

ASSESSMENT OF COMPLIANCE TABLE WITH SEPP 64 ADVERTISING AND SIGNAGE

JRPP-15-02700 - Assessment of a Residential Care Facility (RCF)

Proposed Lot 2 in Nos. 37-43 Kildare Road, Blacktown

The signage complies with the objectives of SEPP 64 – Advertising and Signage 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?	Two signs are proposed, being one roof sign on the northern elevation of the lift and stair overrun facing the railway corridor (4.938m x 1.651m), and a business identification sign at the feature wall entry to the facility at Kildare Road (1.5m x 400mm). Both bear the Opal logo, of a coloured opal, with the words "Opal Specialist Aged Care".
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	<p><i>Entry Sign on Feature Wall</i></p> <p>The proposed entry sign at Kildare Road is 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 sign is of a simple and modern design that is compatible with the future development and use of the site. The sign will have a high quality and consistent appearance which will complement the overall appearance of the site and its strategic location in close proximity to Blacktown CBD.</p> <p><i>Roof Sign</i></p> <p>The proposed roof sign on the façade of the rooftop lift overrun is on the northern elevation facing the main Western line railway corridor.</p> <p>The roof top sign is not in keeping with the residential character of the area, given that its placement on the highest point of the building will make it highly visible. As a result the sign will look out of place in the context of surrounding residential development. The roof sign is not supported being of a type for a commercial precinct. Granting approval would set a precedent for this signage type in residential areas.</p>
Special Areas	
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other	<p>There are no areas of particular sensitivity that will be adversely affected by the proposed business identification sign located at the entry to the facility in Kildare Road. This sign will be visible from the street (1.5m x 400mm dimensions).</p> <p>Council does not support the business identification sign</p>

conservation areas, open space areas, waterways, rural landscapes or residential areas?

proposed for the lift and stair overrun on the northern elevation, which would be visible from the railway corridor (roof sign) as well as from other surrounding residential areas.

The roof sign (4.938m x 1.651m) has the Opal logo within a rectangular panel 1.3m high x 1m wide, with the words "Opal Specialist Aged Care". The roof sign will be visible from the railway corridor and to some extent from the open space area to the north, e.g. Blacktown Showground particularly if it is illuminated at night. The sign which measures 4.938m x 1.651m is located on one side of the lift/stair overrun, on the northern elevation of the building facing the rail corridor. It is inner illuminated.

This roof sign is not supported, given its prominent aspect and location in a residential area. Council would instead, consider a flush wall sign on the railway side of the rear boundary fence for business identification purposes.

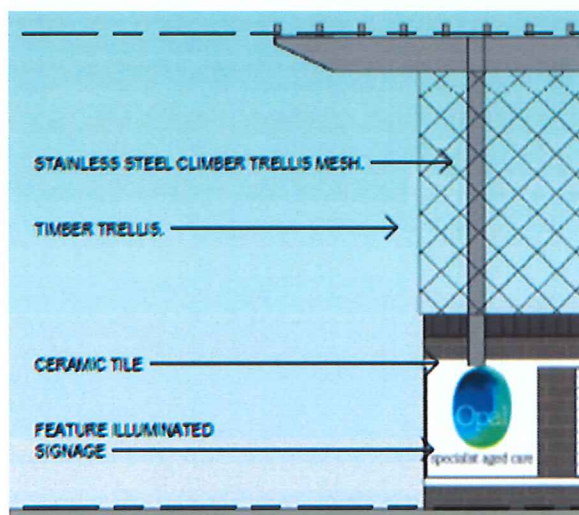


Roof sign on northern elevation visible from rail corridor

The building's length is approximately 86m on its northern elevation. This sign is not compatible with the desired future residential character of the area.

We would suggest as an alternative that the applicant consider a flush wall sign on the railway side of the rear boundary fence for business identification purposes to assist visitors and clients to locate the building from the rail corridor, and the northern area of Blacktown CBD.

The business identification sign at the entry located at Kildare Road has the Opal logo and reads 'Opal Specialist Aged Care'.



Business identification sign at entry

This sign is integrated into the eastern side fencing of the entry to the RCF from Kildare Road. The sign is visible from the residential area, but complies with the requirements of business identification signage, and is inner illuminated.

	<p>The proposed wall sign at the entry will not detract from the amenity of the residential area (business identification sign), as the design of the sign is of a simple and modern design, incorporating the company's logo of an opal coloured in green, blues and black, with the words "Opal specialist aged care".</p>
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 wall sign will not obscure or compromise views. The sign will not dominate the skyline or reduce the quality of vistas. The proposed signage does not obstruct existing signage. The proposal is for the purpose on business identification only.</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 signage to be approved at the entry at Kildare Road is considered reasonable and in proportion to the building's scale, location and siting.</p> <p>However the width of the roof sign on the northern elevation facing the rail corridor is 4.938m in the context of the building width which is 86m on the northern elevation, and given its location in a residential area and height, this roof sign is not supported.</p> <p>The sign will be constructed of high quality and durable materials, and will be inner illuminated</p> <p>The proposed signage, with the exception of the roof sign, is considered to be visually pleasing. Apart from the roof sign, the other signage is consistent for the height and size of the building, its location on a battle-axe lot, and the building's use as a residential care facility.</p> <p>With the exception of the roof sign, visual clutter is minimised and the other signs do not dominate any façades with signage.</p> <p>The roof sign on the northern elevation does protrude slightly above the building, being located at the level of the lift/stair overrun which reaches a maximum height of 20.3m. The sign's location on the northern elevation of the building, and location on the lift overrun, would aid in visually locating the building from the rail corridor, however it is not supported, given the residential character of the surroundings. The applicant can still achieve sufficient identification of the building with an alternative sign that is less prominently located but more sympathetic to the residential context.</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</p>	<p>The proposed signage dimensions are considered appropriate for the size and overall scale of the building. With the exception of the roof sign, the proposed signage has been appropriately positioned and proportioned to identify principal entry points for residents, visitors, and staff, and businesses</p>

<p>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>providing services to the facility.</p> <p>The proposal respects the important features of the building and is in keeping with the building's dimensions.</p> <p>The proposal is for signage that is simple and modern in style, bearing the company's logo of a coloured opal, and is easily readable, and compliments the building's architectural design and clean lines.</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>Not applicable. Lighting safety devices are not required.</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 signage is to be inner illuminated and is considered satisfactory.</p> <p>Due to the high elevation of the roof top sign on the top of the building, it would be visible from the surrounding area and would be out of character in the residential setting.</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 signage will reduce the safety for people moving along any public road, or reduce the safety of pedestrians or cyclists.</p>