage Areas:** The proposal supports the ongoing use of the property as an active commercial premises, contributing to the vibrancy of The Strand while respecting the historical context.
- **Section 7.2: Signage and Security Measures:** The design of signage and security elements is consistent with heritage guidelines, prioritising non-permanent/reversible features that minimise visual clutter.

Burra Charter (2013)

- **Article 3: Cautious Change:** The development adheres to the principle of "change as much as necessary, but as little as possible," ensuring interventions are limited and reversible.
- **Article 15: Change and Cultural Significance:** The proposal preserves significant cultural values by maintaining original architectural elements and avoiding permanent alterations that could diminish heritage significance.

Guidelines for Preparing a Statement of Heritage Impact (2023)

The proposal follows best practices in heritage conservation, focusing on minimal intervention, reversibility and compatibility with existing heritage fabric. Signage and internal security measures are designed to complement the heritage character without compromising historical integrity.

PRECEDENCE OF SIGNAGE/SECURITY: THE STRAND

The design choices for signage and security measures at 16 The Strand are influenced by the existing precedents set by neighbouring businesses along the commercial strip.

The surrounding commercial landscape includes a diverse range of signage styles, materials and security features, demonstrating an evolving approach to maintaining commercial viability while respecting heritage values.

For instance, House to Home Finishes features a modern font with a black/red/white palette and an under-awning illuminated sign, similar to the proposed design for 16 The Strand.

Likewise, Doytao Thai employs a classic font with a black/lime green palette and also includes an under-awning illuminated sign, showcasing a balance between contemporary branding and heritage context.

Other businesses, such as Aum Spice Centre and N Aya Grocery Store, utilise extensive advertising, with the latter covering all available shopfront space, including modern awning signage, under-awning illuminated signage and the use of footpath for displaying sale goods. This indicates a flexible approach within the conservation area regarding visual presentation, accommodating modern commercial needs alongside traditional aesthetics.

Security measures also vary significantly. Notably, Italfornaio uses full-height security shutters (which were covered in graffiti at time of site inspection).

Strand Cellars and Charcoal Boy integrate signage across all windows and awnings, with the latter adding illuminated neon signage in the window. In comparison, the proposed interior security bars at 16 The Strand are less visually intrusive, preserving the external facade's integrity while ensuring adequate security.

This precedent demonstrates that illuminated signage, including under-awning LED signs, and practical security measures are common and accepted within The Strand.

The proposed design at 16 The Strand aligns with these existing practices, ensuring consistency with the commercial streetscape while respecting heritage guidelines.

IMPACT ASSESSMENT

Heritage Significance

The proposed development maintains the heritage significance of 16 The Strand by preserving key architectural features, including the principal facade and original brickwork (Burwood LEP 2012, Clause 5.10(2) (a); Burra Charter, Article 8).

Use of sympathetic, non-permanent materials for signage and security installations ensures that new elements harmonise with the existing architectural context (Local Government Heritage Guidelines, Section 7.2.10).

Visual Impact

The unchanged street-facing facade ensures the property's heritage character and streetscape uniformity are preserved within the Malvern Hill Conservation Area (Burwood DCP, Heritage Controls Section; Guidelines for Preparing a Statement of Heritage Impact, Section 4.1).

Proposed signage and design is consistent with the existing character of the street, adopting an adherence with existing signage precedence with other businesses in the strip.

The internal security bars are designed to be visible enough to dissuade break and enter, but not abrasive or intrusive from the street, respecting visual impact (Burra Charter, Article 15).

Compliance with Conservation Objectives

The development aligns with conservation objectives by retaining significant heritage features and avoiding structural alterations (Burwood LEP 2012, Schedule 5).

Enhancements, such as new signage, are designed to be reversible, ensuring that historical integrity remains intact (Guidelines for Preparing a Statement of Heritage Impact, Section 3.1).

Minimal visual and structural impacts are achieved through careful design, respecting the cultural and historical values of the Malvern Hill Conservation Area (Burra Charter, Article 3).

