




SEPP64 Assessment Table


Proposed Storage Premises (Self-Storage Facility)
4 Cross Street, Brookvale (Lot 2 DP543012)

| State Environmental Planning Policy No. 64 - Advertising and Signage Schedule 1 Assessment Criteria | Complies | Comment |
|---|------------|---|
| 1. Character of the area | | |
| <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? | YES | <p>The proposed signage is compatible with the character of the site and its immediate surrounds and will support the operation of the proposed storage premises.</p> <p>A number of industrial facilities near the Site, including adjoining land, have erected signage of similar business identification purposes.</p> |
| <ul style="list-style-type: none">Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? | YES | <p>As stated above, a number of industrial facilities near the Site, including adjoining land have erected signage of similar business identification purposes. The proposed signage is consistent with the theme for outdoor advertising in the area. Refer to image examples provided below:</p> <p>View north towards 2 Cross Street:</p>  |

| State Environmental Planning Policy No. 64 - Advertising and Signage Schedule 1 Assessment Criteria | Complies | Comment |
|---|----------|--|
| | | <p>View north east towards 8 Cross Street:</p>  <p>View west, approx. 60m west of the Site, towards Westfield:</p>  |

SEPP64 Assessment Table

Proposed Storage Premises (Self-Storage Facility)
4 Cross Street, Brookvale (Lot 2 DP543012)

| State Environmental Planning Policy No. 64 - Advertising and Signage Schedule 1 Assessment Criteria | Complies | Comment |
|---|------------|--|
| | | <p>View north towards 26 Cross Street:</p>  |
| 2. Special Areas | | |
| <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 | <p>The proposed signage does not 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> <p>The proposed signage will be of high-quality design and finish minimising any potential visual impacts to the public domain.</p> <p>The Site is adjoined to the west, north and east by industrial development and the IN1 General Industrial zone. To the South is Westfield Warringah Mall. The nearest residential receiver is located approximately 82m to the north of the Site. The proposed signage will not adversely affect this residential area as the proposed signage will be facing south, towards Cross Street. The proposed signage will therefore be located on the building and at its frontage (Cross Street) approximately 165m from the closest residential land use. Further, there are no environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes within close proximity to the Site.</p> |

SEPP64 Assessment Table

Proposed Storage Premises (Self-Storage Facility)
4 Cross Street, Brookvale (Lot 2 DP543012)

| State Environmental Planning Policy No. 64 - Advertising and Signage Schedule 1 Assessment Criteria | Complies | Comment |
|--|------------|---|
| 3. Views and vistas | | |
| • Does the proposal obscure or compromise important views? | YES | The proposed signage respects the nature and scale of the surrounding and proposed built form. The important views are taken from the streetscape level and along the proposed landscape setback. The proposed pole sign will be setback from the road frontage and will not obscure or compromise any important views through the streetscape. The proposed wall sign is located on the Cross Street façade of the building and does not protrude above the roof level. Therefore, the wall sign will not obscure or compromise important views. |
| • Does the proposal dominate the skyline and reduce the quality of vistas? | YES | The proposed signage respects the height and scale of the proposed and surrounding built form. The proposal seeks the installation of a 9m high freestanding pylon sign and one wall sign attached to the Cross Street façade of the proposed storage premises. The signage is considered to be of a reasonable scale and location on the Site and will not be dominant on the skyline. |
| • Does the proposal respect the viewing rights of other advertisers? | YES | The signage will not obstruct any other signage in the vicinity of the Site. |
| 4. Streetscape, setting or landscape | | |
| • Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? | YES | The signage has been designed to be compatible with the industrial character of the immediate neighbouring properties and overall context of the locality. In this respect, the proposed signage is of a scale commensurate to those surrounding development and associated signage and thus is deemed appropriate for the streetscape, setting and landscape. |
| • Does the proposal contribute to the visual interest of the streetscape, setting or landscape? | YES | The signage is to be used to provide identity to a business and create visual interest to the streetscape and landscape setting whilst dominating the streetscape or views from the public domain. |
| • Does the proposal reduce clutter by rationalising and simplifying existing advertising? | YES | The signage seeks to integrate with the proposed built form on the Site, remaining consistent with the existing signage within the surrounding industrial area whilst also improving the legibility on Site. The proposed signage is complementary to the design of the development and does not result in any 'visual clutter', as only two business identification signs are proposed. |

