

## APPENDIX B - SEPP 64 ASSESSMENT

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?	Yes, the proposed sign is compatible with the existing and desired future 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 within 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?	No, the proposed signs have been designed, scaled and located to complement the visual quality of the surroundings and not have a significant negative impact on the amenity of the location.	Y
3) Views and vistas	Does the proposal obscure or compromise important views?	The proposed signage will be wall mounted 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 new sign is proportionate to the building and existing on-site signage. It is set back from the streetscape and appropriate for the residential setting.	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 surroundings	Y
	Does the proposal reduce clutter by rationalizing and simplifying existing advertising?	No, provision has been made for the sign on the façade, therefore the sign 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 attached to the existing building and does not extend beyond the built form.	Y
	Does the proposal require ongoing vegetation management?	No.	N/A
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 sign has been designed to be compatible with the existing built form and site characteristics.	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 signage has been designed to be simple and uncluttered and complement the proposed new façade of the store.	Y
6) Associated devices and logos with advertisements and	Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is	The screen (internally illuminated) will be of an appropriately level of brightness for outdoor display.	Y

advertising structures	to be displayed?		
7) Illumination	Would illumination result in unacceptable glare?	No, the proposed signs will not result in excessive glare.	Y
	Would illumination affect safety for pedestrians, vehicles or aircraft?	No, the proposed signage will not be of a LUX level to affect the safety for pedestrians, vehicles or aircraft.	Y
	Would illumination detract from the amenity of any residence or other form of accommodation?	The proposed signage will not be of a LUX level to detract from the amenity of surrounding residences.	Y
	Can the intensity of the illumination be adjusted, if necessary?	The brightness of the signs will be fixed; however, the signs will only have a soft glow that is mostly visible at night.	Y
	Is the illumination subject to a curfew?	The signs will operate during the working hours of the service station and convenience store.	Y
8) Safety	Would the proposal reduce the safety for any public road?	The sign will not affect road safety on Warringah Road.	Y
	Would the proposal reduce the safety for pedestrians or cyclists?	No, the sign will not affect pedestrians or cyclists, it is affixed to the building away from the pedestrian footpath.	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 located on the building.	Y