

11 October 2023

Attention: General Manager

Northern Beaches Council

PO Box 82

Manly NSW 1655

SLR Project No.: 630.030954.00001

RE: Statement of Environmental Effects

Signage & Minor Works

1/64 The Corso, Manly NSW 2095

1.0 Introduction

SLR Consulting Pty Ltd (SLR) acts on behalf of its client the Commonwealth Bank Australia (CBA) in preparing this Statement of Environmental Effects (SEE) in support of a Development Application to Northern Beaches Council (Council) for signage and minor works at the CBA tenancy of 1/64 The Corso, Manly NSW 2095 (the site).

This Report, including attachments, provides overall comment on the proposal. It describes the site, its environs, the proposed development and provides an assessment of the proposal in terms of the matters for consideration under Section 4.15 of the Environmental Planning and Assessment Act 1979 (EP&A Act).

2.0 The Site & Surrounds

The subject site is located within the suburb of Manly within the Northern Beaches Local Government Area (LGA). The site comprises an area of approximately 290sqm and features a frontage to the Corso and a rear frontage to Rialto Lane.

The proposed development relates to the CBA tenancy which fronts the Corso, a large pedestrian-commercial avenue. The Corso features numerous commercial premises, primarily retailers and food and drink outlets, such as Norma's Deli, Cotton On Body Manly, Surf Dive 'n' Ski, and the New Brighton Hotel. East of the site along the Corso, the avenue terminates at the intersection of North Steyne Road and South Steyne Road. The site is located approximately 150m west of Manly Beach.

Photo 1 depicts the existing shopfront; **Figure 1** and **Figure 2** depict the site and its surrounds.

Photo 1 Existing Tenancy Façade (Source: Google Streetview, dated May 2021)



Figure 1 Cadastral Plan (Source: SIX Maps)



Figure 2 Aerial Plan (Source: Six Maps)



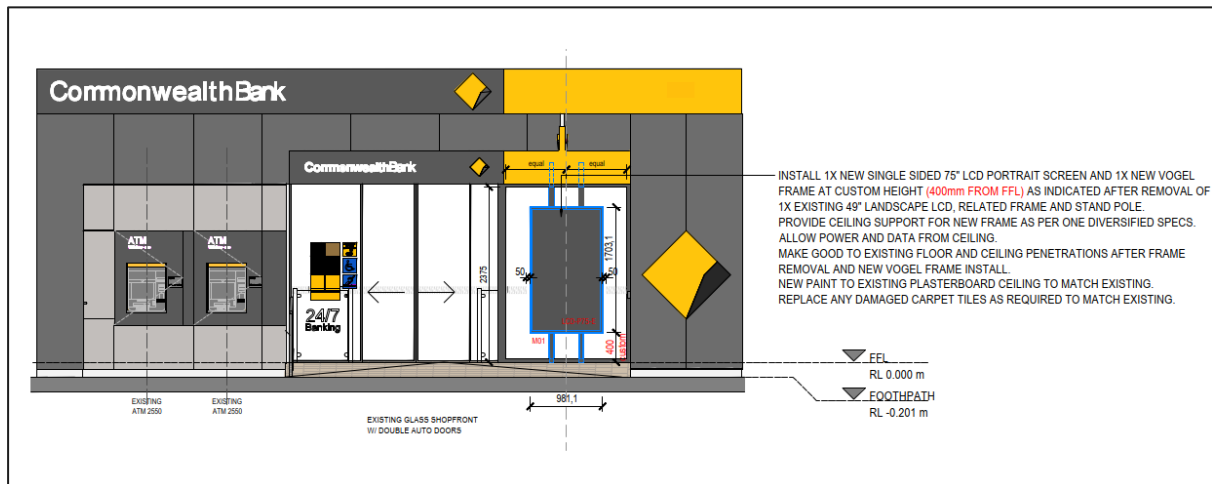
3.0 Proposal

The proposal pertains to the replacement of LCD signage and associated minor works at the specified CBA tenancy. Specifically, the proposal necessitates the following works:

- Removal of the one (1) existing LCD sign (49");
- Installation of one (1) floor-standing LCD sign (75");
- Installation of ceiling support and associated window frame;
- Make good works for the floor and ceiling following the above works; and
- Other minor works specified in the Architectural Plans at **Appendix A**

Refer to the Architectural Plans at **Appendix A** for complete detailing of the proposed works; **Figure 3** depicts the proposed shopfront elevation.

Figure 3 Proposed Shopfront Elevation (Source: Architectural Plans)



4.0 Legislation & Planning Controls

The following legislation, Environmental Planning Instruments (EPI) and Development Control Plan (DCP) are relevant to the proposed development:

- *Environmental Planning and Assessment Act 1979*;
- *State Environmental Planning Policy (Industry and Employment) 2021*;
- *Manly Local Environmental Plan 2013 (LEP)*; and,
- *Manly Development Control Plan 2013 (DCP)*.

4.1 Environmental Planning and Assessment Act 1979

The proposal is subject to the provisions of the *Environmental Planning and Assessment Act 1979* (EP&A Act). Section 4.15 of the EP&A Act provides criteria which a consent authority is to take into consideration, where relevant, when considering a DA. An assessment of the subject DA, in accordance with the relevant matters prescribed under Section 4.15 (1), is provided within this SEE.

