

SEPP 64 – Advertising & Signage

The proposal satisfies the applicable requirements of this SEPP. The assessment table provided below provides consideration of the proposal in accordance with schedule 1 of the SEPP.

Applicable clauses for consideration	Comments	Satisfactory
Clause 8(a) Consistent with objectives of the policy as set out in Clause 3(1)(a).	The proposed business identification signage is considered to be consistent with the objectives of the policy.	Yes
Schedule 1(1) Character of the area.	The signage is of a modern design and size that will compliment the streetscape and be consistent with the character of the area.	Yes
Schedule 1(2) Special areas.	The signage will not 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 the surrounding residential area.	Yes
Schedule 1(3) Views and vistas.	The proposed signage will not compromise and important views or vistas.	Yes
Schedule 1(4) Streetscape, setting or landscape.	The business identification signage is of a scale, proportion and form that is appropriate for the streetscape and setting.	Yes
Schedule 1(5) Site and building.	The signage will be compatible with the scale, proportion and other characteristics of the building for which the proposed signage is to be located.	Yes
Schedule 1(6) Associated devices and logos with advertisements and advertising structures.	No platforms, lighting devices or logos have been incorporated into the signage.	Yes
Schedule 1(7) Illumination.	No illumination nominated.	Yes
Schedule 1(7) Safety.	The signage is on the building which is and will not reduce the safety for any public road users or pedestrians or bicyclists.	Yes