

APPENDIX J SEPP 64 ASSESSMENT



SEPP 64 ADVERTISING AND SIGNAGE

Each of the assessment criteria in Schedule 1 of SEPP 64 has been considered and is summarised below.

Character of the Area

The signs are of a simple and modern design that is compatible with the proposed development and use of the site. The signs are also consistent with the anticipated scale of development on the opposite site of the Pacific Highway, and landscaping and other existing signage on surrounding business premises.

The scale of the pylon and façade signage is prominently located and is of a scale and character that is typical of business park and bulky goods developments. The signs will have a high quality and consistent appearance which will complement the overall physical appearance of the site.

Special Areas

The proposed signage is not visible to or from any environmentally sensitive areas, natural or other conservation areas, waterways or rural landscapes.

Views and Vistas

The proposed signs will not obstruct any significant view. The proposed signs are appropriately located to ensure that they do not obstruct sight lines for motorists. The proposed signage does not obscure existing signage on surrounding land and therefore respects the viewing rights of existing or future advertisers.

Streetscape, Setting and Landscape

The proposed signs are an appropriate height given the relative scale of the proposed Bunnings Warehouse use. The proposed signage will be visually appealing being of a consistent theme throughout the site. Visual clutter is minimised. Signs are sited at a suitable distance apart throughout the car park and on the building façade to ensure they do not dominate the visual appearance of the site. Where possible signage has been integrated into the built form design.

Site and Building

The dimensions of the proposed signs are appropriate given the size and overall scale of the proposed buildings on site. The proposed signage has been appropriately positioned and proportioned to identify the principal entry points for customers to the building and to the site itself.

Associated Devices and Logos with Advertisements and Advertising Structures

A consistent theme has been adopted for all signage throughout the site to provide regularity in the signage imagery.

Illumination

The proposed business identification signs will not be illuminated. Some signs on the eastern elevation of the Lot 2 bulky goods premises are externally illuminated, however these signs are not located within close proximity of any residential development or directly facing them. Accordingly, it will not result in any unacceptable impacts.

Safety

The signs have been located to ensure that they will have no impact on visibility for motorists or obstruct views of pedestrians within the site's parking areas. The signs will not include any flashing or moving parts and therefore will not pose any distraction to passing motorists.



A full assessment of the proposed signage against the SEPP 64 objectives and assessment criteria has been undertaken and is detailed in the table below.

Assessment Criteria	Acceptable	Comment
Clause 3 – Aims and Objectives		
(a) to ensure that signage (including advertising): (i) is compatible with the desired amenity and visual character of an area, and (ii) provides effective communication in suitable locations, and (iii) is of high quality design and finish, and	Yes	<ul style="list-style-type: none"> The scale of the pylon signage is compatible with the scale of development proposed and the surrounding land use context. The location of the signage along the main frontages will provide effective legibility of the site and the business offerings. The business identification signage is consistent with the bulk and size of the built form and the potential scale of development to the east on the opposite side of the Pacific Highway The proposed signage will be of a high design quality and will be consistent with the overall colour scheme of the Bunnings and bulky goods tenancies.
(b) to regulate signage (but not content) under Part 4 of the Act, and	Yes	<ul style="list-style-type: none"> Noted
(c) to provide time-limited consents for the display of certain advertisements, and	Yes	<ul style="list-style-type: none"> The signage which directly relates to the proposed use is proposed for the life of the tenancies.
(d) to regulate the display of advertisements in transport corridors, and	Yes	<ul style="list-style-type: none"> The signage proposed as a part of this DA will be restricted to those indicated on the plans prepared by The Buchan Group attached in Appendix A.
(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.	Yes	<ul style="list-style-type: none"> The freestanding pylon signs directly addresses each road frontage of the site, providing sufficient notice for vehicles to identify the entry point and enter the site safely. The business signage is designed to identify the proposed Bunnings use and will be beneficial in its size and location on the southern façade for attracting passing trade without obstructing views.
Clause 18 - Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road		
(1) This clause applies to the display of an advertisement greater than 20 square metres that is within 250 metres of a classified road any part of which is visible from the classified road. (2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of the RTA. (3) In deciding whether or not concurrence should be granted, the RTA must take into consideration: (a) the impact of the display of the advertisement on traffic safety, and (b) the Guidelines.	Yes	<ul style="list-style-type: none"> The application will be referred to the RMS for consideration as the proposed signage on the façade exceeds 20 sqm and is located within 250m of Pacific Highway (a classified road).
Schedule 1 Assessment Criteria		
Character of the Area	Yes	The proposed signage is compatible with the existing and future desired character of the area in the following ways: <ul style="list-style-type: none"> The scale and location of signage is consistent with the scale of the proposed development and existing signage on surrounding business premises.
<ul style="list-style-type: none"> Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located? 		