4.2 State Environmental Planning Policy (Industry and Employment) 2021

The State Environmental Planning Policy (Industry and Employment) 2021 [Industry and Employment SEPP] contain provisions relating to advertising and signage.

Clause 3.6 of the Industry and Employment SEPP states the following:

A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:

(a) that the signage is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and

(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.

The matters set out within Clause 3(1)(a) are discussed within **Table 1**.

Table 1 Industry and Employment SEPP – Clause 3(1)(a) Assessment

Matter	Comment
(a) to ensure that signage (including advertising)—	
(i) is compatible with the desired amenity and visual character of an area, and	The proposed signage to support the GYG operation has been designed to align with the existing signage theme of Marrickville road which is predominantly commercial.
(ii) provides effective communication in suitable locations, and	The signage provides only business identification in appropriate locations.
(iii) is of high quality design and finish.	All proposed signs are of a high quality design and finish.

It is considered that the proposed signage scheme satisfies the relevant criteria outlined within the Industry and Employment SEPP.

The proposal does not conflict with any other controls of the Industry and Employment SEPP and complies with relevant requirements as detailed in this SEE. A detailed assessment of the proposal against the Schedule 5 Assessment Criteria is provided in **Appendix B**.

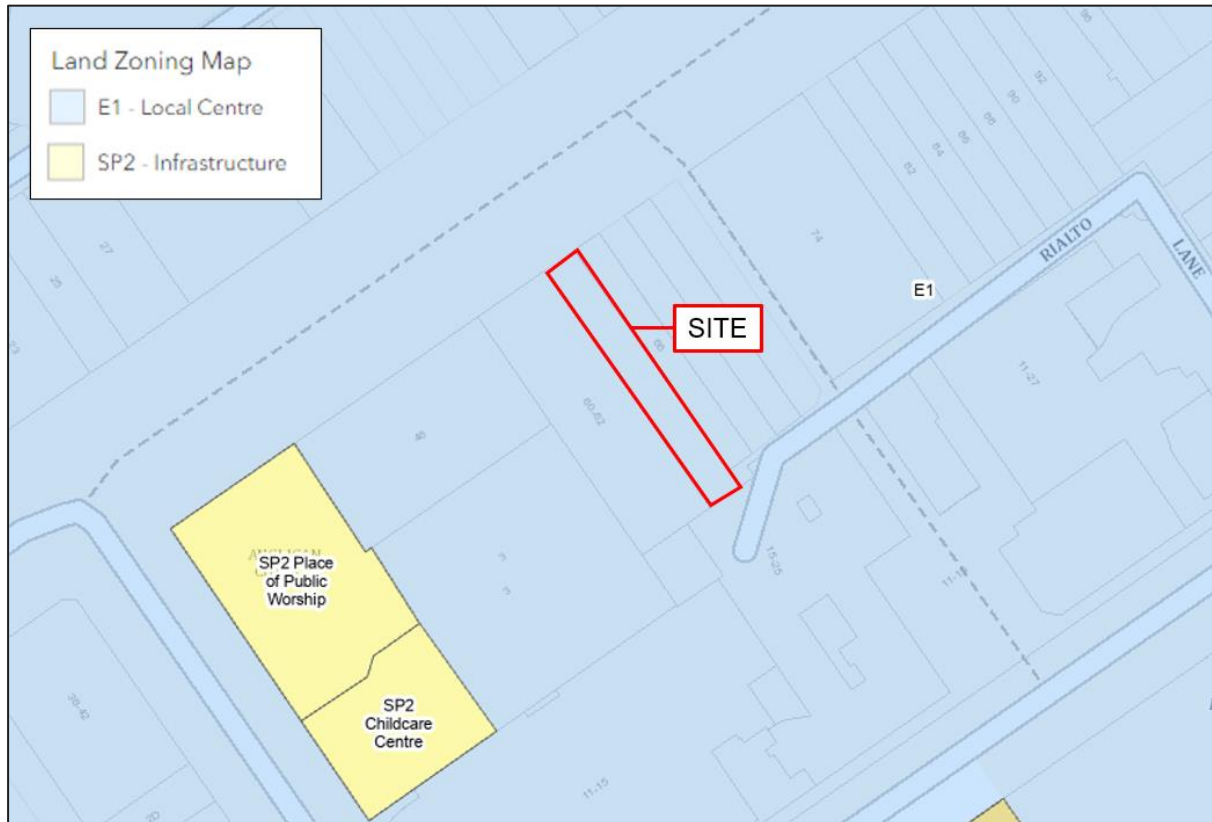


4.3 Manly Local Environmental Plan 2013

4.3.1 Zoning

Pursuant to the Manly Local Environmental Plan 2013 (LEP), the site is subject to the E1 Local Centre zone – refer to **Figure 4**.