MITIGATION MEASURES

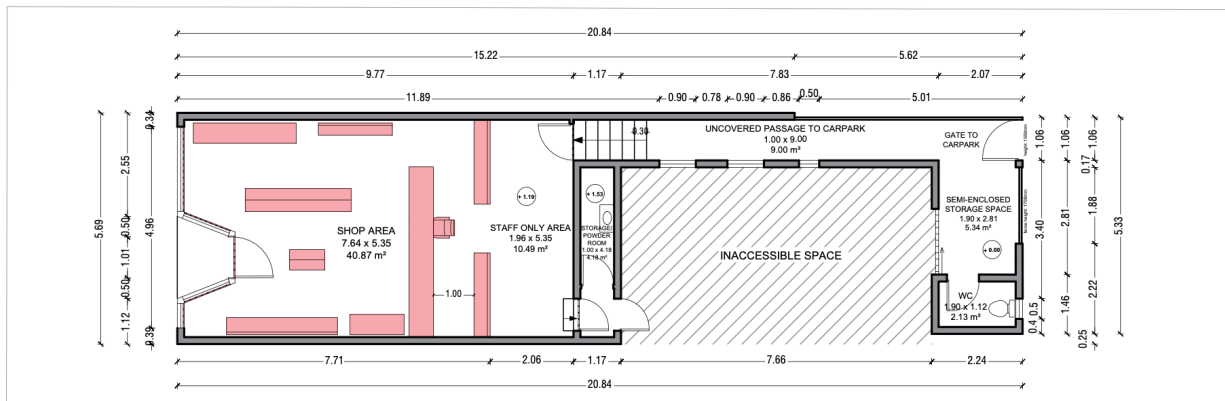
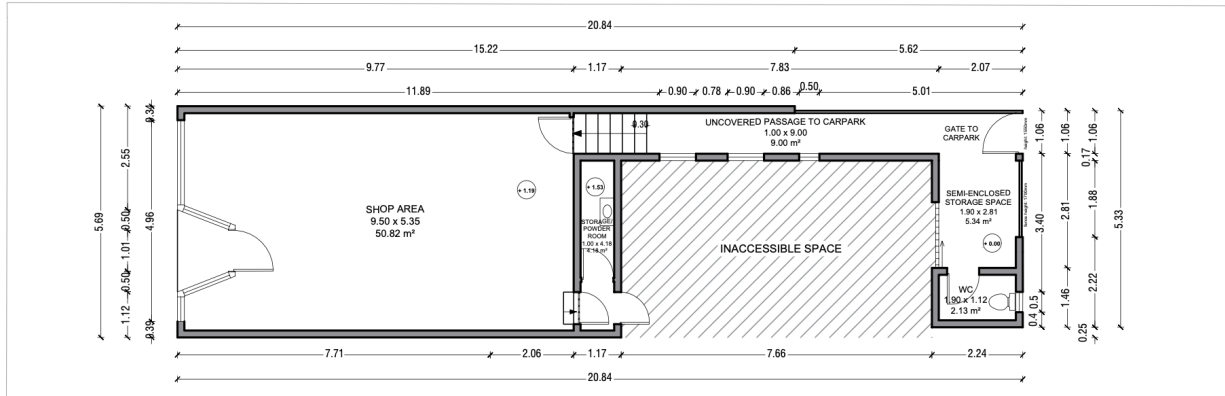
1. **Reversible Design:** Ensure that all proposed additions, such as internal security bars and signage, are reversible to allow for future restoration of the building's original features (Burra Charter, Article 15; Guidelines for Preparing a Statement of Heritage Impact, Section 4.1).
2. **Sympathetic Materials:** Use materials for signage that are consistent with the existing facade in colour, texture, and style to maintain visual harmony with the heritage streetscape (Burwood DCP, Heritage Controls Section; Local Government Heritage Guidelines, Section 7.2.10).
3. **Minimised Visual Impact:** Position signage within traditional signage bands and limit the size and illumination to reduce visual clutter and preserve the integrity of the shopfront (Burwood LEP 2012, Schedule 5 Environmental Heritage; Guidelines for Preparing a Statement of Heritage Impact, Section 3.1).
4. **Non-Intrusive Security Features:** Install security bars on the interior side of the windows to prevent alterations to the external facade, maintaining the building's contribution to the cohesive streetscape (Burra Charter, Article 3; Local Government Heritage Guidelines, Section 7.2.8).
5. **Regular Maintenance:** Implement a maintenance plan to ensure that heritage features, including brickwork and original architectural details, are preserved in good condition (Local Government Heritage Guidelines, Section 4.2).

