

# STATEMENT OF ENVIRONMENTAL EFFECTS

## PROPOSED ALTERATIONS AND ADDITIONS COMMERCIAL PREMISES

**HIGHWAY FORD  
LOT 3 SECTION A DP 21219  
194 NEW ENGLAND HIGHWAY  
RUTHERFORD**



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## 1.0 INTRODUCTION

This Statement of Environmental Effects has been prepared to accompany a Development Application for the proposed alterations and additions to the existing Highway Ford automotive dealership at 194 New England Highway, Rutherford. This report outlines the proposed alterations and additions and addresses key areas of potential impact from the proposal on the surrounding locality.

## 2.0 SITE DESCRIPTION

### 2.1 Location and Property Description

The subject site is an existing automotive dealership site located at 194 New England Highway, Rutherford. The site has a real property description of Lot 3, Section A, DP 21219.

The property has accommodated the existing facility for many years, with the existing showrooms and workshop serving the needs of the community for new and pre-owned vehicles and vehicle servicing as required.

### 2.2 Site Characteristics

The existing site is irregular in shape and is bound by the New England Highway to the south, Fourth Avenue to the east, and Melbee Street to the north. The site has a high point at the corner of New England Highway and Fourth Avenue, with a gradual fall along the New England Highway and Fourth Avenue boundaries. The slope becomes steeper toward the north-west corner of the site and the rear part of the property along Melbee Street.

The existing building on site is a dealer showroom facing New England Highway and associated service workshops located adjacent to the showroom when viewed from Fourth Avenue.

The showroom is set back from the southern, western and eastern boundaries, with hardstand between the building and the boundaries accommodating vehicle display areas for new and pre-owned vehicles. The workshop is setback from the northern, eastern and western boundaries. Hardstand surrounds the building, with a vehicle drop off area and access to the workshop located on the eastern side of the building, vehicle storage areas along the western side of the building and vehicle manoeuvring areas for the workshop located between the building and the northern boundary of the site.

Access driveways are located from New England Highway, Fourth Avenue and Melbee Street.

Colorbond fencing is located along most of the Melbee Street boundary, with access gates at driveway locations. The western boundary to adjacent properties also has Colorbond fencing. Steel palisade style fencing is located along the southern boundary, facing New England Highway, returning along the eastern boundary approximately 17 metres.

## 2.3 Streetscape and Surrounding Development

The streetscape along the New England Highway is a mixture of commercial, residential and community based development. On the opposite side of Fourth Avenue from the subject property is located another motor vehicle dealership, with residential properties extending further east on both sides of the highway beyond.

West of the subject site on New England Highway is residential development on both sides of the highway.

Diagonally opposite the site to the south-east is the Presbyterian Church, with residential beyond.

Existing development along Melbee Street to the north is residential development.

## 3.0 DETAILS OF THE PROPOSAL

### 3.1 General

In accordance with updated requirements from the manufacturer, the existing showroom is to be upgraded with new internal and external finishes which reflect the current Corporate Identity (CI) standards.

Externally, on the façade which faces the New England Highway, a new brand wall is to be constructed consisting of prefinished cladding over steel framing. On this wall will be new signage indicating manufacturer logo and facility name. The top of the brand wall will be approximately 6.5m above ground level, and approximately 1.2m above the height of the existing fascia.

The existing main entry doors to the showroom in this façade will be replaced with glazed automatic sliding door and sidelight, with finishes to match the existing aluminium framed glazed façade.

In front of this wall a signage element known as an “Icon Entry Tower” will be installed to further reinforce the main entry to the showroom. The Icon Tower is approximately 7.5m tall, with the top of the tower approximately 1m above the height of the new brand wall, and 2.2m above the height of the existing fascia. It is noted under Maitland LEP 2011 there is no maximum height nominated for the subject site, at 7.5m maximum height for the entry tower and 6.5m for the building fascia this is considered to be within traditionally accepted height levels for this type of locality.

On the eastern side of the building, facing Fourth Avenue, the existing fascia is to be removed and replaced with a new fascia to match the front brand wall in appearance. The height of the fascia will be increased such that the top of the fascia will be at the same level as the top of the brand wall, approximately 1.2m above the level of the existing parapet. In addition, the existing roof over the hardstand at the service reception area will be extended, with a steel framed roof surrounded by a fascia the same depth as the existing roof (nom. 900mm), and finished with aluminium cladding to match the new brand wall and building fascia. Additional signage indicating the service reception will be mounted on the fascias of the roof extension, and existing fascia mounted signage relocated and modified to suit.

Existing doors and glazing in this area of the façade will be modified, and the hardstand regraded to improve accessibility to the service reception area in this part of the building.

Updated signage is to be provided on the building fascias and brand wall as previously indicated along with installation of low-scale directional signage located adjacent to the east end of the existing showroom, facing the driveway entry from Fourth Avenue. The existing pylon sign located at the south-eastern corner of the site on New England Highway will be replaced by a new pole mounted Ford sign in the same location as the existing pylon sign. Proposed signage is indicated on the drawings and shown in Appendix A of this report.