Assessment Criteria	Acceptable	Comment
<ul style="list-style-type: none"> Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 		<ul style="list-style-type: none"> The signs are of a simple and modern design that is compatible with the future development and use of the site. The signs will have a high quality and consistent appearance which will complement the overall physical appearance of the site. The proposal will contribute to the streetscape. The signage is consistent in scale and appearance to that used for other bulky goods premises nearby. The signage is consistent with the signs approved under the original development application for the site.
<u>Special Areas</u> <ul style="list-style-type: none"> 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? 	Yes	<ul style="list-style-type: none"> The area within which the site is situated does not constitute a 'special precinct'. The proposed signage is not visible to or from any environmentally sensitive areas, natural or other conservation areas, open space areas, waterways or rural landscapes.
<u>Views and Vistas</u> <ul style="list-style-type: none"> 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? 	Yes	<ul style="list-style-type: none"> The proposed signs will not materially interrupt any existing view or vista of significant quality or importance. The signage is of a scale and height consistent with the proposed building form and does not adversely impact on any significant views of vistas from other properties, nor will it impede the visibility of other existing signage in the surrounding area.
<u>Streetscape, setting and landscape</u> <ul style="list-style-type: none"> 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 screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? 	Yes	<p>The signage will provide the following key features:</p> <ul style="list-style-type: none"> Incorporate quality materials and finishes. A coherent and integrated colour theme based on the corporate colours of the operator. The proposed signage will be visually appealing, being of a consistent theme throughout the store. The proposed signs are an appropriate height given the relative scale of the proposed new buildings and their intended use for bulky goods. Visual clutter is minimised. Signs are sited at a suitable distance apart to ensure they do not dominate the visual appearance of the site.
<u>Site and building</u> <ul style="list-style-type: none"> 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? 	Yes	<ul style="list-style-type: none"> The dimensions of the proposed signs are appropriate given the size and overall scale of the building. The proposed signage has been appropriately positioned and proportioned to identify the principal entry points for customers. The freestanding pylon sign will be located at the site frontage, providing sufficient notice for vehicles to identify the entry point and enter the site safely.
<u>Associated devices and logos with advertisements and advertising structures</u> <ul style="list-style-type: none"> 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? 	Yes	<ul style="list-style-type: none"> All lighting and required safety devices etc. will be concealed within the structure of the signs themselves.



Assessment Criteria	Acceptable	Comment
<u>Illumination</u> <ul style="list-style-type: none"> 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? 	Yes	<ul style="list-style-type: none"> The level of illumination for the sign will be appropriate so as to not give rise to any unreasonable off-site impacts and not interfere with driver sight lines. Signage fronting residential development (i.e. the western elevations) will <u>not</u> be illuminated and will not impact these areas.
<u>Safety</u> <ul style="list-style-type: none"> 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? 	Yes	<ul style="list-style-type: none"> The proposed sign will not encroach on the roadway or interfere with pedestrian or vehicular sight-lines. The signage will not distract motorists as it will not resemble a traffic sign or containing a facsimile of a traffic sign.