RECOMMENDATIONS

We request that Burwood Council considers this Heritage Impact Statement within the context of a Development Application at 16 The Strand, Croydon, particularly as it is referenced within a supporting Statement of Environmental Effects, subject to the following conditions:

- Maintain strict adherence to heritage-compatible materials and finishes, ensuring that all signage and security installations are consistent with the historical character of The Strand (Burwood DCP, Heritage Controls Section).
- Document the property thoroughly before any works commence to create a detailed historical record, including photographic documentation of existing heritage features (Guidelines for Preparing a Statement of Heritage Impact, Section 3.1).
- Conduct periodic reviews during and after installation to ensure compliance with heritage conservation practices, with a focus on the reversibility and minimal impact of new additions (Burra Charter, Article 15; Local Government Heritage Guidelines, Section 4.2).
- Engage a heritage consultant if unforeseen heritage-related issues arise during the implementation of the proposed works to ensure best conservation practices are maintained (Burra Charter, Article 3).

FURTHER ATTACHMENTS



Proposed floor plan shows no changes to structure, only installation of security bars and removable furniture.



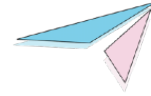
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Page 17 of 17

STRAIGHTLINE PLANNING



Statement of Environmental Effects

Prepared for: Abdallah Sulayh

Prepared: 11 February 2025

SL317 - 16 The Strand Croydon

Proposal: Commercial Change of Use: from fashion/retail (Business Premises) to tobacconist (Neighbourhood Shop); proposed business signage; proposed security bar installation

STRAIGHTLINE PLANNING

TABLE OF CONTENTS

Item	Page
Overview	3
Development Summary Table	4
Site Analysis	5
Site Imagery	7
Locality Analysis	8
Development Proposal	10
Planning Assessment / Relevant Legislation	13
Site Suitability, Compliance	14
Precedence	17
Conclusion and Recommendations	18

STRAIGHTLINE PLANNING

OVERVIEW

This Statement of Environmental Effects (SEE) forms part of a Development Application (DA) submitted to Burwood Council for the change of use of an existing commercial premises at 16 The Strand, Croydon, from a retail store (fashion) to a neighbourhood shop (tobacconist). The proposal also includes the installation of internal security bars and shopfront signage.

This application is made pursuant to Section 4.15 of the Environmental Planning & Assessment Act 1979 and is assessed under the Burwood Local Environmental Plan 2012 (LEP 2012) and the Burwood Development Control Plan (DCP). More specifically, this report has been prepared in accordance with section 2(4) of Schedule 1 of the Environmental Planning & Assessment Regulations 2021, which requires a SEE to include the following:

- a) The environmental impacts of the development.
- b) How the environmental impacts of the development have been identified.
- c) The steps to be taken to protect the environment or to lessen the expected harm to the environment.
- d) Any matters required to be indicated by any guideline issued by the Secretary for the purposes of this clause.

The environmental impacts of the proposed change of use, including measures taken to protect or mitigate any expected harm, are addressed throughout this report.

