

SEPP 64 Assessment

Relevant Control		Compliance with Requirements	Complies
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?	The proposal is compatible with the business zoning of the site and its location in the Woodville Road corridor. The signage comprises business identification signage to identify the building. The signage is consistent with the business theme.	Yes
	Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?		
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?	The proposed signage is not in proximity to any environmentally sensitive areas, natural or conservation areas, open space areas, waterways or rural landscapes. The signage does not have the potential to adversely impact the existing residential development opposite the site on Lansdowne Street.	N/A
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?	The proposed signage does not obscure or compromise any important views. The signage is fixed to the building and does not protrude above the building line. The fact that the signage is attached to the facades of the building results in the signage respecting the viewing rights of other advertisers.	Yes
4 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 screen unsightliness?	The signage is proposed to be fixed to the building to identify the proposed buildings. The signage is wholly contained within the site and is considered appropriate for the business setting of the site. There is no existing advertising. The proposed signage does not screen unsightliness. The proposed signage does not protrude above the proposed buildings. The signs will not require ongoing vegetation management, they are fixed to the building.	Yes

	<p>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</p> <p>Does the proposal require ongoing vegetation management?</p>		
5 Site and building	<p>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> <p>Does the proposal respect important features of the site or building, or both?</p> <p>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</p>	<p>The proposed signage has been rationalised to serve a functional purpose, i.e. by identifying the buildings. The signs are proportionate to the proposed buildings on the site. The signs are site responsive.</p> <p>The layout and design of the proposed signage has consideration to the layout of the site, having regard to the buildings and site entrances.</p>	Yes
6 Associated devices and logos with advertisements and advertising structures	<p>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?</p>	<p>None of the signage proposes illumination.</p>	N/A
7 Illumination	<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?</p> <p>Can the intensity of the illumination be adjusted, if necessary?</p> <p>Is the illumination subject to a curfew?</p>	N/A	N/A
8 Safety	<p>Would the proposal reduce the safety for any public road?</p> <p>Would the proposal reduce the safety for pedestrians or bicyclists?</p> <p>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</p>	<p>The proposed signage does not have the potential to reduce the safety of Woodville Road, Lansdowne Street or Highland Street.</p> <p>The signage is setback from the road and affixed to the buildings, so as not to adversely impact the safety of pedestrians and cyclists. The proposed signage does not have the potential to adversely impact the safety of pedestrians,</p>	Yes

		as it does not obscure sightlines from public areas.	
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