

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?	The digital screens are compatible with the scale of the existing building and also consistent with the industrial 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?	The proposed sign is not of a scale to detract from any environmentally sensitive areas, and is not located close to residential properties. There are no heritage items or conservation areas in close proximity to the site.	Y
3) Views and vistas	Does the proposal obscure or compromise important views?	The proposed digital sign is 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 other 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 of similar proportions to the existing sign it is replacing. It is set back from the streetscape and appropriate for the industrial 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 industrial setting.	Y
	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	No, the proposal represents one replacement sign resulting in no additional clutter.	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 located on the front elevation of the existing building. It 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 of the 7-Eleven service station 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 digital LCD screen units use sophisticated, innovative technology in accordance with new design specifications.	Y
6) Associated devices and logos with advertisements and advertising structures	Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	The LED screen (internally illuminated) will be of an appropriately level of brightness for outdoor display.	Y
7) Illumination	Would illumination result in unacceptable glare?	No, the digital screens will not result in excessive glare as the screens have a built in ambient light sensor that adjust the brightness of the screen based on the environmental light.	Y
	Would illumination affect safety for pedestrians, vehicles or aircraft?	As above. The signs are partially obscured from adjoining roads and setback into the site resulting in no safety concern relating to illumination or light spill.	Y
	Would illumination detract from the amenity of any residence or other form of accommodation?	No, adjoining properties are not of a residential nature.	Y
	Can the intensity of the illumination be adjusted, if necessary?	The brightness level of the screens is flexible and the LUX output can be controlled manually or automatically.	Y
	Is the illumination subject to a curfew?	No, signs will operate 24/7.	Y
8) Safety	Would the proposal reduce the safety for any public road?	The sign will not affect road safety on Forrester Road or Christie Street.	Y
	Would the proposal reduce the safety for pedestrians or cyclists?	No, the signs will not affect pedestrians or cyclists, they are 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