Figure 4 Zoning Map Extract (Source: NSW Spatial Viewer)



Zone E1 Local Centre

1 Objectives of zone

- To provide a range of retail, business and community uses that serve the needs of people who live in, work in or visit the area.
- To encourage investment in local commercial development that generates employment opportunities and economic growth.
- To enable residential development that contributes to a vibrant and active local centre and is consistent with the Council's strategic planning for residential development in the area.
- To encourage business, retail, community and other non-residential land uses on the ground floor of buildings.
- To minimise conflict between land uses in the zone and adjoining zones and ensure amenity for the people who live in the local centre in relation to noise, odour, delivery of materials and use of machinery.
- To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse and functional streets and public spaces.



- *To create urban form that relates favourably in scale and in architectural and landscape treatment to neighbouring land uses and to the natural environment.*

2 Permitted without consent

Home-based child care; Home businesses; Home occupations

3 Permitted with consent

Amusement centres; Boarding houses; Car parks; Centre-based child care facilities; Commercial premises; Community facilities; Creative industries; Early education and care facilities; Electricity generating works; Entertainment facilities; Environmental protection works; Flood mitigation works; Function centres; Group homes; Home industries; Hostels; Hotel or motel accommodation; Information and education facilities; Local distribution premises; Medical centres; Oyster aquaculture; Passenger transport facilities; Places of public worship; Public administration buildings; Recreation areas; Recreation facilities (indoor); Registered clubs; Respite day care centres; Roads; Service stations; Shop top housing; Signage; Tank-based aquaculture; Tourist and visitor accommodation; Veterinary hospitals; Waste or resource transfer stations

4 Prohibited

Any development not specified in item 2 or 3

The proposal does not conflict with the current use of the site nor the relevant objectives of the E1 zone, particularly as the proposed development is ancillary to the primary use. As such, the premises will continue to provide for the needs of the community, generate employment, and stimulate economic growth in a built scale which is compatible with the existing landscape.

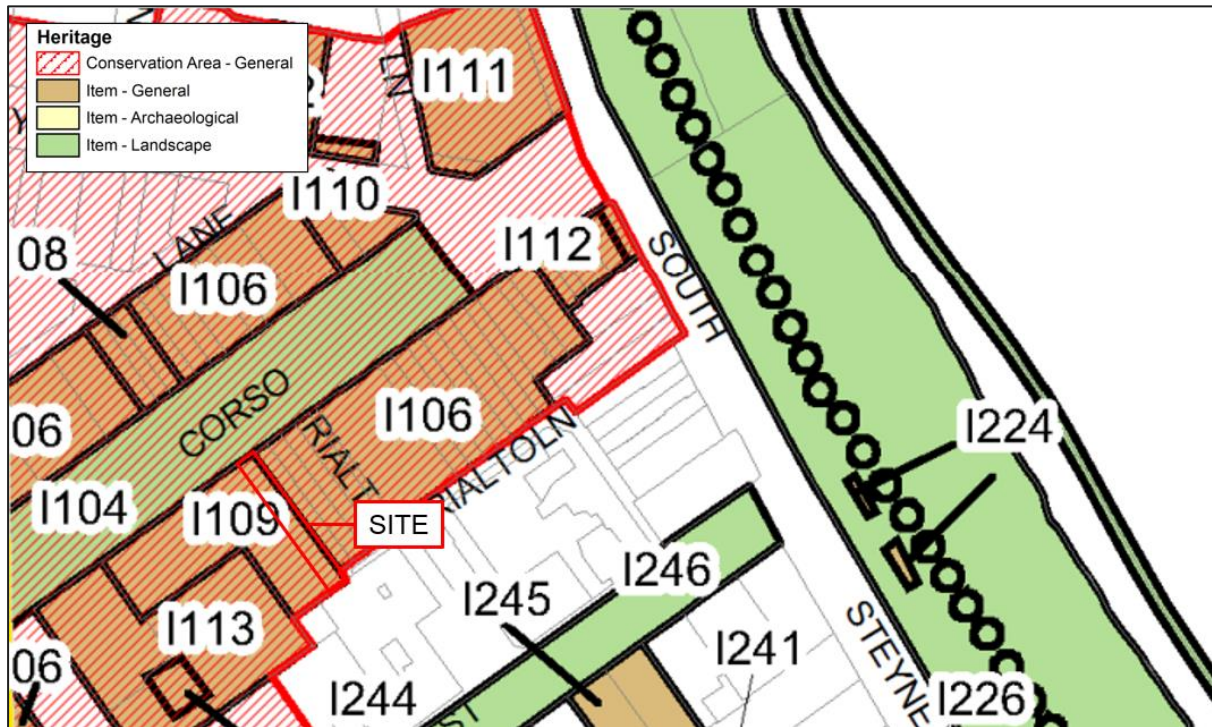
4.3.2 Applicable Clauses

Clause 5.10 Heritage Conservation

The site is identified as local heritage item 109, *Group of Commercial Buildings*, and located within Conservation Area C2, *Town Centre* – refer to **Figure 5**.



