



Hawkesbury City Council

ordinary meeting business paper

date of meeting: 25 September 2007

location: council chambers

time: 5:00 p.m.

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- **APOLOGIES**
- **DECLARATION OF INTERESTS**
- **SECTION 1 - Confirmation of Minutes**
- **AGENDA ITEMS SUBJECT TO PUBLIC ADDRESS**
- **SECTION 2 - Mayoral Minutes**
- **QUESTIONS WITH NOTICE**
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- **EXCEPTION REPORT - Adoption of Items Not Identified for Discussion and Decision**
- **SECTION 4 - Reports for Determination**

Acting General Manager
City Planning
Infrastructure Services
Support Services

- **SECTION 5 - Reports of Committees**
- **QUESTIONS WITHOUT NOTICE**

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SECTION 4 - Reports for Determination

CITY PLANNING

Item: 195 CP - Cultural Services Suite of Logos and Visual Identity - (103542)

REPORT:

This report has been prepared to seek Council's approval for the adoption of a suite of logos and visual identity for the Hawkesbury Cultural Precinct. The logos and a style guide for regulating their use, was the subject of a Councillor Briefing held on Tuesday, 4 September 2007.

Rationale for Logos and Visual Identity

Council's Cultural Services includes the Hawkesbury Regional Gallery, the new Hawkesbury Regional Museum and Hawkesbury Library Service (incorporating both the Central Library in Windsor and the Richmond Branch Library). All of these cultural services operate from Council owned public facilities which gives rise to a requirement for Council to actively promote and market their use - not only by ratepayers and residents but also by visitors from outside the local area to assist them to find the gallery, library and museum in order to learn more about the City of Hawkesbury. All of the facilities have a role to play in cultural tourism within the Hawkesbury.

Cultural Services activities include the production of information in print and digital formats as well as online, and development of exhibitions that may tour to other places. All these products should be clearly branded in order to enhance the profile of Hawkesbury City Council's cultural services at a local, regional, state, national and global level. The goal is to promote easy and quick identification by customers, and build positive recognition by the use of distinct logos for each cultural service.

The use of logos will assist Cultural Services in its marketing and audience development strategies. The Hawkesbury Regional Gallery logo has now been in use for two years and has successfully created and marketed a Gallery brand. The adoption of a broader suite of logos and a style guide regulating their use (as appended in Attachment 2) will expand this strategy to incorporate the new Hawkesbury Regional Museum and the Hawkesbury Library Service.

The style guide builds on a proven design concept and explicitly acknowledges Council's continuing support of its cultural services by ensuring that where required, the cultural service logos will be co-branded with the Hawkesbury City Council Logo. The style guide provides for the flexible use of logos to suit different applications within a standardised operational framework to ensure quality control.

Hawkesbury Regional Gallery Logo

During community workshops for the Cultural Plan one symbol stood out as the most important marker for the region: the Hawkesbury River. Workshop participants expressed respect for indigenous cultural heritage, and the Darug traditional owner's word for the Hawkesbury River, 'Deerubbin' was generally known.

Darug painter Edna Watson had gifted a work representing a reconciliation ceremony by the river to Council in 1999. This painting was centrally featured in the Gallery's inaugural exhibition, *Agri/culture: Re-creating the living Landscape*. The sinuous lines of the river's current were recognised as excellent symbols of a flow of cultural energy, a positive force bringing the new cultural precinct into existence.

Once copyright agreement had been secured with the artist and Edna's blessing extended to her river motif being adapted, a designer was engaged to distil a graphic 'essence' from the river painting.

Hawkesbury Regional Museum Logo

The Hawkesbury Regional Museum logo has been based on a key museum collection object - a flood boat. The flood boat will also be displayed as an iconic object within the permanent exhibition.

The Hawkesbury Historical Society Committee has approved the logo and expressed "enthusiasm for such a logo that could depict the life of the Hawkesbury in the image of a boat on water... the flood boat depicted as our symbol will complement the valuable flood boat that is such an important part of the museum collection" (Attachment 1).

Hawkesbury Library Service Logo

The Hawkesbury Library Service logo can be read as an L for Library, h for Hawkesbury or as a half opened book. Stylistically, it also links with the other two logos.

