

COMPLIANCE TABLE: STATE ENVIRONMENTAL PLANNING POLICY NO. 64 – ADVERTISING AND SIGNAGE
ASSESSMENT AGAINST SCHEDULE 1 – ASSESSMENT CRITERIA

<i>SEPP 64 Criterion</i>	<i>Comments</i>
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? Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The subject site is zoned B2 Local Centre. The proposed wall mounted signs and free-standing signage are compatible with the likely future character of the area. As described under Section 6 of the report, however, concerns have been raised in relation to 2 proposed pylon signs. It is has therefore been recommended that any pylon sign be subject to a separate DA at which time issue relating to height, location and colocation should be investigated. While there is currently no theme for advertising signs in the area, the proposed 'business identification signs' should be complimentary to the overall design of the town centre.
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?	The proposed signage will be visible from future residential areas and from the drainage reserve to the east. Schedule 1 of the Growth Centres DCP states that "the stormwater channel presents opportunities to create a landscape feature that contributes to the character of the centre and the integration of the built and natural environments. It is therefore important that development fronting the channel is designed to address the street and the channel and to integrate with it both visually and functionally". For this reason, it is considered that a second pylon sign at the eastern end of the site is inappropriate. As stated above, it is recommended that any pylon sign on site be subject to a separate DA and that this matter be addressed as a condition of any consent granted. The proposed wall signs facing the residential areas complement the overall design of the development and will be internally illuminated to ensure that there are no impacts on the amenity of the future residents.
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?	The proposed wall signage will not obscure any views. The proposed height of the pylon signs (i.e. overall height of 18m), however, are of concern as they may dominate the skyline. It recommended that any pylon sign be subject to a separate DA at which time the issue of height should be investigated. In this regard, it is considered than any single pylon sign on site should not exceed 10m in height. As part of any future DA, colocation of Coles and McDonalds signage on a single pole should be investigated. This will also ensure that equal viewing rights are maintained.
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 protrude above buildings, structures or tree canopies in the area or locality?	The proposed walls signs are considered to be in proportion to the scale of proposed development. The pylon signs, however, are considered excessive in height. The signs will assist in the public being able to identify the location of the proposed retail/commercial premises effectively, and will complement the overall design of the development. The signage wall proposed adjacent to the "Eastern Road" is an important landscape feature, will add interest to this elevation and will assist in screening the loading dock area. As part of any separate DA for a pylon sign, the applicant will be required to further investigate the possibility of collocating the Coles and McDonalds signage on one pole in order to eliminate the need for multiple signs across the site. The proposed walls signs will not protrude above the height of the building. The pylon signs, however, are significantly higher than the Coles complex and therefore are considered to be excessive in height. Any single pylon sign on site should not exceed 10m in height.
Site and building Is the proposal compatible with the scale, proportion and	The wall signage is considered to be in proportion to the proposed development.

other characteristics of the site or building, or both, on which the proposed signage is to be located?	The pylon signs are considered excessive in height as discussed above.
Does the proposal respect important features of the site or building, or both?	The signage respects the architectural elements of the proposed buildings.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The walls signs are considered an appropriate response to the proposed development and site. The signage wall proposed adjacent to the "Eastern Road" is an important landscape feature, will add interest to this elevation and will assist in screening the loading dock area
Illumination	
Would illumination result in unacceptable glare?	No, the proposed signage will be internally illuminated.
Would illumination affect safety for pedestrians, vehicles or aircraft?	No, the illumination will assist pedestrians at night.
Would illumination detract from the amenity of any residence or other form of accommodation? Can the intensity of the illumination be adjusted, if necessary?	The low level illumination will not impact on any future occupant in the area. Suitable conditions will be imposed to address this matter.
Is the illumination subject to a curfew?	Given the low level of illumination a curfew is not considered necessary. Standard conditions , however, will be imposed to ensure that there is no unreasonable spillage of light from the proposed signs.
Safety	
Would the proposal reduce the safety for any public road?	The proposed signage will not impact on those using the surrounding road network. The signs, however, will be visible from the roadway and will assist residents, customers and visitors to navigate around the site.
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?	The pylon sign on Railway Terrace is proposed to be erected across the pedestrian footway and therefore is not in a suitable location. As discussed above, it is recommended that any pylon sign on site be subject to a separate DA.