

**ASSESSMENT OF PROPOSED MODIFIED SIGNAGE PURSUANT TO STATE ENVIRONMENTAL PLANNING POLICY NO. 64 – ADVERTISING AND SIGNAGE (SEPP 64)**

**SECTION 4.55 MODIFICATION APPLICATION FOR SHOPFRONT ALTERATIONS AND NEW BUSINESS IDENTIFICATION SIGNAGE FOR NEW COMMONWEALTH BANK BRANCH AT TENANCY 2 884-896 PITTWATER ROAD, DEE WHY (LOT 1 DP 504212, LOT 10 AND 11 DP231418) AUGUST 2018**

No	Provisions of SEPP 64	Compliance
1	<b>Character of the area</b> <ul style="list-style-type: none"> <li>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</li> </ul>	<b>Complies.</b> <p>The proposed modified signage is integrated with the overall design and built form of the site. All signage will be used to identify and promote the Commonwealth Bank. All signage is considered compatible with the scale, proportion and location characteristics of the site and surrounding area.</p> <p>The proposed business identification signage is detailed within the Statement of Environmental Effects and within the Architectural Plans held at <b>Appendix A</b> that accompanies the application.</p>
	<ul style="list-style-type: none"> <li>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</li> </ul>	<b>Complies.</b> <p>The proposed modified signage complies with SEPP 64 in this regard as it:</p> <ul style="list-style-type: none"> <li>- is commensurate to the commercial function of the site;</li> <li>- is of a suitable size, is neat, well presented and will not result in visual clutter; and</li> <li>- will not adversely impact adjoining properties, including nearby commercial tenancies and residential properties.</li> </ul>
2	<b>Special areas</b> <ul style="list-style-type: none"> <li>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?</li> </ul>	<b>Complies.</b> <p>There is sufficient separation of the site from the heritage items in the area to ensure that there is no impact on heritage values.</p> <p>The site is not located near any environmentally sensitive areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas.</p>
3	<b>Views and Vistas</b> <ul style="list-style-type: none"> <li>Does the proposal obscure or compromise important views?</li> </ul>	<b>Complies.</b> <p>The proposed modified signage will not obscure or compromise any important views.</p>
	<ul style="list-style-type: none"> <li>Does the proposal dominate the skyline and reduce the quality of vistas?</li> </ul>	<b>Complies.</b> <p>The proposed modified signage will not dominate the skyline or reduce the quality of any vistas.</p>
	<ul style="list-style-type: none"> <li>Does the proposal respect the viewing rights of other advertisers?</li> </ul>	<b>Complies.</b> <p>The proposed modified signage will not unreasonably obstruct any views to other advertisements in the area.</p>

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4	<b>Streetscape setting or landscape</b>	<b>Complies.</b>
	<ul style="list-style-type: none"> <li>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</li> </ul>	The scale, proportion and form of the proposed modified signage is suitable for the host building and gives appropriate consideration to the commercial and public character of the surrounding area.
	<ul style="list-style-type: none"> <li>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</li> </ul>	<b>Complies.</b> The proposed modified signage includes internal illumination and coloured elements, which provide visual interest.  The proposed modified signs on the shopfront to Pittwater Road provide visual interest and reduces visual clutter in comparison to the DA2018/1006 approved signage by virtue of a reduction of the total signs proposed.
	<ul style="list-style-type: none"> <li>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</li> </ul>	<b>Complies.</b> The proposed modified signage is professionally designed, simple and neat and will not give rise to visual clutter.
	<ul style="list-style-type: none"> <li>Does the proposal screen unsightliness?</li> </ul>	<b>Complies.</b> The proposed modified signage is not required to screen unsightliness by virtue of the high quality architectural design of the host building. The proposed signage is neat and well-presented and is in keeping with the visual presentation of the building.
5	<ul style="list-style-type: none"> <li>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</li> </ul>	<b>Complies.</b> The proposed modified signage does not protrude above any nearby built or natural forms.
	<b>Site and building</b>	<b>Complies</b>
	<ul style="list-style-type: none"> <li>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?</li> </ul>	The proposed modified signage is well resolved, is of a consistent scale and proportion to the host building and will have a contemporary presentation that is suitable for the context of the site. The proposed modified signage is similar to other Commonwealth Bank branch signage in the Northern Beaches LGA and across NSW.
	<ul style="list-style-type: none"> <li>Does the proposal respect important features of the site or building, or both?</li> </ul>	<b>Complies.</b> The proposed modified signage is suitably integrated with the existing features of the building.
	<ul style="list-style-type: none"> <li>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</li> </ul>	<b>Complies.</b> The proposed modified sign utilises the existing site features and does not result in additional visual bulk.

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6	<b>Associated devices and logos with advertisements and advertising structures</b> <ul style="list-style-type: none"> <li>Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage structure on which it is to be displayed?</li> </ul>	<b>Complies.</b>  Access to the signs for installation and maintenance purposes can be easily achieved. No new safety devices or platforms are required.
7	<b>Illumination</b> <ul style="list-style-type: none"> <li>Would illumination result in unacceptable glare?</li> </ul>	<b>Complies.</b>  The signage illumination is of a level required to identify the site at night. Unacceptable glare to surrounding properties, motorists or pedestrians will not occur.
	<ul style="list-style-type: none"> <li>Would illumination affect safety for pedestrians, vehicles or aircraft?</li> </ul>	<b>Complies.</b>  The proposed illumination will not adversely impact the safety of pedestrians, vehicles or aircraft traveling through the area.
	<ul style="list-style-type: none"> <li>Would illumination detract from the amenity of any residence or other form of accommodation?</li> </ul>	<b>Complies.</b>  The proposed modified signage is not located within proximity of any residential properties – it is noted that the levels above will contact residential apartments however due to the awning of the host building, there will be no impacts on these apartments on the site.
	<ul style="list-style-type: none"> <li>Can the intensity of the illumination be adjusted if necessary?</li> </ul>	<b>Complies.</b>  The lighting can be adjusted by technicians if required.
	<ul style="list-style-type: none"> <li>Is the illumination subject to a curfew?</li> </ul>	<b>Complies.</b>  The proposed illuminated signage is not subject to a curfew.
8	<b>Safety</b> <ul style="list-style-type: none"> <li>Would the proposal reduce the safety of any public road?</li> </ul>	<b>Complies</b>  The proposed modified signage will not reduce the safety of any public road.
	<ul style="list-style-type: none"> <li>Would the proposal reduce the safety for pedestrians or bicyclists?</li> </ul>	<b>Complies.</b>  The proposed modified signage will not reduce the safety for pedestrians or cyclists.
	<ul style="list-style-type: none"> <li>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</li> </ul>	<b>Complies.</b>  The proposed modified signage will not reduce pedestrian safety or impact sightlines from public areas.