

ATTACHMENT 4 – SEPP 64 COMPLIANCE TABLE

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 responds to growing concerns from the community, the advertising industry and local government that existing controls and guidelines were not effective.

The proposal includes 8 business identification signs incorporated within the design of the building which are proposed to be illuminated by back-lighting. Whilst the end users are yet to be determined, the signage will display the business name and/or logo of the future occupants of the buildings in the designated locations only.

The signage is defined as a business identification sign as it will indicate the name of the business carried out on the premises where the signage is displayed. Part 2 of the SEPP applies to signage generally, and states:

A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:

- (a) that the signage is consistent with the objectives of this Policy as set out in Clause 3(1)(a), and
- (b) that the signage the subject of the application satisfied the assessment criteria specified in Schedule 1.

The signage complies with the objectives as outlined below:

Schedule 1

Schedule 1 of SEPP 64 sets out assessment criteria for signage including character of the area, views and vistas, streetscape, site and building, illumination and safety.

The following table indicates compliance with Schedule 1 of SEPP 64:

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?	The proposed business identification signage will be compatible with the existing and future character of the area. The scale and location of the signage is consistent with the scale of the proposed development. 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.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	
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	
Does the proposal obscure or compromise important views?	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 does not obstruct existing signage.
Does the proposal dominate the skyline and reduce the quality of vistas?	
Does the proposal respect the rights of other advertisers?	
Streetscape, setting or landscape	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The size of the proposed signage is considered reasonable and in proportion to the buildings scale, location and siting. The signs will be constructed of high quality and durable materials. The signs are consistent for the height of the building and the use as a warehouse or distribution facility. Visual clutter is minimised and the signs do not dominate any façade with the signage.
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 screen unsightliness?	
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	
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?	The proposed signage dimensions 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 and staff.
Does the proposal respect important features of the site or building, or both?	
Does the proposal show innovation and imagination in its relationship to the site or building or both?	
Associated devices and logos with advertisements and advertising structures	
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?	Not applicable. Lighting safety devices are not required.
Illumination	
Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? Would illumination detract from the amenity of any residence or other form of accommodation?	The signage is to be backlit and is considered satisfactory.

Can the intensity of the illumination be adjusted, if necessary? Is illumination subject to a curfew?	
Safety	
Would the proposal reduce the safety for any public road?	<p>It is not considered that the signage will reduce the safety for people moving along any public road, or reduce the safety of pedestrians or cyclists.</p> <p>The southern elevation of proposed warehouse 3 will be visible from the M4. The proposal is for 1 back lit business identification sign on this elevation. The proposal was referred to the RMS and no objection was raised with regard to signage. This sign is not considered to reduce the safety of the M4.</p>
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?	