

Camden Residents' Action Group

Incorporated

Camden – Still a Country Town

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21 June 2022

Dear General Manager,

RE: DA 2021/1875/1

45 Oxley Street CAMDEN

Erection of new storage shed and front entry awning with corporate signage

We appreciate that what is now proposed in the above DA is seemingly less obtrusive than first exhibited because of the removal of the window signage. Whilst the revised documents state that the external colour is TBA, which is assumed to mean *to be advised*, it must also be assumed that the colours are as shown. These colours remain similar to those originally exhibited (otherwise they would be expected to be re-exhibited), and so we again object to the loud corporate wall and signage colours.

In fact, the Statement of Environmental Effects (SEE) specifically acknowledges non-compliance with the DCP (2.17.4) in that the colour scheme is corporate, which is generally inappropriate and not, as is required in Camden's Heritage Conservation Area (HCA), traditional.

The intensity and contrast of the colours shown in the re-exhibited documents remains intentionally abrupt and eye-catching. This is not consistent with community expectations or with Council policies on Camden's conservation, and its desired future character as a rural and heritage town.


The SEE (5.8; 6.0) claims without evidence or explanation that the corporate approach is in keeping with accepted heritage principles, in the public interest and that there are no unreasonable external impacts. We disagree.

The SEE (4.4, p. 20) simply asserts that the building is not located in a sensitive heritage precinct. This is a nonsensical over-reach as it is centrally located within Camden's legislated HCA as well as being highly visible in many view lines and corridors. The community is becoming increasingly cynical about the tick a box approach taken by consultants employed by DA applicants, one that pays little more than lip service to compliance with the planning instruments. In this case there is no attempt to determine heritage impact.

We submit that the corporate colours, which are certainly not from Camden's traditional earthy and warm palette, cannot be considered appropriate and will be present as a glaring interruption to the leafy and subtly toned streetscape and as an aberration within the HCA.

We respectfully ask that the corporate colour scheme be disallowed and that a traditional and sympathetic scheme be insisted upon to enhance rather than disturb and degrade the overall sense of place of the town.

Yours sincerely,



Glenda Davis

President