Internally the works are predominantly new finishes to reflect the current CI, with some minor modifications to wall locations and room layouts to create new offices for the showroom and an extended internal reception area for service customers.

## 4.0 PLANNING CONTROLS

### 4.1 Zoning

The site of the proposed works, as noted in Maitland LEP 2011, is zoned R1 – General Residential.

The proposal is not prohibited development within this zone, and is an upgrade of the existing development on site.



### 4.2 Council Requirements

Objectives within this zoning, as noted in Maitland LEP 2011, are:

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

This proposal is consistent with the third item in the abovementioned requirements, and is an extension of the existing use of the site.

## 5.0 ENVIRONMENTAL EFFECTS

### 5.1 Streetscape and Visual Impact

It is anticipated the impact on the streetscape from the proposed alterations will be positive, as it will provide a facelift to the existing showroom, creating an aesthetic which is clean and modern and provide improved facility recognition for passers-by.

### 5.2 Visual and Acoustic Privacy

There will be no impact on visual or acoustic privacy arising from the proposal as the existing glazed façade is located sufficient distance away from the residences opposite the site, and is unchanged by the proposal other than upgrading of existing glass doors on the New England Highway side of the building.

### 5.3 Solar Access

There will be no impact on solar access to neighbouring residences as a result of the proposed additions, as the additions represent a minor increase in height and nearby residences are located to the west of the proposed alterations, and are a sufficient distance from the building to be unaffected by overshadowing from the proposed upgraded facade.

### 5.4 Stormwater

There will be no increase in impervious hardstand area proposed, and the small roof addition proposed over the service drop-off area will be located above existing hardstand area, therefore stormwater runoff from the subject site will not increase as a result of the proposed alterations. The stormwater from the proposed awning addition will be collected in downpipes connected to existing in-ground drainage systems to authorities requirements.

### 5.5 Landscaping

Currently there is no landscaping on site, consistent with site operational requirements for this type of commercial premises. Existing landscaped areas located outside the street boundary on the New England Highway and Fourth Avenue are to remain unchanged under the proposal, any incidental impact on these areas during the alterations will be rectified and maintained after works have been completed.

### 5.6 Car Parking and Traffic Generation

There is no increase in internal floor area, vehicle display area or number of workshop bays under this proposal. Therefore there is no impact on existing parking, access and traffic generation arrangements or requirements for the facility.

## 5.7 Noise

It is not anticipated that additional noise will be generated on site as a result of the proposed alterations, the intent of the proposal is to improve functionality, amenity and aesthetics of the existing showroom rather than increase or change the nature of work conducted on the site.

## 5.8 Erosion Control Measures

There is limited ground works proposed for this development, erosion control measures will be undertaken where necessary during construction where the existing ground is disturbed, for example with installation of new footings for signage elements and the columns for the awning roof.

## 6.0 SOCIAL AND ECONOMIC EFFECTS

There are no adverse social impacts expected as a result of the proposal. The primary social effect which will result from the proposal will be improved levels of service and amenity delivered to the clients of Highway Ford, and a more modernised street facade for the facility as a part of the overall streetscape.

Economic benefits to the proprietor will follow from the modernised and reconfigured showroom, in addition to the increased amenity for their clients with the new customer facilities within the building and the improved, undercover access to the service reception area.



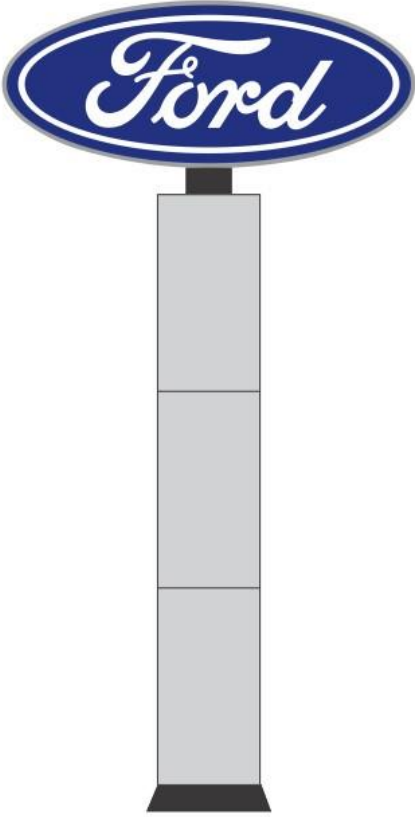


## 7.0 CONCLUSION

Based on the information forwarded in this Statement of Environmental Effects, it is considered that the proposed alterations and additions to the Highway Ford facility will further increase amenity and improve service within the facility and provide an improved contribution to the streetscape.

It is therefore requested that Council consider the above and accompanying information favourably and provide consent to the proposal as described in this application.

## APPENDIX A

### NEW SIGNAGE – TYPICAL EXAMPLES

SIGNAGE ELEMENT	IMAGE
Pole Sign	
Brand Wall Sign	<p><b>HIGHWAY FORD</b></p>
Brand Wall Logo, Entry Tower Logo (Refer drawings for relative sizes)	
Service Sign with Logo	
Service Sign	<p><b>SERVICE</b></p>