

78-96 Arncliffe Street and 31-45 Princes Highway, Wolli Creek

Review of SEPP 64 Schedule I Criteria

SEPP 64 Assessment - Schedule I		
Clause	Criteria	Assessment Compliance
I Criteria of the Area		
	<ul style="list-style-type: none"> 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 considered compatible with the area as the desired future character of the area will see greater growth and density, which includes retail uses that will attract signage uses.
	<ul style="list-style-type: none"> Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	Yes, the proposal is consistent with the local areas outdoor signage through its single theme and streamlined nature.
2 Special Areas		
	<ul style="list-style-type: none"> 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 proposal does not detract in any way from any special areas. The nearest item being Tempe House is far enough removed and does not share a direct connection with the site in question.
3 Views and Vistas		
	<ul style="list-style-type: none"> Does the proposal obscure or compromise important views? 	No, the proposal does not obscure or compromise any views.
	<ul style="list-style-type: none"> Does the proposal dominate the skyline and reduce the quality of vistas? 	No, the proposal does not dominate the skyline or reduce any quality of vistas.
	<ul style="list-style-type: none"> Does the proposal respect the viewing rights of other advertisers? 	Yes, the proposal does respect the viewing rights of other advertisers.

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4 Streetscape, Setting or Landscape		
	<ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? 	Yes, the scale, proportion and form of the signage is appropriate for the streetscape and setting.
	<ul style="list-style-type: none"> Does the proposal contribute to the visual interest of the streetscape, setting or landscape? 	Yes, the proposal does contribute to the visual interest of the streetscape as it improves an otherwise unused site.
	<ul style="list-style-type: none"> Does the proposal reduce clutter by rationalising and simplifying existing advertising? 	There is no existing advertising on site, however the proposed signage is considered to be rationalised and simplified.
	<ul style="list-style-type: none"> Does the proposal screen unsightliness? 	Yes the proposal screens unsightliness as it makes use of an unused site.
	<ul style="list-style-type: none"> Does the proposal protrude above buildings, structures or tree canopies in the area or locality? 	No, the proposal is a single storey development, resulting in signage that does not protrude in any way.
	<ul style="list-style-type: none"> Does the proposal require ongoing vegetation management? 	The proposed signage does not require any ongoing vegetation related management.
5 Site and Building		
	<ul style="list-style-type: none"> 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 proposal is compatible with scale and proportion of the building on which the signage will be located.
	<ul style="list-style-type: none"> Does the proposal respect important features of the site or building, or both? 	Yes the proposed signage respects features of the site and building.
	<ul style="list-style-type: none"> Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	While the proposal does show innovation in its location of signage and design in its relationship to the site and building, imagination is not relevant to this particular proposal because it does not need to be for such a proposal.

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6 Associated devices and logos with advertisements and advertising structures		
	<ul style="list-style-type: none"> 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, logos and lighting devices as well as directional signage and information have all been designed as an integral part of the signage.
7 Illumination		
	<ul style="list-style-type: none"> Would illumination result in unacceptable glare? 	No it would not result in unacceptable glare.
	<ul style="list-style-type: none"> Would illumination affect safety for pedestrians, vehicles or aircraft? 	No the proposed illuminated signs would not affect any safety measures or concerns.
	<ul style="list-style-type: none"> Would illumination detract from the amenity of any residence or other form of accommodation? 	No, any illumination is positioned so as not to affect any surrounding existing residences.
	<ul style="list-style-type: none"> Can the intensity of the illumination be adjusted, if necessary? 	No
	<ul style="list-style-type: none"> Is the illumination subject to a curfew? 	No
8 Safety		
	<ul style="list-style-type: none"> Would the proposal reduce the safety for any public road? 	No, the proposal will not reduce the safety of any surrounding roads.
	<ul style="list-style-type: none"> Would the proposal reduce the safety for pedestrians or bicyclists? 	No the proposal will not reduce the safety of pedestrians or bicyclists.
	<ul style="list-style-type: none"> Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? 	No, no sightlines in public areas are to be obscured as a result from the proposal, thereby there will be no such safety concerns.