

JRPP-16-03343 – Assessment against SEPP 64

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.

With regard to the existing Building 1, the location and dimensions of the existing signage 1 is to be retained, and replaced with the business identification signage of the future tenant of Building 1. This includes 4 signs on the building facades and 2 signs within the Great Western Highway frontage.

With regard to new Building 2, 4 new business identification signs of the future tenant are proposed on the facades of Building 2 on the eastern, northern and southern elevations.

The signage is defined as a business identification sign as it indicates 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 signage 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 signs will have a high quality and consistent appearance which will complement the overall appearance of the site and its strategic location into the Huntingwood Industrial Estate.
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	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.

areas?	There is no impact on the nearby heritage item.
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 building's scale, location and siting. The signs will be constructed of high quality and durable materials. The proposed signage is considered to be visually pleasing. The signs are consistent for the height of the buildings and the use as a warehouse and distribution facilities. 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 buildings. The proposed signage has been appropriately positioned and proportioned to identify principal entries 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?	Not applicable. The signage is not proposed to be illuminated, moving parts of LED. This will be conditioned on the consent (Condition 2.4).
Would illumination affect safety for pedestrians, vehicles or aircraft?	
Would illumination detract from the amenity	

<p>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>	
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>