

Compliance State Environmental Planning Policy No 64 – Advertising and Signage

Schedule 1	
SEPP 64 Criterion	Comments
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 site is currently zoned part B2 Local Centre and part R4 High Density Residential under Blacktown Local Environmental Plan (BLEP) 2015, which came into effect on 7 July 2015. Prior to this the site was zoned 2(a) Residential, 3(a) General Business, 5(a) Special Uses Railway and 5(a) Special Uses Telecom. Under the previous DCP, a height control of 2 storeys existed. The current height limit is now 14 m (i.e. 4 storeys). The future character of the area is therefore likely to change significantly. The proposed signs are compatible with changes envisaged for the area. While there is currently no theme for signage in the area, the proposed temporary billboard sign and 2 fixed building identification signs will be complimentary to the overall design of the development proposal. The temporary billboard sign will identify the location of each building during construction.
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?	This temporary "directional" sign will be located adjacent to the mixed-use building car park, and will measure 7 m x 4.9 m. The building identification signs will be located at the Rooty Hill Road South car park and pedestrian entry point, and at the Mavis Street entry to the site. The sign located in Rooty Hill Road South will only be visible from the commercial area and the railway corridor. The sign is 'L' shaped and measures 4 m x 1.6 m. The sign in Mavis Street will be located opposite existing low density residential dwellings and adjacent to the Lone Pine Tavern. The sign is 'L' shaped and measures

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	2.8 m x 1.5 m. Each sign will be aluminium powder coated in the ARV corporate colours (mainly light grey and purple) and will be illuminated. The proposed signs will complement the overall design of the development and will not detract from the residential area.
Views and Vistas	
Does the proposal obscure or compromise important views?	The proposed signs will not obscure or compromise views.
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signs will not dominate the skyline or reduce the quality of vistas.
Does the proposal respect the viewing rights of other advertisers?	The proposed signs will not obscure or detract from the other future business identification/tenancy signs.
Streetscape, setting or landscape	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The signs are considered to be in proportion to the scale of proposed development.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The signs will assist in the public being able to identify the location of the various buildings on site, and will complement the overall design of the development.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	A single sign is proposed on each street frontage. The signs will provide details of all uses on site and therefore will eliminate the need to have multiple signs across the site.
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signs will be freestanding.
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?	Yes the sign is considered to be in proportion to the proposed development.
Does the proposal respect important features of the site or building, or both?	Yes, the proposal 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 signs are considered an appropriate response to the proposed development and site.
Illumination	
Would illumination result in unacceptable glare?	Conditions will be imposed to ensure the proposed signs will be internally illuminated, and that any spillage of light does not cause nuisance to the amenity of adjoining land.
Would illumination affect safety for pedestrians, vehicles or aircraft?	The illuminated will assist pedestrians at

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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?	night. The proposed signs will only be visible from the roadway or from the adjoining and nearby properties. Conditions will be imposed to ensure that there are only low levels of illumination to ensure there is no impact on any future occupant of the site or the residential properties located on the opposite side of Mavis Street. Given the proposed low level of illumination and the proposed location of the signs, 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? 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 proposed signs will not impact on any vehicular movements. The signs, however, will be visible from the internal "private" roadway and will assist residents and visitors to navigate around the site. The proposed signs will be located entirely within the property and will not impact on pedestrian or cyclist movements.