Application and Implementation

The visual identity will be rolled out incrementally as resources allow. A priority will be to badge the regional museum externally, and to apply the logo to relevant building fixtures, exhibition components and promotional materials during the establishment phase. This will create a new, updated identity distinguishing the new phase of the museum from the previous Hawkesbury Historical Museum and Information Centre phase of operation.

The Library logo, along with the Gallery logo will be used on the Deerubbin Centre building to help people locate these facilities. It will also be used on updated print, digital and online publications and promotional materials. The brand will also inform any internal signage refurbishments that are able to be implemented.

Conformance to Strategic Plan

The proposal is deemed to conform to the following objectives and strategic directions set out in Council's Strategic Plan;

"An informed community working together through strong local and regional connections."

Funding

There are no funding implications arising directly from this report.

RECOMMENDATION:

That Council adopt the Cultural Services logos and visual identity, and Style Guide as attached to the report.

ATTACHMENTS:

- AT - 1** Letter from Hawkesbury Historical Society Committee dated 19 September 2007.
- AT - 2** Cultural Services Style Guide for logos and visual identity (*distributed under separate cover*).

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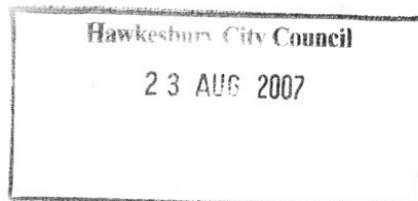
AT - 1 Letter from Hawkesbury Historical Society Committee dated 19 September 2007



Hawkesbury Historical Society Inc.

89 Smith Road
Oakville NSW 2765
Phone: (02) 4572 3007

19 August 2007



Ms Keri Whiteley
Manager Cultural Services
Hawkesbury City Council
Deerubbin Centre
PO Box 146
WINDSOR NSW 2756

Dear Keri


Thank you for the images of the Cultural Services' family of logos.

The logo created for the Hawkesbury Regional Museum has also been seen by members of our committee. The members have expressed approval and enthusiasm for such a logo that could depict the life of the Hawkesbury in the image of a boat on the water.

This image represents the hardships that the community has endured over the years with the disastrous flooding that has occurred in and around Windsor and the surrounding low lying areas.

We are pleased to say that the logo is very representational of the history of the Hawkesbury and the flood boat depicted as our symbol will complement the valuable flood boat that is such an important part of the museum collection.

Yours faithfully


Judy Newland
Secretary



SCANNED

Correspondence to: The Secretary
Hawkesbury Historical Society
PO Box 293 Windsor NSW 2756

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Item: 196 CP - Rear Pergola - Lot 15 DP24043, 67 Burdekin Road, Wilberforce NSW 2756 - (DA0376/07, 15410, 15411, 95498)

Development Information

Applicant: Mr M Spicer & Ms L Richardson
Owner: Mr M Spicer & Ms L Richardson
Zone: Environmental Protection - Agricultural Protection
Advertising: Not Required
Date Received: 5 July 2007

Key Issues: ♦ Development Without Consent

Recommendation: Approval

REPORT:

Introduction

The applicant is seeking the approval for the use of the existing structure as a deck and awning.

In accordance with the Council's recent resolution, in respect to retrospective approvals, the application is being reported to Council.

Background

Council approved -BA0373/88 which involved a 3m deck and awning at the rear of the dwelling, running the length of the building. This was located adjacent to the swimming pool. This deck and awning was in a state of disrepair and the owner stated that they replaced the rotting timbers.

Description of Proposal

The structure, as constructed comprises of a deck 6m x 6m with an awning over that area which is 4.75m at the apex. Adjacent to this is a shade cloth awning 13m x 6m over the existing pool. With the upgrade of the existing deck and awning, the overall structure is 19m x 9m.

The awning has been constructed to increase the weather protection to the pool area and the dwelling as well as increasing the outdoor entertaining area.

The applicant has stated that the shade cloth area over the pool is required as their family members have a skin condition that requires them to stay out of the sun.