SEPP64 Assessment Table

Proposed Storage Premises (Self-Storage Facility)
4 Cross Street, Brookvale (Lot 2 DP543012)

| State Environmental Planning Policy No. 64 - Advertising and Signage Schedule 1 Assessment Criteria | Complies | Comment |
|---|------------|---|
| • Does the proposal screen unsightliness? | YES | The proposal involves the construction of a new storage premises. The proposal will not result in the screening of unsightliness. |
| • Does the proposal protrude above buildings, structures or tree canopies in the area or locality? | YES | The signage will not protrude above buildings, structures or tree canopies. |
| • Does the proposal require ongoing vegetation management? | YES | The signage will not require ongoing vegetation management. |
| 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? | YES | The signage is of suitable scale and design for its intended purpose to effectively identify the business operating on-site. The proposed signage will integrate with the proposed built form and façade design to adhere to visual coherence. Additionally, the signage will also remain consistent with the existing streetscape that represent the adjoining industrial land uses along Cross Street. The scale of the proposed signage is considered to be commensurate with the size of the site and the building to which it will be affixed. |
| • Does the proposal respect important features of the site or building, or both? | YES | The signage has been designed to integrate with the proposed built form, will not be the predominant visual feature of the Site and will remain below the roof line. The proposed signage is respectful of the proposed built form. |
| • Does the proposal show innovation and imagination in its relationship to the site or building, or both? | YES | Yes, the signage has been designed to integrate with the proposed built form and to improve legibility for staff and customers alike. The design is considered satisfactory for the intended business identification purposes. |
| 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? | YES | No safety devices or platforms are proposed. However, the proposed signage will be illuminated. A 'Rent A Space' logo is proposed on the signs. The logo is used as part of the business identification signage and does not dominate the facade or frontage of the building. |
| 7. Illumination | | |
| • Would illumination result in unacceptable glare? | YES | The illumination from the proposed signage will not result in unacceptable glare. |

SEPP64 Assessment Table

Proposed Storage Premises (Self-Storage Facility)
4 Cross Street, Brookvale (Lot 2 DP543012)

| State Environmental Planning Policy No. 64 - Advertising and Signage Schedule 1 Assessment Criteria | Complies | Comment |
|---|------------|--|
| • Would illumination affect safety for pedestrians, vehicles or aircraft? | YES | The illumination from the proposed signage will not affect safety for pedestrians, vehicles or aircraft. |
| • Would illumination detract from the amenity of any residence or other form of accommodation? | YES | The illumination from the proposed signage will not detract from any amenity of any residence. The proposed illumination is very minor and shall not create any adverse effect on other forms of accommodation, as the Site is located within an industrial area and the IN1 General Industrial zone. |
| • Can the intensity of the illumination be adjusted, if necessary? | YES | The proposed illumination can be adjusted if required. The proposed signage will be internally lit, and the brightness will remain relatively low through appropriate monitoring. The proposed illumination will remain consistent with the existing streetscape and adjoining signs. However, it is not required to adjust the illumination as the size and location of the illuminated signs will not cause unreasonable glare, affect safety for pedestrians, vehicles or aircraft, detract from the amenity of any residence or other form of accommodation. |
| • Is the illumination subject to a curfew? | YES | <p>The proposed illumination will not create any disturbance for the surrounding properties due to its location within an industrial area. Due to this the implementation of a curfew is not necessary.</p> <p>The proposed illumination at the southern boundary will not adversely impact on the residential land uses to the north.</p> |
| 8. Safety | | |
| • Would the proposal reduce the safety for any public road, pedestrians or bicyclists? | YES | Due to the location of the proposed signage, the proposed signage is not considered to have any adverse impact upon the safety for any public road including Cross Street, pedestrians or bicyclists. |
| • Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? | YES | The proposed signage would not obscure sightlines from public areas and therefore would not reduce the safety of pedestrians. The signage is to be used to provide identity to a building and identifying the tenant. This adds visual interest to the streetscape and landscape setting. |