Figure 5 Heritage Mapping Extract (Source: HER_005)



Clause 5.10 states:

(1) **Objectives** *The objectives of this clause are as follows—*

- (a) *to conserve the environmental heritage of Manly,*
- (b) *to conserve the heritage significance of heritage items and heritage conservation areas, including associated fabric, settings and views,*
- (c) *to conserve archaeological sites,*
- (d) *to conserve Aboriginal objects and Aboriginal places of heritage significance.*

(4) **Effect of proposed development on heritage significance** *The consent authority must, before granting consent under this clause in respect of a heritage item or heritage conservation area, consider the effect of the proposed development on the heritage significance of the item or area concerned. This subclause applies regardless of whether a heritage management document is prepared under subclause (5) or a heritage conservation management plan is submitted under subclause (6).*

Furthermore, Clause 5.1.1.1 of the Manly Development Control Plan 2013 establishes the significance of the Manly Town Centre Conservation Area. Refer below for an excerpt of the statement:

The Manly Town Centre Conservation Area is of local heritage significance as a reflection of the early development of Manly as a peripheral harbor and beachside village in the fledgling colony of New South Wales. This significance is enhanced by its role as a day-trip and holiday destination during those early years, continuing up to the present time, and its association with H G Smith, the original designer and developer of the Manly Town Centre Conservation Area as it is today. The physical elements of the Manly Town Centre Conservation Area reflect this early development and its continued use for recreational purposes, most notably the intact promenade



quality of The Corso and its turn of the century streetscape, as well as key built elements such as hotels, and remaining original commercial and small scale residential buildings.

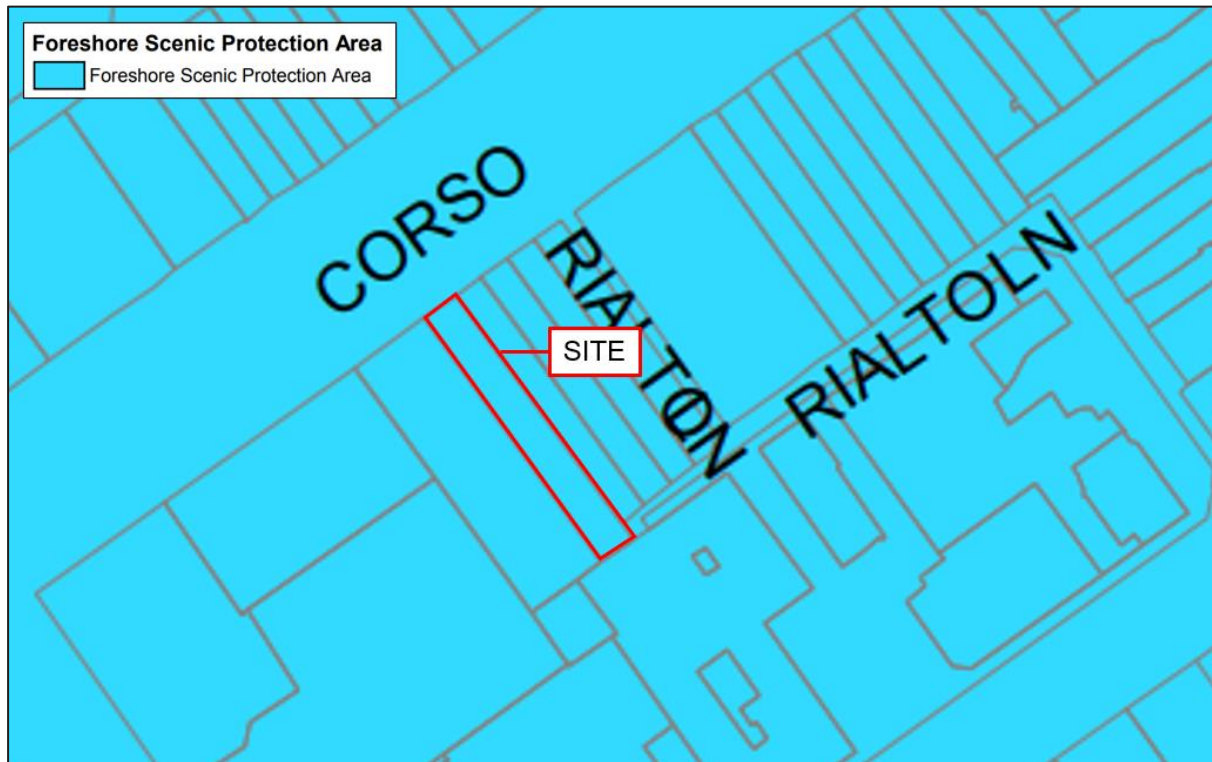
The proposal solely pertains to the replacement of an existing LCD sign and minor window frame works. Acknowledging the proposed works thereby retain the built form and visual quality of the premises, the development is considered to uphold the heritage significance of the *Town Centre Conservation Area* and thereby the *Group of Commercial Buildings*.



Clause 6.9 Foreshore Scenic Protection Area

The site is located within the Foreshore Scenic Protection Area pursuant to Clause 6.9 – refer to **Figure 6**.