Statutory Framework - Unlawful Structures

The Environmental Planning and Assessment Act 1979 does not make provisions for development consent to be granted retrospectively but under section 109A of the Act there is a distinction between the *unlawful erection of a structure* and the *unlawful use of land or a structure*. Section 109A reads:

1. *The use of a building, work or land which was unlawfully commenced is not rendered lawful by the occurrence of any subsequent event except:*
 - (b) *the granting of development consent to that use.*

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Therefore, the development application is required to be considered on its merits and should the use of the structures be deemed consistent with relevant planning controls then an application for a Building Certificate is required to be submitted to Council.

As previously mentioned, the Act does not provide for retrospective approval for unlawful structures but a person may obtain a Section 149 Building Certificate from Council. The certificate differs from a development consent or building approval for a structure, in that it confers certain forms of legal immunity on the structure (Section 149E of the Act) rather than granting consent for the structure. It is important to note that the Section 149 certificate does not make an unlawful structure lawful but simply makes it immune from certain types of legal action for a period of seven years.

Matters for consideration under Section 79(c) of the Environmental Planning and Assessment Act 1979.

a) the provisions of:

i) any environmental planning instrument (ie LEPs, REPs & SEPPs)

The subject property is zoned Environmental Protection - Agriculture Protection

The Planning Instruments which are considered to control development on the site are;

- Sydney regional Environmental Planning Policy 20.
- Hawkesbury City Council Local Environmental Plan 1989. (HLEP)

Comment

The proposal is not inconsistent with the relevant Planning Instruments and relevant provisions.

ii) any draft environmental planning instrument that is or has been placed on public exhibition and details of which have been notified to the consent authority

Apart from a draft LEP to convert the existing LEP into the Standard Template format, there are no relevant draft EPI's that affect the land or the proposal.

iii) any development control plan applying to the land

Hawkesbury Development Control Plan 2002

The following table provides an assessment of the proposed development against the requirements for residential development:

Element	Rules	Provides	Complies
Height	(a) New buildings are to be constructed within the Building Height Plane for the relevant residential use. (Refer to Table 1). The Building Height Plane is to be adjusted for sloping sites to follow the natural ground level.	All elevations	Complies
	(b) Building to the side and back boundary within the Building Height Plane is permitted where: It can be shown that the building to the boundary doesn't reduce the privacy of neighbouring dwellings and their private open space and does not reduce their existing solar access; and	Structure is over 7m to the closest property boundary.	Complies

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Element	Rules	Provides	Complies
	<p>The continuous length of the boundary walls is not more than 10m or is a maximum of 50% of the boundary length; whichever is the shorter.</p> <p>(c) Exemptions to the Building Height Plane may be granted in the following circumstances:</p> <p>Single dwellings proposed on flood prone land;</p> <p>Single dwellings proposed on lots with a frontage of less than 14m at the building line; and</p> <p>Chimneys, satellite dishes and aerials</p> <p>Applicants seeking an exemption to the Building Height Plane must demonstrate clearly why the compliance is unreasonable.</p>	N/A	N/A
Setbacks	<p>(a) For sites fronting main or arterial roads, buildings are to be set 10 metres back from the front boundary unless there are exceptional physical circumstances. The 10m setback commences after any road widening which may affect the subject land.</p> <p>(b) For sites fronting a local road buildings are to be set 7.5m back from the front boundary. In areas where there is prior development the established pattern is to be regarded as the standard setback.</p> <p>(c) For battleaxe blocks the general setback from the rear boundary of the property in front is to be 6 metres.</p> <p>(d) For the minor frontage on corner blocks, the minimum building setback is to be 2 metres.</p>	<p>Structure is located at the rear of the dwelling.</p> <p align="center">N/A</p> <p align="center">N/A</p> <p align="center">N/A</p>	<p>Complies</p> <p align="center">N/A</p> <p align="center">N/A</p> <p align="center">N/A</p>
Development Fronting Rear Lanes		Development does not front to a rear lane.	N/A