DEVELOPMENT SUMMARY TABLE

Proposal	Change of use from retail to neighbourhood shop (tobacconist); installation of security bars, shopfront signage
Site Address	16 The Strand, Croydon, NSW 2132 Lot/Section/Plan: 3/-/DP255125
Zoning	E1 Local Centre (Burwood LEP 2012)
Heritage	Malvern Hill Conservation Area (Local Significance) Heritage Impact Statement accompanies this application
Existing Use	Retail shop (business premises)
Proposed Use	Tobacconist (Neighbourhood shop)
Internal Changes	Non permanent furniture (shelves, serving counter, fridge) Security bars for safety, applied to windows
Structural Changes	Nil
External Changes	Nil
Signage	Shopfront signage (black/white/red palette, adherent with neighbouring businesses); under-awning illuminating sign
Compliance	Burwood LEP 2012, Burwood DCP, Environmental Planning & Assessment Act 1979, Burra Charter
Project	SL317

SITE ANALYSIS

16 The Strand, Croydon is located within the Malvern Hill Conservation Area, which holds local heritage significance under Schedule 5 of the Burwood Local Environmental Plan 2012.

This precinct is notable for its highly intact Federation and Interwar-era streetscapes, maintaining a cohesive architectural character that contributes to Burwood's distinct historical fabric.

This Statement of Environmental Effects is accompanied by a Heritage Impact Statement.

The subject site is a single-storey commercial premises featuring a traditional Federation-era shopfront including a recessed entry, large display windows and an awning extending over the footpath. It sits within The Strand shopping strip, which was historically designed to provide a broad transition between Croydon Railway Station and the surrounding residential streets.

The proposed change of use to a neighbourhood shop (tobacconist) aligns with the E1 Local Centre zoning objectives, which encourage active street frontages and diverse commercial activities while also adhering to the heritage conservation principles outlined in the Burwood DCP and the Burra Charter (2013).

The surrounding built environment consists of:

- Commercial properties along The Strand including cafes, grocery stores and professional services, many of which incorporate contemporary and bright yet heritage-compatible signage and shopfront treatments.
- Low to medium-density residential dwellings to the west, contributing to a mixed-use urban environment that respects the historical subdivision pattern of the Malvern Hill Estate.

Statement of Environmental Effects

- Proximity to Croydon Train Station, ensuring high foot traffic and accessibility for local businesses.

The site is well-serviced by essential infrastructure, including:

- Water, sewer, and electricity connections.
- Stormwater drainage and waste collection points.
- Public transport accessibility, with Croydon Train Station located within a short walking distance and multiple bus routes servicing the area.

The site does not include designated on-site parking but on-street parking is ample and vehicles are not generally parked for long periods of time.

The Strand is designed as a pedestrian-oriented shopping strip, with ample public transport access, nearby parking options and high walkability which support businesses with strong foot traffic.

Given the strong commercial character, contemporary promotion and heritage conservation framework of the locality, the proposal for a neighbourhood shop (tobacconist) is consistent with surrounding land uses, contributing to the area's vibrancy and continued economic activity while ensuring alignment with heritage protection policies.

SITE IMAGERY



[Six Maps representation of broader location/local surroundings]



[Front facade at time of lease opportunity. Source: Google Street View]

LOCALITY ANALYSIS - CROYDON NSW

Croydon: A Historic and Thriving Commercial Precinct

Croydon is a well-established inner-west Sydney suburb known for its heritage significance, strong transport connectivity and vibrant commercial precincts. The suburb is home to a mix of residential, commercial and community spaces, fostering a dynamic urban environment that supports local businesses and pedestrian-friendly retail.

Heritage and Community Character

Croydon forms part of the Malvern Hill Conservation Area, which is listed as a local heritage conservation precinct under the Burwood Local Environmental Plan 2012. The area is highly intact, featuring Federation and Interwar-era buildings that contribute to the historical identity and charm of the suburb.

The Strand, where the subject site is located, represents a significant early 20th-century shopping strip, originally designed to integrate with Croydon Railway Station and surrounding residential estates.

Transport Connectivity

Croydon benefits from strong transport infrastructure, making it a highly accessible commercial hub:

- Croydon Train Station – Provides direct rail connections to Sydney CBD, Strathfield and Parramatta, ensuring consistent pedestrian activity.
- Bus network – Several bus routes service Croydon, linking the suburb to Burwood, Ashfield and the Inner West.
- Walkability – The Strand is highly pedestrian-friendly, with wide footpaths and frequent crossings, encouraging foot traffic for local businesses.