Figure 6 Foreshore Scenic Protection Area Map Extract (Source: FSP_005)



Clause 6.9 states:

- (1) *The objective of this clause is to protect visual aesthetic amenity and views to and from Sydney Harbour, the Pacific Ocean and the foreshore in Manly.*
- (2) *This clause applies to land that is shown as “Foreshore Scenic Protection Area” on the Foreshore Scenic Protection Area Map.*
- (3) *Development consent must not be granted to development on land to which this clause applies unless the consent authority has considered the following matters—*
 - (a) *impacts that are of detriment to the visual amenity of harbour or coastal foreshore, including overshadowing of the foreshore and any loss of views from a public place to the foreshore,*
 - (b) *measures to protect and improve scenic qualities of the coastline,*
 - (c) *suitability of development given its type, location and design and its relationship with and impact on the foreshore,*
 - (d) *measures to reduce the potential for conflict between land-based and water-based coastal activities.*

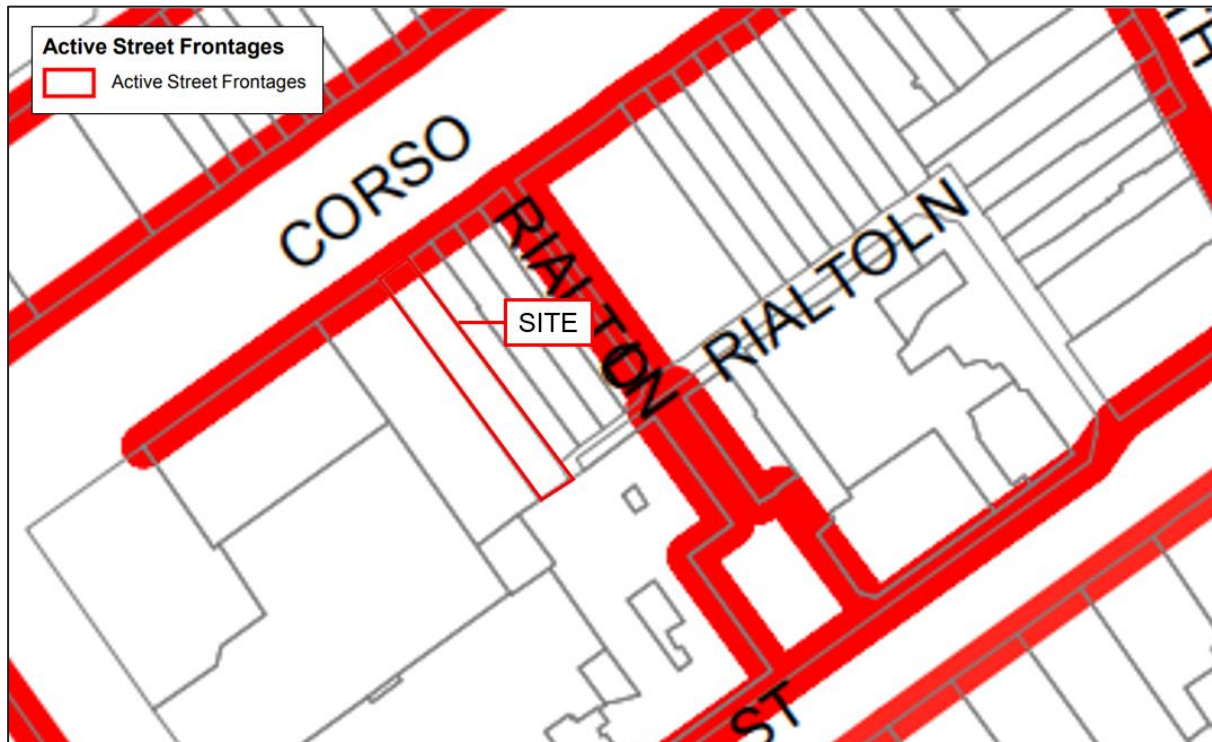
The proposed signage will not affect the visual fabric nor scenic qualities of the Manly coastline, and therefore, is compliant with Clause 6.9.



Clause 6.11 Active Street Frontages

The site is located upon Active Street Frontages land pursuant to Clause 6.11 – refer to Figure 7.

Figure 7 Active Street Frontages Mapping Extract (Source: ASF_005)



Clause 6.11 states:

- (1) *The objective of this clause is to promote uses that attract pedestrian traffic along certain ground floor street frontages in Zone E1.*
- (2) *This clause applies to land identified as “Active street frontages” on the Active Street Frontages Map.*
- (3) *Development consent must not be granted to the erection of a building, or a change of use of a building, on land to which this clause applies unless the consent authority is satisfied that the building will have an active street frontage after its erection or change of use.*
- (4) *Despite subclause (3), an active street frontage is not required for any part of a building that is used for any of the following—*
 - (a) *entrances and lobbies (including as part of mixed use development),*
 - (b) *access for fire services,*
 - (c) *vehicular access.*
- (5) *In this clause, a building has an active street frontage if all premises on the ground floor of the building facing the street are used for the purposes of business premises or retail premises.*

The proposed development will maintain the pedestrian-oriented frontage of the premises; and therefore, is compliant with Clause 6.11.



4.4 Manly Development Control Plan 2013

The Manly Development Control Plan 2013 (DCP) supports all planning instruments applying to all land subject to the Manly LEP 2013.