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Element	Rules	Provides	Complies
Landscaped Areas	<p>(a) All forms of residential development are to contain pervious soft landscaped areas to a total of 30% of the total site area. This may be calculated by adding together soft landscaped areas of private and common open space. Development proposals, where required, are to indicate the proportion of the total site area that is:</p> <p>total "soft" landscaped area;</p> <p>total ground level private open space; and</p> <p>total common open space</p>	Development has existing landscape area.	Complies
Private Open Space	<p>(a) Single dwelling houses and multi unit housing are to provide at least one area of private open space for each dwelling.</p>	Private Open space available and existing.	Complies
	<p>(b) The total of private open space at ground level must be a minimum of 20% of the site area, regardless of permeability of the surface. This space must:</p> <p>be capable of containing a rectangle 5 metres x 6 metres that has a slope less than 1:10;</p> <p>not be comprised of any area with a dimension less than 4 metres; and</p> <p>be exclusive of clothes drying areas, driveways, car parking and other utility areas.</p>	Private Open space available and existing.	Complies
	<p>(c) Private open space shall not be located in the front boundary setback.</p>	Area located to the rear of the dwelling.	Complies
	<p>(d) Any above ground level balcony or rooftop area designed for private open space must have minimum area of 10 square meters with a minimum dimension of 2 metres. This area is not included in the calculation for the provision of total private open space.</p>	N/A	N/A
Common Use Open Space		Development does not have common open space.	N/A

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Element	Rules	Provides	Complies
Access and Parking		Drive way existing. Application does not change existing arrangements.	N/A
Basement Parking			N/A
Visual Amenity	(a) Where there is potential for loss of privacy the proposal should incorporate some of the techniques illustrated in the DCP.	Visual amenity adequate.	Complies
	(b) Where there is no alternative to a window, it should be screened.	Visual amenity adequate.	Complies
Acoustic Privacy	(a) Acoustic privacy is to be considered at the design stage.	Proposal is over 7m from the property boundary and is landscaped.	Complies
	(b) Site layouts should ensure parking areas; streets and shared driveways have a line of sight separation of at least 3 metres from bedroom windows.	N/A	N/A
	(c) A distance of at least 3 metres should separate openings of adjacent dwellings.	Structure is over 7m from the property boundary.	Complies
External Noise and Vibration			N/A
Safety and Security	(a) Each dwelling is to be provided with direct and convenient pedestrian access to a private or public road.	Satisfactory.	Yes
	(b) Barriers to prevent movement between internal roof spaces of adjoining dwellings are required.	N/A	N/A
	(c) Elements to be incorporated in site and building design and include: doorway/entry safety and surveillance to and from the footpath illumination of public spaces including all pedestrian paths, shared areas, parking areas and building entries to the relevant Australian Standard.	Satisfactory	Yes

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Element	Rules	Provides	Complies
	<p>Visibility to the street from the front of the development</p> <p>Restricted access to the rear of the site.</p>		
Utility and Site Services	(a) Where reticulated water is not available, a minimum storage of 100 000 litres must be provided. A minimum of 10 000 litres must be available at all times for fire fighting.	N/A	N/A
Cables	(a) The design, location and construction of utility services must satisfactorily meet the requirements of both the relevant servicing authority and Council.	Cables exist on site.	Complies
Recycling, garbage and mail	(a) Collection areas must be integrated into the overall site and building design.	Satisfactory.	Yes
Fencing and Retaining Walls		N/A	N/A
Energy Efficiency Chapter	(a) NatHERS Assessment and/or Energy Performance Statement.	Not required as development is not over \$100,000	N/A

The structure complies with the requirements.

iv) any matters prescribed by the regulations

There are no matters discernable that are prescribed by the Regulations that affect the development.

b) the likely impacts the development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality

The development is not considered to be out of character with the surrounding landscape and it is unlikely that the development will have any adverse environmental impact on the locality.

c) the suitability of the site for the development

The site is suitable for the development.

d) any submissions made in accordance with the EPA Act or Regulations

The application did not require notification and no submissions were received.

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e) the public interest.

The matter is not considered to be contrary to the general public interest.

Conclusion

The proposed development complies with the provisions of Hawkesbury Local Environmental Plan 1989 and Hawkesbury Development Control Plan and has no environmental impact.

