

## **Appendix D – Consideration of State Environmental Planning Policy No.64 - Advertising and Signage Provisions**

The aims and objectives of State Environmental Planning Policy No.64 - Advertising and Signage (SEPP 64) are:

- (a) *to ensure that signage (including advertising):*
  - (i) *is compatible with the desired amenity and visual character of an area, and*
  - (ii) *provides effective communication in suitable locations, and*
  - (iii) *is of high quality design and finish, and*
- (b) *to regulate signage (but not content) under Part 4 of the Act, and*
- (c) *to provide time-limited consents for the display of certain advertisements, and*
- (d) *to regulate the display of advertisements in transport corridors, and*
- (e) *to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.*

The proposed development would incorporate identification signage. In this regard, the Statement of Environmental Effects submitted with the application states:

*SEPP 64 applies to the proposal for the following reasons:*

- *The pylon sign proposed on the corner of the site adjacent Minmi Road and Robert Street is more than 8 metres high, its proposed height above ground is 9.5 metres. This means the application must be advertised in accordance with the EP&A Act's requirements for "advertised development" (section 79A)*
- *Wall advertising is proposed and the area of proposed wall signs is greater than 45 m<sup>2</sup>*
- *A free-standing advertisement (pylon sign) is proposed; and it is visible from non-urban land.*

Clause 8 of SEPP 64 states:

*A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:*

- (a) *that the signage is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and*
- (b) *that the signage the subject of the application satisfies the assessment criteria specified in Schedule 1.*

Sub-clause 3 (1) (a) of SEPP 64 states:

- (1) *This Policy aims:*
  - (a) *to ensure that signage (including advertising):*
    - (i) *is compatible with the desired amenity and visual character of an area, and*

- (ii) *provides effective communication in suitable locations, and*
- (iii) *is of high quality design and finish.*

The proposed signage would be of high quality and would identify the proposed development and, with associated landscaping, would assist in presenting a visually acceptable advertising solution. The proposed signage would be consistent with the relevant aims of SEPP 64.

Schedule 1 of SEPP 64 contains the assessment criteria for signage as follows:

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

Comment: The proposed signage would identify the proposed development and would be compatible with the existing and desired future character of the area, that being for Urban Services purposes which includes development for bulky goods retailing and outlets such as that which is proposed.

### **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?*

Comment: The signage would not impact any environmentally sensitive areas, natural or other conservation area, open space, waterways, rural landscapes or residential areas. The Council's Heritage Officer has raised no objection to the signage proposed as part of the development.

### **3 Views and vistas**

- *Does the proposal obscure or compromise important views?*
- *Does the proposal dominate the skyline and reduce the quality of vistas?*
- *Does the proposal respect the viewing rights of other advertisers?*

Comment: No views would be compromised by the proposed signage.

### **4 Streetscape, setting or landscape**

- *Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?*
- *Does the proposal contribute to the visual interest of the streetscape, setting or landscape?*
- *Does the proposal reduce clutter by rationalising and simplifying existing advertising?*
- *Does the proposal screen unsightliness?*

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

Comment: The proposed signage, with associated landscaping, would serve to identify the proposed development in that it is corporate signage associated with all Bunnings Warehouse developments. The signage attached to the proposed built form would not protrude above any buildings or structures or tree canopies in the area and would contribute to the visual character of the area.

## **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?*
- *Does the proposal respect important features of the site or building, or both?*
- *Does the proposal show innovation and imagination in its relationship to the site or building, or both?*

Comment: The proposed signage is designed to identify the proposed development and is compatible in scale with the site and the built form proposed for the site. The landscaping proposed shows an innovative means by which the signage can be incorporated into the site while at the same time providing good identification of the proposed development to those travelling along adjoining streets.

## **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?*

Comment: The proposed signage attached to the built form is not an advertising structure, however, the proposed pylon sign is an advertising structure. Suitable lighting devices have been designed as part of the pylon sign to ensure that light glare and the like do not interfere with traffic in the vicinity of the advertising structure.

## **7 Illumination**

- *Would illumination result in unacceptable glare?*
- *Would illumination affect safety for pedestrians, vehicles or aircraft?*
- *Would illumination detract from the amenity of any residence or other form of accommodation?*
- *Can the intensity of the illumination be adjusted, if necessary?*
- *Is the illumination subject to a curfew?*

Comment: The proposed signage would not affect the safety of pedestrians, vehicles and aircraft. The location of the signage is such that it would not adversely impact on the amenity of any residence located in environs

of the site. The location of the signage is such that there would be no need to have a curfew on the illumination of the signage.

## **8 Safety**

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

Comment: The proposed building signage would not have any adverse impact on the safety of any public road. There would be no adverse impact to the safety of pedestrians or bicyclists. Similarly, the pylon sign would not be positioned such that it would not have any adverse safety impacts.

Clause 22 of SEPP 64 states:

### **Wall advertisements**

- (1) *Only one wall advertisement may be displayed per building elevation.*
- (2) *The consent authority may grant consent to a wall advertisement only if:*
  - (a) *the consent authority is satisfied that the advertisement is integrated with the design of the building on which it is to be displayed, and*
  - (b) *for a building having:*
    - (i) *an above ground elevation of 200 square metres or more - the advertisement does not exceed 10% of the above ground elevation, and*
    - (ii) *an above ground elevation of more than 100 square metres but less than 200 square metres - the advertisement does not exceed 20 square metres, and*
    - (iii) *an above ground elevation of 100 square metres or less - the advertisement does not exceed 20% of the above ground elevation, and*
  - (c) *the advertisement does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion, and*
  - (d) *the advertisement does not protrude above the parapet or eaves, and*
  - (e) *the advertisement does not extend over a window or other opening, and*
  - (f) *the advertisement does not obscure significant architectural elements of the building, and*
  - (g) *a building identification sign or business identification sign is not displayed on the building elevation.*
- (2A) *In the case of the display of a wall advertisement on transport corridor land, subclause (2) does not apply and the consent authority may grant consent only if satisfied that the advertisement is consistent with the Guidelines.*

- (3) *In this clause, building elevation means an elevation of a building as commonly shown on building plans.*

Having regard to the above clause 22, the Statement of Environmental Effects submitted with the application states:

*The proposal includes one group of advertisements that consist of business identification and branding information, the "red hammer" logos and the "lowest prices are just the beginning" positioning statement. The proposal meets the requirements of the clause as follows:*

*10% of the façade above ground elevation, when the elevation (façade) exceeds 200m<sup>2</sup>*

*North& South 10% of façade is 257m<sup>2</sup> and signage is 245m<sup>2</sup>*

*East 10% of façade is 100m<sup>2</sup> and signage is 48m<sup>2</sup>*

*West 10% of façade is 100m<sup>2</sup> and signage is 44m<sup>2</sup>*

Clause 23 of SEPP 64 states:

***Freestanding advertisements***

- (1) *The consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.*
- (2) *This clause does not prevent the consent authority, in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under clause 15.*

Comment: The pylon sign would not protrude into the skyline when viewed from 1 kilometre away. The pylon sign would be visible when viewed from the west and northwest of the site. The colours, height and dimensions of the proposed pylon sign are such that the sign would not dominate the landscape.

In summary, the proposed identification signage would be consistent with the aims and relevant provisions of SEPP 64.