The following sections of the DCP have been deemed relevant to the proposal:

- 3.2 *Heritage Considerations*
- 4.2.5 *Manly Town Centre and Surrounds*
- 4.4.3 *Signage*
- 5.1 *Manly Town Centre Heritage Conservation Area and The Corso*

Refer to the **Table 2** of the Compliance Tables at **Appendix C** for assessment of these provisions.

5.0 Assessment of Planning Issues

The following is an assessment of the environmental effects of the proposed development as described in the preceding sections of this report. The assessment considers only those matters under Section 4.15 (1) of the EP&A Act which are relevant to the proposal.

5.1 Visual Impact

The proposed installation of signage and minor works will not detract from visual amenity of the site and surrounding area considering the existing built environment, commercial character, and visual qualities of the Corso.

Moreover, the minor scale and inset nature of the proposed development ensures the heritage significance of the Manly Town Centre Conservation Area and the tenancy heritage item are retained.

5.2 Noise Impact

It is expected that the noise generated during the construction phase will not adversely affect nearby businesses given the minor scale and intensity of the works. Use of equipment during construction will be managed in accordance with the relevant NSW Construction Noise Guidelines.

5.3 Waste Management

The proposal will generate waste during the construction phase, however, operational waste will remain as existing. A Waste Management Plan (WMP) has been prepared and included at **Appendix C**.



6.0 Conclusion

The proposed replacement of LCD signage and associated minor works at the CBA tenancy of 1/64 The Corso, Manly NSW 2095 are considered minor in nature and are anticipated to maintain the amenity of the area.

Overall, the proposal comprises minimal social and environmental impact on Corso and Manly. Furthermore, the proposal is consistent with the relevant controls of the Manly Local Environmental Plan 2013 and Manly Development Control Plan 2013. Through the proposal's merits and absence of any significant adverse environmental impacts, the DA is considered to be in the public interest and recommended for Council's support subject to standard conditions of consent.

We thank you for the opportunity to lodge this application and look forward to timely development consent. If you have any queries with any of the above, please do not hesitate to contact SLR on (02) 4940 0442.

Kind regards,

SLR Consulting Australia



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Appendices

Appendix A – *Architectural Plans*

Appendix B – *Compliance Tables*

Appendix C – *Waste Management Plan*



APPENDIX A – ARCHITECTURAL PLANS



APPENDIX B – COMPLIANCE TABLES

Table 2 Manly Development Control Plan 2013 Compliance Assessment

Control	Requirement	Comment	Compliance
Part 3 – General Principles of Development			
3.2 Heritage Considerations			
3.2.1.1	a) In addition to LEP listings of Environmental Heritage (LEP Schedule 5), this DCP requires consideration of the effect on heritage significance for any other development in the vicinity of a heritage item or conservation area.	As the proposed sign is to be located internal to the shopfront, and thereby mitigated by the glazing, its ongoing display will not compromise the heritage significance of any adjacent heritage items. Moreover, the proposed sign constitutes replacement of the existing LCD and therefore respects the existing built form of the development.	Y
	b) Proposed development in the vicinity of a heritage item or conservation area must ensure that: <ul style="list-style-type: none"> i) it does not detract or significantly alter the heritage significance of any heritage items, conservation area or place; ii) the heritage values or character of the locality are retained or enhanced; and iii) any contemporary response may not necessarily seek to replicate heritage details or character of heritage buildings in the vicinity, but must preserve heritage significance and integrity with complementary and respectful building form, proportions, scale, style, materials, colours and finishes and building/street alignments. 		
	c) The impact on the setting of a heritage item or conservation area is to be minimised by: <ul style="list-style-type: none"> i) providing an adequate area around the building to allow interpretation of the heritage item; ii) retaining original or significant landscaping (including plantings with direct links or association with the heritage item); iii) protecting (where possible) and allowing the interpretation of any archaeological features; and iv) retaining and respecting significant views to and from the heritage item. 	The location of the LCD sign within the shopfront ensures the appreciation of the heritage item is protected and all views thereto are maintained.	Y
Part 4 – Development Controls and Development Types			
4.4 Other Development (all LEP Zones)			
4.4.3.1	<u>Maximum Number of Signs</u> a) In relation to shopfronts, a maximum of 2 identification signs will be permitted per frontage (for example 1 fascia and 1 hamper sign), in any 2 of the following preferred locations: <ul style="list-style-type: none"> • Under awning; 	The proposed LCD sign replaces the existing LCD sign, albeit at a larger scale. The sign remains in the same location within the	Justified



