

DEVELOPMENT APPLICATION

STATE ENVIRONMENTAL PLANNING POLICY NO 64— ADVERTISING AND SIGNAGE ASSESSMENT

For the signage of

PROPOSED WAREHOUSE USE WITH INTERNAL FITOUT (MINOR)

at

AREA 5 137 COREEN AVENUE, PENRITH NSW 2750
LOT 301 IN D.P. 860777

for

YARINGA ENTERPRISES

Prepared by :



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Schedule 1 Assessment criteria

(Clauses 8, 13 and 17)

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 proposed signage is compatible with the existing and desired future character. It is not a significant feature considering its consistency with the surrounding context for it to have any impact on the character of the complex, area or locality.

- *Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?*

Yes the proposed signage is consistent with the theme for outdoor advertising in the local area as well as the existing outdoor advertising.

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.

3 Views and vistas

- *Does the proposal obscure or compromise important views?*

No. The signage is well beyond head clearance.

- *Does the proposal dominate the skyline and reduce the quality of vistas?*

No.

- *Does the proposal respect the viewing rights of other advertisers?*

Yes. There won't be any impact of other advertisers in any way.

4 Streetscape, setting or landscape

- *Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?*

Yes. The scale, proportion and form fits in with the streetscape, setting and landscape and it is believed to be appropriate.

- *Does the proposal contribute to the visual interest of the streetscape, setting or landscape?*

There is very little visual interest a small sign could have, but yes this will improved the setting by allowing the complex to be easily identified front the street providing a friendly environment.

- *Does the proposal reduce clutter by rationalising and simplifying existing advertising?*

No.

- *Does the proposal screen unsightliness?*

No.

- *Does the proposal protrude above buildings, structures or tree canopies in the area or locality?*

No.

- *Does the proposal require ongoing vegetation management?*

No.

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?*

Yes the proposed signage is consistent with the theme for outdoor advertising in the local area for its nature of use.

- *Does the proposal respect important features of the site or building, or both?*

Yes. The main feature of the building is with conservative clean straight lines as well as angled lines.

- *Does the proposal show innovation and imagination in its relationship to the site or building, or both?*

This is a simple basic sign to fit in with the locality and does not course any impact to the neighbouring properties.

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?*

Yes. All electrical component for the signage are concealed within the ground.

7 Illumination

- *Would illumination result in unacceptable glare?*

Illumination will not be used

- *Would illumination affect safety for pedestrians, vehicles or aircraft?*

Illumination will not be used

- *Would illumination detract from the amenity of any residence or other form of accommodation?*

Illumination will not be used

- *Can the intensity of the illumination be adjusted, if necessary?*

Not required to be adjusted.

- *Is the illumination subject to a curfew?*

No.

8 Safety

- *Would the proposal reduce the safety for any public road?*

No. It is located well above and away from public road.

- *Would the proposal reduce the safety for pedestrians or bicyclists?*

No. It is located well above and away from pedestrian and bicycle pathways.

- *Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?*

No. The signage is located well above height clearance. It will not have any impact whatsoever.

CONCLUSION

In conclusion the proposed signage to the subject property are consistent with schedule 1 of the State Environmental Planning Policy No 64.