

Schedule 1 assessment – State Environmental Planning Policy 64 - Advertising and Signage

The aim of this SEPP is to improve the amenity of urban and natural settings by managing the impact of outdoor advertising. The policy response to growing concerns from the community, the advertising industry and local government that existing controls and guidelines were no effective.

The application seeks consent for the following signage;

- 4 "Costco Wholesale" façade signs each 3.13m high and 11.36m wide (35.56sqm), one each to be provided on each elevation, the signs are externally illuminated by fluorescent spotlights, are flush against the building and do not exceed the height of the building
- 1 "Costco Wholesale" wall sign, 1.78m high and 6.5m wide (11.57sqm) located above the main entrance. The sign is externally illuminated by fluorescent spotlights, is flush against the building and does not exceed the height of the building
- 1 "Tyre Centre" wall sign, 0.53m high and 5m wide (2.65sqm) located above the entry to the tyre centre. The sign is flush against the wall, does not exceed the height of the building and is not illuminated.
- 4 "Costco Gasoline" signs 0.72m high and 2.58m wide (1.86sqm) to be located on each elevation of the canopy over the petrol dispensers. The signs are flush against the fascia and are proposed to be illuminated by a hood light.

Criteria	Comment
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?	The proposed signage is compatible with the existing and future character of the area, the signs are flush against the building. The scale and location of the signage is consistent with the scale of the proposed development. The signage is consistent in scale with the approved signage for the Bunnings Warehouse, IKEA and Masters Store. The signs are of a simple and modern design that is compatible with the future development and use of the site. The signs will have a high quality and consistent appearance which will complement the overall appearance of the site and its strategic location into the Sydney Business Park.
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?	There are no areas of particular sensitivity that will be affected by the proposed signage. The signage is not viewed from any environmental area, open space or residential area.

Views and vistas	
<p>Does the proposal obscure or compromise important views?</p> <p>Does the proposal dominate the skyline and reduce the quality of vistas?</p> <p>Does the proposal respect the rights of other advertisers?</p>	<p>The proposed signs will not obscure or compromise views. The signs will not dominate the skyline or reduce the quality of vistas. The proposed signage to complementary to existing signage.</p>
Streetscape, setting or landscape	
<p>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</p> <p>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</p> <p>Does the proposal reduce clutter by rationalising and simplifying existing advertising/</p> <p>Does the proposal screen unsightliness?</p> <p>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</p>	<p>The size of the proposed signs are considered reasonable and in proportion to the buildings scale, location and siting. The signs will be constructed of high quality and durable materials.</p> <p>A coherent and integrated colour theme is proposed. The proposed signage is considered to be visually pleasing. The signs are consistent for the height of the building and the use as Costco Wholesale.</p> <p>Visual clutter is minimised and the signs do not dominate any façade.</p>
Site and Building	
<p>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?</p> <p>Does the proposal respect important features of the site or building, or both?</p> <p>Does the proposal show innovation and imagination in its relationship to the site or building or both?</p>	<p>The dimensions of the proposed signs are considered appropriate for the size and overall scale of the building. The proposed signage has been appropriately positioned and proportioned to identify principal entry points for customers.</p>
Associated devices and logos with advertisements and advertising structures	
<p>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?</p>	<p>All lighting and required safety devices will be concealed within the structure of the signs.</p>

Illumination	
<p>Would illumination result in unacceptable glare?</p> <p>Would illumination affect safety for pedestrians, vehicles or aircraft?</p> <p>Would illumination detract from the amenity of any residence or other form of accommodation?</p> <p>Can the intensity of the illumination be adjusted, if necessary?</p> <p>Is illumination subject to a curfew?</p>	<p>The Costco Wholesale signs are proposed to be externally illuminated by fluorescent spotlights, during operating hours. The Costco Gasoline sign is proposed to be illuminated by a hood light. The tyre centre sign will not be illuminated. The illumination is acceptable and will not result in any unacceptable levels of glare or detract from the amenity of adjoining properties.</p>
Safety	
<p>Would the proposal reduce the safety for any public road?</p> <p>Would the proposal reduce the safety for pedestrians or bicyclists?</p> <p>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</p>	<p>It is not considered that the signs will reduce the safety for people moving along any public road, or reduce the safety of pedestrians or cyclists.</p>