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Control	Requirement	Comment	Compliance
	<ul style="list-style-type: none"> Awning fascia; A transom sign above the door or shopfront (top hamper); Inside the display window; Below the window sill; and Flush wall signs. 	display window. This is considered appropriate for the high density of commercial development along the Corso, and the pattern of signage displayed by adjacent tenancies.	
	<p><u>Advertising Content</u></p> <p>c) Advertising content must relate to the building or goods sold on the premises to which it is attached. Any third party advertising of goods sold on the premises must not dominate the advertising of the building or premises.</p>	The LCD sign will only display content related to the CBA operation.	Y
	<p><u>Design Integration</u></p> <p>i) The design of signs is to be integral to the architectural style and finishes of the building to which they are attached, rather than a “tack on” appearance. In this regard, above awning signs level of a projecting nature are restricted. See also paragraphs 4.4.3.3.c & d.</p>	The proposed sign is internal to the shopfront and allows for a digital display which does not affect the conversation area nor item by being “tacked on”.	Y
	<p><u>Streetscape</u></p> <p>e) Signs must not have an adverse impact on the streetscape in terms of unobtrusive design, colour, height, size and scale in proportion to building and other urban elements. Not only should a sign be simple, clear and efficient (with a reasonable degree of visibility), but a well-designed sign inspires and promotes confidence in the business or product advertised without impacting on the streetscape.</p>	Considering the internal location and minor scale of the sign, the display will not adversely impact the streetscape of the Corso.	Y
	<p><u>Maintenance</u></p> <p>i) Building facades should not be visually spoiled by electrical conduits to illuminated signs or spot lights, and should therefore be taken directly into the building or otherwise concealed by chasing into external walls.</p> <p>ii) Signs should be located at a height which avoids impact from footpath maintenance vehicles and discourages vandalism.</p>	The sign is to be located internally to the shopfront, and therefore is concealed and cannot obstruct the footpath nor be vandalised outside hours of operation.	Y
	<p><u>Safety</u></p> <p>i) Council will give due attention to all applications with respect to possible distraction of motorists due to illumination, position, colours, design and proximity to traffic lights. Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to other relevant authorities such as the NSW Roads Agency for comment.</p>	The Corso is generally a pedestrian walkway, and therefore, display of the sign will not distract motorists.	Y



APPENDIX B – COMPLIANCE TABLES

Control	Requirement	Comment	Compliance
	ii) Signs must be maintained in good and substantial repair and in a clean and tidy condition at all times. Council will not favour signs which are prone to deterioration in appearance and condition, and may order removal of objectionable or unsightly advertisements.		
	<p><u>Illumination</u></p> <p>i) In considering the illumination of signage care is be given to avoid nuisance from glare and spillage of light which may impact on both residents, particularly in the Residential LEP Zones (including E3 & E4) as well as to passing traffic. Depending on the location, and its relationship to residential premises, Council may require that illumination be controlled by automatic time clocks extinguishing illumination between 10pm and 6am, or as appropriate in the circumstances.</p> <p>ii) A floodlit sign which projects over a public road must not be illuminated by a lighting medium which is less than 2.6m above the ground. Lighting must not cause distraction or nuisance to neighbouring properties or traffic.</p>	The LCD display is configurable in terms of brightness and is intended to operate during all hours of operation. Hereby, the illumination of the signage will not detract from the amenity of the area.	Y
4.4.3.2	a) Advertising signs should be designed and located in a manner which preserves and enhances Heritage listed items and Conservation Areas.	The proposal, which constitutes signage replacement and minor ancillary works, is considered to improve the modern visual quality of the premises and is of a scale which protects the conservation area.	Y
	<p><u>Sign locations</u></p> <p>b) Signs should be discreet and should complement the building and surrounding uses. The architectural features of the building or listed item should always dominate. Advertising should preferably be placed in locations on the building or item which would traditionally have been used as advertising areas. Opportunities for advertising, therefore, may be somewhat limited. Generally sign panels can be determined by dividing a building into a grid and identifying locations on:</p> <ul style="list-style-type: none"> i) a solid parapet above a cornice; ii) the horizontal panel below a cornice; iii) verandas or awning fascia; iv) ground floor windows; v) notice boards or plaques on ground floor piers; vi) small signs on individual architectural elements such as rendered blocks; 	The shopfront window has traditionally been utilised to display signage or merchandise, and therefore, the proposed sign is considered to be located appropriately.	Y



APPENDIX B – COMPLIANCE TABLES

Control	Requirement	Comment	Compliance
	<p>vii) under awning signs;</p> <p>viii) small not illuminated free standing pole signs; and</p> <p>ix) side walls (carefully considered).</p>		
	<p><u>Other Guidelines for Heritage Items and Conservation Areas</u></p> <p>c) In addition to the requirements for the particular zoning, and matters listed above, the following matters must be taken into consideration:</p> <p>i) Signs on shop windows should not exceed 25 percent of the window area;</p> <p>ii) As the external colours applied in different historical periods varied, and were more muted in range than today, it is wise to research appropriate colour ranges for buildings in heritage areas. Generally however, the following dark or muted colours are suggested: Maroon, dark green, terracotta, brown, charcoal, etc. highlighted with creams, ochres, pinks and earth tones;</p> <p>iii) Heritage lettering styles may involve shaded letters, the mixing of sizes and styles of letters, and ornamental scrolls relevant to the period of the building;</p> <p>iv) Signs are preferably illuminated by floodlighting, with the source of the illumination being suitably concealed;</p> <p>v) Modern standardised “trademarks” advertising will not usually be appropriate. This however, could be compromised by placing the modern sign in a panel with a perimeter margin and surrounding wall surface, printed in sympathetic heritage colours.</p>	<p>The LCD is not affixed to the shop window; is to display CBA branding colouring and lettering; is illuminated internally; and is located within the shopfront to protect the heritage features of the building and conservation area.</p>	Y
4.4.3.3	<i>None applicable.</i>		
Part 5 – Special Character Areas and Sites			
5.1 Manly Town Centre Heritage Conservation Area and The Corso			
5.1.1	<p>a) Manly Town Centre has a cohesive character resulting from a generally low scale of development on its principle streets. Construction to the property boundaries, slightly higher and distinctive corner buildings and a good level of pedestrian protection and amenity generated by footpath awnings and through-block arcades has produced strongly defined and comfortable urban spaces. These spaces range from the tight enclosure of the arcades through to the openness of the Ocean Beach promenade and the Esplanade. Developments which contradict these features have not been sufficient to remove this character.</p>	<p>The minor scale and replacement nature of the proposed works will maintain the heritage values of the Manly Town Centre.</p>	Y