RECOMMENDATION:

That the Development Application DA0376/07 for use of the structure as a deck and awning be approved subject to the conditions following:

General Conditions

1. The development shall take place in accordance with the stamped plans, specifications and accompanying documentation submitted with the application except as modified by these further conditions.
2. The approved use shall not commence until all conditions of this Development Consent have been complied with.
3. The development shall comply with the provisions of the Building Code of Australia at all times.
4. The development shall comply with the Environmental Planning and Assessment Act, 1979 at all times.

During Construction

5. Mandatory inspections shall be carried out and Compliance Certificates issued only by Council or an accredited certifier for the following components or construction:

Note: Structural Engineer's Certificates, Drainage Diagrams and Wet Area Installation Certificates are NOT acceptable unless they are from an accredited person.

(a) prior to occupation of the building.

6. No internal or external alterations shall be carried out without prior approval of Council.

Advisory Notes

*** Should any aboriginal site or relic be disturbed or uncovered during the construction of this development, all work should cease and the National Parks and Wildlife Service consulted. Any person who knowingly disturbs an aboriginal site or relic is liable to prosecution under the National Parks and Wildlife Act 1974.

*** The applicant is advised to consult, if applicable, with:

- (a) Sydney Water Corporation Limited
- (b) Integral Energy
- (c) Natural Gas Company
- (d) a local telecommunications carrier

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regarding their requirements for the provision of services to the development and the location of existing services that may be affected by proposed works, either on site or on the adjacent public roads.

ATTACHMENTS:

There are no supporting documents for this report.