Retail and Dining Demand

The Strand is an established commercial precinct, catering to residents, commuters, and visitors. Key business types include:

- Cafes, restaurants, and takeaway outlets serving local patrons and commuters.
- Grocery stores, specialty retailers and professional services supporting the day-to-day needs of the local population.
- Neighbourhood-oriented businesses that complement the heritage character of the strip while providing essential goods and services.

The proposed tobacconist shop aligns with existing retail trends, offering a specialty product within a commercial area that supports diverse business operations.

Residential Growth and Urban Development

Croydon has seen moderate residential growth, with heritage protections ensuring a balance between preservation and modern urban needs. Key factors driving economic activity include:

- Steady demand for local shopping and retail services, driven by nearby residential areas.
- Adaptive reuse of heritage structures, allowing new businesses to integrate into the historic urban fabric.
- Proximity to Burwood town centre, which serves as a major employment and retail hub.

DEVELOPMENT PROPOSAL

This development proposal outlines the change of use of an existing commercial premises at 16 The Strand, Croydon, from a retail shop to a neighbourhood shop (tobacconist).

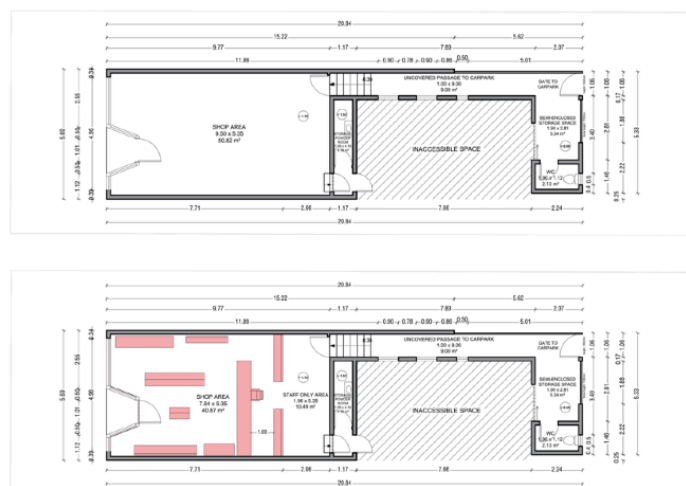
The proposed works will include minor non-structural modifications, ensuring the space is suitable for the new use while maintaining compliance with heritage and planning controls.

The proposal does not include any structural changes to the shopfront or building fabric, apart from signage modifications to reflect the new business operation.

Key Features of the Development

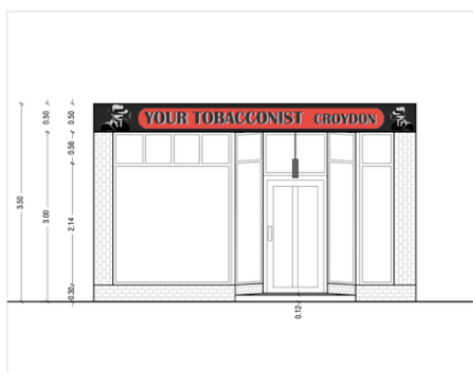
The proposed tobacconist shop will feature:

- A retail counter and display shelving, designed to showcase products and accessories.
- Secure storage space, ensuring compliance with product handling and security regulations.
- Under-awning illuminated signage, which will primarily serve pedestrians using the footpath on the eastern side.
- Internal vertical security bars, designed to provide security while ensuring the heritage facade remains visually intact.



Statement of Environmental Effects

The existing shopfront will remain, as will existing era-adherent wall tiles, awning structure, shopfront windows and recessed entry, with minor aesthetic updates to align with branding requirements and heritage guidelines. No external extensions or additional floor area are proposed.



EXISTING FRONT ELEVATION

1:50



PROPOSED FRONT ELEVATION

1:50

Land Use Compatibility and Streetscape Integration

The proposal is consistent with the surrounding commercial uses along The Strand, which features a mix of neighbourhood shops, grocery stores, food outlets and professional services.

The tobacconist will contribute to the active frontage of The Strand, maintaining pedestrian engagement and aligning with the commercial objectives of the E1 Local Centre zone under the Burwood LEP 2012. The shopfront design and signage elements have been carefully planned to ensure compatibility with the heritage character of the area.

