

**ASSESSMENT OF PROPOSED SIGNAGE PURSUANT TO STATE ENVIRONMENTAL PLANNING POLICY NO. 64 – ADVERTISING AND SIGNAGE (SEPP 64) (REVISION A)
MODIFICATION TO DA13/0328 – APPROVED BUSINESS IDENTIFICATION SIGNAGE AT 21 ASPEN STREET, SOUTH PENRITH (LOT 101 DP 701943)**

No	Provisions of SEPP 64	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?	Complies. The proposed modified Dan Murphy's signage is detailed within Section 2 of the Statement of Environmental Effects and within the revised architectural plans held Appendix A that accompanies the modification application.
	Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Complies. The proposed modified signage complies with SEPP 64 in this regard as it: - is commensurate to the retail / commercial/ hotel/ motel function of the site; - is comparable to other business signage located on premises along Aspen Street; - is of a suitable size, neat, well presented and will not result in visual clutter; and - does not result in any significant adverse impacts to adjoining properties. The proposed modified signage is considered acceptable given the context of the site adjacent to a main road and being located within a special business precinct (Service Area).
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?	Complies. There are no natural or other conservation areas, waterways, rural areas or Heritage Items within close proximity to the site. Rotary Park is located approximately 50m north of the existing Dan Murphy's Liquor Store. However, the majority of the proposed modified signage is orientated towards the east and south and is therefore not clearly visible from the open space area. The existing pylon signs are proposed to be retrofitted. In light of this, the proposed signage will not detract from the amenity of the existing open space area (Rotary Park). Residential properties are located along the western boundary of the site and east of the site on the opposite side (eastern side) of The Northern Road. The amended signage package comprises a reduced number of signs (from 12 to 11 signs). The number of approved illuminated signs will not be altered and will only be illuminated during the trading hours of the Dan Murphy's Liquor Store. In addition, the Dan Murphy's Liquor Store is significantly setback from the site's boundaries and the new proposed signage is orientated towards the east and south. No signage is proposed on the west elevation nor is any signage orientated towards the residential properties located to the west of the store. The residential properties located to the east of the site are significantly removed from the site by Aspen Street, the existing vegetation buffer and The Northern Road (comprising 4 lanes). In light of this, the proposed modified signage will not significantly detract from the amenity or visual quality of the surrounding residential properties.

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3	Views and Vistas	Complies.
	Does the proposal obscure or compromise important views?	The modified signage will not obscure or compromise important views.
	Does the proposal dominate the skyline and reduce the quality of vistas?	Complies. The modified signage will not dominate the skyline, or significantly reduce the quality of any vistas.
4	Does the proposal respect the viewing rights of other advertisers?	Complies. The modified signage will not unreasonably obstruct any views to other advertisements in the area.
	Streetscape setting or landscape	Complies.
	Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposed modified signage, is commensurate to the host building and the site's location adjacent to a main road within a Special Business Zone (Service Area). The signage does not dominate the façade nor does it protrude beyond the site's boundaries. The signage is comparable to other signage located on other business premises along Aspen Street such as KFC and John Cootes Furniture.
	Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	Complies. The modified signage includes modest internal and external illumination and coloured elements where appropriate, which provides visual interest along a main road location.
	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	Complies. The modified signage will be replacing the existing signage approved within DA13/0328.
5	Does the proposal screen unsightliness?	Complies. The proposal is neat and well presented and improves the presentation of the site.
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	Complies. The modified signage does not protrude above any nearby built or natural forms.
	Site and building	Complies
	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 proposed modified signage has a contemporary presentation and represents a significant improvement to the streetscape in urban design terms. In addition, the signage is of a consistent scale and proportion to the host building.

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	Does the proposal respect important features of the site or building, or both?	Complies. The modified signage package is well resolved, and will not unreasonably impact on the building or site as a whole. The proposed revised signage on the east elevation is considered to demarcate the entry into the store. The proposed revised signage on the south elevation is placed within the eastern corner to ensure it is visible for motorists travelling north along Aspen Street. The remainder of the south elevation is left blank.
	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	Complies. The modified signage is integrated into the host building design and within existing signage structures (where possible). The proposal will use internally illuminated acrylic materials and external lighting brackets where appropriate and powdercoated aluminium lettering is considered to be an innovative design solution for the site.
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 structure on which it is to be displayed?	Complies. The proposed modified signage and associated structures have been incorporated into the overall building design.
7	Illumination Would illumination result in unacceptable glare?	Complies. Where the modified signage is illuminated, it is done so by internal fluorescent lighting behind the advertising panel or via an external lighting bracket. This is not expected to result in any unreasonable glare. Technicians can alter the intensity of the lighting if deemed necessary.
	Would illumination affect safety for pedestrians, vehicles or aircraft?	Complies. The proposed modified signage is located within a "service area" adjacent to a main road (The Northern Road) and is to be erected within the confines of the subject site boundaries. No additional illuminated signage is proposed as part of this modification application. The proposed illuminated signage as part of this modification application is proposed to be located within the same location on the building as previously approved. In addition the proposed modified illuminated advertising panels within the existing pylon signs are replacing existing Dan Murphy's illuminated advertising panels within the pylon signs. The modified proposal will not give rise to any unacceptable safety concerns on public roads or for pedestrians or cyclists. The signage is for identification purposes and is in accordance with signage typically found along/adjacent to a main road in a business zone. The proposed illuminated signage elements will only be illuminated during the trading hours of the store.

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	Would illumination detract from the amenity of any residence or other form of accommodation?	Complies. The modified illuminated signage continues to be orientated towards Aspen Street and The Northern Road and vehicles and pedestrians travelling along Aspen Street and The Northern Road. Given the site's context adjacent to a main road and that the proposed modified signage is sufficiently removed from dwellings, the proposed illuminated signage will not detract from the amenity of nearby residents.
	Can the intensity of the illumination be adjusted if necessary?	Complies. Technicians can adjust the intensity of lighting if necessary.
	Is the illumination subject to a curfew?	Complies. The illuminated signage is not subject to a curfew. However, the signage is currently illuminated during the trading hours of the existing Dan Murphy's Liquor Store.
8	Safety	Complies
	Would the proposal reduce the safety of any public road?	The proposed modified signage will not reduce the safety of any public road.
	Would the proposal reduce the safety for pedestrians or bicyclists?	Complies. The proposed modified signage will not reduce the safety for pedestrians or cyclists.
	Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	Complies. The proposed modified signage will not obscure sightlines from any public place, thus will not reduce the safety for pedestrians.