

## ATTACHMENT 1 – SEPP 64 ADVERTISING AND SIGNAGE – SCHEDULE 1 ASSESSMENT

### Schedule 1 Assessment criteria

#### 1. 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 to be located?

##### Applicant's Comments

The proposed signage will adopt the same theme and colour scheme as the current signage on the Bunnings Warehouse located diagonally opposite the site, this being compatible with the industrial and highway character of the area.

##### Assessment Officer Comments

The proposed signage is considered to be compatible with existing signage in the area.

- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

##### Applicant's Comments

Bunnings Warehouse is a national trader who has a branded corporate image. The proposed signage adopts this corporate theme and the size, type and location of the signage is similar to other newer Bunnings Warehouses in NSW, one example being the recently constructed West Gosford Bunnings.

##### Assessment Officer Comments

The proposed signage is consistent with the existing outdoor advertising in the area.

#### 2. 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?

##### Applicant's Comments

The signs follow the standard Bunnings format and are considered to be consistent with the proposed building form. The site and building are located within an industrial area where the proposed signage would not detract from any visually sensitive areas.

##### Assessment Officer Comments

The subject site does not adjoin any environmentally sensitive, heritage, natural or other conservation or open spaces areas, waterways or rural landscapes.

Located opposite the site on the other side of the Highway is residential zoned land. The signed proposed on the Pacific Highway side of the development is located approximately 40m from the nearest residential property. It is considered that due to the distance between the proposed sign and the residential zoned land will not to detract from the amenity of the residential area.

### **3. 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?

#### Applicant's Comments

With the exception of the proposed pylon signs, all signage will be painted to the Bunnings Warehouse and will therefore not protrude above any built form to obstruct views, dominate the skyline or impact upon other businesses advertising. The backdrop to both pylon signs is industrial in nature and as such does not impact any important views or scenic areas.

#### Assessment Officer Comments

It is considered that the proposed sign does not obscure any important views or dominate the skyline.

### **4. Streetscape, setting or landscape**

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?

#### Applicant's Comments

All signage has been designed to be in proportion with the standard Bunnings Warehouse theme which is appropriate for the IN2 light industrial zoning and the highway setting.

#### Assessment Officer Comments

It is considered that the signage is appropriate for the existing industrial streetscape and setting.

- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?

#### Applicant's Comments

The signage is considered to add visual interest to the currently vacant streetscape and nonexistent landscaping.

#### Assessment Officer Comments

It is considered that the proposal adds visual interest to this portion of the Highway and Chelmsford Road and proposes to appropriately 'break up' the facade.

- Does the proposal reduce clutter by rationalising and simplifying existing advertising?

#### Applicant's Comments

The signage will have no impact on clutter.

#### Assessment Officer Comments

Only one pylon sign is proposed on each street frontage. The building contains several trade mark logo signs. This advertising is not considered to clutter the streetscape.

- Does the proposal screen unsightliness?

Applicant's Comments

The signage will have no impact on unsightliness.

Assessment Officer Comments

The development is proposing a new building which will remove the existing unsightly concrete hardstand.

- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?

Applicant's Comments

The pylon signs will protrude above the proposed buildings on the site but will still be in keeping with the overall scale of the development. In terms of the wider context of the site, the pylon signs will not protrude above the general built form of the industrial backdrop.

Assessment Officer Comments

It is considered that the signs though higher than the building, are in keeping with the area for example the nearby Lake Haven Homemakers signage.

- Does the proposal require ongoing vegetation management?

Applicant's Comments

The signage will not require ongoing vegetation management.

Assessment Officer Comments

Landscaping will be proposed, which will require maintenance.

## **5. 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?
- Does the proposal respect important features of the site or building, or both?
- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

Applicant's Comments

As mentioned above, the signage will adopt the standard Bunnings Warehouse format in design which is considered appropriate for the size of the site and building.

Assessment Officer Comments

It is considered that the proposed development is compatible in terms of scale with adjoining and adjacent development.

## **6. Associated devices and logos with advertisements and advertising structures**

- 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?

### Applicant's Comments

Meets requirements.

### Assessment Officer Comments

The proposed signage is considered to be corporate logos which have been designed to be an integral part of the development.

## **7. Illumination**

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?
- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

### Applicant's Comments

The signs are located within an industrial/highway setting and do not flash or create glare. Illumination will be in the form of LED lighting which will be in accordance with the relevant Australian Standard regarding the control of light spillage.

### Assessment Officer Comments

Two (2) signs are to be illuminated and fitted with light baffles. It is considered that the proposed illumination will have minimal impact upon pedestrians and vehicles or amenity of the residential zoned land opposite the site.

## **8. Safety**

- Would the proposal reduce the safety for any public road?
- 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?

### Applicant's Comments

The signage will have no impact upon matters of safety.

### Assessment Officer Comments

It is considered that the location of the proposed signage will have minimal impact upon the safety of those using the public roads. RMS have no objection to the location or style of signage.