

## APPENDIX A: Schedule 1 of State Environmental Planning Policy No. 64: Advertising and Signage

<b>1. Character of the Area</b>	
Is the proposal compatible with the existing or desired future character of the area or the locality in which it is proposed to be located?	The proposed signs located within an area generally characterised by recreational facilities, and commercial uses. The signs are business identification in nature and are consistent with the existing character of the area.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	There is no particular theme for outdoor signage in the area.
<b>2. Special Areas</b>	
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 site is not located within an environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscape or residential area.
<b>3. Views and Vistas</b>	
Does the proposal obscure or compromise important views?	No important views to or from the subject site will be affected.
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage will not compromise or obscure the skyline, views or vistas as the height and scale of signage is proportionate to façade elements.
Does the proposal respect the viewing rights of other advertisers?	The proposed signage is wholly contained within the subject site and will not compromise other advertisers.
<b>4. Streetscape, setting or landscape</b>	
Are the scale, proportion, and form of the proposal appropriate for the streetscape setting or landscape?	The proposed sign is compatible with the scale, proportion and form of proposed new building facade. The signage will not compromise the appearance of the streetscape.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage will not detract from the visual interest of the setting.
Does the proposal reduce clutter by rationalizing and simplifying existing advertising?	The design of the proposed signage is simple and un-cluttered. The proposal will not result in an increase of the number of signs on the site and so will not contribute to clutter.
Does the proposal screen unsightliness?	The signage has been designed in consideration with the new building façade. The signage does not screen unsightliness.
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed sign does not protrude above buildings, structures or tree canopies existing in the area.

Does the proposal require ongoing vegetation management?	The sign will not be located in the vicinity of any vegetation.
<b>5. Site and Building</b>	
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?	The proposed signage is consistent with the scale and proportion of the service station site, including the existing signage on the site.
Does the proposal respect important features of the site or building, or both?	The proposed sign is proportionate to the building. No important features will be obscured.
Does the proposal show innovation and imagination in its relationship to the site or building or both?	The proposed signage is not considered to be innovative or show imagination rather it provides a practical use of the space available for signage.
<b>6. Associated Devices and Logos with Advertisements and Advertising Structures</b>	
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?	The proposed signage is to be illuminated.
<b>7. Illumination</b>	
Would illumination result in unacceptable glare?	The illumination of the signs will be in accordance with relevant Australian Standards.
Would illumination affect safety for pedestrians, vehicles or aircraft?	The illumination of the sign shall be lit in accordance with the relevant Australian Standards and will not include elements such as flashing or animation that could distract drivers or pedestrians.
Would illumination detract from the amenity of any residence or other form of accommodation?	The proposed signage may be visible from the serviced apartment complex opposite the site; however it is unlikely to cause detriment to amenity due to the distance between the subject site and the residential development (90m).
Can the intensity of the illumination be adjusted, if necessary?	The lighting is not proposed to be adjustable, however will be subject to a condition of consent requiring compliance with Australian Standards and subject to adjustment should substantiated complaints be made regarding a detrimental impact to amenity.
Is the illumination subject to a curfew?	A curfew is not proposed.
<b>8. Safety</b>	
Would the proposal reduce the safety for any public road?	The proposed sign is not likely to reduce the safety of any public road.
Would the proposal reduce the safety for pedestrians or bicyclists?	The proposed sign will not reduce the safety for pedestrians and cyclists.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed sign will not obscure any sightlines from public areas.