

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

**DEVELOPMENT APPLICATION FOR DEMOLITION, ALTERATIONS AND ADDITIONS TO THE EXISTING BUILDING FOR THE PURPOSE OF AN INDOOR RECREATION FACILITY INCLUDING A SWIM SCHOOL, WELLNESS CENTRE, SWIMMING POOLS INCLUDING ASSOCIATED BUSINESS IDENTIFICATION SIGNAGE**

**SHOP 6CC2, 145 OLD PITTWATER ROAD, BROOKVALE (LOT 103 DP 1247294)**

**OCTOBER 2021**

No	Provisions of SEPP 64	Compliance
1	<p><b>Character of the area</b></p> <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> <li>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</li> </ul>	<p><b>Complies.</b></p> <p>The subject site is located within an established business and retail locality within Warringah Mall. The proposed business identification signage is compatible with other signage located within the Warringah Mall site.</p> <p>The proposed business identification signage comprising five (5) non-illuminated wall signs complies with SEPP 64 in this regard as it is:</p> <ul style="list-style-type: none"> <li>Commensurate to the function of the site as a swim school, hydrotherapy pool and wellness centre;</li> <li>Of a suitable size, neat, and well presented; and</li> <li>Does not result in any adverse impacts to adjoining properties as all signage is located on the southern and eastern elevations facing existing development at Warringah Mall.</li> </ul> <p><b>Complies.</b></p> <p>The proposed signage is considered acceptable given the commercial context of the site within Warringah Mall. An indoor recreation facility requires business identification signage to appropriately inform customers and members of the public of the services offered by Aqua Culture Swim and Rigs Recovery.</p>
2	<p><b>Special areas</b></p> <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>	<p><b>Complies.</b></p> <p>The site is not a heritage item nor is it located within a Heritage Conservation Area pursuant to Schedule 5 of LEP 2011. Further, the location of site and signage is not in proximity to residential development as identified in the Acoustic Report prepared by RCA Australia dated October 2021. Therefore, the proposal will not impact any surrounding residential areas located approximately 370m south of the site.</p>
3	<p><b>Views and Vistas</b></p> <ul style="list-style-type: none"> <li>Does the proposal obscure or compromise important views?</li> </ul>	<p><b>Complies.</b></p> <p>All proposed signage will be painted to the façade of the subject building. On this basis, the signage will not obscure or compromise any important views.</p>

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	<ul style="list-style-type: none"> <li>Does the proposal dominate the skyline and reduce the quality of vistas?</li> </ul>	<p><b>Complies.</b></p> <p>The proposed signage will not dominate the skyline or reduce the quality of any vistas as it is located on the southern and eastern building elevations below the parapet level.</p>
	<ul style="list-style-type: none"> <li>Does the proposal respect the viewing rights of other advertisers?</li> </ul>	<p><b>Complies.</b></p> <p>The proposed signage will not unreasonably obstruct any views to other advertisements in the area. The subject building is isolated from other premises located within the Warringah Mall site. There is adequate separation between the subject building and the primary built form of Warringah Mall shopping centre which will not result in visual clutter on the subject site.</p>
4	<p><b>Streetscape setting or landscape</b></p> <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>	<p><b>Complies.</b></p> <p>The scale, proportion and form of the proposed signage is suitable for the subject building. The proposed signage is considered appropriate given the location of the site within Warringah Mall and the nature of the proposed land use as an indoor recreation facility.</p>
	<ul style="list-style-type: none"> <li>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</li> </ul>	<p><b>Complies.</b></p> <p>The proposed signage utilises a simple and high-quality graphic design for Aqua Culture Swim and Rigs Recovery and will contribute to the visual amenity of the indoor recreation facility within Warringah Mall and the B3 Commercial Core Zone.</p>
	<ul style="list-style-type: none"> <li>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</li> </ul>	<p><b>Complies.</b></p> <p>The proposed signage is professionally designed and suitably sized to direct users travelling by vehicle. It seeks to appropriately brand Aqua Culture Swim and Rigs Recovery and will not give rise to visual clutter.</p>
	<ul style="list-style-type: none"> <li>Does the proposal screen unsightliness?</li> </ul>	<p><b>Complies.</b></p> <p>The proposed signage is neat and well-presented and will enhance the visual presentation of the upgraded building and activation of the site in identifying its purpose as a swim school, hydrotherapy pool and wellness centre. No unsightliness will occur and due to the scale of the signage in context to the subject building, this will have no impact.</p>
	<ul style="list-style-type: none"> <li>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</li> </ul>	<p><b>Complies.</b></p> <p>The proposed business identification signage will be painted on the southern and eastern facades of the subject building. The signage will not protrude from the building façade, parapet or above any nearby built or natural forms in any way.</p>

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5	<p><b>Site and building</b></p> <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>	<p><b>Complies</b></p> <p>The proposal is well resolved, is of a consistent scale and proportion to the subject building and will have a contemporary presentation that is suitable for the context of the site.</p>
	<ul style="list-style-type: none"> <li>Does the proposal respect important features of the site or building, or both?</li> </ul>	<p><b>Complies.</b></p> <p>The proposed business identification signage is not considered excessive having regard to the scale of the subject building and site context as it only serves for the purposes of identification of Aqua Culture Swim and Rigs Recovery to the general public. The proposed signage does not detract from the visual appearance of the building or the locality.</p>
	<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>	<p><b>Complies.</b></p> <p>The proposed signage will be suitably painted on the subject elevations of the upgraded building.</p>
6	<p><b>Associated devices and logos with advertisements and advertising structures</b></p> <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>	<p><b>Complies.</b></p> <p>The business identification signage will be painted directly on the building façade and include corporate logos for the swim school and wellness centre.</p>
7	<p><b>Illumination</b></p> <ul style="list-style-type: none"> <li>Would illumination result in unacceptable glare?</li> </ul>	<p><b>Not applicable.</b></p> <p>The proposed business identification signage will not be illuminated.</p>
	<ul style="list-style-type: none"> <li>Would illumination affect safety for pedestrians, vehicles or aircraft?</li> </ul>	<p><b>Not applicable.</b></p>
	<ul style="list-style-type: none"> <li>Would illumination detract from the amenity of any residence or other form of accommodation?</li> </ul>	<p><b>Not applicable.</b></p>
	<ul style="list-style-type: none"> <li>Can the intensity of the illumination be adjusted if necessary?</li> </ul>	<p><b>Not applicable.</b></p>
	<ul style="list-style-type: none"> <li>Is the illumination subject to a curfew?</li> </ul>	<p><b>Not applicable.</b></p>

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8	<p><b>Safety</b></p> <ul style="list-style-type: none"> <li>• Would the proposal reduce the safety of any public road?</li> </ul>	<p><b>Complies</b></p> <p>The proposed signage will be significantly setback from all internal circulation roads within the Warringah Mall site. The signage will have limited visibility from public roads</p>
	<ul style="list-style-type: none"> <li>• Would the proposal reduce the safety for pedestrians or bicyclists?</li> </ul>	<p><b>Complies.</b></p> <p>The signage is fixed directly to the subject building and would not be misconstrued for any traffic control signage or device. The proposed signage will not reduce the safety for pedestrians or cyclists accessing Warringah Mall.</p>
	<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>	<p><b>Complies.</b></p> <p>The proposed signage will not reduce pedestrian safety or impact key sightlines from public areas.</p>