Sustainability and Compliance

The proposal aligns with:

- Burwood LEP 2012 and Burwood DCP, supporting commercial diversity and economic activation.
- The Burra Charter (2013), ensuring minimal intervention to the heritage fabric of the premises.
- Heritage conservation principles, integrating reversible security and signage solutions.

PLANNING ASSESSMENT - RELEVANT LEGISLATION

The application is to be assessed against the relevant Environmental Planning Instruments (EPIs):

- Environmental Planning & Assessment Act 1979
- Environmental Planning & Assessment Regulations 2021
- Burwood Local Environmental Plan 2012

And the following Local Provisions:

- Burwood Development Control Plan (DCP)
- The Burra Charter (2013)
- Local Government Heritage Guidelines
- NSW Signage SEPP
- Building Code of Australia (BCA)

Section 25 – Concurrences and/or Approvals

In accordance with Section 25 of the Environmental Planning & Assessment Regulation 2021, there are no additional concurrences or external approvals required for the proposed change of use.

The proposal is permissible with consent within the E1 Local Centre Zone under the Burwood LEP 2012 and complies with the relevant development controls and assessment requirements.

SITE SUITABILITY AND COMPLIANCE

The subject site at 16 The Strand, Croydon is considered highly suitable for the proposed change of use from a retail premises to a neighbourhood shop (tobacconist) based on the following factors:

Zoning Compliance

The site is zoned E1 Local Centre under the Burwood Local Environmental Plan 2012, where neighbourhood shops are permitted with consent.

The proposed development aligns with the zone objectives, which seek to:

- Promote active and pedestrian-friendly commercial centres.
- Encourage a mix of retail, business, and entertainment uses to support the local economy.
- Provide services and employment opportunities within walking distance of residents and workers.

Size and Configuration

- The premises has a floor area suitable for a small specialty shop, accommodating retail display and secure storage for products.
- The existing shopfront layout allows for an efficient service counter and retail area, ensuring smooth customer interaction.
- The direct frontage to The Strand provides high visibility and pedestrian engagement, supporting the viability of the business.

Infrastructure Availability

The site is well-serviced by essential utilities, including:

- Water, sewer and electricity connections, supporting commercial retail operations.
- Stormwater drainage infrastructure, ensuring compliance with water management regulations.
- Council waste management provisions, allowing for proper storage and collection of general waste in accordance with Council's requirements.

Surrounding Land Use Compatibility

The proposed neighbourhood shop use is compatible with the surrounding commercial and residential environment, which includes:

- Existing retail stores, grocery shops, cafes, and professional services along The Strand.
- Nearby residential areas, providing a strong local customer base.
- Proximity to Croydon Train Station, ensuring a steady flow of foot traffic.

The development will not cause adverse impacts in terms of noise, traffic or visual amenity, as it replaces an existing commercial use and aligns with the surrounding land activities.

Compliance with Legislative Framework

The proposed change of use complies with the relevant provisions of the Burwood Local Environmental Plan 2012 and the Burwood Development Control Plan, as follows:

Floor Space Ratio (FSR)

- The existing premises maintains the same floor area, and no additional gross floor area is being introduced.
- The change of use does not impact site coverage or bulk and scale considerations.

Building Height

- No modifications are proposed to the existing single-storey building, ensuring continued compliance with height controls.

Setbacks and Streetscape

- The shopfront retains its existing setbacks and street interface.
- The proposal maintains an active street frontage, aligning with the objectives of the E1 Local Centre Zone.

Waste Management

- A dedicated waste storage area will be provided in accordance with Council's waste management requirements for retail premises.

- The applicant will ensure appropriate waste disposal and collection services are in place to maintain public health and hygiene standards.

Parking

- In accordance with the Burwood DCP, neighbourhood shops are typically expected to rely on existing public transport and pedestrian traffic.
- The premises does not have on-site parking, but benefits from:
 - Proximity to Croydon Train Station and bus services.
 - Street parking provisions nearby.
 - High pedestrian traffic from the local community and commuters.