APPENDIX B – COMPLIANCE TABLES

Control	Requirement	Comment	Compliance
	b) This unified form of development still allows a diverse range of architectural styles. Further, civic buildings such as the Council Chambers and St. Matthews Church have not been overwhelmed by taller and larger scaled modern development and still therefore retain their visual importance. The Town Centre has been identified as a Conservation Area for these reasons.		
	<p>c) The Town Centre Urban Design Guidelines provide more detailed analysis of Manly Town Centre from an urban design point of view and provides more detailed guidelines for certain precincts and areas within the Town Centre. These precincts include:</p> <ul style="list-style-type: none"> i) Harbour/ Ocean Grid (including The Corso, Rialto Lane, Wentworth Street, Victoria Street, Ashburner Street & Darley Road); ii) Mainland Grid (including Sydney Road, Belgrave Street, Raglan Street, Whistler Street, North Short Street & Central Avenue); iii) Whistler Street Triangle (Whistler Street (south) Market Lane); iv) Oceanfront (North + South Steyne); v) Manly Cove (East + West Esplanade); vi) Gilbert Park Precinct (Gilbert Street); and vii) Pittwater Road Precinct. 	The proposal is consistent and otherwise unaffected by the guidelines applied to the Harbour/Ocean Grid, and the Corso, more specifically.	Y



APPENDIX B – COMPLIANCE TABLES

Table 3 SEPP (Industry and Employment) Schedule 5 Assessment Criteria

Assessment Criteria		Comment	Compliance
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 proposed signage is compatible with the scale of the existing building and consistent with the character of the area.	Y
	Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	No. There is no apparent advertising theme in the area.	N/A
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 to be located inside the shopfront and is not of a scale to cause any significant detracting from the amenity and visual quality of the area.	Y
3) Views and vistas	Does the proposal obscure or compromise important views?	The proposed signage is internal to the existing building and does not obscure or compromise important views.	Y
	Does the proposal dominate the skyline and reduce the quality of vistas?	As above. The signage will not dominate the skyline or reduce the quality of vistas.	Y
	Does the proposal respect the viewing rights of other advertisers?	The proposed signage does not obscure any advertising.	Y
4) Streetscape, setting or landscape	Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale of the signage is proportionate to the building and existing on-site signage. It is appropriate for the commercial character of the Corso.	Y
	Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage will contribute to the visual interest of the site in context of its commercial and recreational setting.	Y
	Does the proposal reduce clutter by rationalizing and simplifying existing advertising?	The proposed signage will not cause proliferation or clutter, as it has been designed to be located in a compatible manner that integrates into the existing building.	Y
	Does the proposal screen unsightliness?	The proposal does not screen unsightliness.	N/A
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No, proposed signage is located within the shopfront. It does not extend beyond the built form.	Y
	Does the proposal require ongoing vegetation management?	No.	N/A



APPENDIX B – COMPLIANCE TABLES

Assessment Criteria		Comment	Compliance
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?	The signage has been designed to be compatible with the existing built form and site characteristics. It should be noted that the signage constitutes replacement.	Y
	Does the proposal respect important features of the site or building, or both?	The proposed signage does not detract in any way from important features of the building or site.	Y
	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed business identification signage is of a modern high-quality design.	Y
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?	The proposed signage is affixed to the building. All fixtures have been designed to be compatible with the proposed signage.	Y
7) Illumination	Would illumination result in unacceptable glare?	No, the proposed signage will not result in excessive glare. The brightness of the LCD display is configurable.	Y
	Would illumination affect safety for pedestrians, vehicles or aircraft?	As above. The signage does not raise safety concerns relating to excessive illumination or light spill.	Y
	Would illumination detract from the amenity of any residence or other form of accommodation?	No, the proposed signage will not detract from amenity of any residence or form of accommodation.	Y
	Can the intensity of the illumination be adjusted, if necessary?	The brightness level of the display can be adjusted if necessary.	Y
	Is the illumination subject to a curfew?	The signs will only operate in conjunction with the premises.	Y
8) Safety	Would the proposal reduce the safety for any public road?	The signage will not affect road safety on any public road.	Y
	Would the proposal reduce the safety for pedestrians or cyclists?	No, the signage will not affect the safety of pedestrians or cyclists.	Y
	Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No, sightlines are not affected by the proposal as signage is internal to building and at an appropriate scale.	Y



APPENDIX C – WASTE MANAGEMENT PLAN