AT - 1 Site Locality Plan

AT - 2 Site Plan

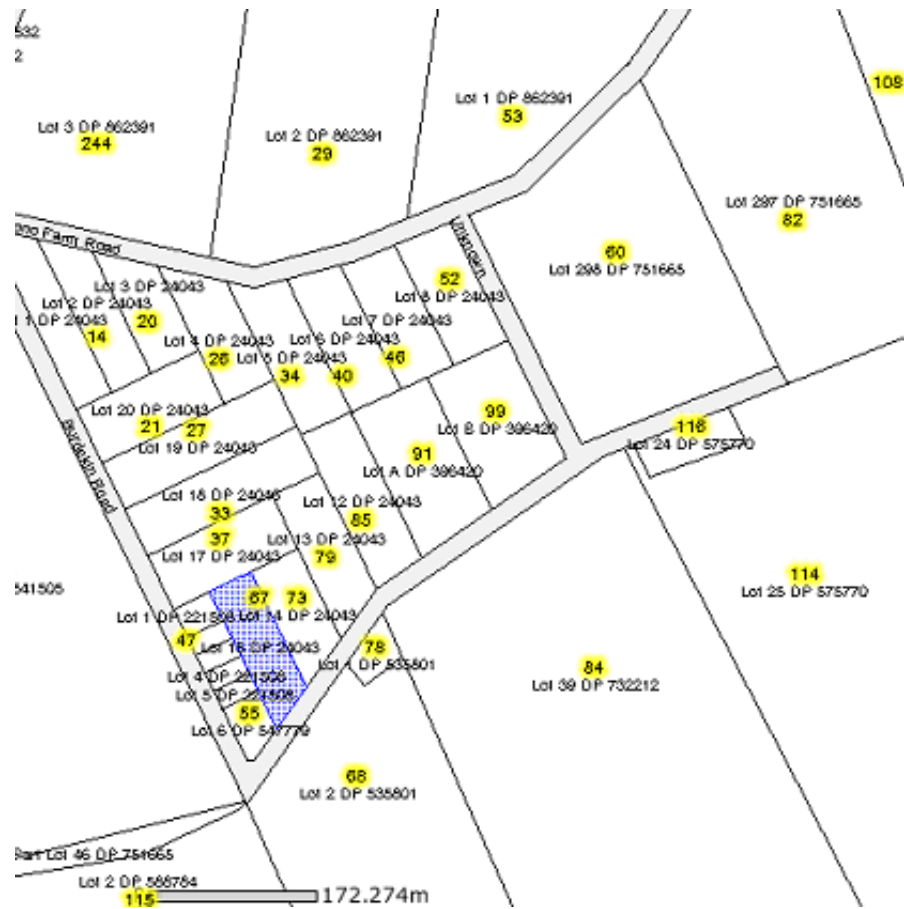
AT - 3 Elevations and Floor Plan

AT - 4 Photographs of the Structure

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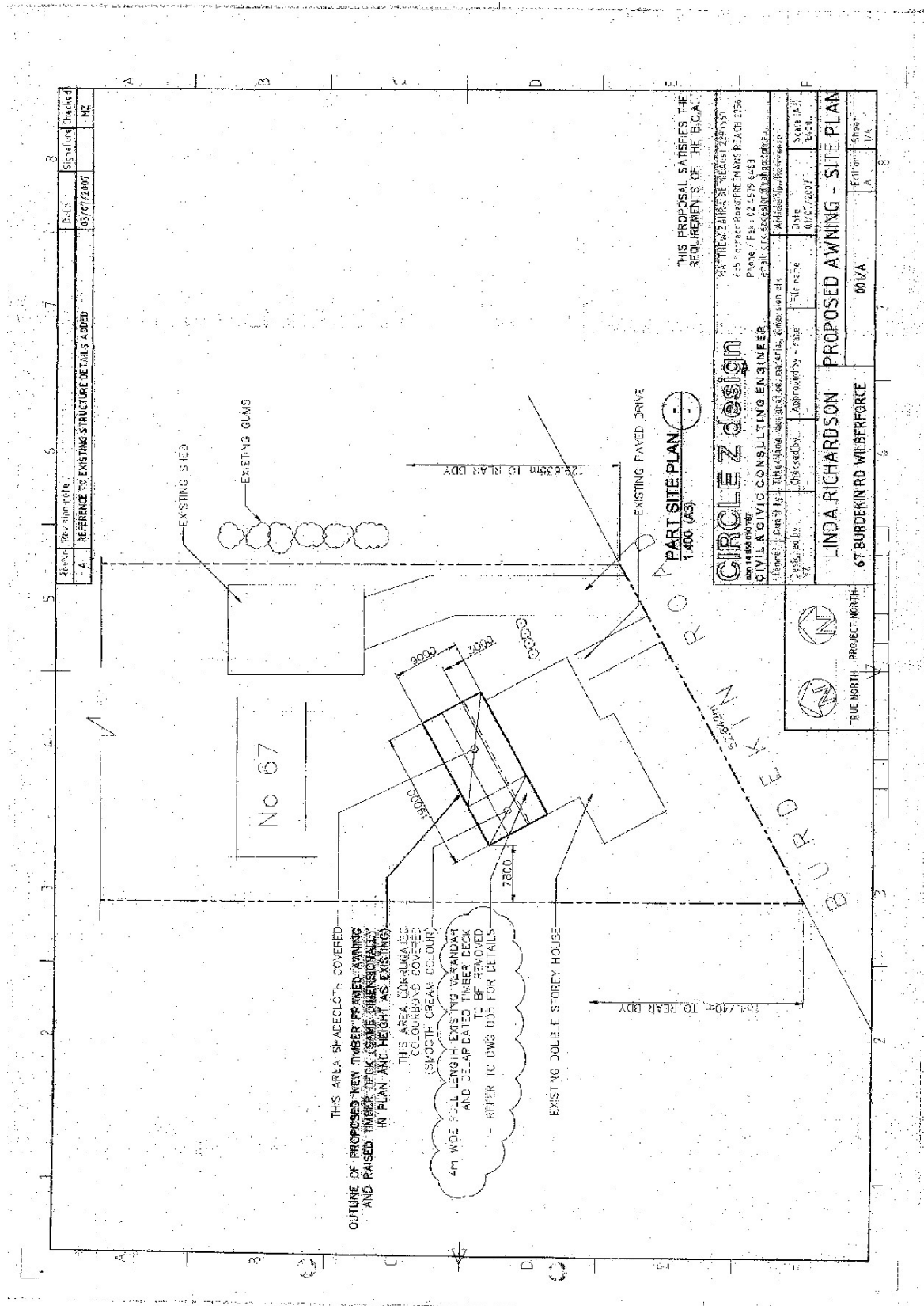
AT - 1 Site Locality Plan



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AT - 2 Site Plan



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AT - 4 Photographs of the Structure



Shade cloth
awning area.

Awning and
deck area



Structure
requiring
approval for
use.

Existing
approved
awning and
deck.

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