Stormwater and Drainage

- No changes are proposed to the existing drainage system.
- The existing infrastructure is sufficient to accommodate the proposal.

Building Use and Design

- The internal layout will be adapted to accommodate retail operations while maintaining compliance with NSW planning and safety standards.
- Security measures (internal security bars) have been designed to provide protection while preserving the heritage character of the shopfront.
- The shopfront signage, including the under-awning illuminated sign, will be heritage-sensitive, ensuring alignment with the Burwood DCP and Malvern Hill Conservation Area guidelines.
- The business use is consistent with the active commercial character of The Strand, enhancing the streetscape and economic activity.

PRECEDENCE: SIGNAGE/SECURITY FEATURES

The design choices for signage and security measures at 16 The Strand are influenced by the existing precedents set by neighbouring businesses along the commercial strip.

The surrounding commercial landscape includes a diverse range of signage styles, materials and security features, demonstrating an evolving approach to maintaining commercial viability while respecting heritage values.

For instance, House to Home Finishes features a modern font with a black/red/white palette and an under-awning illuminated sign, similar to the proposed design for 16 The Strand. Likewise, Doytao Thai employs a classic font with a black/lime green palette and also includes an under-awning illuminated sign, showcasing a balance between contemporary branding and heritage context.

Other businesses, such as Aum Spice Centre and N Aya Grocery Store, utilise extensive advertising, with the latter covering all available shopfront space, including modern awning signage, under-awning illuminated signage and the use of footpath for displaying sale goods. This indicates a flexible approach within the conservation area regarding visual presentation, accommodating modern commercial needs alongside traditional aesthetics.

Security measures also vary significantly. Notably, Italfornaio uses full-height external security shutters (which were unfortunately covered in graffiti at time of site inspection).

Strand Cellars and Charcoal Boy integrate signage across all windows and awnings, with the latter adding illuminated neon signage in the window. In comparison, the proposed interior security bars at 16 The Strand are less visually intrusive, preserving the external facade's integrity while ensuring adequate security.

CONCLUSION AND RECOMMENDATIONS

The proposed change of use at 16 The Strand, Croydon, from a retail shop to a neighbourhood shop (tobacconist), represents a logical and beneficial addition to the area.

The proposal aligns with the planning objectives of the Burwood Local Environmental Plan 2012 and the Burwood Development Control Plan, supporting economic activity, commercial diversity and pedestrian engagement within the E1 Local Centre Zone.

The proposed shopfront signage and security measures have been designed to align with the Malvern Hill Conservation Area guidelines, ensuring heritage compatibility while allowing modern commercial operations.

The established precedent of retail, grocery and specialty shops along The Strand further supports the suitability of this development.

The proposal will enhance the vibrancy of The Strand commercial precinct, maintaining a historic yet functional retail environment.

Given the proposal's compliance with applicable planning instruments, its alignment with the established commercial landscape and its positive contribution to the Croydon locality, it is requested that Burwood Council grant development consent for this application.

Recommended Conditions of Approval

Conditions of Approval

- 1) Except where otherwise provided in this consent, the development is to be carried out strictly in accordance with the following plans and support documents (stamped approved by Council):

Plan/Document	Prepared by	Project No.	DWG No.	Issue	Date
EXISTING FLOOR PLAN & ACTUAL FLOOR PLAN	STRAIGHTLINE PLANNING	SL317	A103	1	27.01.2025

- 2) **No approval is granted to any security bars or grilles.**

- 3) **No approval is granted to any signage.**

- 4) The hours of operation of the premises are confined to between:
7am to 10pm daily, without further approval of Council.
- 5) No part of the subject premises or the adjoining street and footpath is to be used by spruikers or public address systems.
- 6) The footpaths being kept clear of signs, fixtures and goods at all times.
- 7) Any trade waste containers being screened from view from a public place and not obstructing or interfering with the use of the loading and parking facilities.
- 8) All loading and unloading in connection with the use of the premises being carried out from the designated loading area.

END OF CONDITIONS