

Compliance with Schedule 1 of SEPP 64

SEPP 64 Criterion	Comments
Character of the area. Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed? Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	<p>The subject site is zoned 3(b) – Special Business. The proposed signs are compatible with both the existing and likely future character of the area.</p> <p>While there is currently no theme for advertising signs in the area, the proposed ‘directory boards’ will be complimentary to the overall design of the mixed-use development proposal.</p>
Special Areas. 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>The proposed signage will only be visible from the roadway and from the commercial/retail tenancies. The proposed signs will complement the overall design of the development.</p>
Views and Vistas. Does the proposal obscure or compromise important views? Does the proposal dominate the skyline and reduce the quality of vistas? Does the proposal respect the viewing rights of other advertisers?	<p>The proposed sign will not obscure or compromise views.</p> <p>The proposed sign will not dominate the skyline or reduce the quality of vistas.</p> <p>The proposed sign will not obscure or detract from the other future business identification/tenancy signs.</p>
Streetscape, setting or landscape Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising? Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	<p>Yes, the signs are considered to be in proportion to the scale of proposed development.</p> <p>The signs will assist in the public being able to identify the location of the proposed retail/commercial premises effectively, and will complement the overall design of the development.</p> <p>The signs will provide details of all uses on site and therefore will eliminate the need to have multiple signs across the site.</p> <p>No, the proposed signs will be located at ground level and will not protrude above the height of the covered awning.</p>
Site and building 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?	<p>Yes the sign is considered to be in proportion to the proposed development.</p>

Does the proposal respect important features of the site or building, or both?	Yes, the proposal respects the architectural elements of the proposed buildings.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The signs are considered an appropriate response to the proposed development and site.
<p>Illumination</p> <p>Would illumination result in unacceptable glare?</p> <p>Would illumination affect safety for pedestrians, vehicles or aircraft?</p> <p>Would illumination detract from the amenity of any residence or other form of accommodation? Can the intensity of the illumination be adjusted, if necessary?</p> <p>Is the illumination subject to a curfew?</p>	<p>No, the proposed directory boards will be internally illuminated.</p> <p>No, the illuminated will assist pedestrians at night.</p> <p>The proposed directory boards will only be visible from the roadway or from the adjoining and nearby retail/commercial tenancies. The low level illuminated will not impact on any future occupant of the site.</p> <p>Given the proposed low level of illumination and the proposed location of the signage boards, a curfew is not considered necessary. Standard conditions, however, will be imposed to ensure that there is no unreasonable spillage of light from the proposed signs.</p>
<p>Safety</p> <p>Would the proposal reduce the safety for any public road?</p> <p>Would the proposal reduce the safety for pedestrians or bicyclists? Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</p>	<p>The proposed signage will not impact on those using Merriville Road. The signs, however, will be visible from the internal “private” roadway and will assist residents, customers and visitors to navigate around the site.</p> <p>It appears from the proposed plans that the signage will be erected across the pedestrian pathway, therefore forcing pedestrians onto the “private” roadway. One of the directory boards also prevents direct access into one of the proposed lift wells and encroaches into the proposed disabled parking spaces. As such, further details of the proposed ‘directory boards’ and their location will be required prior to the release of any Construction Certificate. This matter will be addressed as a condition of any development consent.</p>