

Warringah Council
725 Pittwater Rd
Dee Why NSW 2099

31st May 2011

Re: NAB: 892 Pittwater Rd Dee Why NSW 2099

Dear Sir/Madam,

The proposed signage development for the above address is for external signage only and The Signcraft Group believe it involves negligible environment effect under Section 64 of the Environment Impact Assessment Act.

Character of the area:

Our proposal seems to be in character of the area, as property is located in a commercial area, and there are similar signs on the surrounding properties.

Special Areas:

An on site observation shows that the installation of the proposed sign will not detract from the amenity and visual quality of the streetscape. Our proposal is to install a 3150 x 3060 sign on the front wall of the bank advertising one of our client's special offers.

Views and Vistas:

The installation of the new sign does not compromise or obscure any existing views or interfere with the advertising of any surrounding properties.

Streetscape setting and landscape:

Given the actual size of the property and its existing buildings, the new sign will not compromise the surrounding environment.

Site and Building:

We believe that our proposal is not out of proportion with the surrounding building, as similar signage already exists. We believe that the innovative design/colours will

enhance the visual impact of the commercial site and blend in with the surrounding building.

Associated devices and logos with advertisements and advertisement structures:

The sign will be applied onto the building and there will be no elevated access to personnel.

Safety:

With no illumination and the sign applied onto the building the location proposes no risk to passing pedestrians and cyclists, nor will it hinder the view of approaching traffic.

In complying with the Sepp 64 policy we believe that the signage is very much in line with outdoor advertising in the local area. There are similar types of signage that have been installed on a number property's along the streetscape as it is a very commercial area.

As this site has been chosen to be re-branded with the new National Australia Bank image, a rejection of our proposal would be unfair to our client as we would be preventing them from correctly advertising their product. In today's market corporate image is everything and we believe NABs new design conveys a professional corporate image and is not excessively bright or dominating.

If you have any further queries please do not hesitate to contact me via email on j.harberger@signcraft.com.au or on 0420 976 317.

Kind Regards,

A handwritten signature in black ink, appearing to be 'Jennifer Harberger', written over a circular scribble.

Jennifer Harberger