

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

**SECTION 4.55 (1A) MODIFICATION APPLICATION TO MODIFY DEVELOPMENT CONSENT NO. DA2018/1927  
APPROVED FOR THE FIT OUT AND USE OF THE PREMISES AS A NEW COMMONWEALTH BANK PREMISES**

**60-64 THE CORSO MANLY (LOTS A AND B DP 304309)**

**MARCH 2019**

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> </ul>	<p><b>Complies.</b></p> <p>The proposed signage is integrated with the overall design and built form of the site. The proposed 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>.</p> <p>The proposed signage complies with SEPP 64 in this regard as it is:</p> <ul style="list-style-type: none"> <li>Commensurate to the commercial function of the site;</li> <li>Of a suitable size, neat, and well presented; and</li> <li>Does not result in any adverse impacts to adjoining properties.</li> </ul>
	<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>	<p><b>Complies.</b></p> <p>The proposed signage is considered acceptable given the context of the site within the Manly Local Centre.</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>There are no environmentally sensitive areas, natural conservation areas, open spaces, waterways, residential or rural areas within close proximity to the site. Manly Beach is located approximately 180m to the east of the site and Manly Wharf is located 260m to the west of the site. The proposed signs will not adversely impact the amenity of or views towards and from either body of water.</p> <p>The site is a heritage item and located in Manly Town Centre Conservation Area. Heritage items surround the site. The proposed business identification signs will not adversely impact the heritage significance of the surrounding heritage items by virtue of the existence of business identification signage on all ground floor shopfronts of heritage items.</p> <p>Residential accommodation is located at first floor level and above of some surrounding buildings. All proposed signage is located at ground floor level and will be illuminated at an appropriate intensity to ensure that residential amenity will not be impacted.</p>

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3	<b>Views and Vistas</b> <ul style="list-style-type: none"> <li>Does the proposal obscure or compromise important views?</li> <li>Does the proposal dominate the skyline and reduce the quality of vistas?</li> <li>Does the proposal respect the viewing rights of other advertisers?</li> </ul>	<b>Complies.</b> The proposed signage will not obscure or compromise any important views.  <b>Complies.</b> The proposed signage will not dominate the skyline or reduce the quality of any vistas.  <b>Complies.</b> The proposed signage will not unreasonably obstruct any views to other advertisements in the area.
4	<b>Streetscape setting or landscape</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> <li>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</li> <li>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</li> <li>Does the proposal screen unsightliness?</li> <li>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</li> </ul>	<b>Complies.</b> The scale, proportion and form of the proposed signage is suitable for the host building which is a two storey commercial building. The proposed signage is considered appropriate given the location of the site within the Manly Local Centre.  <b>Complies.</b> The proposed signs identify the tenant within the building and utilise internal illumination and coloured elements. The proposed signs utilise high quality finishes, are professionally designed and will contribute to the visual interest of the Manly Local Centre which includes numerous business identification signs at ground floor level on other surrounding commercial buildings.  <b>Complies.</b> The proposed signs are professionally designed, simple and neat and will not give rise to visual clutter.  <b>Complies.</b> The proposed signage is not required to screen unsightliness. The proposed signage is neat and well-presented and will contribute to the high standard of visual presentation of the building.  <b>Complies.</b> The proposed signage does not protrude above any nearby built or natural forms.
5	<b>Site and building</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>	<b>Complies</b> The 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 local context of the site.

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	<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 signage is suitably integrated within the existing shopfront of the building. The proposed signs are located on the front elevation facing The Corso only and are not considered excessive having regard to the host building and site context. The proposed signs do not detract from the visual appearance 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 signage utilises the existing site features and illumination to identify the Commonwealth Bank without creating any bulky or undesirable signage form.
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>  The proposed signage is located at ground floor level on The Corso. Access to all proposed signage is readily available.
7	<b>Illumination</b> <ul style="list-style-type: none"> <li>Would illumination result in unacceptable glare?</li> </ul>	<b>Complies.</b>  The illumination is of a level required for customers to identify the site at night. Unacceptable glare 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>  Proposed signage is located within the Manly Local Centre. There is some residential accommodation located at upper levels. The proposed signage is located at ground floor level and below an awning, with internal illumination designed to be an appropriate level for site identification and customer safety at night. Residential accommodation in the vicinity will not experience a material amenity impact as a result of illumination.
	<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 a technician if required.
	<ul style="list-style-type: none"> <li>Is the illumination subject to a curfew?</li> </ul>	<b>Complies.</b>  It is not proposed for illumination to be subject to a curfew as the signage is proposed to provide way finding and safety for customers using the ATMs after hours. 24 hour seven day illumination will also discourage crime and vandalism.

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8	<b>Safety</b>	<b>Complies</b>
	<ul style="list-style-type: none"> <li>Would the proposal reduce the safety of any public road?</li> </ul>	<p>The proposed signage will not reduce the safety of any public road. Colours used and level of illumination are appropriate to not distract users of adjoining 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 proposed signage will not reduce the safety for pedestrians or cyclists.</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 signs will not reduce pedestrian safety or impact sightlines from public areas.</p>